Delivery Equipment in the Spacious Yards at Hamilton
THE IMPERIAL OIL REVIEW
Published Monthly by
IMPERIAL OIL LIMITED
56 Church Street, Toronto

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Does More Haste Mean Less Speed?

I

t was a Monday morning. The street car stopped at the corner. Almost before the door was open, he was off on a flying leap and just as he reached the ground he found himself in a rusty, knocking him down, scattering his pennies and overbalancing himself in the process. Only partially recovering, he continued into two other people and then continued his mad career up the street, dropping many others by hairbreadths only.

He was late. You guessed that immediately. He was trying to recover lost time but his haste did not mean greater speed. Instead it took quite a considerable time to recover from the upset of those mad moments of insanity.

This is an age of hurry and bustle, an age of "nows." We fuss and fret. We dash in and out of street cars. We rush into restaurants, grab a bite to eat, swallow it and out again. We catch trains by seconds and fractions of seconds. We whirl madly about and when brought up sharply, have to collect our thoughts to find out whether we are bent.

Years ago there were no electric cars, express trains, taxis, telegraphs and quick lunches. Men had to attend to their business without the hurry which so often mars today. Although production was slower, the necessary work was accomplished; and what is more, it lasted. Much of today's work compares but differently in this respect. Certainly we have progressed. Science has advanced, trade channels developed, commercial methods improved, but the deliberate, methodical planning and following-up of work has not kept pace.

Nowadays everything is behind. Events are postponed. People get late with aggravating persistency, and an amount of "special rush" orders can make up for the time lost through slack methods and immature planning.

"More haste, less speed." The old adage is still true. Hurry and haste only confound to error. Lack of deliberation and the preponderance of snap judgment are responsible for important omissions. Dashing here and dashing there only exasperates irritation in others as well as ourselves.

But, thank goodness, there are a few people who never get flurried, who are always cool and collected and who can get through a big pile of work without ruffling a single hair. They go on an errand and transact business far quicker than the fussy persons. At every turn they demonstrate their greater efficiency.

They are esteemed on every hand. Hard work cannot frighten them. They are the glory in it. They are deliberate, self-controlled, and efficient. They direct their energies with scrupulous care and they are always reliable.

More of this calm, purposeful action and less of hasty, immature decisions would result in even greater progress, in true conservation of time and energy, in greater accomplishment and happier relations everywhere.

Just This Minute

If we're thoughtful, just this minute. In what we say and do; if we put a purpose in it. That is honest, through and through, we shall gladden life and give it strength. Grace to make it all sublime. For, though life is long, we live it just this minute at a time.

Yesterday's Mistake Corrected To-Day

YESTERDAY'S MISTAKE CORRECTED TO-DAY

THE IMPERIAL OIL REVIEW

EARLY DAYS AT ICOO
Pioneering Called for Real Determination and Considerate Effort
By Mr. S. McCann, Office Superintendent, ICOO, B.C.

Chinese and Japs, neither of whom have as yet been employed at this plant.

Accommodation Provided

With the work of clearing in hand we set out to provide accommodation for the army of labor that would be required as soon as the actual construction work could be started. There were five bungalows, one large dinging hall and cook house combined and a temporary office as well as a small house for the resident engineer. The bungalows were capable of accommodating about three hundred men, all of whom were also fed at the camp.

For a while at the outbreak, we had runers for light and wood stoves for heat, but very soon electric light and steam heat were available.

In these days of high cost of living it may be interesting to know that we were able to feed our men at a cost of about twenty cents per meal per man and we were very satisfiably with the fare provided, the camp having the reputation of being one of the best in the country.

Generally speaking everything work-

IOCO IN THE EARLY DAYS
The Clear Reflection Was a Common Sight

To the best of our recollection ICOO first saw the light of day on March 17th, 1914. That day two men who have since left these parts built a camp and stayed one night on the site. The following day we arrived and have been resident here ever since.

The early days brought us very strange and at the same time some very interesting experiences. To one who has always lived in towns the East was something of a change to locate in a place cut off from all outside communication by any regular route. We reached the site of the future refinery by means of a small motor launch after a trip of about ten miles from Vancouver, eastward on Burrard Inlet.

