Resolutions

JUST about six months ago, you and we, in common with a few million other human beings, made resolutions—New Year resolutions we called them because of the date on the calendar. The year is now half gone and many of those resolutions have failed to mature. In some cases, they were soon forgotten; in other instances, no real attempt was ever made to keep them. A few have survived but we are sure that not in every case is it “the survival of the fittest”; many good resolutions are dead.

This should not be. There is no sound reason why sane, sensible people should not make resolutions and try to keep them. They are the true that some of them were made jokingly but the vast majority were probably made in sincerity; they were based upon some known, shortcoming or other. Science dictated the possibilities of greater success, greater achievements and possibly greater happiness that would result from keeping such resolutions.

Good resolutions should not be allowed to die without at least a fair struggle to keep them. Treat them as you would a business and even use a personal "tickler file" if necessary to keep them constantly in mind. In time, the repetition of this reminder will put the resolution in its proper place in the actions prompted by the resolution will become a habit and thereafter the full benefit of what has been resolved, will be reaped.

And one thing more: there is no reason why we need wait until the first of January before making new resolutions. Whenever we see it necessary to revise in any way our usual routine, whether in business or out, that is the only time at which to establish the innovation it dictates.

Take your resolutions seriously. Make them attainable and then practice until they become habitual. Revise them whenever the occasion demands and you will never be guilty of using the phrase “If only I had...”.

The Real Guide

You may bring to your office and put in a frame:

A motto as fine as its paint.

But if you're a crook when you're playing the game,

That motto won't make you a saint.

You can stick up the pharaoh all over the wall

But here is the word I announce—

It isn't the motto that hangs on the wall,

But the motto you live that counts.

If the motto says “Smile” and you carry a frown,

Do it now and you linger and wait;

If the motto says “Help” and you stand and turn down

If the motto says “Love” and you hate;

You won't get away with the mottoes you steal.

For truth will come forth with a vengeance

It isn't the motto that hangs on the wall,

But the motto you live that counts.

Opportunity

Somebody once bewailed the fact that when Dame Fortune knocked at the door, he was out and that ever since, that August lady had kept him on the list of her daughters, Miss Fortune.

In our opinion he made two mistakes. First, he waited for a benefactor to call on him; second, he tried to catch the wrong family.

He should have sought the acquaintance of Old Man Opportunity. That old gentleman has a much larger family and whoever knocks upon his door is sure to find some member of the family at home. All the boys in this family are quite easy to meet; it is a simple matter to get on speaking terms with them and, as acquaintance ripens, the benefits from their friendship increase enormously.

The world is full of opportunities, some big, some small; but opportunities that may open to you at any moment, the way to success.

Though you may have missed a good opportunity or even a good many opportunities in the past, it is not a signal for distress. There is no need to despair that another opportunity may not be met.

Or again, it may be that you did not recognize the opportunity until it had passed. Even in that there is much hope for you because post-recognition of a lost opportunity casts no blame on the probability of your being prepared for it at the right time.

That did miss an opportunity is, of course, to be regretted and by none more than yourself but should you immediately resolve not to miss another? Take a lesson from your previous error and endeavor to court success by not committing the same mistake again.

There is no such thing as a “one and only” opportunity. In a lifetime opportunities are countless and the only warning that need be sounded is that you do not attempt to group more than you can handle at a time. Get all you can from each opportunity until you are introduced to another and better one.

And through it all, through trials and successes, preserve your faith and confidence in your own ability. Keep a strong heart and clear vision. Learn to distinguish the grain from the chaff and your future will be brightened by the light of the "awe" of Opportunity.

IT IS OFTEN BETTER TO THINK A LOT AND SAY A LITTLE

SALMON FISHING ON THE FRASER RIVER

As Important Industry That Grows Many Petroleum Products.

By Salesman L. H. Griffiths, Vancouver, B.C.

The fishing area on the Fraser River covers a stretch of water fifty miles in length, commencing at the city of Mission and extending to Steveston, which is situated at the mouth of the river.

There are thirty-four cannery houses located in this area and during the year 1917, 4,300 fishermen paid the license fee of five dollars for the privilege of trying to catch the celebrated salmon. In 1917, 294,000 cases of salmon were packed on the Fraser, their value amounting to over 83,000,000.00.

The number of cases packed was very small compared with the last big year which was 1913, when over 600,000 cases of sockeye salmon alone were packed. On account of the high prices obtainable in 1917, however, this decrease was not felt to any great extent.

Reasons for Decline.

Various reasons are given for this decline, the most acceptable being the fact that at Hell’s Gate, a spot some 120 miles from the mouth of the Fraser, there occurred in February, 1913, a tremendous rock slide which reduced the width of the river at this point from 300 to 75 feet. This caused the water to rush through the gap at a tremendous velocity, preventing the salmon from returning to their spawning grounds and killing them off by the thousand. In consequence, therefore, salmon reached their spawning ground during the year 1917, but this may not be said of the year 1918.

Loading a Collecting Steamer at the River Mouth

All the small branches are licensed and numbered.

THAN TO THINK BUT LITTLE AND SAY A LOT
Boats tied up during prohibited hours

The time is spent in mending nets and replenishing supplies.

