THE IMPERIAL OIL REVIEW

BIRDMAN'S VIEW of Sarnia Refinery

1919 SALES INSPECTION TRIP
A Highly-Profitable Tour From Every Point of View

The inspection trip through the West by Vice-President U. W. Mayer and other home office officials, which has established itself as an annual fixture, was started on the evening of August 30th. Mr. T. C. McCobb, Secretary-Treasurer, and Mr. E. D. Gray of the Toronto sales staff, accompanied Mr. Mayer. Mr. L. J. Cummmil, of the H. K. McCann Company, Limited, and Mr. J. S. Mayer, Mr. Mayer's son, who has just returned from France, also accompanied the party.

Winnipeg First Stop
Winnipeg was reached Monday morning. Labor Day, and all business houses were closed in consequence, but Mr. Boyd and Mr. G. F. Kitchener were both on the job, so that no time was lost by Mr. Mayer or Mr. McCobb.

The routine of work adopted by the party at Winnipeg was followed throughout the trip. After all of the party had met the sales division officials, Mr. Mayer and Mr. Gray took up in detail the various problems to be settled. Mr. McCobb went into session with the account heads. Mr. Cummmil paid visits to the principal newspapers and, according to the latter gentleman, Jim took a count of all of the steeps in each city visited and renewed acquaintances. By this time the innumerable boys he had met last in France.

After routine, sales and accounting matters were completed, there was a discussion of sales plans and prospects by the whole party and division heads. This was regularly followed by an inspection trip to warehouses, filling stations and other Company properties.

Then, too, there were visits to the flour millers and to the grain elevators. Mr. Cummmil, who is the Company's representative in that territory, arranged for the party to be entertained at dinner. The young men of the Party, under the guidance of Mr. McCobb, went to the head table and were treated to the best of everything.

Party Reaches Regina
The party arrived in Regina early Thursday morning. Mr. Mayer spent the entire day with Mr. Halsey and Mr. Tingle. Mr. McCobb divided his time between these officials and the heads of the Accounting Departments. Messrs. Gray and Cummmil impressed the time to accompany Mr. Moore through the retina. A reenactment of our Regina riot, in the heart of the Prairie Provinces, is a wonderful preparation for boys to go to the Imperial Oil Limited. To find in charge a man so thoroughly grounded in modern refining methods and management as Mr. Moore, speaks well for the future of this plant. Incidentally, Mr. Moore is very much better looking than the pictures which have recently appeared in this Review. He has promised to send us a new picture that really looks like him for use in some future issue.

Tuesday and Wednesday were spent in Saskatoon. Notwithstanding the many difficulties during the severe serious labor troubles in Winnipeg, business throughout the entire territory is unusually good, and our Company is getting its full share of it.

A Laudable Ambition
It was the ambition of each of the party to be the first ready for business at every point reached, so there may be some excuse for Mr. McCobb's absence. It is because of this, however, that he is well merited. On Friday evening, the party, in theirj ed, were again beaten out by the Chief, who was awaiting them at the hotel.

THE IMPERIAL OIL REVIEW
Published Monthly by IMPERIAL OIL LIMITED 16 Church Street, Toronto

No Satisfaction Without
Satisfactory Service

T
he time was Sunday evening, the place the dining room of one of Canada's finest hotels. There were five in the party. As they walked down the corridor they were talking and laughing with their host— all were evidently in good humor and anticipating an enjoyable dinner.

The party was met at the dining room door by one of the head waiters who told the host curtly, and none too politely, that all tables were taken or reserved. As was the kind of thing that we all have to put up with, we said, "Fine" and took our place at a table, which was a desirable one in the shape of a room and placed them at a delightful table explaining that a reservation had been cancelled to deal with the problem. An explanation was given, made it all to understand that the matter had not been interfered with and that he, the head waiter, felt very much abused. It is interesting to note that the members of the party had stopped and all wore obvious expressions of exasperation and boredom. Waiters were in no way improved by a wait of some twenty minutes before the waiter came for the order.

of the waiter, however, everyone brightened up. Then the waiter went away—he must have gone a long, long way away because he was gone a long time coming back. When he did come he had forgotten the orders and he got things badly messed up. The worst order was brought for one of the party, which caused another delay.

