**J O I N T C O U N C I L S**

**Oil Limited**

Elected and Selected Representatives for the year 1920

**MANUFACTURING DEPARTMENT**

**ELECTED DELEGATES**

<table>
<thead>
<tr>
<th>Sarnia Refinery</th>
<th>Halifax Refinery</th>
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<tbody>
<tr>
<td>R. Leplae</td>
<td>C. R. Leaver</td>
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<tr>
<td>J. McDougall</td>
<td>E. C. M. Hunter</td>
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<td>J. E. B. King</td>
<td>Z. T. Miller</td>
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<tr>
<td>E. A. W. Aspinall</td>
<td>M. B. Green</td>
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**SELECTED DELEGATES**

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<th>Sarnia Refinery</th>
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<tr>
<td>R. Frazer</td>
<td>O. E. Sutton</td>
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<td>J. McCarthy</td>
<td>S. M. McCann</td>
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<tr>
<td>D. J. Spencer</td>
<td>R. McColl</td>
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<tr>
<td>O. Tolliason</td>
<td>R. Kenny</td>
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<tr>
<td>T. W. Cramton</td>
<td>C. V. Hamburghs</td>
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<td>J. R. Wright</td>
<td>T. B. Gilchrist</td>
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<tr>
<td>E. J. Sternman</td>
<td>J. E. S. Carlow</td>
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<tr>
<td>J. L. Finley</td>
<td>J. E. Ward</td>
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**Regina Refinery**

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<td>M. Downey</td>
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<td>J. Turner</td>
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<td>W. Holmes</td>
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<tr>
<td>Thomas Smith</td>
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<tr>
<td>B. W. Mathers</td>
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<tr>
<td>D. DeS. Rogers</td>
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<tr>
<td>W. Thomas</td>
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<td>W. Wiselton</td>
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**Lethbridge Refinery**

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<td>W. M. Joling</td>
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<td>E. C. Hutchinson</td>
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<td>J. F. Fraser</td>
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<td>F. G. Coues</td>
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<tr>
<td>A. Hart</td>
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<tr>
<td>D. DeNude</td>
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<tr>
<td>D. M. Allen (Chairman)</td>
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**Montreal East Refinery**

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<td>C. Alessin</td>
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**MARKETING DIVISIONS**

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<tr>
<td>Calgary</td>
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<td>R. C. Mulligan</td>
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<tr>
<td>Robt. Kingsland</td>
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<tr>
<td>E. Braggins</td>
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<tr>
<td>Toronto (Princess St.)</td>
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<tr>
<td>P. F. McCann</td>
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<tr>
<td>F. W. Whitney</td>
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<tr>
<td>J. W. Hepler</td>
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<tr>
<td>H. M. McDowell</td>
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<tr>
<td>Imperial Oil Limited</td>
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<tr>
<td>M. A. McDowell</td>
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<td>M. Huggins</td>
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**ANNUITIES AND BENEFITS COMMITTEE**

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<thead>
<tr>
<th>Toronto</th>
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<tr>
<td>G. A. Prior</td>
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<td>E. H. Trefail</td>
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<tr>
<td>W. R. Forsten</td>
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<td>B. M. Webster</td>
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**Vancouver**

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**Imperial Oil Limited**

**“Liquid Gold”**

How Oil Booms are Started and Followed Up

By M. C. George Sheppard, Geologist, Edmonton, Alberta.

Our attention was first called to it while travelling on the Transcontinental from Montreal to Vancouver.

"We understand that oil has been discovered in the Province of Canadas. Although details are at present very meagre, it is said that a farmer near a lake of oil appearing on the surface of the water in his well every morning. He secured a sample of this oil and forwarded the same to Apekana for analysis which proved that the oil was really genuine."

This was our first knowledge of the affair and we read it with that feeling of casual disinterest in which all always follows the perusal of such information.

At the next station, however, a local paper had a large, black headline stretched across the title sheet proclaiming to the world at large the following: "OIL DISCOVERED IN CANADIAN S."

"OIL LEAKED INTO TWO FOUNTAINS."" A large portion of the precious liquid arrived in Apekana.

"Oil" is a word that, if true, may have wide-reaching consequences. In the case of the two fountains, the discovery of small seeps which had been utilized by old timers for obtaining water.

A recent announcement was made that a group of prominent Apekana gentlemen had "proceeded to the south" in an effort to find at least some evidences of the ground or, as they say, in the water.

In general terms, they made their trip of forty miles in an effort to secure the temperature was well below zero. Arriving there, however, they found that the water was higher in the well and each time it yielded a copious supply of "a dark-coloured, evil-smelling, oily liquid." This was hurriedly analyzed (even if such obvious material needed quantitative analysis and the resulting report declared it to be a "pure variety of crude petroleum.

