



UNB RADIO SOC. REACHES MILESTON!

One of the most progressive organizations on the UNB campus celebrates a major milestone in its development on Sunday, Jan. 22nd. That occasion will mark the official commencement of regularly scheduled broadcasts to Jones House and the Students Centre by Radio UNB. This radio station, run exclusively by students, boasts of the fact that it is the only one of its kind broadcasting directly into a residence by closed circuit transmission.

UNB ON CBC

The University of New Brunswick will be featured on two programs in a series of radio discussions over the CBC Maritime network.

The series with six Maritime universities started on January 8 and will continue weekly through April 2. It is heard at 10:30 a.m. each Sunday morning.

On the March 12 program, UNB will be featured in a discussion on chemistry research. Dr. Francis J. Toole, vice-president (academic) and head of the department of chemistry at the university will head a discussion of what pure chemistry research is, what its aims are, and the problems encountered in research.

Two weeks later on March 26, UNB again will be featured in a discussion on "How Well Do We Know the Orient?"

Dr. K. B. Sayeed, assistant professor in the department of economics and political science, who was born and educated in Pakistan, will head the discussion. It will be an attempt to dispel some of the common misconceptions which the West holds about the East.

You can't fool all of the people all of the time, but you can make money trying!

SRC PASSES

Students must show their SRC card if they wish free admission to athletic events. This regulation will have to be strictly enforced in future.

WEEKEND IN SPORTS

- Red Devils at SDU
- Red Raiders at Gymnasium 8:30 Tonight vs Beals Island Sea Raiders
- Red Raiders at Gymnasium 4:00 Tomorrow vs Ricker Bulldogs
- UNB Jayvees at Gymnasium 2:00 Tomorrow vs Ricker JV
- UNB Jayvees at Gymnasium 6:00 Tonight vs TC of F'ton
- UNB Beavers at LBR POOL 2:00 Tomorrow vs Saint John Dolphins
- UNB Mermaids at LBR Pool 2:00 Tomorrow vs Saint John Dolphinettes
- Red Bloomers at Acadia Tonight
- Red Bloomers at Dalhousie Tomorrow

Hoopla Fixtures and Entertainment Big Attractions This Weekend

UNB Red Raiders hit the floor again this weekend entertaining Beal's Island Sea Raiders tonight at 8:30 and Ricker Bulldogs tomorrow afternoon at 4.

The Sea Raiders, a semi-professional team from Maine, coached by Lister Beal, have a 7-0 record so far this year and in the '59-'60 season racked up a 22-2 win-loss record.

One of the Sea Raiders wins this year was a 135-111 score over Washington State Teachers' College, who have already beaten the Red Raiders. With the Red Raiders on their home floor and fresh from a 78-42 win over St. Dunstan's University, Charlotte-town, the boys are up for the game and will be looking for a victory.

Saturday's game between the Red Raiders and the Ricker Bulldogs promises to be one of the big matches of the year. With the Bulldogs bringing American referee Tony Tammara, rated one of the top-flight refs of the Northeastern Seaboard, UNB fans should see some top notch basketball. Tony is also known to be somewhat of a showman on the floor — an added attraction.

Saturday afternoon looks like one of the big sport's days of the year and Red Raider manager Mort Marder is looking for a bang-up crowd for the game.

Added attractions to the Varsity games will be a preliminary game between the UNB Jayvees and the Ricker Jayvees at 2; a game between the Ricker Jayvees and Teachers' College of Fredericton gets underway at 6.

Once again manager Mort Marder has lined up the Jones House Dixie Combo for the Varsity games and as an added attraction at half-time Saturday afternoon, a basketball game between the UNB Girls' All-Star team and the UNB Stoozes.

All in all fans, it looks like a bang-up basketball weekend here at UNB. Last Saturday afternoon the Lady Beaverbrook Gym saw 800 fans cheer UNB to victory with the help of the Jones House Dixie Combo, and this weekend coach Don Nelson feels there will be close to 1000 out for the games after last week's victory.

- Game times for the weekend once again are:
- Friday night: 7:00—Jayvees vs TC
- 8:30—Red Raiders vs Sea Raiders
- Saturday afternoon: 2:00—UNB Jayvees vs Ricker Jayvees
- 4:00—Red Raiders vs Ricker Bulldogs
- 6:00—Ricker Jayvees vs TC

ENGINEERING APPOINTMENT

Dr. Leslie Shemilt, formerly a professor in the department of chemical engineering, University of British Columbia, has been appointed head of the new department of chemical engineering at the University of New Brunswick.

Up until now, UNB has been giving a three-year course in chemical engineering, but henceforth it will be a five-year degree course with the first class graduating in 1962.

Born in Souris, Manitoba, Dr. Shemilt received his early education in Keewatin and Kenora schools. He received his B.A. Sc. from the University of Toronto in 1941, his M.Sc. from the University of Manitoba in 1946, and his Ph. D. from the University of Toronto in 1947. From 1944 through 1947 he lectured at the University of Manitoba and the University of Toronto. In 1947 he went to the University of British Columbia as assistant professor in the department of chemistry, becoming professor in 1957. During 1959-60 he was Shell visiting professor and honorary research associate, department of chemical engineering, University College, London.



DR. LESLIE SHEMILT

VIEWS IN SPORTS

by DOUG MCKINLEY

Wrestling — Here on Campus, Yet! — This sport is far from being phony as is its professional counterpart. It is probably one of the best conditioning sports on Campus. It is strictly a scientific sport using college and Olympic styles. There are surprisingly enough, very few injuries.

This year the wrestling Club (it has not yet managed to gain Varsity status) is sending a contingent of four grunt and go-around to the Canadian Intercollegiate Invitational Wrestling Championships to be held at OAC in Guelph, Ontario on January 28. The team will consist of John Robbins, Jim Ross, Ron Morrison, and Jack Oliver, Jim Ross, who wrestles in the 167 pound division, is presently the New Brunswick champion and gained a berth on the Canadian Olympic team last Summer but had to drop out due to a shoulder injury. John Robbins has held the N.B. title at 157 pounds for two years. He also showed up well at the Olympic Trials in Montreal last May. Jack Oliver and Ron Morrison were last year's novice champions in this province. The team will be accompanied by coach Larry Clarke, former British Empire Champion and Canadian Official Referee for the Olympic Games.