LAUNCHING ROOM AT A CANNERY

Every thousand cases require fifty gallons of gasoline.

A COLLECTION OF SALMON

This is only a part of one day's catch.

YOU CANNOT MEASURE YOUR CAPACITY FOR WORK TODAY

The peculiplar fishing season is coming in the early part of April, when spring salmon are running, and ends in November, when the humpback and dog salmon are taken. A large number of the fishermen are supplied with boats and nets by the different canners for which they fish, being paid at the rate of so much per fish, depending largely on the extent of the season's catch.

The canners invariably run stores in order to supply their fishermen with their requisite articles. The more progressive fishermen own their own boats and gear. These are independent and sell their fish to the highest bidder.

Stevenson Station

Imperial Oil Limited is, of course, well to the fore with an up-to-date service station, located on the water front. Here all Imperial products are obtained and courtesy is the order of the day. We show a picture of Stevenson Station on our front cover this month.

Perhaps a few words pertaining to the equipment required by fishermen and the methods used in canneries may be of interest to those of our readers whose knowledge of salmon is limited to that gleaned from the shelves of a grocery store.

Necessary Equipment.

In former years, the fishing was done by Indians and white men; then the ubiquitous Zep began to appear, until now fully seventy percent of the fishermen are Japanese, the other thirty per cent, comprising Indians, Scandinavians, Greeks, Italians and Canadians.

The type of boat most in use is one about twenty-five feet in length with a four-foot beam, and driven by a four-cylinder heavy duty gasoline engine. A small cabin "torpedo" serves for an engine room, sleeping quarters and dining room. Fishing for salmon is the business in hand and no time or space is wasted on useless "frills."

The Gilling Net.

The fishing is usually done in groups, each group having an ample arrangement not to touch on another's area. The gill net is used. This net is 120 fathoms long and the depth or vertical breadth must not exceed sixty meshes, each mesh being from 3½ inches to 7 inches in diameter, depending upon the variety of salmon running at that time.

The nets are played out over a revolving cylinder at the end of the boat and are loaded at the bottom with metal discs. They are held in place at the top with cork floats, and if viewed from under the water would look something like a tennis net.

The unsupervised salmon comes sailing nearly alone, pauses its boat through the mesh and is unable to withdraw its own account of its gills; hence the name, "gill net."

Some of the fishermen dip their nets in sealed Imperial oil cans, which serves the double purpose of keeping out the water and of lengthening the life of the net.

The Canning Process.

Each canny maintains collecting boats whose duty it is to make daily trips to the various groups of men fishing for that canny and collect the fish. The fish are then taken to the canary, counted and sorted.

This being accomplished, the old method was to place them in bays up and down the different canneries, where a day or more the Chinsan and Indians with long handles would remove the heads, split and clean them, then throw them into a vat of running water. They were then scalded and ready to be cut into sections.

Modern Machinery.

In all modern canneries, this is now done by machinery. Another machine cuts the fish into equal portions and packs it into the cans. The can then goes to another machine called "catel," where it is given what is known as the first "clinch." This closes the can all but a small vent.

It is then carried to steam box and made airtight. There for about twenty minutes, long enough to drive all gases out through the vent. Another machine now gives it the second "clinch," making a complete seal and you have the much-talked-of sanitary can.

The cans are now placed in large retorts and cooked for four hours. A gut in boiling lye comes next, in order to remove all grease. After being allowed sufficient time to cool, the cans are placed on a revolving machine which passes through a solution of gasoline and laquer. This prevents rust and gives the can that golden brown finish.

Then, with an artistic label and a packing case, friend salmon is ready for the market.

The I.O.D.E. ladies were conspicuous in the wearing of the well-known Salvation Army bonnet and with the aid of tambourines were able to make a nice little collection which all went to the good cause.

The evening was also the occasion for the presentation of a beautiful diamond brooch to Mrs. U. C. Collett, in recognition of her very energetic work on behalf of the various war funds, continuous over a period of four and a half years of the war. Amongst the promoters of this presentation were a number of Ioco ladies who themselves have been very conspicuous in assisting the various local patriotic efforts but who were satisfied that Mrs. Collett was entitled to special recognition.

The Ioco people responded well to the appeal of the Salvation Army for the efforts of six of the Ioco ladies as well as collectors resulting in a contribution of $11,013.

The first shipment of Mexican crude oil to be received at Ioco was discharged this month from the S.S. "Bremerwey," with Capt. Hurland in command.

This recalls the interesting fact that Capt. Hurland was in charge of the S.S. "Casting" in the North Sea when that vessel earned the distinction of being the first oil tanker to be placed by the Germans.

The basketball team of the Ioco Athletic Club played their last game of the season at Ioco and defeated the Port Moody team by a score of 35 points to 12.

The Ioco baseball team are now in full practice preparing for their opening game with Port Coquitlam in the Berserky Triangle League series. The team appears to have a nice "line up" and under the guidance of Messrs. Ed. Sutton (manager) and Bert Camm (captain), the Ioco fans have good hopes of seeing the pennant brought here.

Much disappointment was felt over the departure of Donnie Macdonald from the Imperial Oil services, as apart from being a very popular fellow and a good small ball team's star catcher, and was very prominent in the basketball matches along with Jack Campbell who has also left us.

