The First Year of the Trust

A three thousand readers of the Review are shareholders in Imperial Oil Limited it is fitting that some consideration be given to the affairs of the Co-operative Investment Trust upon this its first anniversary. The initial year of the Trust closed on April 14 last, and the last dividend paid by the company on April 15, 1921, marked the beginning of the second season of the five yearly period. Because it was a new venture, and modelled on somewhat original lines, the experiences of the Co-operative Investment Trust have been watched with keen interest both within and without the organization. Various opinions were expressed, and the project was launched and outside critics were numerous. It was generally overrated that a capitalist was born and not made and that any attempt to make small capitalists out of wage earners who might have no real inclination or talent for saving was doomed to failure. Further, it was predicted that the employees would enter upon the plan with great enthusiasm, but that this would soon disappear under the strain of a saving fixed sum out of their earnings to be set aside for the attainment of an object five years away.

A Review

One-fifth of the life of the Trust is now history and, unlike our position a year ago, we are no longer in the state of theories, some facts to deal with. One of the facts to present itself is that the employees did enter upon the Trust with fine enthusiasm and that this enthusiasm did not wane. There were few withdrawals from the Trust, and as the year progressed the plan was better understood and a disposition on the part of many participants to increase their deposits. As new employees completed their first year of service and thus became eligible they were usually eager to become depositors. The result has been that 13,591 shares of stock in this company are now credited to the accounts of individual employees on the books of the Co-operative Investment Trust, and as the dividends on these shares and the cash deposits of the employees and of the company accrue more stock is being purchased by the trustees at a price materially lower than that at which the stock is available to any other purchaser. The small savings of many, every dollar of which brings into the fund fifty cents from the company, is multiplied rapidly, and now almost every second man or woman in the service has an equity in the assets and the business.

The Administration

A committee, the members of which serve without remuneration, consists of one representative of the Board of Directors, the Secretary-Treasurer and the Assistant Treasurer of the Company, and the employee-depositors are represented by John C. Hampton of the Acid Works, Sarnia, and T. S. Palm of the Princess Street Yard, Toronto. During the past year the trustees were called together whenever there was business to transact. Naturally, the establishment of an important undertaking involving the disposition of every large sum of money and the interests of thousands of individual purchasers of stock, presented not a few problems and necessitated the establishment of many precedents. The trustees took no action or entered upon any policy upon which they were not unanimous, and during the past year it was found unnecessary to change in any material degree the regulations of the Trust as it was laid down in the Charter.

A good deal of credit for the efficient conduct of the business and for the success in which the employee-depositors have been notified as to their relations with the Trust is due to the enthusiastic efforts of Mr. E. C. Kennedy, the Secretary, and his associates at Sarnia.

Price

At the annual meeting of the stock trustees were notified officially by the Board of Directors of Imperial Oil Limited that the price at which the stock would be sold to the Trust during the current fiscal year would be $60. One trustee reported that depositors had not expressed to him the hope that, in view of the decline in the market price of Imperial Oil, during 1921, the price to the employee-depositors would not be materially increased for the fiscal year 1922. It was pointed out, however, that the price of the stock was not a matter of choice or of arrangement, but that it was a matter of value. During the year the book value of the stock, which is the proportion of actual assets represented by each share, had increased, and the Directors, while making concessions in favor of the Trust, could not entirely ignore this appreciation of assets. The trustees feel that there is still a disposition on the part of many depositors to attach undue and unwarranted importance to the market value of the stock. They state that it is possible for investors to attach importance to the market value of the stock, and they have emphasized that the market value of the stock had no relation whatever to the price at which it was sold to the employee-depositors, and that if such relations existed the employee-depositors would still receive the stock at a much lower price than the market price, as the company contributes an equal amount to each employee’s deposit. For every $100 deposited by an employee last year the company deposited $25. Therefore, the employees received the stock at $75 per share.

This year the price of the stock is $60, but as the company will continue to deposit an amount equal to fifty per cent. of each employee’s deposit (Continued on page 16.)
CLASHING contrasts, violent ex- 
tremes, force combatting force 
and the elements at war—such 
is the natural and geological structure 
of Peru.

Extremes are on every hand. 
Tropic heat and Arctic cold; 
heavy poisonous jungle stunts and 
rarefied mountain air; searching dryness 
and reeking wet; mountain peaks too 
high to climb and jungles too thick to 
penetrate: from the rock-bound coast 
that commands an ocean “Pacific” only 
fearfully; through burning desert heat 
and freezing mountain cold, to the 
impenetrable jungles of the 
Montana Condor’s life in Peru manifests itself 
in contrasts.

Legend and History

To the stoic races of the South, 
all South American countries are an 
enigma. They lie hidden in a veil of 
myth, distorted by legend and ex-
aggerated by rumor until we regard 
them either as a sort of Arabian Nights’ 
dream or a cluster of primitive 
nations forever at war.

We little realize that here lie 
counties with civilizations far older 
than ours. Countries whose history and 
traditions stretch back through 
the centuries to a civilization that still 
survives in the form of ruins which rival 
the grandeur of those of ancient 
Egypt and Rome.

Immerse books have been written 
on Peru. Historians, geologists, 
archaeologists, in fact, every variety of “it,” has journeyed 
to this land of marvels and everyone 
has been inspired to pour out his 
emotions, impressions and experi-
ences in a mass of literature that 
beholds us.

Legends abound everywhere 
and intermingle with facts until we are 
at a loss to ascertain just where imagina-
tion ends and reality begins.

We read that a race of dears exists 
in the Andes guarding a hoard of 
treasure; that craters of extinct 
volcanoes are the entrances to wonderful 
underground civilization; that a 
gigantic bell of pure gold is supposed to 
be buried in the vicinity of Lima and 
that it still rings, sometimes from the 
top of the Andes and sometimes 
underground. And despite the absurdity 
of most of these legends, there 
are few men fanciful enough to 
finance treasure-hunting expeditions to 
search for these modern El Dorados.

From legend, through history 
and up to modern times, the panorama 
unsheathes itself as we read.

We read of the Incas, that wonder-
ful tribe from the highlands who con-
pumed the Pacific Ocean, 
and held royal sway in barbarous splendor over Peru and the northern part of South America. We read of their gold, their precious gems, their 
treasure and their wonderful lost arts.

