On the front cover of this issue is shown the ruins of the Cathedral tower in old Panama as Henry Morgan and his buccaneers left it after sacking and burning the city in 1671. At the time of its destruction the city had in the neighborhood of 50,000 inhabitants, nearly as populous as the Panama of to-day, and this old cathedral tower and a few other old ruins, now practically covered up with tropical vegetation, are the only visible evidences of former habitation. The old city was abandoned after its destruction by Morgan and a new city started about five miles to the West where the present City of Panama stands. The Panama Government has constructed, at great expense, a modern concrete highway from Panama to the old ruins and this is now one of the popular side trips for tourists visiting the Canal zone.

The IMPERIAL OIL REVIEW
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Under the Midnight Sun
By G. A. Woodland—Prince Rupert, B. C.

ONE of the most picturesque tours on the North American continent, if not in the world, is the coast trip from Prince Rupert, B.C., to Skagway, Alaska, followed by the inland journey by railroad and river steamer to the Klondyke.

The initial stage of the adventure with its ever-changing vistas of shore line and sea is reminiscent of the coast line of Norway, and travelers who have earned the right to pass a warranted opinion state that this rugged expanse of the New World surpasses for scenic grandeur anything that Europe has to offer. Here are fords in abundance, capes and headlands, islands and promontories—Nature at her best on every hand till the eye is satisfied with the sheer wonder of it.

There were approximately three hundred of us—and the bulk of these the inevitable American tourist—on board the new C.P.R. coasting steamer, “Princess Louise” that July afternoon when the trip began. First the customary huddle at the start, but the rough water encountered going through Dixon Entrance quickly established us in our places. By nightfall the ship was approaching Ketchikan, the first port of Alaska, and a United States customs official and medical inspector came on board for the usual routine preparatory to landing.

First Call in Alaska

Ketchikan has a population of some five thousand and is an extensive fishing centre. The Standard Oil Company of California and the General Petroleum Company are both well established there and are strong competitors of the Prince Rupert branch of Imperial Oil. The place is of considerable interest to the traveler and although we arrived after dark, all of the stores were open awaiting the customary tourist trade.

Midnight saw us steaming north through the Tongas Narrows and morning found the steamer at Wrangell, one of the early Russian settlements, a small village which became famous as a port of entry during the Klondyke rush of ’98. Nowadays it is chiefly concerned with fishing, salmon canning and catering to sightseers during the tourist season.

Villages and Glaciers

A two hours’ run from Wrangell brought us into the famous Wrangell Narrows, a very narrow, twisting passage some twenty miles in length, well marked with buoys and beacons for the convenience of mariners. At the north end is an old Russian settlement, Petropolis, now a fishing port. The grandeur of the scenery here is almost beyond description.

An odd hundred miles further on is the world-famed Taku glacier, one of the scenic wonders of the north, which is moving outward at a speed said to exceed the record of any other glacier. Then the ship continues through Taku Inlet and up Gastineau Channel to Juneau, the capital city of Alaska. This gold-mining centre has a population of 9,500 and is the seat of government—here the Governor resides. The visitor, however, finds more interest in the historic mining properties, famed in song and story, notably the Tanne at Shores Creek, the Alaska Treadwell and the Alaska Gastineau.

From Juneau to Skagway, the terminus of the steamship line, is a distance of a little over a hundred miles. This village of about 700 people does a thriving trade in furs, ivory and Indian curios.

From Ship to Railway

It was eleven o’clock on Sunday morning when we left Skagway on a first-class observation car of the White Pass & Yukon Railway. This line, which is narrow gauge, climbs steadily up the mountain to an elevation of almost 3,000 feet in the first twenty-one miles. The country is historic and even the staidest traveler gets a decided thrill at the varied glimpses of the old White Pass track line and the famous “Trail of ’98” which made its way through the pass. The outlook from the train is grand beyond all description.

At “The Summit” where the Union Jack and the Star and Stripes fly side by side the line leaves Alaska and passes into northern British Columbia, the rails skirting the shore of beautiful Lake Bennett. At Carcross, known in the “olden times” as Caribou Crossing, the British
Columbia boundary is crossed and from then on the trip is in the Yukon Territory.

BACK TO SHIP AGAIN

At Whitehorse, a distance of 112 miles from Skagway, the train is met by the steamer and the balance of the journey to Dawson—460 miles—is made by the Yukon River.

Voyaging down the mighty Yukon by a stern-wheeler is both unique and interesting. The steamer pushed ahead of it is a large hagne carrying 350 tons of freight and as a great many stops had to be made to take on fuel (cord wood), there was enough variation to prevent the day from becoming monotonous. The vista on every hand was magnificent, and it was noteworthy that not a few of the tourists, who taxcd the accommodation of the river-craft to the full, carried and pursued Robert W. Service's poems to get local color. No doubt they experienced a considerable thrill when we entered Lake Le Barge, the scene of the unforgettable "Crescend o of San Mcgee."

