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Why I prefer to work for Imperial Oil Limited

In common with most people who have inherited the birthright of working for a living, the writer had often wished for a million dollars. When the writer, as well as people who are inclined to wish for sudden riches to be given an Aladdin's Lamp, or "All's well" through which their wishes might be fulfilled, we discern that the realization would bring with it certain dissolutions.

To work for our living is not entirely undesirable. Life to the idler is not a "bed of roses." Announcements by experts in a continuous whirl has its ennui. Emotions become dulled and life loses its zest to the confirmed idler.

Having been born lucky rather than rich, it was necessary for me to play the role of employee instead of employer, and being fully assured of this fact, I forthwith began a systematic review of the various callings that might prove most suitable. Having chosen "business" as my calling, and being to believe that the best place to master business is in an office of some progressive and growing company, my search therefore narrowed down to the various Canadian firms. It did not take me very long to see that of the fast growing only that belief that the fast growing only that by Imperial Oil Limited ranked among the first. I at once made my application and considered myself lucky in being accepted.

Rapid Growth

It is indeed a satisfaction to me to know that, having started my career in this company at the bottom of the scale, I have been steadily moving up; and during the past ten years, I have seen Imperial Oil Limited grow from a small company to one of the largest in Canada.

I sometimes wonder what has brought about this rapid growth, and after a little thought it occurred to me that it is nothing else than the cooperation which permeates all ranks of the organization. This cooperation I find to be the direct result of the splendid working conditions which all Imperial Oil employees enjoy.

The happy thought that the directors and executives of our Company are doing everything they possibly can do to ameliorate the conditions of the workers and to promote an equality of opportunity.

In all the years that I have been employed in this company, I have never seen an employee who has not been given a fair and square deal. I believe that the advancement of employees is commensurate with the industry and zeal they put into their work.

I can easily substantiate by my own record. Not at all wishing to pose as either egotist or orator, I am fully convinced that whatever success I have won has been earned and also that my record has been just. Had my endeavors been less grand, my success would have been greater; had my effort been less, my advancement would likewise have been retarded.

There is a chance here for every man and woman who is honestly desirous of succeeding. That is the principal reason why I prefer to work for Imperial Oil Limited.

Fair Play

Though it is perfectly true to say that this is only British justice and fair play—that every man and woman has an unassailable right to the rewards of his or her achievements, it is, nevertheless, only too true that such rewards are often not forthcoming. In the mad scramble for supremacy, the never-ceasing fight of competition, it is a very easy thing for the henchmen and executives of business firms to overlook their employees. And this oversight may not necessarily be due to greed or selfishness, but to forgetfulness and indifference.

Having given my principal reason, I find that I do not have to think very long before others crop up to mind. Imagine, if you can, my astonishment and gratitude when upon returning from three years, I found that during all that time one quarter of my salary had been placed to my credit. It was largely through this generosity that I was enabled to fulfill that ambition which lies dormant in every man—the establishment of a home. I would be an ingrate indeed, if I did not give voice to my appreciation of this.

Opportunity to Save

Being a married man, it is of course essential that I save a portion of my salary and invest it to the best advantage. Here too, the Company have come to my aid. They have solved my problem by offering me the opportunity of becoming joint owner—a shareholder in the Company. To my mind I do not know of any investment that can equal the Co-operative Investment Trust. I have yet to see the bank or financial institution that will give me fifty cents for every dollar deposited.

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Oil Geometry for Beginners

By J. Neis, Imperial Oil Geologist.

The Imperial Oil Review

October 1921

Jurassic, Permian, Ordovician, Devonian, and Silurian, to say nothing of Archean, Pleistocene, Lotic, Protocenium, or Pyroclastic. The meanings of all are quite simple if one only knew them. Apart from their names these deposits were, as I mentioned quietly in their appointed place until they solidified or became rocks in the accepted term of the world. As they are said to have been practically uniform and horizontal but the agitators of their age got to work and created a disturbance, as agitators will. There is no need to enter into details but, under the influence of volcanism, crustal-creep, folding, tension, compression and a few other infections diseases, these same rocks became but a relic of their former selves and were jumbled about and mixed up like a cannie's breakfast. This happened over and over again to the landmass of each succeeding sea, the ultimate result being that the surface of the earth, instead of being arranged in neat layers like the pages of a book, is jumbled, mixed and sewn, requiring the self-sacrificing efforts of our past, present and future geologists to read its riddles.

Petroleum, or rather its ancestors, entered the arena some time ago, perhaps in the Silurian, certainly in many of the latter eras. Opinions differ as to its origin. It is either organogenic, inorganic, both or neither, probably a little of each.

The organic theory assumes that the deposit is formed from decomposed vegetable and animal remains, decaying, and producing the droplets and condensations of the earth's atmosphere. It is generally held that the sea of all the ages could have accommodated a sufficiency of these droplets and condensations to the needs of the region which the oil has since covered.