The Original Site

We scrambled ashore over the rocks and explored the site for the first time. We found it to be a gradually rising ground of southern exposure, a few acres at the water front having been cut over and partly cleared, the balance of the outlook in all directions being forest. It was rather hard for us to believe that the timber we saw on this place was useless, as up

Paves the Way for To-morrow's Success
ed along very smoothly during these early days. Of course, we had our troubles. For instance, one afternoon the fires in the clearing got away and we had an experience of fighting back fires all that afternoon and night. Fortunately it did not go very far. Occasionally, too, the great mountains of men whom we were employing a trouble-maker would turn up, but we managed to handle all such cases without any serious results.

At first we were somewhat lacking in sports to occupy our time while off work. The eighteen-hour day had always been in vogue here, and there was quite a space of time to fill in between five and ten o'clock each evening. Swimming was, of course, right at hand, but fishing in the inlet was not very successful and at that time Don Lake was almost inaccessible. Aside from this the only sport indulged in was the old-fashioned game of quoits with horse-shoes.

Better Transportation

As soon as the camp attained some size, the boat service to Port Moody and Vancouver improved. Indeed, in the latter case a keen rivalry for the business sprung up and we had some very interesting and exciting races from here to Vancouver which usually ended in a knock and rock with everybody satisfied.

We have touched only on the points closely associated with our first few months. Naturally there have been a number of changes between that time and the present. At the time our lot seemed a hard one, especially to those of us who had never been used to a camp life. To look back upon it is a most interesting experience, and it certainly is worth while to have seen this extensive plant grow right out of the wilderness.

A Wonderful Mirage

One thing we might mention, however, which we noticed here in the early days and that was a mirage over the sky. One afternoon, during some very calm weather, our whole plant was reflected on the sky just to the west of our property. This was witnessed by a number of people of this community. It appears to have been caused by a reflection from the water on the sky. It was a strange sight, especially considering how large the tanks and our large batteries of cranes still appearing full size up in the sky.

Our two illustrations will give readers a fair idea of the contrast between the appearance of the plant in the early days and as it now is. The clear reflection in the water was a common sight in the early days but now it is seldom seen. The inlet is very rarely smooth enough to-day owing to the number of boats, launches and scows continually plying to and from our plant.

Note by Superintendent Sidey: Summ, (as he is more familiarly known in the East) is the oldest employee of this plant. He is in charge of the office and occupies one of the Company's cottages which are located on the plant. While Mr. McCann has the distinction of being the longest at this plant, he is yet numbered among the young men in the employ of the Company. He is quite interested in all sports, and no doubt it will be interesting to some of his eastern friends to know that he made a two base hit in a recent ball game here between the All Plant team and the Stars.

Digging Ditches

W e have long since ceased to wonder at anything in the way of machinery and the rapid changes and improvements in the equipment for all classes of work would be a source of amusement to any but people of the present age. Imperial Oil Limited has a very natural interest in this kind of development because all machinery needs lubrication and a good proportion of it is driven by power generated either from gasoline or coal oil.

This month there came to us from Weyburn a letter and snapshots from Salesman A. F. Cooper, describing the work of a large ditching machine.

This machine displaces a whole gang of workmen with picks and shovels and it works with great precision and dispatch.

It is working north-west of Weyburn and the operations are with the intention of draining out an extensive marsh to the north-east of Yellow Grass, Sask. The machine has several interesting features among which are six legs, three on each side on which it walks when moving along the ditch. It is also equipped with a complete electric light system so that the work proceeds both day and night.

It operates entirely on Imperial products, using Imperial Standard Gas Engine Oil for the engines, Summer Black and Winter Black oil for the gear, and Imperial Premium Motor Oil, of which it consumes about one barrel a day, for power generating.

A TRIP TO ONTARIO

SOME NOTES ON A VERY INTERESTING TRIP

By Mr. A. W. Oldfield, Assistant Manager, Halifax Division

Ontario do not encourage the use of the word "wine"—even in measure.

At Hamilton

After passing through that beautiful fruit belt, we arrived at Hamilton, the point in which we were most interested as we expected to note interesting facts and to visit the Imperial plant about which we had read and heard so much.

Let me recall to you the description of this plant in The Review and add that what was said was confirmed, for we can assure you that for plant and equipment there is nothing better. Manager C. A. Mayer and Superintendent John Warren, show their appreciation of what the Company has done, by enlisting every employee in a co-operative plan, the result of which is neatness, cleanliness and efficiency throughout the plant and Imperial Service to customers.

