General Office Building at Sarnia, with employees of the Manufacturing, Engineering, Marketing and Accounting Departments.

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

DELEGATES
Elected       Selected

LOCAL REFINERY
A. Palmer            J. H. Locin
P. W. McNett        R. R. Wooler
E. T. Davis         D. C. Morrison
J. Eldon            G. H. Morrison
R. Burrows          R. McKell
J. Fraser            W. B. Bouchier
G. A. Gurney      B. O. Gurney
G. L. Tuckay         T. D. Tuckay
J. Hartigan        P. Buchan
G. M. Cox            T. H. Longley
P. Jackson     T. H. Sibdane

(Chairman)

REGINA REFINERY
J. T. Warner         G. L. Stewart
C. F. O’Rielly      E. A. Pochesak
A. Chambers        W. B. White
P. Chapman         E. C. Huttoon
H. Matthews       N. C. Crook
T. J. Gnaedig     D. E. A. Topp
E. Fauskrok         J. P. Topp
I. Evans              F. Waddick

George Losch
(Chairman)

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E. H. McLean         W. T. Millar
H. C. George       E. A. Thompson
M. B. Green (Chairman)

Vancouver
J. Chalmers         M. A. McDowell
D. G. Scott          F. F. Page
R. D. Jones          A. F. Heggie
A. Aylen          R. Brandt

C. M. Robertson
(Chairman)

Edmonton
W. M. Burrowes     J. A. McLatchie
G. Noble            B. T. Cósquez
J. Whitelaw          G. B. Runyon
F. T. Turley

Montreal
E. Launon          R. Charbonneau
J. P. Foychette    W. D. Russ
W. Sawyer          J. P. Donahue
A. Larose          H. G. Piase

G. I. Hambly
(Chairman)

Winnipeg
Geo. Claxton        J. A. D. Webb
Bruce Talbot       J. M. Donnelly
I. A. Murray        J. Blackwood
R. G. Griffith

St. John, N.B.
O. Garrett          John Reid
J. D. Norris        J. A. Boyce
J. E. Purdy

C. S. Griffith
(Chairman)

ANNUNIATIONS AND BENEFITS COMMITTEE

Toronto
P. F. Sinclair (Chairman)             G. I. Hambly
D. T. Cummings        G. D. Donn
W. B. Blisworth    L. McKeevers
G. I. Hambly
(Chairman)

Quebec
Henry Fortin        A. Lalouette
Theodore Castel David Kerr
John Laird
(Chairman)
MUCH has been written for The Review on our Mackenzie River development. The various aspects of this colossal task have been presented by the graphic stories of our geologists, and the many unique illustrations which accompanied these have made us more or less familiar with the life of the country, the initial stages of oil-field exploitation, and the long, long trail between Canada's most northerly oil-producing well and the centers of civilization.

We have, unscrupulously perhaps, employed our fellow workers, whose duties called them into the Northwest Territories, in a tale of romance. They were the pioneers, the trail breakers, the heroes of a new era; their adventures with crazy causes in the rapids, their deadly combats with the blood-thirsty nitives of the mosquito tribe, their midnight jags on the mighty lakes, and their deadly white-water flights, have stirred our sluggish blood and kindled our interest in the inhuman chieftains of the typical Canadian movie drama as interpreted by Hollywood.

Without any intention of trying to detract from the splendid accomplishments of those "aspais of petroleum," or attempting to minimize the hardships they endured and the difficulties they encountered, we wish to turn the thoughts of the reader to a drama which was enacted, with the same stage setting: one hundred and thirty-four years ago, when Alexander Mackenzie accomplished the fulfillment of his long-prophesied dream and made his historic dash to the Arctic Sea by way of the waterway which now bears his name.

If we should draw a comparison between the trip which heart Mackenzie and the trouble which afflicted our Production Department colleagues, it is no idle one; each saw their duty clear before them and their aims were to a certain degree, the subjugation of nature to the uses of man.

We have read, with amusement and concern, of the tribulations which befell men on the journey between the rain forests of Mackenzie and the city of McMurray. We are assured that these are now a thing of the past, but even in 1921, it was with many a qualm that one purchased a ticket for this journey, not knowing whether the train might be a matter of days or weeks, whether the train would run over the track or the track would run under the train, or whether the food supply would last until McMurray was sighted.

In Mackenzie's day, needless to say, there were no railways, and, what may sound like sacrilege to our Western friends, there was no Edmonton, the spot where this mighty metropolis now stands is being marked by a fort of the Hudson's Bay Company, while the surroundings are entirely devoted to the pursuits of the Blood Indians.

To reach the Lake of the Hills (now Lake Athabasca), Mackenzie journeyed from Montreal, by river and portage, to Sault St. Marie and thence wandered down the river to Lake Winnipeg, and across to the Esk (Athabasca) River, making use of the waterways wherever feasible and creating new ones as the need arose. Scattered forts of the trading companies, lonely settlements and the wandering Indians, who were hunting out an abiding place in the prairie forest, and the hut of the lone trapper were the existing races of the prairies, whose coming was gradually to drive the nomadic Indian tribes from possession of their age-long inheritance.

