The IMPERIAL OIL REVIEW

Xmas 1920

Season's Greetings
The Oil of Joy.

The world's greatest oil, the oil that lubricates the machinery of life, is Joy. Nothing can take its place. It keeps the wheels of life moving smoothly and cools the boildom of intolerance and hate. We need more oil of joy. Even only the sugary hardly meets the demand. Each of us has an unlimited source of oil to draw from. It never fails, for the oil of joy bubbles up from within.

Christmas Spirit

Christmas Day is the birthday of the One who brought joy to the world, and who ministered to the world's needs. His love, his patience, his understanding, his self-sacrifice, all were for the benefit of all who would accept his offer of life.

The Annuiity and BeneT Committee Fills a Gove with His Oil and with a "Merry Christmas" Joys in the Hand of Each Fellow Worker.

The purpose of this publication is to provide information in a medium in which its purposes, suggestions, and contents will be exchanged, to educate, to entertain, and to give news on the trade's business.

Published Monthly by IMPERIAL OIL LIMITED, Imperial Oil Building, Toronto, Canada.

**JOINT COUNCILS**

Imperial Oil Limited

Elected and Selected Representatives for the year 1920

MANUFACTURING DEPARTMENT

**DELEGATES**

**Elected**

- Sarnia Refinery
  - J. McDonald
  - D. Trice
  - J. Brown
  - A. R. Coghill
  - E. W. Marten
  - W. Laughlin
  - C. H. Bourn

- Halifax Refinery (cont.)
  - S. DeYoung
  - L. J. Isnor
  - J. A. Brown
  - G. M. Legood
  - W. W. Mather
  - F. C. Temple

- Montreal East Refinery
  - A. Decotell
  - G. B. Andrews
  - R. A. Pearson

- Ioco Refinery
  - W. M. Joling

**Selected**

- Sarnia Refinery
  - D. McDonald
  - M. C. McDonald
  - J. A. Brown
  - G. M. Legood
  - W. W. Mather
  - F. C. Temple

- Halifax Refinery (cont.)
  - S. DeYoung
  - L. J. Isnor
  - J. A. Brown
  - G. M. Legood
  - W. W. Mather
  - F. C. Temple

- Montreal East Refinery
  - A. Decotell
  - G. B. Andrews
  - R. A. Pearson

- Ioco Refinery
  - W. M. Joling

**DELEGATES**

**Elected**

- Regina Refinery
  - M. Dowery
  - R. C. Dallamond
  - R. B. Douglas
  - W. Holman
  - Thomas Smith
  - H. St. Lawrence
  - B. W. Morton
  - W. A. Bird
  - W. W. Miles
  - J. W. Henderson

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  - B. W. Morton
  - W. A. Bird
  - W. W. Miles
  - J. W. Henderson

**MARKETING DIVISIONS**

**Calgary**

- A. R. Ross
  - J. M. Johnson
  - P. S. W. P. Webster
  - W. L. Chinakin
  - R. M. Green

**Edmonton**

- W. J. Whittaker
  - R. H. Ross
  - W. F. G. Crichton
  - A. R. Ross
  - J. M. Johnson

**Toronto (Princess St.)**

- W. R. Laurie
  - W. J. Tye
  - J. T. Miller
  - M. L. Marshall
  - R. H. Ross

**Ottawa**

- J. O. Dowling
  - G. J. Greenfield
  - J. O. Dowling
  - G. J. Greenfield

**Vancouver**

- H. L. Chambers
  - M. A. McCullough
  - C. M. R. McCullough
  - C. M. R. McCullough

**Montreal**

- A. A. R. E. L. A. A. McCullough
  - W. A. Bird
  - W. E. Bird
  - W. E. Bird

**Hamilton**

- W. W. Miles
  - J. W. Henderson
  - W. W. Miles
  - J. W. Henderson

**Quebec**

- T. Castle
  - Oscar Hance
  - A. Lavoie
  - John Laid

**St. John, N. B.**

- W. C. Goodwin
  - R. S. Smith
  - G. Garnett
  - John Reid

**Imperial Oil Limited**

ANNUITIES AND BENEFITS COMMITTEE

- P. F. Sinclair (Chairman)
- C. D. Doan
- G. I. Hambly
- H. M. Powell

- W. G. Gordon
- M. C. McGwire
- L. L. Thompson (Secretary)

**The Oil of Joy.**

"England was Merry England, when Old Christmas brought his sports again. Times Christmas brought the noisemaker, Parson Christmas told the merriest tale; A Christmas gambol of old could cheer The poor man's heart through half the year."