At the Falls

During last August, we had the pleasure of a trip through that beautiful part of Ontario which includes Niagara Falls, Hamilton and Toronto. Niagara which is always interesting but must be seen to be appreciated, was the more interesting on this day as go British marines from "H.M.S. Renown" were enjoying the grandeur of the Falls, as well as the hospitality of the citizens.

On the American side of the International Bridge, we noticed that gasoline was called for by the motorist, but this did not affect the sale of "Premier" on the Canadian side as the motorist has learned that Imperial Premier means "more miles per gallon"; and beside the people of

IF YOU WANT A MOUNTAIN, YOU SHOULD GO TO IT
The Iola Club
Another Girls’ Club Formed

Yett another has been added to the list of girls’ clubs within the Imperial Oil organization. The Iola Club (Imperial Oil Ladies’ Auxiliary) was organized at a recent meeting in Regina.

The purpose of this club is to work in conjunction with the Community Hall committee and assist in any way possible. Plans are being made to hold a dance on November 17th, and the proceeds from this will go towards furnishing the Community Hall.

The officers of the club are: Honorary Presidents, Mrs. R. B. Dempsey and Mrs. E. T. Cummins; President, Miss E. Lyne; Vice-President, Miss H. Brown; Secretary, Miss E. Ross.

A permanent Introduction Committee was elected as follows: Misses B. Craddock, S. McKee, N. McInnis, M. McLeans and K. Sullivan.

Presentation to Superintendent Moore

On Monday evening, October 6th, Miss Anna Bouch, companion of Clarence M. Moore, Superintendent of the Regina Refinery, the ceremony was very quiet and only the immediate relatives of the contracting parties were present.

Can You Throw a Diamond Hitch?

A FAVORITE WAY OF SECURING PACKS.

The accompanying picture was contributed by Mr. S. T. McCabe, chief clerk at Edmonton and regarding it he gives the following interesting facts.

"The photograph shows the 'diamond hitch' being thrown in making up a pack. It will also be noticed that one of our Imperial Royalite 24 boxes is being used to carry provisions and other things.

"The picture was taken on the Pembina River, in the mountain regions west of Edmonton and shows that these cases may be used to advantage for purposes other than carrying Imperial Royalite Coal Oil.

"These boxes are used a very considerable extent in making up pack trains and are easily procurable from the merchants in those districts where pack trains are more or less in general use on account of there being no other modes of transportation."

"Pat" Gleason Returns

Regina Boy "Demobbed"

Once again we are glad to extend a hearty welcome to one of Regina’s returning boys, this time to "Pat" Gleason.

Mr. Gleason enlisted in May, 1918, with the Canadian Engineers and went over to England almost immediately. While he did not go over to France, he was kept busy with military duties in England. He returned to Canada in July, 1919, and spent some time at his old home in Sarnia before returning to Regina to resume his work.

Prior to enlisting, Pat worked for Imperial Oil Limited for a number of years, first at Sarnia, then at the Regina plant.

"STRIKING ILE"

A "CLOSE-UP" OF A GEOLOGIST SPECIALLY WRITTEN FOR THE REVIEWS

By Mr. J. N. Nims, Geological Department, Edmonton, Alta.

THERE was an old recipe for making harea soup which commended "First catch your hare." One is made familiar by letter-carriers and picture, with the whole alphabet of the refining and marketing of oil, but does one person in a hundred ever pause to consider what has happened before that commodity issues out of the business end of a pipeline, or even before it enters the refinery?

Most important of all did you, personally, ever discover, or make an attempt to discover, who it is that points the oil company to the most desirable sites for "gushers," "1000 barrel producers" or "Liquid El Dorados"? If not, then let us enlighten you. It is the Geologist.

Many may not be acquainted with this natural phenomenon, so allow me to describe it.

The Geologist

A geologist is, generally speaking, a man (though occasionally a woman) who has been known to appear in the female species) who has been caught young and sent to a university. There, in addition to learning charming manners and expensive tastes, he has been initiated into the mysteries of geography hence the designation (Gree — the Earth; ology — science of, an exact way in the Greek)

Habituating himself to this, the geologist is able to talk familiarly of busy magnetic fields, skin membranes in organs, pre-communication canals and basins. These are not the names of high-balls but the stock in trade of a good-going geologist.

In addition he has probably collected a number of degrees, the exact number being arrived at by the breadth of his forehead and the size of his pack. Should he be commercially inclined he will generally talk darkly and use antichistes.