We will leave the disciples of the different creeds to fight it out, content with the assurance that the whole subject is not more than a problem to be solved.

The secrets of oil geology are now open to your gaze. All the real, practical, unfamiliar even to geologists, by which the crude oil was manufactured, a gathering ground prepared by nature, a seal placed upon it that it might not pass its appointed limits, and the formation of the oil from the known petroleum supplies, to say nothing of the still more important process.

We need hardly worry ourselves over the method by which the earth came into being, it being unnecessary, inasmuch as it is not our concern. The genesis of the earth was brought about by the action of the sun, from spiral nebulae, or something equally ferocious and imponderable. There it was and there it is, despite the efforts of time, tide, bolshewism and the high cost of living.

We are accustomed to read in our daily papers of "The Period of Unrest," but this is not merely a by-product of the world war, it has been with us since the creation. No sooner was there an Earth than the unrest set in. The rains came, the winds blew, the frost nipped and chased the sun advanced and retired over the solid plains, whilst the winds piled up and blew the sand about like the winters eating away the foreshore and the cliffs; see how the winter frosts crumple down the cloths you turn over with your spade in the fall. This, is what geology calls "denudation" and it's a never-ending process. Now take a glass of water (H2O) but instead of drinking it, (perish the thought), scatter a little fine earth over its surface. Lay it aside for a time and what happens? Why the earth sinks to the bottom! Exactly so in our rivers and lakes, yet quite different. All the detritus stolen from the earth by these denuding agencies returns to it again. The river then is merely transplanted—nothing is lost or gained. Geography then steps in and divides the ages into periods, which we are now speaking broadly, mark the advance and retrench of the waters. These, after covering certain parts of the earth, down their load and retreated, leaving a new layer on the crust. The jaw-breaking names assigned to these periods, are defined in the manner of uniting the imperfect, who look with reverence on a man who juggle with words like Pleistocene, Eocene, Tertiary, Cretaceous.

Closed domes, plunging anticlines, geo-anticlines, faulted anticlines, and so on ad lib, (as we say in Latin), with an equal number of high-sounding adjectives applicable thereto. The ancient theory of oil occurrence postulates that the oil, resting on water quietly in their appointed place until they solidified or became rocks in the accepted term of the world. As they are said to have been practically uniform and horizontal but the agitators of their age got to work and created a disturbance, as agitators will. There is no need to enter into details but, under the influence of volcanism, crustal-creep, folding, tension, compression and a few other infections diseases, these same rocks became but a relic of their former selves and were jumbled about and mixed up like a cannie's breakfast. This happened over and over again to the landmass of each succeeding sea, the ultimate result being that the surface of the earth, instead of being arranged in neat layers like the pages of a book, is jumbled, mixed and sewn, requiring the self-sacrificing efforts of our past, present and future geologists to read its riddles.

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In the old-fashioned Free Kirk we used to sing:

"When I looked up into the Heavens, Which Thine own fingers framed Unto the moon, and to the stars As which were formed ordained."

"That's all," said the campaign artist, the geologist, must observe matters by talking of asymmetrical anticlines.
"By Their Works Ye Shall Know Them"

Naphtha—Imperial Premium Gasoline.

The flue gas from the coal furnace was used to provide carbon for the tar recovery process. The tar was then refined to produce naphtha, which was used as an additive in gasoline.

The process of distilling under pressure as practiced by B.T.U. and others, increased the percentage of gasoline recovered from crude oil more than a hundred per cent. Motor fuel made at the same time permitted their carburetors through which more gasoline units could be successfully vaporized. This new method of making a gasoline containing a greater range of heat units, not only increased its consumption in the engine but put a power to the new material. The new gasoline contained a greater number of heat units and was: correspondingly more powerful.

Any fuel, be it wood, coal, or oil, is measured by its heat units. The greater the number of heat units, the more powerful the fuel.

In the condenser of the distillation process, there are still some volatile compounds left in the liquid and these are called light naphtha. They are removed by evaporating, distillation, and condensing the vapor. The process of fractionation of the crude oil into its various components is called rectification.

The rectification of the crude oil into its various components is called rectification. The process involves the separation of the oil into its various fractions by distillation, or the process of heating the oil under a vacuum and allowing the various components to sublime and condense into separate fractions. The crude oil is first heated to a high temperature, and as the temperature increases, the more volatile components sublime and are condensed into separate fractions. These fractions are then condensed into different distillates, each containing a specific range of boiling points.

The rectification process is carried out under a vacuum, which allows the components to sublime and condense more easily. The vacuum is created by removing the air from the system, which decreases the boiling point of the components. This allows the components to sublime and condense more easily, and the process of rectification can be carried out more effectively.

