"TONG-GANG"
Laying a pipe Line
THE IMPERIAL OIL REVIEW
May

THE IMPERIAL OIL REVIEW
Published Monthly by IMPERIAL OIL LIMITED, at Church St., Toronto

The purpose of this publication is to provide employees with a medium in which their inquiries, suggestions and experiences may be exchanged; and to acquaint them with interesting and useful information about the Company's business.

NOTICE: The active cooperation and interest of every employer is essential to the continued success of this publication.

Please address all communications to
THE IMPERIAL OIL REVIEW
5 Church Street, Toronto

Paddle Your Own Canoe

The stream of life is broken by many rocks and rapids, unless your craft is under control all the time look out for spills. It is easy to sit back and let somebody else do the work, but the experience that you gain will make you valuable do you yourself get from that?

Pleasure? Oh, yes, quite likely, but that is not the point. Do you go where you want to go? Do you go as far, see as much and learn all you could, as would be possible if you at least combine your own personal skill with that of others?

Bear this in mind. Be not dependent on others for your progress. Place more and more confidence and reliance in yourself. You stand a much better chance of increasing and profiting by your own ability, of accomplishing your own plans and of enjoying life, too, if you "Paddle your own canoe."

It may occasionally be an advantage to have "pull," or friends who have sufficient influence to promote your welfare for you, but it is far more desirable to win that same favor by your own exertions and by merit and pure self-reliance, if you have learned to depend upon your own exertions and upon proving yourself more than equal to every test, you are far better equipped for the battle of life than one who is always looking around for some assistance, some advice or some favor.

"Paddle your own canoe." You will travel lighter, travel faster and travel further.

Just A Gettin' By

Oh, what's the use to stew and fret? See, I'm the clever guy. Easy on myself. You bet! But I'm gettin' by.

There's some that think that hard work tells.

They plan to do their best, while I—

I leave ambition to the swells.

I aim to just get by.

Oh, ain't I scared of being fired.

May I do the job without it.

The same job since the day I hired.

That prove I'm gettin' by.

Oh, ain't I had the boss's praise.

Somehow my work don't catch his eye.

Well, I've never had a raise.

But then I'm gettin' by.

Ever Met Him?

We once heard of a man who never made up his mind—always hesitated on the brink of a decision. He rarely expressed an opinion—afraid he might be wrong.

He never acted on his own initiative—always sought advice outside and tried to follow other people's ideas and methods.

He doubted everything he heard—wanted proof or confirmation to be quite sure it was true.

He never began a job—always hesitated till he thought he knew all the who's and wherefores.

He never finished anything—because he never started anything.

In fact, he never was but one thing—a failure—and even that was beyond his control.

Mind the Rut

Whatever do you, don't get into a rut.

Just because a lot of other people have followed the same track is no indication that it is the best one for you.

Don't be afraid to guide your own destiny and never fear to tackle new jobs, new situations, new things.

If your knowledge is sound, if you have confidence in your own ability and you know the direction you wish to travel, go ahead and make your objective.

Your employer likes to know that you have tackled the job right; he may even have an interest in your method of procedure, but he is more—far more—interested in your getting the desired result.

Mind the rut. It may follow the right road, but if you have your eye on the goal ahead you will surely come to grief if you keep to the rut in the road.

The rut is only for those who travel slow and who never look ahead.

A "Tong-Gang"

Our front cover this month shows a busy scene during the laying of a pipe line for piping crude oil from the oil fields direct to the refinery.

Several gangs of men are employed in these operations and the work of the "Tong-Gang," as to place the sections of pipe in position. In this operation they use huge tongs, hence their name "Tong-Gang."

By continuous practice they became very expert in handling these heavy pipes and they often complete as much as a mile of pipe line in a day.

"The Glorious Privilege"

Let every one in the Dominion take up the slogan, "Buy Canadian-made goods!" to redeem Canada's financial obligations.

For the glorious privilege
Of being independent.

—Canadian Trade Commission.

THE MOST VALUABLE FEATURE OF SUCCESS

"U.C.T." They recognized the boat of the Columbia missionary boat and they had us figured out in very short time as the United Christian Temperance.

As we stepped on to the wharf they eyed us reverently and pitted us speaking to them that evening in their little church. The temptation was strong to allow them to gather and tell them what we knew of the splendid qualities of Imperial Oil products. However, we were anxious to leave at daylight next morning, it was necessary to see the big business that evening. Acted upon the idea, "the better the day, the better the deed," we landed the orders, our range which we had adopted, "Orders for everybody from everybody," proving quite O.K.

At four o'clock the next morning we were awakened by the "chug-chug" of our engines, which told us we were coming on our way. This meant no more sleep, especially as we had encountered a very chilly sea. When breakfast was set, ready, no one seemed hungry. Conversation was very slow, but as we neared our next stop the sea calmed down and our spirits rose once more.

Allison's Logging Camp.

At ten o'clock we tied up at Allison's Logging Camp. This is a large camp, proper, with a well equipped big timber sawing mill, and with the use of nine donkey engines, drawing it the water. To make a landing it was necessary for us to walk a house of logs and—hence we slipped. No canals on our shoes and honestly, no stimulants on board —down into those icy depths we plunged. The boys at once commenced to give us a second first aid. However, "Pep" still remained our motto and, after drying out, we turned into the camp to sell.