Curiously enough, nobody appeared to have noticed the existence of this town, the merits of which now filled column after column of the newspapers in the American continent. We all know, and some of us in our sorrow, what oil booms were, and have heard what remarkable psychological effects such incidents had upon the human intellect. We thought of homes being sold to purchase oil shares, long queues in the main street, dozens and dozens of companies formed in the twinkling of an eye, antiques pictured on maps in the windows and the thousand and one other things that happen at such times—the inevitable result being disappointment, an aching mental and financial void, and a firm resolution never to be induced to invest in oil again.

"A Strike"

But here it was again, and this time in a more tangible form. "Seven buckets of dark colored, evil-smelling, oily liquid," and from one well only, that was the whole point.

Previously, oil excitement had been started by the discovery of small seeps which had been utilized by old timers for obtaining water. This change was furthered by the smell of oil as a result of a nearby gas-pump.

The next morning we made a survey of the town and found two blocks north of the Post Office, was the Land Titles Office, and here it was that we found the first sign of trouble. We rubbed our eyes. It is London in 1929, awaiting distribution of meat from the butcher's shop, when we were awaiting their turn to file leases. According to the regulations of a person could secure the oil rights on a quarter section for 45 dollars and these patients were there for that specific purpose.

"The temperature was 15 below, a cruel, north-easterly blast swept (Continued on page 132.)"
Development of The Pas
Work and Play in the Far North Country
By A. R. Smyth, Assistant Manager, Saskatchewan.

C ANADA'S development during recent years has been phenomenal. Even the depressing effects of war did not stop this development, which has in reality, just commenced. Repeated discoveries of minerals and other resources have stimulated the people to thoroughly investigate the great regions as yet practically unknown. New fields under-developed bold the same allurement to-day as did the New World to the conquerors and explorers of olden days.

The Pas Country

Among the newer fields to receive considerable attention is the great area which lies north of The Pas, Manitoba, and south of the Hudson Bay. The Hudson Bay Co. has traded in this district for the past two and a half centuries, during which time they have practically had its riches to themselves. Due to the fact that this company has been trading rather than colonizing, the real wealth of this great Northland has remained practically unknown.

The Pas, the capital of this great district, is the meeting point of the Great Northern and Canadian Northern railways, and of the Saskatchewan River, where the Paschat empties into its waters. The location is ideal, being at the junction of railway and water communication. It is an enterprising town of about 2,000 population, and boasts electric lights, water and all modern conveniences.

A CAMP ON THE GREAT RAPIDS

Being the northern terminus of the Canadian National Railway, and the southern terminus of the Hudson Bay Railway, it receives full benefit of all future development work in this district.

The Lumber Industry

Lumbering is at present the largest industry. The Pas Lumber Company has a mill with a daily capacity of half a million feet, located on the Saskatchewan. The logs are cut in the great timber belts in the Pas Mountains and in the Carrot River Valley, some ninety miles west. There is possibly not a more ideal lumbering district in Canada than exists here. Logs cut during the winter are placed in the

THE MANDY MINE

Continued on page 24.

PETROLEUM

Its Transportation and Storage
By R. F. Osmen, Chief Chemist, Halflax Refinery.

FORWARD:—This is the second of an instructive series of articles on the subject of petroleum. Every number of Imperial Oil Limited should study these articles carefully, as they are full of information on every phase of petroleum production.

Transportation

In selecting the site for a refinery, the most important consideration is the marketing of the finished product. For this reason the largest refineries are located either near large cities, or where it is possible to distribute its products economically. These plants are supplied with crude oil brought in some cases thousands of miles, so that the transportation of petroleum has become an important problem.

Tank Cars

There are three methods of bringing crude to the refineries, in common use at present. The first and most costly is by tank cars. Over 60,000 of these cars are in use in the United States and Canada. They are used in transporting all sorts of liquids, not only crude petroleum, but many of the finished products of the refineries as well. Specially constructed cars are designed for carrying acids, asphalt, coal-tar products and such wood derivatives as turpentine, resin oils and others.

The oil refiners, however, use the larger part of the total number of cars in the work of distributing the finished products, in their business. Tank cars are used for carrying crude oil only where one of the other methods to be described later are not economical or possible.

Boats

The next method of transportation is by boats. These are more economical than tank cars, but of course are limited to those sources of supply which are located near the water and to refineries with similar location.

There are a large number of these boats or "tankers" as they are called, engaged in carrying crude oil, and as in the case of tank cars we find that many tankers carry gasoline, kerosene or lubricating oils in the regular system of distribution, the latter being manufactured for large shipments in bulk.

The carrying capacity of tankers ranges from 12,000 cans to over 100,000 barrels. Two tankers are now on order under construction which will have a capacity of 140,000 barrels each. These boats are each a series of floating tanks fitted with pumps, boilers and other apparatus to facilitate the loading and unloading of the cargo.