We pass on to the invasion of 
the Spanish adventurers, Pinzón and 
Diego de Almagro. We vision the 
desperate battles for supremacy. We 
hear the clash of sword and battle-axe, 
and we thrill with the excitement, 
at the dash, the romance of it all.

Verily, Peru has her traditions. 
She has a history and a literature, replete 
with thrilling incidents and heroic 
deeds. She has tales of her patriots, 
her saviors and her martyrs—tra-
ditions as proud as those of any nation 
on earth.

There is a fascination in 
the history of the South American 
continent that surpasses her northern 
sister, for here is a history which 
springs from traditions of an extinct 
race—a civilization lost in the obscur-
ity of an unrecorded past.

Topography of Peru

Topographically, Peru consists of 
three divisions, the desert, the moun-
tains and the jungle. The shore-line 
which extends 1,400 miles along the 
west coast of South America is typical 
of the country that lies beyond. 
Frogs from the coast extends the desert, 
some hundred miles inland. The 
desert is varied: toward the south 
the coast is arid and the landscape 
exists in the form of cliffs which rival 
the grandeur of those of ancient 
Egypt and Rome.

In a fertile valley intersecting 
the desert lies Lina, “The City of Kings,” 
and the second capital of Peru. The 
river that has come from the Andes on 
whose lofty table-lands called Jilo in 
the north, and Pausa in the south, 
flourished remote civilizations filled 
with mystery.

Beyond the mountain barriers lies 
the jungle, geographically the largest 
portion of Peru, and like all tropical 
jungles, a fauna of dread and fascina-
tion. Volumes could be written on 
the wonders of the jungle. Its swamps, 
its foliage, its birds and beasts, its reptiles, 
from the boa-constrictor, the largest 
snake, to the crocodile, the largest 
lizard, its weird flying bats, the 
vampire whose kiss may well be fatal; 
the sloth too lazy to move; its strange 
people, as savage as the prehistoric 
cave-man—all furnish material, the 
recording of which would fill libraries 
of books.

It is, however, the mountains with 
their precious minerals, their fantastic 
legends—all are too numerous and too 
complex to deal with in an article.

We will leave them all 
and turn to those things which we can 
understand—those tangible 
things which enter into our daily lives and 
industries at home. These 
takes us to Tabora, Ne-
gritos and the oil fields 
in northern Peru. Here 
we are at home—a link, 
despite perhaps, but still 
the link of the chain 
of Imperial Service.

The Oil Fields

The International 
Petroleum 
Company, Limited, 
was incorporated under 
the laws of the 
Dominion of Canada 
in September, 1914, 
and thereafter acquired 
the properties of the 
London and Pacific Petroleum 
Company, Limited, and the Lagunitos 
Oil Company, Limited, which 
companies owned approximately 600 
square miles of territory as known 
as “La Mina, Rara y Paimen.”

The property is located on the 
north coast of Peru and is about four 
degrees south of the equator. It is 
in the Department of Piura, the most 
westernly part of South America. The 
nearest port of call of the regular 
steamship line is Iquitos, a small place 
about forty miles to the south 
connected by rail to Piura, the capital of 
the Department.

The country along the coast of 
this part of Peru consists of a broad, sandy 
desert, generally flat but dissected 
in many parts by “Queradras,” or dry 
stream valleys which form a typical “Bad Lands” country.

Further inland, at a distance 
varying from a few miles in the south 
to about fifty miles in the north, lie 
the cordilleras of the Andes which run in 
a direction approximately parallel to 
the coast.

The Amotape Mountains, 
a range of hills up to about 3,000 feet in 
elevation, lie immediately to the east of the 
property and the only river in the 
region, the Chira, flows westward 
to the sea along the southern limits of the 
property.

There is scarcely any vegetation in 
the area with the exception of an 
ireg-ulated belt of cacti on either side of the 
Rio Chira. Throughout the desert 
there are scattered Agaricons trees and a few 
other small shrubs. These are usu-
ally much withered by the heat of the 
sum and the lack of water, except in 
the queradras or valleys, which are 
ocasionally flooded after heavy 
rain which falls in the mountains. Gates 
of several varieties are fairly abun-
dant, as are the slopes of the 
Anata 
Mountains and often attain consider-
able size—ten to twelve feet in height 
being common.

The geological formations add 
a touch of the picturesque and the geo-

togical to the scenery. In general, 
they are composed of sands and clays, 
often cracked by faulting and 
covered with a black scoriae.

In some parts raised sand-
beaches or “Tabaks” of Quaternary 
time form table-lands overlying the 
Tertiary beds. The oil is found in 
the sandy beds at various horizons in 
the Tertiary formations, but, since these 
formations have been subjected to 
a great amount of earth movement, 
faulting and crushing, the depth to 
which it is necessary to drill, varies in 
different parts of the field. Oil spills 

cumulate in certain parts but the 
quantities of sand blown by the 
wind largely cover these.

Though Peru, as a whole, may be 
said to consist of nothing but 
extravagant contrasts, there are 
points in this region is ideal, 
and except in certain parts outside the 
Company’s property, is very 
healthy. The sun shines almost every day 
of the year and rain sel-
fases are few.

Within two or three 
miles of the coast the 
temperature is rarely 
pleasing except in a 
cooling blowing the 
sea from the south-
west nearly all the 
time. During the winter season—June, July and August—
the air is pleasantly 
cool and, at times, often 
comes quite chilly at night.

The Humboldt current, which 
flows northward along 
the west coast of South

7

1. Condenser Plant (cooling fresh water from sea water). 2. The Office Staff. 3. Storage Tanks and Shores. 4. Oil Pumping Plant. 5. Deepset Well in Field. 6. 200 ft. PG.
The Habitant
Agriculture in Quebec—Past and Present

By A. Barrette, Salesman, Montreal.

WHEN in the year 1669 Samuel de Champlain, mariner and discoverer, came up the St. Lawrence with 140 men, visited some forty-three years before by Jacques Cartier, and by this latter named Quebec, and when later Paul Chomedey de Maisonneuve, another nobleman from France, laid the foundation for the future metropolis of Canada, they found the aborigines tilting meagre patches of land and raising corn. That occupation, however, was not only to the old and weak of the tribe and contemporarily held up to scorn. It was a sub- ject for the most imperious threats and a punishment inflicted by the strong upon their rivals and enemies.