A t the critical stages in the making of a great nation, oil has played an important part. Jacob, the pioneer, who blazed his way south, took the stone that he had put under the head and put it up for a pillar and poured oil upon the top of it. Moses, the statesman, anointed the tabernacle, the altar and the priest with oil. Samuel, the seer, took the vial of oil and poured it upon Saul's head, and later, he filled his heart again with oil and anointed David as king, in the midst of his brothers. Zadok, the priest, took the burn oil out of the tent and anointed Solomon.

In the history of the same nation, oil has rendered many unique services. Elijah's life was sustained with a little oil in the cruse, which did not fail. In Elizabeth's time, "a pot of oil" paid the debt of a widowed woman and her two children. Having oil in their vessels, five girls were admitted to the marriage feast. Oil and wine were used by the good Samaritan in his neighborly act.

Down through the ages to modern times, oil has thrown its soothing influence upon the troubled waters of life.

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**The Lure of the Seapage**

*Geologists are Sometimes Called Upon to Chase the Rainbow*

**By Mr. Geo. Shepard, Geologist, Edmonton, Alta.**

**December 1919**

*Page Four*

There are very few people on the American continent, at any rate, who are not familiar with the use and meaning of the word "seapage." A few understand its real significance, and these treat it with all the respect to which it is entitled, but the vast majority merely have a hazy idea that it is connected with the petroleum industry; and petroleum, though hallowed by the magic of polished talk, is really nothing more than an old word, "oil" or "gas." So, for the benefit of this gentleman, and the few (we hope) who do not know the meaning of "seapage," the following notes of explanation will settle for all time, the worthiness or worthlessness of this word as an expression in modern everyday talk.

What is a Seepage?

Let us see what the dictionary says about it. A seepage is a certain body of oil or liminous material which is often found in the vicinity of oil-bearing strata. The word "seep" and you will probably then realize who is the gentleman said in his haste about all men.

But this was before the days of oil exploration, therefore, we must confine ourselves to the facts of recent times.

The above definition looks cold and uninming in ordinary print, but have you ever seen those glorious words in a new oil prospectus? They seem to convey a different meaning; a different interpretation which strikes one down to the imagination, the heart, and other minor details of the human organism, not forgetting the pocket. But that is another story.

As a rule, the occurrence of an oil seepage is the alpha and omega of an oil man's life—it may finally prove to be his omega, but that is one of the episodes of his profession.

It can be truly said that the discovery of a seepage has framed the destinies of thousands of human beings, especially in the ever-widening circles of the oil scout, geologist and leasing fractionalists.

Petroleum lakes are often blamed, unjustly perhaps, for all kinds of calamities from the general election down to the question of prohibition, but it has never occurred to you that he is fundamentally responsible for the varied ramifications of the oil business? Probably not, but the facts must speak for themselves.

First Discovery of Oil

Many years ago, when the pioneer white man first settled down to the rigors of life in the wild west, he frequently made the acquaintance of the wandering tribes who peopled the country. He had to make their acquaintance, as it was a matter of life and death to him. If he didn't do his best to be sociable, he lost his scalp—which to say the least, was discomforting.

One day, while riding his broncho he came across one of the friendly savages performing mystic rites over a pool with the help of a Hudson Bay "thirty-guineer" blanket. He cautiously watched the proceedings, without making his presence felt too keenly, for squaws are but feminine after all. He noticed that the lady very carefully placed the blanket over the surface of the water, allowed it to remain there for a while, and then squeezed out the contents into the bucket standing by. An increasing curiosity made our pioneer dig (he observed, probably without any emotion in those days) that the squeezed part of the blanket consisted of oil. To cut a long story short, he had stumbled across or battled into an oil seepage—one of those small beginnings which has since led to such epoch-making upheavals in the financial world.