This is the type whose smoke we wish to watch.

Having set out to make a career for himself he places his talents at the disposal of an oil company, which having rejected oil, wishes to find more. He is, therefore, sent into the field — a field in the usual acceptance of the word, with a fence all round it and cows grazing on its pastures; the geologist's field is the world, or at least that part of it which secretes petroleum in its bosoms.

His Equipment

With him he takes various impediments which it is advisable to study a little so that we may follow his movements intelligently.

1. Plane table with a Johnson head tripod. (The Johnson head bears no resemblance to a plumber, neither is "plane" to be conformed with "plumb" as referring on the appearance of the table.)

2. Alvadile, (An instrument for purposes of scientific exploration.)

3. Transit and another tripod. (Not to be confused with the Transit of Venus.)

4. Barometer or Anemometer. (The reading in Canada is usually "Very Dry").

5. Radial Rods and Ranging Poles. (These are too long to be described briefly.)

6. Albus Level. (For finding the amount of "dip" but of no use in a well.)

7. Camera. (To photograph "Antichistes" and any nice girls he may meet.)

8. Binoculars. (To look for the said girls or antichistes.)

9. Hammers. (To strike the rocks and nudge Moses by getting oil instead of water.)

10. One copy each of "Oil and Gas Journal," "Petroleum Times" and "Jack Hammer." (If in the West, the "Calgary Eye Opener" is also desirable.)

These are the principal ingredients but there are others such as "life savers," pencils, bootlaces and toothpaste which need not be详情led.

Thus equipped our hero sets forth. If there are railways in his "field" you purchase his transportation and jest his jow in a soft case; if there are no railways you give him a Food car and pack his traps on the back seat.

Scene of Activities

Reaching the scene of his activities his first care is to find the most comfortable hotel, call on the Mayor and announce that he is collecting botanical specimens or touring the world for a bet. (This is cunonage.)

He then makes inquiries amongst the inhabitants of both sexes as to whether any antichistes have been noticed in the vicinity lately. Should he fail to locate one in this way he may get her and look for one personally or he may advertise as having lost one.

As an alternative to an antichiste he can try for a "seepage." There are three different kinds of seepages, oil, 

MOST FOLK WILL NEGLECT TO DO TO-MORROW

THE VERY THINGS THEY NEGLECT TO DO TO-DAY
gax and alleged, the latter being most absurd. The methods of treating these three differ.

The first is collected into a bottle and sent to the analyst. The second is tested by applying a lighted match. Should it (the seepage) burn, your geologist covers it over with earth and obliterates all footprints. The last variety are usually treated with contempt.

Having exhausted all legitimate means of discovering an intruder the only thing left to do is to map one. It is here the geologist finds use for the contents of his suit-case. Each and every instrument is used to full advantage and a complete map of the district prepared, showing all roads, trails, farm houses, post-offices and drug stores.

More Dark Deeds

Across this map running usually from the N.W.T. to S.M.E. so that it will appear longer, a very heavy black line is superimposed. This is the isthmus axis for which he has been striving.

With great caution he lays up leases on either side of this line for a matter of 20 or 30 miles to allow a margin for lateral variation in the sedimentation or other symptoms of disorder in his structure, and is then ready to fix on a site for a well.

This calls for no special qualifications, the usual method being to select the most inaccessible spot furthest from the railway station, put a round black or red spot on the map and wire for the driller.

The Driller

In studying the latter we leave the realms of science and come down to brass-tacks. He is a man of strange arts and almost invisible make who may be easily spotted by his usually having a derrick or a bull-wheel about him. He also possesses a few freight cars with "casing," i.e., hollow steel tubes for the oil to go through.

Having all this to hand the seismologist goes to the spot selected by the geologist, unless that individual follows him around with a geo. Any place in the same neighborhood is near enough to suit a driller.

Having reached a quiet, secluded spot, not too far from a drug store, in case of accidents, the driller puts up his derrick, bobs a tangle straight down into the bowels of the earth, lines it with casing, or cases it with linings, and washes it out, etc. etc.

Wells which are located in becoming producing producers are "hot," presumably at sunrise.

It only remains to invoke the number for the constitutional, the mayor of the nearest burg, representatives of the press, and a microphone operator to view the well being hauled. Should there be doubts as to the success of this operation the driller, to guard against disappointment, presents oil down the well the previous night to insure a good picture.

