The IMPERIAL OIL REVIEW

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One Gallon of Gas
# IMPERIAL OIL REVIEW

## Volume Number
**5** **9**

**September 1921**

The purpose of this publication is to provide employees with a medium in which their opinions, suggestions and experiences may be exchanged and to acquaint them with interesting and useful information about the Company's business.

Published Monthly by IMPERIAL OIL LIMITED, IMPERIAL Oil Building, Toronto, Canada.

## JOINT COUNCILS

**Imperial Oil Limited**

Elected and Selected Representatives for the year

### MANUFACTURING DEPARTMENT

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### MARKETING DIVISIONS

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At eleven o'clock we were directly over the rapids above the Chutes. The machine began to buck and turn and I got busy and took several snapshots of the rapids and shots, which caused me no much grief and trouble about a year ago. However, I soon found out that the banking was not done to get pictures. The exhaust pipes had several large cracks in it and more were forming. Fulerton was busy getting the last back above the Chutes in readiness to land in a more comfortable place than the Rapids, if necessary.

The pipe held up till we got back to Fort Vermilion, where another good landing was made at eleven thirty-five a.m. It was decided to fly back to Peace River Landing to get a new exhaust pipe on, and at 2:15 p.m. Fulerton and Hill took off again, with a strong tail wind, and the machine was out of sight, while Bill and I remained at Fort Vermilion.

Fort Vermilion to Fort Smith

On the thirtieth of May the plane returned from Peace River with a new and shorter exhaust pipe. With a fair wind the trip was made in one hour and fifty minutes. After a few necessary arrangements we took off from the Peace River opposite Fort Vermilion at 2:38 p.m.

The visibility was good for the first one hundred and fifty miles due to the great number of forest fires. The Vermilion Chutes were reached at 5:30 p.m., and several photographs were taken. In about five minutes we passed that part of the Peace River, where the previous year I had lost eight days and a scow, and where many a traveler has met his fate. The big bends in the Peace River were cut off and in several places "cut-offs" were made in the river since the publication of the Government maps were delayed. The little rapids caused by the gymsum beds on the lower Peace were hardly noticeable, but many slacks could be seen inland in the vicinity of the gymsum beds.

In order to save time a portage was made from Ponte Providence on the Peace River to the Slave River. On the way over that portion several wild buffalo were seen and also a stream of considerable size was noticed which flows parallel to the Slave and finally empties into it above the rapids.

As soon as we reached the Slave River a strong tail wind was blowing and good time was made. At about 7:40 p.m. the Smith Rapids were first sighted. Fort Fitzgerald was crossed at an altitude of about 1900 feet and before very long we were practically over those sixteen miles of rapids where my outfit almost came to grief last year. Each individual rapids which we shot at in scores last year and which caused all sorts of worry and work could be seen clearly and appeared as mere ripples in the stream channel. The tremendous roar of the rapids was drowned by that of the engine, which was working splendidly.

Fort Smith was caught sight of at about 7:20 and at 8:03 p.m. a beautiful landing was made in the large back eddy opposite the Fort at the base of the rapids. A large crowd saw the performance and everyone marvelled at the ease with which the plane swooped down upon the water. The flying time from Vermilion to the Chutes was two hours and forty minutes. Last year, I spent exactly one month doing that part of the journey.

Fort Smith to Hay River

The following day, May 31st, a strong north wind was blowing and it was raining heavily during the morning. However, Fort Smith is not a very comfortable place for anyone who is in a hurry, so, after waiting six hours for gasoline to be brought over the portage, we finally took off at 2:30 p.m.

A strong driving head wind and rain kept our speed down considerably and the clouds kept us close to "terra firma." At 3:30 it began to brighten up but the wind was growing stronger.

Shouts, swamps and muskeg with one burned tree is all that could be seen as far as our eyes would reach. A safe estimate would be to say that sixty per cent of the country is swamp and lakes. The large loops in the Slave River such as were cut off at Fort Fitzgerald were cut off. At that particular loop two miles are travelled over the portage, while the distance around the river, which must be made by all boats and scows, is sixteen miles.

In spite of the strong head wind, Great Slave Lake was caught sight of at about 3:40 p.m. and at 3:50 Fulerton turned the nose of the plane towards the Lake to make an overland portage which would cut off considerable mileage.

At 4:15 we reached Great Slave Lake at the mouth of the Little Buffalo River. To our great surprise, the ice had broken up in the lake and only a few isolated ice fields could be seen as far as our eyes could see. Around the Burnt Islands, the ice fields were quite numerous, but the lake was ready for water navigation—perhaps the earliest in history.

The south shore of Great Slave Lake was followed at an average height of 100 feet in order to avoid the strong head wind. The Buffalo River was passed at 5:02 p.m. and soon Hay River Port was sighted.

The landing at the mouth of Hay River was very difficult due to the strong head wind and the narrow channel of the Hay River, and not before three attempts were made did we finally hit the water safely.

Tying the machine up was also very difficult, but was finally managed. Over night we remained at the H. B. Company while our meals were given us by Mrs. Vail of the Anglican Mission.

Hay River to Fort Simpson

As usual, a thousand and one things had to be done before everything was ready, so we did not pay off until 2:44 p.m. the next day.

No sooner had we reached a height of about 400 feet when Slave Point and the source of the Mackenzie could be seen. Big Island, the other side of Great Slave Lake, was crossed at 2:45 p.m. Very little ice was to be seen on the way across the Lake.

