One of the Coming Consumers of Many Imperial Products
Confidence

C O N F I D E N C E is the backbone of success. There are too many people in the world to-day who place insufficient confidence in themselves, and in consequence find them selveds easily justified and pushed aside as they tread the path of life.

The great European is still fresh in our minds and most of us can recall many instances of success that attended the men who showed confidence in themselves, in their fellow men and in the ultimate success of the Almighty cause. The great

shat Foch was indeed the personification

of confidence. As in everything else, there are dangers to be avoided, and the chief is that of mistaking conceit for the subject in hand. By all means avoid conceit; it is a loathsome disease of the mind and easily contracted. Conceit leads to over-confidence, and the over-confident man either constitutes himself a nuisance to his associates and colleagues or else he lays down on his job and invites failure that way.

Success demands confidence; great obstacles are only overcome and progress made by properly balanced self-confidence, well-directed initiative and "pew." Do not stultify your ability through stilled ideas. Develop the gifts that are yours to the very full, and then go ahead with every confidence that you can reach the goal ahead that you have marked out as your objective.

Of course, it is an easy matter to talk about confidence, and it is probably just as easy to read about it and then forget, but if you spare a moment’s thought for the matter, you will know that these things are just those that you yourself admire in the men who are attaining success in this world.

Therefore, go about your daily business with calm, well-reasoned confidence, remembering that it is one of the essential elements that will enable you to do justice to yourself and to your job and will make you admired and respected by your comrades and friends.

How Did You?

Did you tackle that trouble that came your way?

With a resolute heart and cheerful?

Or hide your face from the light of day?

With a craven soul and fearful?

Oh, a trouble’s a ton or a trouble’s an ounce,

Or a trouble’s what you make it,

And it isn’t the fact that you’re hurt that counts

But only, how did you take it?

You’re beaten to earth? Well, well, what’s that?

Come up with a smiling face.

It’s nothing against you to fall down flat,

But to lie there, that’s disgrace.

The harder you’re thrown, why the higher you bounce;

Be proud of your blackened eye;

It isn’t the fact that you’re licked that counts.

It’s how you fight—and why?

And though you be done to death, what then?

If you handled the best you could

If you played your part in the world of men,

Why, the Critic will call it good.

Death comes with a crawl, or comes with a pummel

And whether he’s slow or spry.

It isn’t the fact that you’re dead that counts.

But only, how did you die?

—E. O. COOK.

What’s The Use?

Whenever we hear a big, husky man asking “What’s the use of living?” and see him looking out at the world like a sick calf ready to roll over and die, we think of that story told by Dr. Frank Craine about the old man who had two teeth “that bit.”

He tells of an old man who is just sitting around waiting for death to call and get him—all summer he occupies a rocking chair on the front porch.

In the winter the rocker is moved to the back parlor and his travels are confined to the territory between the chair, the dining-room and the bedroom.

He can’t do anything but smoke, and not as much of that as he used to. He eats only the plainest of food. He can’t read, is not able to make anything and doesn’t want to play.

Yet he’s cheerful all day long, never has a groan, likes everybody, is liked by everybody who knows him, thinks it is a fine old world to live in, never wants to ear worms—is a lump of sunshine in the house.

You say, "He’s going on for eighty-two. I’ve been bald-headed for forty years, a widower for twenty-five, had infatuation nearly all my life, can’t hear much unless folks holler at me, can’t see to read, am kind o’ wobbly on my feet, and I’ve only got two teeth left—but, thank God, they bit.”

Appreciation

We have received many splendid contributions to the columns of This Review. We thank our readers most heartily for this support, and although pressure on our space prevents printing many of them this month, we expect to use them in the very near future.

Again many thanks. Please keep up the good work.

LUCK WHINES AND RELIES ON CHANCE

LABOR WHISTLES AND RELIES ON CHARACTER
that oil was always found in a distorted structure of the earth's crust. Nearly all these slight distortions show some indication of their presence on the surface.