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Champions

The baseball season is over. Balls, bats and other paraphernalia are carefully packed away and all that remains is the memory of hard fought battles and a glorious victory.

Baseball has been one of the most popular of sports with our employees. Practically every branch had its baseball club and in most cases, Imperial Oil teams have distinguished themselves in their local leagues. Refineries and marketing divisions have all made good records, but the champions of all champions are the Ioco Boys. They established a record in baseball this year that will probably stand out as a shining mark for many years to come. They not only won the championship of the Dewdney Baseball League in which they were entered during the season but they defeated the champions of every other amateur baseball league in British Columbia. This gives them the league pennant and cup, the Goldsmith cup, the Hudson Bay cup, (valued at $300) and the Spencer medal, which is a medal given to each individual player on the team winning the amateur championship of British Columbia.

Their first victory—the league championship—was no small victory. They had to defeat the fast teams of Port Hammond, Port Haney, Comox and Port Moody, Port Haney being the champions in 1923. Out of the 23 games played, they won 16, which entitled them to the league championship and the right to compete for the amateur championship of British Columbia.

Their first big battle in the elimination series was with the Manufacturers, the champions of the city league. Ioco and Manufacturers were to play off a three game series for the finals, while Hanbury and the Province teams were to play a similar series for the Lower Mainland championship.

The Ioco boys won the semi-finals in "inconsist" order, winning the first game 7 to 4 and the second game, 8 to 3. Hanbury who had defeated the strong Province team in the Lower Mainland semi-finals were the final obstacle to the championship.

The Lumbermen (Hanbury) were Vancouver's sole survivors for British Columbia honors in the baseball field and enthusiasm ran high. The interest shown by the fans in the finals exceeded anything ever witnessed in former years. Vancouver was with the Hanbury bunch strong as they were their last hope for the championship.

The first game of the finals was played at Ioco, resulting in a win for the Ioco boys with a score of 2 to 1. This game exhibited the best baseball of the season. It was a thrilling battle from start to finish. The second game was played at Vancouver before 5000 fans, every one an enthusiastic "rooter".

The Ioco boys demonstrated their championship timber by shutting out the Lumbermen 6 to 0. Immediately after their victory Ioco fans took possession of the field, giving a demonstration which ranks without precedent for volume of sound and sky-galloping hats. It was a wonderful victory.

The big feature of the Ioco Baseball Club is the few changes in the line-up; all through the season each man has played his same position and played it well.

Their excellent playing and fine sportsmanship has been commented upon wherever they played while each supporter of the team (which means every man, woman and child in Ioco) has always been behind the boys with enthusiasm. The sportsmanship of the Ioco players and fans can best be expressed by a tribute from a Vancouver sporting editor in his write-up of the chances of the contestents for championship honors before the final game was played. Vancouver is with the Hanbury bunch strong and will show it in to-day's argument. The fans should, however, hear in mind that the Iocoans come from a town that boasts one of the finest and squarest bunch of fans that any township ever boasted. The followers of baseball in Ioco will applaud a smart play by a visiting (Continued on Page 18)
Canadian National Exhibition

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The Canadian National Exhibition held at the Exhibition grounds, Toronto, on August 27th—September 18th, typified the national spirit of Canada. "National Progress" was its slogan and everywhere were exhibits to show how Canada continues to develop.

The Canadian National Oil Exhibit building, which is a permanent building built for the purpose of showing our products to the many exhibition visitors such displays are of much attention. Many congratulatory comments were made on the attractiveness of our displays.

The inside exhibit consisted of an Imperial Polarine display in the centre. Imperial Polarine steel barrels were arranged at the base with various canned materials of Imperial Floor Dressing and Imperial Loco Liquid Glass, arranged in pleasant and attractive groups. In the background, with vases filled with flowers and shrubbery added the artistic touch to the display. Suitable cards indicated the various products. The new Imperial Polarine tanks for consumers use were placed on each side of the Imperial Polarine group. To the right and left of the Imperial Polarine group were arranged Imperial Home Specialities and Imperial Farm Specialties.

On the left-hand side of the exhibit, Imperial Asphalts were displayed. Cross-sectional blocks of various road construction was illustrated the manner in which the various Imperial Asphalt products are used in road construction and the results obtained. Various Imperial Asphalts were shown in glass containers and drums with neat cards indicating the name of each product. Glass bottles were sent to the window in a large plate-glass case, containing an artistic candle display. Imperial Votive Candles, Imperial Roman Candles and Gothic ornamental candles were all prominently shown with cards indicating the name of each.

Probably the most novel feature of this year's exhibit was a model of the oil exhibit display. An Imperial Polarine car was placed in a tilted position and held in place by a wire frame. A copper tube leading from the oven of the car to a funnel underneath carried a stream of Imperial Polarine oil, continuously flowing from the car to the funnel. The purity of our oil was clearly demonstrated and considerable attention was attracted by this display.