Here, the chief engineer's second name was "Complaint." He said the
Powell River.

Not having to wait till the next train we weighed anchor and made for Powell River, at which place we arrived the same night. Powell River has the largest pulp and paper plant on the Pacific coast, employing about one thousand men. It is under contract and was about one hundred barrels of lubricating oils and greases per month.

It was our privilege to invite four of the officials of the Company to dinner on board our launch. We were completely upon our success in providing such a meal (a seven course affair), which enabled us to enlarge upon the merits of New Perfection Oil Coke stoves that made such a feat possible. Here we secured orders for Com- pany's general store for stoves, Imperial Polarine and several lines of specialties.

Stormbound at Van Anda.

At daybreak next morning we again weighed anchor and sailed to our next place of call, Van Anda, one general store and one copper mining district. The manager, a great friend of Imperial Limited, had only words of praise for our products so necessary for the perfect lubrication of his plant.

During our stay getting business at this place, a storm came up, making it impossible for us to venture out to open sea. We were storm-bound three days. Our phonograph hand worked overtime, and in various other ways we endeavored to kill time.

Somebody suggested that we should get up a dance, as in no better way could we advertise our prospective lines. So we got to work making jam sandwiches and cakes for the great event. Everybody in the settlement turned out and a most enjoyable time was spent. On the third day the storm abated and we were much relieved when our skipper gave the word to go.

Quathiaski Cove.

Our next call was Quathiaski Cove, a little place on Valdes Bay that had but one call to make here, Mr. Anderson, operating a cannery and general store. We were able to show the advantages of New Perfection Oil Cookstoves. Mrs. Anderson came down to the boat, saw our No. 34 working full time to cook our lunch. She fell in love with it right away.

Her impression up to this time had been that oil stoves meant smoke, small and danger but after driving demon- stration, we secured an order for No. 34 with oven, also an order for a New Perfection Water Heater and left my best advertisement, a booster for New Perfection Oil Cookstoves, so that future orders in this line may be expected. Here also a pleasant social evening was spent and all, satisfied with the day’s work, turned into bunk by 9 p.m.

At the Logging Camps.

Our next port of call was Campbell River, which place we made before we got through with breakfast next morn- ing. Here we had a number of calls to make. Someone told us that there was a logging camp eight miles away, back in the bush. Anxious to pass nothing in the way of business and the only means of getting there being to walk, we therefore walked.

We were greeted with astonishment, so surely was a traveler seen in these parts. After giving all the news from the outside world and discovering that “hit or miss” system of purchasing oils in 4-gallon cans was being made from the wholesale hardware, we were able to explain the advantages of buying in larger quantities and also of buying ahead. We secured an order which raised our enthusiasm and repaid us for our walk of 16 miles.

For the last two days we called at eleven small camps where logging was in operation, that is hand logging, where by day 10 to 15 men cut down the trees and with a team of horses drew them from the bush to the water, to be towed down the river to the large sawmills. At the larger camps, don- key engines are used to do the work of many men.

In Wonderful Contrast.

To the person whose pathway to business is by way of the train or automobile and who, after his day’s toll of talking, talking, talking, makes his way to his hotel, spending his evenings in evening clubs and in the hardships of a trip such as this it would certainly be a change.

Sometimes we feel the engines stop- ping, telling us we are pulling into a camp, while we are up in our eyes in the task of getting ready for our next meal. Immediately we grab our sample cases and get to work; prob- ably our call means getting into our small camp boat, rowing to shore and then having to walk inland over logs and through dead underneath to get to the place where we are to talk business. To the spick and span “Knight of the Grip” this would be no way appeal. Our shirt is khaki, our pants several, our boots rubber, but inside of it all is the man filled with enthusiasm and his line is the pulp and paper. We pride our ready to note the orders that can be obtained.

Never civilized, our gets out of his hotel and hops on to the train in the “were seven hours” with the usual resignations, but to wake up at 4:45 a.m. Listening to some melodious voice saying, “Is breakfast ready?” To jump up, wash in cold water, cook one’s own meal and be ready to do business; or to listen to your customer’s tale of woe before daybreak, add to the experiences in the life of a salesman in the west of British Columbia.

Alert Bay.

The next place of any importance at which we called was Alert Bay, a small town supported by a cannery and saw-

TOTEM POLE AT ALERT BAY, B.C.

THE HAPPIEST FOLKS ARE NOT THOSE WHO HAVE THE BEST OF EVERYTHING

Before making our next call it was necessary for us to get away from the sheltering islands and strike out into the open sea, Queen Charlotte Sound, 65 miles across. It was a beautiful morning before we started, but we had not gone very far before the wind rose and our launch began to dip her nose into the troughs of the sea; the waves looked as though they would swallow us.

The cook had lots of time to him- self; nobody was hungry. There was not enough enthusiasm even to think of business. When we were not lying down we were instantly looking into the sea. Everything movable was lashed down and we were never more glad than when we tied our little boat to the wharf of the one of the largest canneries we had ever seen.

For six months of the year these canneries are kept busy reaping the harvest of the sea and canning for the markets of the world. We visited fourteen of them and left the imprint of our call in each instance, knowing that a visit and a talk on our individual lines procure much more business than any letter, catalogue or mail order could do. We placed numbers of orders for New Perfection No. 61 Stoves to be used on the fishermen’s boats or in shacks.