A terrific excitement was provided when our craft struck the rocks at picturesque Hell's Gate Canyon with the result that eight blades of the paddle wheel were broken off. While waiting for repairs to be completed and the journey to resume, we enjoyed the "midnight sun" and wondrous effect the robins chirping their early morning song at about 1.30 a.m.

The trip down the Yukon—it occupies two days and two nights—is rapidly becoming famous and for sheer magnificence of outlook would be difficult to surmount. A very notable feature and one which proved a considerable surprise, was the profusion of wild flowers, no less than twenty-eight of them being listed as varieties being picked at one of the landing places. This was an eye-opener to those of us who expected to see the Yukon as part and parcel of the "Frozen North."

A MODERN CAPITAL

Dawson is a typical north-country town, probably more essentially modern and better built than the tenderfoot would expect. However, the old, wild days of the Yukon rush have long since passed into history and the country is now as orderly and well-managed as any other part of the West.

The writer, who was engrossed in calling on the trade, noted a number of very flattering compliments paid to Imperial Oil, Limited, goods and service. In particular, a firm in charge of four gold dredges—operated for a South African syndicate—gave a wealth of commendation to our products and methods of doing business.

Much interest was shown in the new mining field of Mayo and a great many of the Dawson merchants were found to be absent at the scene of the latest strike. The camp was reached by going up the Yukon to Stewart City, which is at the junction of the Yukon and Stewart Rivers, then about 180 miles up the latter stream.

A NEW MINING CAMPA

Mayo itself comprises the usual type of northern mining centre with its innumerable log huts. The mines are forty miles away from the town at a place known as Keno Hill and are being operated by the Alaska Treadwell and the Yukon Gold, both of which are Canadians.

The ore, which is a rich silver-lead salt containing about two hundred dollars to the ton, is hauled to the river by large 10-ton Holt tractors, and is then placed on barges which are floated 1,500 miles down the Stewart and Yukon Rivers to St. Louis. There trans-shipment is made to deep-sea ships which convey the product to the smelter at San Francisco.

Several prospectors encountered at Mayo had been in Nenana, which is about 900 miles distant, and had considerable to say of the prospects of this new mining district.

The operating concerns at Mayo are large consumers of Imperial Oil products and before leaving they sent up Fornia gasoline and Polarisine Red Hall signs at various points in this far northern outpost.

A HURRIED TRIP DOWNSTREAM

The trip down the Yukon from Stewart to Dawson is usually made in about four hours, although the same journey up the river had taken no less than five days. Similarly, the return voyage from Dawson down to Whitehorse was completed in one-half the time it had taken on the up-stage, due, of course, to the swift current.

At Whitehorse, homeward bound, the writer made a side journey to Atlin, going via Carcross, and transferring to a lake steamer at the latter point. On route one gets a fine view of the famous Atlin glacier and the lake on the left offers a memory that will remain. Atlin is a gold mining town and is also a fox farm centre. It has built up a big tourist trade as a result of the influx of travelers during the summer season.

The tourist is apt to be somewhat bewildered by the everchanging vistas of what is to him a newly-discovered country, and it is only on his second inspection, when he can settle back comfortably to view the wonders of Nature in their proper proportions, that he gets a full appreciation of such a trip as this. Hence, it is that the homeward journey is perhaps, even more refreshing with pleasure than the first stages.

After having made the closest connections had had no time which possibly could be saved, the writer landed again at Prince Rupert just twenty-six days after his start on what will long be remembered as a great and glorious venture into Nature's vast wilderness of the north.

Our Working Director

The accompanying photograph shows Mr. F. J. Wolfe on his recent western trip, in a genial and democratic attitude. As director in charge of marketing, Mr. Wolfe drives his duties skilfully but none the less successfully, even if his whip is small.

Our "Wandering" Director

This photograph is symbolic—soon pursed and banded—sagebrush, gravelly chinks, Mia Axe glasses—the general manager right on his job—out of and on the road. This is the right attitude for 1923 with everybody right on the bit. Let's go "Goldbug."
What is Your Aim?

By Walter W. Scott—Calgary, Alta.

Would you like to be independent? Do you long for the time when you can please yourself always, and not care a boot for anyone else’s whim or caprice? Is absolute independence your great ambition?

You must aim at something if you would hit anything worth while—and remember you can’t hit any higher than you aim—but don’t waste ammunition by hitting away at an imaginary target. Be sure that what you aim at is what you want to hit. When hunting hares, don’t misdirect a rock for your quarry.