There is present a great shortage of tankers which is felt especially by those refineries which are entirely dependent on this method of transporting crude oil. To remedy this condition many tankers are now under construction, and will continue to be built at an increased rate as the volume of business demands.

Pipe Line

The last and cheapest method of transportation is by pipe line. This method has been in use for over fifty years, and has grown so that there are now over 35,000 miles of pipe line in use in the United States. These lines are used, with a few exceptions, exclusively for crude petroleum. They consist of a pipe of from four to twelve inches in diameter laid near the surface of the ground, and the oil is forced through by pumps placed at intervals along the line.

Pipe lines have two distinct advantages over the other methods of transporting petroleum. First, they insure a constant supply of crude oil. Second, once built, the oil can be handled at a very low cost, as carrying oil by pipe line costs only about one-tenth as much as by tank cars.

However, pipe lines are also limited as to their usefulness, for there are two important questions to be considered before a pipe line can be constructed.

First, will there be a constant supply of oil sufficient to justify the initial investment? Secondly, what is the site size of the country? If the supply of crude oil is so small that all of its production could be pumped in two hours a day, it would be cheaper to use tank cars. Again if the field under consideration produced 100,000 barrels a day for six months, and then failed entirely, the parties putting in the line would never realize on his investment.

For these and similar reasons the usual practice is to build a field if it has reached a steady or "settled" production before putting in a pipe line of any great distance. Answering the second question, there must be a reserve on hand, and in storage, sufficient to handle and use the oil carried by the pipe line.

All these considerations and many others, govern the method used in transporting crude petroleum from the wells to the refineries.

Storage

In only a few cases is it possible for the refiner to use crude oil as soon as it is received or for the oil to be taken away directly from the well producing it. This necessitates some method of storing petroleum for varying periods.

Continued on page 15.
Protecting Your Interest
Imperial Quality and Imperial Service are made known to the Public Through Advertising

The greatest work ever accomplished, the greatest deed ever performed, the greatest service ever rendered, are great only when the world recognizes them. The extent of their greatness is determined directly by publicity. Advertising is the medium through which greatness asserts itself, and advertising is the medium through which Imperial Service is being recognized.

Imperial Service
Imperial Service and what it represents is well known to the employees and members of Imperial Oil Limited. We know how we are rendering that service to the public and to Canada every day. In innumerable ways we strive continually to raise the standard of that service. From time to time we have published stories of conspicuous services rendered by our employees, but the number of instances in which our employees are giving their very best every day would fill volumes and volumes of print.

It is to show the world at large that such service is being rendered, that advertising comes into being, to show that Imperial quality and Imperial Service walk hand in hand to give increased efficiency of Canadian power.

Imperial Quality
Before offering our products to the public we make sure that the quality is of the best and that it is uniform throughout. Every conceivable device or discovery known to science and invention is being utilized to maintain that quality.

Every one of our long line of products is given special attention and every one tested to the highest possible standard. If there were any higher standards in existence we would have them, for no other organization has greater facilities for reaching those standards than we. Thus it is that advertising comes again into play. It teaches the public that this high standard of quality and uniformity is easy. They learn to look for our trade-mark as a standard to guide them, for through the power of the printed page they have learned the reasons why our trade-mark represents such standards.

Education
Our advertising campaign is really a campaign of education. It teaches "Correct Lubrication" which is the only efficient lubrication to be had. It teaches the meaning of Imperial quality and Imperial Service. It instructs the motorist on what to do and what not to do and assists in the solution of one of his most difficult problems—lubrication.

In many instances, mechanical defects are the direct cause of difficulties, and here it is that Imperial Service comes to the rescue. Our engineers correct the mechanical defects and assist in many other ways to make the "wheels go round" satisfactorily.

Delivering the Goods
Imperial Service Goes On Night and Day in All Kinds of Weather
By Mr. William Hop, Salesman, Vancouver

The experience of the salesman is varied. He is a life full of little trials and tribulations but rich in the pleasure of accomplishment. While thinking along these lines, an experience of ours came to mind and it will determine to tell a story as yet untold.

The cause of it all was the possession of only a thirty-hour supply of fuel oil, with the oil tankers full forty-eight hours away. This was the state of affairs at the Powell River paper mill, Powell River, B.C.

At half past eight on a cold January morning, 1919, a telegram reached our office requesting that we try to meet the emergency with oil from our barge. The motorist had taken sick and we were called upon to fill the breach. With a hurried load and rush for the passenger boat, we left for Powell River at nine a.m.

Cold Work
Our apparent endeavor to help the officials of the paper mill ward off a shut-down of their plant, pleased them very much, since they immediately set their men to work preparing necessary pipe fittings to accommodate the four-inch hose connection of the sows. The tanks were then gauged and we settled down to the innumerable wait until the large arrived.