Two of the party ordered coffee with their meat, the coffee failed to come. The attention of the head waiter was called to this, but not until after the desert did any of the party obtain their coffee. When the host mentioned this to the waiter, he said that it was the custom of the house to furnish coffee with the desert unless otherwise requested, but that the coffee which had been gladly served with the meat had this request been given. In view of the fact that the coffee was made and repeated three times, the waiter's lament did not help any, and one of the party upon leaving the table commented on the service in a truthfully, if forceful way.

The waiter evidently complained to his superiors (or whatever they are), that he had to work like a horse, and the assistant head-waiter passed the complaint on to the head-waiter. When the party left the dining room, it was followed by scowls and by the mutterings of all three of the dining room staff.

To go back to the start, this was one of Canada's finest hotels. The food was excellent, it was perfectly cooked, the linen immaculate and the silver sparkling. This is the kind of thing that we all have when we make that millions. Everything was the best that can be obtained—no, not everything. Not one of the party enjoyed the dinner, nor one of the party was satisfied with it, nor one of the party remembered the food or the surroundings, because of the manner in which it was served. The explanation was given, made it all to understand that the matter had not been interfered with and that he, the head waiter, felt very much abused. It is interesting to note that the members of the party had stopped and all wore obvious expressions of exasperation and boredom. Waiters were in no way improved by a wait of some twenty minutes before the waiter came for the order.

Independence
Recently the maile brought us the following from a well-known manager of one of our Western plants. He requests that we do not publish his name or use his "nom de plume." He writes as follows:

"The editorial, "Pay-Day," in a recent issue of The Review, was not altogether to our liking. It seems that the author has a greaterlooking forward to pay-day for its financial return than the writer of any serious observer will probably acknowledge.

To the young starting out, increase of pay coming through application to work is an incentive to progress and greater effort, and for that reason the happiness that comes from a larger amount conscientiously earned is legitimate. Those who cannot remember the first increase in pay, and with what pride the fact was announced to others, should rather wish that we had that day, probably with our whole pay meet?

Later on, and as the pay gets larger, there is too often apt to be a looking forward to each individual pay-day, and frequently part of the pay is not received, so to speak, before the last day. While through sickness or other causes beyond one's control this is liable to occur at some time or other to the majority, still, when it becomes a habit to look forward to pay-day mainly to cover pressing debts, something is wrong. The quality of one's work is apt to deteriorate—and, perhaps, of character as well.

"In this respect our fathers and grandfathers had 'something on us.' We did not then hear so much about pay-day, and there was not that generally anxious looking forward to it. Why was this? Just the old question of thrift. Our parents generally lived within their means and set aside something for a rainy day. While they were not independent of pay-day, it was not the 'be all' of their existence. The impossibility of the independent of pay-day to some moderately reasonable extent by having enough laid by so that pay-days were abolished for a time, we would not run into debt. I am sure that most people, if they did this, would not only be happier, but able to do more and better work."
THE IMPERIAL OIL REVIEW
October 1910

ATHLETIC BANQUET AT REGINA

Many Tributes to Both Players and Officials

September 14th, 1910, was a red letter day in the history of sport at the Saskatchewan Regina. More than a hundred people assembled, including many city notables. A report of the proceedings given in the Regina Leader reads as follows:

"During the course of the evening, various speakers paid tributes to the baseball and football ability of various teams of the plant, and it was felt that next year athletics will have an even greater following than in the past seaon.

"A sports day held recently brought out a great deal of latent athletic talent and the community hall which is an assured fact will be another upward climb in the activities of the institution."

PENNANT FOR ROYALITES

It is planned by the more optimistic athletes that the walls of this hall be decorated with trophies won by athletic prowess. A pennant has also been promised the Royalite baseball team which won the championship this year, and this banner will probably be the first athletic trophy to be seen mounted in the institution.

"Ladies of Clunes Church served as hostesses. Here Miss Coronel, Miss Fautest and Miss Hager provided songs during the evening, as also did Mr. L. W. F. The orchestra also aided in making the evening a delightful one.

After the dinner, Toastmaster Halsey asked those present to drink to the toast of the King, and insensibly following this His Worship Mayor Black addressed those present.

"Undoubtedly every sales branch visit to Regina, every Imperial Official and employee who make the part of the plant, as well as those from Toronto who were able to put in time with Mr. Mayers, were benefited materially. Good results of the trip are bound to show in many ways."