Don’t aim at independence, or you’ll likely hit something quite different. There is no such thing as complete independence. “None of us liveth to himself, and no man dieth to himself!” All mankind is inter-dependent. We all possess some independence, but each of us may be said to be part of a vast machine; for everyone in this world is in many ways affected by those he meets, and also by many of whose very existence he is unaware. We are our brother’s keeper.

Large factories contain many machines, all working together for one ultimate purpose. The factory thus represents a machine; of which the smaller machines contained in it, each form a part. The earth is part of our solar system, a stupendous machine; yet that solar system is only a small portion or unit in a vast aggregation of the co-operating harmoniously.

Each continent, nation, province and village on this globe, with all who ever did inhabit it, co-operated to produce existing conditions, whether voluntarily or not, consciously or otherwise, satisfactorily or otherwise. Every newspaper, printer, editor and publisher co-operates to place in your hands and mine the printed page—that with other images of mind and thought and shapes our temporal and eternal destinies. (Wish we could say that here we will be more discriminating about what we say or hear, and also what we write or read.)

Every organization is a machine designed to produce a certain result, whether that result be the marketing of newspapers or of oil-well products.

The efficiency of a machine depends not only upon each part working well, but also upon how it co-operates with all other parts it is directly or remotely connected with at any time. A tight bearing, a slack belt or a broken pinion anywhere increases expenditure and reduces revenue.

Good lubricants are essential to the proper working of any machine; and the more delicate the mechanism the higher should be the quality of the lubricant.

A little individuality is fine, but there can be too much of a good thing. Maybe, we all are important, but none of us is all-important. We cannot hope to ever attain to absolute independence; but we can, by rendering more efficient our co-operation, reduce interference to the minimum and thereby make our dependence less conspicuous.

To co-operate with ever-increasing efficiency, we need to constantly study the other’s requirements and those of customers; and the further we are apart the greater the need to get the other’s viewpoint. That principle, applied, proves a splendid lubricant, under any and all circumstances.

Let us always try to understand each other, and also aim to please!

Toronto Salesmen Meet

The twenty-seven salesmen of the Toronto division recently held a three-day conference at the Queen’s Hotel, Toronto, and it was the unanimous opinion of those present that this was the keenest and most interesting series of meetings on record.

The first day was spent in discussing the past year’s record of sales of refined oil and gasoline and in formulating ideas and outlining plans for the activities of the new year. Nearly every present had some scheme to offer and many profitable ideas were considered and adopted.

The following day, in addition to all of the salesmen in the division, there were nine of the most successful agents of the company on hand. Each of these latter was given an opportunity to address the meeting and each outlined his methods and programs.

The meeting learned that the 3% commission allowed agents and tankwagon drivers on sales of lubricating oils and greases is much appreciated and that there are many boosters in these departments.

At this meeting addresses were also given by Mears, P. F. Sinclair, C. L. Grierson, our technical engineer, who gave an instructive talk on the properties of lubrication; and W. Warwick (chief mechanic, whose theme was the minor difficulties experienced by salesmen and agents with their motor trucks).

The third day saw a thorough discussion of automotive oils and lubrication in general. Mr. D. T. Cummings went into accounting matters in an interesting and profitable way, and the series of meetings concluded with a general summing up and review of all the matters which had been considered in the earlier sessions.

As a result of the assembly, the Toronto division is confident that 1923 will be the "biggest yet."

In the Northern Ontario Hinterland

By A. L. Hancock—Cochrane, Ont.

The vast hinterland of Northern Ontario, covering vast expanses of territory situated between the main transcontinental lines of the C.P.R. and the Canadian National has undergone a stupendous development within the last twenty years, and from an almost unknown and, except by hunters and trappers, unpunished wilderness of forest at the commencement of the twenty-first century has become transformed into an orderly, up-to-date mining, manufacturing, lumbering and agricultural area.

Within the practical region lie half a dozen of the richest mining fields known to man. Cobalt, with its far-famed silver mines of almost fabulous riches; Sudbury, by far the richest nickel camp the world has ever known; Porcupine, a gold field which has poured out golden dividends running into the millions and which holds out promise of continuing its stupendous record for a generation; and many others are names with which one may conjure. Yet, they are only the commencement. The past few years have witnessed the development of other mining centers which bid fair to rival these, and what the future holds in this connection, the future itself alone can tell.

The building of the Temiskaming and Northern Ontario Railway, a Provincially-owned line, century brought about the initial development of this vast territory. Primarily intending to open up a rich clay belt for agriculture, the Government which authorized the venture builded better than it knew, for, for the past two decades, have seen a continuous era of progress in no less than four of our basic industries—manufacturing, lumbering and agriculture.

