The starting point of the prospecting party whose journey is described in this issue
DURING the past year Imperial Oil Limited has sent a number of parties into Western Canada in search of indications of oil. These parties have had many and varied experiences, travelling through the country by motor cars where the roads were good, by canoe, motor boats or rafts where rivers or lakes offered the best avenues of travel, and by pack train or on foot where there were only trails or perhaps not even trails through the forests and muskegs.

One of the most recent expeditions was to explore the area stretching along the foothills of the Rockies from the Athabasca River to the Peace River, a distance by air line of two hundred miles. This trip is the subject of our story.

The area we traversed is little known. It has not been surveyed and contains only a few settlements of Cree who make their living by trapping and hunting. Even the provincial boundary line between Alberta and British Columbia has not been established throughout most of this area.

A Party of Four

Our party consisted of four men, a geologist and assistant, a cook and a packer. We had six pack horses, four riding horses and two tents. We started from Edmonton, a station on the Great Trunk, which is not a large town but which is, however, hospitably situated on the Athabasca River.

We left Edmonton early, rode about half way to the Morinville, where we camped for the night. We were a short distance from the Athabasca River, where the water was so cold that the small creek on which we camped froze to the bottom. The horses drifted with the storm and after a long search two of them were found on top of a small mountain not far away.

After this initiation into camp life, the weather was fine for some weeks during which we traversed many miles the valleys of Hay, Big and Little Bapist, Little Smoky and Simonette Rivers.

A Moose Adventure

On the Baptiste we had an interesting encounter with a moose. One day, glancing rearwards, we were startled at seeing a moose wading up the river towards us. Our first impression was to use the "thirty-two special" which we had on the saddle, but as we had no need of an assault rifle we refrained and took his picture instead.

After the moose paid a visit to our camp and stampeded our horses, one of which was last seen with its nostrils dilated and its tail up in the air going over a ridge near camp and disappearing in the woods. The packer chased the moose on horseback and when he jumped over a thirty-foot cliff into the river we decided that he was either blind or crazy.

On the Little Smoky River we ran into a forest fire which gave us an interesting view as well as a busy afternoon fighting the fire from a small boat in the river in which we took refuge.

Across the Divide

But on the Simonette we met our nemesis. With two weeks' provisions on hand we crossed the divide from the Little Smoky to the Simonette River expecting to examine its valley and part of the neighboring Big Smoky River valley before sending to town for more provisions.

The third day on the Simonette a real blizzard came up at night while we were comfortably asleep in the ground in our ten-by-twelve tent. We had not put up the smaller tent as we expected to move on in the morning. By morning the ground was covered with six inches of snow and
Four Days Snowbound

For four days we lived, cooked, ate and slept within the walls of the ten-by-twelve tent trying to keep warm by a small folding stove. But we were well fed and comfortable as compared with our horses which could not get the short grass on the flats and were wading about in a marsh biting the toes of the swag grass and paddling it out of the snow around its margin. With the delay caused by the snow, our provisions were running low so we began to look around for game. Half an hour after our packet had started up a small nearby valley, we heard three shots in quick succession. A few minutes later he returned much excited; he had shot a silver-tipped grouse.

A few days later the sun was shining, the snow was melting, and we were headed down the river away from town with bunches of meat, absolutely supplied with roast beef and visions of bear steak for supper. No roast or steak had ever tasted better.

Flooded Rivers: Treacherous

The melting snow and an occasional rain had made the Simonette fordable only with much danger and difficulty, and the valley was filled with water and there was no visible trail. Finding it difficult to get along with all of our luggage, two of us started off early one morning down the river with the understanding that the cook was to follow with a single pack horse and with provisions for three days.

We made our way by crossing and recrossing the treacherous river at favorable places, pushing our way through the brush and jumping our horses over fallen trees. By five o'clock we had made about seven miles but the cook had not showed up. As the wind was blowing cold and a night without supper and beds did not appeal to us, we started back in search of him.

The Cook's Troubles

At eight we found him in trouble with his pack horse and with his left arm out of commission. He had started out in the rain and after some time his packs had blown off and broken the pack saddle. After returning to get another he set off again.

A little farther along the pack horse which he was leading jumped into a dead tree about eight inches in diameter and knocked him over on it, hiding him from the wind and rain.

The day we crossed the divide out of the Simonette into the Muskeg valley was indeed a strenuous one. After our full day of tramping through a foot of muddy snow in a cold rain, pulling ourselves and our horses out of bogs into which we and they had fallen, wet to our waists or higher and with most of our luggage wet, we finally arrived at the bank of the Muskeg River at eighty miles.