"Norman Mackenzie, K.C., told of the great strides made by the Imperial Oil plant in developing amateur sport during the past season. He preferred amateur games to professional, for the reason that most people enjoy the players and therefore the interest was nearer.

"Mr. Mackenzie was so impressed with the athletic achievements during the past year that he stated he hoped he could meet the sports committee when arrangements were to be made towards giving local shield for some athletic competition, the names of the winning team to be engraved on the shield. The speaker said that sport was a necessity to any man and it helped in keeping people young."

"Toastmaster Halsey paid a glowing tribute to Billy McInnis' abilities as umpire and called upon him for a speech, but Billy must have something special, for he was posted as missing when called upon to respond."

League President Speaks

"Sanne Lynn, president of the football league, told of the sterling qualities of the Regina Stags and that next year he hoped that not one, but two, clubs would represent the city in the Regina Amateur League."

"Mr. Lynn discussed the great advantage of organized sport for the community and for the man himself and concluded by telling of the many doors which are opened as a result of the Regina Amateur Football League."

"Other speeches followed, each adding a word of praise for the men who had worked so hard to promote the Stags and put on such a high plane in the refinery. Congratulations and felicitations were plentiful and the entire athletic evening held at the station came to a close about 10:15 p.m. with the singing of the National Anthem."

---

With Dr. Bosworth

The party spent Sunday in Edmonton, where Dr. Bosworth of the Geological and Survey Department, and Mr. Taylor, the head of our Production Department, gave the party interesting information regarding the development work being done in Northern Alberta and British Columbia.

Monday and Tuesday were spent in Calgary. Here again, a well-organized and smooth-working division was found. Due to a partial crop failure in the portion of Southern Alberta, Calgary will not occupy its usual position at the head of the teams in the Athletic Oil Contest this year. The early rains gave promise of better things for next year. Notwithstanding the poor crops of the last two or three years, everyone is optimistic that the Calgary division will be heard from in an unmistakable way again next season.

One of the interesting features of the Calgary visit was the inspection of the new Imperial Oil Building. When completed this building will cost approximately $120,000. The ground floor is occupied by a store-room and one of the most completely equipped Gasoline Service Stations on the continent. The entire second floor will be occupied by the sales division offices.

The Calgary division will move into its new quarters before this article is published. Soon after moving day a grand opening day will be held. On this day the public will be invited to call at our new filling station and inspect our new offices.

To Vancouver

The party left Calgary early Tuesday evening and arrived in Vancouver on Thursday morning. Between Calgary and Vancouver the best story of the entire trip was perpetrated. We cannot give the name of the perpetrator, but for further information interested readers are referred to E. D. Gray.

In Vancouver the party were greeted by the usual Vancouver rain. This however, did not interfere with work. Mr. Robson and Mr. MacDowell spared no effort to make our stay in the Vancouver division profitable and interesting.

Joco Visited Next

Bright and early Friday morning the party went to the Grand Trunk wharf where the "Royalite" was taking on passengers for Joco. By the courtesy of Mr. J. E. Sidaway we were given the freedom of Joco and inquired the opportunity of making a thorough inspection of the plant. Joco is situated on the high land rising out of the beautiful Vancouver Bay, is a subject for a painter or a theme for a poet. The natural beauty of its position, however, is no way detracts from the efficiency of the management of the plant and the energy of its employees. As one of the officials stated, the Joco refining plant was not as large as some other plants, but when it comes to modern methods of turning crude petroleum into finished products, it has no superiors and few, if any, equals on the continent. A little after noon the party left Joco and were safely delivered back at the Grand Trunk dock by the good ship "Royalite." Friday afternoon a tour of the Vancouver filling stations was made and a review of the business was passed with Mr. Robston and Mr. MacDowell and under the guidance of Mr. R. C. MacKendrick, our Vancouver agent, the warehouse and tankage at Vancouver was the next morning inspected. Later in the day a visit was paid to the Vancouver filling stations.

The filling stations at Vancouver and Victoria are, without exception, models of efficiency. The Vancouver management as well as the women who operate our service stations in the Vancouver territory are to be commended on the service and satisfaction they are giving to customers who call at our stations and the business and good will they are building for our Company as a result.
TWO NOTABLE GROUPS OF IMPERIAL OIL GIRLS

At Work or Play They Hold Their Own with the Best

The Girls at Sarnia

These are the girls who look after the affairs of the Company at the Main Office in Sarnia. The picture speaks for itself. No better list of girls can be found in any office nor in any concern in Canada. They were very frank to acknowledge that they were all engaged—but after some hesitation they said, "Of course, to Imperial Oil." It is a continual wonder why they are left in the employ of the Company at all.