Nevertheless these same aborigines were undoubtedly the first agriculturists of "New France."

In the year 1677, Louis Hébert, apothecary, with his wife, Marie Rollet, and twenty-three other colonists engaged by Champlain, arrived from France with the aim of providing for the needs of the colonists in New France by the tilling of the soil. Their beginnings were, however, painful and hazardous, for, with the hostility of the fur traders and the depredations of the Indians, their tribulations, sacrifices, and privations were greater and more terrible indeed.

But gradually passing through the vicissitudes that beset their enterprise, they planted the nucleus of that incomparable strain of pioneers and settlers, who in our day are called "Habitants."

The early statistics of the colony inform us that in the year 1669, after the expiry of fifty years, 100 inhabitants and 200 difficulties mingled with but scant solemnity from the King and the original Neighbours, but with the ever solicitous support of the missionaries, those pioneers and their descendants together with the new settlers who had joined them, had 11,498 arpents (an area of 1,054.87 acres) under cultivation and pasture, with a varied production of 130,978 bushels of cereals. They also owned 4,100 heads of cattle and 85 sheep. Owing to the many wars in which they had to partake, their efforts did not bring the results that should have been theirs, and yet with set purpose and indefatigable determination they grew, until in the year 1729 their cultivation had expanded to 10,903 arpents; pasturage to 25,650 arpents, with the following cereals predominating:

- Wheat: 634,835 bushels
- Oats: 162,297
- Cora: 7,210
- Others: 100,596

In the years following, up to the battle of St. Foye in 1756, followed by the military regime culminating in the cession of New France to England in 1763, their development, if not altogether unembellished, was unrecorded in figures—probably owing to the dismemberment of the colony, the departure of the nobility and traders and the early difficulties of those sturdy settlers with their new lords.

The "Habitants" at that time, numbering about 4,000, scattered along the shores of both shores of the St. Lawrence river and its tributaries as far as the Great Lakes and beyond. Alone, very much

improvised and almost ruined by the long period of habitual warfare, bereft only by their noble clergy who battled stubbornly and persistently with the early governors until in 1774 (by the Act of Quebec) the British Government, realizing their invaluable potentiality at that critical period in its colonial undertakings, granted to them appreciable measure of freedom, enlarged the boundaries of the province, legalized the use of French and the free exercise of their religious rights and created a legislature to deal with the affairs of Canada.

In 1783, at the close of the Independence War, the influx of United Empire Loyalists, settling in the southern portion of the province contiguous to the American boundary, had helped materially to increase the number, wealth and promise of the farming community.

When, after the joining of Upper and Lower Canada under the Union Government, a count was made in 1851—the Quebec Act of 1791 as owners of 4,507,528 acres of tilled and unproductive lands, and 70,673 acres of orchards and gardens.

In 1867 after much political and social unrest derived from the union regime, the British North America Act was passed by the Imperial Parliament from which full autonomy flowed to the Quebec group and a new era was entered into through which the aims of the Habitants to our day...
have been served by incessant efforts at building and progress. The census of 1871 shows them as being 100,000 passengers, 5,472 tons and 4,172 casks of tobacco, 6,072,286 acres of tilled and pasture land, and 36,114 acres of forest land. The census for 1870 was besieging 5,231,852 acres, all undervalued land, that which presumably was held as timber by the more prosperous farmers. But that clear coal was not largely used and petroleum fuels were practically unknown.

At about that period, as a distinct writer on the subject first informs us, agricultural pursuits in Quebec was as much advanced and not much more than in the days of Virgil—born 60 years B.C.—whose works the lecturer, a born and bred Virgilian, is read extensively during trench life.

The learned lecturer has not divulged in the course of his essay, whether such edibles as tea soup, pork and beans, and smoked griddle cakes, pipe tobacco, home-brewed and whiskey 'balm' of which our habitant has as of times been known to produce, were also known on the agricultural roster of the Romans. Nor has he said whether the 'cereal plant had ever eaten maple sugar, cheese, the Island of Orleans brand or even our common tournesol, together with the clover or our similar to our ruralists were known by Virgil.

What the lecturer palpably wanted to impress most upon the minds of the students has been the custom of the agricultural science of the seventeen century, as a record of the centuries immediately preceding the Christian era and deductively. He inferred that agriculture has lived its own peculiar way of thinking or as an evolutionary march of the people to whom they were catering.

A good example of that truth has been the making of the history of the days of Confederation, whose strides toward larger and better things was due to the presence of fruit in Quebec the impetus of a fresh constructive movement for social progress and within built of the habitant, inside his own boarders the complementary market necessary for his own expansion and the betterment of his social conditions.

The farming (of the nation) is the policy with its corollary of larger industrial and trading centers, created to take demand for large domestic foodstuffs that induced efforts at large production. This created improved methods of cultivation. And here we find evolution on the wings of opportunity.

The various organizations created by government and rural initiatives of the years preceding that awakening, and subordinated to the Provisional Council of Agriculture, founded in 1812, to improve the Chambre of Agriculture of 1852; the Agricultural Institutes of St. Anne de la Pocatiere (1830), L'Assomption (1830), and L'Oror, the Montreal Veterinary School (1880), and the agricultural papers—Press and Farm—lie through the then existing agricultural societies, initiated in 1871, with a view to furnish for the best cultivated farms. These were followed in 1872 by the institution of agricultural societies of the Province. The Salvation Army, with its many others that in order to provide qualified cheese and butter markets, were first organized. The dairy classes for the instruction of cheese and butter makers. These others in 1850 were taken over by the Quebec Dairy Association and merged into the Dairy School by the Agricultural Society at St. Hilaire. From the expert direction of these societies, the habitant was permitted by law to have his own chevele and butter factories in the province.

The habitant, Quebec, bright and active, in 1881, the first cream separator known in America (a Burrell & Wilson & Worthing machine) was set in motion by Mr. S. Alphonse Col. Henri Duchesne, the type of separator at that time called 'the Dano' was lubricated with lard oil solely. The writer has been informed that the first producers of mineral oils for this purpose about the year 1872.

With the coming of railroad to Quebec by the year in the opening of cheese factories, Quebec was the first to operate butter factories. This was followed by the Macdonald Agricultural College, Tullibody, and the Collège Université. All three have a total of over six hundred qualifying pupils, many of whom find a ready base for the dissemination of their acquired science in the posts opened by the Provincial Government, in rural counties where the model and demonstration farms—especially in the habitant community in general.