BY THE THINGS YOU ARE GOING TO DO-TOMORROW

All the news shown use Imperial Premium Grade and fully 95% are Imperial with Imperial Polishes.

MAIN STREET, KILLAM, ALTA.

[Handwritten note: "The things you are going to do tomorrow"]
HANDLING BRITISH ADMIRALTY FUEL OIL

BIG UNDER-TAKING SUCCESSFULLY ACCOMPLISHED,

By Superintendent W. B. Elworthy, Halifax, N.S.

Among the many forces which played their part in the final downfall of the Central Powers, it is conceded by all that the one which stands out above all others in the British Navy and it was the part of Imperial Oil Limited to provide at Halifax a great portion of the fuel oil with which to keep the navy supplied with fuel and thus "do our bit" in the war by helping to maintain the homogeneous power of the fleet.

Last year we handled at the Halifax Refinery, 862,500 tons of British Army Fuel Oil, 9,011 " One own fuel oil, 86,266 " Mexican crude, 10,930 " Canadian crude, 5,000 " Gasoline, 3,400 " Refined oil, 9,113 " United States Navy Fuel Oil, making a total of 77,256 tons.

The greater part of this fuel oil which was delivered here from the British Navy, was brought from Gulf ports by large tankers, among which were the Anglo-American Oil Company's ship "Iroquois" (commanded by Captain Joe Scott) and the "Navarino" (commanded by Captain Smith).

The "Iroquois", which is a powerfully-built tanker tows the "Navarino", a large steamed barge, the two bringing an average cargo of 18,700 tons per voyage and making monthly trips.

We also fueled at our dock a number of His Majesty's cruisers belonging to the North Atlantic Squadron, the largest of which was the "Shannon" of 17,000 tons displacement.

Much of the fuel oil was taken across by the "Leaf" transports, consisting of six fast tankers which made a round trip once per month. It is an interesting fact that on one occasion, the "Chesapeake" left Liverpool at four o'clock on a certain date and eight days later at four o'clock in the afternoon was sailing out of Halifax Harbor with a full cargo of fuel oil for overseas.

We also furnished fuel to many ships of the United States Navy, including some of the latest model destroyers. In addition, we supplied gasoline for naval aeroplanes and submarine chasers.

The day of greatest activity at our dock was one Sunday in July, during the time the German submarines were operating off our coast, when we handled five ships of major size as well as eighteen submarine chasers. Many are the tales that were told by the visiting crews of ships and sub-chasers of their experiences with enemy submarines and if all the submarines operating from German bases had really been sunk, as reported, there would have been very few left to surrender to the Grand Fleet.

We had visits from submarines of several nationalities for the purpose of obtaining fuel oil for their diesel engines, also most of the lubricating oils used in these various ships were supplied from the filling building at the Halifax Refinery.

The largest cargo brought to our dock was that of the cruiser "H.M.S. Vernon", consisting of 105,000 barrels of Mexican crude, the next largest being that of the "Charles Paul" which had 107,000 barrels of Admiralty Fuel Oil.

Many of the ships which we have loaded have now gone to "Davy Jones' Locker" among which may be mentioned the "Lucy Galway" which was sunk on its way to Halifax Harbor during the time of German submarine activity in August last.

The "Navasota," formerly the "Incpoo" well-known upon the Great Lakes and Great Lake-sailors, was torpedoed off the Irish coast with the loss of all the crew save the captain. The "Tarsus" was sunk while transporting American troops overseas.

A FLOTTILLA OF SUB-CHASERS

Taking on fuel supplies

THE LOST "TUCAZANCA"

Fouling at our Halifax Dock

THE IMPERIAL OIL REVIEW

The Refining of Petroleum

Brief Description of the Manufacture of the Most Important Products of Petroleum.

By Superintendent W. J. Gilchrist, Sarnia, Ont.

To fully cover in a single article the subject, "Refining of Petroleum," as it is carried on at the Sarnia Refinery, would take up quite a deal of space. This article will be confined, therefore, to a brief description of the methods followed in manufacturing the most important products, the various grades of gasoline, naphtha, refined or illuminating oils, paraffine oils and wax.

The present capacity of the Sarnia plant is about 10,000 barrels of crude daily. A portion of this crude is produced in Canada, the balance being delivered at the plant through pipe lines from the Ohio and mid-continental fields.

The Principal Products.

In the first distillation of crude at Sarnia, the three principal products secured are: (1) crude naphtha from which, by further operations, all grades of naphtha and gasolines are produced; (2) distillate from which illuminating oils are obtained; (3) paraffine or wax distillate, which, by further operations, the various grades of paraffine oils and refined wax, are obtained.

The first distillation of crude is done in a crude and tower still. At Sarnia Refinery, there are twenty-two of these with a charging capacity of one thousand barrels each and the time taken to make a run on each still varies from two to three days.

After a still is charged with crude, fires are started under it in very much the same manner as they would be in a boiler and the heat is gradually increased until the temperature of the oil in the still reaches the boiling point of the crude oil. This varies with different kinds of crude but generally speaking, with the quality of crude handled at Sarnia, the boiling point is reached at about 170° F.

Condensing the Vapors.

