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AGENTS FOR ALL ATLANTIC STEAMSHIP LINES

"Our policy calls for a thorough revision of the tariff with a view to the adoption of such reasonable measures as are necessary: (a) To assist in providing adequate revenues; (b) to stabilize legitimate industries, and to encourage the establishment of new industries essential to the proper economic development of the nation, to the end that a proper and ever-increasing field of useful and remunerative employment be available for the nation's workers; (c) to develop the fullest extent our natural resources; (d) to promote specially and increase trade with the mother country, the sister Dominions and colonies and crown dependents; (e) to prevent the abuse of the tariff for the exploitation of the consumer; and (f) to safeguard the interests of the Canadian people in the existing world struggles for commercial and industrial supremacy."

ERNEST HENRY BEAZLEY

The sudden death of Mr. E. H. Beazley, managing director of the Union Steamship Co. of British Columbia, through an aeroplane accident on Victoria Day, came as a severe shock to the business public of Vancouver, and to a host of personal friends he had drawn to himself through a nine year residence in this city. In the death of the late Mr. Beazley the city of Vancouver loses one of its most valued citizens, and the Union Steamship Co. suffers an irreparable loss. The late Mr. Beazley had a highly developed idea of civic duty and always held himself to be free when he could be of any service to the business life of the city.

The late Mr. Beazley was first and foremost a shipping man. Born in 1876 in Cheshire, he lived and breathed the sea in his school days. After a year spent in Germany, he joined his father's firm, Gracie, Beazley & Co. He later went to J. H. Welsford & Co., Ltd., of Liverpool, with whom he acted as outside manager for nearly ten years. This firm acquired the controlling interest in the Union Steamship Co. of British Columbia and on the latter's purchase of the Boscowitz Line, Mr. Beazley was sent out to manage the Welsford's interests in British Columbia.

From very modest beginnings and with indifferent ships, he built up the business of the company in British Columbia to the prominent position which it now holds in the coast-wise trade of the Province. The war interrupted the plans of the company for development and the ships built to its order in Great Britain were taken over by the Admiralty. He nevertheless succeeded in purchasing two vessels and has added three newly-built ships to the service.

Knowing the shipping business thoroughly, he applied his wide knowledge to the problems of the coast trade. He was noted as an authority on coast matters, and was deeply respected by his competitors in the service. He was on intimate terms with the labor interests involved in the operation of his lines and was profoundly respected and held in affection and esteem by the officers and crews of

WHEN CUSTOM INTERFERES

The constant use of a word often makes it standard, but custom should not be allowed to interfere with efficiency. We say "Hello" when we answer the telephone, not realizing that it is not the proper way. You help your own telephone service when you give the name of your firm and department when answering a call.

British Columbia Telephone Company