With eyes opening up the country still further to the north—it, that enormous hinterland of unknown possibilities lying beyond Cochrane and extending to James Bay and Hudson Bay—the Ontario Government is now building an extension of the T. and N. O. from Cochrane on the Great Lakes to water at James Bay. This will make available for development forest and other land millions and millions of acres in extent and incidentally, will open up the 3,000 mile coast line of Hudson Bay and James Bay.

Cochrane, the headquarters of the writer, is the junction of the T. and N. O. and the Canadian National, and is a divisional point of each. It has a population (1922) of 3,500, in the judicial seat.
Imperial Oil, Limited, has always been to the fore in trade expansion in the great northern hinterland. In 1918 two storage tanks and a warehouse were established at Cochrane, with a commission agent in charge. Two years later another agent on salary was appointed and in 1922 a new warehouse and another two storage tanks were erected.

Delivering oil products in the northern territories is not an easy task, during the long, heavy snow falls are usually witnessed late in the autumn and the ground is generally covered with a deep white blanket continuously from the first of December until the first of April. The temperature drops very low, at times to as much as 50 degrees below zero, and it is nothing to have equipment snarled in and roads impassable.

The accompanying two cuts are furnished through the courtesy of Mr. C. W. Ey, resident engineer of the T. and N. O. and James Bay extension.

**Observations**

By C. A. Lucas—Halifax Refinery

Which do you consider the "pick" on this bench? The writer's fancy runs to the 8-Hour Day, although "Sick Benefits" have a strong following in time of illness. But, after a long acquaintance to ten and eleven hours a day for nearly thirty years, the 8-Hour Day is something very real to us and is to be expected the year round.

The "Co-Operative Investment and Petroleum" are factors we will enjoy later on—we are only beginning to appreciate their worth now. The "Safety Committees" are doing a fine work and are to be judged by results which don't happen. The Welfare Council seems to be a door to greater things and will play a big part in the coming time.

"There is somewhat of the whole Universe in a drop of dew!" Perhaps we may carry the analogy further and say: "The whole economic problem is contained in a single family." If this be true, and if it be properly

**Imperial Operations in 1922**

The annual meeting of the shareholders of Imperial Oil, Limited, was held at the head office in Toronto on Tuesday, February 15 and, as usual, was well attended. In his address to the shareholders, the President, Mr. D. W. McFarland, said:

"From a financial standpoint the results of the operations of Imperial Oil, Limited, during the year 1922 may be considered as satisfactory, although they are not proportionately greater than those of some previous years. In consideration of its earning powers, it must be remembered that Imperial Oil, Limited, through its subsidiary, the International Petroleum Company of Canada, is receiving considerable income from operations in South America. These earnings augment its ordinary revenues and are not dependent upon domestic conditions.

The remarkable productiveness of the American oil fields during the year, which partially offset a decline in the imports of Mexican petroleum, resulted in unusual fluctuations in market values, which have tended to check the establishment of a number of new enterprises engaged in the marketing and distribution of petroleum products. Imperial Oil, Limited, has been able to maintain its regular dividends and to carry forward a considerable portion of its manufacturing, marketing and transportation facilities.

"During the year your Directors reached the conclusion that changing conditions in the sources of supply of both petroleum and the consumption of petroleum products throughout the world necessitated the modification of their policy. It is with the satisfaction of this policy that I am writing this report to you, Imperial Oil, Limited, which would constitute a new link in the chain of essential products now extending from the Atlantic to the Pacific.

It is expected that this plant will be in operation towards the close of the year, and that it will serve a useful economic purpose in the manufacture and distribution of petroleum products for the territory in which it is situated.

"Imperial Oil, Limited, is still carrying on practically single-handed the exploration of the potential petroleum resources of the country. The year has witnessed greater activity of drilling operations by the company and syndicates, particularly in the west, and these have been equally as satisfactory. The year 1922 has been an eventful one, and the results of the company's operations in the year 1923 will be fully apparent once the facilities are in place.

"In this respect, however, we have established one of our successful ventures at Black Diamond, where the net gas from three wells, two of which are still being drilled and at a present depth of 2629 feet, is treated by the absorption process before being passed into the gas mains at Calgary.

"There is also a little production of oil from the two original wells, but our drilling has not been successful in this respect. However, it is still being deepened, and the second has
reached a depth of 1,058 feet. The most recent drilling operations had been at Red Coulee, in the area which has lately come into prominence through the Kerroeanurust development, just across the American boundary. Here drilling difficulties have been encountered at 1,000 feet, and no definite result has been possible.

"The results of the operations which we have conducted during the year in South America have been in a considerable measure offset the absence of any serious successes in the Canadian Northwest. As you are aware, the International Petroleum Company, through the Tropical Oil Company, has been engaged in the development of a considerable area in Colombia. Although still in the initial stages, these operations resulted in a gross production of petroleum during the year of 3,325,979 barrels, and the total footage drilled during the year was 9,547 feet.