When the oil in the still reaches this temperature, it begins to vaporize and pass out of the still in the form of vapor. This vapor passes through pipes which lead to a condenser, this condenser being nothing more than an iron box in which pipes are submerged in water.

In passing through these submerged pipes, the vapors are condensed and on leaving the condenser pipes are conveyed to a receiving house, where the still-roomer, who is in charge of the still, is stationed.

The still-roomer's duties are to direct the firing, see that the temperature in the still is kept at the proper point and to make certain tests, from time to time, of the products which are flowing to the receiving house.

Crude Naphtha.

The first product that comes off in distilling crude is the one with the lowest boiling point, namely, crude naphtha. By making tests at intervals, the still-roomer is able to make the separations between crude naphtha, illuminating oil distillate and paraffine oil, and the former is distilled and to divert these products to the proper receiving tanks.

All of the products secured in the first distillation require re-distilling and various other treatments to produce finished products.

There are also

THE BEST IN LIFE IS ALWAYS GAINED ON A COOPERATIVE BASIS
TOWER STILLS AT PRESSURE STILL PLANT, SARNIA

Besides this grade, there are also several other grades of gasoline produced for use in gas machines and naphthas for use in the manufacture of paints.

The Pressure Process.

At the present time and for the past few years, there is another system of manufacturing gasoline which has been in use at the Sarnia Plant. This process is known as the "Pressure or Cracking Process." At Sarnia, we have forty pressure stills in operation. By this method the distilling is done under very high temperature and under a pressure ranging from seventy-five to one hundred pounds.

The refined oil distillates which are secured in the first distillation of crude and which contains the products with the proper specifications for illuminating oils, also require re-distillation. In some instances in fact, two further distillations are required before a suitable distillate for use in the manufacture of illuminating oil is separated.

A portion of the distillate secured in the original distillation, however, is next distilled in a still where the heat is secured by the use of steam instead of fire, the same as in the case of naphtha. The main object in this operation is to distill off the lighter fractions and thus obtain a product with a flash point high enough to make a safe lamp oil.

In Canada, the Government requires that the flashing point of illuminating oil must not be below 187°F. Purifying the Distillate.

The distillate with the proper flashing point, which is secured from the steam distillation as indicated above, is next treated with chemicals, such as sulfurous acid and alkali. In some instances, clay is used to further purify the product and also to aid in securing the "water-white" color which is one of the requirements in the specifications and which must be met in the production of illuminating oil.

As in the case of the crude naphtha and the illuminating oil distillate secured in the first distillation, it is also a fact that the paraffine distillate secured in this operation requires further manufacturing, even to a greater extent than either the crude naphtha or refined oil distillate.

The paraffine or wax distillate produced in the first operation is pressed at a low temperature to remove the paraffine wax. Apart from the fact that there is a demand for all the wax that is produced in this pressing operation, it would be necessary in any case to remove this wax before finishing the paraffine oils, as otherwise, the color would have a very high cold test, probably in the neighborhood of 60°F, and they are not fit for the uses to which these paraffine oils are generally put.

Swearing the Wax.

The wax which is removed from the oil by the pressing process is what is known as "Presser Wax," and in this condition it contains a very high percentage of oil which is completely removed in swearing ovens. In some instances in fact, two further distillations are required before a suitable distillate for use in the manufacture of illuminating oil is separated.

A portion of the distillate secured in the original distillation, however, is next distilled in a still where the heat is secured by the use of steam instead of fire, the same as in the case of naphtha. The main object in this operation is to distill off the lighter fractions and thus obtain a product with a flash point high enough to make a safe lamp oil.

THE IMPERIAL OIL REVIEW

June

STEAM STILLS AT PRESSURE STILL PLANT, SARNIA

REGINA NEWS

By M. E. Ross, "Review" Correspondent at Regina, Sask.

THE official baseball season of the Imperial Oil Amateur Athletic Aggregate Club, Regina, opened on May 27th, and put away to a good start when the "Royalties" and "Polarizers" clashed for the first game in the series of twelve to be played during the season.

Superintendent C. M. Moore and Mr. D. Cummings of the Marketing Department opened the game and while Moore put a hit one over the plate the catcher was there with the goods and handled the ball without difficulty. The game went off with a swing that would have done justice to the "Senators" of the professional league. The game was a close one from start to finish and the Royalties finally won with a two run lead.

Regina Refinery has four teams in the Baseball League—Royalties, representing the Refinery Workmen; Presser—Office Staff; Polarizers—Mechanical Department, and one team which is a combination from various departments.

All games are played on the Imperial Oil property which was recently purchased for sports purposes. Judging from the attendance at the ball games so far, it bodes fair to be a stellar attraction for the community during the summer months.

As a grand opening of the summer sports of the Amateur Athletic and Social Club at Regina Refinery, a dance was held on May 28th in the City Hall. Needless to say, the affair was a huge success, due in a large measure to Mr. Heindorff, of the Marketing Department, who was ably assisted by other members of the various committees.

At 8:30 p.m., fully one hundred couples assembled in the dance hall and to the bewitching strains of a waltz, rendered by Chester’s Orchestra, one of the best in the city, dancing commenced.

At midnight, a dainty luncheon was served and judging from the piles of good things, the efforts of the refreshment committee were crowned with success. A considerable amount was left over but the cakes were sold by auction, Mr. C. M. Moore acting in the capacity of auctioneer, the sandwiches were sent to the Children’s Shelter.