Picture, if you can, the perfect blackness of a January morning, 3 a.m., with the thermometer hovering somewhere around zero and the tide at the extreme low of the year. Rather clammy down there on the large with nothing but a pocket flashlight to brighten up a scene consisting chiefly of water, a forest of piles under the wharf, the sleeping town and the dark shore line. The damp, the cold, and the gloom of an all-night vigil conspired to make the whole affair an adventure, indeed.

Difficulties
The hose connection between the large and the wharf was quickly made, but imagine our chagrin when upon throwing the switch to light up the interior of the engine room, all remained black. The storage battery had been removed for recharging. The lighting problem was now solved by a pocket flashlight, and the ignition of the engine was solved eventually by a dozen discarded dry cells. These connected in series-multile they did the work. Four cells in good condition connected in series would have given the engine the initial explosions until the magneto could be thrown in. However, lacking the four good cells, we just twelve discarded ones to work, and the engine set to its task in a business-like manner.

A thirty-five horse power stationary gasoline engine is a big affair. Handling a machine like this in the semi-darkness when one is comparatively unfamiliar with the machine, gives one the feeling that the machine is made up only of moving parts. Valves, cams, flywheels and chains seem present in almost spooky numbers, while the oil regulating valves seem to be stuck into the most inaccessible places. Even with the engine running and the oils working properly, our

(Continued on page 18.)
Three Strikes---You're Out!
Sarnia and Toronto Imperial Baseball Teams Fight Twelve Innings to a Draw

By W. G. Camp, Traffic Department, Toronto.

COME on, Bill, says the love of Mike, get a hit. Honest Bill, he hasn't got nothing, nothing tall. He's just puttin' er straight over. Man! Get a hit!

That was the cry from all sides during the baseball game between the Sarnia and Toronto Imperial Baseball Clubs at the Island Stadium, Saturday afternoon, July.

The Champions

The Sarnia champions having conquered everything within reach in their own territory, decided to fare forth into larger fields, and like champions of old, find new worlds to conquer.

They were of the conquering kind was quite evident, for never has there been held a faster or more hotly contested game than this one. The Sarnia bunch had all the earmarks of success. They had tremendous confidence, a list of victories to their credit, and as far a team of baseball as can be found in amateur baseball anywhere. It was small wonder then, that victory seemed within easy grasp when they proceeded to the Island to meet the Toronto boys.

"Smokey" Joe Allan of Sarnia and McKay of Toronto.

These two boys were equally matched, and like the score itself, their battle too, was a perfect draw. McKay struck out 20 men, while "Smokey" struck out 19. McKay allowed seven safe hits and walked two, while Allan allowed 8 hits, with 9 free tickets to first.

This tells the whole story. We doubt if an equal record of strikeouts can be found anywhere in the annals of baseball. It was a joy to see these two men work. Fans and players alike joined in their entreaties for somebody to get a hit, but to no avail.

The small number of hits necessarily reduced the opportunities for brilliant fielding, but everything considered, the fielding was good and snappy, very few errors being made.

Snappy Work

The finest piece of fielding made during the game must be credited to second baseman Gichrist of Sarnia, when he eluded the air and pulled down a hot one from Locsin's bat. It (Continued on page 13.)

"All Together---Pull!"
Second Annual Picnic of Imperial Employees

By B. G. Wood, Halifax, N.S.

BEAUTIFUL, weather, spirited contests, good races, splendid prizes and everyone helping over with fun, sums up in a few words the second annual picnic of the employees of Imperial Oil Limited at Halifax.

Owing to the long list of events and in order to give everyone a whole day of play, the picnic this year began in the morning. The committee of the grounds started for McNab's Island early as 8 30 a.m., with all the paraphernalia required to carry out the events in a successful finish.

Not far behind them was our genial superintendent and his wife, and soon everything was in readiness to "turn er loose." The children's races were on by eleven, after which, just before dinner, the prizes were presented to the children by Mrs. Allen.

There were in all twelve races for the children under sixteen years of age, with four prices for each race.

The Big Events

After dinner the real events took place. The most interesting of which were the tags of war. The Boy Scouts had two teams playing for the honors, which proved a very spirited contest with much "coasting" on both sides.

The biggest competition, however, was the tug-of-war for the big silver cup. This cup is a permanent trophy to be competed for annually and was donated to the L.A.A.A. picnic by Henry Bricks & Son.

"The first contest for the big cup took place between the maroons and the carpenters, the latter winning after a few minutes of heart-breaking pull. Then the labourers and pipe fitters dug in with a will for the labourers. The fat men had a try with the ironworkers, but proved to be too light for the iron men.