A snowstorm was encountered near Wrighy Harbor, but was soon passed through. At 3:25 p.m. Fulerton made a circle around Fort Providence, but no stop was made.

Considerable ice was still piled high along the banks of Mackenzie, especially in the vicinity of the Rabbit Skin River.

At about four o'clock we could see Fort Simpson at the junction of the Laird and Mackenzie Rivers, and in twenty minutes we had reached it. A perfect landing was made after a few circles over the Fort and we tied up on the sand bar at the Laird River.

Fort Simpson to Fort Norman

The crew enjoyed the hospitality of Mrs. Stg. Thorne, at the R.N.W.M.P. barracks, The following day a fair wind was blowing and when we awoke in the morning, the slogan was—"Fort Norman or Bust!"

After all preparations had been made, we jumped into the bus for the last lap of the journey. Remarks to the effect that something will happen because we were at Fort Simpson where the previous crashes happened, were being passed but no impression on any of us.

At 12:30 noon, we took off in good style and soon we were well under way. We were making good time when at 1:15 a leak in the radiator was noticed. Without any assistance from people on shore, we made a successful forced landing above the "Two Islands" and tied the machine to a big block of ice on the shore. The radiator was repaired in about an hour's time and at 2:40 p.m. we got away again with the help of two Indians who saw us make the landing.

At 3:00 p.m. we reached the big bend in the Mackenzie River at the mouth of the Nahanni River, and
"Understudies"

By A. S. Barnhouse, Assistant Manager, Edmonton, Alta.

PrACTICALLY all of those with whom we work and who are in junior positions hold themselves, or at least believe themselves, to be our "understudies." They study the methods we employ in fulfilling our obligations and through that study perfect themselves to fill similar positions when the opportunity arrives.

If we are to obtain for our organization the full results of our work, this point must always be kept in mind, for in performing a given task we not only accomplish the end desired in performing the task, but also instruct our understandings by the manner in which we carry out this task. It requires no more mental and physical energy to perform the task in such a manner that it will be instructive to an assistant.

Considering this fact then, we may feel safe to say that when a task is performed in a manner instructive to our associates, we have obtained two-fold value from our efforts—completion of the task itself and the instruction it has given to our understudies.

We must not delude ourselves with the notion that, in both performing a task and at the same time helping to train ability in others, we are returning to our organization an amount of value for the time spent. Rather we should hear in mind that our own abilities and the outcome of knowledge gained by our predecessors. Our failure to take advantage of the opportunity to pass it on, is our economic waste which must ultimately retard the progress of our organization and also the ability of our organization to "carry on" successfully is the accumulative result of efforts of the past, when we had never broke a wire, to be good.

The machine struck the water, but with a bump more sharp than usual. The water expansions were cut through like an egg shell by the struts and was floating fifty feet behind us. We were all outside the cabin and the seats. The right wing rested on the seat. We all started climbing and slowly the machine began listing.

(Continued on Page 18)
Know What You Want, Then Want It

By PHIL. O. SOPHE

"Desire has a wide range, from the highest to the lowest; DESIRE is the order of nature at hand, in use and thought and viewed as attainable; a VISION may be for that which is remote or uncertain, or even for that which is impossible."

It has been said that the cause of most fatal illness in life can be traced to the tendency of mis- taking Wishbone for Backbone.

We speak of a person possessing " Backbone" when one exhibits a strong tenacity of purpose or a driving will to attain some desired end. Strong will itself is nothing but an ability or "desire intensely," to possess the self of some objective, sufficiently strong in intensity to overcome any other desires.

It would, therefore, appear that it is the real cause of failure. Wish and Wish are both expressions of desire, the difference lies only in the degree of intensity with which the thing is desired.

Broadly speaking, wishing may be defined as a vacuous desire. One often gives expression to a wish for some passing favor without being conscious of any real desire for it, but then, all desire at some conception passes through this stage. If there is logic behind it, the desire will repeat itself to the mind until it becomes a feeling of "want" where merely "wish" existed. The ability to want to the existence of purpose—is then called to the test.

Strength of Purpose

Let us examine this "strength of purpose" a moment. The man of strong purpose is one who desires to have something, who wants a certain thing, with his own will, with his determination, and with his purposes. He was raised and his pleasures. He literally eats and sleeps with his desire until he reaches its attainment.

The secret of his strength is his ability to think what he wants, and continue to want it until he gets it.

To fluctuate between various desires is a deadly weakness. To fluctuate in passing fancies for a worthwhile want is the cause of many failures in life. A desire should therefore be thoroughly analyzed and found logical and attainable, else one may spend his entire living for a star.

The man of strong purpose generally gets more out of life than his weaker brother. There is good reason for this. In cultivating the ability to focus on a object, he has incidentally, grown a little finer bundle of the flowers of happiness.

Qualities Developed

To be certain that his desires are logical of attainment—real wishes instead of passing fancies—he has had to work on his reasoning powers, his powers of judgment, and his ability to analyse situations and conditions in order to determine whether he will gain anything from his desire for a certain object.

He has learned the utility of maintaining a "wisdom" scale living on a "fear" income. Therefore he sticks to his "fear" until he has incurred his income to the point where "wisdom" existence is fully justified.