Early Uses

Then we have our old prospectors—the misnomer on the tip-top of the hills with a coffee pot and a geological hammer. He was it who accidentally came across the oil seepage by the side of the creek and who ingeniously utilized the same for lighting purposes. He lived on his lonely log cabin.

The old-time cattlemen followed as a matter of course. He used the natural oily flow for the anointing of his cattle when they became afflicted with mange; the miner—a discovery which created quite a stir among the prospectors in those days, and from which our old-time discoverer made a substantial rake-off by selling the liquid at a dollar a gallon.

Seepages as Guides to Oil

Coming now to more recent times, the existence of oil traps is now rendered evident by the occurrence of seepages forming the most valuable data for exploitation purposes to an oil geologist. Although geologists generally rely upon their ability to "spot" and to map the various structures associated with oil fields, the discovery of a seepage is of the greatest value to him in the "consolidation" chapter of his report. It gives him something tangible to theorize on.

Naturally, when a district has been gone through the toil and tribulation of an oil boom, the oil-faction of 1914, there are people still living on isolated quarter sections who are firmly convinced that a scam of oil (Continued on page 14).
Imperial Service in the Prairie provers usually find fuel and lubricants for those who grow the grain must be supplied when wanted, where they have it, and all they want of them.

During the winter months when the farmer cannot do very much work, the Regina Pool and other Imperial Oil dealers are busy storing and receiving crudes from farmers. The crudes are taken from the farmers and stored in the company’s crudes are taken from the farmers and stored in the company’s.
A Progressive Organization
Imperial Amateur Athletic Association—A Good Movement

THOUGH the I.A.A.A. may seem a newcomer, its growth has really been very
gradual. There has always been a long and ardent desire to get properly or¬
ganized. In 1923, it was finally decided to get properly organized. A com¬
mittee was selected, a constitution drawn up, and the I.A.A.A. became a live
organism.

The Canteen
About this time it was thought that a canteen should be established at the
club. The advantages of a canteen owned and supported by the associa¬
tion for the benefit of its employees has been very successful, and proved
valuable in countless industries.

Our Superintendent, Mr. A. M. Men, Jr., suggested that this canteen
should be owned and operated by the association instead of the Company.

Lacked "Pep"
The season went along and our boys played a few games with the Ham¬
month and the Halifax Shipyard teams, but the movement lacked sup¬
port. There were not enough people interested in the movement, and the
first year was not a success. This was in the interest to everyone concerned,
only a few who were most interested meeting occasionally to discus¬
ser things. The same body of faithful fellows who originated the move¬
ment, decided to keep on and try to arouse enthusiasm in hockey. A canteen
was made through the yard to finance a hockey team and we are
happy to say, they succeeded. Our hockey team proved to be a winner,
which did more to create enthusiasm and support than anything else.

The first one of these functions was well received by our employees
everywhere. Agents, tank wagon drivers, salesmen, refinery workers, of¬
cially all received a big thank you. Every employee at the Refinery has had
this sort of recognition for conspicuous services rendered.

W e have often seen the term "Imperial" in the pages of the "Imperial
Oil Review," and the meaning of the term has never been a mystery. When
we refer to the "Imperial" we mean the work that has been done by the
men of the company for their shoe working in the community.

The Ladies' Auxiliary
Notwithstanding the great success of the association, there was one thing
lacking—cooperation of the ladies. Accordingly, the ladies were asked to
call a meeting to discuss the advantages of combining our forces. It was

Wallace
The Horse with a History

Wallace, the famous horse at the Ottawa Station, has made actions things
that words can not express. He has served faithfully for eleven years,
and, during all that time, he has always been on the job. He is active
and eager to give Imperial Service, day in and day out.