These structures form the trap holding gas, oil and water, and have been given various names by the geologists—names that express to the initiated the style of trap formed, the favorite being the symmetrical anticline, but these structures are rare that the geologist very seldom finds to suit such perfect conditions, and, in his exploration, takes advantage of all manner of folding. And as the various oil fields are developed from time to time throughout the world, he gains knowledge which often takes him back over structure previously condemned, but which proves productive by the experience gained in other fields.

The First Attempt.

Our first attempt in finding oil is to engage a number of men who are familiar with the geology of the country to be searched, and who travel over this section from end to end, searching ravines, river beds and hill-sides and all other land marks which give some indication of a trap underground.

After these men make a thorough search of the districts, they carefully map the exposed parts of these various traps or structures that are almost mapped from the exposures on the surface, from which the underground contours of the structures are figured out mathematically.

If the basin is of an approved form which has been known to contain oil in other parts of the world, a drill is brought into use and tests are made of these various depths, with a view to finding whether the trap has accumulated oil in the past ages, or whether it is barren with water only.

Alberta Investigations.

The Company's geologists are at the present time working in the country south of Cardston, on the Mackenzie river, and at every point between these places. There are two working south and west of Calgary, and one expert on the Brasada, and another between the Athabasca river and the Big and Little Smoky rivers.

Still another geologist and his staff are working in the Peace River block, and north of this region, and other parties are engaged on the plains in the eastern part of Alberta and the western part of Saskatchewan, between the South Saskatchewan river and the Cold Lake region, northeast of Edmonton.

The country cannot be done fast, for each expert must personally go up creeks and rivers, and over hills, to examine into every place and natural escarpment, to ascertain the age of the cretaceous rocks which form the floor of the cretaceous plains of the Northwest.

Recommended by Dr. Bosworth.

The two rigs going north are located on a structure which was recommended by Dr. Bosworth, now in charge of the geological work of Imperial Oil Limited, but who, in 1914, was working for Fred Lowes, and Colonel J. K. Cornwall. They outlined Dr. Bosworth and sent him to explore the north country, but owing to the war and the ensuing conditions, the development of this work practically ceased. Arrangements were made with Imperial Oil Limited to carry on the work commenced by these gentlemen, and two rigs built by the National Supply Company of Toledo, Ohio, were dispatched into the country and located on Great Slave Lake, and on the Mackenzie river, 45 miles below Fort Norman.

These rigs have been designed for a depth of 4,000 feet. All necessary tools, casing, and other equipment have been furnished to reach a depth of 2,000 feet, and considerable difficulties were met with in transporting these heavy pieces of machinery the distance they had to go over bad portages and unmapped waterways. In each case it was necessary to take supplies along for fourteen months, and the outfits each weigh over 100 tons.

As kind of oil was expected in these wells, Mr. Taylor and they expected to obtain both grades of crude oil, which would probably be refined at the Company's refining plant at Regina.

Employment Work.

As natural at this time, the question of employment came up for discussion, and it was learned that but few men are at the present time engaged by the Company in their operations in the Province—in all, about sixty men—but since the oil has been obtained, there will be no limit to the number of men who may be engaged in the Company's work, and will at least run into many thousands.

It can be judged from what a boon to the Province the work of the Company is here, and what is to be expected from the development of the wells in the future.

Speaking of the benefits a successful find would be, Mr. Taylor pointed out that we got most of our oil at the present time from Fort and the United States, and that every day $2,000,000 was going to other countries to purchase this and assist in the development of the resources of foreign fields. This be hoped to be able to keep at home to futher our own resources, and save money to the farmers, who are now in a position to buy foreign machinery and automobiles for the prosecution of other work.

Slow Development.

"The people of the Province must understand that this development will naturally be slow. The areas covered are very great, and the geologists for the work few in number; and the twelve parties working this year can hope to cover only a small portion of the vast territory in the short summer available for the work.