So, after a little over five weeks, we arrived at our last place of call and our skipper was ordered to steer his boat towards home. As we neared our destination, our determination was, that it was our privilege the next year to make another trip, we would increase the business we had obtained for Imperial Oil Limited.

Momentum.

Have you ever heard of this word “Momentum?” It is the secret of making money.

There are several men whom you and I know quite well, who have made a great stride forward, solely by straight forward through their differ- ences.

They are not men of great abilities, but they are men of action and force, and this is the immense advantage of momentum.

Efficiency Magazine.
ROYALTY DANCE AT SARNIA
A Delightful and Enjoyable Affair.

The members of the Royalty Club are to be congratulated on the success that has attended their efforts since the club was organized. They have manifested a deep interest in civic affairs and charitable objects, particularly in the work of assisting the hospital.

"They danc'd from nine Till early morn."

The most enjoyable event of the season was the information dance held at the City Hall, Sarnia, on Thursday, April 24th, under the auspices of the Royalty Club. There was an excellent attendance and the memory of a delightful evening will remain fresh in the memory of those who attended, for a long time to come.

Great preparations had been made for the occasion and the hall presented the appearance of a very fairyland. The gayety of the occasion was enhanced by the beautiful dresses of the ladies present.

Four hundred enthusiastic fans of the Semper Concert pegged through a maze of intricate dances to music furnished by the renowned Ben Shook orchestra of Detroit. These popular instrumentalists were unimpeachable in their response to requests, and followed each item, and probably in the whole course of their existence as orchestra, they never received a more hearty and spontaneous reception than they did from the audience.

Without doubt, the decorations were the most lavish and beautiful ever seen in Sarnia. A 10 min. display by the Royalty Club Shield, tastefully draped in purple and white, and a 20 min. display by the club, hung in a conspicuous position over the stage. Streamers, flags, bunting, pahs, and flowers throughout the hall added to the brilliancy of the scene.

The credit is due to Audrey Gaston and committee for this wonderful and unique creation, which represented much thoughtfulness and ingenuity.

A dainty buffet lunch was served and was greatly enjoyed by the assembled guests.

Mr. John R. Simpson was master of ceremonies. He is a past master in the duties of that office.

Financially, the dance was a success. About $400 net was realized, which amount will be devoted to the furnishing and maintenance of a room at Sarnia General Hospital.

The Royalty Club has lost a valuable member in Miss Agnes Simpson, who has been transferred to Toronto. Miss Simpson was first vice-president of the club.

The vote was expressed with a beautiful silk umbrella as a slight token of esteem and appreciation of her good work. All members join in wishing Miss Simpson good luck in her new surroundings.

Contributions Wanted

The Revue wants your contributions. Please send it along. We assure you it will be used.

There are many interesting stories and items of all kinds that could be recorded in our house-organ and we confidently look to every one of the organization to see that we get them. If your story can be illustrated by a photograph, so much the better. Your cooperation is solicited.

Regina News

With the coming of Peace and the return of the soldiers to civil life, Regina Refinery is rapidly getting back her "old crew," three of the latest arrivals being George Hickson, James McKellar and James Weir. Mr. Hickson enlisted in January of 1916 with the 2nd battalion of the Saskatchewan Regiment. In May he was promoted to rank of corporal and took a special course in infantry instruction, after which he was promoted to rank of sergeant. Mr. Hickson was demobilized on April 20, 1919.

"Jimmy" McKellar returned to the States to enlist with the "doughboys" and entered army life July 2, 1918, at Camp Casper, Battle Creek, Michigan. Mr. McKellar received his discharge from the army on March 7th, 1919.

Mr. Weir enlisted with the Cameron Highlanders in January of 1916, and went overseas immediately. For some time he was a music instructor at Shorecliffe, after which he went over to France and saw active service at Amiens, Arras and Cambrai. Mr. Weir received wounds in the Battle of Cambrai which necessitated his being invalided home to Canada. He was discharged from the army last February.

We are glad to give these boys a hearty welcome back again, and not only these, but others who come, for Regina Refinery has every reason to make its motto, "Make room for the returned soldier," and any who come are certain of a job in some branch of the works.

IN the early part of the year 1914 the land for this plant was secured by Mr. Stillman.

There was a plan under way to build a refinery near the city of Vancouver, B.C., but considerable difficulty was encountered in securing a site, due to most of the land surrounding the city being laid out in city lots and sold during the real estate boom to people all over the United States, Eastern Canada and different parts of Europe. One can readily see, therefore, the difficulty of securing a parcel of land large enough upon which to build a refinery.

We wanted a piece of land of about eighty acres in extent, and at city lots being 30 feet by 100 feet it would take a large number of these to make up the required acreage. The owners being so widely spread over the different countries already mentioned, it was impossible to secure land where the property had been subdivided.

The site on Burrard Inlet.

Therefore, it was necessary to go outside the subdivisions, and the tract of land which was secured is located on the north side of Burrard Inlet and extends north a distance of about one mile. It spreads out over an area of 1,350 feet north of the Inlet. The land rises gradually to an elevation of 140 feet above the grade and the ground from this point to the back boundary is fairly level.