We have seen that up to 1892, the production of butter and cheese, though quite large, was essentially a domestic art; but the nucleus of co-operative or factory production already existed. In the year 1892 the first cheese factory had been opened in the village of Drummond, Mississippi County, and in 1893 at Athelstan, Huntington County, the first butter factory. These were immediately followed by many others in 1889. A. F. Barnard, then Commissioner of Agriculture in the Quebec Government.

To-day, the gratifying results of all these concerted initiatives may be seen throughout the province. Over one hundred agricultural societies, eight hundred agricultural centers and factories have been established. Two of these societies, the Quebec Agricultural Society of St. Anne de la Pocatiere and the Agricultural Society of St. Anne de la Pocatiere, are affiliated to the Montreal and to the Quebec Agricultural Society of St. Anne de la Pocatiere. In 1892, the popular MacDonald Agricultural College, founded 1881, and the Collège Université, both of which have dairy schools have led the way in America, which goes to show that the Quebec habitant made the right beginning. He has kept going, not in flights, but steadily and tenaciously in all branches of his calling until the present day he can with pride reckon his progress in the dairy industry. In 1891 he enjoyed the full fruit of his achievements.

To sum up the efforts of the habitant since Confederation so as to keep his province abreast of its co-partners in the civilized part, and reverting again to production statistics as expressed in present-day currency, the writer will turn to the statistical reports of the Quebec Bureau put down at $350, 251,000, this represents 4,157,453 acres of cropland, 1,420,000 acres of forest, 3,052,000 acres for wheat, 17, oats, 958; barley, 957; peas, 17; buckwheat, 27; raw corn, 295; flax seed, 175; potatoes, 1854; tobacco, 800 lbs.; hay, 5,594 tons; maple syrup, 8 tons; maple sugar, 8 tons; maple sugar, 8 tons; maple sugar, 8 tons.

If we add to the field crops, the value of the dairy products, wool, home-manufactured goods, eggs, hogs, pork, and the products of various domestic industries, the total amount of fall of $25,000,000 is the contribution of rural Quebec to the Dominion. We have not put down this money, but we are very proud of its existence. We are proud of it because it reflects the contribution of the Canadian producer.

We are to be classed as the love the habitant, the size of a race two millions strong in his own province and as many more scattered or grouped in every other province and state from the Arctic circle to the Gulf of Mexico. We are proud of our prairie, of the reasons for our pride, but first in our heart and mind are always qualities as a citizen. He is a born gentleman of unequally approachable character. In good or bad days he is the cheesemilk of all. Through long lean years—deciades—he has carried his load and a great portion of his brothers'.

An asset of first rank to his country, his seriousness and conservatism in appreciating circumstances, facts and necessities, give to the country, while he holds by, a guarantee of social and economic stability of which we unhesitatingly accept the cost. And without undue pride of fate, and the model of endurance and thrift throughout the land and far beyond. And when prosperitycourts him, his composure, his poise, his very soul remain what they have always been—prized, unraffled, calm. In the tossing of the storms he meets all at times to enlist behind others better.

Talusia, and the buildings are very well equipped. The visitor stops in a reading room with good selection of books and periodicals. The latest papers and periodicals from Canada and England, a large ball for concerts, dances, etc., billiard table, and bowling alleys (recently enlarged and improved). There are ten oil courts, gymn istia room, music room, dormitories, and all the necessary adjuncts to any boarding or hotel situation. A restaurant run in connection with each club supplies the single man with excellent meals.

While opportunities for games and other forms of recreation are possibly not so numerous as in a more populous country, there is always a considerable amount of social activity, such as dances, whist drives, week-end trips to the Rio Chur, tennis, base-ball, corsets, and other amusements. Two football grounds have recently been completed at Ne- gritos and there are keen matches between the native employees from each settlement.

There is a hospital and an excellent medical staff at both Talusia and Ne- gritos. The services of both, however, are rarely required by members of the white population, the people being mainly engaged in desert conditions of the surrounding country and partly to the attention of the last two years. These places are free from the contagious diseases and the most common found in tropical and sub-tropical countries.

Schools are provided by the Company at both Talusia and Nagritos. The white children are in charge of the teachers or instructors, and each native teacher takes care of the native children. The methods and equipment of the schools are thoroughly up-to-date.

These Peruvian oil fields are living monuments to Imperial Oil industry and progressiveness. Haunted on every side by adverse conditions, in a country where nature is ever at war with herself, where every obstacle is formidable enough to stunt the stoutest of hearts, the Pioneers of Peruvian oil development have created an industry which is as old as the boom to the country in which it is situated and an asset to the entire civilized world.

Here we have modern industry, modern invention and modern engineers progressing in the mining of the greatest gold resources. The most primitive surroundings and environment, the most difficult and arduous conditions to a higher plane of civilization.
The Co-operative Investment Trust

The final report of the Co-operative Investment Trust for the fiscal year, clearly indicates the success of the plan. Euphoria everywhere has entered upon the plan with enthusiasm and as the plan becomes more generally known the enthusiasm grows. It remains with the shareholders of the Trust to spread the good news. The many benefits derived from the plan should be pointed out to those who have not yet taken advantage of them.

By informing our fellow-em- ployees of the advantages of the Trust and soliciting their co-operation, we not only help those who have not yet become shareholders, but we help ourselves as well. The greater the membership, the greater the fund and the greater will be the accruals at the end of the five-year period.

Let us all unite in spreading the good news of the Co-operative Investment Trust.

Work and Play

During the past month organizing activities have been the way to many summer sports and pastimes which will be ours to enjoy. Baseball leagues, football leagues, tennis tournaments and athletic contests have already been planned by many of our branches and departments.

The success of the A.A.A. has given a tremendous impetus to sports and athletics. Imperial Oil Limited is now represented in all the commercial leagues in almost every city in Canada, and every one of our teams is determined to win honors.

In all our undertakings, social, athletic and industrial, we like to do things well. The esprit-de-corps, the co-operation, the team-work relected in a baseball team or a social organiza-

Resolution

RESOLVED that the Board have spread upon the records of the Company an expression of the deep sorrow and sense of loss experienced by its members, at the passing of M. L. L. Englehart, a Director from the incorporation to the day of his death, April 6th, 1917.