He was purchased by the Company in the spring of 1909 when he was a
four-year-old stallion, now mounting 1,500 pounds. Like all other individuals who are con¬
tacted and happy at their work, he has put on weight. He now weighs
1,500 pounds, and is in the pink of condition.

An Example of Success
Verily "Wallace" is an example of success won by perseverance and un¬
tiring effort. He enters into every job with an enthusiasm which might well
be emulation by the human organism. When his work is well done,
he is always ready to turn out when the morning hour comes. We have never noticed a horse
extra hour or more "overtime." In fact, he does the job in the same way at the needed time without looking for either praise or blame. That's why he is a
success.

WALLACE
Ready to Serve Imperial Service

WALLACE:
Presented to The Ottawa Humane Society
For the Best-Known Horse in the Annual Horse Parade, July 1st, 1928
Went by IMPERIAL OIL LIMITED.

A General Favorite
"Wallace" is a general favorite among the workers at the Ottawa Station. Quiet and unassuming, he enters into each day's work with all
the "pew" of a youngster. He refuses to be considered a "barn horse." On the
contrary, he is one of the workers, very much so, and he will continue to be so for some time to come.

Wallace will no doubt retire on the assumption that some day he can
rest assured that his old age will be adequately provided for, the same as every other employee who has render¬
ded faithful service to Imperial Oil Limited.

Ships That Pass
(Continued from page 4)
**EDITORIAL**

"God Rest You, Merrie Gentlemen"

The joyous Yuletide season brings a spurt of the spirit of giving that is evidenced at no other time of the year. A desire for the well-being of others, tolerance for their failings, forgiveness for their indiscretions, are shown alike by those of high and low degree. Malice and ill-will are strangers to this season of rejoicing. That is why we, the kindly-minded, should abide in every heart and mind. To Him, whose Holy Birth we observe, thanks should be given for the myriad blessings bestowed upon us.

It is, indeed, a season when we can say with a full heart—

"God rest you, merrie gentlemen. Let nothing you dismay."

**The Measure of a Man**

Greatness is not a matter of inches. Neither brain nor brains can measure the true size of a man. Some of the biggest men the world has ever known were dwarfs in stature while some of the smallest towered head and shoulders over their fellows. Riches and power, position and fame may emphasize the smallness of a man's soul, while the reverse may serve to accentuate his greatness.

The difference between a big man and a little man lies in the willingness with which he carries the burden of his responsibilities. He continually striving to accomplish that which destiny has allotted to him, never turning his back on the face of obstacles—obstacles which make possible his own development; by ignoring self in a desire to do others, the man becomes great.

Only through continued effort and a firm 'will to do' can he achieve, and only through achievement can destiny be fulfilled. That is how men become great.

**On Timeliness**

None of us like to consider or even take a fleeting think of the time when we'll be referred to as the late Mr. So-and-so. We'd be dead then. So it shouldn't matter much, but while we are, giving an imitation, more or less good, of being alive, it should matter a whole lot.

The man who said, 'It's just as important to be on time all the time, at both ends of the day, morning and night in the office where we work or where we're paid for working,' as it is to be on time with both ends of the body, and to get on a street car, or a nickel jungle. Said a mouthful big enough for the Amazon river, and according to geographies, that's some mouthful.

Of course, being on time is non-essential, some days it seems to be different. You're an hour late, you're an hour early, and you're on time; or you pocket handkerchief, or powder on your nose. All of these are non-essential. But, if they're not there, you get a reputation for shoddiness that may be more or less deserved.

Being late is less likely to earn the Frowning of the boss than to do your work when you neglect to do it. If you do or do it wrong, Than's DING-THINGS right When you get there, so if you can't be on time without coming to work unsheathed—Or with your hair as a brad (or without running) the last block, or two, or having SO HARD That you're out of breath, And disturbing everyone when you come in, emphatically, by all means be a minute or two late.

No one asks you to control street cars, Companies and municipalities see to that, but you know you can control, you, at least, when it comes to getting up early enough in the morning to allow for a car jam or a traffic jam that's slow, and it's so secret at all, that starting a little earlier is the surest way of getting where you're going earlier.