The only explanation is that they like their work and the Company so well, that it would have to be a very exceptional kind of a man who would induce them to leave. Of course that kind of a man does come along once in a while and then we have a vacancy. In all likelihood some vacancies may occur in the near future, but we hope not too many at one time.

Their activities in their "Royalite" Club, have been many and varied, and everything they attempt in their play is like their work, always well done. That Company is rich who can boast of such a splendid lot of workers.

Refinery Changes

The Review takes this opportunity of congratulating the gentlemen who participated in the recent refinery pro-\n
In addition to Messrs. Elsworth and Allan's appointments, Mr. J. L. Finlay advances to the position of superintendent at the Montreal East refinery; and Mr. John Aird becomes his assistant. The mechanical superintendent at Dartmouth is now Mr. F. Mechin, who held that position before going overseas.

The Niagara peninsula, the Garden of Canada, well deserves its name, as here you may find all that makes life worth living. The climate is ideal, the scenery magnificent, the roads good, and fruit—the food of the gods—abundant. A sight more beautiful than seen in a drive through the Niagara peninsulas, when the peach orchards are in bloom, is hard to imagine. All the fruits that grow in the temperate zone are to be found in this district, including peaches, pears, plums, apples, quince and grapes. The Niagara's Crawford peach and the Niagara Concord grape are acknowledged by experts to be the finest in the world.

Peaches Predominate

The peach predominates in this district, and while it requires some care and work to get it to the bearing point, that man is likely indeed who has a well-cared-for five acres or more of peach orchard in this locality. Peach-growing is scientific and we must be content to mention only a few points which may be of interest. First of all, it is necessary to have a sandy loam soil, well-drained, as peaches will not stand dampness. The trees should be planted 20 feet apart each way, and the land well cultivated. In four years a peach-tree will bear fruit, which is a distinct advantage over an apple-tree, which takes ten years. After the peach-tree begins to bear, it has to be watched continually for the following pests: borers, San Jose scale, curculio and early-leaf. All these, with the exception of the borers, can be treated and prevented by spraying the tree with lime and sulphur.

The "Curly-Leaf"

The last mentioned, "curly leaf," is the most prevalent, and is especially bad owing to the fact that the leaf curls up and drops off. As peaches never grow on the same wood twice, this means that you aredqicked to cut out the croq for two years after the early leaf strikes the tree. This can be prevented by spraying the tree early in the spring before the leaf buds form.

The borer is a white grub that eats into the trunk of the tree near the roots. Where borer has done its work, the tree will wilt and the leaves will drop off. If the borer is to be destroyed with this pest it is to dig them out with a knife and keep all sod dug away from the tree roots.

When the peach ripens it requires marketing and that in a hurry, because one hour may mean thousands of dollars to the owner of the peach orchard.

The pickers are brought from the nearby towns and cities, and the peaches are picked in six, eight and twelve-quart baskets and sold to private houses, stores and shipped via express to cities some distance away, though by far the greater quantity is handled by the Dominion Cannery.

Production Prolific

As an example of the possibilities of fruit raising in this district, we know one man near Queenston who has eighty acres, and a fair estimate for this year is twenty thousand bushels. He was first offered three dollars per bushel for his entire crop, but doubtless he ultimately got a higher price than that.

We ought add that his trees are all "Allberta," yielding a very nice peach and a prolific fruit. As there are still chances to buy land in this locality, we would suggest that when you get tired of selling Imperial Premium Gasoline, Imperial Viscous Oil and other Imperial pro-\nds, you wish to retire and live like a prince, come to the Niagara peninsula and buy some fruit land.
IMPERIAL FINEST EMPLOYEES' OUTING

First Annual Picnic of the Dartmouth Plant Was a Huge Success

Not to be outdone by the other refiners and sales divisions, employees of the Imperial Oil Refinery at Dartmouth organized a picnic. The rendezvous chosen was McNab's Island, and the date August 40th. Everyone was there; in fact, the crowd was so large that it was impossible to run off all the events that had been scheduled on the card. Needless to say the afternoon was a huge success, and it has been the talk of the refinery ever since.

