

Giant Problems, Challenges Face Management In Canada

by REFORM MACDOUGALL
MONTREAL (CP) — Giant problems and challenges face management in Canada today, says E. R. Amerie, chairman of the Canadian Council of Management Associations.

To deal with them successfully, management will have to become much more sophisticated, he said in an interview.

He foresaw management leaders learning at least one of two foreign languages in order to do up business abroad. And he believes they will have to be much more aware of labor relations, technology and the science of business management.

While management is more enlightened today, said the 33-year-old executive with the Dominion Tar and Chemical Company, it still has blind spots. For one thing, it often did not understand labor and this

caused the worker to use much of his creativity to break down management objectives.

"Strikes should not take place in a mature society," Mr. Amerie said. "If problems can't be solved through discussion then we are not far from cave-man days."

MUST RAISE PROFITS

He saw "maximizing profits" as management's basic purpose. "Profits mean more jobs, higher wages and a boost for the economy as a whole. They also mean a company is doing business effectively and this forces competitors to do the same."

Mr. Amerie recently attended a large international management convention in New York. While the science of management still is in the infant stage, he said, some American scientists are getting close to defining what goes into a good manager.

Mr. Amerie said many Latin American executives at the convention indicated a large market for Canadian products in South America, "particularly if we could export managerial know-how along with the goods."

The Canadian Council of Management Associations, formed last May when 11 Canadian management groups got together, seeks to promote management education and research in Canada. The organization was recently accepted as the Canadian representative of La Comite Internationale de l'Organisation Scientifique. This gave it a lot of contacts all over the world," Mr. Amerie said.

MONSTERS GALORE

EDMONTON (CP) — Member of Parliament David James Lough there is not merely one Loch Ness monster, but a whole school of them. He and a team of 40 helpers plan to spend three months searching for three months a searching for clues to authenticate the monster's existence.

Backyard Gardener Called Offender With Pesticides

KANSAS CITY (AP) — Experts, including a Canadian, have called the backyard gardener the biggest offender in dangerous use of pesticides.

The do-it-yourself gardener hasn't been reading labels on insect sprays and other chemical weapons carefully and "unintentionally" has been doing more harm to himself and his neighbor than the farmer who is aware of the hazards, said Dr. Henry Hurlig of Canada's department of agriculture in Ottawa.

"And no farmer would likely use four pounds of a pesticide when directions call for half a pound—it costs too much, and he knows his crops might have a residue exceeding legal limits," said Dr. Robert White-Stevens of the American Cyanamid Company of Princeton, N.J.

These and other experts,

speaking to the American Public Health Association, took issue with charges that widespread use of pesticide and agricultural chemicals is causing wild harm to human and wild life.

Accidents have occurred in which humans were fatally poisoned and there have been reported instances of damage to wild life, birds and fish, the fish, the speakers said.

But chemicals combating insect and plant diseases have been a major foundation stone of North America's remarkable food production, the speakers said.

"We need more information, facts and education and less emotion, passion and bias" on the question of health and pesticides, said Dr. Bernard I. Oster, Food and Drug Research Laboratories, Inc., Mass., N.Y.

SECOND SECTION

Canadian Exports Hit Record Level

OTTAWA (CP)—Canadian exports in the July-September period exceeded the \$1,700,000,000 mark for the first time, as they set the second consecutive quarterly record.

Estimated value for 1963's third quarter was \$1,722,900,000, the bureau of statistics said Wednesday. It compares with \$1,659,000,000 in the previous quarter and is about 10 per cent higher than the third quarter of 1962.

The gain appeared to be almost entirely in volume of shipments, DBS said. The average level of export prices was about the same as a year earlier.



HEADED FOR YOUTH CONFERENCE

Fifty young people from the Maritimes boarded Canadian National's Ocean Limited on the first stage of their journey to Buck Hill Falls, Pa., for an international gathering of the Allied Youth Movement there. Most of the young people came from Nova Scotia, and the trip was sponsored by the Nova Scotia Department of Education. In charge of the party were Rev. Bruce D. Atkinson, director of alcohol education for the province, Miss Edith Reston, and several other group-ups. The party passed through Montreal and New York on the way to

Hill Falls. Some of the young people are seen here with Mr. Atkinson (right) and Miss Reston (left). They include Wayne Becker of Glace Bay, international president of the movement; Lorna MacPhee of

Turo, provincial president; Brad Kinsman of Cambridge, N.S., provincial vice-president in charge of projects; and Dale Turner of Leary, P.E.I. (C.N. Photo)

Tall, Thin Look Is Reported New Trend In Men's Fashion

PHILADELPHIA (AP)—The trend in men's fashions, say those who design the suits and coats, is to the tall, thin look and away from sameness.

"The slim look is flattering and neat and provides simplicity with individuality," Robert Well, president of the International Association of Clothing Designers, has reported in looking ahead to what the well-dressed man will wear in 1964.

"We're concentrating on comfort, keeping the suit larger inside and trim outside.

"The best accessory a good-looking woman can have is a well-dressed man and we have been working toward that end," said Well, chief designer for a Philadelphia fashionable house (After Six Formal).

The IACD is holding its semi-annual convention here.

Michael Daroff, board chairman of Botany Industries Inc., told more than 100 designers that men's clothing is undergoing the biggest changes in history.

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<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE <input type="checkbox"/> MARRIED <input type="checkbox"/> LEGALLY SEPARATED			
5. NAME OF EMPLOYER	6. NUMBER EMPLOYED		
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