The displays were conceived and arranged under the supervision of Mr. G. H. Hambly and Mr. A. G. Greenfield by Howard Hambly, W. E. Horsley, A. Anderson, and H. H. Sykes. Mr. Hambly and Mr. Sykes were the controllers of the exhibit. All of the above mentioned men worked hard to make this year's exhibit a success and they deserve great credit for the originality and ingenuity embodied in the various Imperial Oil displays.

Among the many events in the programme of entertainments, probably the auto races proved the most thrilling. The feature race was the Dominion Derby of five miles or ten laps, which was to be run in two heats, the first two in each test qualifying for the finals. The final heat was won by Dishaw, Canadian Dirt Track Champion, driving an Essex. (Time, 5.32).

This broke the previous track record of 5.01. Imperial Premier Gasoline and Imperial Lubricants were used in the racing cars. Mr. Sloan, who owns a string of racing cars, expressed his appreciation of the service rendered by Imperial Oil Limited. His racing cars have competed successfully on Canadian tracks and throughout his career he has used Imperial products exclusively.

In a letter to our manager, Mr. V. R. Green at Regina, Mr. Sloan writes as follows:

"I wish to express my appreciation of the prompt attention given to our representatives and tank wagon drivers and very especially in respect to the races at the Regina Exhibition."

"We used your Imperial Premier Gasoline, and results of the tests and your Polarine Heavy in all races, and I am pleased to state that in every case your gasoline gave a steady flow of power, accelerated the straightaways and gave the (Continued on Page 16)"
ITEMS OF INTEREST

Serious Explosion  Halifax was thrown into a time of intense excitement shortly after three o'clock on the morning of September 12th, with a series of explosions at the Refinery.

There were four explosions. Presumably a tank burst under No. 14 still and the oil immediately ran out, caught fire and heated up, the drums on top of the still causing them to explode. The receiving hose of the still was also set on fire.

The explosion affects six stills and there are thirteen in the battery. The other nine were unaffected and were in operation the following night.

Six men at work in the immediate vicinity of the destroyed stills gave the alarm. This alarm was taken up by the Victuiller (Captain Samuel Purdy) engaged at the time in discharging crude oil at the wharf. Officers aboard the steamer tied down the whistle and casting off steered down the stream, screaming for the alarm. Shortly after followed the explosions. Of the six men at work near the stills at the time of the explosions, all escaped.

The fire lasted until 6:20, but there was not the slightest danger. It was spreading as fast as the fire-fighting force responded immediately to the alarm. They did excellent work. They had twenty-five strings of 100-pound pressure lines on the fire constantly.

The stills which were affected by the explosion last year will not be repaired this year. The loss is roughly estimated between $30,000 and $40,000. No one was seriously injured.

Rescue

Mr. Frank Doburne, one of our agents at Prescott, Ontario, gallantly rescued two small boys from drowning.

While fishing off the C.P.R. docks, one of the boys fell into the water and appeared to be about that point and the other in a ber- ther boat, all of them at the same time jumped in after it. It is believed that neither of the boys could swim.

Mr. Doburne was attracted by their cries and immediately went to their assistance. He plunged into the water and, seizing the boys, brought them both boys back to safety.

The boys were taken to their homes very much frightened but apparently unhurt.

Ioco vs. Vancouver

September 3rd will be a memorable day in the history of Ioco, as far as the Vancouver employees are concerned, for this day in response to a bold challenge from Ioco, the marketing representatives met their friends in three contacts.

The day was uncertain as far as the weather was concerned, but the results will show whether there was uncertainty in any other respect.

Result of Game

The exercise of Ioco-Won by W. Herbert, Vancouver, Tug of War-Won by team under the captaincy of W. Brandie, Vancouver.

Football-Draw (3-3)

The football match was a very interesting event. The Ioco team made three goals in the first half, while the Vancouver team repeated the trick in the second half. There was some very good playing indeed, and the Captains of each team have little to complain about in view of the net that with few exceptions, the players had but little practice prior to the game. It is hoped that future meets of this nature will take place and thus encourage a love for real sport.

Presentation

On Friday afternoon, August 24th, a presentation ceremony took place in the Montreal Office. In the presence of the assembled staff, Mr. E. F. McKeen, manager, presented to Mr. McKeen, former manager at Montreal, and now general sales manager for Canada, a handsome gold watch on behalf of the office. Mr. McKeen had learned with mixed feelings of Mr. Wolfe's departure, regret at his leaving, but pride in his promotion.

In making the presentation Mr. McKeen made a felicitous address, expressing the cordial esteem which existed between Mr. Wolfe and the members of the Montreal organization, and the respect of the office for his splendid services. Mr. Doonan, assistant manager, endorsed from actual experience, the remarks of Mr. McKeen. The Montreal staff had learned with mixed feelings of Mr. Wolfe's departure, regret at his leaving, but pride in his promotion.