The Prizewinners

The races, with their respective winners, were as follows:

- 75-yard dash (girls under 7 years) - 1. Lois Archibald; 2. James Wylie; 3. Arnold Auger.
- 75-yard dash (boys 12 years and under) - 1. Douglas Doherty; 2. Lee Merkel; 3. J. Hollander; 4. Fred Kilgar.
- 75-yard dash (girls 12 years and under) - 1. J. Kilgar; 2. J. Kilgar; 3. Kilgar.


Eating contest (open to all) - 1. Emerson Clarke; 2. R. Glazebrook; 3. E. Dow.


Prize walk - 1. T. Moore and Miss Clary; 2. P. Rose and Miss F. Machin.

In addition to the donation of prizes, many gifts of money were received for which the committee had plenty of use.

Bean Guessing Contest

There was also a special bean guessing contest in which the first prize was won by Mr. J. L. Innis, the second prize went to Mr. James Brown, and the third prize to Mr. George Mason. The prizes were donated by various sources. Some were given by the employees themselves; others were from the officials of the Company; and others still were offered by various dealers in the vicinity. Many of the prices were very valuable, particularly those offered for the bean guessing contest, which were, respectively, a $750 suit of clothes from the Robinson's Clothes Shop, a car of mutton from J. A. Larmen & Co., 10 lbs. of tea from Tohill & Co.

Numbered among the other prizes were gold bracelets, electric motors, hams, leather chair, silk umbrella, electric toaster, fountain pens, boxes of cigars and other equally suitable and sensible prizes for the "grown ups." The children also received prizes that delighted them, those successful taking away with them musical toys, mouth organs, pocket knives, dolls and candy.

In addition to the donation of prizes, many gifts of money were received for which the committee had plenty of use.

The Big Event

The big event of the afternoon was the presentation to Mr. and Mrs. Elsworth and Mr. Leaver. The presentation ceremony took place on the lawn of the refinery. The ceremony was a most happy occasion, and the quarry's new superintendent took the opportunity to accept the gift on behalf of the company.

The address to Mr. Elsworth was framed in the following words:

"The event in your departure to a broader field of activities, it seems fitting that we should recall that since the commencement of operations at Imperial, you have been at the helm. We wish to express to you the pleasure we have found in working under your command and to assure you of our appreciation of the harmony that has existed at all times among us under your guidance. We deeply regret that you are leaving us, but congratulate you upon your appointment to a higher position with the Company, and trust that success will follow you in your new endeavors."

As an expression of their deep regard for you and Mrs. Elsworth, the employees of the Dartmouth Refinery of Imperial Oil Limited, take great pleasure in presenting you this token, and trust it may ever bring to your mind the many happy hours you have spent with us.

The event was a great success, and the company's new superintendent took the opportunity to address the gathering and thank the employees for their cooperation during his tenure.
Edmonton Social Club

Active Preparation for Winter Festivities

At a meeting held recently, the Edmonton social club decided to form a Social Club with a view to brightening social life during the dull months of the coming winter. It was felt that by getting together all kinds of entertainment could be promoted to the mutual advantage of all. The suggestion met with all-round approval and the following officers were elected to put the club on its feet.

President—Mr. J. Bellers. 
Vice-President—Mr. W. Laurie. 
Secretary-Treasurer—Mr. J. B. Bevan. 
Committee—Miss Wain, Miss Johnston, Mr. D. A. Thomson, and Mr. Alex Fraser.

It is planned to arrange for a series of whist drives, dances, sleighing parties, and also to organize a hockey team. Mr. Turkley advised that it would be possible to provide a room for the use of the staff and that New PERFECTION Coal Oil Cookers could be utilized by those who do not wish to go home to lunch.

Changes in Sales Staff

The Edmonton sales force has undergone a couple of changes lately. Mr. S. L. Kassab was promoted from the Order Department to the outside sales staff of Mr. A. C. Taylor, who has resigned. Mr. S. L. Kassab, recently of No. 2 Filling Station, has accepted the position of city salesman in place of Mr. R. K. Kert, also resigned.

The two retiring salesmen are leaving the company's employ in order to enter business on their own account, and we wish them the best of luck.