Later, the process men pulled the ironworkers and won, while the carpenters won the semi-finals over the labourers.

After supper the process men and the carpenters pulled for the finals. Again the carpenters proved the stronger, and won the much coveted trophy.

The married ladies and single girls also had a spirited pull for a nice cup donated by Wm. Robertson, which, like the silver cup, is to be competed for each year. This year the married women won.

In all, there were thirty-nine events, each one having many competitors, some of the races having as many as three heats. The prizes were numerous and everybody satisfied.

The picnic came to a successful conclusion about 9 o'clock when all journeyed homeward, tired but happy.

Fine Co-operation

Lack of space prevents us from publishing all the names of the men and women who gave their whole-hearted efforts to make the picnic a success. We are sure that never before has there been a more smoothly managed picnic in Canada.

It was a big job, but some people are willing to do all they can to create a good social atmosphere among our (Continued on page 11.)
The Power to Laugh
The greatest accomplishment in the world is the power to laugh. A happy, unchekked laugh is the "open season" to every heart—the key to success and happiness. When you're feeling particularly "blue" and things don't seem to "fit in anywhere", a fellow with a good joke and a rollicking laugh will pick you out of it and make you feel one hundred percent better. Did you ever have a happy-go-lucky chap slap you on the shoulder and tell you to "straighten up and fly right into your heart?"
That jolly attitude towards life, that cheery smile, that "we should worry" tons of the head makes you feel that you are worthwhile. It's contagious. You can't resist his happy, effervescent spirit than you can fly. Is it possible, good fellow laughs his way right up to anything he wants, and everyone wants to be his friend? Look out for him, or you'll wind up a lot of help for our friends and neighbors. Each one of us relies upon the other's sense of humor to live up to his agreement—to do his full share of the day's work. Let us endeavor to be on time every morning, and let us laugh by the laughs that spring up in sympathy.

Laugh and the world laughs with you.
"Liquid Gold"

(Continued from page 3) across the bleak countryside, the game was often twenty feet distant of nearly a quarter of a mile. All had their faces set with a firm determination to secure a fortification of practically nothing, and many were seen to clout rolls of bails in already cumbered lists.

Apparently this kind of thing had been going on for days. Already 60,000 acres had been filed upon, and it looked very much as though the whole of the Province would be similarly disposed of in a few more days.

Naturaly the only topic of conversation had some bearing upon the virtues and vices of oil, and it was put with a heavy heart that we left the patient quest.

On our way to the hotel, a bunch of excited faces at the window of the lively barn office attracted our attention, and, as it was necessary to restore our circulation somewhat, we entered.

The small office (not distant) was packed with humanity of the noble type, each of which was trying to outdo the neighbor in putting forward theories on oil and its production.

An Oil Fever

In the midst of a strong odor of horses, tobacco (both of the smoking and chewing variety), and a medicine, an old grey-haired gentleman finally succeeded in getting the floor.

"Say, fellers," he said, "this oil proposition is all right but my opinion is this, if we do get oil then I say that we, the inhabitants of Breston, should have the first chance of making the money. Now, these here Apkutana chaps, business fellers and financiers want us to put our money into their company; but what I say is, why not make a concern of our own, so we can get all the proceeds."

A thunderous applause greeted these words of wisdom, whereupon we slipped out and made our way to the hotel. Here, the lobby was filled with groups of men, in isolated two and three, who spoke in undertones punctuated with more or less succesful shots at the cupboards, and cast sus-}

picious glances at any adventurer who had the temerity to enter.

The street was Marked, the big hauserjack, was holding the floor, and his audience consisted of three men, all prominent tradespeople of the town.

"My opinion is this," he said, "oil must be found in Canada somewhere (the hardware-store man nodded his head vigorously). "I've been in this game 30 years and I have a hunch that this here is the very place. It's my belief we shall get all kinds of oil out of about 300 feet, and the well will be a gusher."

Nobody dared to question the authority of Angus or to cast any doubt whatever on the validity of his argument, for didn't he have imperious ability in the manner of getting things and selling lumber! They knew what we meant to do to get this company of our going now. We'll call a meeting and ask everybody to put up as many dollars as they are able to raise."

"If we get 60,000 dollars promised we can appoint the secretary and get on with the drilling." The audience were favorably impressed. The meeting was held that evening and the company was floated in great shape.

Anton was the Chairman of the Breston Associated Oil Production and Refining Company, and from that time forth was the greatest authority on oil in the province.

Every Dog Has His Day

"Creatures thirst upon him," did not apply his powers of organization. In due course all preparations were made, and negotiations were carried out for the purchase of the necessary casing, derricks, tools, boiler, cable and other impediments of the drills' trade.

As for the location, the simplest thing was to erect the rig on the now abandoned ranch of one James Harris, where the original discovery was made and where Angus had already "blanked" the water section.