If THINGS are going wrong, and you are beginning to think you need a rest or another job, or that everyone in the office is not fit for you, try getting to work earlier. It may help a lot. Anyway, it will set an example for others who may say to themselves, 'I'll try THAT, too.'

I know, getting to work on time, is no joke at all, but it's a darned sight better.

We're the blemishes of the boss. Or those who do your work when you neglect to do it, or do it wrong. Than's DING-THINGS right. When you get there, so if you can't be on time without coming to work unsheathed—Or with your hair as a brad (or without running) the last block, or two, or having SO HARD That you're out of breath, And disturbing everyone when you come in, emphatically, by all means be a minute or two late.

**Putting on the Harness**

The First Two Laps—Getting Into One's Stride

By Mr. P. E. S. Norland, Toronto, Ont.

'T' is in time to boast when putting on a new harness for a new race, and we will give a little disposition to say very much when putting it off, as one's shoulders will be so sore with the rubbing of the collar, and one will recall the many times he kicked over the traces, leaving the weight of the load to the right horse. The spirit of boasting will then have been so tamed, that he will be glad to take his place quietly in the stall of life and munch his oats, thankful for the opportunity of rest and refreshment.

**The First Lap**

Sarnia, Montreal, and Halifax Re-entries were numerous in connection with the proposition submitted to the delegates at the last convention. Sarnia, the parent plant, naturally receiving the first call. This gave a much-needed impulse to the city, and the joint councils, with Messrs. Gilchrist, Finlay, and Allan making it easy to get in touch with the many men at these points. The sincere appreciation of the men at each refinery, as evidenced in the votes of thanks extended, was a pleasing feature.

**Getting Into One's Stride**

In September and October, in company with Mr. C. L. Thompson, we visited Hamilton, Ottawa, Montreal, Halifax, St. John, N.B., and Quebec Marketing Directors. In this second laps, Mr. Thompson prepared a very good pacemaker. In getting into one's stride, Messrs. C. A. Mayer, G. F. Greenfield, F. J. Wolfe, S. S. Shafford, will do good work, since the death of the late Dr. Strachan, no one had visited the Plant from the Department of Industrial Relations.

**Ottawa—Mr. A. G. Greenfield**

Ottawa is artistic, and our Plant here is in line with this "Capital" ideal. Mr. Greenfield, writing in reference to the organization of the Joint Industrial Council of five members, says, "The employees here appreciate the interest the executive and management are taking in their welfare, and the Company need have no hesitation in relying on the loyalty of the staff at Ottawa."

**Halifax—Mr. S. S. Shafford**

In military, Halifax, with its hill and its citadel, we have a very valuable site for our office on the harbor. Visits to the office were very interesting, bringing us into intimate touch with our...
The Lure of the Seepage

(Continued from page 5)

appears on the surface of their pool every morning, or who see hot springs or gas coming up through the waters of the creek. The oft-quoted fact "that cattle, refractory to the treatment of "hot water" is a sure sign that oil occurs, in the immediate vicinity.

Personally, we have investigated dozens of these reported seepages, and alas, we don't reckon we'll ever have seen a genuine case yet.

Gas Not Always Natural

A few years ago we heard of a very interesting example of natural gas seepage which displayed extraordinary properties. The entire district of occurrence need only be summarized.

During the aftermath of a certain oil blowout in the southwestern part of the country, a local oil concern was unable to obtain the services of any oilmen without any preliminary advice from anybody save the president, who was the principal stockholder and chairman in the concern. As time went on, signs of trouble appeared and these finally resolved themselves into extensive localities of acreage. After drilling the first hundred feet the funds ran out altogether, and quite naturally, the driller refused to continue the hole further, and the assurance of these denominations.

In the course of the next few days, Mr. Lee, who, together with a number of "financials" and invited them to test or to observe the possibilities of the well. When the gentlemen were all assembled around the hole, a quantity of water poured down and immediately a rush of gas came out which had a pungent smell. This gas was found to be a mixture of nitrogen and carbon dioxide, but, as the gas was not explosive, the men were satisfied with the results.