XMAS EXAMS

Only five repeaters out of a total of 67 who wrote the Christmas exams were forced to leave UNB because of failing more than three papers. This was disclosed by the University Registrar, Miss Edith McLeod, who said that she also knew of at least three other students who left of their own accord.

Although the repeaters did well, twenty-three per cent of the entire freshman class failed to pass more than three papers.

Miss McLeod disclosed that this year's average standing of all students who wrote the December exams is one per cent higher than that of last year, but six per cent lower than that of the exams of 1958.

Does this mean that the frosh are getting softer, or that the professors are getting tougher? Perhaps spring finals will decide that. In any case, it is hoped that more graduates will be produced in May than were produced by the Christmas exams.

Business Loses Close Games

Business Administration lost two close games that were billed as athletic highlights of Business Week.

Forestry All-Stars won a bitterly contested hockey game, highlighted by several flare-ups, 2-1. The Bus Ad pucksters, led by diminutive Don Ciotti and Pete Snoball could not penetrate the tight defence and relentless forechecking of the Foresters.

In a basketball fixture played in the Lady Beaverbrook Gym, Freshman Engineers edged Business 33-27.

ART LECTURE

Bruno Boback ARCA, this year's resident, will give his first public lecture on Tuesday evening, Jan. 24th., at 8:15 in the Art Centre. His subject will be Edward Murch, the Norwegian expressionist painter and he will illustrate the lectures with slides showing Murch's work.

ARE THE DEVILS OVERRATED?

by JIM DOLEMAN

In the eight games so far this season, the Devils, who drew strong pre-season ratings, sport a so-so record of three wins, three losses and two ties.

The fact that no less than six of these tilts have been against strong USA competition illustrates that the Devils unquestionably have ample power. In RPI, that regularly clashes with Canadian varsity hockey powers such as the Toronto Blues and the Laval Rouge et Or; the UNB contingent has seen the strongest squad it will face this year. Commenting on UNB's 4-1 loss to RPI, Coach Pete Kelly stated, "They had an edge on us, but the play was closer than the score would indicate."

However, much to the consternation of UNB fans, the showing of the Devils on the LB Rink surface stands at a mediocre one loss and one tie. The fans might well wonder how the Devils did as well as they did in the States. In both home encounters to date the offense has been erratic and the passing poor. The team's ability to get the puck out of the defensive zone leaves much to be desired. There have only been spasmodic signs of the hustle and drive that wrote such a fine end to last year's season.

Last year the Devils began a lack-lustre schedule by dropping two of the first three league games. They then swept through all opposition, taking the next six straight to become the Cinderella team of the Maritimes.

The current edition of the Devils is stronger individually but it has failed to jell as a unit. With the NB-PEI loop play resuming in earnest this weekend, it is sink or swim. The Red Devils' journey to the Island for the first game of a home-and-home series with St. Dunstan's leaving Friday.

The squad must show some signs of life against SDU to prime themselves for the Winter Carnival grudge battle against Mount A on February 4th, and to prove they are a contender for the 1961 Championship.

Last Saturday the SDU pucksters bowed before a spirited Mount A attack 7-3. Three of Mount A's goals were netted by Al Norrena, late of the Barrie Flyers of Ontario. Norrena patrols left wing and is one of the prime reasons for the present optimism in the Mountie Camp.

SRC VIEWS

by ED BELL

Wednesday night the SRC had its first meeting of the new year. Paul Blanchet was appointed Chief Returning Officer for the coming elections, and the SRC gave him the authority to appoint, with their sanction, two assistant officers to lighten his burden. During the business of the meeting, various members of the Council expressed feelings that following the constitution too closely was obstructing Council usefulness. Intermediate Representative Dave Fellows summed it up by saying:

"We are being hamstrung by the constitution in everything we do. I suppose that it is a good check on us, but there is such a thing as carrying it too far."

Rod Bergin, Chairman of NFCUS on campus, gave the Council a report on the activities of the organization. He stated concern about the NFCUS Scholarship. A referendum stated four years ago that fifty cents per head be levied from the students as a basis for the Scholarship. Mr. Bergin stated that all his group could afford to pay was a Scholarship of \$500, instead of the \$650 assumed by the administration. A Council vote set the value of the Scholarship this year at \$500, as suggested by Mr. Bergin. The rest of the \$1700 which NFCUS receives from UNB students is sent to the head office and used for activities on campus such as the Employment Placement Service.

Other reports were heard from WUSC, the Creative Arts Committee, and the Social Committee. Carol Anne Brewer, Chairman of the latter, got Council permission to hold a party for the people who have decorated for Formals in the last two years. She stated that the only reward they had so far received was \$9 worth of doughnuts and coffee during this year's Fall Formal.

The last item to be discussed was a matter dealing with outgoing Model Parliament. The Committee which sponsors this event feels that the new party, the Maritime Monarchists, would detract from the Parliament and its value and considers it a "last year" prank by a few boisterous seniors. To exclude this party from Model Parliament, the Committee is suggesting to the Council an amendment to their constitution at next week's meeting. This amendment would definitely state that the Committee could exclude the party from Model Parliament. The Chairman of this committee made it clear that this was not a discriminatory act against any person or party, but was being done to keep the calibre of the Model Parliament high and allow those seriously interested to gain the benefit from it.

CAMPUS CALENDAR

by MARY TRITES

For listings in the Brunswickian of coming events contact the Campus Co-ordinator at GR 5-5234. Deadline for Tuesday issue is 6 pm previous Thursday and for Friday issue, 6 pm Tuesday.

Today:

CHAPEL SERVICES: Every Tuesday and Friday Morning, 8.30 a.m., Chapel, Old Arts Bldg.

BUSINESS ADMIN. CLUB BUFFET SUPPER AND DANCE: Kent Inn

BASKETBALL: UNB J.V. vs Teachers' College, Gymnasium, 7 p.m.

BASKETBALL: UNB Red Raiders vs Sea Raiders, Gymnasium, 8.30 p.m.

Saturday:

ARTS SOCIETY SOCIAL: Memorial Hall.

ENGINEERS' Wassail: Kent Inn, 7 p.m.

Sunday:

CANTERBURY CLUB: New Cathedral Hall, 8.15 p.m.

Monday:

ENGINEERS' SOCIAL: Oak Room, Student Centre, 8 p.m., music, cards, dancing and refreshments. Everybody Welcome.

IVCF: All Purpose Room, Student Centre, 7.30 p.m.