The geologist is hailed by the mayor as a public benefactor and takes the centre of the scene, the driller on his left, and the child of the farmer on whose quarter-section the oil was found, clinging to his knee.

The company then raise his salary, he writes a treatise, the scientific societies make him a Fellow, and he orders a bigger visiting card.

Should it happen that, in spite of all efforts, no oil can be caved from the well, but that's a different story.

"All's Well"

During the past month President Stillman paid a visit of inspection to all the company's refineries. He was highly pleased to find everything going so well and at each point the deliberations dealt mainly with the improvement of equipment and refinery practices.

Starting at Halifax, Mr. Stillman travelled right through to the Pacific visiting Montreal, Sarina, Regina and Iro. Time was also found to visit the marketing departments at Vancouver, Edmonton and Winnipeg and the geological department at Edmonton.

Dance at Calgary

"The third time pays for all." So it was at Calgary when their selection committee won by the entrances met with a complete success. The morning took the form of a dance which was held on Tuesday evening, October 28th. Dancing began at 9 o'clock and continued until midnight.

The weather was most favorable and enabled a good number to put in an attendance. This could not be said of the two previous functions, for both of these were much handicapped through inclement weather.

The evening started as usual for the first dance was very unfortunate, the weather that day proving the worst experienced during the whole season. A picnic arranged last summer also failed on account of rain; and even a second attempt to pull off the picnic failed for the same reason, so that the event had to be postponed.

When dancing began, there were quite a few couples on the floor and they entered into the intricacies of modern dancing with vim and whole-hearted pleasure.

With very few exceptions the entire staff of the office and warehouse turned out "en masse." Mr. H. Green was on hand and together with his good wife entered into the spirit of the affair with right good will. Indeed, the postumons and failures of previous events seemed only to have caused a larger number of people to reserve themselves for this event.

It is the intention to continue these social functions during the winter months and we believe they will be beneficial from every point of view.

This "getting together" feeling is the basis of co-operation in turn is indispensable to real Imperial Service, the main object of every employee of the Company.

We will also announce something about the House Flag soon.

ICCO Refinery Baseball Team

Bash, left to right—Puch, Stitt, Conn, Scott, Robinson, Cameron, Farmer. Front row, left to right—Qyle, McVicar, Medley, Fraser, Berhard.

Special Numbers

The December issue of Tyke Review will be a Christmas Number. The January issue will deal almost entirely with Industrial Relationship. In February we hope to show pictures of all employees who have seen ten or more years' service with the Company.

We will also announce something about the House Flag soon.

Dewdney League Pennant

IOCO finished ahead. Last month we referred briefly to the success that attended the IOCO Refinery Baseball team in their games in the Dewdney Triangle League, of which they won the championship.

We are glad to be able to show a picture of the team and also to give the final standing of the clubs.

Winn. Lost. Per cent.

IOCO 9 9 500

Comqualiant 9 9 500

Moody 6 12 -52

Staff Changes

Sales Division's Apointments

We have recently appointed a number of men to the sales division to fill vacancies in our organization: that a number of men to be employed by us who have similar ambitions.

The vacancy at Montreal, created by the resignation of Mr. W. W. D'Avril, has been filled by the appointment of Mr. F. J. Wolfe, who was manager of the Western Ontario Sales Division. This appointment dates from November 1st.

effective October 20th. Mr. W. Gordon, manager of the Saskatchewan division, was appointed manager of the Western Ontario Sales Division with headquarters in the Imperial Oil Building, Toronto. Mr. C. S. Smith, who was assistant manager to Mr. Gordon, now succeeds him in full charge of the Saskatchewan Branch.

The position of assistant manager at Saskatoon is now filled by Mr. T. E. Cleminson, formerly salesman in that territory. This appointment dates from the first of November.

On the same date Mr. F. V. Thompson of St. John's, N.R, was appointed to be assistant manager of the New Brunswick Division in succession to Mr. P. E. M. Swift.

Promotions like these and others equally important to those concerned with the oil business are being made right along. Whenever your turn may come any time—be you ready for the greater responsibilities?
THE Imperial Oil REVIEW

NOTES AND NEWS FROM VANCOUVER

By Mr. Alfred Hughett, "Review" Correspondent, Vancouver, B.C.

T
HE "Imperial Club" reports that the Lawn Tennis Club has been making rapid progress during the season, and will be prepared to enter with zest into a series of contests next year.