Also, for the drilling party, there was a certain natural. The driller who, by the way, was "hired," mentioned the fact that on the previous night a certain member of the well crew had been consuming the contents of a large bottle of alcohol.

But enough to sum up the question of seepages and reported seepages, as guides to the oil prospector, we might cite a typical report written by a gentleman who shall be nameless. Under the heading of "Checkup Seepages," we have the following paragraph: "A number of oil seepages was reported in this district. These were examined, but none was found." There you have the whole story.

A Progressive Organization

On the Island, there was a long list of sports and many competitors. Nothing worse than to have praise been heaped in regard to this function staged by the L.A.A.A. beside baseball, the association has two tennis courts erected with all necessary apparatus, and both court heads and players.

A "Good Cheer" Dance

The Isoo Good Cheer Club justified its name in dispensing "Good Cheer" to the many Imperial Oil Employees who left the Imperial Oil Office on November 17th. Under the aegis of Miss Reta Young, everything moved along as smoothly as a Rolls Royce correctly lubricated with Imperial Motor Oil. More than five hundred Imperial Oil Employees and friends were present.

The program was usually represented by the presence of Mesers C. A. McNeely, J. T. Moore, M. J. Queen, and H. Smith. Mrs. C. O. Sullivan, Mrs. Victor Ross, Mrs. A. M. McQueen and Mrs. H. Smith, Mrs. C. O. Sullivan, Mrs. Victor Ross, Mrs. A. M. McQueen and Mrs. H. Smith took part in the ceremonies for the evening.

The proceeds, which amounted to several hundred dollars, were expended for refreshments and various expenses, were devoted to the two Oil Wards in the Davison Hospital.

Notes

Co-operative Investment Trust

Life Insurance

Co-incident with receiving notice of eligibility of $25 life insurance under the Amateurs and Benefits plan of this company, each employee should receive a booklet entitled "The Co-operative Investment Trust," a copy of which will be blank application for participation in its benefits and an order on the treasurer authorizing deduction from salary for deposit in the trust. If you do not receive this booklet, you immediately communicate with your manager or superintendent and obtain one.

French Translation

The prospects of the Co-operative Investment Trust have been turned into French for the benefit of our French speaking employees, and copies can be had for the asking.

Accruals

Accruals should not lose sight of the fact that once a year, at the close of the fiscal year of the trust, 50% of the deposit by the company has been returned to the company from the employee-depositors who have with drawn from the trust, and with dividends which have been credited to their own accounts in shares purchased, if so divided in pro rata among the remaining depositors. The credits which shall then be deposited as a fraction of the entire amount to no considerable figure.

Increasing Subscription

There are now 3,000 subscribers to the Co-operative Investment Trust of Imperial Oil Limited. Two hundred and forty of this number have subscribed since August 1st, and to date there have been 151 amended applications increasing deposits in the trust.

There were 2,621 subscribers as of August 1st, and the new subscribers players and employees.

Amended Applications

In almost every instance, amended applications come forward without amended orders on the treasurer. It is necessary that new orders on the trust, as well as new applications be forwarded covering all increased deposits in the trust where advances in compensation warrant the same. These applications should have the

word "amended" written thereon and should be made out for the entire amount so indicated and which should include 23% of the employee’s salary advance. If these orders on the treasurer are not forthcoming, he has no authority for making deduction from salaries to apply on subscriptions.

All increased subscriptions will take place on the date of the application and should not be made retroactive. Amended applications will be attached to original application, and together with the original and amended order on the treasurer, will be kept on the file so that his records will be complete.

Honor Departing Employees

Sarnia Refinery Workers Stage Banquet and Make Presentation

On Thursday evening, Oct. 14th, a farewell banquet was tendered Messrs. George Leach, Thos. Hoffman and Roy Woolley, by their fellow employees on the occasion of their departure from Sarnia. They are leaving for Imperial service. Mr. Leach going to Regina, Mr. Hoffman to Montreal and Mr. Woolley to Toronto.