From Fort Chipewyan Mackenzie set out on his hazardous undertaking in search of those "apologies of petroleum," or attempting to minimize the hardships they endured and the difficulties they encountered, we wish to turn the thoughts of the reader to a drama which was enacted in the same stage setting: one hundred and thirty-four years ago, when Alexander Mackenzie accomplished the fulfillment of his long-prophesied dream and made his historic dash to the Arctic Sea by way of the waterway which now bears his name.

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IN THE FAR NORTHLAND

1. Fort Smith as it is today. 2. Tenting on the shores of Great Slave Lake. 3. Hudson’s Bay post at McMurray. 4. The deer at Bear Island. 5. Cloud effects, result of a fire across the lake from Bear Island.

PIONEERING IN THE FOOTSTEPS OF ALEXANDER MACKENZIE.

Shewing some of the activities of “our men” in the north country.

The Imperial Oil Review

April, 1923

Page Five
**The Calgary Refinery**

By A. G. Wilson, Calgary.

As THE moment of writing, the new Calgary refinery stands half-completed, and with the coming of another week, work for building, rapid progress will be made in finishing the task.

It truly seems to be a story where dreams that is being unfolded here. On this lot he the River Bow, in which lately a quiet pasture, the landscape changes before one's very eyes. Great steel tanks in forming array, avenues of pipe, railroad trackage, skeletons of buildings, brick walls, temporary wooden erections, dit-trings, derricks, steam shovels, travelling cranes, piles of materials and debris, steam and smoke, noise of engines, chatter of "air-guns," booming of blastings, swarming men—all these give an aspect of action seldom imagined.

The plant, when completed, may stand a century; one may suppose. Throughout the years, the sturdy structures will be a monument to the skill and energy of these times.

Will they be remembered who made this possible? That is quite natural. When Immense built his plants, he must have had fine artisans. The King might have been able to imagine his geometric moment, but it certainly needed men enured to labor—and men hatched into wisdom by long experience—men to transplant and to place these stones. Who built the pyramids? Not Kings, but Men! Who built the modern monuments? Men!

If one should ask who builds the Calgary refinery, there is no doubt who would get a variety of answers. It depends on the viewpoint. To the Calgary staff, one may suppose it is Mr. Clarence W. Moore who builds. Among engineers, Mr. Dumas will get the credit. But out on the open lot, where the mercury drops down to the minus thirtieths during the winter, and where hands and faces and feet get frostbitten, and humans move slowly lest they freeze, and where men are green hand and hard to teach—there it is Fred Manion and his chanters who are erecting the plant.

In the ordinary course of human events, it will shortly be unknown who, among lesser lights, shared importantly in the construction. This should be. In simple justice, since their work will remain, it ought also to be put on record that Francis and Lamb, Hart and Powell, Bath and Collins, Holland and Campbell, as well as others unknown, guided sections of a raw army of workers, under trying conditions, through the intricacies of construction. Surely no one would grudge these men a small offering of permanent applause.

Here is an attempt to record their deeds in the pages of The Review.

**Had Him Guessing**

It was a hot safety day in a great city. Seven cars were lined up front of a busy filling station. Third floor he advertised a heading, streaming, rs
gling five-passenger. In due time the line dwindled and the little five-passenger found itself parallel with the gas pipe. "How many?" the man asked impatiently. "One," answered Mr. Fife with the air of a Rockefeller. "One? What a trying to do? Ween it?"

A Sure Enough Chip Off the Old Block

The above photographs of Master "Billy" C. M. G. Lalor, show conclusively that he is being brought up in the way that he should go. "Billy" is the son of Mr. C. M. G. Lalor, the genial agent of Imperial Oil Limited, at Chilliwack, B.C., and his name is becoming a household name throughout the country. The young man is a chip off the old block.

In forwarding the photographs, our correspondent in Vancouver writes: "If you have anything in Eastern Canada just as good, let us see a reprint in the pages of Imperial Oil Review."
Baseball in the tropics, as indicated in the foreword, has to be played early in the morning and no one was astonished when the game was closed with the thermometer at 91 in the shade.

Joe Currie, recently returned from a vacation in the States, and showing the results thereof in a good deal of additional armpit-sweat, pitched the first two innings for the victorious Barrancas. Despite his success, he had both speed and variety, but five of his opponents managed to solve his puzzles. Wilson was on the mound for Infantas and was scored on a little more than usual.

The reader is referred to the box score below for detailed account of the seven innings.

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<th>BARRANCA</th>
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**View of the Grand Stand.**

The record of the game, for space will not permit, is detailed account of the seven innings.