"The Company's engineers have been running 750 barrels of crude oil daily, and the Company has established sales agencies in the principal cities of Colombia, and the distribution of refinery products having begun in May. Seven oil feeding stations have been constructed on the Magdalena River. These stations serve 584 miles of navigable river, and are regularly supplied by the Company's own fleet.

"The Company's engineers are now engaged on the construction of a one-meter gauge railroad, twenty miles in length, from Barranquilla to Infanta, which will afford access to the producing property, and there has also been completed an important reconnaissance of the location of the proposed pipeline from Barranquilla to Infanta.

"The record of operations has shown a consistent increase in the production of petroleum since the International Petroleum Company entered its field in Peru: 2,550,328 barrels were produced in 1921, as compared with 2,885,297 barrels in 1921. The average daily production in 1921 was 12,019 barrels against a daily production of 7,314 barrels in 1921.

"Drilling operations are proceeding in Peru upon an extensive scale and the number of wells drilled was approximately 900 at the end of the year. The total number of wells drilled during 1922 was 2,741, which was 40 per cent greater than the previous year, namely, 1,614, were productive. The total footage drilled 2,741 in Peru was 242,880 feet. One of the most encouraging features of these operations has been the extension of the proven oil-bearing area within the company's Peruvian holdings through the completion of several wildcat wells which developed into producers.

"The company's organization in both Peru and Colombia are manned very largely by Canadians, and this institution has afforded a profitable avenue for the employment of many native of this country. Almost every occupation or calling is represented in these organizations and the colonies which they constitute are happy, prosperous and contented, despite the disabilities of residence as far from home.

"Bibliography:

""The company's floating equipment is ample for its present requirements, and has been maintained throughout the year to the highest of standards."

In moving a vote of thanks, Wallace Nesbitt, K.C., referred to the fact that in travelling over the country he found evidence of a splendid effort by the company to increase the production and improve the properties owned by the company. He said that much of the success of the company was due to the warm cooperation and sound team work of all ranks. He said the directors had a very heavy burden to carry. The vote of thanks was seconded by Mr. F. C. Brule.

"The former board of directors was re-elected, the personnel being as follows: C. H. Stillman (chairman); G. H. Smith (vice-chairman); A. M. McNeaon (vice-chairman); Victor Ross (treasurer); Sir Emard Osher; C. R. Browne; A. Eames; F. J. Wolfe; and A. S. Rogers.

"RECAPITULATION OF OIL, SHIPMENTS FOR ACCOUNT INTERNATIONAL OIL LIMITED AND ITS SUBSIDIARIES FOR THE YEARS 1921 AND 1922

<table>
<thead>
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<th>Measurement</th>
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<th>1922</th>
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<tr>
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<td>Total</td>
<td>3,960,954</td>
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</tbody>
</table>

"The call of the sea is in my blood! I know it, and I am sure I can remember I have felt a thrill on venturing out or into the water, particularly when it was cold water in a bath- tub. The call of a toy ship in the five, ten and fifteen cent store has always been sufficient to instill the desire to sail, and even in early infancy I took to Captain Marryat's books like the average child takes to Grimm's Fairy Tales. So, I say, the call of the sea is in my blood!

"My feelings, then, when I found myself on the deck of the s.s. Victorito on the eve of departure from Montreal to Mexico may be better imagined than expressed. Suffice it to say, that I have always longed for an extended sea voyage and the thought of a month on board ship would make the blood course warm in my veins.

"The Daily Routine"

"Of the daily routine aboard a tanker nothing need be said, for it is probably not one with different from life on any other ship. However, if the reader will bear with me, I shall recount a few incidents of the trip which may serve to give a more intimate touch to a portion of the daily program of our fellow-workers on the high seas, and particularly when they are off duty.

"The Victorito is the second largest ship in the fleet and is one of the latest additions. For deadweight carrying capacity is 13,321 tons, speed about 13 knots per hour, and fuel consumption close to 13 tons of oil daily.

"The journey down the St. Lawrence was uneventful and yet intensely interesting to the landlubber to whom every experience on a tanker was a new one. The sea voyage really began three days later at Father Point, which was left behind early in the morning, the little pilot boat receding in the distance being the last link with the vessel caught me unaware, however, and my footing on a snubbing post, I went flat on my back with a sickening suddenness. Then came the clanger of the breakfast bell, and despite a tender as to what might happen, I went below and somehow got through the meal.

"The "Victorito."

"Gulliver's Travels"

By Carlisle L. Dyce—Marine Dept., Toronto

Book One—In Which I Put out to Sea

Sing, Hoh for the life of a sailor bold!