Carnival Dance

A semi-formal dance is to be included among the activities of this year's Winter Carnival. The affair will be called the "Bonne Homme Dance", the name of the official mascot snowman of the Winter Carnival.

To be held on Saturday, Feb. 4th, the dance will take place in two places — Memorial Hall and the Lady Beaverbrook Gym. It will begin at 8.00 p.m. in both places.

Dancing will be halted at 9.00 p.m. in the gymnasium when the Limelights will appear to give a one hour performance. During intermission — from 10.00 to 10.30 — the Limelights will make their way to Memorial Hall where they will begin another one-hour show at 10.30.

While the Limelights perform in Mem. Hall, dancing will be resumed at the gym. Concluding their Memorial Hall performance at 11.30, the Limelights will pack up for the evening, but dancing will continue until midnight.

Only those with Carnival passes will be admitted to the show in the gym. Those without these passes can attend the dance and show in Memorial Hall for an admission price of \$1.00. Absolutely no one will be allowed into Mem. Hall unless they buy admission. This includes those with Carnival passes.

It is hoped that through this scheme everyone will have an opportunity of seeing this popular singing group whether they have a pass or not.



Back Row: Left to right—Miss Shaw (coach), Diane Johnson, Doady Armstrong, Barb Barnes, Betty Ann Douglas, JoAnn Carr, See Sanger (manager).
Front Row: Lorraine Gardiner (captain), Winnie MacPherson, Sandy Pomeroy, Sharon Bickle, Mary MacAfee.

UNB RED BLOOMERS

The girl's Varsity Basketball team begins a busy season this term starting this weekend with two games on the road. On Friday evening, the Red Bloomers take on Acadia, and on Saturday move on to challenge Dalhousie.

The next home game will be January 25th when Husson will be in town for a game at 7 p.m. St. Stephen girls meet the Bloomers on the 31st at 7 p.m. Both games preclude Raider games.

Music Concert

On Wednesday, Feb. 1, the N.B. Chamber Music Group will present a concert in Memorial Hall. The Group is composed of members from the Black Watch.

The programme promises to be interesting and varied — reflecting the tenor of different countries (France, Germany, Italy and Brazil) and different times (with compositions ranging from 17th to 20th century origin). Full story of the Group and concert in next Friday's Brunswickian.

RESERVE THESE DATES
Feb. 2, 3, 4, 5
for the
Winter Carnival

"Saints Dixie Band" To Play At Mem. Hall Dance Tonight

A dance, featuring the cool music of the "Saints Dixie Band" will be held at Memorial Hall after the basketball game tonight. The swinging affair will get underway at 10.00 p.m. in the New Orleans Ball Room in Mem. Hall.

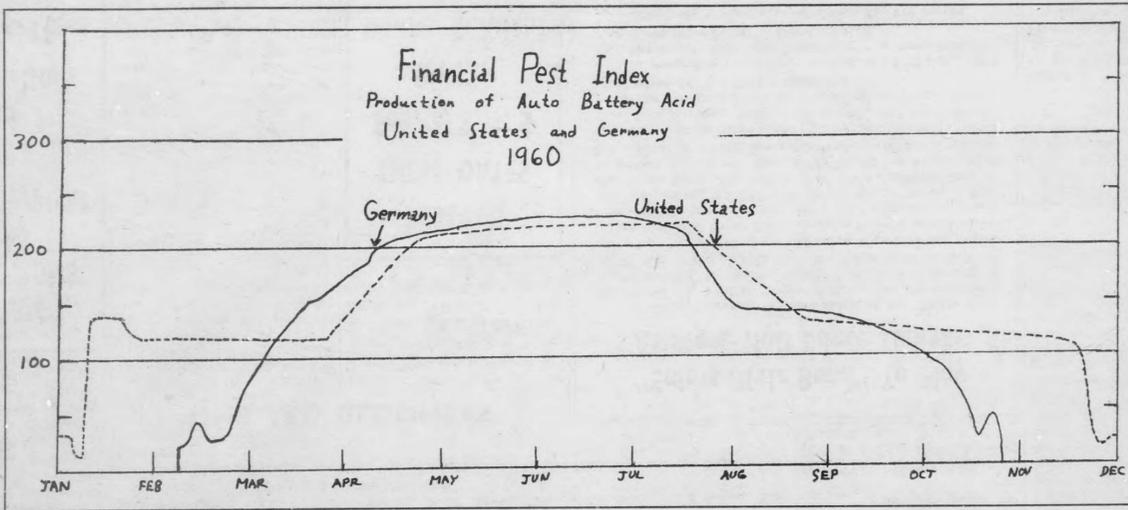
The "Saints Dixie Band" formerly known as the "Jones House Dixieland Band" have proved a favorite crowd attraction at UNB in past weeks. Their first appearance was a smash hit during the 'Red 'n Black' last November. Since then they have been engaged to play during intermissions of basketball games and their lively music has helped raise fan interest to a peak rarely equalled at UNB home games.

This dance is being sponsored by the University of New Brunswick Duplicate Bridge Club. Profits, if any, will be directed towards subsidizing an Intercollegiate Bridge Tournament scheduled for Winter Carnival Week.

So remember everybody, starting at 10.00 p.m., right after the Varsity Basketball game tonight, a dance featuring the "Saints Dixie Band" at Memorial Hall.

Everybody Welcome - Admission 35c Per Person

TWO BIG ATTRACTIONS at the Winter Carnival
Brothers Four and The Limelights
Don't Miss Them



ANNOUNCEMENT
RESIGNS POST



LISTER B. PARSON

Lister B. Parson has resigned his post as sales manager of National Bow-Tie Company after six years of service. It was announced this week. Mr. Parson expressed regret at his decision, but said it was made necessary by the pressure of other interests.

The resignation followed rumors of a policy disagreement between Mr. Parson and company officials. It was generally believed that Mr. Parson advised a switch to other types of neckwear. Since no such decision has been announced, and since Mr. Parson has not worn bow ties recently, this is likely to have been a major factor in his decision.

National Bow-Tie Company has not yet announced a successor to Mr. Parson.

WHY DO IT NOW? WAIT FOR SPRING!

He has a brilliant future behind him"

He just dropped in for a chat. I hadn't seen him since we were undergraduates. He had everything then: a bright, quick mind, drive, imagination... big plans. He graduated with top honours in our class...

