The IMPELIAL OIL REVIEW

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HOUSE OF COMMONS
Canadian Parliament Buildings, Ottawa
IMPERIAL OIL REVIEW

April 1921

The Ottawa Conference on Industrial Relations

By P. F. Sinclair

"My observations and experience indicate most clearly that unless there is confidence between employer and employee, it is difficult if not impossible for the company to succeed as it should and would succeed if that confidence existed.—Hon. Gideon Robertson."
number of important problems, such as the eight-day notice, million dollar properties, and all other subjects with which you are particularly familiar, as well as some of those which you are probably familiar with, that are the subject of this conference and that are of interest to you.

These two gentlemen, while familiar with all the缪缪 problems generally discussed, believe that a great experience is yet to come in connection with the Minnesota local, for that particular matter; therefore it is not unworthy of the subject, and we shall certainly bring you together, so that you may see the condition of the members of the organization which operates by force of government and by force of the laws, and may have an opportunity to make the benefits of your experience. In addition, the Minnesota local, together with the Department, is now employing a very efficient officer in the person of Mr. Hildall, who is present. He also has given special attention to this subject, and has given assistance in connection with his problems, and I think, perhaps, that with the proper, if not the best, means you have employed, there is a possibility of making possible or improving in future, if not possible now, the present situation.

I am proud that you gentlemen have given special attention to this subject and we are going to go forward as business men, we are going to do all we can to meet the conditions of the times, and I think you are doing just that. We have been meeting here for years, and I think, perhaps, that the more guidance of these meetings and the more conferences we have to meet the conditions of the times, the more guidance of these meetings and the more conferences we have to meet the conditions of the times.

"Sure thinking, patriotic citizens of the country, who employ workers or employers—should seek to promote and inspire confidence instead of destroying it."

Old Time Method

To-day most of the departures have departed, owing to the change in the method of hunting the whale. In times past, whaling vessels sailed from Boston, New Bedford, Massachusetts, New York, New Bedford, Massachusetts, and from other parts of the world, to all parts of the seven seas and the whale was hunted in open big boats and in small, out of the water, wherever the opportunity occurred to meet the enemy. The harpoon was thrown by the strong arm of the harpooner into the great bulk of the whale, while the small boat was practically an only victim.

Dangerous Work

That great skill and dangerous work is involved in this method goes without saying, and in spite of every precaution many boats were smashed by the infuriated animal and many human lives lost last year. Even after the kill the danger did not cease, as men had to cut up the huge carcasses on staggering rigged outside of the ship. What this means in the stormy sea of life is a question of the utmost importance, especially if you have witnessed the operation. You do not know how to control the situation if you have not witnessed the operation. You do not know how to control the situation if you have not witnessed the operation.

Discussion

While many interesting and important matters relating to the whaling industry, and work, public, educational, and social conditions, personnel, and employment of men who are interested in this subject, have been discussed, the session was concluded by the closing sentiment, which is not conducive to harmonious relations with the employees, and, therefore, the rights of the owners and the owners' representatives of the interests of those who are inclined to develop the resources of the world by force of industry, and the methods which are taken to change industries. Therefore, it is the task of all concerned to be well informed as to the seriousness of the situation and to the Department's travelling representatives, to give information to employers and employees, and to the employees of the various unions, which are common to all, and of which you are probably familiar, as well as some of those which you are probably familiar with, that are the subject of this conference and that are of interest to you.

If harpooning, like every other industry, has developed, there is a definite time and a definite day. In the old days, when whaling was one of the most hazardous and dangerous occupations, men were thrown down from great heights, and the most expedient actions of those early hunters of the whale.
Trained Men Always in Line for Promotion

The Door to the Presidentship of Our Company Not Closed to Anyone

By T. C. McCobb, Sarnia, Ont.

We, as business people, are often asked what we do to train our employees. The answer is, we do it continuously. There is no better way to train our employees than to expose them to all aspects of our business. By doing this, we ensure that our employees have a strong understanding of the company's values and mission. This helps them to become more effective in their roles and contribute to the company's success.