No time has his association with the beginnings of the organization, and no more to his contribution to its success, especially in its early struggles in the difficult manufacturing and marketing problems incident to the whole industry, that he may well be called one of the founders of the oil industry in Canada. Hall then said in the years that followed Mr. Englehart gave generously of his wide knowledge and transcendent abilities in an administra-

Use Imperial Products

There is a moral for all of us in the article in this issue, "Reflecting Imperial Glory." Be sure and read it. Imperial employees cannot buy better products or get better prices than when they purchase our own familiar brands. We should all use Imperial products and promote Imperial products. Products like Imperial Motor Oil, Imperial Gasoline and Imperial Royalite Coal Oil are undoubtedly being used particularly exclusively by our employees. As vice-president and director of our company, Mr. Englehart, working with other important Ontario men, obtained the charter for our Company in 1868 and was shortly identified with its development. As vice-president and director of our Company, Mr. Englehart worked with other important Ontario men, obtaining the charter for our Company in 1868 and was shortly identified with its development. As vice-president and director of our Company, Mr. Englehart worked with other important Ontario men, obtaining the charter for our Company in 1868 and was shortly identified with its development. As vice-president and director of our Company, Mr. Englehart worked with other important Ontario men, obtaining the charter for our Company in 1868 and was shortly identified with its development. As vice-president and director of our Company, Mr. Englehart worked with other important Ontario men, obtaining the charter for our Company in 1868 and was shortly identified with its development.

Patriotism and Thrift

Sir Henry Drayton, in an address in Ottawa a few days ago, said that we were fortunate enough to enjoy fresh and preserved fruits from the United States during the nine months ending December 31st, 1920.

We imported 2,000,000 pounds of strawberries and 4,000,000 pounds of out-of-season tomatoes from the United States last year.

Would it not be good business for us to wait for our own strawberries and tomatoes and fresh and preserved fruits and vegetables, "Canadian money, Canadian made, should be in Canada for Canadian trade." We should all buy home-made or home-grown products, just as far as possible. By using the products of our own mines and our own mills and by keeping our Canadian money at home, we will eventually bring the rate of exchange down to where it should be.

Correction

Photos of the following men were sent erroneously marked "long ser-

Imperial Oil Pioneer Dies

JACOB LEWIS ENGLEHART, empire builder, public-spirited citizen, and staunch friend of humanity, passed away at Toronto on April 4th in his seventy-fourth year.

Mr. Englehart retired from most of his business activities at the fall of 1915, but he remained a director of Imperial Oil Limited until the last. He spent several months in California but returned to Toronto in June, 1918. Although more or less indisposed since his return, he was in good spirits until his last illness.

On Friday, April 1st, he was stricken with a hemorrhage of the brain and shortly afterwards lapsed into the unconsciousness which terminated his death.

With the passing of Mr. Englehart goes the last connecting link between the old and the new management of our Company. Mr. Englehart, working with other important Ontario men, obtained the charter for our Company in 1868 and was shortly identified with its development. As vice-president and director of our Company, Mr. Englehart worked with other important Ontario men, obtaining the charter for our Company in 1868 and was shortly identified with its development. As vice-president and director of our Company, Mr. Englehart worked with other important Ontario men, obtaining the charter for our Company in 1868 and was shortly identified with its development. As vice-president and director of our Company, Mr. Englehart worked with other important Ontario men, obtaining the charter for our Company in 1868 and was shortly identified with its development. As vice-president and director of our Company, Mr. Englehart worked with other important Ontario men, obtaining the charter for our Company in 1868 and was shortly identified with its development.

Lived in Cleveland, Ohio, on November 22nd, 1920, he removed his edu-

In Cleveland, Ohio, on November 22nd, 1920, he removed his education in the public schools of that city. In 1872 he moved to London, Ont., and he was one of the first to investigate the oil fields of that section. He organized the firm of J. L. Englehart and Company which operated the first oil refinery in Ontario. He went to London Oil Refinery Company and later purchased the Carbon Oil Company which later became a part of Imperial Oil Limited when our Company was or-

The funeral left on Saturday, April 4th, for Petrolia, Mr. Englehart’s old home, by special train. The train consisted of four cars, two official cars of the Trenton-Grinding Northern Ontario Railway, one carrying members of the family and the other officials of the road; one car carrying officials and other members of the Imperial Oil organization, and one official car of the Grand Trunk carrying prominent members of the staff of the railway. On arrival at Petrolia, the body was conveyed directly to Christ Church where the funeral services were held. His Lady, Mrs. Mrs. Williams of Huron, who directed the funeral service, dressed from the usual Anglican service, and, with the usual rites in which she feltly feelingly called Mr. Englehart’s living qualities and paid deep tribute to him as a man who had lived and worked, fearless and true to himself and his people— a man always eager to aid in every good work.

As a philanthropist, Mr. Englehart was well known. He himself rolled out their music in the church in which he was a leading member of one of his beneficences to Petrolia. A still greater gift was a beautiful, well-equipped hospital which he built for the people of Petrolia with his old honest and with which he donated as a memorial to his wife, Annie Eleanor Englehart, who pre-

The Little Mr. L. J. Englehart

(Continued on page 14)
New Boats Launched

The "Vancolite" and "Calgarlite" Take the Waters

E
AIRLY on the morning of August 2th, 1938, the good ship "Luz Blanc" had passed uncharted along the sea lanes which were infested with u-boat submarines. The submarine was a her next voyage, for thirty-five miles from the outer harbor of Halifax, and its crew was struck by a torpedo which pierced her side and crippled the twelve-pounder gun mounted at the stern. Turning and steaming for her home port with all speed, and with her wireless calling insistently for help, the "Luz Blanc" made a valiant effort to escape, but the submarine was faster, and fifteen minutes after the torpedo struck it appeared four or five miles off the port bow. For two hours and twenty-five minutes the submarines were face to face, the "Luz Blanc" making a贡献力量 of nine knots. Then the submarine came closer and began shelling the ship. When two men died on her decks and its disabled guns in her wake, "Luz Blanc" entered into a running duel with her adversary. The submarine fired about sixty shells and the "Luz Blanc" fifty, but the odds were uneven and the end came when the "Luz Blanc" caught fire. At three o'clock in the afternoon Captain泊头 was determined to abandon the ship, and he and the crew put off in the lifeboats. The submarine finished its work.