But when he talked to me, he seemed dried up. No sparkle, no nothing—as though that parchment was his certificate of having learned everything there was to be learned. I asked about his job—and then I knew: It's steady, but it's dull.

It made me think. Perhaps I'm just lucky, but aluminum is different. There's no end to what you can do with it. I haven't been with Alcan too long, but half the things they're doing with aluminum now weren't even on the drawing board when I started. If you'll pardon the cliché: It's the metal of the future, all right.

And yet, with Alcan you have the benefits of being with a long-established company. You know—good salary, pension plan, stock purchase plan, and so on. It all adds up to much more than a job; it's a career. And with aluminum, the future isn't behind you, and it isn't way out front. It's right here. It's what you make of it—today.

That's why Alcan is always looking for young graduates who want to keep on growing.

ALUMINUM COMPANY OF CANADA, LIMITED,
Personnel Department,
P.O. Box 6090, Montreal 3, P.Q.



Why They're Moaning

Facts and fiction on what's happening in the market and moves behind some of the rumors.

by N. Cider

Investors are moaning this week in the wake of further evidence of a forthcoming business recession.

Imperial Panties are dropping, reaching a new low this week of 14, against a high for 1960 of 54. Similar action is facing most textile stocks as a result of increased foreign competition. A drop in the price of Seymour Swimsuits has been attributed to disclosure in the latest annual report that the Swimsuit stock is becoming heavily watered. Price this week was 6; high last year was 104.

Interest in Telephone Corp. stock increased with a new issue of preferred stock. This issue differs from many in that the Telephone is callable. Prices ranged from 131 to 146 in busy trading; many feel professional operators are responsible for the wide fluctuation.

Officials of Security Belt Co. Ltd. have begun a tightening-up plan designed to minimize losses for the coming year in the face of strong competition. Stock has remained relatively steady during recent months. Range last week was 32 to 34 1/2, up 1.

Formerly a closely held firm, ownership of International Laxatives is loosening up as increased trading takes place. The Present Board of Directors is uncertain as to the effect this will have however they express confidence that everything will come out all right in the long run.

Delsey Wiped Out

The personal fortune of Harcourt J. Delsey, noted management consultant, has been wiped out, it was learned last week.

Delsey began at the bottom and was never one to avoid a "dirty" job. He gained a wide reputation early in his career and was called upon to clean up many assets on the "shady side" of business.

Delsey was noted for the size of the bankroll he carried on his

person, and personal friends told a Financial Pest reporter that Delsey's downfall became noticeable as the last of his "roll" disappeared and he lost his normal "soft touch". At the same time, they say he became less absorbent of business affairs around him, and seemed to "float away" from the world.

Delsey's situation came to light last week when he was flushed out by a large consultant firm.

HECTIC SEPTIC ERUPTION

Officials of Majestic Septic Tank Corporation were unavailable for comment following a spectacular jump in the price of the firm's stock last week, amid rumors of a pending merger with Kaydon Cosmetic Corp. The increased volume (1,987,428 shares last week, vs. 6 the week before) as well as the new high price (16 1/2 last week; previous high 50¢) may have resulted in profits to former stockholders who sold. It is believed that Majestic Septic, under dynamic young president Cecil "Ces" Poole is about to embark on a program of diversification, thus adding to the firm's earning potential.

Rumors of the merger with Kaydon Cosmetics are substantiated by a previous unsuccessful attempt by Majestic Septic to market a line of deodorants for personal use. It was later learned that the manufacturing process had been subject to an error in calculation by the technical staff, and that the end product of the deodorant division originated not in the deodorant manufacturing section, but because of underground leakage, came from the septic tank testing area.

Despite an exceptionally strong advertising campaign, the product failed to gain consumer acceptance for some reason. Company officials have expressed hope that current legal action brought by the Pure Food and Drug section of the Department of Health against the firm will be settled in a mutually satisfactory manner.

The big guns in business are the guys who haven't been fired.

President of U.S.A.



The appointment of John F. Candy to the post of President was officially made today by the Board of Directors of United Saskatchewan Aluminum Corporation. Mr. Candy succeeds Dwight E. I. Zenhauer, whose retirement was announced recently.

New Product

Kirkpatrick W. Sudo, President and General Manager of Sudo Scientific Laboratories Limited, has announced addition of another product to his company's line.

The company manufactures such well-known products as Dust-Off, a dust repellent, Paint-Off, a paint remover, Ink-Off, an eradicator, and Frost-Off, a defrosting compound.

The new product will be a significant addition to the company's output, says Mr. Sudo. He revealed that this product is specifically designed to remove fog from glass surfaces such as display windows, auto windshields, and optical glasses. No name had been chosen at press time.

Books for Businessmen

HOW TO BUY STOCKS, by Louis Engel; Bantam Books, New York. 207 pp.; 50¢.

Here is an excellent bargain. This book is readily available at newsstands and is a meaty but still easy-to-read writing. The author assumes that the reader has no knowledge of the investment world, and explains everything completely and in simple terms. As an introduction for non-investors it can be highly recommended.

On the other hand, even an investor who thinks he knows it all can profit by reading this inexpensive little volume. The author is a partner in the world's largest brokerage firm, so he knows what he is writing about.

HOW TO RUN A MILLION INTO A SHOESTRING, by Carl Winston; Longmans, Green & Company, Ltd., Toronto; 126 pp.; \$1.75.

There have been many books on the market in recent months, purporting to tell how to make fantastic profits in real estate or on the stock market. Whether these hints are actually valid is a matter for much discussion. But if the reader follows the advice given in this book he is practically certain to achieve the results promised. Typical chapter contents include "Why You're Overweight, Underweight, or Both", "Stop Eating, Start Living", "How to Take the Work Out of Sex". To top off all this self-help information, there is a comprehensive "Ineptitude Test" at the end of the text.

This should put the lid on the current overflow of self-help volumes; it is worth reading because it enables us to take a long look at ourselves and wonder if it's all really worth the effort.

Secret of success in the stock market: Buy low, sell high.

ANNOUNCEMENT
BRUNSWICKAN FERTILIZERS
NAMES PRODUCTION
MANAGER



J. C. "CHARLEY" VAN HORSE

J. C. "Charley" Van Horse has been named production manager of Brunswickan Fertilizers Company. He brings with him many years of experience in the field.