NAMING THE PLANT.

Mr. C. O. Stillman, who was at that time vice-president of Ross and McCam and E. L. Drake came to Vancouver in March of 1914 to start the work of building a refinery on the site secured.

They came up to the property a long time and on nearing the shore Mr. Stillman said: "Well, there is the property and we will name it Ioco", which is the word derived by the Indian word in "Imperial Oil" and adding "C" to the abbreviation for "company." Early Construction.

The property was surveyed and the contract let for clearing the land, and from the stories heard from some of the pioneers of Ioco, it was no small undertaking. After the whole tract of land was cleared, construction started. The first building erected was a small cottage for Mr. Drake, the engineer, three large bank houses and a large cook house and dining room. There was also a large camp building put up and used for a temporary office.

A force of six hundred men and ten teams was hired and put to work laying out streets, laying foundations for stills, boilers, tanks and all the other equipment usually found in a refinery.

BUT WE BETIDE THE MAN WHO MADE LAZINESS FOR IT

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Mr. J. E. Mrdovan

Crude from Talar

The crude charging capacity of the plant at that time was 1,000 barrels per day. This was run for the production of gasoline, refined oil and fuel oil. The crude oil upon which this plant operates is secured from Talar, Peru, and is shipped here in large tank ships, some of which are capable of carrying 5,000 tons or 50,000 barrels.

After the plant had been in operation for some months it was decided to put its equipment to manufacture lubricating oil, as it developed that Peruvian crude contained a large per- centage of latex, which could be used advantageously in the manufacture of lubricating oil. The equipment for turning out lubricating oil was installed and its manufacture commenced about September, 1913.

The principal brands of lubricating oil produced are Imperial Polynite, both Light and Heavy, all the ordin- ary grades and a New Special Type of Heavy Oil, which carries a viscosity of 1,000 at 100° temperature.

Change in Management.

On November 30th, 1913, the writer returned to Ioco to take charge of the plant, succeeding Mr. Hunt, who had been in charge up to that time. We were then ready to start work and to make our first shipments of crude and its various products. Ioco is surrounded on three sides by cut-over timber lands.
and on the other side by Burrard Inlet. The old cann houses were still in use and we lived in one of the bunk houses for the first four months. The place did not particularly impress us, but knowing that all new places must be developed we started to work with the idea of making it a better place to live in than it was when we came to it. After three years we feel that this plant has developed to such an extent that as a complete refining plant it is second to none of the Imperial Oil Plants in Canada.

Present Capacity.
We now have a crude charging capacity of 2,000 barrels per day, which it 100%; increase in capacity. A further increase is being contemplated for the near future. The plant now consists of nine 1,000-barrel crude reducing stills, six 300-H.P. return tubular boilers, 12 pressure stills, two 1,500-barrel steam stills; numerous tanks and agitators for fining and storing the different grades of oil; barrel filling house; canning and capping department; filling rack for loading tank cars and capable of holding 25 cars. We also have a mixing and compound department with a capacity of 2,000 barrels per month.

Our floating equipment consists of one 65-H.P. goodtime tug boat named after our famous oil "Polarean." We have two bulk oil sevves, one freight sewve and two launches, the "Royaltie," which is our express boat, and the "Prairie" which is used as a freight launch.

Road Connection.
Previous to October, 1917, there was no wagon road connecting our property with the surrounding country, but during that year we succeeded in getting the Government road extended from Starnoside (a distance of one and a half miles) to our plant, so that during the summer of 1918 it was possible to drive an automobile from Vancouver City to our plant.

The Government is now working on the old road from Starnoside to Port Moody and we hope to have a good road by next midsummer connecting our plant with the regular trunk highway leading to Vancouver.

Good Accommodation.
Quite a colony has sprung up around the plant. Located on the property is a fine club and colony house, capable of housing twenty people. There are also sixteen cottages which are occupied by the department hands and others. These cottages are steam heated, lighted by electricity and modern in every sense of the world.

In addition to the above we might mention our recreation hall, named after the Company, "Imperial Hall." This is a building 30 feet by 60 feet, well heated and lighted and afforded ample space for parties, meetings, concerts and plays. It also provides a place for the boys to play indoor baseball during the winter months. We have also a fine tennis court paved with concrete, which affords pastime and recreation for a number of our boys and girls during the summer season.

The staff in charge at this plant present is as follows: Mr. F. F. Sirevane, Superintendent; Mr. C. V. Humphrey, Assistant Superintendent; Mr. E. L. Bedard, in charge of the Mechanical Department; Mr. S. McCann, Office Manager. There is also a foreman in charge of each branch of the mechanical department, a foreman on the filling rack and one in the filling, casing and packing department.

Dear Mr. Hänna:

Mr. W. S. Mercer died suddenly a week ago. He was an employee of Imperial Oil Limited. He died without a will and his estate was small, some real estate valued at $1,800.

One son is overseas and the other is in camp at London. There is also a daughter, who is two years of age. The widow, a woman of sixty, would have $800 for her portion.

She did not know about the insurance plan of Imperial Oil Limited, and I sent the mother and the son that is stationed in London, down to the office and to-day they came back and reported to me that they would receive from the Company $30 for funeral expenses and $1,025.30 of insurance, and that this would all go to the widow.