He has learned to see more angles to every situation than hitherto. His "single-track" mind appreciates more fully the consequences of each action, for he deliberates each set in advance. Laws of cause and effect have had to be thoroughly digested and interpreted correctly, so relations of facts has received his study, and his powers of judgment have been rounded out and given growth such as would not have been attainable by any other means.

He has learned, too, the real significance of the danger of self-deception. He has had to face squarely the temporary set-backs in his plans, and has always been guided by these reasons in all his future endeavors. Thus being always honest with himself, he naturally becomes honest with others, for honesty and dishonesty can no more live in the same mind, than light and darkness can exist simultaneously in the same spot.

One of the brightest blossoms he has gathered is his relations with his fellows. He has found that we are all of very different and broad extent, and that the best way to overcome any adverse resistence is a good thing to "wisdom" at the game of the original selfish one, which brings with it its own reward in increased happiness.

Jim High

Mr. McGinn's address made to the chief clerks in convention (published in a recent issue of "The Review"), stirred the ambition of a good man of us. There are a large number of us who have a notion that we are to be president of our Company. The notion is a good one, for one is sure to keep the wheels of the business company at the end of a " Handy wagon to a star."

If your desire is to become president of your Company, or any other similar object, think it is in a mind. Realize it eventually and find expression in your works of conducting your task of to-day, knowing that only your active and positive time that you will advance. You are confident that you will advance a little nearer the presidency, and secure a bigger fund of "judgment," "perception," "imagination," "compatibility," and similar traits which go to make life easier and more pleasant, by knowing what you want and then wanting it above all other things.

It is the mind that makes the man—Ovid.

The annual Imperial outing has grown into a national holiday with us. Everywhere throughout our fair land, Imperial Oil workers set aside a day that shall be theirs for play. It is a day that one looks forward to and that one also looks back to with pleasant memories.

Every Imperial Oil branch has had their annual picnic, each rivaling the other for first honors in amusement and good cheer. Reports are coming in from our various branches advising us of the great success of their respective picnics.

Edmonton's Third Annual Picnic

Edmonton had a splendid day at Bordens Camp next to the city. They held their picnic on June 8th, at Beaver Creek, a delightful resort, fourteen miles from Saskatoon on the banks of the Saskatchewan River.

The weather was perfect, and the good times they enjoyed made them feel they were in a world of happiness.

The happy crowd gathered round the Imperial Oil truck about 5:30 for refreshments, and when everybody was satiated with the good things, our Manager, Mr. Griffith, then presented the prizes to the winners of the races. A tester and swing was provided for the younger visitors and tents at the side of the river for the ladies and gentlemen who indulged in swimming. The staff and friends had such an enjoyable time that all were asked when the next one is to be.

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participants. The result, four to two in favor of the Office, including one "foul" goal for each, proved that all were working hard.

What is most probable is that they will be found in such an untrained condition. For the "football bug" has again found a home in the Edmonton Divi-

tion to such effect that the office staff have now lined up two eleven, and have received a challenge from the warehousemen to a series of games. Result, of course, will be that a little healthy practice will keep them fit.

The line-up was as follows:-

Warehousemen

Nobles Office Team
F. R. McNaught

Parrot
Buck

Hartby

Henderson

Dalton

D. Munro

Mason

Meehan

Nash

Rae

Petrie

Rollins

Williams

Referee:—A. R. Bardwell.

It is interesting to note that when, during the course of the game, Parish and Dalton exchanged places with the Centre Forward and Centre Half respectively, an "all British" line was formed for the forwards, with WALES: J. J. Thomson, E. J. Dalrymple, E. J. Dallan, CANADA: A. N. Wall, and SCOTLAND: W. J. Harrower, repre-

senting the various sections of the Empire on the pitch, which was the top of the game. The balance of the races and other sports has taken the company very busy until around nine o’clock, after which the Roller-Coaster, Old Bill, Merry-Go-Round, and such amuse-

ments, contributed to the blissful spirit of a splendid outing.

The success of our second annual picnic has created a finer go altogether which is the key to the successful co-

operative. Everybody benefited through the closer association afforded by our picnics.

Winnipeg Annual Picnic

On July 15th, the Winnipeg Staff of Imperial Oil, Limited, held its Annual Picnic at Winnipeg Beach. With the exception of the station attendants, one tuck wagon driver, and one or two left in the office to handle the inquiries, the management declared a full day’s holiday for the whole staff, and a party of over two hundred, consisting of members of the staff, their friends and families, each wearing Imperial Oil badges, took two reserved coaches on the early morning run to P.R. excursion train, accompanied by numerous family baskets of good things to eat. Being favored with the finest weather, and with every body turning out, from the manager to the office boy, and entering into the holiday spirit from the start, the day proved a success from every point of view.

The picnic committee left nothing undone to insure the success of the day. There were races for the kiddies and grown ups; swimming races (ladies and gentlemen), but the grand prize of the day was the running of the belt of the tug-of-war, when the office team of "Lightweights" defeated the team of "Sturdies" in two pulls out of three.

A fund was inaugurated amongst the bachelors, by which the fore of every younger member of the Imperial Oil family was paid, and they had their time of their young lives. A prize was provided for every little tot who entered into the races, and the surprise of the free oranges and nut bars was in-

exhaustible. In fact, some of the mothers were quite concerned at the capacity of their offspring for these extras.