"The men chosen, however, are all men of experience in American oil fields, and most of them have a thorough knowledge of cretaceous geology, which adapts them to the work in Alberta. The geologists at all times are not responsible for the failure of a strike oil, as in many cases the Company has insisted on testing with the drill where the geologist said there was just the faintest hope of success, and the attitude of Imperial Oil Limited this year is that all the structures that offer even the least hope of success shall be drilled.

"The expenditure of casing, drills and all kinds of drilling appliances are being brought into the country by the Company, and the idea of saving time, and advantage is being taken of all information gained by those engaged in the work, and in several cases arrangements have been made to complete work which had been started by other parties and stopped—from either financial reasons or other causes.

An Extended Programme.

"The programme as mapped out by Imperial Oil Limited for the development of Canada, this year will be extended over a number of years, owing to the tremendous areas to be prospected, and the short season favorable to the work in Western Canada, but no expense is being spared, nor time lost in an endeavor to push the work to a successful completion."
SPLENDID RECORD OF SARNA IMPERIALS

SEVENTEEN WINS AND ONE TIE OUT OF TWENTY-THREE GAMES PLAYED.

By Mr. F. McGuire, Sarna, Ontario.

WHILE no doubt there are Imperial baseball teams all the way from Dartmouth to Vancouver, the followers of the Sarna Imperials—men of the Sarna plant—are all from Missouri on the question of their baseball team. They've got to be shown a better team before they will believe one exists.

The reason of all this is quite easy to see after a glance at the record the local team has made so far this season. They are probably the strongest amateur or semi-pro, ball club in this vicinity.

In Two Leagues.

In the Sarna City League they still have an excellent chance of winning the pennant. At present they are in second place, close on the heels of the Point Edward team.

The Twin City League, in which a faster brand of ball is played, and which is composed of Sarna and Port Huron teams, shows them in second place also.

The rivals for the honors in the American circuit are the Mitchells, of Port Huron, who went from the beginning of the season until August 24th without dropping a game. On this date, after two unsuccessful double defeats, one nine-innings affair which the Mitchells won 5-1 and a fourteen-innings tussle which went to the Yanks 5-4, the Imperials delighted a big crowd in Port Huron by smashing the winning streak with a 5-3 defeat in the best game seen in Port Huron this year.

This victory put the Imperials in striking distance of the flag, and if they can keep the Mitchells next time they meet, it will tie the teams for first place.

A Strong Team.

Frank McGuire, the manager, and Gene Mercier his able assistant have, after improving and shifting of men, at the present time the strongest team they have had all season.

Smoky Joe Allen, Bill Moorhouse, and Edie Gibson, three southsiders, and Don McDermid, a right hand, make up a powerful pitching staff, the first two pitchers both having had offers from Michigan's A.A. League teams this season.

Behind the plate there is little to choose between George Lanning and Erie Carson—both good peggers and hitters.

The infield was originally Earl Moorehouse on first, Joe Longo at second, Bert Crowshman shortstop; and Grah on third base, but "Brusier" Weston, just back from playing on the Canadian team overseas, is cutting in at first base like a house afire, and bids fair to be the regular custodian of that position.

Consistent Form.

Bobbie Finch has become the regular second sacker, and Joe Longo is always somewhere in the line-up on account of his hitting and natural ability in any position. Crowshman has developed into one of the best short fielders in the history of Sarna, and nobody has ever come near to stealing his job, while his brother Glen is showing good form on third since "Count" Ghaz sprained his ankle in July.

"Chink" Morris has also done valuably worth while in several games both on first base and in the box.

McGuire is well supplied with outfielders, four good men—Jennings, Cole, Gilchrist and Leader being on the available list all season.

A Fine Ball Field.

All the games have been played on the fine new field of the Sarna Athletic Club, which being centrally located on Christian Street, enclosed and with seating accommodation for over 1,000 spectators, has given the game a boost in Sarna.