Here we made camp in eight inches of slushy snow. After a quick supper we rolled into our beds laid on pillows of spruce boughs to hold them out of the wet. The pleasure and comfort of that night's rest was exceeded only by the comfort of a cabin in a snowless flat with a glimpse of sunshine and again several inches of snow.

At midnight we arrived at a cabin.

Our Silver-Tipped Grouse

St. Pierre and Miquelon

Canada's Little Known, But Industrious Neighbors

By Mr. H. Words, Halifax Sales Office.

To the people of Canada's mainland, St. Pierre and Miquelon are perhaps almost unknown. Not so to those of their mother country, France, to whose dinner table they contribute a not inconsiderable part of the fish supply. St. Pierre and Miquelon, two islands belonging to France, are situated ten miles off the south coast of Newfoundland. Miquelon, the larger island, is twenty-four miles long and six miles wide, the two having a combined area of ninety-one square miles. Miquelon consists of two high rocky and barren portions connected by a low neck of sand. St. Pierre is a mass of barren granite, and both are surrounded by rocks and reefs.

Under French Administration

St. Pierre island, however, is the most populated, and in the town of St. Pierre is situated the Government house which provides an administrator from France. This town is of a thoroughly French type with a wooden cathedral and administrative offices. The American terminus of the French Atlantic cable is also located there.

The islands, the last vestige of France's North American colonies, are important as a station for the French fishing fleets in Newfoundland waters. During the fishing season the islands are visited by hundreds of vessels, and thousands of fishermen, and they export annually from fifty to one thousand thousand tons of fish. They undergo many political changes until they were finally ceded to France by Great Britain in 1898.

Opposite St. Pierre town and just across the harbor is the fishing village called "Dog Island" or "Ile de Chien." Here the cod are dried, hundreds of quintals at a time, the work in connection with the drying being chiefly done by the women of the island.

Transportation Primitive

Means of transportation in St. Pierre are primitive, but the auto truck has arrived and, of course, will star. Small horses are used for hauling, and for the lighter loads the Newfoundland dog plays his part.

Until recently the storage of refined oil and gasoline in St. Pierre was confined to the town authorities, but now Imperial Oil Limited has been granted the privilege of storing oil and gasoline and a sub-station will shortly be established there in charge of a resident agent. This is the first privilege of its kind to be granted in the history of the colony. It is an interesting fact—especially to the Halifax office—that for its population, St. Pierre uses more Imperial Royalite Coal Oil than any town of similar size in Canada.

Just One Industry

For a purely fishing port, considering its size, it is probably as large as any in the North American continent. No less than 118 ships were counted in the harbor by our representative during a visit there this fall. Of these, ninety-six were fishing craft, the others chiefly for transporting the fish abroad, and by what could be seen there was plenty of cargo in stores for them, every available warehouse in the town being filled to the roof with fish. If it were not for the fish there would be little or (continued on p. 14)
A Commendable Move

Of the many organizations today striving to make the world a better place in which to live, none are doing it more efficiently than the St. John Ambulance Association. This organization is represented in all parts of the British Empire, and has active centres in connection with most of our more important schools, colleges, churches, clubs and industrial organizations.

The excellent training given by instructors under the auspices of this association has been of untold value in combating situations and places one end of the world to the other. The work of the Brigade during the war will always live in our memories, and we must see that the good work so well established and so thoroughly tried and proved is continued and spread.

Accidents will happen, however, many precautions are taken for their prevention. Even the most perfect machines have been known to occasionally "slip a cog," so we must be prepared to deal with the "human element" and have ready, at all times, the means to alleviate in the greatest measure any possible pain or injury caused thereby.

It is in this light that an Imperial Oil Local Centre of the St. John Ambulance Association has been formed at the Regina Refinery. From the outset, the great interest has been manifest in the instruction and class work and the results are more than satisfactory. The twelve men who constitute the first-class and who have all passed the final examination with flying colors, are Messrs. E. Mayfield, R. F. Cooper, W. B. Mattson, E. E. McLaughlin, C. M. Moore, E. C. Dunleith, D. Topp, H. Rees, K. McCurry, R. Campbell, J. L. Hoffman, J. Sorensen. Such a result is most encouraging and sets a fine example to future classes; but, excellent as it is, we warrant the next class will not be any poorer in their efforts to surpass it.