Mr. McKeen, assistant manager, cordially endorsed the sentiments of the preceding speech, and congratulated Mr. Wolfe on his well-earned success. Mr. Wolfe, and, for his own part, he thanked Mr. Wolfe for the good things that had happened during his regime.

Mr. Wolfe, in replying, expressed his heartfelt thanks for the magnificent gift, and even more, for the kind sentiments shown by the presentation and expressed by the preceding speaker. He could hardly find words to express his feelings. He appreciated the cordial cooperation he had received from all members of the Quebec organization, and, to a man, he had received, rather than to his leadership. His promotion to Toronto, while appearing to some as a measure, with a good deal of regret. He had learned to value the harmony and cordiality that existed in the whole province of Quebec. He had come to know and esteem the comradeship and extreme courtesy shown by a people whom he did not speak, but who had always extended to him every kindness.

He asked for Mr. McKeen the same cooperation that had been extended to him and he had no doubt it would be loyally given. He extended his thanks for the gift and the presents, and his thanks for the cordial reception he had received from the “Wolf Cubs” who had been so kindly attended by the sponsors.

The gathering broke up with cheers for Mr. Wolfe and the singing of “For He's a Jolly Good Fellow.”

Forest Fire at Ioco

During the dry season this district, one of the greatest menaces we have is fires in the woods which surround our plant on three sides.

During the month of July this year, we had very little moisture and the whole district was very dry. On the 9th of August, between 9 and 10 o'clock in the morning, a fire started about three-quarters of a mile from our plant and about a quarter of a mile from the townsite. The fire ranger has been able to find out just how the fire got under way. But, there were several men handling a gasoline cross-cut saw, cutting stumps of a tree very close to where the fire originated and it is the feeling of the people in this community that some of these men fired the saw and then dropped a lighted match after lighting their pipe or dropped a cigar or cigarette stub.

By 11 o'clock the fire had made considerable headway and it was brought to the attention of the fire ranger stationed in the townsite. The fire ranger was on the scene shortly afterwards and came to our plant and secured a gang of men to help him fight the flames.

The usual implements for fighting a brush fire are mattocks and shovels—the mattocks for loosening up the earth and the shovels to spread the fire on to the windward side. It is seldom that there is water available to handle the brush fire.

Another thing in connection with this fire is that we have very little wind and a forest fire does not travel very fast.

During the progress of this fire the chief fire ranger at Westminster was called in for advice as to how best handle the fire and he told us that we should have some method of securing water pressure with which to put it out. As they have a gasoline pump it was arranged that Mr. Wolfe should have the pump sent out and several hundred feet of hose. He placed the suction pipe of the pump into our water tank and laid the hose through the brush to the edge of the fire and used the pump to force water over the fire. This method succeeded in putting out the fire on one side but as no more hose was available and as the fire was spreading through the brush and logs are piled in every direction, it was decided not to use the gasoline pump any more.

The men with mattocks and shovels succeeded in putting the fire out fairly well on the other side from where the gasoline pump was used, and on the 14th of August the fire ranger considered he had the fire under pump to force the water over the fire. This method succeeded in putting out the fire on one side but as no more water was available the fire proved to be more serious than the first one.

It was evidently caused by the accident on the big drums and to the careless handling the drums which are in some of the high stubs burning during the first fire.

There were some crews of men rushed out to the scene of the second fire with the hopes of putting it out before it made too much headway. They did not succeed in doing this and, on Sunday night, August 14th, we had a very special train of three fire engines and a train of men to go over to the big crude storage tanks located at the rear of the property, and containing some 300,000 barrels of crude.

The fire was travelling towards the plant and making fast progress. We had a large crew of
men fighting this fire on Monday, August 15th and utilized the fire hose located at our cradle tank. A lot got out of fire when it came within reach of us on that side of the plant. The fire travelled up to within six or seven hundred feet of our plant line, but as that distance our fire hose was brought quickly to play which put the fire on that side. For the other side the fire was brought by the Canadian Pacific and I believe all affected and it travelled up to within six or seven hundred feet Monday morning. The next day about 8 P.M. we had a rain storm and this was the best fire apparatus which had come our way during the progress of the fire and it brought out completely and on Wednesday morning we were breeding easily with the knowledge that the plant was saved.

This forest fire came closer to our tanks than any fire we have had since the plant has been in operation. We had as many as 30 men fighting this fire during the last two days of its progress and during the first several days of the fire the fire front was growing from 5 to 25 men. We would say that close to 200 acres were burned. The timber on this land consisted mostly of second growth fir and hemlock and massive dead stumps, some reaching as high as 150 feet in the air. When these stumps got on fire the flame runs clear up to the top and at night produce a very spectacular sight. There was considerable wind as well as good enough firewood which was dry. The resulting fire was very much as if it was impossible to stay on deck.