Pretty Flower Beds

A Refreshing Touch of Nature

All the improvements at Regina Refinery are not in the form of enlarged tankage, increased warehouse room and the like. There are other forms of improvement as instanced by the enterprise of Mr. E. H. Cooper, timekeeper. Mr. Cooper is a great lover of flowers and most of his spare time is devoted to this hobby. Incidentally he has cultivated a very pretty flower garden in miniature between the main office and the outbuildings.

Our picture does not do full credit to Mr. Cooper's hard work for it adds a delightfully refreshing touch to this part of the refinery. The flowering beds are made to form the letters I. O. L. and have drawn many compliments from the summer for their trim appearance.

Ioco Wins Pennant

Congratulations to the Ioco Refinery baseball team on securing the championship pennant of the Dewdney Triangular League for 1915.

The honors were finally decided by the victory of Ioco over Coquitlam by 5 to 4. The game was notable for the excellent pitching of both Robinson for Ioco and Mondley for Coquitlam.

The first and third basemen the Ioco boys have played consistently and well and their success is due to the careful work of the first baseman, which the Dewdney League operates.

Ioco Wins Pennant

THE Ioco Exhibition Association are again to be congratulated, the best of weather prevailing for their second annual Fair. Every effort had been made by the committee to exceed their previous record and the general result justified their endeavors.

Although not so numerous as last year, the exhibits were excellent in every department, particularly in the poultry class.

During the day, sports and competitions of all kinds were arranged by Messrs. J. Hornby and R. K. Byrdon, a special feature being a log sawing contest won by Mr. Jack Taylor, who secured a 26-inch log in 2 minutes 11 seconds.

A Youthful Prizewinner

Master Stanley Knowles, although only fifteen years old, must be considered as one of the coming farmers of British Columbia. Out of thirteen entries, he secured sixth, first, second and one special prize in the vegetable class. Other big prizewinners in this section were Messrs. C. Montgomery, W. Hart and A. Blackburn.

The majority of flower prizes were secured by Messrs. Hart and Blackburn and Miss Vitalis, the judge commenting highly on the cactus, dahlias and asters and strongly advising the competitors to show at the Van- couver Fair.

Ioco Field Day and Exhibition

SECOND ANNUAL EVENT MAINTAINED SUCCESS OF PREDECESSOR

By Mr. F. M. Bodkin, Ioco, B.C.

THE exhibition Committee

Their Efforts Were Crowned with Success

The poultry exhibits were without doubt the finest of the Fair, the bulk of the honors going to Messrs. T. Knowles, P. W. Scott, C. Montgomery, W. Hart, A. Blackburn and W. A. Trenamore, the were of high standard, prizes going to Mrs. Kenny, Mrs. Chivers, Mrs. Knapp, and in connection with this department a glass looiey show- ing the honey-makers at work, lent for Mrs. T. Hutchinson, attracted much notice.

Surprise for Ladies

Contrary to the usual run of things the chief honors in the nursery department did not go to a lady. Mr. J. Redleigh winning the largest number of prizes with work that will keep the ladies busy if they want to outshine him in the future.

The photographic prizes were carried off by Mrs. T. King, Messrs. Chivers, Redleigh and Boyd, while encaustic painting honors went to Mrs. Dibley and Miss Vitalis.

The shooting range attracted all the local sportswomen and competitions for chickens, ducks and hampers were in progress all day. Mr. C. M. Rostow, manager of the marketing department, Vancouver, proved himself a good markman by winning three chickens. Mr. J. Davis, of Ioco, however, made the highest score of the day—4 bullseyes out of a possible 6—and incidentally winning a duck.

The prizes, under the untiring management of Mr. C. J. Collister, did great business.
NEW CHILDREN'S PLAYGROUND AT IOCO
And Other News Items From the Western Refinery
By MR. L. G. PAPHAM, "Review" Correspondent, IOC, B.C.

Owing to the limited conditions at Ioco in the matter of accommodation both for housing and recreation, a committee was formed to raise funds to provide a playground for the children.

Until this time the little folks had no playground except the railroad track and whatever open space they found around the houses and offices situated on the Company's property. Naturally the railroad track is, to say the least, dangerous and very unsuitable, and when they play around the houses complaints are heard that they disturb the shift men who may be sleeping during the day previous to their night work.