Train New Clerks

When a new employee is hired and placed at a certain desk, we cannot expect him to work efficiently and well immediately. It is true that this cannot be expected, but this is not a good employee. The chief clerk should be free enough from these initial difficulties until he is able to do his work around. Because these men are good men, they are naturally looking for positions. Occasionally, there are vacancies in our organization that need to be filled. In such cases, we can hire a man who is looking for a position. This helps to reduce the number of people looking for work and allows us to fill the positions that need to be filled.
Preparing for Future Demand

H ow to provide an adequate supply of Imperial products at all times and at any season of the year is a problem of considerable magnitude. It is a problem that requires good judgment in the selection of proper distributing centers and a large outlay of money in construction work.

Our ambition to serve Canadian consumers with a full supply of fuel and lubricating oils, calls for considerable foresight and progressiveness, for with the opening up of new territories and the development of older ones, we have to be constantly abreast of the demand.

When a new territory opens up, we have to get in on the ground floor. We must be on the ground with our products to meet the demand which sometimes necessitates the construction of warehouses even when the present business does not justify the investment. Here is where foresight and good judgment are required. We must be reasonably sure of the future demand before such construction of warehouses is justified. Likewise in older territories, the development and growth of the country calls for larger distributing facilities. We have to enlarge our warehouses, our system of service stations and our delivery systems.

Imperial Progress

Imperial Service progresses step-by-step with the progress of the country. In fact, it precedes it by one step. Every Imperial plant is equipped to handle more than its present trade. Every one has a capacity for increased business. In other words, they are prepared to handle the increased demand stimulated by future growth and expansion without increasing their present facilities.

In every city and town where the Imperial system of service stations is established, the facilities for serving the motorists always exceed the present demands. That is what we mean by "being one step ahead of the country's growth."

Adequate Supply

We have evidence of this fact in the continued expansion and construction work which is being carried on everywhere. The new warehouses which are being constructed in ever-increasing numbers, are specially designed to facilitate quick delivery during the busy season. By means of these warehouses, located at strategic points where the demand for our products is greatest, our Service Departments have been able to reduce the time required to fill an order, thus making it possible to meet the demands of motorists in a much shorter time.

The accompanying photos show a few of the new plants and storage facilities, which have just been completed or are under construction. All of these are equipped to handle a far greater volume of business than is now possible.

Some New Plants

In every city and town where the Imperial system of service stations is established, the facilities for serving the motorists always exceed the present demands. That is what we mean by "being one step ahead of the country's growth."

New Service Stations

In like manner, our chain of service stations is constantly adding another link. New stations are under construction everywhere, while new garages for enlarged track delivery systems and larger facilities for storage are likewise being built.

The above shows New Plants and Warehouses at New emojis. Manitoba: Rupel, Manitoba; Portage La Prairie, Manitoba; Mosbach, Saskatchewan and Shaunavon, Saskatchewan.

Imperial Service

It has always been our endeavor to give our customers what they want. This is accomplished by keeping abreast of the demand. Whenever special orders are received, we have been able to fill them in a much shorter time. This has been possible through the use of our new warehouses and delivery systems.

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The Decisive Year

During the period of readjustment it is reasonably certain that industry will have to adapt itself to the changing conditions with an added economy in production.

The industry that can lower its cost of production by concentrated efforts in saving immemorable little losses and expenditures will be the one to emerge successfully.

In our organization there are many little economies which can be used to insure our continued prosperity—economies in eliminating waste, in increasing output and reducing needless expenditures.

There is no an employee in our organization who does not notice, probably every day, how little losses occur either through carelessness or neglect. In our refineries, our offices, warehouses, service stations, and, in fact, every department, these little savings can be made by our employees.

Articles such as tools and spare parts, when found lying on the ground or out of place, should be picked up and returned to their proper places.

Things in need of repair should be attended to as soon as possible, for it is a fact that thousands of dollars are lost through leakage. Every precaution that can be taken to prevent losses due to accidents will greatly contribute to the prosperity of the Company that our own prosperity is made possible.

Be a Self-Starter

There are some people that go on being subordinate all their lives. They start out as salesmen, clerks, warehousemen or agents under the direction of someone else, and they are always expected to be cranked up for action by the person above them. Sometimes lack of initiative and the courage to begin things; as a result they stay right where they began, for they never learn to be self-starters.

There is another type of individual who works under pressure. The boss must be around, or duties must be pressing, or something pushing, otherwise they will take it easy. Even if these individuals are at the head of a business, they belong to the class which must be cranked; they are not self-starters, and they never accomplish much in the way of speed, energy or prestige.

Almost everyone has some duties or tasks which he dislikes to do; these he has to be cranked up, for he is very likely to slight these tasks unless the different workmanship should be rectified.