We would not look promising when Bowen Island was reached but with the cheerful optimism which characterizes the Imperial Oil Family, all at a very few disinterested and prepared to enjoy a good meal in the various, more or less, ramshackled shelters provided for the purpose.

Early in the afternoon the rain stopped, the sun came out, and the grounds where the sports were to be held dried up in no time. The rest of the day was ideal.

The fine sports programme had been arranged and the officials handled this part of the day's arrangement with the greatest skill. Messrs. Davis, Germain and Sirdewan-Judges; Mr. Charlie Collet on the road in the dark at 11 o'clock at night, he called off the dog and Mr. Bear went along about his business. Both the foreman and the bear were apparently satisfied to dispense with hostilities.

By J. E. Sirdewan, Capt. Ioco Refinery.

Vancouver

Vancouver's story was varied, and was the reminiscence of their visit on the morning of the picnic day waking locums found the weather cool and cloudy with every indication of rain. Vancouver and Ioco Imperial Families held their first Joint Annual Picnic at Bowen Island. A very capable and theme was done everything in their power to ensure a good time.

The Union Steamship Company's "Cheam," which had been chartered for the day, commenced picking up the picnic party at Port Moody at 7:30 a.m. At Ioco an eager crowd was taken aboard and the trip to the Hareland Inlet for the Vancouverites was soon accomplished. Leaving Vancouver, about 300 people, old and young, settled down to enjoy the day despite the weather; this was on account of rain and cloudy with every indication of rain.

For the rest of the day was ideal also. The swimming beaches for the water events, these, owing no doubt to the unsettled weather conditions of the morning, had not many entrants.


The Macdonald Grocery people, who were picking the same day were invited to pick a baseball team and play; the Imperial's and a game resulted in which the latter had a solid end, after a couple of innings, the ball going into the sea.

After more refreshments, a football game between Vancouver and Ioco took place, and quite a lot of unexpected talent was encountered. Mr. A. McDowell, a player of past experience, did well, as did Bert Palmer, Bill Jophling and many others. The boys are so enthusiastic that they are trying to arrange a further match at Ioco. The score was—Vancouver 2; Ioco 1.

By some miracle a boat was being made for the boat, and at seven a very happy, tired crowd started out.

Why I Prefer to Work for Imperial Oil, Limited

(Continued from Page 5)
ed and in addition pay a good rate of interest on the deposit. I am not a financier. All my remarks are based on the intrinsic value. It is obvious why I prefer to work for Imperial Oil Limited tells me that my stock is growing in value. The index of investors, the development of the virgin resources of the country, the growth of prosperous farms, all point to increasing demand for our products. From the steady growth of our facilities for meeting this demand and we can see this growth exemplified by the new cars, tankers, trucks, ware- house and service stations being constructed every day. I draw the assurance, that my investment in the Co-operative Investment Trust will reap its harvests of profits.

Insurance Provided

It is also very nice to know that the families at home are taken care of in case of illness or death. This has also been provided for by the Company through the Insurance Plan. While there is no death to do with, I am nevertheless "sure as taxes," and therefore the protection afforded my family by the Company's insurance is a wonderful relief from unnecessary worry.

Other Benefits

The "Sickness and Accident Benefits" in another plan of the Company, are well worth the fit, while and I hope never to derive any benefit through this source, it is a great comfort to know that in the event of necessity. These and other benefits are working for me continually. Every time I receive my pay envelope and find a little slip therein showing further credit in the account, I am happy, and I am going to work Imperial Oil Limited, if I prefer to work for Imperial Oil Limited, but I consider the ones already mentioned more than sufficient.
Interviewing Applicants for Positions

By T. J. Miller, Chief Clerk, Calgary

One of the most important duties of an employer of labor is the selection of suitable help. It has been found from experience that the most reliable and dependable employees are those who have been employed first in a junior position and received gradual advancement. Advancements occur in the higher positions, they should be filled when practicable by promotion and the vacancies in the lower positions be filled by persons who will eventually be capable of taking more advanced positions. The applicant for the office boy’s position, might be a future executive and should be examined with that end in mind.

An employer of labor should have certain pre-conceived standards by which to form his opinion before selecting an applicant; these standards should be consistent with the requirements of the situation, however, a selection should be made from the applicant’s qualifications that from his experience in the actual work for which he is employed.

1. Honesty—This is the first and most important qualification. An employee who is not in perfect health cannot render efficient service, in a matter what his other qualifications may be, and for that reason the Company very properly requires a medical report on each new employee.

