

SELF PRESERVATION FIRST
President E. W. Beatty Discovers The Business of Business

Under the above title and in con-
junction with the business course of
the Alexander's Institute of Business

In view of the author's prominent position throughout the business and railway world and his rapid and early attainment of the highest positions in the

Canadian Pacific Railway, his message is of more than unusual interest at this time of general depression. It will be read and studied by hundreds of students enrolled in the Hamilton Institute and serve as an exhortation and example to them in their future struggles in whatever field of endeavor they may have chosen.

Some extracts and aphorisms from the pamphlet are as follows:—

spring of life. It is not a attainment so much as the striving for it that lends zest to our existence. Work is not a curse but a blessing as those know, only too well, who are deprived of it through sickness or accident. For many of us the business of living is an all absorbing occupation."

In regard to "Man's struggle with Nature," he says:-

"Self-preservation is not only the first law of nature; it is the first law of business. Every man struggles to maintain his own for himself and for his family, and all his acts are dictated by this effort. The forms of struggle are held in check by the civilization we enjoy, but the struggle is never

The second law is to hold our own, to better our position, to strengthen our grip on all that makes life worth living. Each one working steadfastly in his own interest not only adds to his own welfare but improves mankind."

Relative to the "Personal Element in Business":—

"In the largest company or the most complex corporation the driving power of the individual is the key note of success."

Regarding "interference of the State as a Regulating Factor in the World of Business":

"The Exercise of State interference can be just as excessive as business enterprise. It is, as it were, a corrective medicine. Now medicine may sometimes be good for a man. It does not, however, follow that in order to be well we should be fed on pills."

Replying to the query "Can a civi-

A private enterprise, even when operating a public utility, like a railroad, has the stimulus of profit to spur it to fruitful activity, but if profits fall and losses mount, it may suffer from mismanagement, if not from its own burdens. It is generally believed by business men that that is not the case with the government. Congress is supposed to have the means and the full test of private enterprise to determine whether or not proper conservation of the plant, the reports of profits from operations, the oversight of depreciation, reserves, interest on capital, and the like are for the equivalent of the taxes paid on private undertakings. From a strict accounting view, most, if not all government undertakings, particularly operating railroads, would be profitable at a loss and would be profitable at a

It not for the direct and indirect support of the public treasury. There may be circumstances in which such operation at a loss is justified by public interests, but it is hard for a business man to conceive of such a system be-

Ask Support of

Women's Council
G. Fred Fisher of Citizens' Assn. Appealed to Women to Assist in Campaign for Municipal Control of Hydro Current.

The campaign for the municipal control of the hydro current from the Musquash was carried out by the Women's Council.

Mr. Fisher recalled briefly the steps taken. The provincial government had adopted the policy of development of the water powers of the province and a start had been made at Muskegon, and this current was about ready for distribution.

Power Commission, appointed by the city, had told the citizens the conditions would be as they are now, that the city must take the current and pay for it while they were finding customers, and this meant quite a tax on the citizens if they decided to undertake municipal distribution.

On the other hand, the New Brunswick Electric Light & Power Co. had come to the city and said that if the city decided to distribute the current themselves, the first the initial expense for a system, and second, the fact that they must light the New Brunswick Power Co., as so far as he could see there was no pos-

It was finally decided to send a copy of the petition to each of the federated societies and ask them to