EXPORT
PLAIN OR FILTER TIP
CIGARETTES



But Boss, you said to check the chassis

ROSS-DRUG-UNITED

402 Queen St., Phone GR 5-4451
602 Queen St., Phone GR 5-3142
361 Regent St., Phone GR 5-4311



1961 GRADUATES AND POST-GRADUATES

Excellent Career Opportunities
in
Science and Scientific Research
with
The Public Service of Canada

If you are obtaining a post-graduate or honours degree in any of the following:

- Chemistry
- Pharmacology
- Chemical Engineering
- Physics
- Geophysics
- Engineering Physics
- Biochemistry
- Geology (all fields)
- Geological Engineering
- Metallurgical Engineering
- Mathematics
- Electronics
- Geochemistry
- Astronomy

Obtain —Your copy of Information Circular 61-1500 from the University Placement Office.

Consider—The opportunities of interest to you. —The advantages of employment with the Public Service of Canada.

Arrange—Through your Placement Officer for your interview with the Scientific Selection Team which will visit the University on January 26, 1961.



WEEKLY QUOTATION OF FIGURES

Quotations here listed are official figures for listed stock. The Financial Pest cannot accept any responsibility for errors.

Industrious Stock

Week ending January 14, 1961

Dividends?	Declared Payable	Company	Volume	High	Low	Close
No	Abagail.....	175	42	34	42
No	Adelaide.....	91	34	194	34
Yes!	Jul Apr	Agatha.....	127	36	45	37
No	Jan Oct	Alice.....	100	36	264	37
Yes!	Amy.....	323	48	49	57
No	Oct Jul	Ann.....	135	79	25	39
No	Annabelle.....	78	17	17	17
No	Arlene.....	119	34	25	27
Yes!	Nov Aug	Babe.....	108	32	25	264
No	Barbara.....	140	39	32	41
Yes!	Belinda.....	99	32	25	29
Yes!	May Feb	Beth.....	122	35	46	45
Yes!	Carlotta.....	113	33	24	35
Yes!	Nov Aug	Carmen.....	226	404	40	404
No	Cindy.....	137	41	36	38
?	Gollie.....	80	25	25	25
No	Daisy.....	134	34	26	36
Yes!	Sep Jun	Darlene.....	128	37	40	41
No	Diana.....	202	33	45	78
No	Dulce.....	93	34	23	32

(Continued on page 73)

B.A.Sc. B.Com.
Ph.D. IBM has a genuine interest
M.A.Sc. B.A. in what you have to offer

... and, IBM may also have much to offer you.

If you are graduating in Arts, Commerce or Engineering, you can put your university training to practical use at IBM, working with the world's most advanced computers. And you can grow in knowledge through the company's extensive engineering and research laboratories.

The work at IBM is interesting, challenging and well paid. Advancement can be rapid, because of the company's ever expanding business.

If you would like to know what IBM has to offer, write for our booklet "A Career with IBM".

A Complimentary copy will be forwarded upon request.



INTERNATIONAL BUSINESS MACHINES COMPANY LIMITED
Sun Life Building, Montreal, Quebec
Eastern District Manager—J. E. Tappell



Editorial

Why Business Week?

UNB's first Business Administration Week ends tonight. The success as evidenced by the participation of the students and by the spirit and enjoyment displayed is gratifying.

The purpose of Business Administration Week is two-fold. First, it provides an opportunity for students of the various classes to work together more closely, thereby fastening a stronger faculty spirit. Secondly, through discussion groups and outside lecturers, it affords opportunities for the Business student to realize more fully his responsibilities both now and after leaving university. These two purposes help to make the student realize that his support is vital to success in cooperative affairs.

To date, great interest has been displayed in all activities sponsored by the Business Administration Club. It is sincerely hoped that this interest will continue in order that the Business Administration Department may remain a credit to this university. The student will more fully realize his responsibilities to society at large if he accepts his duties as an undergraduate. While at university to gain the written knowledge of others, the undergraduate can become too absorbed and forget about other facets of education.

While success in this type of undertaking is dependent on full co-operation of all concerned, the initial organization of necessity must be confined. In this regard I wish to thank Derek Oland and Ian McAvity, co-chairmen of Business Administration Week, and their committee comprised of: Roy Davis—Brunswickian; John Kee—Sports Co-ordinator; Bill Jarvis and Dan Casey—Posters; Bev Magas and Sandy Williams—Refreshments. Appreciation is extended to the Business Administration Club executive who contributed much time and effort to this cause.

Ray Zerr, President
Business Administration Club

Educating The Businessman In The Past, At Present, In The Future

by Prof. Edward D. Maher

There is widespread acceptance—particularly among the academic community—of the myth that professional education has no place in the University. In fact, Universities from their very beginning have been involved in professional education. As Professor Bossard said thirty years ago (in his survey *University Education for Business*, written in co-operation with Professor Dewhurst), "All education in a certain sense is vocational in direct relation to the conditions of life in which it originates. Preparation for public life in Ancient Greece, for the Church in the Middle Ages, for cultural pursuits by leisured nobility are cases in point."

Even most of the ostensibly liberal arts programme are in fact rather narrowly specialized programmes designed to train students for the teaching profession. As Prof. Bossard says, "The collegiate school of business must be considered as a phase

of development of commercial education, that is, as the expression at the collegiate level of the adjustment of the educational system to the growing demands of the modern business world."

The end of the 18th century saw the beginning of the industrial revolution; the business corporation came into prominence early in the 19th century. It was not until 1861 when the first collegiate school of business appeared, the Wharton School of Finance and Commerce at the University of Pennsylvania. Two periods have been characterized by the entrance of colleges and universities to the field of business education in large numbers—1900 to 1929, and since 1945.

There are now about 500 institutions offering business programmes in the United States and 25 in Canada. Since the War over 15% of undergraduate degrees in the United States, and 12% of those in Canada have been in Business and Commerce. In the United States the figure has tripled since the 1920's.

1960 saw the publication of two studies of the Business Schools—one conducted for the Carnegie Foundation by Professor Pierson, the other for the Ford Foundation by Professors Gordon and Howell. I shall draw on these studies in order to look at two questions—What should be the nature of University education or business? and What changes will be required in the 1960's to provide suitable programmes?

Dean Wallis of the Graduate School of Business at the University of Chicago has said that "... education for business cannot be thought of as a two-year master's programme, or as a four-year bachelor's programme, or as a three-year doctor's programme, or even as a seven- or eight-year programme covering all three degrees. Education for business must be thought of as a lifelong programme."