It is to our own individual advantage to save both time and material, for it is only through the prosperity of the Company that our own prosperity is made possible.

This is the decisive year wherein the fit shall be separated from the unfit and the strong from the weak. To get into the fit that survive, we must strive to increase our individual efficiency. We should concentrate on self-improvement and mastery of every detail of our work and we should always keep an eye on the progress of business with the same interest and zeal.

Keeping Climbing

The hill of success may be steep, boys! And hard work may be to climb, but the way grows smooth towards the top, boys. And it's only one step at a time.

Be sure you are honestly shod, boys! Be the staff of self-help in your hand. Watch out for the rough, rocky roads, boys! And trust not to gravel and sand.

Look out far up in the clouds, boys! Look down in the valley below; but steadily, patiently climb, boys! Keep your step to the way to learn to know.

Keep well to the right of the road, boys! You may not swing past you; and fail not to hold out a hand, boys! To all who may stumble and sigh.

There's plenty of room at the top, boys! Though crowded the pathway long; and none need fail in the end, boys! If he's honest and patient and strong.

--John Morris, Kingston, Ont.

Democratizing Industry

The conference of Industrial Councils held recently at Ottawa revealed a tremendous growth of democracy in Canadian industries.

Various plans have been arranged whereby the workers have representation in the form of Industrial Councils and whereby working conditions can be thoroughly discussed and improved upon.

Industry in Canada realizes that without confidence and cooperation, neither employer nor employee can

Stock Shortage Contest

A very effective contest was held in the Winnipeg Division for the elimination of stock shortages. The organizers of the idea were Mr. J. A. W., chief clerk, Mr. D. G. Payne, sub-station inspector.

After much thought on how to reduce stock shortages which had been growing into considerable proportions, it was decided by the above men that a contest among salesmen would materially help in keeping stock shortages of refined oil and gasoline down to a minimum.

A letter was sent out to the salesmen, advising them of this contest and stating that the number of stock shortages would be figured on a percentage basis, according to the number of sales made in the office.

The salesmen followed this procedure, a lot of unnecessary correspondence being eliminated—all stock shortages were reduced, and there is less likelihood of friction with the customers.

When a salesman is keeping in close touch with the office, with regard to the sale of goods, he protects himself from stock shortages.
Our New Plant

In C. M. Kniesken, Weyburn, Sask.

The New building was to be constructed on the east side of the yard, the old building had to be moved to the opposite side.

The west half of the old warehouse was therefore moved up alongside the other half, leaving just enough room to drive between. This alteration made it difficult for the customers to drive up to the warehouse as the doors were not quite as wide as the old warehouse, but even with this handicap we managed to get our usual trade and give our usual Imperial Service.

The Fire

The construction work proceeded nicely until July 22, 1920, when a fire threatened to destroy the entire place. With the exception of pumping off a tank car of gasoline, the day had been an unusually quiet one. The old gasoline engine was working in good order until the fuel supplying the engine became exhausted, causing the engine to come to a sudden stop.

The gasoline tank being refilled, the water ran away; Mr. Totten, again tried to start the engine. After making one revolution, a spark, of unknown origin, started the fire and immediately ignited the gasoline flames.

Firemen from the adjacent buildings came to the rescue, but the wind made it difficult to control the flames.

The fire destroyed the warehouse and several other buildings.

TOTTEN

FIRE AT THE OLD WEYBURN PLANT.

Brandon

The new division at Brandon, which is barely a month old, is very much an expert in the handling of traffic. They have the best individual garage in the city.

Though the truck is rapidly replacing the horse and buggy, they must take our cars off to the old team, age 19-20. They have been in the service of Imperial Oil Limited for the last few years because of the careful attention of their drivers. The drivers are looking like a pair of young colts.

Stock Shortage Contest

(Continued from page 15.)

to the work being done by the agent, whether it is in connection with the regular line of business or in connection with the delivery of broker's orders.

The winner of the contest was first prize, Mr. A. G. Crigges (who has now been transferred to the Redford Division); Mr. H. R. Turnbull second, and Mr. J. J. McMillan, third prize.

A Fine Plant

The building, considered unpretentious and well finished, it looked like a palace in comparison to the old stand. The new warehouse is built of red brick with large trestles to support the roof and floor. A hand_kill was positioned in one corner of the warehouse. Everything, in fact, is planned to make this a first-class warehouse. For heating and steam

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Industrial Economy

“A penny saved is twopence clear. And that’s the secret of a nation’s trade.”