Dancing was then resumed and lasted until about 2:00 a.m. Despite the fact that everyone expressed themselves as having had an excellent time.

The dance was held chiefly for the purpose of bringing the members of the club together in an effort to get better acquainted and to thus establish a more friendly interest in the affairs of the organization.

MAY CONSIDER HIMSELF LUCKY IF HE GETS IT
IMPERIAL PRODUCTS IN IMPERIAL HOMES

Every Employee Should Be A Booster for Imperial Products.

I THERE is an old saying that “the proof of the pudding is in the eating,” and if ever there was an opportunity for proving the truth of this statement, it is given to every member of the Imperial Oil Organization to do his bit.

The fact that many of our products are of great use in the home only enhances the importance of this and the recent developments in the co-operative industrial plan should make the evident suggestion more favorable still in the minds of every member of our Organization.

Consider the situation a little more closely. Take a look around your homes and see how many Imperial products are in actual use. Then count how many competitive brands have been given the preference over corresponding products bearing the Imperial trade mark.

We have it on good authority that in at least one home whose head is on the pay-roll of Imperial Oil Limited, an oil stove is in service which is not a Perfect Oil Stove Co. How many more there are we do not know but we do not hesitate to say that in no Imperial home should any oil combustion device be used other than a New Perfection Oil Stove.

And not only should your Oil Stove be a New Perfection but in the case of your other class of product marketed by Imperial Oil Limited, they should be given the preference in the homes of Imperial Oil employees.

Among the specialties offered by Imperial Oil Limited are many household necessities—specialties that are designed to assist the homemaker in her daily round, to relieve her of much of the old-fashioned drudgery attached to cooking, cleaning and polishing. The use of our products, moreover, will not only ease the work but show other results equally acceptable to those who take pride in the preservation of furniture and in the bright, clean, sanitary condition of the home.

And if a further thought is necessary to stimulate readers to the point of recognizing the weightiness of our argument, we need only remind them that Imperial products are Canadian made by Canadian workmen, sold in Canada and distributed through Canadian facilities.

Imperial Specialties, as we have already stated, is as well known to readers of The Review, number among them many products of petroleum that are absolutely the best of their kind on the market today. Some of these are well established, well known and widely used; others are newer and have not yet reached the same stage of popularity with the general public.

Here then is an opportunity for Imperial Oil employees to do a little advertising—missionary advertising if need be—so that the matter should not be allowed to rest until all your friends, both within and without our Organization, are big boosters for these products. We will list a few of them.

A can of Imperial Isoo Liquid Glue will prove a wonder-worker for you in polishing furniture, picture or any other articles having a varnished or highly-finished surface.

Keep a can of Imperial Household Lubricant in a convenient place. This lubricant has a hundred uses in every home.

The brands of Imperial Purex for sealing preserve jars and for use in washing and rinsing only needs an introduction to you.

Imperial Tumbler Candles and Imperial Nite-Lights will prove a boon in sick room or nursery. No Imperial lawn social or garden party can be complete unless Imperial Tumbler Candles are used for the evening decorations.

These are but a very few of the number of Imperial Specialties that are available for your use. Boost Imperial products because you know and believe in them.

Many a Man Is the Victim of Circumstances Simply

SOMEONE has remarked that Edmonton is the "Baby Division" of Imperial Oil Limited. The writer hopes by means of this column and of The Review to dispel that idea and convince the people of Canada that Edmonton is, at least, a pretty healthy infant, maturing fast and entitled to rank with the other and better-known divisions forming the whole Imperial Oil Limited organization.

The population of Edmonton today is approximately 65,000 people. Edmonton first came into the limelight during the great Khedive gold rush of 1898. Edmonton being one of the gateways to the Yukon, many gold seekers and prospectors abandoned the trip overland to the Yukon owing to the dangerous and arduous nature of the journey to Dawson and decided to settle in Edmonton. Quite a number of these are now successful business men in this city.

In The Early Days.

Imperial Oil Limited started business at this point about eighteen years ago in the old city of Strathcona, now known as South Edmonton, and which is located on the southern bank of the Saskatchewan river about 850 miles by rail from Winnipeg. In those days, the only means of crossing the river was by Government ferry with its usual velocities and accidents due to floating ice, spring freshets and the like. Many are the stories told by the "old-timers" of their hair-breadth escapes from death while making trips across the river in those early days to what is now the metropolis of Northern Alberta.

However, during the march of progress, four modern steel bridges have been erected. These span the Saskatchewan River and carry each year an increasing amount of railway, street car, vehicular and pedestrian traffic.

Three Trains a Week.

Time was when the train service to Edmonton consisted of one train three times a week from Calgary, the rendezvous of ranchers and cow-punchers. To-day, Edmonton is a big railroad centre served by two transcontinental railways—the Canadian National and Grand Trunk Pacific; from which radiate the Edmonton, Dunvegan and British Columbia Railway and the Alberta and Great Railways, and to which runs a branch of the Canadian Pacific Railway.

The Edmonton, Dunvegan and British Columbia and the Edmonton and Great Railways carry passengers and freight for the northern lakes and for settlements along the navigable rivers of the Great North West, which empty themselves into the Arctic Ocean.