In closing, we must mention the splendid efforts of Walter Dickie, president; Charlie Loomis, coach; and Bill Canip, official scorer. To their untiring work is due much of the success of the team. They are all "solid" with both players and fans.

VANCOUVER MOVES TO BOWEN ISLAND

REGINA, EDMONTON AND MONTREAL ALSO HOLD SUCCESSFUL PICNICS.

FOR one whole delightful day the Vancouver staff banished all thoughts of gasoline, oils, tank car shipments, credits, adding machines and the hundred and one other things that enter into the day's work in office or yard, or even hand-wagon round and "en masse" moved to one of the prettiest little picnic spots Nature has ever provided.

The arrangements were made by the Imperial Club, an organization founded and run by the employees of Imperial Oil Limited in Vancouver for the purpose of outdoor sports development, healthy recreation and social intercourse. After a short discussion, it was unanimously decided to ask Mr. Robson, the manager, for a day off on which the entire staff and their friends might enjoy a good time together. Needless to say, the request was immediately granted, and thereupon preparations began.

Monday, July 26th, was the day chosen, and it turned out to be one of those ideal days just made for picnicking. The sun shone brightly, and there was just a gentle breeze, sufficient to prevent excessive heat and enough to put the right amount of mist into everyone.

Travel By Steamer.

The trip was made by pleasure steamer, and to watch them troop on to the boat with hearty faces and hearty laden with baskets well stocked with provisions was enough to make us glad that we were one of the party of horse riders and care-seekers. Inclusive of wives and children, our company numbered one hundred and twenty-five.

Bowen Island is a lovely spot about two hours' run from Vancouver. It is prettily situated overlooking the waters of Howe Sound, and it affords full opportunity for all kinds of sports and games.

After luncheon, the sports committee began to call for the line-up of contestants in each of the different events they had arranged on the programme. We cannot show all the pictures that were taken, but readers will agree from the selection that accompanies this report that it must have been a very jolly and happy time spent in congenial company and amid the most picturesque scenery.

Great Enthusiasm.

It is not enough to say that the various events created enthusiasm and interest, for the entire company was completely absorbed in all that took place. There were races for all, old and young, married and single, and contestants did their level best to break all previous records. Neither is it
any part of the
outing for, as the
steamer made its
way across Howe
Sound, and the
Gulf, the jolly hol-
day-makers laugh-
red and sang, until
the metropolis of
the West came into
view and the day of
joysomeness came to
an end. Judging
from the remarks
one heard on every
hand, this will have
to be an annual
event. Certainly nothing better could
be arranged that will make for social
intercourse and good will and a more
certain co-operation between the in-
dividual members of the Vancouver
staff.

Regina Refinery Picnic and
Field Day

The third annual Picnic and Field
Day of the Regina Refinery was held on
August 29th, on the grounds pur-
chased this year for sports purposes.
The morning dawned bright and
clear, all that could be desired for an
ideal picnic day, and the success which
attended the various events through-
out the day was of the utmost satisfac-
tion to all concerned. The committees
appointed were indefatigable in their

In order to determine the champions
of the day, the two winning teams had
to play off for final honors, and in this
game the Royalties were the victors,
the score being 8-1.

At the close of the Baseball Tourn-
ament, a basket lunch was heartily en-
joyed by the hungry players and spec-
ators. Immediately at the finish of
this important event the sports for the
afternoon commenced.

Silver Cup Awarded.

As a silver cup was offered by the
Company to the Department winning
athletic honors for the day, points as
well as prizes were given in the men's
events. The trophy was carried off by
the Marketing Department, Messrs.
Longworth, Hal-
sey and Tringle be-
ing the athletic
stars for that de-
partment; while H. K. McDonald ably
upheld the Refin-
ery Department,
with several firsts and a second
prize. For the Me-
chanical Depart-
ment, H. Myers
won first honors.

Prairie's for the
various events, dis-
ated by the retail
and wholesale deal-
ers of the city, were of the very best. Those lucky enough to win these prizes
felt amply rewarded for any athletic
efforts on their part.