—from One of the Family at Sorrio.

Sales Conference

The annual conference which opened in Vancouver on the morning of February 4th differed in three respects from any previous conventions.

First, a much larger number of salesmen and agents were in attendance than on any previous occasions, due to the fact that this year we have more salaried agents than in the past.

Second, the convention was the most important in Vancouver, salesmen and smokeshell salesmen, the Toronto officials only being with us for one day.

Third, for the first time in history, the salesmen announced as themselves “concluded with our output.”

We will continue the “but” later on.

The morning session opened with Mr. Polan presiding who, after making everyone feel cheery by telling us of our wonderful progress in automobiles and smokeshell sales, gradually reduced us to normal again by telling us how near our speciality sales were.

Such is life, we are either up or down.

However, we are going to agree with Mr. Polan even though our speciality sales for 1920 were better than any previous year. They could still be improved on a large extent and the only reason we are able to offer for not saturating our field with specialities, is that the fact that we have all been led away more or less by the Automotive and Smokeshell sales, which have been so far the only successful selling lines in our operations. We have all been working so hard at Imperial Oil for the last few years, that we all find it very difficult to get into the spirit of our operations, “My Home Town.” Often we stray from the place of our birth and often our perspectives tend to far corners of the earth, but whenever we wander, our thoughts turn to the old “home town.” The little red schoolhouse, the familiar house, the little town, the church, the school, the little town, and often our sentiments turn to the old “home town.”

The next few days were taken up with detail work and matters pertaining to each one of our individual localities. A social supper and dance given by the Imperial Club brought one of the most successful conventions ever held in Vancouver to a happy ending.

Let us hope that the spirit of cooperation with our officership which started with the New Year, may continue to thrive, and that 1921 will find us a happy family.

Convention Jottings

“Look to your laurels ‘Jimmy’ and ‘Downey.’ ’Bolts is camping on your trail this year.”

Stornoway and Johns are out for the G. & B. bosses. Watch the smoke.

“Nanaimo” is eating, drinking and dreaming of the days of old.

“Mac” is after the Victoria home brews. More power to your elbows, Mac, and dreaming of the days of old.

The IMPERIAL OIL REVIEW

My Home Town

In D. F. Macdonald, Source, P.E.I.

The phrase “My Home Town” has found its way into the songbooks of the United States and of Canada, and has been adopted by people all over the world. It is now a familiar expression in our literature, and has even been adopted by the United States and of Canada, and has been adopted by people all over the world.

“The Days of ‘Wind Jammers’

Fishing is an important industry of Prince Edward Island, and the most important fishing town has been called “My Home Town.” Sours, Thirty years ago it was a common sight to see hundreds of sailboats anchored in the harbor when it was storming outside, each vessel having a crew of fifteen or twenty men. The reader can well imagine what a lively sight Sours presented, and the French people who first inhabited Prince Edward Island. These first settlers found the country difficult, but these little creatures, which are so small and harmless-looking to men and yet so terrifying to the far seas.

The Home Office Stands on Historic Ground

G. L. Thompson, Toronto

In the bustle and hustle of the present-day we are apt to forget, or ignore, matters relating to by-gone days.

Farming is a way of life.

Sours is both a farming and a fishing town. In days gone by, a sight of Sours, Scotland, the United States, and in fact all parts of the civilized world came for generations, in which the United States and of Canada, and has even been adopted by the United States and of Canada.

October in Canada.

There is something in October in Canada.

Upon referring to Robertson’s Landmarks of Canada, we find that the second edition of the book was printed in 1824. It stood 30 ft. east of Toronto, and from a short distance above the town.

Ironically, it is safe to say, because locally. Fishing in Sours has been handled as in Sours during the rush season. The installation of storage tanks at this point and numerous other points on the coast has been in existence for some years, and has been taken very regularly by the bulk delivery wagon from one station to another. Imperial Oil products are delivered to-day by the farmer and fishermen alike, and fishing, as a result, is the life of the place. Here, as elsewhere, Imperial Oil products are back-up to the fishing industry with Imperial Service. A service which goes throughout the Dominion, and which, like the quality of our product, is compared.
Far and Near

(Continued from page 13)

cessor to the assistant managernp
ship here, he has been in the past a
jamin that Mr. Barnhouse, in what he
he to be his usual speech from a
ul in the assistant to his position as

The second event was held on Janu-
1946, in our quiet auditorium, Mr. 
and Mr. Baker, had by that time
about their work in this dis-
and were preparing to take their
year. Extra pleasure was the
local" to the presence of Mr.
Mr. and Mrs. Barnhouse were
Baker as guests of the evening. Cards,
amoins, refreshments and dancing
ished on the evening's program, an
outstanding item being a vocal solo
by Miss Lottie Whyte.