Herschel Island.

This means that one can set out from Edmonton and make a fairly comfortable passage by rail and boat to Herschel Island which is the farthest northern point of human habitation and where mail is delivered but twice a year. The Royal North West Mounted Police have barracks at Herschel Island and Imperial Oil products are shipped regularly via Peace River and Mackenzie River routes to this outpost.

Herschel Island is also well known as the "jumping-off place" for all explorers to that part of the Arctic circle. At this point they leave civilization behind in their journeys into the perpetual frozen north so that on exploration or research work for the benefit of science and possibly for the benefit of generations of fellow beings yet unborn.

Growth of Edmonton Branch.

The first warehouse erected by the Imperial Oil Limited was a 50 feet by 40 feet galvanized iron building on the industrial spur track of the C.P.R. at Strathcona. Messrs. John Ross and Son were appointed our agents on a commission basis and remained as such for four years, when the increased business warranted the placing of this
station on a salary basis. Mr. R. W. Sharp, a brother of the late Mr. H. E. Sharp, managed in those days at Winnipeg, Man., was then appointed manager at Edmonton.

Mr. R. W. Sharp retained his position with the Company until 1900 when he resigned and Mr. J. A. Boyd new manager at Winnipeg, was appointed as his successor. The writer is indebted to Mr. Boyd for much of the valuable information upon which this article is based.

FORTY-THREE STATIONS.

During Mr. Boyd's régime approximately forty-three tank and barrel stations were operated in the thriving prairie town of Edmonton. These included the two plants in the city of Edmonton, the latest being our No. 2 plant which is up-to-date in every particular, of dimensions 10 feet by 100 feet, built of brick and consisting of a three-story building with basement, boiler house, pump house, stable, wagon shed and garage.

From a casual reference to our records we find that the total sales for 1909 were approximately ten thousand barrels, which business was all done in and around the city of Edmonton. From then, business increased enormously till in the year 1915, Edmonton lost its identity as a division as it was considered advisable to consolidate Edmonton accountancy with that of Calgary.

The marketing end, however, was left intact with Mr. Boyd still manager here. At that time Mr. P. W. Gordon, now manager at Saskatoon, was manager at Calgary for the southern half of Alberta in addition to the eastern half of British Columbia.

In 1916, Mr. M. B. Green, the big-hearted, able and energetic manager from Montreal succeeded Mr. Gordon when the latter was transferred to Saskatoon as manager of the Northern Saskatchewan division. Mr. Green took charge of the whole of Alberta together with the eastern half of British Columbia and Mr. J. A. Boyd was his assistant.

THIRTY-POPULATED AREA.

The United States, including its waste lands, has 34 inhabitants to the square mile; the British Isles 480 and Belgium over 600 per square mile. The territory which comes under the jurisdiction of the Edmonton Division has just slightly over one inhabitant per square mile. Only ten persons per square mile would mean 50,000,000 for the area covered by the Edmonton Division. One can see, therefore, that there is ample room for expansion and increase of population in this territory.

It must not be forgotten that Northern Alberta is the youngest part of Canada from the point of development.

It was just being opened up to immigration and development when the European war broke out, which temporarily suspended all growth. However, in spite of the war, railroads have been built northward a distance of over 300 miles to Peace River Crossing, and northeastward a distance of over 300 miles to Fort McMurray.

These railroads, with their branches either building or projected, have opened up a territory of vast possibilities and it is for this reason among others that the Edmonton Division is firmly convinced that the expansion of business of Imperial Oil Limited will necessitate our keeping well in line with the march of events in this great northwest.

GREAT PROSPECTS.

We are glad to know that the executive officers of the Company are anticipating great prospects from this part of the world. Recent press dispatches have informed us that they have decided to spend half a million dollars in the development of the oil situation in this district. This is only one of the many concrete examples of the faith that has been shown in the limitless possibilities of this territory and we sincerely trust that their hopes will be realized to the fullest extent.

This increase of business since 1909 has necessitated the breaking up of the Alberta Division again, with Mr. Green as the headquarters of the northern part and Calgary as the headquarters of the province. Mr. Green still retains jurisdiction over the southern division of Alberta and eastern half of British Columbia; the writer, with Mr. W. Halverson as his able and willing assistant, has charge of Northern Alberta, which territory extends on the north to the limits of civilization.

PERSONNEL AND EQUIPMENT.

The present personnel and equipment of the Edmonton Division is as follows:--

**Employees**

<table>
<thead>
<tr>
<th>Position</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Salesmen</td>
<td>3</td>
</tr>
<tr>
<td>Tractor Salesmen</td>
<td>2</td>
</tr>
<tr>
<td>Warehouse and Auto-Filling Station Employees</td>
<td>16</td>
</tr>
<tr>
<td>Salaried Agents</td>
<td>11</td>
</tr>
<tr>
<td>Commissioned Agents</td>
<td>43</td>
</tr>
<tr>
<td>STATIONS</td>
<td></td>
</tr>
<tr>
<td>Bulk Stations</td>
<td>45</td>
</tr>
<tr>
<td>Railroad Stations</td>
<td>11</td>
</tr>
</tbody>
</table>

**Equipment**

- **Motor Tank Truck**: 1
- **Additional Motor Tank Truck (Approved)**: 1
- **Horsedrawn Tank Wagons**: 19
- **Hoses**: 4
- **Drums**: 4
- **Motor Trucks**: 4
- **Tanks for bulk refined Oil and Gasoline**: 97
- **Steel Barrels, Gasoline, Refined and Lubricating**: 9,087

All of the Imperial Oil Limited employees agree that the increase of business recorded by the new Edmonton Division will justify our opening remarks that we are not the "Baby Division," except from the point of view of age.