Mr. W. J. Gilchrist presents the banquet while Mr. E. V. A. Kennedy officiates as toastmaster. Tables were set for seventy-five.

At the speakers’ table were Messrs. W. J. Gilchrist, superintendent, Sarnia Refinery; E. V. A. Kennedy, French; C. F. Greggs, Matt Smith, George Leach, T. M. Hoffman, Roy Woolley, and A. Kirby.

Representatives from every department of the refinery were present past Space will not permit the long list of those who were present to give honor to the departing men.

Mr. Gilchrist in expressing his regrets at the departure of these three valued employees wished them every success in their new homes. He stated that in his twenty-years connection with Imperial Oil Limited, he had never attended a banquet at which such a generous representation, which was evidence of the good fellowship existing between employers and employees. The departing employees responded in feeling to the relationship which existed at the Sarnia Refinery, and always been one of mutual understanding and regard and each regretted to leave the work that had been so congenial and helpful to all.

Makes Presentation

Mr. Kennedy presented each of the departing employees with a handsome travelling rug.

Mr. Leach has been employed with the Company for twenty-three years and for some time has been assistant superintendent. Mr. Hoffman, who has had five years service with the Company was superintendent of the Pressure Stills Department; and Mr. Woolley with four-year service. Both had a lot of credit was experienced of the Paraffine Department.

Good Wishes

Employees of Imperial Oil Limited and citizens generally, while regretting their departure from Sarnia will extend their best wishes for their future success and prosperity in the cities to which they have been transferred.
Water Supply at Ioco

The Ioco Refinery is Constructing New System of Water Supply

J. E. Siddoway, Superintendent, Ioco Refinery.

The water supply of a refining plant is one of the most important adjuncts to the running of the plant. Water has many uses in a refining plant. It is used in the power plant extensively for the creating of steam pressure, in the different distilling departments, as a cooling medium in the condensers. It is used as a cooling medium in water coolers, where hot oil is being pumped out of the different stills and is also used in our treating department for washing the different chemicals out of the oil treated.

Two Sources

At this plant our supply of water has two sources. About one million gallons a day is taken from Barrard Felet (this being salt water, is used as a cooling medium in our condensers), the other source is the fresh water supply from Deer Lake, which is a small lake about 15 acres in area and located just outside the northern boundary of our property.

Owing to the excessive corrosion caused by the action of salt water on steel plate and pipes we have been endeavoring to discontinue our salt water supply and secure enough fresh water from Deer Lake for the entire uses of our plant.

At present we are using about one and one half million gallons of water daily and in preparing to supply the plant with its full quota of fresh water, we figure on putting equipment at Deer Lake sufficient to handle two million gallons of water daily, thus allowing for some extensions to our plant.

Two Million Gallons Per Day

In order to assure ourselves of two million gallons of water per day, it is necessary to arrange at the lake a pumping range of ten feet. Every inch of water taken out of the lake would mean about two and one half million gallons of water hence a ten foot pumping range would mean that we would have a supply of water equal to 300 million gallons. This 300 million gallons would be used during the five months of the dry season, when little water would be running into the lake. During the other seven months of the year, which is the wet season, there would be plenty of water for a two million gallon supply per day and still much going over the spillway.

In order to assure ourselves of having the necessary quantity of water to tide us over the dry season, it was necessary to build a dam at the outlet of the lake and place a spillway for the waste water to find its way out of the lake. It took a gang of ten men six weeks to complete the work at the outlet of the lake. A donkey-engine and three quarters of a ton of dynamite for blasting purposes were required to complete the necessary excavations.

New Pumps

Two new electrically driven centrifugal pumps will be installed at the lake, each capable of delivering one million gallons. With the present pumps capable of handling half a million gallons per day and the new pumping equipment installed, we will be assured of equipment sufficient to deliver to the refinery two million gallons of water per day and still allow time for repairs on the different pumps, should they need repairs at any time.

Pipes Lines

A 10 inch pipe line from the lake to the plant will be used to deliver the water to the present refinery water main. We also must lay a new 12 inch line from the pump house into the lake. With these new lines in addition to the present 8 inch water line now installed, we will have plenty of capacity for handling our requirements of fresh water.