The prizes were donated by the manufacturers of the different depart-

ments, and scoops of hay were on hand, with warrants authorizing any one to arrest and fine those who im-

fringed the Royalite and Goodwin laws, and two or three who had the temerity to travel down on the mid-

day excursion instead of the early morning train, cheerfully paid their fines for this offense, the proceeds of which went towards the prize fund.

The day was just long enough to allow time for a game of sports, and while many of the families went home on the early evening train, a large majority stayed for the dancing and travelled home on the "Moonlight Train.

Our agent at Winnipeg made all arrangements for the reservation of tables and grounds for the picnic, with our "House Flags" of blue and red, marking out our rendezvous.

Imperial

The Imperial Sunday School en-

joyed their annual picnic outing on Saturday, July 9th, at North Dart-

mouth, opposite the Halifax Ship-

yards. The children were transported by auto trucks from the Imperial School through Dartmouth and to the pitch of the picnic. Following the trucks was a large number of autono-

mous vehicles carrying the older folk of the Sunday School. At the grounds there were see-saws, swings, benches, handbags, horse and other equipment, whereby every one could make merry.

After arriving, the old and young indulged in, to spend in a pleasant hour. Then came the races. The Boot and Shoe Race for boys from 0 to 11 years, was a good one; also the Needile and Thread Race, for girls, was well entered. Girls’ Potato Race for girls 12 to 15 years was amusing, as was also the Convulsion Race for men, which was a wheelbarrow race, and for ladies a three-

leaguer. After the races the day followed, then some more games in which old and young mingled. Later tug-of-war, followed by the ladies, the ladies seeming to be stronger than the gent-

dlemen, but the boys were not behind. After all this, the girls. Before leaving all gathered together and under Mr. M. F. Allair’s leadership gave three cheers for the Picnic Committee and song "Kerosene," "Gasoline and God Save the King." Then the crowd manoeuvred home after having a very enjoyable day.

At the conclusion, the committee took all the auto owners who helped to carry the people to and from the grounds.

Sarnia Refinery Picnic

Other years have seen wonderful Imperial Oil Picnics at Sarnia and each time it hardly seemed that they could be improved upon, but there remains little doubt that the big event at Bayview Park on Saturday, July 23rd, was the "BEST EVER" among a long series.

For one thing the picnic was carried out in an entirely different manner than ever before; it was held in absol-

utely new surroundings at Bayview Park; and with the parade which pre-

ceded it, it was the biggest affair of this nature ever attempted by any Imperial Oil Plant.

The parade, starting from the plant at the south end of the city and passing through two miles of the principal streets of Sarnia to Bayview Park, was easily the commanding fea-

ture of the whole afternoon and the master stroke of the organizing bodies which had charge of the picnic pre-

parations.

In the parade were all the Company tracks and teams, a large number of decorated and undecorated automobiles, all belonging to "Imperial" people, along with decorated bicycles, a clown jazz band and a city band. Everything about the whole parade was Imperial Oil except one band, from the city, and it actually rivalled any municipal undertaking of a like nature ever attempted in Sarnia.

The key note of the success of the day seemed to be that this year’s picnic was an Imperial affair from start to finish, with men from the Sarnia plant in charge of operations of every nature.

Bayview Park is a public park with practically no facilities for catering for such a crowd as attended the Imperial outing—there were over five thousand men, women and children there that day—so the committee went to work and provided the lacking facilities by building tents and booths which were ample and what profits did accrue from the day’s sale of refreshments and other picnic necessities are there-

by turned back into the picnic fund towards a bigger affair next year, if such a thing is possible.

After the parade arrived at the park (on time if you please) the long list of races, athletic contests and competi-

tions began and with really worth-

while prizes to work for for "kids" from six to sixty of both sexes either took off their coats and got busy or stayed on the side lines and cheered their favorites.

Standing out prominently among the many events of the afternoon was the Baby Show, which always has been a big feature in an Imperial picnic.

There were a large number of ba-

bies entered and it was very difficult work for the judges to pick one for first prize, especially so in the case of Mr. M. F. Allair, Tomcrick of Toronto, who officiated.

Little Lalcy Lamby was finally pick-

ed as the winner, with three babies tied for second place, Gerald Mac-

Donnell, Kenneth McKee and Francis Whinlock. All entries were awarded third prizes in the baby show.

The annual baseball argument be-

between the offices and the yard and
tug-of-war between the mechanical department and the refining department occurred as usual and ended in the traditional way. A large tent was set up in the yard area off of the office and the mechanical department pulled their old rakes after a hard struggle.

Everybody brought their lunch out to the park of course, and after the races and contests were finished the regular picnic lunches formed the most important part of the program.

There was plenty of room on the wide stretch of lawn in the park and the part of the day passed off just as smoothly as any, which is saying a great deal. Not one unpleasant incident marred the afternoon and it was a gathering of the type of people of whom Imperial Oil Limited as well as the city of Nampa might well be proud.

Representatives from the Toronto offices seen on the grounds during the afternoon included P. E. Simard, Clairton Dean, Walter Dicker and W. B. Elsworth.

The list of events with the prize winners follows:

2. July 3rd dash, Girls under 16—Mary Ford, Pat Pena and Mary Simpson.
3. People's Choice Award—T. Cooper.
4. People's Choice Award—T. Cooper.
7. July 3rd dash, Girls under 16—Mary Ford, Pat Pena and Mary Simpson.
8. People's Choice Award—T. Cooper.
12. People's Choice Award—T. Cooper.
13. People's Choice Award—T. Cooper.
15. July 3rd dash, Girls under 16—Mary Ford, Pat Pena and Mary Simpson.
16. People's Choice Award—T. Cooper.
17. People's Choice Award—T. Cooper.
20. People's Choice Award—T. Cooper.