Soft drinks and other refreshments
were supplied free of charge, and this
matter was well looked after by Mr.
R. B. Densley and his committee.

Supper time came around due
course, and long tables, loaded with
good things, became the centre of at-
traction for about an hour.

An Enjoyable Dance.

To make the happy day complete, a
very enjoyable dance was held in the
evening. Perhaps one of the most
unique features of the dance was the
fact that it was held in a large tent in
which a roof had been laid. This tent
hall was tastefully decorated with
flags and bunting, and this, in conjunc-
tion with the little red, white and blue
lights strung around the grounds, gave
a very pleasing and festive appear-
ance. Much credit for this part of the
programme is due to the dance and
decoration committees. A novelty of
the evening was a prize waltz, and this
was won by Miss Waite and Mr. W.
E. Edwards, and Mrs. Souter and Mr.
Gray.

Three of the tired, happy couples
waltzed around to the strains of
"Home, Sweet Home," regrettting the
fact that so perfect a day was almost
at a close, but there was not an em-
ployee who did not express, by word
or action, appreciation at working for

THE IMPERIAL OIL REVIEW

September

Page Nine
The Imperial Oil Review

September

The Canadian National Exhibition

A Brilliant Triumph from Every Point of View.

"VICTORY YEAR," 41st Anniversary of the National Exhibition, was true to its name. It triumphed over everything that went before it in almost every respect. In point of attendance it soared far over the million mark attained in 1919, the previous record year. A combination of fortunate circumstances was responsible for this year's phenomenal result. The Royal Visit, the ideal weather, the removal of war anxiety, and an exhibition of intrinsic merit were the factors which produced the great success.

The Royal Visit.

Undoubtedly the occasion of the visit of the Prince of Wales to the Exhibition was accountable for the splendid attendance. The opening ceremony was performed by the Prince of Wales on Monday, August 25th, amid a scene of beauty unparalleled in the history of the Canadian Exhibition.

The plaza on which the ceremony took place was decorated with the | costly-airships of the various provinces with Theirs emblem in the air of honor. From every dome, turret and column of the buildings, flags fluttered proudly.

The Men and women used every place of vantage to get a view of the Prince. They climbed the trees and statues, forgetting clothes and decorum in their excitement. The scene was a | veritable blaze of beauty and fashion, khaki uniforms added their shade to the mass of color to remind one of the sacrifice for freedom Canada had made.

As the Prince rose to reply to the address of welcome, he was greeted with tremendous aclamaion by the thousands assembled. After paying a fitting tribute to the exhibition as an Institution, he declared the Canadian National Exhibition open for the "VICTORY YEAR.

Interesting Exhibits.
The War Memorial pictures the present art sensation of the Empire, were exhibited in the Fine Arts Galley. These pictures, portraits, scenes from the actual theatre of the Great War, were viewed by thousands daily. They vividly emphasized occasions of great moment and set forth the astounding realization of deeds of heroism and sacrifice.

War Trophies Exhibits.

In an opposite building was exhibited a magnificent display of war relics owned by the Dominion Government. The trophies included everything from cherrons to aeroplanes. The most interesting exhibit was that of a British machine riddled with bullets, in which an English pilot brought down a German Zeppelin in 1916. The wreckage of the Zeppelin was shown beneath the machine. Then there was also shown part of the place in which Col. Barter brought down nearly fifty enemy machines.

The Returned Soldiers' Vocational Training was a very interesting exhibit. The soldiers' slogan was "hammering their way back to health and usefulness." There was something altogether refreshing in witnessing the earnestness of the men training at their new trades.
The historical "deadly parallels" so effectively pictured in tableaux excited a new interest in the welfare of the Department of Soldiers' Civil Re-estabishments.