2. Ability—Mistakes are likely to be made if surface appearances are taken as the only basis of judgment of this quality. The old method of “impressionism” does not always produce the best results. In order to assist in arriving at an opinion on this point, the Company has a special form for obtaining the experience of former employers. The information thus obtained, together with the applicant’s opening should be sufficient to form an opinion as to whether or not the applicant possesses sufficient conscientiousness and loyalty to the members of the “imperial family.”

3. Ability—This need not necessarily be acquired by experience in the work of the application is made, but should be considered as general ability. An opinion can be formed from the general appearance, manner, and the qualifications which are given. A knowledge of mathematics is indispensable in any clerical work with the Company.

4. Initiative—Each employee of the Company, no matter what his or her position may be, should think of himself as the “empire” and work with the Company as if it were his or her own.

5. Service—The employee should always be conscious of being a part of a great whole and that the duties of one employee entail direct contact with customers or not.

6. Enthusiasm—The applicant who measures up to the standard of the previous qualities, will in the majority of cases possess enthusiasm. An employee’s enthusiasm will be increased in proportion with the opportunities afforded him to use his talents in dollars and cents.

In interviewing an applicant it is desirable to adopt a attitude which will prevent the applicant from becoming unduly nervous, as it is very difficult to form a correct opinion of a nervous person’s qualities.

When a suitable applicant has been secured, he should be given the opportunity to understand the benefits that can be derived from service with Imperial Oil Limited. If these benefits are understood at first it has a very important bearing on the manner in which the employee undertakes his duties. Labour of all classes realizes more and more the advantages of a permanent position. There is an opportunity for advancement. Where that can be offered, together with the advantages of the Co-operative and the Pension Trust and the programme of Amenity and Benefits such as has been adopted by Imperial Oil Limited, the highest degree of employee cooperation and the experience mentioned above, should be secured.

Canadian National Exhibition

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greater speed than any other gasoline we have used.

“After the races we found that our cars were in excellent condition, having been lubricated perfectly, with Polachsen.”

(Signed) J. ALEX. SLOAN

The Imperial Tank wagon was a familiar sight at the Exhibition. The tractor exhibit, machinery exhibit and others depended upon the familiar Imperial Tank wagon for their supply of fuel and oil. The exhibit had taught them the importance of Imperial Service and Imperial Quality.

It is significant that when tractor manufacturers talk of the working qualities and dependability of their tractors they invariably turn to Imperial Premium Gasoline and Imperial lubricants. They never fail.

Successful Husbands

There is food for thought in this article. If many a "bachelor" may consider himself a success in one thing, why should they not be conscious of that in other things, therefore we hereby give his own opinion of what makes the most of a husband.

She isn’t it, after all, the woman who either "makes or breaks" the man? "Cheeres to Fennum is a woman's man," as his "mistress of a successful husband" aptly expresses it, "If it is but true love, or anything less than a brilliant dishonest for a husband."

There was an article in the Review a few months ago about how one of our women folks helped sell Imperial Pure Liquor Chips. When I read that story, I thought to myself that this woman, whoever she was, had done something fine but the things she did were even more important than we women who must take care of Imperial Oils Limited to be successful, and especially if our own men folks are to succeed and get ahead.

My husband works in one of the Imperial Oil offices. I will not say which one, as it does not seem to be the fashion to give names and places when writing up anything for the Review. As I said before, my husband comes home at night, he is usually tired out, but after he has rested a while and had just as good a supper as I can cook from the things we can afford, he has time to think about his own work and about the work of the man who is over him in the office, and he has time to read and study and get ready for the next day.

We are much more interested in questions of what are dishes to wash in our house and floors to sweep and children to mind, just like there are in most houses where Imperial Oil men live; but while my husband is always willing to help out, I try to take care of the work at home because I believe that if he does his own day’s work in the office and prepares himself for a better job with more salary, my husband is doing justice to himself.

I heard some women talk the other day—"The husbands of some of those women work for Imperial Oil Limited." One woman boasted about how she had taught her husband to get up and get his own breakfast and what a wonderful cook he was. Another said that her husband always washed the dishes at night. A third said she had a bargain with her husband that she would wash the dishes if her husband stayed at home and put the children to bed while she went to work. Don’t you think there are a lot of women just like this? Do you ever stoic to think that the man who can make such good bread that his wife tells all the neighbors about it, or the man who can wash dishes or scrub floors so tiredly, only doesn’t amount to very much in the office where he works.

Isn’t it the man’s place to do housework. We women must do this. We must see that our husbands get to work on time and that they have a good breakfast before they start, if we expect them to get promoted. If we can encourage our men to work a little harder a while, promotion is sure to come and then the pay will be big enough so that we can afford to have a maid or live or do the heavy house work. Isn’t that better than having a man sleeping around and getting his clothes all spotted up in our kitchens?

My husband thinks Imperial Oil Limited is one of the finest Companies in the world, because he is getting ahead. I am proud of him. I am a great deal more proud of him because he is doing his work to make himself." I was not, however, but it is not a matter of either making a good dish washer I might train him to be.