The Credit Department as Sales Boosters

By Mr. F. J. Hunter, Toronto Accounting Dept.

The Credit Man in our organization occupies a unique, though sometimes an irrevocable position. The one hand belief is the he is the thorn in the side of the sales force, and on the other hand, the one piece of tactual terms which do not offend and will still hold the friendship of the customer. That same deluge of unmentionably undesirable customer may, some time later, be a very desirable customer.

There must be eternal vigilance on the part of every member of the credit department, ledger keepers and credit men and the dealer should be satisfied early. An account that is allowed to climb up will naturally be harder to collect and will increase correspondingly the danger of friction with the credit manager.

The first, the successful credit man must overcome that old established animosity and distrust the average salesman has with him. He should take the salesman into his confidence. Even though at times it may try his patience, the credit man should be patient with him. He should cultivate the same cooperative and make him his friend. The salesman will then be surprised and delighted to realize that the credit man is not the enemy being. The salesman is in a position to give the credit department the first hand information he can acquire. He is the greatest resource; he knows the customers personally. His desire to help will thus overcome the tendency of his enthusiasm to warn his judgment regarding certain accounts.

From various sources such as Dunn's reports, salesman's reports, past experience of other houses, etc., the credit man gathers his information, analyzes it and makes it the basis for granting credit.

He must have a knowledge of human nature, he must be unprejudiced and be able to make a determination of the credit man, too, is the human nature is frequently cannot be granted, because of the condition of the account or because of unfavorable opinion.

Buffalo Town

(Continued from Page 7)

Buffalo Park is one of the sights for tourists "do" at least once. The hundreds of motorists come from every direction to see the buffalo in his natural environment, and incidently we might mention that the tank never runs dry so long as Imperial Oil Limited is on the job. An up-to-date Imperial Oil Station and a progressive Imperial Oil dealer are always ready to render service to every motorist (tourist or native) who calls at Wainwright on route to the park. Mr. G. J. Elder our progressive dealer at this point believes in advertising and in display windows. He handles and pushes the full Imperial line and never misses an opportunity to talk to Circuit Lubrication.
Stop the Leaks

The abnormal demand for commodities of all sorts during the great war and immediately after, created a market in which every one was obliged to buy large amounts or none at all. "Get the Goods, regardless of cost" was the attitude of the buyer, hence value was of secondary importance.

To-day, however, economy is the keynote still buying. The buyer wants full value for every dollar he spends, else he refuses to buy at all. The result was a falling market. Manufacturers and producers of commodities had to readjust their prices on a downward scale. They adopted methods of production and distribution, in which economy is the watchword.

"To give highest possible value" is the slogan of all business today. If we are to give this "highest possible value" and still exist as a solvent organization, we must curtail our costs of production and distribution.

We have already slashed prices to the consumer down to "rock-bottom" which is, after all, the little margin of profit we require to keep our business afloat.

We can do this by eliminating waste, by stopping up leaks, which seem so small in themselves yet amount to so much in the aggregate.

A sheet of paper is a small thing in itself. We can destroy two sheets of them and the loss to the Company will be less than the cost of a quarter of a cent. But if everybody wasted three or four sheets every day, the cost of the waste paper would be thousands of dollars through the year. Did you ever consider that?

Think of the thousands of dollars that are lost through carelessness in not attending to leaking faucets and packages. Think of the loss of tools and spare parts around the plants.

In one year alone, the repair bills and other casualties and think of the still greater loss through shifts and inefficient workmanship—all carelessness that can be avoided.

These are the items that cut down the margin of profit and these are the items we must eliminate. Let us all co-operate in this. Let us all "check up" on ourselves and "double-check" each other. Only through careful observation and immediate attention can these leaks be stopped.

Travel to Fort Norman

When the early "Voyageur" traversed the famous "water route" to the Northwest Territories, they little dreamed that this vast distance would later be covered in weeks of comfortable travel.

Only a scull could have imagined the "iron trail" which now spans this vast expanse of terrain and reduces the time of travel from weeks to hours.

Travel to Fort Norman

The source of all Imperial products is crude petroleum. Petroleum products come from the various oil fields either by pipe lines or through pipelines. The first step of the process is distillation, in which the crude oil is distilled in a 

Crucible

Crucible is one of the easiest things to give and one of the hardest things to take, yet at all stages of our lives we have to face the problem.

There are two varieties of crucibles: constructive and destructible.

It doesn't need many brains to destroy a thing—just a few steering marks may kill a budding ambition; only a little timely ridicule is necessary to destroy some people's confidence in themselves. However, cruel, thoughtless, sarcastic remarks are cannibalized under the guise of praise.

Criticism is just to be submitted, the next time you feel tempted to criticize your fellow-traveller, give him full credit for his good points, in fact, point them out to him in a way you think will bring forward your suggestions for improving or eliminating his defects. Be under discussion, be charitable enough to remember some of your own short comings, your greed is not human to be perfect. If there were no fools there would be no wise men.

The arm-chair critics never won the war. It's the man who tries to accomplish something that generally accomplishes it.