I am sending you a copy of the check in the amount of $1,025.30.

The gratitude of these people was indeed sincere. She did not know why the money was forthcoming as her husband not mentioned it to her, and I endeavored to explain the scheme fully to her. If her blessing will bring a little comfort to you, you surely have it.

Very truly yours,

(Sgd.) A. I. McKelvey.

Lambert, Ont.,
April 1, 1919.

Dr. Strachan,

Rev. and Dean Sid:

I have not the pleasure of your acquaintance although early memories recall the name, E. S. Strachan, as a teacher in 1869 in the City of Hamilton. The friends of our boyhood are usually dear to us.

I regret that illness prevented me from attending the funeral of the late W. J. Hänna, K.C. I had known him more or less intimately for the past twenty-five years.

I reside in Lambton County ten years of that time, having been pastor on the Indian Reserve. I recall with pleasure Mr. Hänna’s personal interest in my effort to secure the safety of an Indian from Wapite who was unjustly condemned to death, and although Mr. Lesserley competently managed the case I leaned heavily on Mr. Hänna, as always he helped the “under dog.”

I shall always cherish his memory.

I have no doubt about you, on account of your responsibilities, will miss him greatly.

I have a son in the employ of the Company in the treasurer’s office. He has just resumed his work on his return from overseas. He was an intimate friend of Neil Hänna.

With kindest regards,

Yours respectfully,

(Sgd.) Walter Rossby.

BUT MUST ALSO HAVE THE COURAGE TO DO IT
INTERESTING ITEMS FROM ICO

The George Trapp Chapter, I.O.D.E., of Ioco, B.C., concluded a most successful year with a grand banquet held in the Imperial Hall on April 22nd. They were assisted in their efforts by the True Blue (Junior) Chapter and the proceeds were in aid of Canadian soldiers blinded during the war.

Active Preparations

The Imperial Hall was beautifully decorated under the direction of Messrs. D. MacNairne, C. Clivers and A. H. Martin, and the stalls were laid out to the best advantage in the space available. Mr. J. E. Siverson, superintendent of Ioco Refinery, formally declared the banquet open and immediately thereafter operations were in full swing.

The stalls holders are to be complimented on the splendid array of tempting, useful goods displayed for sale. Much of the success of the banquet is due to the untiring labors of the ladies. The illustrations we show give a good idea of two of these stalls, the True Blue and Toronto stalls.

The Toronto Stalls

The Toronto Stalls was loaded with articles sent from 36 Church Street. The chapter especially acknowledges a handsome donation from Mr. C. O. Stillman and a parcel of beautiful fancy work and toys contributed by various friends from Dr. D. Strachan.

In the evening a very pleasant dance was held, the success of which was very largely due to the efforts of Messrs. Vidal, E. Morin and O. Smith.

The total receipts amounted to $450, of which there will be a net balance of fully $400 when all accounts have been settled.

During the past year the local chapter has by various means collected a total of $1,655.31. Donations have been made to St. Dunstan’s, London, England; the Prisoners of War Fund; the Red Cross Society, and special Christmas presents were sent to local boys in two overseas areas.

Other News

The Ioco Tennis Club opened the 1919 season on Saturday afternoon, May 3rd. The weather was perfect, and an exciting match was played by teams captained by Mr. R. J. Cameron, President of the Club, and Mr. O. E. Sutton, Vice-President, resulting in a draw of 3 games each.

Mrs. J. E. Siverson acted as hostess and served tea and refreshments on the lounge adjacent to the court. An enjoyable afternoon was followed by an impromptu dance held at the Imperial Hall in the evening.

Among the new arrivals in Ioco we have Mr. J. H. Cross, Loomis, who recently returned from the war. He was at one time connected with the laboratory staff in Sarina Refinery and also engaged for some time in similar work in the factory at Talara, Peru.

Mr. J. Blackstock has accepted an offer to go to the Talara Refinery, Peru, as stillman and expects to sail from Ioco on the S.S. “Bradford,” an oil tanker which is due here shortly with Peruvian crude oil.

It is pleasing to welcome the return of Mr. Frank Jeffery after a visit to France. He reports that whilst advancing on the retreat Germans his company found a British machine gun which had been abandoned in a ditch. Having decided to make use of the gun, he was greatly surprised on reading the inscription to find that the gun was one of two sub-machine guns carried by Ioco people in the early days of the war.

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Other News

The Ioco Tennis Club opened the 1919 season on Saturday afternoon, May 3rd. The weather was perfect, and an exciting match was played by teams captained by Mr. R. J. Cameron, President of the Club, and Mr. O. E. Sutton, Vice-President, resulting in a draw of 3 games each.

Mrs. J. E. Siverson acted as hostess and served tea and refreshments on the lounge adjacent to the court. An enjoyable afternoon was followed by an impromptu dance held at the Imperial Hall in the evening.

Among the new arrivals in Ioco we have Mr. J. H. Cross, Loomis, who recently returned from the war. He was at one time connected with the laboratory staff in Sarina Refinery and also engaged for some time in similar work in the factory at Talara, Peru.

Mr. J. Blackstock has accepted an offer to go to the Talara Refinery, Peru, as stillman and expects to sail from Ioco on the S.S. “Bradford,” an oil tanker which is due here shortly with Peruvian crude oil.