The officers of the new organization are: President, C. M. Moore; Vice-President, W. F. Mayfield; Secretary-Treasurer, R. F. Cooper; Executive, W. B. Mattson, E. C. McLaughlin, V. Gillespie and E. C. Dunleith.

A Daily Plant Paper

The staff at the Imperial Refinery have an arrangement with the Halifax newspapers which appears to be mutually beneficial, and which provides the employees at Dartmouth with what amounts to a daily paper for themselves. There are some clever correspondents in the Dartmouth organization and for some time they have been regular correspondents of the Halifax newspapers, and each day these papers contain up to a column of interesting news and comments from Dartmouth and the plant which the people work in. The employees are thus kept closely in touch with each other and the people of Halifax and the Maritime Provinces have an increasing knowledge and appreciation of the Company's activities in that section.

The Tally

It isn't the job we try to do. It is the job we've just begun. That's the rule of the game sheet. It's the work we have actually done.

Our credit is built upon things we do. Our value, alas, is rather small. The man who tells the biggest lies is the man who completes his work.

Good intentions never pay bills. It is easy enough to plan. To wish is the plan of the other boy. To do is the job of a MAN.

Safety First

After all, there are just two ways of doing everything; the right way; the other, the wrong. There are just two ways of doing your work; the right one, the other unsafe. We admonish to every reader the importance to the responsibility—of exercising scrupulous care and undivided attention in the work that falls to his lot. Many others may suffer the ill effects of our carelessness. If it were not for this, carelessness would bring its own punishment. Each is responsible to the safety of those with whom he works and others around.

By the same token, the careful person confers benefits not only upon himself, but upon his co-workers and the community in general. Safety is the first benefit, but health, happiness, harmony and efficiency are also of these.

The Bank of Safety pays big dividends and never falls.

We suppose that there will always be some who fail to realize the paramount duty of "Safety First" and others who through carelessness or lack of information, create situations which endanger themselves and others. It is the duty and privilege of all to instruct where mistakes have been made to enlighten the right of those in charge to use every extra means to insure the maximum safety of workers.

The "Safety First" Committee at the Halifax Refinery is accomplishing a real work in minimizing the dangers of ignorance and carelessness and through educating in the importance of their work. There are many people who, through lack of knowledge or foresight, are placing our men in the position of making unwise decisions and thereby placing us in the wrong position.

"You are our real assets." So the Refinery says to every employee. It is a better statement than any other, and the employees should be sure that the employer's faith in the future of the company is not defeated by the carelessness of its employees.

Selling "Service"

Opportunities of Selling Service Station Attendants

By Mr. M. A. McDowell, VANCOUVER, B.C.

T is the consistent endeavor of our marketing department to take care of the consumer in every locality. Throughout Canada, tank-stations have been established for the convenience of the farmer and rural customers, and in the larger cities of the Dominion, we are now getting into direct touch with the motorist and truck owner through the medium of Imperial Service Stations. It must be our aim to make Imperial Service the by-word of every car and truck owner in the Dominion.

And how are we to achieve this end? Simply by giving every customer, not only the Imperial Premium Gasoline or Imperial Polarine for which they ask, but a distinct impression that their call is appreciated and that it is a pleasure to supply them.

Our Service Stations

Imperial Service Stations are, without a doubt, the best-equipped, most commodious and the prettiest on the whole continent. Thing everything that has involved a heavy expenditure and the existence of car owners justifies by a sufficiently heavy volume of business. It is of vital importance, therefore, that attendants be not only courteous, obliging and polite to our patrons, but that they familiarize themselves thoroughly with every line of equipment.

The buying of a motor car is a big event in the lives of most people, and there are many things about the running of a car upon which car-owners are always open to get better and more up-to-date information. Among these points are at least two that concern us—Filling-station and power—and here is exactly where Imperial Service begins.

Enthusiastic Service

The selection of the sites for Imperial Service Stations has always received careful attention. They will be found on the busiest corners and in the best localities possible. As we said before, they lack nothing in the matter of up-to-date equipment. The success of any station will be in exact proportion to the knowledge that attendants of the Imperial products they sell, the enthusiasm they display in giving service and selling our products; and the tact with which they handle patrons.