A Big Task

The committee therefore discussed what means with the result that the sum of over $500 was raised for the purpose of clearing one acre of the wild timbered land beside the Ioco Road conveniently close to the plant. When work commenced it was found impossible to get the land cleared for less than $300, and so the few ladies of the I.O.D.E. undertook to supply the balance.

Al Fresco Entertainment

The outcome of this offer was the occasion of a very enjoyable evening on August 20th, when a large crowd of people turned out to enjoy a real "al fresco" entertainment conducted on the lawn in front of the clubhouse and adjacent to the Imperial Oil plant in which dancing was the source of much pleasure with a good "jazz band" in attendance. Side shows, concert platform and refreshment booths were erected on the lawn and between dances every opportunity was presented to spend one's money for the good cause.

The splendid efforts of the Ioco ladies of the I.O.D.E. have never yet faded in any of their undertakings, and this occasion was no exception. The balance of the money was raised and paid over to the committee who have thus been able to pay off the contractor for the clearing of the land.

Many Willing Helpers

Apart from the necessary clearing, the help has been required to erect the fence and to make the ground suitable for the children. A notice board calling for such help met with a hearty practical response, and a gang of good fellows did some real useful work for several evenings to finish up the job.

The Company rendered the committee every assistance possible to make this undertaking successful, and it only remains now to provide swings and other equipment for amusing the children. In this, too, our delegates are confident that the Company will continue their support as they have always manifested an active interest in bettering both the working and recreation conditions of their employees and their families.

Ball Teams Wins

The Ioco local baseball team were invited to play a match at Coquitlam on August 8th with the Coquitlam team on the occasion of a large open-air carnival and sports arranged in connection with the official "Welcome Home" to the returned soldiers of that city. Our team accepted the invitation and before a large crowd won the game by 8 to 3.

The Ioco baseball uniforms with the big "IOC" across the chest in red letters were a very fine advertisement on this particular occasion, because of the very large number of automobiles and auto trucks in the parade through the city and on the grounds during the afternoon.

OTTAWA, REGINA AND SWIFT CURRENT FAIRS

Imperial Oil Limited Well Represented at Each of These Exhibitions

The Central Canada Exhibition followed strongly the example set by Toronto and staged the most successful fair ever held in the Capital.

Every section of the exhibitions excelled but especially noticeable was the extraordinary number of tractors and farm machines. New features were boosted and even an outsider could realise with ease the new high level reached by mechanical aids to farming.

Imperial Oil Limited occupied their usual stand with a full display of Imperial Oil products. We also had a temporary service station for automobiles inside the fair grounds. This was greatly appreciated by the motorists entering the exhibition. Our tank wagon was also busy and on all sides met with the usual encouraging reception every day.

Of peculiar interest was the daily balloon ascertainment carried on by Professor C. A. Farley. He used Imperial Royalite Coal Oil exclusively and expressed his satisfaction and pleasure in the following words:

"I was very much pleased when I received a supply of Imperial Royalite Coal Oil from your representative on the exhibition grounds here, for my balloon ascensions. I certainly obtain intense heat units when I use Imperial Royalite Coal Oil."

Baseball Match

An exhibition baseball match was played in the early evening between the local players and the Seventy-Seven Business College of Vancouver, resulting in a win for Ioco by a score of 5 to 4.

The band of the 15th Battalion was in attendance and greatly lightened the proceedings throughout.

A very enjoyable day was brought to a finish with a big dance in the Imperial Hall to the music of Clayton's orchestra.

The success of the second annual Field Day and Fair was in great measure due to the band, tireless work of the President, Mr. W. H. Kelly, and his able committee. He was well seconded in his efforts by Mr. W. R. Bourne, Secretary, and Mr. W. A. Tremaine, Treasurer. Everyone took great care to see that there was nothing omitted that could possibly be done for the success of their particular department. The judges' decisions were deliberate and thorough, and were well received by both competitors and visitors.

It is safe to say that this year's fair maintained in every way the high standards set on the occasion of the first annual venture last year.

CONSERVATION FOR THE FUTURE: WISE AND THOUGHTFUL SPENDING.

THRIFT IS INTELLIGENT CARE OF MONEY AND RESOURCES.
Bush League Champions

Toronto Impalas Win in Spectacular Finale

After travelling in second position for the greater part of the season, the Peace has taken victory, and the Toronto Impalas, finished with considerable panache and eventually won the championship.