That was an episode in the long cruel fight waged by our ships throughout the whole years of the war and it is like all the events of the war itself. Mention of the "Luz Blanc" will be reviewed, however, when in a short time the ship, "Vancolite," called the "Van-

The S.S. "Palacinke" was commanded by Capt. C. Patterson and on December 2nd, 1936, she was attacked by a German submarine off the Island of Ushant in the English Channel. The submarine shelled the "Palacinke" compelling the crew to abandon her and to take to their life-boats. They were finally picked up by the S.S. "Avalon" and landed at Weymouth. The S.S. "Roths," commanded by Capt. Geo. E. Hickey, was apparently attacked by an enemy submarine off Hound Island, near Halifax, N.S., on February 2nd, 1937. After running ahead with both No. 1 and No. 2 hatches filled until the forecastle ahead was awash and the waters reached the first deck, the gallant crew finally took to the boats and five minutes later the "Roths" sank. The crew landed on Long Island off Nova Scotia coast and were finally rescued by a Canadian Naval boat which took them to Halifax.

Growing Fleet

Where the Germans took three of our ships during the war, there are now four. We have only five hundred feet beam modelled 68 feet, depth modeld to upper deck 31 feet 6 inches. They will have a length of 27 feet 6 inches and a speed of 12½ knots per hour. They will be capable of carrying 100,000 barrels.

"Calgarlite" Launched

But a few days later, on April 10th. Mrs. Elsworth, wife of Mr. W. B. Elsworth, manager of our Marine Department, performed a similar office, and with equal grace for the Stanier "Calgarlite," at the yard of the Standard Construction Co., Vancouver, the company consented to act in this capacity at the request of the Board, and received, with the felicitations of all concerned, appropriate manifestations of the occasion.

The "Calgarlite," and the "Alber-
tolite," which will soon follow her sister-ships in to the Pacific Ocean, are built in the same yard, each being of 17, 700 tons deadweight, and having a length of 463 feet, beam modelled 60 feet, depth modeld to upper deck 39.
Untimely Ending of the Good Ship “Impoco”

T
he SS “Impoco” had had a very eventful career. She was built in 1913 in Grangemouth, Scot-
land, she was at once proffered to the British Navy for service during the war, but the
Allied cause caused her main ser-
dvice during this time was that of trans-
porting oil fuel from the supply points in
the Middle East to the battleships and
destroyers at sea, in the North Sea as far south as the
second line. During all this period she was under command of Capt. Jas.
Clarke. In May, 1919, she was fi-
nally turned over to the Imperial Oil
Limited at Halifax, from where she
went to the Great Lakes to the
Imperial Lake Fleet and was em-
ployed in carrying Imperial Oil prod-
ucts from Sarnia to Fort William.

New Boats Launched

(Continued from page 15.)

The Largest Ship

Later in the season the “G. Harrison
Smith,” named after the President of
the International Petroleum Company,
and the largest ship of its class afoot,
was launched at Halifax. The vessel is of
unique construction, being a combination oceano and oil carrier. Her
dimensions are:
Length over all, 572 ft.
Beam moulded, 72 ft.
Draft moulded, 44 ft.
Depth, 32 ft.
Deadweight, 40,000 tons.
Speed, 11½ knots.
The ore cargo is to be carried in a raised central hold, 30 ft. wide, di-
vided into three compartments, each about 30 ft. long, 130 ft. and 110 ft. long respectively. The oil cargo is to be carried in four compartments, each about 30 ft.
long, arranged under and on the sides of the ore cargo compartments. The esti-
mated cost of the “G. Harrison Smith” is $6,500,000.
The very considerable expenditure
upon these new ships was necessary to
adequately service the consumers of
the Company’s products in this country, and by the circumstance that the Com-
pany’s supply of raw material has now of early been growing further afield and more expensive to reach than heretofore.

Weight and Size of Power

Realizing that the weight of cars con-
sists of a very great percentage of the total weight of the train, and of the
weight of coal burnt on each car, the steam
ships “Vancolite” and “Victolite” will be employed in transporting crude oil from the southern fields to Halifax and to Ioco on Burrard Inlet. The steamships “Calgaryite” and “Al-
bertaite” will make deliveries of refined oil to Montreal until the close of sav-
ging.

Most of those in the organization are familiar with the executive build-
ing of the company at 56 Church Street. For the purpose of comparison our artist has placed a picture of this building, drawn to scale, beside a ship of the type and size of the “Vancolite” and “Victolite” and the illustra-
tion affords an illuminating suggestion of the size of these new additions to our fleet.

MOTOr Fuel is an important top-
ic in automotive circles, and
is very closely related to the cost of operation but also in
relation to the conservation of power. Fuel plays an im-
portant part in mileage.

MOTOR Fuel is an important top-
ic in automotive circles, and
is very closely related to the cost of operation but also in
relation to the conservation of power. Fuel plays an im-
portant part in mileage.
The First Year of the Trust

(Continued from page 3.)

The Year's Results

(Continued from page 11.)

Pioneer Dies

(Continued from page 3.)

The velocity of the engine has been reduced to the lowest limit of a speed car. Speeding is an ever-present temptation to the motorists who know that their vehicles have been concentrated into the power of a few fewer or ninety horses directly under the hood. The desire to turn them loose, to "step on "er" and see how the "old boat" can travel, becomes irresistible at times.

If the efforts of the manufacturer to reduce the cost of mileage by reduction of weight and increase of velocity are not to be defeated, we must not only reduce the weight of the material but the size of the engine.

Cars should be equipped with engines large enough to assure the motorist of sufficient power to climb a hill or to turn a corner without straining his nerves, or to maintain a steady pace on the level. The motorist who has indulged in those practices but to every user of a car.

Wasted use of material of any sort is a costly habit. The material, through increased consumption and as demand always regulates the price of a commodity, it is clear that speeding and needless use of high-powered machines increases the cost per mile to every motorist in Canada.

The Imperial Oil Review

May 1907

Page Seventeen

News From Imperial Oil Employees, Everywhere

Edmonton—Tuesday, February 22nd, we made the occasion of another meeting in the educational series held at Edmonton. Variation being the spice of interest, the staff assembled were first given a very interesting survey of the fundamentals of driving success as a tank wagon driver, by Mr. E. Hartley, which was very much appreciated.