Don't be afraid of criticism if it is just and the object of it is helpful; if spiteful, it is often more a sign of envy at your success and will find that if you emerge from the mob, you will have their attention directed to your self—not always flatteringly. People criticize success; they only pity failure.

Remember these things next time you are tempted to pass judgment on anything. Criticism is, above all things, "More blessed to give than to receive." (A. Chisholm, Montréal.)

The source of all Imperial products is crude petroleum. Petroleum products come from the various oil fields either by pipe lines or through pipelines. The first step of the process is distillation, in which the crude oil is distilled in a certain portion which is further re-distilled and refined into a certain Imperial product.

The mechanical and chemical elements that enter into or form part of these processes are many and complex and a description of each process would prove too technical for general interest; hence we do not intend to give detailed description of each process involved.

The object of the article is to describe each Imperial process and to show clearly enough to show every Imperial Oil worker the merits of our products and their use in everyday life.

Distillation

After the crude petroleum has been conveyed to the stills and heat has been applied partly by steam and partly by the fire of the crude oil begin to evaporate or "boil." The more volatile portions boil off the volatile portions follow in regular order, according to the rise of temperature.

Each component, or, component part of the petrol-union, has a specific "boiling point" at temperature at which it "boils"; hence it is possible to separate each part by means of fractional distillation.

Fractional distillation is simply this: When the first portion begins to boil, the temperature remains constant until that particular portion has entirely evaporated. The temperature then rises, and the portion of the petrol-ununion distil-

For commercial purposes, petrols (Paraffine Base) is generally divided into four great groups or distillates—Naphtha (light), Parafin-

For commercial purposes, petrols (Paraffine Base) is generally divided into four great groups or distillates—Naphtha (light), Paraffine (heavy or gasoline), Benzene (coal oil), Gas Oil and Paraffine Distillate ( lubricating oils and wax).

The first distillate (naphtha) contains those hydrocarbons, the composition of which is the source of all those products ranging from the sweet-smelling "Paraffine Oil" and "aero gas" to motor gasoline and the heavier naphtha.

The second distillate is used in the manufacture of paints, varnishes, finishing compounds and soaps and is also used in the well known dry-cleaning process for cleaning clothes.

The third distillate (gas oil) is coal oil that is little known and rarely discussed. It is used in the manufacture of city gas as an auxiliary to coal, which forms the base of the artificial gas. Gas oil, not being prepared for retail, is usually sold without further refining.

The third and by far the largest group is the paraffine distillate. From this distillate our lubricating oils, our paraffin wax and many different types of cooking oils are produced.

The waxy crude used in lubricating oil is a distillate, not a lubricating distillate is secured. The fourth distillate in this case is known as the naphtha constituents of which form the whole series of "Imperial" products.

Throughout the four distillates outlined above will be dealt with in detail in following articles covering the whole series, the first of which will be Naphtha or gasoline.

Imperial Premier Gasoline is made and why it possesses those qualities which make it a good motor fuel will be described in our next article.
**“One Gallon of Gas”**

By James F. Anderson, Upper Stewiacke, N.S.

Did you ever look at your tank and feel quite sure that you could take a little spin, and get back with enough gas to safely pass the garage door, only to find later that you are parked somewhere between two farm houses about four miles apart, and twenty miles from home, with an empty tank on your hands? Unpleasant, isn’t it? Contrary to all this is the rare good sport of driving with a fixed quantity of gas, for the purpose of finding out just what your car will do, what your gas will do, and to see if you can do without a tank if you are getting a fair mileage based on gallons used.

All who drive cars have listened to the other fellow who relates how he “left a certain place, with a certain amount of gas, went to Blanktown, put in four gallons of gas, and got home without a single drop of gas.” Having all these things in mind a contest was arranged for Dominion Day, Friday, July 1st, 1921, at Upper Stewiacke, N.S., and the first move of a self-appointed committee was to issue the following poster:

**“One Gallon Gas”**

Dominion Day, Friday, July 1st, 1921 at Upper Stewiacke Nova Scotia, Mr. Anderson’s Corner. To the automobile making the best record will be given a gallon of Imperial “Polarine.” Hours of tests—9 a.m. to 5 p.m.

No allowances made for any differences in car equipment.

Entry Fee 50¢

Bring car to hold spare gas.

For other particulars apply to Committee: Jas. F. Anderson, Newton Mills; David F. Fulton, Cross Roads; Frank Johnson, Cross Roads; Samuel J. Greelman, Spring-side.

After the notices were posted in public places, the committee discovered that there would be a number of points on which contestants might need regulations, and the following conditions were drafted to cover the contest:

**Rules of Test**

- Beginning at Anderson’s Corner, Newton Mills, to Eastville School House, thence over the Stewiacke river bridge to Samuel T. Ellis’, thence to Upper Stewiacke Village, Spring-side and Cross Roads, thence across the Stewiacke River bridge to Anderson’s Corner, a distance approximately fifteen miles.

- Conditions:
  1. Owners of cars will be entitled to compete upon payment of fifty cents entrance fee and signing the test conditions.
  2. Gas tanks of competing cars will be emptied previous to start, and one gallon of Imperial Premium Gasoline will be supplied.
  3. All cars entered will be driven by the owner or an authorized driver.
  4. Cars will start and continue to run on one gallon of gasoline, and will remain in the exact course until stated, as later described.
  5. The best distance, made by the winning car, will be measured under the direction of the committee.
  6. The driver of an entered car will, while driving down of car, due to exsudation of gas, turn in close to left of roadway and leave a clear right-of-way.