The call of the sea is in my blood! I know it, and I am sure I can remember I have felt a thrill on venturing out or into the water, particularly when it was cold water in a bathtub. The call of a toy ship in the five, ten and fifteen cent store has always been sufficient to instill the desire to sail, and even in early infancy I took to Captain Marryat’s books like the average child takes to Grimm’s Fairy Tales. So, I say, the call of the sea is in my blood!

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WITHE his usual calm effrontery the Editor of The Review dropped into our sanctum sans question, as quiet as a mouse, whilst we were busily engaged in conducting an audit of our standing in the Investment Trust and intimating that, as he was short of material for his next number, we should consider it our privilege to be allowed to supply the deficiency.

He talked glibly and mysteriously of something about 97 sticks long, and very kindly lent the scissors.

This brought to our mind a happening in Western Canada during the prevalence of the influenza. An unknown stranger passed out at a certain hotel. At the funeral ceremony the officiating Sky Pilot asked if anyone present would like to say a few words regarding the deceased. After a long silence, one of the hotel guests arose and said, "Gentlemen, if no one is prepared to talk on the excellencies of our departed brother, let me say a few words about Hamilton, Ontario."

A NEW VISION

The Editor's extremity being our opportunity let us agree to say a few words regarding Scotland as the cradle of the petroleum industry.

Probably our readers never looked upon the land of clans in such a light before, which is but another injustice to Scotland and a further excuse for the present article.

Let there be no mistake regarding our claim. We do not wish it to be understood that the historic and military-angled doyleys of Scotland are ornamented, or otherwise, by multitudes of derricks, or that "mud-smellers" and "lease-hounds" have desecrated her glens in pursuit of the elusive ante-hill.

There is no harm on her map and the voice of the oil-promoter calling to his mate, the squire, the squire, is heard in her market places.

We admit that the petroleum industry, as it is known on this continent, could never have attained its magnitude and the notorious in Scotland which have followed it here, but the remotest land marks could be brought forth.

WHY AND WHEREFORE

The first, and to us the most important, reason for the comparative absence of free petroleum in Scottish rocks is this. You will allow, would not tend to the rapid or extensive development of oil-fields, where oil is a distinct advantage if not a prime necessity.

It is questionable, however, even if the presence of petroleum in liquid form, which could be procured in vast quantities merely by sinking holes in the ground, would have had any bearing on the extent of the oil industry. The huge atmosphere of 'black Caledonia stern and wild,' raised on the very form and the Sorcerer's Lantern, was known to be the hand of his Satanic majesty in such an occurrence, and even Bums would be quoted as having warned against a "easy money" when he wrote, "Give them a sly and they'll knaves their wine."

We can imagine the 'ruke forefathers of the hamlet,' where a quaker had been imprudent enough to raise its head, seeing in its activity a stern reminder of Sodom and the Cities of the Plain, and between them the worldly youth who had the temerity to suggest selling leases or organizing a local company. Scots from time immemorial had earned their bread by the sweat of their brow, or coexisted a church soil for earnest bread, and it would have been a base denial of the dearly-bought privilege of mental and spiritual superiority over less-favored nations to thus class themselves with the lands 'where wealth accumulates and men decay."

In passing it should be noted that we refer to the early years of the nineteenth century. Since then, certain changes have taken place in the psychology of the Scot, mainly attributable to the influx of Canadian soldiers during the war. This has resulted in a certain levity towards the "higher things of life:" a lack of reverence in excess expenditure is observed and the boldest spirits may even be heard shooting groups in public places. Returning to our subject, however, we find that Scottsmen, although debauched by principle from accepting unearned increment, were not to be ousted from their proud position as pioneers in every worthwhile development the world has seen.

SCOPS IN THE LEAD

Tradition demanded that they give a lead in the petroleum industry and they were not slow to accept the challenge. Thus, long before the waters of the Ontario creek were polluted as an outcome of the world's first well or the oil-drill of Colonel Panich's hole to production in Pennsylvania, Scotland had an established and flourishing oil industry, with emphasis on the "industry" as distinctive from the effortless means employed elsewhere.

The leader in this enterprise was Dr. James Young of Renfrewshire, who, following the...
example of all ambitious Scots before or since was seeking his fortune in England and no doubt finding it easy to spoil the Sassenach.

In 1847 he successfully extracted, from a small stream in the Highlands of Scotland, a coal-working material. A few pounds of the material were sent to the manufacturers of Derbyshire, both wax and a light-burning oil on a commercial scale. His source of supply soon became exhausted, he, being a Scot, looked deeper into the matter and attempted to duplicate the workings of nature by which he believed the crude oil had been produced. Success attending his efforts, in 1850 he took out his patent for the extraction of petroleum from bituminous coal by distillation and the petroleum infant was introduced to a waiting world.

Forseeing the tremendous possibilities of the industry, Young naturally returned to Scotland to give to the land of his nativity the benefits to be derived from the fulfillment of his designs, although the fact that Scotland had an un- 
dependence of suitable shale may also have influenced him.