Our stations bring us into direct touch with a very large percentage of the public. We have it in our hands to make them, not only boosters for Imperial products, but, for Imperial Service, too. Sell "Service!"
THE IMPERIAL OIL REVIEW

Imperial Oil Limited at Moose Jaw

By Mr. H. D. Tisdale, Agent, Moose Jaw

Our Staff at Moose Jaw Plant

Look Who's Here! The Imperial Old family at little old Moose Jaw. Have you heard of Moose Jaw? Why, it is situated in the very midst of the richest wheat-growing country in the world. The neighboring farmers generally take most of the prairies for the best wheat in the world. The producers of the crop are usually the most successful. Do you know the name of the county? It's called Moose Jaw. Have you heard of the Maple Leafs? Well, if you haven't, it's the most popular brand of hockey team in Canada. What's the best way to support your local team? It's to join the Maple Leafs Society, which was established in 1912 to promote the sport and support the players. The Maple Leafs have a long history of success, winning the Stanley Cup a record 13 times. The Maple Leafs Society is a great way to show your support and be a part of the team's tradition. For more information, visit the Maple Leafs Society website at mapleleafsociety.com.

The Pressure Still Plant at Sarnia

By Mr. T. M. Hoffman, Sarnia

The Imperial Social Club The Ottawa stuff tell us that they were very much surprised to hear through recent issues of The Review to find that nearly every large office of the company had a social club, with the exception of Ottawa. They immediately got together and decided that the Capital City must also be on the list and a general meeting was called in February at which a unanimous vote, a club was formed under the name of "Imperial Social Club." Two meetings will be held each month, one a business meeting and the other a social evening. Committees were formed for various purposes and the leading officers of the club are: Hon. President, Mr. A. G. Greenfield; President, Mr. E. R. Onn; Vice-President, Mr. T. Samuels; Secretary, Mr. C. C. Onn; Corresponding Secretary, Mr. F. Reynolds; Treasurer, Mr. A. Evans.

Power Electric Generators In connection with the pump house, which contains the pumping equipment for transferring the products from the pressure still plant to the main plant, is a room which contains two steam-driven electric power generators which furnish light when the Hydro is not in use; also two air compressors, one steam-driven and the other electrically-driven. There are forty pressure stills, ten of which are of the shell type constructed in 1914 and are no longer in use. The other thirty-six are of the tube type and are all in operation. Ten of these were built in 1892, ten in 1909, and ten in 1917.

Gasoline From Steam Stills

The pressure still distillate from these stills is treated at the continuous treating plant and finished for motor gasoline in the two steam stills, all of which are located at this plant. There are also four 10,000-barrel tower crude stills.

The Imperial Social Club at Ottawa

The Ottawa Social Club is located at 150 Wellington Street, Ottawa. The club is open to all members of the Imperial Oil Limited family and their guests. The club features a library, a game room, and a gymnasium. The club also hosts various social events throughout the year, including dances, picnics, and sports events. The club is a great place to meet new people and enjoy the company of old friends.

Bowling At Toronto

A very successful bowling season was brought to a close on Friday evening, March 10, 1920, when the seven teams comprising the Imperial Oil Limited Bowling League at Toronto, batted for the different positions and prizes. The teams finished in the following places: 1. Imperial; 2. Royals; 3. Isles; 4. Penguins; 5. Perfections; 6. Petrels; 7. Polarines, respectively. The tie score of $14.50 was awarded in prizes. Each and everybody taking part in the finals received a prize.

Imperial Oil Limited has had to expand. In 1912 we had only one small refinery in which was stored all the lubricating oils and greases and all package goods commonly stored in warehouse. The tankage consisted of two kerosene tanks of 250,000 gallons capacity each, and one gasoline tank of the same size, also one double compartment lubricating oil tank. A small gasoline engine pumped the oil from the tank cars to the tanks. Numerous smaller buildings were scattered around the yard, where there was a large topping plant, and in the days when wooden barrels were popular, a regular cooper was employed to work this part of the business. The agent, who, at that time, was Mr. A. W. Tuttellier, this same agent served in capacities from a salesman down to a barrel cooper, and had his office in an upstairs building, the Russell Block.

Greater Increasing Demand The staff consisted of but four men - agent, office clerk, warehouseman and teamster, and with this number of helpers Imperial Oil Limited endeavored to serve Moose Jaw and district with oil and oil products. The

Part of the Moose Jaw Plant - Pump House, Tankage and Yard in Rear.

(Continued on page 10.)
Imperial Oil Limited at Moose Jaw

(Continued from page 8.)

The demand, however, was ever increasing; so much so, that the warehousing was not having enough stock, which was scattered all over the adjacent properties. To solve this problem, Imperial Oil Limited put up more buildings and considerably increased the general equipment.