Probably the majority of today's University graduates who enter business will still be there when we enter the 21st century. Obviously business education must emphasize fundamental education which will help the individual to continue his own education, rather than specific techniques which will soon be obsolete, possibly even before the student graduates.

To develop a suitable programme Dean Wallis considers that we need the answers to two questions: What education in the early 20's will provide the best foundation for the succeeding 40 or 50 years of self-education?

Professor Maher is Head of the Department of Business Administration at the University of New Brunswick. In this article he deals with the questions

- ★ Does Business Education belong in the University?
- ★ What should be the nature of Business Education?
- ★ What changes will be necessary in the 1960's?

management—the organization and direction of a business, (ii) marketing, (iii) finance and financial control, and (iv) personnel and industrial relations.

The Carnegie and Ford studies suggest that the growing importance of operations research and of electronic computers in business will require considerably more mathematics than is currently included in most business programmes.

In the final year the programme should include a course—often called administrative or business policy—

5,000 Laid Off in N. S.

AMHERST (BOO)—United License Plate Corp. has laid off 5,000 employees in the wake of a decision by the Province of New Brunswick to forego the issuance of new auto license plates in 1961.

It is generally believed that the government's decision to use windshield stickers stems from a desire to economize on non-essentials such as highways and education to finance the Hospital Insurance Commission (HIC).

Officials of United License Plate Corp. pointed out to a *Financial Post* reporter that their firm was a prime supporter of the economy of the Atlantic region, and now those upstarts are using stickers made by those foreigners in Upper Canada.

**ANNOUNCEMENT
BUSINESS WEEK CO-CHAIRMEN**



DEREK OLAND



IAN McAVITY

Co-chairmen of Business Administration week are Derek Oland and Ian McAvity. Oland is a native of Rothesay, N.B., and a third-year Business Administration student. He is serving his second year as Class representative on the Students' Representative Council. McAvity, a Montreal resident, is a freshman Business Administration student. He is a member of the House Committee of Aitken House and Freshman Representative on the executive of the UNB Business Administration Club.

News for you
—Minks don't grow on trees, but there are lots of women who will go out on a limb for one!

See ya at
The ROYAL STORES Ltd.
"Fredericton's Friendly Men's Shop"
For Young Men and Men Who Stay Young
Finest of British Woollen Suits

MAZZUCA'S VARIETY STORE
79 York Street Telephone GR 5-3484
FOR YOUR LOCAL AND OUT-OF-TOWN
DAILY AND WEEKLY PAPERS
SMOKERS' SUPPLIES AND MAGAZINES OF ALL KINDS
ASSORTED CONFECTIONERY
OPEN EVERY NIGHT TILL 10:30

For Flowers for Any Occasion
FORMALS
ANNIVERSARIES
WEDDINGS, etc.
Contact **AVENUE FLORISTS**
834 Charlotte Street Phone GR 5-5613
Flowers by Wire — anywhere — anytime
We carry Droste Chocolates

The Financial Pest
Valuable Souvenir of UNB's first Business Administration week.
Editor-in-Chief and Copy Boy: Roy Davis
Other Thinkers and Writers: Alan P. D. Chandler, A. T. Doyle, Derek Oland, Ronald G. Storey, David Ward, P. R. Zerr.
Special Thanks: Janet Maybee (courtesy Brunswickian), Dave Folster (The Daily Gleaner).

PINS and RINGS with UNB CRESTS at SEYMOUR'S
65 Regent Street GR 5-3182
10% DISCOUNT On All Merchandise to UNB Students

ATTRACTIVE CAREERS in the METEOROLOGICAL SERVICE for 1961 GRADUATES IN ARTS OR SCIENCE
A Federal Government Recruiting Team will be here January 23 and 24

To interview and select 1961 graduates for careers as Meteorologists and as Meteorological Officers.

The starting salary for Meteorologists is \$4920, for Meteorological Officers, \$4740.

For consideration as Meteorologists, candidates must have an Honours Degree in Physics, Mathematics and Physics or Engineering Physics while a pass degree in Arts or Science is sufficient for those competing for Meteorological Officer, provided they have several credits in Physics and Mathematics beyond the senior matriculation level.

Training in Meteorology Provided Numerous Opportunities for Advancement

TO ARRANGE INTERVIEWS, CONTACT UNIVERSITY PLACEMENT OFFICE preferably before above dates

The University Placement Office has descriptive folders, posters and application forms.

The Student well equipped for PSYCHIATRY...



The student well equipped to avoid economic trauma carries a case-history note-book entitled "Bank of Montreal, Savings Department" and sees to the making of regular entries therein.

BANK OF MONTREAL
Canada's First Bank for Students
Fredericton Branch, Queen and Carleton Sts.
DOUGLAS TROTTER, Manager

**ANNOUNCEMENT
CHIGNECTO CANAL COMPANY DIRECTOR**

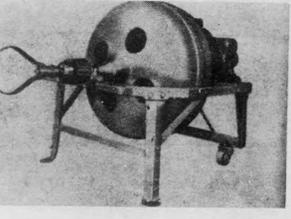


LEO K. ROBERSHAW
Mr. L. M. D. Sliving, Chairman of the Board of Chignecto Canal Company, announces the election of Leo K. Robersshaw to the Board of Directors. Active in public affairs, Mr. Robersshaw was instrumental in the creation of the new portfolio of Minister of Forestry in the Federal Cabinet.

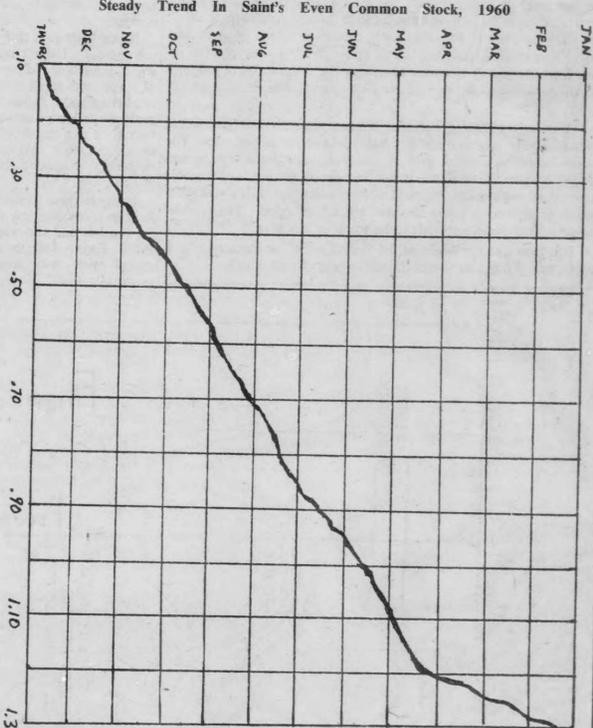
SAINT'S EVEN PICKLE MINES
Saint's Even, N. B.