We are convinced that we are as live, as energetic and as loyal to the Company as there are anywhere in the whole Imperial Oil Organization from Halifax to Vancouver. Time will prove the truth of our assertion.

At Davisville Hospital

Davisville Hospital is now under the jurisdiction of the Soldiers' Re-establishment Commission and is still kept up with the exception of those who were previously patients there who have required further treatment are cared for.

Members of the Loco Club have renewed acquaintance with many of the patients they visited when their work was first started in 1917.

WISER HE WHO PROFITS BY THE EXPERIENCE OF OTHERS ALSO

LUMBERING IN THE OTTAWA VALLEY

By Salesman J. F. Hamley, Eastern Ontario Division.

NEARLY a century ago, in the year 1886, Mr. Peter White, late Speaker in the House of Commons, formed the first tree on the ground where now stands the town of Pembroke, Ontario, a town of 10,000 inhabitants. At the same time, he established the lumber business then known as the A. & P. White Company. The buildings at first comprised a blacksmith's shop, dozen and wagon factory, harness shop and machine shop, all of which were incidental and necessary to the lumbering business in those early days. Before long the company enlarged their mill for business was brisk and in a comparatively short time, they came to be ranked among the foremost lumbering firms in the Ottawa Valley.

After the death of Mr. Peter White, the business was bought out by the Colonial Lumber Company. This firm has added many improvements and extended the mills to such an extent that they now operate one of the best-equipped lumber mills on the continent.

The company operates on limits at the head of the Des Joachims and Douarnine Rivers and on the Big Bear Creek.

The logs when cut and trimmed are drawn by horses and slugs to the Des Joachims River or to Big Bear Creek and there deposited on the ice to await the breaking-up of the ice in the spring. When the ice is broken up the logs float downstream to the Ottawa River where, under the direction of the Ottawa Improvement Company, they are arranged in booms and towed to the mills.

The output of the Colonial Lumber Company is mainly pine but they handle a fair quantity of spruce, aspen, balsam, hemlock and tamarack. White oak, birch and other valuable timber are also found in marketable quantities on the extensive limits of the company.

The company employs in the neighborhood of a thousand men. There are over 300 in constant employment at their mill in Pembroke while there are sometimes quite 600 working in the various lumber camps.

In addition to procuring the lumber and dressing it for commercial pur-poses, this industry includes the extensive manufacture of hanks and shingles and the operation of large planing mills.

The Colonial Lumber Company are to be congratulated on their enterprise and it is very gratifying to know that in the operation of their mills they make exclusive use of Imperial Oil products for power and lubrication.
A BUSY DAY AT SARNIA

SIXTEEN Boats Loan IMPERIAL PRODUCTS for Various Purposes.

A TYPICAL IMPERIAL OIL TANK SHIP

VICTORIA Day was celebrated in quite an unusual manner at Sarnia Refinery. Beginning at 9:00 p.m. Friday, May 25th, till 10 a.m. Sunday, May 27th, and covering a period of forty-four hours the entire fleet of seven bulk boats operating from Sarnia this summer were loaded with Imperial Oil products.

This was a unique condition of affairs and one which is believed to be without precedent. Special offer was made to secure a photographic record of the event, too, but owing to the holiday this was found to be impossible without delaying some of the boats.

S.S. "Impeccable" led the way.

At 11:00 p.m. on the Friday, the "Impeccable" tied up and loading operations commenced. One after another the boats came in, were loaded and departed with their cargoes until the time the last of the seven, "Royalite" left, we had loaded between 83,000 and 90,000 barrels of fuel oil, refined oil and gasoline.

The seven boats, with their respective captains, were as follows:

S.S. “Impeccable” Capt. G. Findlay
S.S. “Locotive” Capt. C. H. Harman
S.S. “Sarnolite” Capt. A. Geddes
S.S. “Royolite” Capt. F. F. Foote
S.S. “Tosca” Capt. G. T. Cross
S.S. “Imperial” Capt. H. C. Minns
S.S. “Baggge No. 41” Capt. E. Dohle

The "Impeccable" came from Fort William, Ont., and after taking on 329,687 gallons of refined oil returned to the same port. The "Locotive" also from Fort William, landed 483,397 gallons of refined oil and proceeded to Brockville with its load.

Two Boats from Montreal.

The "Sarnolite" and the "Impeccable" both came in from Montreal. The former left Sarnia with 406,740 gallons of fuel oil for Montreal while the latter took on 490,741 gallons of fuel oil for Hamilton.

The remaining three boats arrived from Toronto. The "Royalite" left last after loading 142,952 gallons of fuel oil for Montreal. The "Imperial" and "Baggge No. 41" together loaded 443,451 gallons of gasoline—the former being bound for Toronto and the latter for Hamilton.