Our second illustration shows the 40 x 60 two-storey addition that was added to the old warehouse. A brick boiler house was also built and a 25 kw boiler was installed. This boiler heats the warehouse and furnishes steam to clean barrels.

In this same building there is a pump room, where we have two refined oil rotary pumps and two lubricating pumps. This is very up-to-date equipment and gives us a lot of comfort in its use.

The motor is also installed in this building, for our pumps are propelled by electric power. Also, in this room the power is continued to our new warehouse to operate the elevator, which is a great convenience.

There has also been added one 5,000-gallon gasoline tank, two lubricating tanks for the storage of Imperial Polarine and our facilities for bulk storage of lubricating oil will be further extended in the near future.

Motor Delivery Equipment

Last year motor equipment was provided in the form of one international 2-ton truck and one international tank truck of 2,000-gallons capacity. The development of the compers tank-wagon service has been so rapid, however, that this equipment is to be increased this year by one White tank truck of 8,000-gallons capacity.

Four more additional lots, to the west of our plant, were secured last year, so that now our property has a total area of 37,000 sq ft. On this additional property, a new tank farm mentioned above, and also a fine brick garage for our increasing fleet of cars.

Our present staff consists of stenographer, office clerk, warehouse foreman, assistant warehouse foreman, two warehouse laborers, teamster, tank truck driver, truck driver and agent, and this will be added to as our further equipment arrives.

Bright Prospects

With the closest cooperation we are endeavoring to make this the biggest and best year our Company has ever had in Moose Jaw. Just here let us mention our general warehouse foreman, Mr. C. Simpson, who deserves special credit for the trim and tidy manner in which he keeps his warehouse.

We are all boosters for Imperial products and Mr. Simpson has voiced the sentiments of all our Moose Jaw staff, when he says we are glad to belong to the great "Imperial Family."

We can hardly close this article without telling you a motto for this year. "Sell more Imperial Polarine."

One district manager this year is putting on a contest for his division, and Moose Jaw is after first place. See us win.

St. Pierre and Miquelon

(Continued from page 3.)

no population on these islands, as the inhabitants have to look to the outer world for every commodity they use, even to kindling wood.

The French Government is spending large sums of money in an effort to increase the catch, and incidentally to add to the prosperity of the colony. Contracts have been awarded, so far aggregating forty million dollars, to cover the erection of a large cold storage plant and the building of additional wharves.

Government Enterprise

At present practically the entire catch is cured and exported to France. Fish is the only export; fish is cured, usually by cod, or as the French call it "more." When the installation of the cold storage plant is complete, the fishermen will then be able to dispose of their catch fresh, or may sell to the merchants as preserved.

It is understood that the French Government intends to send out a number of trawlers in connection with the cold storage development, many of which will burn fuel oil.

French engineers have lately visited St. Pierre with plans for changing and remodelling the harbor. These plans are very elaborate, and if brought into effect, will change completely the contour of the harbor.

Imperial Service

Something better in the line of (Continued on page 11.)
Stop Those Leaks

Drip, drip, drip. One drop every second, sixty drops a minute. Small? Well, the drip and all but the total waste at this rate amounts to 64 gallons in a month. It seems hardly credible, does it? Yet it is a fact. It shows a clear loss of $13.66 at present Toronto prices.

Now study the table for a few moments and note what happens if the stream is increased. Two drops per second does not mean twice the first waste because with a wider opening each drip is bigger. At this rate the loss would be equal to two barrels a month, representing a money value of over $4500.

Larger leaks, while relatively small in themselves, soon mount up to very considerable quantities and we do not need to go to the end of the table to be convinced of the moral of the story.

Stop those leaks! Pay careful attention to the taps on tank wagons and other containers. Turn them off promptly after use. Avoid spillage and spilling over.

If you find you cannot stop the leakage, make careful search for the seat of the trouble; look at the joints, examine the washer and thread. Finally, report any defect that you find to the proper person so that it may be remedied without delay.

In short, observe with scrupulous care the rules laid down for your guidance in this connection. Remember that the Company's prosperity has a direct bearing on your prosperity. "Waste not, want not!"

Appointments

After several months' illness, Mr. Paul August has resumed duty, and has been appointed special agent in Brandon where a big increase in business is expected.

Before leaving Winnipeg for Brandon, Mr. J. A. Boyd, on behalf of the Winnipeg staff, presented Mr. August with a gold watch and expressed the wish of all for a speedy return to complete health.