The Club has also commenced its programme for the fall and winter. A few weeks ago Mr. Scott of Sarnia was here, and Mr. Macmillan, our chief clerk, called a special meeting of all the members to meet Mr. Scott and discuss in a very general manner the work of the office at this point.

A Special Meeting

We should mention perhaps that meetings of a similar nature had been planned and held; but the occasion of Mr. Scott's visit suggested an opportunity to discuss matters upon a broad basis. The meeting was a great success; every department engaged in the arguments bearing upon their own department, its relation to every other department and also in relation to the general efficiency of the entire clerical work.

The result has been a better appreciation of each other's work, and proven how much individual efficiency must play in the general task. Mr. Scott proved most helpful and we were glad indeed to meet him and to cooperate with him in the onward move towards greater and better results.

Dr. Strachan's Visit

Our members had been looking forward to this event and were delighted to greet him. During his stay a social gathering was arranged in his honor, and a most enjoyable evening was spent together.

Dr. Strachan gave an excellent talk, which was followed by discussion. It was gratifying indeed to hear a message which has given courage and determination not only to meet the duties assigned but to overcome every difficulty.

Of National Importance

The vision of Imperial Oil Limited as being of truly national importance has widened the outlook of every member to the far-reaching benefits which increasingly come to the great industrial life of not only Canada but the whole world.

The Doctor then happily referred to the human side of our great organization with which every employee is directly identified and emphasized the fact that the "Golden Rule" spirit was absolutely essential to harmonious and successful co-operation. This was the spirit which the company was putting into its beneficent and practical activities.

The balance of the evening consisted of a short musical programme which was thoroughly enjoyed; after which came refreshments and social intercourse.

The Club is expecting a fine time during the winter months. Social, literary and other evenings are being planned, and the object for which the Club was organized is being realized more and more.

Unveiling a Tablet

We must especially report one event which took place and with which Dr. Strachan will forever remain identified. The Club had arranged to put a memorial tablet in the office at Vancouver in memory of the boys who went away and could never return.

The duty was assigned to Dr. Strachan and he gladly undertook to unveil the memorial performing his part with much tender regard for the memory of the heroes whose names have been embalmed upon history's page as well as engraved upon the brass tablet.

The members will never forget the words so freely spoken concerning the sacrifice which had been made, and of the certainty that these heroes were not really dead but still lived beyond the frailties of human kind.

"Thrift is such a simple thing and it means so much. It is the foundation of success in business, of contentment in the home, of standing in society."

-Russell Sage.

In Grateful Memory of
Our Fellow Employees
who made
"The Supreme Sacrifice" During the Great War
1914-1918

LIEUT. JOHN H. WATT
PTE. GEORGE STRATH
PTE. CHAS. R. REID
CORPL. ALEXANDER E. RAY
CORPL. EDWARD GRANT
CORPL. T. S. H. GUILLYND
TROOPER CHARLES MORRISON

THE INSRIPTION ON THE MEMORIAL TABLET

BANFF—THE TOP OF THE WORLD

An Interesting Description of One of Canada's Beauty Spots

By Agent F. E. McKee, Banff

BANFF—the top of the world, where you see God's signature on every mountain, crag and stream; where you see Nature's handiwork in all its glory, where stony, snow-capped mountains oft-times hold their peaks far into the clouds; where wonderful ice-cold streams flow in and out among crags and canyons and on towards the rolling prairies where they quench the thirst of man and beast and irrigate the farms of thousands of our countrymen—richly deserves its place of honor among the beauty-spots of the world.

Banff is a place that should be seen by every Canadian; a place all Canadians should be proud to call their own; a place that suggests contentment and rest to even the most downhearted and weary.

Here may be found the buffalo still enforced amid all the majestic grandeur of his original habitat; here also are to be seen the deer, the mountain goat, the elk and other wild animals of the mountains and the prairies. Here also you may fish to your heart's content or swim in the wonderful sulphur water baths.

Canada's National Park

You may paddle for miles up the Bow River amid scenery that leaves nothing to be desired. You may like wise sit behind the wheel of your car and spin along through other wonders of nature—Johnson's Canyon, Lake Minnewaskia (the Indian name for Devil's Canyon), Sundance Canyon or dozens of other places that never fail to arouse a renewed interest by their beauties.

Banff is Canada's National Park. It is owned and cared for by the Government and the town is one of the few places where the real estate shark has not prospered. It is purely a summer resort and everything possible is done for the accommodation of tourists.