Saint's Even Pickle Mines is located in the heart of the world's highest grade pickle deposits, just discovered after extensive surveys. Above photo shows pickle strip mining operations in progress. Increasing world pickle demand will benefit shareholders in this firm. Several large international pickle processors have contracted with this Company for raw materials to supply international markets. As shown on graph (right) there has been a consistent trend in the price of Saint's Even Stock in 1960. Low price for the year was 10¢ while a high of \$1.30 was reached.



Saint's Even Pickle Mines has modern equipment (left). The pickle-press pictured is part of the appropriately progressive processing plant perfectly prepared for production of pure Pasteurized palatable products (presented for President's approval prior to packing), procured from pickle plots by pretty professional pickle pickers.



Invest TODAY and get in on the Profits!
For additional information consult
AmCan Investments Ltd.
M. Besler, President Esau Krook, Vice-President
Sent Jonn, N. B.

"Builds" Businessmen



Professor Edward D. Maher is Head of the Department of Business Administration at the University of New Brunswick. Professor Maher joined the faculty at UNB in 1954 after obtaining his Bachelor of Arts Degree at the University of Toronto and his Master's Degree in Business Administration from the University of Pennsylvania. For an informative article by Professor Maher, please turn to page 12.

The Nation's Boozeness

When Will New Brunswick Give Bootleggers The Boot?

For the last 23 years the people of New Brunswick have been living for, against and despite the New Brunswick Intoxicating Liquor Act.

Those who have been living for it, the "drys", believe the Act is a good one if sufficiently enforced. This group comprises about 10% of the population, according to reliable surveys.

The group who have been living against the Act consist of just about everyone who takes a drink in the Province. They have been living against the law because anyone who takes a drink outside his home or hotel room is committing an offence. This is as true for the man "indulging" at the local golf or boat club as it is for the woman taking a drink with a man in a car on a back road.

Those living despite the current Liquor Act include the many bootleggers and all private clubs in the province where liquor is served. While some clubs (such as the Canadian Legion) are genuine service clubs, the majority are owned and run by a small group for their own profit. One such place in Saint John reminds one of a horror film, with its dark rooms lighted by a single fly-speckled bulb. In this place you must get there early or you don't get a glass.

Another group overlooked by the present Act is the tourist. Being used to having a drink at home, he is breaking a law in New Brunswick unless he buys a bottle in the liquor store and consumes it in his hotel or motel rooms. In most parts of the country innkeepers account for approximately 50% of the total liquor sales; thus allowing them to construct more attractive tourist accommodations. Restaurants may also serve better food if they receive income from the sale of alcoholic beverages. A comparison of lodgings and restaurants in Quebec and New Brunswick will show the truth of this.

A strictly enforced licensing system through a non-political governing body, allowing cocktail bars and taverns is suggested. The taverns would be divided, men in one part, unescorted women and married couples in another. It is also advocated that liquor stores remain open until midnight to cut down bootlegging. This was practised in Saint John a few years ago, but was stopped. The reason? The store employees were felt to be working too hard.

It is time that the desire of the "unavailable" be quenched, so it may be enjoyed in its rightful quantities and circumstances.

Educating the Businessman: p. 12
Delsey Wiped Out: p. 67

Why They're Moaning: p. 67
5,000 Laid Off: p. 12

The Financial Pest

For Canada's Wheels of Business, Public and Concentric Circles

VOL. 2 PINTS Member International Money-Mongers of America

Office: 226 Aitken House, January 20, 1961

Price: Who Cares? Charge it to the expense account! No. 1

Foolhardy Promotion Is Aggressive Strategy

by Prof. W. J. Weddin

Marketing managers have been bombarded with many articles purporting to demonstrate that the more you spend on advertising the more you make in profits. Some writers maintain that advertising is unethical and should be abolished; others claim that it makes businessmen filthy rich and is a good thing. So do I.

Until expensive research is undertaken to determine who is right, little agreement is likely. Each individual will tell you he is right. Of course, it isn't true, and it can't be. Because I'm right.

This concept of myself plays an important part in my everyday life, as well as yours. I'll tell you why if you'll read the rest of this article. And you better because I slaved over it for a whole half-hour when I could have been out camping.

My viewpoint is justified. There should be no need to convince you of this since I am so obviously right, but since I can't think of anything else to write about I'll convince you anyway. I firmly believe that advertising and promotion are the necessary foundation for any sound business. If you spend enough on surveys and gimmicks you can sell almost anything, in fact I would go so far as to say everything! (except Edsels).

Look at it this way. Why waste your time running a business if you haven't got the ambition and drive to put on promotions? Sure, I know. You say you can't afford to advertise. But can you afford not to advertise? The answer is definitely "NO!" "NO!" "NO!" Or perhaps "May-be not". If you haven't got the money, borrow it! Some authorities contend that you should spend half your promotion budget on surveys. This is silly. I say spend DOUBLE your budget on surveys. And TRIPLE on advertising. What's left over put in your pocket and nobody will notice.

It has been said that my ideas are radical. I don't really think so. I was employed by a number of large and small firms in the marketing field before assuming my present job of university professor. I can say from personal experience that in every case I succeeded in raising the sales of my employees.

In my lectures to students I delight in recounting my experience on the job and the way I raised sales. Eager students always respond with such questions as

"How did you do it?" "Why isn't this done more often?" "Can I be as successful as you?" "Which way is the men's room?" and many other questions of pressing importance.

I would like very much to cite examples of the firms whose sales I succeeded in raising almost overnight. In fact, if all these firms hadn't gone bankrupt just after my plan started to work (I have been plagued by this kind of bad luck), I would.

But my secret is this. Advertising increases sales. You want your sales to go up, so keep spending more for advertising. I spend more on advertising than my firms take in in sales. This may seem foolish at first glance, but let's look again. If it still looks foolish to you this shows how narrow minded you are.