The tractor and farm machinery exhibit was by far the best and largest seen at Toronto. Many new machines were exhibited. Tank-type tractors and other new models were the centre of great attraction. They were kept circling around the limited plot continuously, demonstrating the ease with which they could do the things that "can't be done."
OUR TANK WAGON AMONG THE TRACTORS

could be operated. The various merits of the numerous types as explained by salesmen made it very difficult for an "outsider" to make a choice.

The Imperial Exhibit.

Conveniently located just off the Midway the Imperial building was visited by many interested people. Outside the building, near the walk and also at either end of the building just by the door were Gilbert and Barker 1-gallon gasoline pumps. These pumps helped to supply the demand for extra gasoline and contributed in a fair way to the splendid service given by Imperial Oil Limited to exhibitors and to the thousands on the Midway.

Inside the building an attractive display of Imperial products had been arranged under the supervision of Mr. W. B. Irvine. Perhaps the most interesting feature was the demonstration conducted to show the merits and proper use of Imperial Polaron. This was finally accomplished by means of a cutaway model chasis, which was loaned by the Toronto Automobile School.

Set in a special framework this model was operated by a 4-1/2-hp, motor at a speed of approximately 150 r.p.m. The engine was stripped of two of its cylinders and one of the remaining cylinders cut away at the side exposed the piston in operation. The slide plates were removed from the crankcase, showing in actual operation the force feed and splash system lubrication, the splash system lubricating the cylinder and cylinder walls and the forced feed system lubricating the bearings. Transmission and differential were also open to view, affording an excellent opportunity to observe mechanism and gears and showing clearly the necessity of using good lubricant to reduce friction and prolong the life of a car.

This demonstration was witnessed by hundreds of car owners, many of whom frankly admitted that they had had a very hazy conception of the automatic lubrication of engines. The value of the demonstration was that its lesson was readily grasped by everyone, and each spectator took full advantage of the opportunity to make a minute examination of the working parts of a motor.

The demonstrators were kept busy the whole day answering questions and explaining numerous technical points. There were, of course, a great many satisfied users of Imperial Oil products among the spectators, and their expressions of high praise for Imperial Polaron, motor oils and greases were very gratifying.

In addition to the model, a fluidity test was demonstrated upon the three grades of Imperial Polaron. The oils were placed in narrow glass tubes. One set was kept on a table so that the oil in them was kept at atmospheric temperature, and the other two at a temperature of about 100 degrees F. was maintained. The second set was placed in a freezing machine where the temperature was down to winter conditions. The fluidity of the three grades was compared in each case. The result was very enlightening and explained very effectively why our owners should take precautions to select the proper grade of Polaron.

The proximity of the tractor exhibit and the importance of properly lubricating farm machines brought a host of interested and inquisitive spectators. The kerosene tractor has become a big factor in our business in Ontario, and it was pleasing to find that a large number of tractor owners were well acquainted with the high merits of Polaron Henry and Imperial Kerosene Tractor Oil.

Arranged artistically inside of the building were displays of Imperial Specialties, Perfecton Oil Heaters, New Perfecton Oil Cook-stoves, and a full line of Imperial Lubricants.

Tank Wagon Service.

An Imperial tank wagon was on the grounds every morning at 8 a.m. and made a complete round, which took until three or four o'clock in the afternoon. The trip began at the Midway near the Grand Stand, and practically everyone who occupied a stand received a call.

The arrival of the tank wagon was anxiously awaited by everyone. Indeed, some of the more ardent patrons called at the Imperial building before 8 a.m. and waited until someone opened the door and let them have a gallon or so of gasoline. The majority, however, estimated their needs very closely, and so were able to carry on until the tank wagon got around to them.

From the Midway the tank wagon proceeded to the farm tractors and machinery exhibits, and thence to other small booths and exhibits in different parts of the grounds.

Occasionally some exhibitor would run short of gasoline or coal oil at an unexpected time, through giving extra demonstrations, and this necessitated sending a special messenger to the Imperial Oil building for enough gasoline or coal oil to tide them over until the tank wagon arrived. It was gratifying to them to know that not only could they secure their needs, but that in case of emergency extra can could be loaned them.