**Speed vs Economy**

While time was not a factor in any phase of the contest, a number of contestants drove at a speed considered by many to be in excess of the test rate adopted for a test of a fixed quantity of gas.

The winner of first prize made the two laps in eighty-one minutes, at the rate of twenty-two and three-tenths miles per hour.

The winner of second place drove the second lap in five minutes, at a speed of eighty-three and one-tenth miles per hour.

The winner of third place drove the second lap in forty-five minutes, at a speed of one hundred and four-tenths miles per hour.

The winner of the third prize drove the two laps in eighty-four minutes, at a speed of one hundred and two and three-tenths miles per hour.

It is of interest to note the speed of the following car with the speed of the most efficient driving, based on minimum gas consumption, possibly in the vicinity of eighty miles per hour for light cars of the Ford type.

All cars were started under identical conditions as follows:

- Each car was placed on the starting line with front of car radiator in line and tank drained by one member of the committee, who placed one gallon of gas in the tank.
- The car was then released, and time of start entered. As the cars passed the starting line, on second and third laps, their time was entered as scheduled.

In order to pick up cars at the finish of test, two special cars patrolled the course in opposite directions, driven by members of the committee, who sold each driver one-half gallon of gas, enough to return to the starting point from any point on the course with a minimum of delay.

Cars were driven with two exceptions without passengers, and with tops down, the one exception being No. 8. Wm. Reynolds, in an Overland, who carried two passengers.

The Winners

The winning car, a Ford 1919, was equipped with an Atwater Kent system of ignition, operated by six cells, and aside from this, the car does not materially differ from other Ford cars of similar age.

The driver, Mr. Johnson, is known to be a careful driver, conscious of taking chances, and one who values economy in all things.

The second prize winner, a Chevrolet, 1920, had no particular record preceding this contest, and the good mileage made by this car is probably explained by the fact that “coasting” was taken full advantage of, which is possible in this type of car, the disconnection between rear propeller and traction gear being entirely clutched in neutral.

The driver, Mr. Cox, while skilful in driving, does not drive seriously, preferring to attain all the fun there is in anything involving sport of any kind.

The third car, a Ford 1921, self-starter, had no unusual fittings of any kind and was driven well by Mr. Johnson, a new driver, without exception to this season.

Mr. Johnson is a careful driver and anxious to obtain the maximum number of miles per gallon as a matter of business.

It is only fair to report the record of the fourth car. While not a winner, it set a remarkably high record at the beginning of the test, starting second, at 10:05 a.m. and rolling up 30.3 miles at the finish. This record while made was considered to be the first prize winner for the day, and it was with regret that friends later saw this car pushed back to fourth place by better records.

The driver, a youth of eighteen years, drove a 1921 Ford, self-starter, and probably has not driven more than three hundred miles.

The interest in the day’s contest was real, and every phase was closely watched.

While the contest in itself was a great success, its chief value lies in a comparison of its results, with similar contests, by at least an equal number of cars, in other sections of the country.

Imperial Premium Gasoline and the Ford car surely are to be congratulated upon the remarkable record made at Upper Stewiacke, N.S., on July 1st, 1921.
Boiling Points
Cues of Thought From our "Office Motors".

Originality

Originality is the best paid thing to do—nothing will ask Thomas Edison, he knows. Did you ever ask yourself what content do the same old things in the same old way, just because your predecessor did them that way? If so, you are not being original. The best salaries are paid today to the men who are able to think for themselves. The routine worker is easily replaced, but the man with practical ideas regarding time and money-saving devices is invaluable to his firm. He is original.

Why cannot you be the same?

There is always a quicker and a better way of doing a thing if you only study the possibilities of the job. The man who was content to use a tool he could never have troubled to invent the typewriter.

Those of us who have had the pleasure of reading Dickens' "Christmas Carol" can recall the pathetic figure of Bob Cratchit, the lowly, high-stool, scruffy, away with his quill pen for many long hours per day, and we can understand the differences in the modern office conditions and short hours in comparison with those of the past. We must remember that our short hours and greater comforts are due to somebody at some time or other having used their originality.

Success in work from various angles. If you cannot manage the job you have, how could you manage a bigger one? Get outside yourself for a moment and look at things from your neighbor's side. Have you done personally to increase your value to the firm?

Some of you have desks for besides laying your elbows on and keeping your head up. Are you one of the multitude who look upon your job as a necessary drudgery, to which you grudgedly give 7 hours per day? If so, you are not an original person. You are a failure, in that occupation as in any other. You will always find that a failure is a "knocker." He is the gentleman who sneers at the attempts of others to be original.

There is no excuse in these days of lack of opportunity. Competition state of affairs in the business world to allow heads of departments to shelve ideas without giving them consideration. This very paper is an opportunity for you to show your originality. The editor asks for articles on any subject that will be of help or interest to us all. Come on and help. Don't wait for someone else to show you the way. Be original—S. CUNNALL, Montreal Office Motor.

Plan Your Work

It is no doubt one of the most important matters in business to have an objective constantly in view and to endeavor to reach it.