Imperial Premier Gasoline

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they gain in starting they lose in power after they have started.

We might fill our gasoline tank with aviation gasoline at the "easy" starting, but of what avail is the easy start, if when encountering a heavy stretch of road, we would have to shift from the gasoline to "lub" for lack of power? Every motorist knows how the frequent shifting into low gear with its consequent "racing" of the engine, eats up gasoline. Were we to standardize on aviation gasoline or "high-gravity" gasoline, no matter how honestly that gasoline would be made, we would find our gasoline bill so high that many of us would have to cut down on driving at all.

Our slogan, "If Better Gasoline Could be Made, Imperial Oil Limited Would Make It," tells the whole story. It tells a story of a life-time of endeavor to produce the most efficient and most economical fuel that can be made. It tells of years of study, years of manufacturing experience, of unlimited facilities and every advantage of science and invention to produce a motor fuel of the highest possible standard of efficiency at the lowest possible cost.

Imperial Premier Gasoline is the best motor product—One of which we are reasonably proud. It marks the apex of our achievement in petro- nol refining and is recognized everywhere as the standard. We have striven hard to win this distinction and we must all give credit to the art and resource at our command. That is why we could make a better gasoline if there were any known way by which we could change it.

For mileage, power and economy, Imperial Premier Gasoline Is the very best and we have yet to see its superior.
Boiling Points
Good Things From Our Office Motors

The Man Who Wins

"The man who wins is the average man, not built on any particular plan, but blessed with any particular luck, or talented with the advantage of a stroke of luck. When asked a question he does not guess; he answers the question, 'No' or 'Yes.' He is set to a task that the rest can’t do. He buckles down till he puts it through. Three things he has learned:
That the man who tries
Find favor in his employer’s eyes;
That it pays to know more than one thing well;
That it doesn’t pay all he knows to tell, for the man who knows, who neither labor nor trouble whisks, who has his hands on his eyes, the man who wins is the man who tries."

—Toronto Office Motor.

Correspondence

By Robert Kingman, Chief Clerk, Vancouver.

Every letter has a mission to perform, otherwise it should not be written. Dictating letters in such a way that they shall fulfill their mission in a manner that can be accomplished without much thought and practice. There is so much to learn and so many variables that oftentimes, even when we think we have mastered a thesis, it is usually one way that is more concise than all others, and that expression which clearly the meaning was not. We should always be ready to learn from those letters we receive the best way of expressing our thoughts. A letter well written is surely a pleasure to read, and who hasn’t on many occasions admired letters that have come to his or her attention; admired them not merely because they were neatly written, but because they expressed clearly the thing desired. We should always be ready to learn from those letters we receive which are well written and grammatically correct, for there is surely a person of a work after it has been found to be inaccurate once or twice. A reputation for accuracy is a valuable asset.

One of the great essentials of good work is accuracy. We should aim to have all our work accurate in every detail and always be sure of it. Concentrate upon the task at hand, and do that thoroughly, and we are asked for a statement of any kind you can hand it out, knowing it to be correct.

It is most annoying to have to verify figures which have been given out as correct, only to find them incorrect and therefore useless. Remember that our work is but an expression of ourselves and the person whose work is accurate. We have never quite sure of a person’s work after it has been found to be inaccurate once or twice. A reputation for accuracy is a valuable asset.

Transport Office Motor.

—Winnipeg Office Motor.

Champions

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Player just as loudly as they do when one of their own pets is the star performer.

All the boys played ball, Jack Fraser played practically error-less ball all season. Jack Robinson and Art Goodwin were "indispensable" pitchers and always delivered the goods. Harry (Red) Cross at the receiving end never failed and also knew how to hit ‘em and when most needed. He was the "home-run" king. The all the players played ball all season. The Regina boys took part in an interesting series of baseball games, three teams being represented, the Royals (refinery), Polarines (Mechanicals), and Indians. The Royals won the series, standing at the top of the league, which entitled them to the MacKenzie Shield, which they also carried off in 1928.

Toronto has been playing good consistent ball throughout the season, making a good showing in the Commercial league games held in the city. They held third place in the league.

Winnipeg is represented by an aggressive team who has developed greatly during the sea.

—Mr. De La Cervé—Montreal Office Motor.
The Time Borrower

A DOLLAR borrowed may be replaced, but an hour borrowed is lost forever. When we put off a job to-day with the intention of doing it tomorrow, we are borrowing time.

We may be quite sincere in our belief that we can replace this hour from tomorrow’s time without loss to anyone. This is impossible, for by replacing the hour we borrowed to-day, we have to borrow again from tomorrow’s time or tonight’s recreation and rest. We are “robbing Peter to pay Paul”.

The “time-borrower” always owes his job the hours he has borrowed.