Other Features.

Another feature of the Exhibition was the motor-boat races and sailing competitions which took place on the lake every afternoon. Many of the fastest Canadian and American motor boats and hydroplanes took part in these performances.

Much interest was also manifested in the exhibition aeroplane flight given daily in captured German and other enemy aeroplanes under the supervision of Colonels Barker and Harker. Many thrilling stunts were performed in the air.

Every afternoon and evening music lovers had the privilege of listening to one of the foremost military bands of the world, the H.M. Grenadier Guards, which had been brought over especially for the Canadian National Exhibition this year.

Along with the Exhibition was one to be long remembered by all who visited it.

THE DISPLAY INSIDE THE BUILDING

BASEBALL AND SOCCER AT REGINA

At the Saskatchewan Refinery, the baseball teams have completed the first half of the games on schedule for the season, and the standing is as follows:

Royalties
Polarians
Premiers

While the Royalties hold first place, there was a tight race between them and the Polarians, and at the end of the first half the season these two teams were tied. In the game which was played to determine the winners for first place, victory rested with the Royalties.

The Executive of the Royalty Team is: L. R. O'Dell, Captain; Ruscoe Campbell, George Rickson, and Norman Mcnissin.

The Soccer Team

That Regina Refinery Soccer Team is putting forth every effort to win the Charity Cup is clearly demonstrated by the way they have been "playing the game" of late. One game perhaps a little more worthy of note that the rest being a game between the Oilmen and the Sons of England, which resulted in a score of 8-0 in favor of the Oilmen.

From the score it might be thought that the teams were not evenly matched, but such was not the case, for, if anything, the Sons of England had the best all-round team, and held their own in general play, but where they lost was through their lack of finishing power. On the other hand, our boys worked unceasingly; in no previous game have they shown better combination.

The record scoring of the evening was in the second half of the game, when four goals were scored within 15 minutes. The "good work" being done by Ilason, Ermoa, Cornish and Evans.

WHILE YET OTHERS JUST LISTEN

SOME FOLKS LISTEN AND LEARN
HALIFAX IN THE LIMELIGHT

Events of Outstanding Interest Told in Picture and Story.

Fueling a Warship.

The third of our illustrations shows the Imperial Oil-supplying fuel oil to the Italian warship, "Conte De Cavour," while the latter was in Halifax harbor. The Italian vessel was detailed by the Italian Government for special duty in Canadian waters during the visit of the Prince to Canada. The Canadian Government has very much appreciated this action on the part of the Italian Government.

On page fifteen is another picture from Halifax, one of H.M.S. "Renown," which brought the Prince of Wales across the Atlantic.

His Royal Highness occupied the admiral's suite of two large cabins in the stern. The Prince's quarters differed but little in equipment from those of any other naval officer.

H.M.S. "Renown" was one of the famous "Hush" ships, built by Great Britain during the war.

Setting Down.

The returned soldier is often asked, "Don't you find it difficult to settle down?" It is not reasonable to sug- gest that a man who is anxious to win success will find it no more difficult to settle down and take up where he left off, than it was to sever those ties in the first instance and prepare to go to war.

Our Company has taken us all back into their employment and, as you are aware, acted with a patriotic and unselfish spirit, not only in looking after the welfare of their employees over- seas, but also by subscribing large funds to war loans and patriotic institutions.

At the same time, those who were left at home to "carry on" continued in the same work as if there were no change due. In some places, work for the benefit of the Red Cross and other organizations was undertaken. Then we started the tour of rolling and it has been rolling ever since.

Getting an Down To Business

An Open Letter from Mr. F. T. McKeen, St. John, N.B.

How many of us who have been overseas for the whole, or part, of the campaign which has just been concluded so satisfactorily to ourselves, want to dwell on any of the unfortunate inci- dents in connection with the same, unless it be, perhaps, to refer to some- thing amusing which we have experienced. What is best, after all, is to try and "forget it."