By continually spending more for promotion than you receive in sales, you are assuring that your sales will keep increasing at a faster and faster rate. This was proven in my own experience. Again, it is unfortunate that all these outfits went broke for some reason, because I would have liked to illustrate with their present successes. Since this is not possible, I must rely on the strength of my own arguments.

If you seriously consider this idea and put it into practise, I know you will find that you will really be amazed at the sharp jump in your sales volume. In fairness, I must give both sides of the story in an article such as this. Some accounting-minded friends have claimed through some peculiar reasoning that the profits of the company will disappear if this method is followed. This again shows how narrow minded and unwilling to face up to progress some people are.

If you examine the whole idea carefully you cannot help but see as I have that even though your profit per unit may decline somewhat, you are doing such a tremendous volume of business that even if you do go broke you can sell out before the whole thing caves in on you.

People with idle cash are just dying to invest in going businesses (and brother, yours certainly will be going!). And if your volume of sales is so fantastic you can sell at a tidy profit.

That is why I say Foolhardy Promotion is Aggressive Strategy.

Daily Express Folds



Like all other newspapers, the London Daily Express folds. While the large editions are harder to fold than those with fewer pages, the folding process can still be accomplished with slightly more effort, according to efficiency experts. Standard folding procedure consists of initially folding the large newsprint sheets in half so as to produce four eight-column printed surfaces, and then folding in half so that the upper half of the first page remains exposed.

EUREKA PERFUME EXPANDS

Expansion Plans have been announced for Eureka Perfume Ltd. by company President Flora Loder, who told shareholders last week that the firm's new plant is rapidly nearing completion. The firm manufactures a complete line of perfume products for personal and industrial uses, according to a company spokesman.

The new plant is located at North Westfield, about two and a half miles south of East Northfield. It was built over the protest of the local Parent-Teachers Association, the WCTU and the SPCA, who feared a repetition of an unfortunate accident at a Eureka Perfume plant last year.

At that time thousands of gallons of perfume vats containing the fragrance Irresistible Passion exploded, strong winds carrying the scent for miles. Riot squads were called out to protect a nearby girls' school from the besieging mobs of male university students who had inhaled the fumes. Army units wielding tear gas and blackjacks finally succeeded in restraining the male students. Company President Miss Loder says that additional safety precautions will be taken in the new building.

Sales of Eureka Perfume rose sharply as news of the accident spread. Sales rose from \$157,896 in 1959 to \$6,752,910. This increase has been attributed to "the proven effectiveness of our product, as demonstrated in 1960" says a company spokesman.

HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING, by Shepherd Mead; Ballantine Books, New York; 128 pp.; 35¢.

This book is really a chuckler, but also contains some helpful hints on how to get ahead in the business world. While not essential reading, every Business Administration student should read it if only because it says so here.

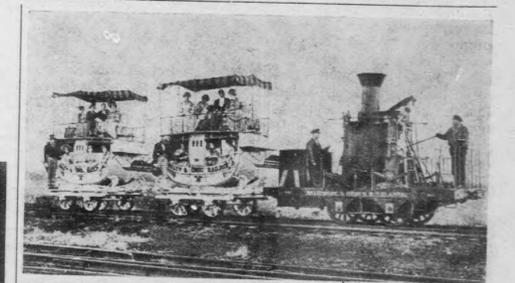
This little book (little only in the sense of its intellectual stature and number of pages) is written by a former vice-president of a large Madison Avenue advertising agency and gives the reader an insight into the effects of life in the business world on the human mind.

Wall St. Crash Predicted

NEW YORK (Stiff)—A crash on New York's busy Wall Street was predicted today. Eustace J. Armstead predicted the collision of a 1961 Imperial and a 1936 Bicycle. When asked how he knew the crash was to take place, Armstead replied: "I saw them heading for one another and assumed that unless one or both deviated from their paths there would be a crash. They didn't and there was." There were no reports of injuries.

Not Worth Nothing

Members of the National Soap Manufacturers Association today elected Conrad Clean as their President. Mr. Clean succeeds James "Jim" Dandy in the post. Elected Vice-President was Lester W. "Les" Toile.



Modern Railway To Serve N. B.

RUSAGONIS (Staff)—The Board of Transport Commissioners has granted full approval to an application of the Sunbury Railway Company, it was learned here today. The Company requested permission to inaugurate passenger service between Rusagonis and Geary, N.B., according to a spokesman.

Pictured above is the rolling stock to be used on the SRC's new service. Terminal facilities and general offices are located here in the area's most modern structure, a converted fertilizer warehouse.

Service will commence on a tentative schedule, it was reliably learned, serving Rusagonis - Geary commuters only on specified dates. These dates as well as train times will be determined so as to coincide with peak traffic hours, i.e. with Saturday night Radio Jamboree broadcasts, barn dances, and church bazaars.

A company official issued the following statement: "We got



The Board of Directors of the Sunbury Railway Company has announced the appointment of Steve Bart as President of the SRC. Mr. Bart was selected for his proven administrative ability and interest in engineering, an interest which will be made use of on the SRC. In addition to the post of President, Mr. Bart also assumes the office of Operating Engineer. This will enable him to make full use of his technical knowledge, as well as to meet all the Railway's passengers, thus adding a note of personal contact to the firm's operations.

New Group Formed For Research

Research workers from all parts of Great Britain, Canada and the United States met this week in a three-day session at Montreal. It was announced that as a result of this meeting a new society, the British-American Research Foundation, will be established. Scientifically-minded individuals in business have been invited to join the BARF movement.

From Our Dean....

I have been asked to say a word in connection with Business Administration Week. I believe that the practice of having such weeks is an extremely valuable one as it not only provides for special entertainment and activities of value, but also helps to focus attention on the work and aims of different faculties and departments of the University.

Our Business Administration Department is one that was established fairly recently in the history of the University. The work of this department is a valuable contribution toward the education of young men and women in this field. It creates further interest and variety to have a body of students in this field on the campus. The curriculum may be said to be partly academic and partly professional, if I may use these expressions in this way. It is important that it should be so and that Business Administration



tion students should belong to the Faculty of Arts and share in the work of that faculty to the extent that they do.

May I convey my congratulations to all concerned with the programme of what I believe will be a most successful Business Administration Week.

ALFRED G. BAILEY,
Dean of Arts.