In the course of a few days the real hero of the province appeared—the owner of the historic well. He had braved the forty miles in an open cut for the express purpose of exhibiting a sealed can of water upon which floated the precious scum. By special favor, and at the great risk of being called a "speculator," we succeeded to have a glance and a sniff at the fantastic liquid.

Our eyes did not play any tricks, nor did the preceding odor of kerosene deceive our facile nostrils. Here it was, on the top of the water, a thin film of a colorless oil, which had the unquestioned aroma of coal-oil.

"Here," said Angus, "wait till we get the gusher, and mind you, we shall get it at 300 feet. Anybody with half an eye can see that this is the real thing, a pure variety of crude petrolum."

Certainly it was petroleum, if crude, and to our inexperienced eye it did not look as though it required a great deal of fractional distillation to make it as valuable as its more valuable constituents. Prandly we were puzzled.

The Bubble Bursts

While we were denominating a bread- ed coal cutlet at the local restaurant, a gentleman entered but Harris, the discoverer, reputation.

We entered into conversation, and received the original story, which was taken on the field immediately before the game. Note the lack of confidence on the face of the dark complexioned gentleman in the center of the Toronto team. Yes, he's the official coach and general all round jazz Juggler for the local boys. His efforts to get "Smokey's" gait did not meet with much success, even in the more ordinary runs of games, but none the less, great must be given to Scott's coaching skill the sidelines.

Just at present speculation runs rifle as to which is the better of the two teams. Only a return match will settle the issue. The line-up of the two teams were as follows:

SALT ARMY............. H. DODS.
Warwick ............ Right Field.
Sinclair ......... Center Field.
Lender ......... Left Field.
Jennings ......... 1st Base.
Piper 
Gildred ......... 2nd Base.
Croomean ......... 3rd Base.
Brady 
Pitner ......... Pitcher.
McKay 
Cleve ......... Catcher.
L and Lynd 
SCORE........ R E E
Series .......... 7-2
Toronto .......... 4-5

Wall Matched

The two teams are shown in the accompanying photographs, which were taken on the field immediately before the game. Note the lack of confidence on the face of the dark complexioned gentleman in the center of the Toronto team. Yes, he's the official coach and general all round jazz Juggler for the local boys. His efforts to get "Smokey's" gait did not meet with much success, even in the more ordinary runs of games, but none the less, great must be given to Scott's coaching skill the sidelines.

Just at present speculation runs rifle as to which is the better of the two teams. Only a return match will settle the issue. The line-up of the two teams were as follows:

SALT ARMY............. H. DODS.
Warwick ............ Right Field.
Sinclair ......... Center Field.
Lender ......... Left Field.
Jennings ......... 1st Base.
Piper 
Gildred ......... 2nd Base.
Croomean ......... 3rd Base.
Brady 
Pitner ......... Pitcher.
McKay 
Cleve ......... Catcher.
L and Lynd 
SCORE........ R E E
Series .......... 7-2
Toronto .......... 4-5

Petroleum

(Continued from page 5) of time. The most common method is to put the oil into circular steel tanks which are usually from 100 to 125 feet in diameter, thirty or thirty-five feet high and covered with a sloping or conical roof. These tanks will hold from 60,000 to 175,000 barrels of oil and the number used will depend on the size of the supply of oil.

Another method where large quanties of oil are stored to build a concrete reservoir in the ground, covering it with a wooden roof. These have the disadvantage of the cost of excavating the ground, but are usually of much larger capacity. One recently completed in California holds some 250,000 barrels of oil.

A third method which is used for temporary storage is earthen reservoirs. These are built of earthen walls when a well starts producing suddenly so that there is no time to build permanent storage tanks. They are not only unsafe but costly as much of the oil placed in them is lost through seepage. As much as forty per cent of the oil may be lost in two or three weeks in this way. Occasionally the soil at a well or in a refinery is so impervious that oil may be stored in circular pits dug in the ground and covered suitably. This condition is, however, unusual, and therefore this method is seldom employed.
Development of The Pas

(Continued from page 4)

Rich ores from this mine grade as high as twenty-five per cent. copper. This mine is located on Schist Lake, which lies across a thirty-mile portage from the water route to The Pas.

The company hired a steam tug from The Pas to lake this area by horses, a distance of over one hundred miles. As the portage is not passable in summer months, this had to be done in the winter.

Two hundred teams are employed in hauling the ore in winter, together with a Steam Locomotive, which is kept in service even though the temperature dropped to sixty below. Imperial Premier Gasoline and Imperial Polarine Oil made this possible. Some of the weight of the copper ore may be had from the fact that an ordinary wagon box, loaded to a depth of a inches will weigh approximately four tons.