At the same time, in addition to the cargoes our own boats took on, the steamer "Glenesnaham" loaded at our dock twenty-five carloads of package freight. There was also a coal boat being unloaded during the same period. Our illustration shows the S.S. "Imperial," which was one of the number loaded at Sarnia on this record-breaking occasion.

Good Cheer Club.

The Ioco Good Cheer Club held their annual meeting for the election of officers on Friday, June 8th. The following were chosen: President, Miss Ethel Hill; 1st Vice-President, Miss T. Newton; 2nd Vice-President, Miss M. M. Bell; Secretary, Miss Claire Dunau; Treasurer, Miss J. B. Slater; Assistant Treasurer, Miss G. T. Galbraith.

The finances of the club are in good shape. Two very successful dances during the winter supplied funds for Christmas Cheer and also left a substantial bank balance which will enable the work to be carried on well over the summer.

News from Montreal Refinery

A news of further sociability and at the same time changing a bit of pleasure closer to home, the employees of the Montreal East Refinery have organized "The Imperial Oil Social Club," with Mr. D. M. Allan, Jr., Honorary Chairman; Mr. J. L. Finley, Chairman of Committee; Mr. Wm. Flanagan, Secretary; and Mr. J. J. McCarthy, Treasurer.

Through the efforts of Mr. Space and the courtesy of the officials, the Club has secured a well-appointed hall in the Municipal Building at Montreal.

Social Gatherings.

Four Eureleys and Dunces have been given to date and if the popularity of the organization continues it seems quite likely that no building in the vicinity will be large enough to house both the “Muscle” and the “Eats.” Some have suggested the conversion of a 331 ft. tank but we question the stability of the roof.

Yet queerer things than this have happened, and we consider that Mr. Allan (who never, "honest to goodness," played cards before) won honors for penetration and marauding away with the “pipe,” and Mr. & Mrs. J. B. Wright against an open field “bought” the tape “first with a Potelion Fling.”

The committee should be prepared for anything and we congratulate them for the excellent judgment they used in staging of the "Eats" so handy to a police station.


At 9:30 a.m. on the evening of April 21st, the Company's tanker "Sarnolite" made fast at the Refinery dock and Montreal East and thereby won for the second time in three years the distinction and honor of being the first ship from this port to enter the harbor of Montreal.

There have appeared in many papers, concerns the "Sarnolite" and her trip and the excellent work done on Captain W. J. Bailey has always been awarded to the first ship into the port.

NEITHER DO THE PAST LIFE OR THE NEGLECTED OPPORTUNITY

The same ideals that inspire those who come in personal contact with the general public must inspire every other person in the Company not only for the internal service of its business office but in their service of fellow employees in inter-departmental routine.

Courtly, promptness, reliability, thoroughness of knowledge, accuracy of execution, honesty, cheerfulness and care of one's appearance have all been dealt with on several occasions. They are not exhaustible by any means but they do indicate that spirit of whole-hearted interest in others' work and of respect, self-reliance and self-control which are all so closely identified with personal success in life.

Remember then, "Imperial Service" is an attitude, a discipline, a spirit that make for real success in business. It is up to everybody to every single branch of our Company—in refinery or office or in the field—to give serious and thoughtful consideration to the ideals that we all are all aware the formation of Imperial Service.

Let us co-operate and the measure of satisfaction given by Imperial Service will return in abundant measure to the advantage of us all.

Although having received many notes "right" from the weather and the baseball enthusiasts at Montreal East seem determined. Four teams representing as many departments have been formed and each is confident that it will carry off the season's honors.

Well-grounded points in front of the main office are being put in order, and all necessary equipment, such as suits, muffs, hats, bags and protectors are on hand. In fact, all are ready with the exception of the umpire's uniform, which is in the hands of our tailor.

It is expected shortly that the series of games will be started and an interesting time is in prospect.

THE IMPERIAL OIL REVIEW

Page Fourteen

THE IMPERIAL OIL REVIEW

Page Fifteen
Co-operation

'CO-OPERATION' is an old word but its terminology has been gradually changing. It once meant one thing; it now means quite another.

Indeed, in the not too distant past, it was a word used largely by speakers but not understood by toilers. But the spirit of the world is finding a new expression, so a number of old world words are coming into daily use with a new meaning.

'Community,' 'co-operation,' 'society' are born again of the new time. We cannot have society without the idea of community, and community pre-supposes co-operation.

The real heart of mankind is crying out to-day for the spirit of community, in Church and State and Society. Industry is but the visible or active expression of society — society in action — and true action is only possible through co-operation.

Co-operation means negatively, absence of friction and warfare and class legislation. Positively, it means everyone a vital part of the whole. It means real recognition — recognition of every worker as occupying a real place in the industry and having some part in creating and guiding and planning.

The Wisest Man once said: 'Man does not live by bread alone.' If He were here to-day, He would say: 'Man does not live by wages alone, but he truly lives when he is recognized as a man, doing a man's work, living a man's life and making a man's contribution.' That life cannot be lived unless the spirit of co-operation characterizes everyone in the industry.

Imperial Oil is making a national contribution. In a real way it supplies the oil for every other industry. Let us all co-operate. The way to resume is to resume.