The roads are good and well paved. There are fine large hotels in the town, one of which is owned and operated by the Canadian Pacific Railway and which was built at a cost of over $500,000, and offers accommodation for nine hundred guests. Law and order is strictly maintained by the Royal North West Mounted Police who are stationed here the year round.

WHATSOEVER IS GIVEN YOU WILL NEVER HELP YOU MUCH

WHAT YOU DO FOR YOURSELF IS THE ONLY THING THAT WILL
During the summer months Imperial Oil Limited is extremely busy attending to the wants of tourists. Some come by train and automobile from all parts of America. Motorists are abundantly catered for by two model garages—the Cascade and the King Edward—both of which are 100 per cent boosters of Imperial Oil products.

It is the intention of the management to build a large bridge this winter across the Bow River to take the place of the present one, which is altogether too inadequate for the regular traffic. The Canadian Pacific Railway also intends to enlarge their hotels in preparation for the increased business everyone predicts for the next year.

A Delightful View

There are a host of delightful views that can be seen from the steps of the Alpine Club, situated halfway up Sulphur Mountain. From here you get a panoramic view of the entire country for miles. Looking due east one sees the famous Bow River winding around a dozen curves over falls and rapids before it finally disappears behind Mount Rundle which can be seen in the distance a little to the south of the river.

Turning to the west, the town of Banff, the Canadian Pacific Railway Hotel, Tunnel Mountain, Cascade Mountain and Stony Squaw come into view, while the Canadian Pacific Railroad tracks are easily visible.

The Proof of the Pudding

HONORS WITH A NEW PERFECTIO

Mr. M. J. Hewitt is our agent at Chinook, Alta., and his wife assist him in boosting Imperial Oil products.

For instance, Mrs. Hewitt has a New Perfectio Coal Oil Co. No. 1, and it has been in constant service for the last two years. In the winter she uses it for heating, and in the summer all the general cooking is done on it in addition.

A Treat In Store

Anyone who has not yet visited Banff has a big treat in store. There is delight in its beauty for artist, patriot and tired business man alike. Canada invites you, Banff invites you, Imperial Oil Limited invites you to the grandest and most beautiful spot God ever made.

A Dainty Display

TARY ITEMS OF SEVERAL MARKS

The lady in question is perfectly satisfied with the cookstove and never chooses to tell her friends of its merits. She has also taken many prizes for cooking at local exhibitions. Last year Mrs. Hewitt won first prize for bread and second for biscuits. This year she had even greater success, taking a first and a second with the display that is reproduced in our picture. Irrespective of this, Mrs. Hewitt uses Imperial Royalite Coal Oil and is just as satisfied with it as with the cookstove.

Mr. W. J. Burroughs

Mr. W. J. Burroughs was recently appointed on the sales force of the Edmonton Division. Mr. Burroughs saw service with the Canadian Engineers in France.

The Imperial Plant

The Imperial Oil plant here has a very large number of customers. We supply refined oils, gasoline, distillate, fuel oil and lubricants to plants in Victoria and all Island points. We supply numerous lumber mills, logging camps, shipyards and other industries, in addition to which we have a good store trade. Soon, too, we shall be supplying all kinds of petroleum products to the new dockyard which, when completed, will be the largest in the world. Not that the contracts are all cut and dried but we know that when we get our representative working on this we shall get the desired results.

Two Service Stations

Our garage trade is quite extensive besides which we have two service stations of our own that have many regular customers.

There are more cars in Victoria than in any other town of its size in Canada. It is true some of them look as if they had come out of the "ink," but we have a very large number of beautiful, up-to-date cars as well. Practically every business firm in Victoria operates a motor truck and we sell Imperial Polarine to them all.

There is a hearty welcome to the Victoria Plant awaiting all connected with Imperial Oil Limited who come to the coast. The distance to the plant and the extra time it takes to reach it will be well repaid by the magnificent view of the sea, and Olympic
CREDIT--A Mighty Force
Credit, from which grows collection difficulties, is the mightiest force in Canadian business. Collection is the goal of credit. Repeated sales, established customers and satisfactory business are the goals of both.

Those who have charge of collections need consider collecting as a separate department with a limited task but as a vital part of the organization. If we doubt the need of harmonizing the procedure of the collection department with other operations of the organization we have only to look at collections from the point of view of a buyer.