The ore is brought from the landing where the ore is dumped, to The Pas by large in the summer months. It is shipped by train to the smelter at Trail, B.C. Like all good things, the mine which produces this high-grade ore is of limited capacity, but almost adjoining it is the famous Pinpin Flue mine which has attracted mining men from all over the world.

It is estimated to contain twenty million tons of low grade copper ore. Shafts are being sunk in this claim at the present time, also a smelter will be opened here at this mine, as there is available in the Churchill River, some eighty miles north, over eight thousand horse power at the Island and Riverstone Falls alone. It is estimated that the river and falls in the district have a total water power of over one and a half million horse power.

It will only be a matter of time until this great undeveloped North country of 60-day will provide power for this province as the Hydro-Electric are doing for Ontario.

Agriculture

Agriculture will never be followed to any great extent in this district as the greater portion of the country is covered with muskeg, and in addition to this, high water seasons flood the whole country. Notwithstanding these disadvantages, however, quite a number of cattle are being raised in the district, as hay grows in abundance.

But fall work and no play makes Jack of the North a dull boy,” hence Jack sees to it that play shall not be neglected in the background. Nowhere is the spirit of play and competition more keenly present than here in the North. Their gala days are happy days, indeed, and nowhere are contests of skill and strength held with greater zest or whole-hearted effort than at The Pas.

Sports

One of the big events is the Dog Derby, which is held every year on the 7th of March. The course is one hundred miles in length, and only the finest huskies and ablest drivers are qualified to compete.

The winning teams, shown in the illustration, have been champions for years.

They were also winners of the Winnipeg-St. Paul race last year. This year, however, the proverbial dark horse showed up in the form of a crippled, driver and dog team from Alaska who won easily.

Imperial Service Goes Everywhere

Imperial Oil Limited, as usual, play their part in the development of this vast new country. A large warehouse with bulk storage for gasoline and refined oil provides the various industries with power, heat, light and lubrication.

Case gasoline and candles go north by dog team to the trading posts nearly one thousand miles distant. Every gallon of petroleum products used in this district is sold by Imperial Oil Limited.

The development work in this district when advanced together with the associated industries which must follow, will make The Pas one of our best distributing centres.
The New Sample Boy

Steady Application to the Job Wins Out


The new sample boy is usually in the adolescent period of life and therefore cannot be trusted to deal fairly with the oil he handles. When he reaches the railroad he finds a train across the track so he stops to talk to a locomotive engineer about what is required, and this hinders the progress of his work.

The new sample boy has also been as much the type of the old sample boys. He was not educated in the principles of business and therefore does not know what he is doing. He has no idea of how to handle the oil when it arrives, and he has no knowledge of the principles of business. He is always talking about it, and he is not interested in the work.

When a Man is Strong

These are the dangerous years. Because he is able, during these strong years, to put up a fine fight against great odds, he grows careless about the future. These are the years in which to lay the foundation for independence. It is this time to save for, for the time to spend will come. These years are dangerous in that we make them our spending years.

The Amaranth Investment Trust fits in here and ought to appeal to a man when his earnings are at their highest. It entitles him to save 25 per cent of his earnings. It is made easy by an annual dividend. There is no worry as to security. The Co-operative Investment Trust shows, as nothing else does, the true nature of his life. It is a practical interpretation of the old adage, "If you do not prevent, prevention is worth a pound of cure."

When a Man is Sick

In the race we run, Death always catches up and wins out. It must be made as a comfort to the man, then, to know that because of his insurance, the "fate" will be able to carry on. The insurance of $5,000 to $10,000 given me left his family about $10,000 in the month. Here again there is not only sympathy but constructive help.

In 1910, 32 insured members of the Imperial Oil family died at an average age of 41 years, and of these, 22 had no other insurance. The Company, at the present time, is paying insurance on nearly $1,000,000 worth of insurance on its employees.

Thus, at each point along the pipeline of life we find in these well-considered plans, evidence of our Company's living and practical interest in each man and woman of the Imperial Oil Family.

Our Company says it with actions—and actions always speak louder than words.

Delivering the Goods

(Continued from page 21)

troubles were only partly over. The intense cold had so congealed the heavy oil that we could not force the oil through the pipe line.

The remedy for this was found in cracking a valve into a small tank, which was located half way up the hill.

By this moving half of the oil and replacing it with warmer oil, we eventually succeeded in breaking into the upper tank.

Success

As the stream in the plant had been cut off the digesters and only enough steam absolutely necessary to the plant, the situation was quite grave. But there was a numerable false starts he gets his box full, sharpening his wits. When he comes to the reduced crude, heavy fuel, 14/66 bunker and other greasy products, he finds he must get some waste as he is covering himself all over with black oil. He thinks he can obtain the waste at the acid plant, but "Hey!" having learned by the tricks of many sample boys, he has hidden the waste elsewhere.