Mr. D. S. L. Patterson has been officially appointed assistant to Mr. J. A. Boyd at Winnipeg. For four years, Mr. Patterson has been on the sales force in the West and while during the past few months has been Acting Assistant Manager.

The Magnesite Industry in Canada

A Little-Known Industry Which Uses Imperial Products

By NAOMAN INX C. SIMPSON, MONTREAL BRANCH

The deposits of magnesite referred to in Quebec are being worked by the North American Magnesite Company of Montreal.

The above information and the boon of the picture from which our illustration is taken was given through the courtesy of Mr. G. Bousor, manager of that company, and it is very interesting and gratifying to us to receive his assurance that Imperial Oil products are used exclusively in their plant, are giving every satisfaction.

New Montreal Agent

Our congratulations to Mr. E. R. McNichols who has been appointed Imperial Oil agent for the city of Montreal.

Mr. McNichols entered the service of the Company in January, 1900, as a clerk. In 1903 he went on the sales force and has proved one of our most popular salesman in that district. He is well known and equally well liked among both the English and French-speaking people, and as an old Montreal boy, the city salesmen are specially pleased at his promotion. Our correspondent claims that though it is difficult to say whether "Mac" is Scotch or French, there is no doubt that he is "Imperial Oil" all through.
Among the Foothills of the Rockies
(Continued from page 4)

We were fortunate in being able to hire a breed which had crossed the Smoky many times and he knew just how many logs were required to make a raft to hold the outfit, just where to start in order to be able to land at a favorable place, and how hard it was necessary to work to make the desired landing.

Our greatest trouble was in making our horses swim across. Some of them were city-bred horses and not accustomed to swimming. We crossed on the raft without even getting our feet wet, although the crossing was not without some thrills.

An Indian "Tea Dance"

The night after the crossing we camped at the mouth of Sheep Creek and our cook and packer who were both brothers entertained us at a "tea dance" at a neighboring settlement of Indians. An Indian "tea dance" is held in the evening around a big pot of strong black tea which is served without cream or sugar.

Our journey from the Smoky to Grande Prairie was without incident of particular note, although we forded one big river, the Pocophone, and rafted the Wapiti.

We did not realize until we arrived in the settled part of the Grande Prairie that we had made this entire journey of three months and had seen only three white men and more than a dozen people in all during that time.

Correction

We are hastening to correct an error in the last issue of The Review. Through a typographical error number 4 on the Imperial Honor Roll was given as G. Boyle. Mr. Boyle is foreman at the Hamilton plant and has a record of thirty years of service. We trust Mr. Boyle will accept our apologies.

Rattling the Smoky

The Smoky River near the mouth of Sheep Creek is an overgrown mountain torrent. It flows through a steep gorge in the mountains with many small islands and projecting rocks to obstruct its course.

Imperial Service Honor Roll

In calling the attention of readers to a portion of the "Honor Roll" page, we are reminded that the list and portrait gallery in our possession is far from complete. The request for photographs and particulars has been sent out to Superintendents and District Managers and they in turn have appealed to all and sundry to help compile a true record. We believe there are several instances where long service employees have failed to respond.

In the hopes of securing your cooperation, this Review now makes a general appeal to readers to at least see that we have your name and photograph if you have passed the ten-year mark. It is false modesty to hang back. Please see your head of department to-day and tell him you are eligible for the Honor Roll. We will return all communications as soon as used. Do it now. Thanks!

St. Pierre and Miquelon
(Continued from page 10)

The transportation to the islands is scheduled for the future. At present the regular steamer plying between Halifax, North Sydney and St. Pierre is always loaded to capacity. During last year the problem of obtaining sufficient space for Imperial Petro Oil and Imperial Petroleum has been met, but organization and transportation problems are now in a fair measure solved and arrangements are complete for supplying the inhabitants with all the Imperial products they need.
Knowledge Brings Success

The only sure way to succeed in any undertaking is to know your work; to know it better than anyone else.

All energetic, ambitious, progressive people desire success. We all want to be useful members of society; to earn our full share of the wealth we help to produce; but too many of us forget that the surest means to accomplish all this is knowledge—knowing how to do things right the first time.

Thorough knowledge gives an advantage from the very start. If men would only spend a tithe of the energy, time and money in securing knowledge that they spend in searching for "easy money," the world and everybody in it would be far richer—richer in dollars and cents, richer in health, happiness and ability.

Never be content with merely doing your work—know it. Know all about it. It is the man who knows his work that is chosen for the higher position. It is recognized that what you have accomplished in one place, you stand an excellent chance of repeating in another.