It is pleasing to welcome the return of Mr. Frank Jeffery after a visit to France. He reports that whilst advancing on the retreat Germans his company found a British machine gun which had been abandoned in a ditch. Having decided to make use of the gun, he was greatly surprised on reading the inscription to find that the gun was one of two sub-machine guns carried by Ioco people in the early days of the war.

There is aominating interest in the oil industry that is expanding with amazing rapidity. Alberta in 1918 produced 300,000 barrels of oil. Last year it produced over 2,000,000 barrels. If space permitted, other mixed farming statistics would show the same increase.

The Climat of This Region

The cold spells of mid-winter occasionally drop from 20 to 30 degrees below zero, but the weather is dry and clear. These cold spells are, as a rule, of short duration and a large percentage of the stock can speed the remainder of the winter out of doors without shelter. There are several reasons for the splendid climate of central and particularly northern Alberta. Warm winds—known as Chinooks—blowing from over the mountains, temper the winter climate and have been known to raise the temperature 60 degrees in temperature in a few hours.

At Edmonton you can read a newspaper without a light at ten o’clock on a summer’s evening. Day breaks again about three o’clock. In the northern part of Alberta during midsummer, there are only two hours of darkness. Due to these long hours of sunshine during the growing season, the crops naturally mature rapidly.

It is an indisputable fact that both Canada and United States opened two weeks earlier in the Peace River district than it does, for example, at Red Deer, which is 200 miles to the south.

Ample Rainfall

The rainfall is ample throughout both Central and Northern Alberta and falls during the growing months, May, June, July and part of August. The soil, without going into geological explanation, is wonderfully fertile, caused by a combination of circumstances. The yield of grain and grasses is, therefore, prolific. Wheat often yields as high as 40 bushels to the acre and oats 100 bushels.

At the very lowest estimate 30% of the land in Central and Northern Alberta is arable. Taking this low percentage as the minimum, there are over 60,000,000 acres of land that can be cultivated. In 1918 only 300,000 acres were under cultivation north of Red Deer. Last year this had increased to over 2,000,000 acres, or tenfold in ten years. With only 35% of the cultivable land actually under cultivation, the next ten years should show a tremendous increase.

Mineral Resources.

These mineral resources, which cannot be farmed is potentially rich in other
resources. Space compels us to be brief, so we will hurriedly pass over these resources. Some of them have been partly developed; for the most part, they are still awaiting the magic touch of capital.

Coal—from lignite around Edmonton to high-grade bituminous in the foothills of the Rockies and estimated at billions of tons—underlies this territory seemingly everywhere. Large commercial timber limits stand along the Athabasca River and the foothills of the Rockies. Waterfalls and rapid rivers can be converted into tremendous hydro power. Natural gas can be found in abundance at widely separated points. Pure salt beds lie along the banks of the Salt River in Northern Alberta.

Large quantities of rock salt and large deposits of asphalt exist near Fort McMurray. The world's largest beds of tar sand lie along the banks of the Athabasca River for many miles. Limestone for cement and clays for brick are available in abundance. Strong indications of copper, silver, gold and iron are to be found in the rivers of Northern Alberta. They may or may not be found in commercial quantities—only time will tell.

Drilling For Petroleum.

Active drilling for oil is now going on at Peace River Crossing and in other parts of Northern Alberta. Within the watershed of the McMurray River, the indications of petroleum are so pronounced that many who are qualified to express an opinion, believe that one of the world's largest oil reservoirs may yet be located somewhere to the north of Edmonton. Northern Alberta does not have, however, the natural resources to make her prosperous. These, which may or may not contribute materially to its wealth, are thrown in extra for good measure.

The Last Great West.

Civilization has ever moved westward. Today most of the virgin opportunities that the New World of yesterday offered, has been taken. Central and Northern Alberta—almost within sight of the setting sun—is in reality the Last Great West. With its large reaches of fertile undeveloped land which can be purchased cheaply on easy terms, or homesteaded, Northern Alberta irresistibly beckons immigration.

The future is beyond the range of man's finite vision—we can only conjecture; but, taking into consideration only its agricultural and mixed farming possibilities, Northern Alberta should show an annoyingly rapid growth from now on.

Imperial Oil Limited—ever on the alert—will keep abreast with the rapid growth of this Last Great West. As time and circumstances dictate our present equipment and personnel will be increased so that our distribution facilities keep pace with requirements. Imperial Service will be as meaningful in the Last Great West as in any other district in Canada.

An Accommodating Service Girl

BY J. M. HENDERSON, VICTORIA, B.C.

OIL MARKET NEWS

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IN LOWER QUEBEC

RIVER DU LOUP—SUMMER RESORT AND INDUSTRIAL CENTRE.

BY SALMANJ. PAQUETTE, MONTREAL DIVISION.

THE IMPERIAL OIL REVIEW

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In Lower Quebec

La Pointe, Riv’er du Loup, Que.

Many of the towns in Lower Quebec can trace their beginning to the early days of Canada, even as far back as the time of Samuel de Champlain, and more especially those towns situated along that great waterway, the St. Lawrence River, between Quebec and the Atlantic Ocean. River du Loup is one of these places. It is situated about half way between Quebec City and Cap-Susélon, N.B. It is admirably served by two railways, lying on the Canadian National Railways main line to Halifax, and also a terminus of the Transcontinental railway. This city is not only an interesting one historically, but is rapidly gaining in importance as an industrial centre.