The entertainment which was con-
stricted strictly to Imperialists and their
and wives (and some of the "intended")
deemed, probably because of its
Imperial Family" nature,
most enjoyable of the club's

Vancouver - The members represent-
ings the warehousemen and head-
branches of the service showed a dis-
tinctly fair and reasonable attitude
regarding the various problems dis-
ussed in the Committee meeting,
while the other members were equally
amicable and cordial in their attitude
the goodwill. It is a good omen for
future co-operative service and we start
out upon the year 1947 with a feeling
that all matters concerning the mate-
rial and social welfare of all emp-
loyees in Imperial Service can be attained
by mutual goodwill and sincerity.

The Imperial Club (coffee employ-
ees) may soon open its doors to other
parts of the service by having its
members invite the warehouseman
from the outside branches and express,
expressing the desire of their confreres
to join forces in enforcing the social
atmosphere of the service here. The
writer believes that cooperation in this
way with a sincere desire for the mutu-
ally welfare of all who serve together,
will bring about favorable results
beneficial to one and all.

* The Imperial Club and friends to
the number of 120 enjoyed themselves
impressively at the social and
dance which was conveniently located in the
existing salesroom. The event was in every
particular a success, and consisted of
a musical and entertainment programme
and subsequent dances. Refreshments
were served during the evening. This was
the first social gathering of the season, and

Wins High Honor

CAPT. K. KNOX McLEAN, C.E.E.
Honored - Captain K. Knox
McLean of the Calgary sales-
force, whose photograph is
shown above, and who was
awarded the Medal of the
Order of the British Empire for
valuable service rendered in con-
nection with his work in the
Royal Air Force, has now received
his decoration (from Ottawa, together
with a letter of congratulation)
and a warrant bearing the signa-
ture of H.R.H. The Prince of
Wales, the Grand Master of the
order.

"Mac" is one of the most pop-
ular members of the "Order of
the Knights of the Gey" in
Calgary, and, prior to his service
overseas, was a specialist on en-
gines. This knowledge made
him one of our best lubricating
oil scholars. We know that
Captain McLean will receive the
beauty congratulations of all his
fellow employees in connection
with receiving this decoration.

Ottawa Industrial Conference

(Continued from page 4)

able to speak regarding the success of
its plan, with no uncertain voice. In
our Sickness and Accident Benefits,
Among other things, Imperial's
Co-operative Investment Trust Fund, we
led the list of reports, with particular
view to our Plants and Branches in
the Amenities and Benefits and the
Co-operative Investment Trust Fund
Co-ordinators, both of which carry
such things as health and
interest.

Mr. and Mrs. M. A. McDowell
were among the jolly party that kept
things going until midnight.

68 Church Street

(Continued from page 2)

In 1866 the northeast corner of
King and Church Streets was occu-
pied by a grocer named Phillips, and
in 1868 a small two-story building
occupied by Clarke & Co., who were
known as "manufacturers of lubricat-
ing oils.

This coinidence has special signifi-
cance to employees of Imperial Oil
Limited when we realize that our Head
Office building, while occupying a por-
tion of the site of the Court House
erected in 1824, is but a few feet away
from the location of the first manufacturer
of lubricating oils in Toronto. It would
seem that the vicinity of King and
Church Street will continue to be the
"Home of Oil" in Canada.

Imperial Service

(Continued from page 2)

Good Work

We wish to congratulate every mem-
ber of the Edmonton staff for this
splendid work. It is tangible evidence
that everyone is cooperating in ren-
dering the work service we have set
as our standard. We have cooperated
individually and collectively, goes the
credit, for, in an organization like this,
every member is responsible. From
the chief clerk down to the youngest
dekier, the entire staff must cooperate
and pull together if they wish to keep
going forward, and this is what the
Edmonton staff have been doing. Good
work, Edmonton! Good luck to you!
May the future add still more laurels
to your crown.
High River

How the Government Protects Its Forest Reserves

BY N. STRAND

CALGARY, ALTA.