For instance, when you come to your work first thing in the morning, plan out the day's routine and carefully review your ideas, as at the close of the day, your work done, you are left to think over whether the work could have been planned in a better manner or not.

By this means you will soon learn the best and most efficient method of doing each day's duty, so that each day's pleasure be obtained from the best method, of utilizing one's whole time to the best advantage. The advantage that the day could have been found to be a real source of enjoyment, and, from being tedious, will become more like a recreation, especially if each evening find you have accomplished all your duties in such a methodical way that no other interfered with them. You can then say with the famous: "Something attempted, something done has earned a night's repose."

Such a system, carried through each day, will cause you to go to your work every morning with a new incentive to improve on the previous day till you will get into such a high clock-work and become almost perfect.

Plan out each day's work to the best possible advantage during the day--which days are the most suitable for certain kinds of business and act accordingly, then each day will not be your mind to be clouded with the work that should have been done before the day's work.

The more a man enjoys his work the more he enjoys his leisure. To carry out the above plan successfully one must always be at his desk on time in the morning; otherwise he will be in such a condition if he arrives late at work he will have considerable time before he recovers his equilibrium and the work will consequently suffer—R. DAWSON, Montreal Office Motor.

Progress

When you learn from experience not to make the same mistake twice, when you believe successfully in yourself and in your opportunities today, when you are working under the conditions and opportunities of tomorrow, you are following the road of Progress. The signs that indicate the signs that indicate the experience, faith and ambition.—Winnipeg Office Motor.

Fort Norman or Bust (Continued from Page 6)

News From Imperial Oil Employees, Everywhere

Winnipeg.—On the last Monday in June, the staff at Winnipeg gathered together after office hours to bid farewell to the manager, Mr. J. A. Boyd, who left for Ireland on extended leave, owing to the illness of Mrs. Boyd.

To show their appreciation of Mr. Boyd's splendid services as manager for so long a period, and as a mark of the esteem in which he is held, we will try to give you a little about his big Sports Day held on July 8th. The big day opened at 10:30 a.m. with a big street parade headed by one of Winnipeg's military brass bands; this parade was made up of some splendid floats and autos. After the parade reached the sports grounds at 11:30 the baseball, football, athletic sports and horse races were held, which entailed the 3,000 people present on the grounds till late in the evening. There were over 2,000 autos in town during the day.

No less than 15 senior base ball teams were entered. Needless to say there were some first-class ball games. Nine football teams entered in that game, each game being body contested.

The horse races were the best ever held outside of the big tracks. Some of the picture companies had a man here who took pictures of the day's proceedings, which will be shown all over Canada in 115 Weekly News Review in the next near future.

Just about two o'clock we arrived on the float. We arranged with the company's tents and strolled about the field. The Royalite and Premier base ball teams, four on each side, then we had three shields (Royalties, Imperial Pars and Eco) on each side of the boat, those we paint-ed with regular barrel point, and red and blue, and did the lettering in white on these shields. We boost-ed such lines as Imperial Loco Gas (Cigarettes, Imperial Pars, cigarettes, harness oil, Mica Axe Grease, Imperial Polarine, Imperial Pars, etc.).

One and we had the following: "Imperial Products With Imperial Service Are Impeccable." When we put the finishing touches on we were quite proud of it. From the gold and blue, others also thought we had a splendid float. Our team, Pt. H. Kingdon, had our team (Pat and Ned) looking fine for the occasion, in spite of the fact that he had a heavy day before, getting all our customers' storage filled with Imperial Premiers, to take care of the large number of autos to be supplied.

Calgary: Mr. Victor Dipalo, a recent employee in this office and now accountant with the Imperial Petroleum Company at Caracas, Ven- ezuela, left his former job a short time ago, lending East. He carried with him a quiet promise that he would return to call on his fellow-employees. In the absence of Mr. Green the presentation was made by Mr. Millar who made a few brief remarks as to the attentive manner in which we had taken care of him.

The office entered the employment of the company in July, 1917 as a ledger clerk. We are now at that position to that of cashier.

We are sure that all members of the staff, both old and new, will be welcomed by those who were acquainted with Mr. Di-palo, with him every success in his future endeavors. One of the things that we all miss in Mr. Sinny Italy and his departure for Latin Italy is the fine and vivid memory of his Italian home.

Regina's Field Day (Continued from Page 12)

spread with good things to eat, proved very tempting to the hungry pick-nicker.

In the evening a dance was held in the club house, and went without saying that this was a success. One special feature of the evening was a prize walk, won by Miss McIntyre and Mr. Spratt.

General Manager's Letter (Continued from Page 8)

The personnel of our various offices has been taken to the highest point in the company's history.

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THrift

The squirrel gathers nuts for the barren days of winter; the beaver builds his dam which means food and home to him; the bee hoards its honey; the gopher its grain—all are prompted by an instinct to provide for leaner days.

The instinct to hoard is strong in animal life. Even the carnivorous ones—the "killers," that prey upon the ones that hoard—sometimes bury their victims for future days of want.

In man, this instinct is strengthened with reason. He has been given reason with which to conquer his environment—to look forward to and prepare for eventualities.

Our entire civilization is the product of foresight and reason. Its whole structure rests upon foundations which have been laid with a foresight that looked up through centuries.

Reason tells us to build for future generations. It tells us to provide for ourselves and our loved ones—to create a surplus. It tells us to save a portion of to-day's plenty that to-morrow's wants may be fulfilled.