When he proceeds to the pressure still for a product and finds that somebody has dropped a bottle in his tank, he has gone into the line and plugged it up.

Our sample boy is cautioned to remain all the time that goes for a pipe which the pipe fitter has put down for a minute while more

wreathes are brought. Down goes our little hero and snags three or four inches of the bottle. What he reaches the railroad he finds a train across the track so he stops to talk to a locomotive engineer about what is required, and this hinders the progress of his work.

The Imperial Oil Review

September 1928

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September 1928
Annual Imperial Oil Picnic
Big Doings at Bowness Park, Calgary

By "TOLAXME. A."

The annual picnic of the Calgary Branch of Imperial Oil, Limited, was held on Saturday, July 17th, at Bowness Park, and a most enjoyable time was spent by all. A private car was chartered to carry us to the park, which is beautifully situated about seven miles from the city on the banks of the Bow River.

Keen Rivalry
A keen spirit of rivalry existed between the two factions, viz.: "Office" and "Warehouse," which was soon manifest in each contest. The Warehouse won the "Blue Ribbon" in the following events: Men's race, ladies race and tug of war. While the Office won all the children's events owing to the better representation present.

Baseball
The "Big Event" of the afternoon was a baseball game, the honors being divided, each side winning one game. As it was too late to play off the deciding game, it was left over for the time, but will be played later, each side being unwilling to admit themselves beaten.

The Warehouse won the first game very easily and expecting to find easy picking in the second, were quickly disillusioned when the Office put on winning speed. We are anxiously waiting for arrangements to be made for the final match when the question of supremacy will be decided.

Needless to say betting is even on both sides, as the rivalry between the two teams is more than spirited. Both sides are confident of victory, should they meet again in the near future.

A Big Feed
A splendid spread was laid under the shade of the trees, and everyone did full justice to the feed. After the distribution of prizes which caused considerable satisfaction and not a little amusement, we broke up, every one present basking enjoyed themselves to the utmost. The one regret we had was the unavoidable absence of our manager, Mr. M. B. Green, who was unable to attend.

Splendid Management
Many thanks must be given the committee for the splendid way all details were managed and the excellent program of sports carried out. We are all looking forward to the annual Imperial picnic. It has been and always will be a red letter day on our calendar.

The Sample Boy
(Continued from page 17.)

Success
The more things our sample boy learns to do well, the better pleased he is with himself and his job. He begins to think he is doing things more like a man and in consequence he acts more like a man. Then—then he gets his raise.

Now watch our sample boy and see how careful and quick he is at remembering things. His raise encourages him to keep on doing good work. More promotions follow and after a few years, quickly-passing years our boy is no longer a sample boy, but you find him a routine man in charge of laboratory testing, the man in charge of pumps, or occupying some other good position.

What is true of sample boys is true of every boy, every young man and young woman in our organization. "There is always room at the top." Cheer up, work hard and earnestly and success will be surely yours.

Protecting Your Interests
(Continued from page 6.)

Our Mission
In these days of fuel oil shortage, Imperial advertising teaches economy and conservation. It acts as a counsel- lor to the gasoline users, advising and assisting in the conservation of fuel oil in order that Canada's industries may be adequately supplied. We were the making of money the only aim, we could increase our earnings many times by concentrating our efforts on some one line of specialties and neglecting less profitable ones.

But our mission is to create and deliver Power, Heat, Light and Lubri- cation, not only to-day but in years to come. We are responsible to the ex- tent of our utmost ability to keep Canada's industrial wheels moving and to furnish power to augment production.

High Ideals
It is this high ideal of ours that advertising teaches to the public. Our publicity gives credit where credit is due—to our refinery workers, our transportation workers, our salesmen and our agents everywhere.

It demonstrates the idea of co- operation—each man giving his best that the whole may profit—and teaches the gospel of the "square deal."

Good Will
Good will is our greatest asset. Good will creates the market for our wares and keeps the wheels of our industry moving.

Our growth and future expansion rests upon it, in fact our very exist- ence is dependent upon the good will of our customers.

Imperial Quality and Service retain that good will while advertising pro- duces it into new fields.

Let us therefore all protect our own interests by writing in furthering our cause—the education of the public as to the meaning of Imperial Service. Not only through the medium of the press can we do this, but by word of mouth—the greatest advertising medi- um in the world. Let us all he- ceters.
The Folks We Like

The kind of folks we want for friends
Are those that work and smile and win.
That sort of humans seem to find
Things to be glad at, all the time;
They do the thing that's most worth-while,
And crown accomplishment with smiles.

And other folks who get things done
Those around them try to shun,
Though we may envy their success
We, granting greatness, love them less;
For their achievement and renown
Are dulled and tarnished by their frowns.