Origin of Name.

The origin of the name dates back to the time of the first visit of Champlain. During his stay in this country he had many dealings with the habitants in that locality who were then known as "Les Loups" (wolves) or "Malipicaks." It was therefore, quite natural that the river which empties itself at this point into the St. Lawrence should be known as Riv'er du Loup or Wolf River, and also that the city which has since grown up on both sides of it, at a point near its mouth should adopt the same name.

Later on, the name was changed to Fraserville, but the city council recently embolized a resolution which they presented to the Provincial Legislature seeking power to revert to the older and more historic name—Riv’er du Loup.

The city stands on quite an elevation and has quite a commanding outlook over the surrounding country. The climate is very healthy and the population now numbers slightly over 7,500.

Imperial Asphalt Roads.

In addition to the excellent railroad facilities, the city and county councils have adopted a progressive policy in providing good roads for local and tourist traffic. Further improvements are now in progress and not the least interesting fact about these improvements is that the work is entirely under the direction of the council to use Imperial Liquid Asphalt to increase the traffic-carrying capacity and prevent dust on their macadam roads.

Every summer there is a large influx of visitors to the city and points nearby on the shores of the St. Lawrence. Many people own houses and summer cottages at Point Rivière du Loup, six miles distant from the city, and at Notre Dame du Portage, five miles distant.

Motoring Is Popular.

These summer residences come from all parts of Canada and some even from the United States. Both these summer resorts are connected by good roads to Rivière du Loup and visitors are therefore enabled to make good use of their automobiles for shopping and pleasure trips.

All this adds to the market for Imperial products at this centre, for it provides a considerable demand for Imperial Premium Gasoline and Imperial Polarine motor lubricants, all of which are very popular there.

Among the industries carried on at this point are several railway workshops employing quite a number of workmen; pulp mills, saw mills, sash and door factories, furniture factories and numerous smaller industries which together provide employment for men and women in good numbers.

The electric power plant is now undergoing renovation and extension. Work on its construction has been completed, completely more than paid for, and it is then hoped that other industries will be attracted to this city.

The Imperial Plant.

Our energetic agent at the sub-station of Rivière du Loup is M. O. Lapiòtè, whose connection has developed so rapidly that we have had to give him an assistant, M. Michault. M. Lapiotène now looks after the country deliveries while M. Michault has charge of the city trade.

The demand for Imperial products is good. Imperial Premium Gasoline and Imperial Royalite Coal Oil are especially popular and there is a good demand for Imperial Lubricants in the various industries in this district, the large saw mills especially using a considerable quantity of lubricating oils and greases.

Imperial Royalite Coal Oil is sold in fair quantities all the year round, probably due to the increasing popularity of New Perfection Oil Cook-stoves and Perfection Oil Heaters. These have recently had a most satisfactory sale as their economical and useful qualities have become better known.

As before stated, the demand for our products is steady and increasing and it is expected that before long a new lubricating warehouse will be provided by the Company.
A SERVICE TEST FOR IMPERIAL PREMIER GASOLINE

Used in all Motor Equipment by Toronto Fire Department

By Solomon R. HOBBS, Toronto, Ont.

ONE OF THE UP-TO-DATE MOTOR TRUCKS USED BY THE TORONTO FIRE DEPARTMENT.

Toronto is proud of its Fire Department and not without reason, for it is acknowledged among those who know that in equipment, personnel and efficiency it is one of the best on the continent of America.

Quite recently a new department in compiling the duty roster has been adopted. The system now in use is known as the "platoon" system.

The adoption of this system has necessitated many changes in the staff. The number of men employed was greatly increased and the number of District Chiefs had to be doubled.

The men are now divided into two platoons and their tour of duty alternates week by week. One platoon works from 8 a.m. to 5 p.m. and the other from 6 p.m. to 8 p.m. daily for six days. On the sixth day one platoon goes straight through for 24 hours continuous duty thereby bridging the gap when exchanging duty periods.

The plan has found very hearty support among the men as it gives them the opportunity of spending ten to fourteen hours per day at home, whereas formerly they were held at the station 24 hours a day.

The stuff consists of 285 men under the command of Chief Russell who recently succeeded Chief Smith. Chief Russell's appointment proved popular. He is well liked by his men. A good disciplinarian and impartial in his decisions, he has the confidence and support of every man in his fire-fighting force. Also as he has been in the Toronto Fire Department practically all his life he knows his ground thoroughly.

The fire-fighting equipment, too, is of the best. Horse-drawn vehicles have been largely replaced by motor-driven trucks although they will never be entirely replaced, as it is deemed advisable to keep a number of them handy to all parts of the city, particularly for winter calls in bad weather when the streets are impassable for motor trucks.

During 1918 there were 4,458 fires, and the splendid work of the brigade on many occasions was acknowledged by expressions of appreciation from both public and private sources.

Our illustrations show two of the trucks. The smaller picture is of the aerial truck which was called out on the Rossel Theatre fire three times a day during the past year.

Our second picture is of one of the many motor trucks. When the alarm sounds, the boys lose no time in getting their gear, and you can plainly see how they hustle into their heavy coats while the truck starts on her way.