The account of the final game as it appeared in the "Toronto Evening Telegram" was as follows:

Tuesday evening last at the Island Stadium, the Toronto Impala team, with the Toronto Star team, both of the Bush League, met in a final game to decide the 1919 championship. Great interest was shown in this meeting as it was the last time these teams met to decide the championship. The game had to be called at the end of the fifth innings owing to darkness, with the score 3 all. However, both teams arrived early this time and Empire Ball had two runs to the score of 3.30.

Great credit is due the Boys for the wonderful fighting spirit shown by them; they certainly played like the real "world series" team. The score up to the last of the fourth innings stood 3 to 0 in favour of the Stars. In the last of the fifth innings the Impalas started to bombard the Star defence and when the dust cleared away and the third Impala was out, the score was 4 to 0 in favour of Impala Star. With the sixth innings they were able to put one run over, which tied the score.

"No further score was done until the last of the seventh innings, when Brawley, the brilliant first baseman of the Impalas, hit a two-base hit to centre field which went for a single. The fast-popping shortstop of the Star boys was content to resign the base with a long hit to left field which brought Brawley in with the winning run."


Christmas Is Coming

What will be your Christmas message to your fellow employers?

We expect to publish a real Christmas number of THE REVIEW. In it we must have lots of Christmas greetings and messages. We want you on board.

Think it over seriously. We will try to use all that are sent in. If we do not limit the advertisement will be that of space only.

Make your message short; make it different. We know it will be good. Address letters to IMPERIAL OIL REVIEW, 50 Church Street, Toronto. Please note they reach us by November 20th.

Now Second in Command

At noon, on October 11th, the marriage of Captain J. W. Norris, Manager of the Marine Department of this Company, and Violet E. Jerrod was solemnized at the Church of the Messiah, Avenue Road, Toronto, by Rev. Canon Troop.

Captain Norris has been Master of several ships during the course of his seafaring experience, but on the aforementioned date he was changed to second in command.

Captain Norris is well known on the Great Lakes as well as all the oceans, and it is just to say that many of his friends throughout the world, on hearing of this new venture, will all join in wishing him much happiness.

The IMPERIAL SERVICE

We take particular pleasure in reproducing a photograph taken during the visit of H.R.H. the Prince of Wales to Edmonton. The Prince is shown in the act of pinning two decorations, the D.C.M. and M.M. on Lieut. J. D. Avison.

Mr. Avison is by bravery and devotion to duty earned both promotion and decoration, the recognition of faithful and devoted service in the cause of King and Empire.

As members of the Imperial organization we take especial pride in the success that attended Mr. Avison in his military career and trust at some future time to have the opportunity of recording his successes in the Imperial Oil Service.

Imperial Oil Service also offers rewards for faithful service. Promotions and salaries increase, those who earn them.

Imperial Oil Limited, like every other large organization of its kind, is ever on the watch for those who apply themselves to their duties. Responsible positions and higher salaries await those who give unselfish service and properly interpret the aims and ideals of our company.

Peace is as well as war, and we shall do well to remember that success and recognition awaits those who work diligently and faithfully.

Through the Mails

455 Devine Street,
Sarnia, Ontario,
Sept. 8th, 1919.

To the Superintendent, Imperial Oil Limited,
Sarnia, Ontario.

Sir,—
I beg to transmit to you the following resolution unanimously passed at a regular meeting of the Grand Army of Canada at Sarnia, Ontario,

"Resolved, by W. Hewitt, seconded by Wm. Lennox: That this branch of the Grand Army of Canada extend its sincere thanks to the Imperial Oil Limited, for the generous treatment accorded to the United States returned soldiers in giving employment and assistance in the great work of re-establishing the returned men in civil employment."

Yours respectfully,
(Signed) Walter Hewitt, Secy.
Listening Post No. 12,
Grand Army of Canada.
Forward

LOYD GEORGE has said that the world is being made over. A better world is before us.

It does not require an optimist to see a better and brighter future—a future filled with greater happiness and bigger opportunities—a future in which the watchword of mankind is "Service."

We must view the present merely as a somewhat trying period of evolution, for on all sides are evidences that real opportunities are ever with us.

Let us go boldly forward with the times, having faith in ourselves and in our fellow-workers, wisdom to see the chances of to-day, and courage to grasp the opportunities of to-morrow.

The world is being made over, and there is a share in the work for everyone. Let us push forward for the newer and better things.