If you take the map of Canada and look carefully enough you may find a little dot which indicates the little town of High River. If it should happen that you cannot find such a "dot" it is not the fault of High River, rather let us say that the map-makers were lazy or uninterested, for had the map-makers realized the many distinctives possessed by this little town, they most assuredly, would have put it on the map with a ring around it.

First and foremost of these distinctions is the fact, that High River is the home of the Prince of Wales. No, we do not mean to imply that His Royal Highness was born there, or that he holds royal court and conducts affairs of state from this little town. We do mean, however, that the Prince of Wales will probably have his mail sent to High River, when he comes over to inspect his ranch.

Being in the heart of the cattle country—the famous "Bar U" range—High River furnishes more local color, such as long-haired braves, stock saddles, rotted spurs and angora chaps, than the wild and woolly city of the Universal Film Corporation. There are innumerable "ranches" in the vicinity of High River, the mantel piece of which is the ranch of George Lane, neighbor and fellow-rancher to the Prince of Wales.

In addition to the picturesque c.o.w. - ranches there is every variety of "drifter" from the long mustached cow puncher, crack oil promoter, for doesn't High River sit right on top of the greatest oil reserve ever undiscovered?

True it was way back in 1914 that we learned of this fact, but we have never heard anything since to dispel it. The prospects for discovering oil are as good as ever—it still has that uncrowded—which fact means nothing to anyone, except those who still clutch the gold-embossed certificates of the various "oil companies" of Calgary and neighboring towns. However, these are but minor distractions possessed by this progressive little town. The chief attraction, of course, is the Prince of Wales' ranch. Next to that comes the aerodrome of the Government Forestry Department.

No "Kick"

The little town of Left High River is located about forty miles south of Calgary on the Highwood River. In the distance can be seen the towering peaks of the Rocky Mountains, with the forests of the foot hills in the foreground. On every side stretches a rolling prairie with thickets of brush here and there, giving a park-like effect to the plains. It is a land particularly adapted to Wild West romance such as is now generally enjoyed only in the movies. Fortunately, or unfortunately, the laws of the land are adequately enforced, hence there are no picturesque dance halls and saloons, no gambling dens, no barrooms or poker joints. The advent of the tractor and farm machinery has also helped to take the "kick" out of the old west wild, so we might quote the disinterested expression of an old pioneer when he sold out his ranch to move farther north, "This country, is getting too danged civilized for me."

The Government, after searching all along the Rockies from Red Deer to the southern boundary, chose High River as the most satisfactory spot for the erection of an aerodrome. The material for its construction is on the ground and construction is well under way. Major Croil is the officer in charge and his force of some thirty men are now carrying out the work of construction.

Six planes will be maintained at this point for patrolling all forests within a radius of four hundred miles.

New Fire

The advent of the Ranger aeroplane as a fire-fighter is another triumph for aviation. Long experiment in the use of the aeroplane as a watch dog over our forests has proved it a good asset in protecting the forests against fire. By constantly patrolling and watching for fires from the air, observers can detect the smoke of fires no matter how small.

The promptness with which reports can be made by the use of the aeroplane, enables the foresters to send their fire fighters to the needed spot without delay, which greatly enhances their effectiveness, for it is comparatively easy to check a forest fire when dealt with before it has time to spread.

Free Lots

The decision of the Government to give here will bring a number of new residents to High River, which is greatly appreciated by the towns-people. The Board of Trade proved to be a live organization when it offered free lots to the employees connected with the aerodrome.

Every assistance is given the Government employees in selecting suitable sites upon which to build their houses, and true. Western hospitality is extended to make them feel "at home."

The citizens of High River arranged a reception and dance in honor of the newcomers and, needless to say, the members of the Forestry Department were welcomed and are now stamph High River boosters. Everyone is loud in his praise of the west and its people.

Mr. Geo. Young, our agent at this point, has already unlocked 2,000 gallons of lubricating oil and gasoline, shipped from Sarajevo for the use of these aeroplanes. Here at elsewhere, Imperial Service is always "on the spot" to aid in the development of our country.
When Work is Play

Work is drudgery only to the misfit. Routine ceases to be monotonous to one who sees the thing beyond, who idealizes and exalts his work, no matter how lowly it may seem.

Whether we work with our hands or our heads, there is an ideal in every job.

We must search for and find that ideal before success and happiness can be ours.