There could never be a doubt regarding the success of a venture located in Scotland, run by Scotsmen and having as its principal characteristics a 'distilling' process; this latter fact alone being a criterion of what was in store.

Light and Learning

In the Lothiains, where the oil-shales were developed along with the Coal Measures, plants were built, mines were sunk and soon a steady flow of paraffin oil was radiating from the heart of Scotland to the corners of the earth, an example of that light and learning which Scotsmen, through all the ages, have carried to their less fortunate heathen.

How Money Pyramids

In 1791 Benjamin Franklin, America's greatest instructor in thrift, besought $1,000 ($5,000) to the city of Massachusetts and the City of Boston as a mark of appreciation for his appointment as agent in England. To make the besought money real and with the wisdom of a great financier, he provided that the sum should be paid in 60 payments of $15 each for 200 years. He directed that at the end of that time $131 of the fund accumulated should again be put out at 5 per cent, and that at the end of the second period the proceeds should be divided one-fourth to the City and three-fourths to the State.

At the end of the first hundred years the original $5,000 had grown to $313,583.62. According to the provisions of the charter of $259,900.49 was set aside for public work and $162,080.14 was put out to earn interest for the second hundred years. That was in 1891. On January 1, 1918, the fund had expanded to $267,856.02 and is now increasing to at least six million dollars by 1991.

Dividend for Trust Depositors

The special distribution of one dollar per share, in addition to the dividend of seventy-five cents per share being paid upon the stock of Imperial Oil Limited, will go to the credit of the non-Canadian patients and the unfortunate mort is already a half way down Cuthbert's throat. This rapidity of action is accomplished by what is known in science as a 'retractile' tongue, which is similar in some respects to that possessed by certain ladies of our acquaintance, insofar as it always has a ready comeback. (This latter observation does not necessarily apply to the Production Department at Ed- monton.)

Oriental Indian dandies with their elaborate garb—a find for the snap-shotting tourist.

March, 1923

The Imperial Oil Review

Natural History in Ecuador

By George Shepard

Readers of THE REVIEW will recall previous articles in which Mr. Shepard, while stationed in Western Canada, gave us amusing glimpses of the trials and tribulations of oil geological life. Having been transferred from 'Over Lady of the Seas' to equatorial South America, he carries the same lively interest in our company magazine and employs his facile pen to introduce us to some of the denizens of Ecuador. After reading Knowll of America we may profit the old seaman and say that "Oil-geology makes strange bedfellows."

A NIMAL life in Ecuador, though extremely varied in the interior mountain districts, is confined more or less entirely to the lower reptile and insect life along the coast belt, and it is with a few of these that our story deals.

To begin with, there is Cuthbert, a prominent member of the bird fraternity in the region of Jaramijo. He is a gentleman of pronounced ornithological tastes; he works on an average of one hour in the twenty-four; he is a great sportsman; and he is known to have a particularly fierce tongue which enabled him to deal with certain members of the insect world which deign to cross his path.

In accordance with the 'costumbres de pase' he never works in the daytime, but shortly after sundown, when the electric light of the verandah begins to shed forth their soft illumination, this is the time when Cuthbert may be expected.

Though quick in movement, he works in a stealthy manner, and as soon as the solitary verandah lamp has collected its usual halo of tropical winged insects, then Cuthbert appears.

A native oolchat which is simplicity itself—the load and the vehicle are one and the same.

Insects which gyrate uneasingly around the white glare of the lamp, for example, are the wood work for a 'breather,' then Cuthbert pucks up his ears (only figuratively, however), as these useful organs are not visible in profile, and crawling along his board walk, slowly and carefully, with his four little reversed feet deliberately placed, he stalks his prey with remarkable skill and cunning.

When within about three-quarters of an inch from his first course he makes a momentary pause, a quick, invisible snap of the jaws, and the unfortunate mort is already a half way down Cuthbert's throat. This rapidity of action is accomplished by what is known in science as a 'retractile' tongue, which is similar in some respects to that possessed by certain ladies of our acquaintance, insofar as it always has a ready comeback.

(2) This latter observation does not necessarily apply to the Production Department at Ed monton.)

After an hour or so of this form of recreation, Cuthbert finds that his anatomical capacity has its limits. He thereupon rests for a short while, absolutely motionless, then he yawns pro-
Ananias in the Oil Fields

Many stories have been told and a multitude of articles have been written concerning the development of the process of crude oil refining. The following incident is quoted for you anonyn- mous observer. The more you think about it, the more you will be convinced that the story is true.

An oil refining plant was in use, a town in Wyoming boasts the one which has the world's biggest.