By this we do not mean forget those who lie in Flanders fields where the poppies grow, or those who are still left to face our hospitals suffering from the effects of wounds, but that we should be impressed with the fact that we have been spared to return and that we have been spared to come back for some specific duty and that something big is now expected of each one of us.

MUCH has been justly said of Imperial Service, and much more is yet to be told as we advance with the times, keeping pace with the demands for our deservedly popular brands among the ever-growing numbers of motorists and tractor owners.

Not the least of these advances is the adoption of the motor tank truck for delivering Imperial products, es- pecially to the tractor owners of the West. Here is a large consumer fully acquainted with the labor and time it takes to obtain his supply from the station. He appreciates to its fullest extent, real service—Imperial Service for to him it not only means time, labor and money saved, but his work done in reasonable time.

The motor tank truck is very popu- lar with the merchant of the near-by towns. It saves double handling of packages, freight bills, drayage, and gives rapid service.

It is only the best service that will get and hold business to-day, and we have it; so "watch us grow."

For example, a two-ton motor tank truck was placed on the territory at Weyburn, Saskatchewan, this summer. After a personal canvass of the tractor trade we took our orders and outlined a route in each of four different directions. Then we started the truck to rolling and it has been rolling ever since.

There were a few at first who were inclined to underestimate the advan- tage of this service, but after a few calls from our ever-persistent chauffeur, they, too, because our customers; in fact, business has increased to the extent that more routes had to be laid out and evening trips are now neces- sary.

In the West, the motor tank truck has come to stay as an essential part of our distribution system, and this in spite of poor road conditions in some of our districts. These are fast improving, thereby making the tank truck not only popular but prac- tical.

This modern means of distribution and quick service, backed by our Com- pany's splendid line of products and methods of advertising, should keep our Company foremost in the field, but the real burden of success once again lies with the individual. We must all give our full measure of personal ser- vice in order to reap the full effective- ness of the various facilities provided.

It has been wisely said that no chain is stronger than its weakest link, so let us study our personal strength in rela- tion to our Company. Strive to be strong, up-to-date members, thereby assuring success not only for our Com- pany but for the whole business and for our fellow countrymen who depend upon our co-operation.

TOO MUCH HELP MAY BE A DISADVANTAGE

IT TENDS TO MAKE THE HELPED HELPLESS

THE IMPERIAL OIL REVIEW

IMPERIAL SERVICE UP-TO-DATE

By Salesman H. C. Sanders, Regina, Sask.

The town of Dartmouth where our refinery is situated. These celebrations were in commemora- tion of its national day, and the committee in charge of the anniversary preparations asked us if we could sup- ply a float of some kind to take part in a parade through the town. After some little从 the accompanying illustration.

PUTTING THE BARRELS ABOARD THE "SOMME"
The Square Deal

First and foremost among the fundamental laws of economics to which everything must fall back is that of production. Production is not only essential to our welfare, it is vital to our very existence.

Moreover, in the light of the dense masses of people for whom the actual supplies of food, clothing and necessaries at present available are all too small, production becomes a duty that devolves upon all to promote to the utmost of their ability.

The world is being re-made. The chaotic state of society, finance and labor is, however, not a matter for alarm but rather for level-headed reasoning and determined effort.

We cannot change the old order of things in the twinkling of an eye. We cannot even wipe the slate clean at an instant’s notice and start afresh. We must accept the old order of things as a starting point and thence work up to the new.

The high cost of living may be a veritable nightmare but frantic talk and stormy invective will not avail. Hours of labor, wages and other points at issue, important though they be, are matters that can and will be cared for by reasonable and reasoning men.

The great need is for a big, energetic co-operation within the brotherhood of mankind—a co-operation whose watchword is “Live and let live”; and we must produce to live.

Our dearest wish to-day is that the civilized world will never forget the Golden Rule; that men will continue to rejoice in life and ever strive to “Do unto others as they would others should do unto them.”