The Toronto Fire Department are enthusiastic boosters for Imperial Premier Gasoline. They have learned its dependable qualities through the medium of real service tests. Imperial Premier Coal Oil is also exclusively used by this department.

Baseball in Toronto

Dr. S. B. FRAZER ELECTED PRESIDENT OF TORONTO BASEBALL LEAGUE

All indications point to a very enjoyable season for the Bush League (Toronto). There are four competing teams—Imperial Oil Limited, Toronto Telegram, Toronto Star and R. S. Williams Company.

The list of officers for 1919 resulted in the unanimous choice of Dr. D. Strachan for President. He will be supported by the following gentlemen as Vice-President—R. S. Williams, Robertson and R. S. Williams.

The games will be played on Tuesday and Friday evenings at the Island Stadium following the international games.

The league has an excellent reputation for clean, business-like practices. The teams are composed of players of good character and they will doubtless render a good account of themselves during the coming season.

The Imperial team have called several preliminary practices and look forward with confidence to the opening date, May 29th, when they meet the Toronto Telegram side.

A Rotter's Club has been organized in connection with the Imperial Oil Limited side. You are eligible. Are you a member?

THE WISDOM OF THE WISE MAN CONSISTS NOT IN KNOWING EVERYTHING

EDWARD S. KELLOGG, Imperial Oil Limited

Driver C. H. GREENEHOUSE ARRIVING HOME AFTER AN ENTIRELY IN

VEN an Imperial tank-wagon has been known to meet with a mishap and the accident that befell the Mount Forest tank-wagon was likely to prove very inconvenient and troublesome, but for the esuripation of a dealer and several of his customers.

The fact that they came to the rescue is at least a slight indication that they appreciated Imperial products and Imperial Service. The incident is also a splendid instance of the resourcefulness of Mr. C. H. Greenhouse, who was in charge of the wagon.

It all happened one day towards the latter end of April. The tank-wagon had a full load and the roads were none too good, but the gasoline and oil were needed and Imperial Service must be maintained.

That the wagon was driven by three horses will serve to show how matters were out on no joy ride. The trip was a long one—nearly fifteen miles in each direction, and when seven miles from its destination the rear axle of the tank-wagon broke.

Mr. Greenhouse carefully examined the breakage and was much relieved when he found that the tank was intact and its contents safe. However, being half-way on his outward and with no immediate source of assistance, some solution was necessary and action must be immediate.

In his own words, "County telephones and farmers' drums come in mighty handy some- times for indicating a dealer's representative, after all."

The dealer sent his team with the empty drums he could muster, and he also telephoned all the farmers in the immediate vicinity, who he thought might have empty drums.

Upon their arrival at the scene of the breakdown, it was not long before the tank-wagon was relieved of its load and Mr. Greenhouse of a load from his mind.

The next problem was to get back to town. But the man was again equal to the occasion, and by means of a fence rail under the axle (as you will see in the illustration) Mr. Greenhouse was enabled to draw the maimed tank-wagon over the seven and a half miles of road stretching back to its depot.

We are glad to recount this episode. It is a good example of resourcefulness and illustrates well the spirit that animates our Organization.

The Company is as proud of its employees as they are of their Company, and it is very gratifying to know that even such aggravating accidents as the one just described are taken as part of the daily round and overcome in the same cheery spirit.

Imperial Service is—service. Day in, day out, it goes steadily on, anticipating every demand, meeting all calls and rising to any and every emergency, strong in the knowledge that those who know our products appreciate it in a very practical way. The efforts of Imperial Oil Limited and its employees to give Imperial Service.

Wanted—A House Flag

Imperial Oil Limited has on "House Flag." We need one for display at all retail stores, marketing plants, offices and times, for its use in social gatherings, concerts and sports meetings.

In such a large organization as ours there are many who can make suitable suggestions as to the design of such a flag.

We have been asked to issue an invitation through these columns to employees to send in suggested designs for an Imperial Oil Limited House Flag. It is hoped that this invitation will receive a hearty response and that there will be many good designs from which choice can be made.

There are no restrictions upon entrants for this contest except that they must be on the pay-roll of Imperial Oil Limited.

We believe that the winning design will be given the choice of either a gold pin or button on which the new flag will be enamelled in colors.

Designs should be submitted in colors and should fully explain and indicate the effect competitively with the colors and style.

Entries should be addressed to Imperial Oil Review, 26 Church Street, Toronto, and should reach us not later than July 31st, 1919. Mark your letters "House Flag."
Criticism

To offer criticism is not the prerogative of any one person nor is it the lot of any of us to escape it. We must have criticism, but oh, do let it be good, honest, worth-while, well-timed criticism.

There is such a lot of thoughtless, destructive criticism that the value of plain, honest criticism of a constructive nature is often quite forgotten.

Offer criticism Fearlessly so long as you have good grounds for expressing an opinion.

Fear not criticism, for the very fact that you are criticized is proof positive that you are alive and on your job.

If you were being shelved, your opinions side-tracked, your work ignored, you might as well be dead.

Bring to your work a keen desire for excellence and you will always appreciate fair criticism.

Make your outlook wide, your criticism timely and sound, and your advice will be courted because others will feel that “you say something every time you speak.”