Unity Essential
It is sometimes hard for the various departments of a large organization to realize their essential unity. They occupy different offices and they are composed of men of different temperaments; but the buyer sees them all as a unit. Each representative signifies to him the house as a whole and the lack of harmony between departments or branches of the organization shows up very plainly to him. The result of this can hardly be favorable to the success of any of the various departments of the organization; it cannot build the retailer into an ever-widening outlet for the product.

The function of collection, therefore, concerns every member of our organization. Every sale is linked unbrokenly to credit and collection. The collection department which thinks that the sales department sells the goods and all they have to worry about is getting the money, is as short-sighted as the sales department which acts on the doctrine that it is no concern of theirs how the money is collected. We should collect the money as we have been instructed to do according to our terms of sale. This will keep our capital at work for our own Company and not for someone else who has virtually loaned it without interest, for that is what the firm is doing when it fails to collect.

The Montreal Branch takes issue on The Montreal Branch takes issue on the line "One of the Commer..." with the airplane on a recent front cover.

In all parts of Canada, airplanes have used our products for a long time, although up to the present the industry has not been a factor in the commercial life of the country, and therefore not a customer on a plane with other industrial enterprises.

Our Montreal division has been supplying considerable quantities of Queen and Imperial Lubricants to the Canadian Air Command, making flights between Montreal and Quebec. We also supplied similar products for use on their planes engaged on observation work for the Canadian Forest Preservation Department.

Our illustration shows a one-ton truck delivering Queen Gasoline for the use of aviators at St. Lambert.

Imperial Service
ONE of the best instances of its kind showing the resourcefulness of our agents is the story which came to us recently under the heading, "How we kept wet in a dry spell." It is worth while recounting and we will tell it as we heard it from Mr. S. G. Roy.

One evening last summer found Mr. G. and about one day's supply of gasoline on hand, a warm weekend in view, no taxie in sight, and in response to a frantic SOS (Save Our Service), Toronto could offer nothing of immediate application.

The situation, coupled with the fact that all the local garages and service stations were depending upon Imperial Oil Limited for their supplies was not conducive to a good night's rest. However, the "gas" was needed so the Company's representatives felt it was up to them to make every effort.

Accordingly the next day the tanks of city customers were filled to the limit, thereby leaving only a very small quantity in reserve. Our Mr. G. retired for the night with a very clear idea of what was wanted and a very dim and distant view of Ferguson, Kitchener and Hamilton.

"The Light that Failed"
"We slipped quietly out on Sunday evening dodging Gasoline church-goers, but, of course, had to hit Ferguson just when the churches were emptying. The local Salvation Army must have known of our coming for they gave us quite a musical reception on the main street. However, having struck "Service" in mind, our conscience was not at all troubled and we sped past them unharmed.

"We secured our load and started for home but when about two or three miles out-and the 'gods of gas' went back on us--our lights went out and stayed out. No amount of cursing would get them very dim, so we had to go home in the dark."

"To cut a long story short, we placed this load early Monday morning, and as it was just now a light of our oilmen, we got a little light of our attention, we stopped at Kitchener. We made two trips to Kitchener which enabled us to carry along until Tuesday when, by the grace of Saran and the C.P.R., we knew a car would arrive."

"This is not much when looked at from the point of view of gaulaugs, but it serves to show at least the superiority of the motor tank over the team. Ferguson is a long, hard day's trip for a team, and when we have a motor we could not have maintained the service very well.

"We were four days dry during which time not a single customer went short of a single gallon, and, what is more, none knew of our shortage."

Imperial Service Maintained
We think Mr. G. is modest regarding the credit due for what was accomplished during those four fatid days. He puts it all down to the superiority of the motor tank truck. To some extent that is true, but it is also an excellent example of resourcefulness, and everyone in the Imperial organization will take great satisfaction in the fact that Imperial Service was maintained.

"Furthermore, all "service" is made to be overcome and Imperial Service can be counted upon to overcome them."

The Imperial Oil Review November 1930
THERE'S lots of happiness in this old world if you only know where to find it. Life should be a constant joy. Best of all, the greatest joys are nearest to hand.

There is joy in just being alive. There is joy in production and in the consciousness of having contributed something for the use or enlightenment of fellow men. There is joy, too, in receiving gifts.

But there is a yet greater joy reserved for those who see beyond self—the joy of giving and serving, and that with no greater reward than the satisfaction of service rendered.