Following Mr. Hartley, one of the noon that is to-day engaged in proving Canada's claim to importance in international petroleum possibilities of the West, namely, Mr. G. Sheppard of the Geological Department of Imperial Oil Limited, outlined to some extent the difficulties and triumphs encountered in the search for petroleum, together with some very well timed advice for the guidance of the members. It is expected that during the oil boom days which are expected to develop in this part of the country.

Dr. Homes, the Company's medical adviser in this locality, occupied the third section of the evening, with some very valuable instructions regarding the care of the health, couched in plain everyday terms.

The unanimous thanks of those present, to the Doctor, for so profitably the programme for us, closed the proceedings at 10:15 p.m.

New Plane

(Continued from page 2.)

The three-wheeled motor car to reach here from New York for Imperial Oil Limited ar- rived in town yesterday morning. It is the invention of Lient. Dick Myers. The right from Saslackton, the last stopping place, was made in four hours, and the travel was on the route through which the cortege passed on its way to the cemetery. The shops were closed and throughout the day the flags were flung at half mast. The honorary pall-bearers were Mr. C. O. Stillman, Sir William Hearst, A. F. Little, Geo. W. Lee, General H. C. Biggford, Chas. Rigge, Neal Mac Dougall and Wm. Stone. The pall- bearers were Messrs. Jeffrey H. Engle- bard, W. J. McConnel, and Dan Monroe, H. J. MacMillan, R. M. Thompson and Colin Moncrieff.

The honor of this trip was brought to the attention of the two who were operating from Peace River to Fort Nelson.

In the interval, between cards and games, we engaged in lively conversation with visitors on behalf of the "locals." Mr. W. H. Johnstone expressed the salutations of the club in a very manner in which they were being entertained. Mr. Johnstone is a native of Saskatchewan, supported in similar terms, expressing the agents' pleasure. A number of conversations were served by the ladies, adding greatly to the entertainment. Dancing was then indulged in until 2 a.m., thus making a very happy ending to our second annual meeting.

We very much regretted that Mr. Mills and Mr. Polan, who were present at the meeting, were unable to be present at the reception, taking them to Calgary sooner than expected.

(Continued on page 8.)

Travel, Romance, and Imperial Service

Travelling a distance equal to twice around the world, between betrothal and marriage and all within a year, is part of a little romance, the first chapter of which closed at Gles Wil- liams, Ontario, when Philip R. Young, oil expert, globetrotter and happy Oil Worker was married to Miss Win- nifred, eldest daughter of Joseph Benjamin, Glen Allan, Ontario. After the quiet and simple cere- mony, the happy couple left on the afternoon train for a honeymoon trip to Buffalo and Detroit.

The second chapter in the romance will begin when Mr. and Mrs. Young depart from New York for Peru, where they, together with their two boys who are engaged in the opera- tion of oil fields in Northern Peru, will take part in a romance which is not a romance by Richard Harding Davis —a career packed with incidents, full book of a real-life romance.

Fifteen years ago, Philip and a brother went to Tennessee, where they won considerable success in developing the oil industry. Then they went to Romaniua and worked for about three years in oil development. While they were thus engaged, and, after many thrilling adventures, the two soldiers of fortune managed to get back to Canada. But their eternal quest for the magic fluid did not end here. They had other worlds to conquer. This time they decided to try their luck as oil workers of a British company.

This year they were married filled with thrilling incidents in Peru, Mr. Philip Young returned to Canada and engaged with the British-Noranda Company to develop their interests in British Columbia.

Early last year he came home on a furlough and soon afterwards his ex- treme health was diagnosed and it was known. In September he returned to the East, but shortly afterwards he passed away. Mr. Young will be sorely missed by South for Mr. Young, where he will have the opportunity to apply his genius in oil development in Peru.

The Review joins his many friends in congratulating him upon his latest achievement, the success of one of Canada's fairest daughters, and in wishing them every happiness and success in their Southern home.
Brandon—Although the Brandon division of Imperial Oil is not known as a sports team, as they are called by their older brothers in Winnipeg, they have just recently gotten together and are starting to look a bit farther ahead in sports than any of the other divisions in Western Canada. Since the Imperial division has been fairly successful, the company have repeatedly accepted challenges thrown out to them by their fellow employees in various industries of this city, and in every case these challenges were accepted.

In hockey they have proved themselves to be superior to other commercial teams. After defeating local teams, a challenge was sent to the Winnipeg office to a friendly game, same accepted, with the “baby division” coming out victorious in a score of four to one, thus adding another win to their list.

An athletic committee has been formed to arrange a program for the coming season, when it is expected that the Brandon division will lead in every line of sport.

Winnipeg—Can you imagine anyone going to Winnipeg for the purpose of attending a dance? I know it doesn’t sound quite normal, but it happened to me. Last Wednesday evening, members of the department managers from all the branches, and six out of their staff along, the lucky ones being picked by a vote. This number included the manager, chief clerk and credit manager joining the crowd, making a total of sixty in attendance.

We left Winnipeg at 3.45 p.m., and after spending an enjoyable half an hour in the country villages (I say villages, but they generally consisted of a box car and a grain elevator), had our afternoon coffee at the train, and being late getting to the dinner, we were forced to greet Brandon on the dance band. We then went to the hotel to while away the time during the dance, which was to commence in the office. Everything was well organized, and decorations had been hung up giving the place a very cozy appearance. Refreshments were served about 10.30 by the Brandon staff, and during this quietness when everybody was enjoying our scrumptious hams sandwiches, Winnipeg decided to let them know who were in their midst by giving their yell made up on the way down:

"70, one, two, three, who are we? Which are the boys of the L.O.W.? Yell! Yell! We have no yell, then when we yell, our yell makes WINNIPEN—Winnipeg." Brandon, not to be outdone, gathered their fans and gave the Imperial version.

After enjoying ourselves till 1.30 a.m., we returned to the hotel to find there was not a room to hold the crowd, but three of us were invited to the home of one of the Brandon boys.

Our train left Brandon next morning at 7.45 a.m., and we three who did not stay at the hotel, had to walk from the outskirts—there were cars, but we were strongly advised not to take them, as evidently they had no one to get the starting off point, and just wandered at will.