After this equipment is installed and working, we will be able to discontinue the use of salt water on the plant altogether. The salt water system will however be left intact to be used in case of emergency, should anything go wrong with our fresh water supply.
Imperial Service

Acknowledgment of Thanks

The owner of the car, Mr. H. Brownell, expresses his admiration and thanks as follows:


Dear Sirs:

Referring to the fire previously reported in your newspaper, it is gratifying to note that you have published the above letter, and that the fire was extinguished without damage to the property.

Yours sincerely,

H. Brownell.

This is the sort of service that gives us the utmost satisfaction. We are grateful to you for your promptness.

Congratulations

We congratulate Miss Martin on her courage and coolness in the face of danger. Her actions were an inspiration to those around her.

The fire was eventually extinguished without any further damage to the property. We would like to thank all those who helped in the effort.

Imperial Service

For further information, please contact Imperial Service at 123 Main Street, Toronto.
Putting on the Harness
(Continued from page 11)

fellow employees, "down by the sounding sea."

Imperoyal School
The big fires over the school, as the photograph shows and the 125 girls and boys sat in a ceremony with fine effect. The following are two of the many "Imperoyal" songs they sang for us in good voice and form.

1st Song:
We can give you kerosene.
Kerosene, kerosene,
We can give you kerosene.
In ship or tank or car.
Then too, you may have gasoline,
Gasoline, gasoline,
Then too, you may have gasoline,
To make your Ford go far.
Feed the fire with our good coke,
Our good coke, our good coke,
Feed the fire with our good coke,
Twill save you tiresome toll.
You'll find these things at their best,
At their best, at their best;
You'll find these things at their best,
Right here at Imperoyal.

2nd Song:
Gasoline, Gasoline
First you put some in a tank,

McKinnon, not only gave us a delightful cup of tea Sunday afternoon, but the Principal evidenced the greatest interest in, and admiration of our Industrial Plan.

St. John, N.B.—Mr. J. McTavish
St. John, The Royal City, and the home of the United Empire Loyalists, organized its Joint Council of five in our New Plant, which is nearly completed. The new plant on the harbor, when the finishing touches are added, will be "a thing of beauty and a joy forever." Mr. McTavish, the bountiful host, speaking in reference to the Joint Council, says, "The unanimous feeling among the men is that something very substantial has been accomplished.

Quebec—Mr. John Laird
Historic Quebec, sitting proudly on her rocky height, with its atmosphere of "the brave days of old," formed its Council of five with evident interest, Mr. Wolfe being present by arrangement and Mr. John Laird being highly pleased with the result. Mr. A. Lamette, one of the selected delegates, gave great assistance with his eloquent French tongue.

Some day shortly, a Social Club in the Quebec Plant, will bring together all the employees and their wives in a social way. The French charactre, says, "It is not good for man to live alone."

The End of the Road
"It is a long lane that has no turning," and getting our second wind in Quebec, we turned into the home stretch for the wire and the judge's decision.

PLANT AT QUEBEC

In all places visited, there was harmony in office, in warehouse and in yard and unrivalled hospitality. It is quite apparent that the same spirit of co-operation, existing to such a remarkable degree at the head of the industry, is finding its way into every sub-station, producing and refining. More and more is one appreciating the opportunity of rendering a real service to the cause of closer industrial co-operation.

Collections
(Continued from page 6)

Co-operation
Selling and collecting touch one another very closely. The salesman can without injury to himself often put in a word during the sale which will be helpful in the collecting of the account when due, while the collection department can write a collection letter in such a manner as to encourage future sales.

Such co-operation is the means by which customers buy permanently; and such customers are, above all, the best advertising we have.
Merry Christmas!

It gives us great pleasure and we consider it an honored privilege to speak for all the Company in extending the Season's Greetings to everyone in the Imperial Oil Organization and to their families and friends.

We wish you all a Merry, Bountiful Christmas and a Happy, Prosperous New Year.

[Signatures]

H. K. McCann Co., Limited, Toronto