In the shallow fields of this area there is a very high gravity crude oil and occasionally there is found a spring where crude oil runs out on top of the water. During the dry season one summer, a farm family lived near one of these springs so that they could catch frogs during its idle moments. One evening, after milking, the boy's mother noticed that the milk smelled like gasoline. She called her husband's attention to it. When he saw the milk, he thought it was a lighted match to the pool and he was surprised to find that the contents were not oil but a hydrocarbon, and upon weighing the milk found it was a mixture of kerosene and gasoline.

The boy was called and queried, and at once the family set out to ascertain why the milk had been spoiled. They found that the cows had been drinking this water with crude oil floating on it. The cow's milk was apparently increased the amount of crude oil in the water until he had his cows drinking the pure stuff.

Then, by a little more digging, he found that he could milk four times a day and get some four gallons of 42 gravity kerosene oil and one-half gallon of 42 gravity gasoline in each time. So he in- creased his herd and began huckling the refineries with the news that had been dropped by a man who had found a new source of kerosene and gasoline.

The oil refining plant was下单ing the news that the last known of the man was that he had resigned his job and was spending his winters in California and his summers in Mexico, and trying to keep his money down so that he could count it.
The Ten Commandments of Thrift

1. WORK AND EARN. Be a producer. Realize the importance of your personal part in keeping the wheels of society turning.

2. MAKE A BUDGET. Plan in advance to spend every dollar that will bring you fullest return and greatest satisfaction for every hour you work.

3. KEEP RECORD OF MONEY SPENT. Keep your desk top and keep your records even down to petty cash. “Goodness only knows where the money goes,” never help any one to get ahead.

4. HAVE A BANK ACCOUNT. A good bank account is the best of references. The mere act of filling out a check makes you think before you spend.

5. CARRY LIFE INSURANCE. It is a duty for the husband and father to provide for his family. It will remove the worry of what will happen to them and will increase your own peace of mind and earning power.

6. MAKE A WILL. A will saves court troubles, delays, and expenses for small as well as large estates. Don’t put your family to unnecessary trouble and expense by neglecting to bequeath all you possess to your dear ones.

7. OWN YOUR OWN HOME. A home is more than a house. It makes you an active partner in your community, increases your self-respect and makes for a family stability. For your children’s sake, start now to own your home. It is simpler than you would imagine.

8. PAY YOUR BILLS PROMPTLY. Pay your bills on pay day. If you are paid every week, don’t ask the grocer to wait a month. Credit takes a long time to build up and over time to tear down. Pay and save as you go.

9. INVEST IN SAFE SECURITIES. A wonderful opportunity is offered to employees to invest in a gilt-edged security.

10. SHARE WITH OTHERS. Know the joy and satisfaction of helping others in adversity. Give what you can cheerfully and willingly to worthy causes.

Supported by the Industrial Department, International Committee of the Y.M.C.A.

St. John Notes

The members of the staff of the St. John office entertained their friends at the Venetian Gardens, February 6th. Cards and a splendid programme of dances followed by a supper, were enjoyed by the large number present.

If so happened that the dates set for our annual dance was only a few days previous to the departure of our former manager, Mr. Jas. McTavish, and his wife for their new western home, and during the evening our energetic cashier, Miss Kathleen O’Malley, expressed regret at their departure, and wished them every success for the future. She also welcomed our new manager, Mr. J. A. Boyd, and his charming wife.

Mr. McTavish in replying stated that he was sorry to leave St. John as he had made a large number of friends during his stay here but he was looking forward to returning in some future date for some of our famous fish.

Mr. and Mrs. Boyd both expressed pleasure at having such an early opportunity of getting acquainted with the staff.

The singing of Auld Lang Syne brought a very jolly evening to a close.

Contributions Invited

The editor of The Imperial Oil Review will be pleased to receive contributions from employees. Write clearly on one side of the paper only, if you have any photographs which pertain to the subject you are discussing, enclose them. They will be used if possible. Copy addressed to P. F. Sinclair, 56 Church Street, Toronto, by the 10th of the month will appear, when practicable, in the issue of the following month.

“Save your dollars when you don’t need them so you will have them when you do,” is the whole philosophy of thrift, and is as simple as it is sensible.

A Passing Thought

By Ed. Brady

‘Tis not the tale of years men rise that

counts, but how they’re spent:

Not what we get, but what we give

Is our just remuneration,

What we give we never lose and what we lose we gain:

We live but once

And may not choose to pass this way again.
MAKE 1923
YOUR GREATEST SUCCESS

CLOSE, application, hard work and the exercise of such God-given judgment as you possess will go far toward making this your record year.

Modern business — in every department of the organization — is not a haphazard venture: it represents the careful working out of sound, basic laws. It achieves its greatest momentum when everyone is working to capacity. Genius — which has been described as an infinite capacity for taking pains — is one-tenth inspiration and nine-tenths perspiration.