The trip back was uneventful, the time being spent mostly in the land of dreams, dreaming of the work to come.

Speaking of the work, the Hamilton division has held its first business meeting of the baseball team. A large bunch of baseball fans was present, and the general enthusiasm of the fathers was quite noticeable. The following officers were elected:

Mr. P. W. Gordon, Hon. President.
Mr. C. A. Mayer, Hon. Vice-President.
Mr. W. C. Garbutt, Treasurer.
Mr. R. H. Trollope, 1st Vice-President.
Mr. J. J. Warren, and Vice-President.
Mr. D. E. Leslie, Treasurer.
Mr. R. J. Woods, Secretary.
Mr. T. E. Henderson, Manager.

Since the meeting "Bob" Woods, our live, energetic secretary, has worked hard, and matters begin to look interesting, a good starting point, and has a big future. Can raise money.

(Continued on page 19.)

A Letter from Bob to Bert

DEAR BERT:—Hamilton division celebrated its first social night since coming into its own on the 13th, and I certainly had one good time. Progressive dance, dancing, vocal selections, swell dance, everything. We also had with us Mr. F. Sinclair of the American Motors and Benefits Committee and Mr. G. L. Thompson.

Have you ever met Mr. Sinclair before? He is a big man with a sunny smile and a get-acquainted manner, the sort of chap that inspires confidence, you know what I mean. The kind of chap a fellow could tell things to, and get big satisfaction from the confidence.

To return on the welfare scheme of the Company and its progress. Imperial Oil Limited was the pioneer of such a scheme in Canada, and at a recent conference to which he had invited all his friends, Mr. Sinclair found out that other companies were likely to follow the lead. He developed the four main points of the scheme—the opportunity for investment in the stock of the Company, under particularly attractive terms; the sickness and accident protection, the annuity plan, and the assurance plan—pointing out how the best interests of the employee were considered from first to last, from the days of health and vim to the failing days of old age and tiredness.

I was glad to hear Mr. Sinclair enlarge these points, for there is a chance to get the best kind of protection on my furniture and hardwood floors. I had heard about Imperial Joco Liquid Glass and I insisted until my husband brought some of it home.

Now why wasn’t I a little harder to overrule? In these trying days and trying times when the Company is entreating us in its utmost to give everyone a square deal, it is up to us to give the Company a square deal in return.

We made a bit with Mr. Sinclair, I don’t think. Imperial Joco Liquid Glass is not sticky or smelly, it will stand on a cloth woven out of clear water. There is not a bit of water in the can. There is no mystery. The only question is, why.

But I don’t want to tell you how good Imperial Joco Liquid Glass is in my own particular case, you know how the story of all its glory.

Our new house was in a subdivision just building, we were chosen to be the first ones to use other new houses right around us. I thought that all the women in all of these houses would be glad to know about Imperial Joco Liquid Glass, so I started out and took some samples with me in my block about one nice afternoon in May.

At first some of them thought it was a good idea, but they changed their minds, so after some time I thought I better go a little small town than.

"Husky" Reid, weighing 195-200 lbs., is our star pitcher. He was much sought after by other local clubs, but "Bobby" had him signed up before he realized it.

"Paddy" Sullivan, and base, played like a Texas oil-well shark. Collected over $30 inside the week and is still going strong. Get it, if you can.

The team has been accepted by the Central League, the league that produces the winners of the last three championships, won in this city, and is evoking much local interest.

Our new house will be in a subdivision just building, and we have been chosen to be the first ones to use it.

My husband has been invited to a dinner, having played with a leading club, and has been asked to be their guest for the season westinghouse, and is without a doubt the best this little town has.

"Husky" Reid, weighing 195-200 lbs., is our star pitcher. He was much sought after by other local clubs, but "Bobby" had him signed up before he realized it.

"Paddy" Sullivan, and base, played

Besides helping me keep our little home bright and clean and in apple-pie order, Imperial products have made it possible for us to do all the things we like with other friends and good neighbors for us.

When I told Frank, my husband, about what I thought he should be in the Imperial sales department and, he said, "I know, I think that’s so. I think all of them in the field of Imperial Oil employees should really be in the sales department when it comes to these home things like Imperial Joco Liquid Glass.

My husband has bought some Imperial stock through the Co-operative Investment Trust, and I am sure the husbands of a number of other women like myself have done the same thing. I believe what little work I have done, sells two or three hundred dollars a year worth of Imperial goods every year. Just say I sell one hundred dollars worth per year. There must be 5000 of us in the Imperial Oil family, and if each one of us sold one hundred dollars worth of goods a year, that would be $500,000 worth, wouldn’t it?

That should make our Imperial stock story the one to beat. We wouldn’t really get paid for our work besides the popularity we can get for telling these people, reflecting the glory of Imperial Oil products.

Far and Near

(Continued from page 18.)

like a Texas oil-well shark. Collected over $30 inside the week and is still going strong. Get it, if you can.

The team has been accepted by the Central League, the league that produces the winners of the last three championships, won in this city, and is evoking much local interest.

Our new house will be in a subdivision just building, and we have been chosen to be the first ones to use it.

My husband has been invited to a dinner, having played with a leading club, and has been asked to be their guest for the season westinghouse, and is without a doubt the best this little town has.

"Husky" Reid, weighing 195-200 lbs., is our star pitcher. He was much sought after by other local clubs, but "Bobby" had him signed up before he realized it.

"Paddy" Sullivan, and base, played last year with the harvesters, runners-up for the Ontario Baseball Association championship.

Edie Brehm, outfielder, played with Flinworts last season, the O.B.A. champions. All these boys hit over .400 last year.

"Brad" Brathwaite, everyone likes "Brad" seems to be the new comer, now, having played with a leading club.

Buck and "Spikes" Jones will be watched with interest.

McCutcheon, Woods, Davis and Kochan are all members of the Toronto team, which are better than ever.

The Warwick brothers, Rex Hickie, "Fuzzy" Heath and "Redhead" Good are all good, too.

They have a real good chance in this year's first practice in the near future. Watch us!
But—

The person who continually says "but" to every task or problem he meets, sees only the obstacles, not the opportunities.

"But" is negative. It is timid, hesitating, critical.

It is a stumbling block to progress—the greatest obstacle to achievement and success.