**BARRANCA**

Parson, 1st and ss. 4 1
Howard, r.f. and 2nd 4 1
Glass, p. 1 0
Monroy, 1st 3 0
Nelles, c. and p. 4 1
Coecool, c.f. 3 2
MacGregor, s.s. and c. 3 2
Johnson, 2nd and 1st 3 2
Carrera, p. 3 0
MacDongal, r.f. 2 0
Hemplel, l.t. 1 0
Barrancas 1 0

**INFANTAS**

Monroy, l.l. 4 1
Edwards, c. 4 1
Williams, c.f. 4 1
Marin, 1st 4 1
Chastain, ss 4 2
Fuller, 2nd 3 1
Perry, r.f. 3 1
Douglas, 3rd 3 0
Wilson, p. 3 1
Gillies, r.f. 3 1
Barrancas 1 0

A WORLD-BREAKING record in grain hauling was established recently in Alberta, when a carload of wheat was delivered by one man with one team to the Alberta Pacific Elevator at Vulcan, Alberta, a carload of wheat weighing 54,380 pounds.

The promoters of this unusual spectacle planned in a big way and they made good. There were in all 1,140 bushels of No. 1 wheat loaded in eight large wagons hitched one behind the other, and to these were harnessed a team of twenty horses and ten mules. It was a real procession in itself, with a length in all—wagons and team—of not less than 245 feet.

The grain was hauled from the Buffalo Hill district to Vulcan, a distance of 22 miles, and the trip was made at the rate of a little more than two miles per hour. As each animal was called upon to pull considerably over a ton, this was considered a remarkably good pace under the circumstances.

Vulcan citizens turned out en masse to witness the event and a great deal of interest was displayed when the difficult feat of "taking the corners" was under way, particularly when the double corners near the Imperial Oil plant.

The outfit was under the sole charge of Mr. Ralph Morehouse, familiarly known as "Slippery Morehouse," who is in the grain haulage business. A team of twelve horses is quite an ordinary outfit for him to use, but this record delivery was so unusual that the "Fear Not Ranch" had to be called on to supply additional animals and wagon, and their trademark was conspicuous in the equipment.

Five men, an hour and three-quarters to load the wheat into the wagons at the granary and an hour and seventeen minutes to unload at the elevator. The shipment was elevated in thirty and a half minutes, which speaks volumes for the splendid facilities of the Alberta Pacific Elevator.

Mr. Morehouse has forwarded the following communication to the Calgary manager of Imperial Oil Limited:

"Dear Sir: While hauling the largest load of wheat that has ever been hauled in Alberta by horse power (1,140 bushels, practically one carload, using light wagons harnessed by thirty head of horses, I used Miss Yale Grease exclusively."

"During my twenty years experience in a line like mine I have found that Miss Yale Grease has given me better service than any other brand."

-Signed Ralph Morehouse.

**Luck**

Oh, yes, we believe in luck. Every man who holds a big job gets there through luck. All he does is to cultivate a pleasant personality; make himself well liked by others; use weeks of kindness and good cheer wherever he goes; perform his work better than the "nighthawks" man does; and render the most and best service possible, regardless of the salary he is getting. Luck does the rest.

**Pebbles**

This sulking gem from Byron's brilliant mind deserves contemplation occasionally: "He who will not reason is a slave; he who cannot is a fool."

Ben Franklin advised mankind, "To empty their pockets into their heads." In other words he would have us spend our money to secure our education.

A philosopher once stated that if only half of the books that were worth reading were read, half the gloom of the world would be eliminated.
A Unique Oil Field
By Dr. J. S. Stewart, Geological Dept., Toronto

In Appreciation

The following communications have been received by Mr. F. J. Wolfe, Director of Charge of Marketing, with reference to the delivery of coke to employees in Toronto during the winter:

Page Ten

The Imperial Oil Review
April 1923

Growth and Problems of the Petroleum Industry

A recent assembly of the American Petroleum Institute at St. Louis, Mr. A. C. Bed- ford, Chairman of the Board of Directors of the Standard Oil Company of New Jersey, gave an illuminating address on "Problems Confronting the Petroleum Industry in Canada." He emphasized the importance of the industry, pointing out the vast amounts of money invested and the large scale of operations. He also discussed the problems of competition, both within the industry and from other sources.

The following is an excerpt from a part of his address:

"The growth of the industry has been immense, not because it was not a growth in the ordinary sense. It has been a re-creation rather than an evolution. Perhaps the easiest method of comprehending the fact that in reality a new industry has been created since about 1960 is to consider what the status of the industry would be if kerosene had remained the principal product.

"The growth of the industry, with combined assets not exceeding three quarters of a billion dollars, existed primarily to supply the world with 35,000,000 barrels per day. Suppose there had been no internal combustion engine, no motor car, no motor boat, no airplane. The petroleum industry would still be practically in the kerosene business.

"In 1992 it produced 46,312,000 barrels of kerosene, which was sufficient for all needs. The industry had been called upon to increase its facilities and its output to supply the kerosene market, it would have been impossible to do it. The idea of it was like trying to raise the flood stage of an American river.

"In the face of such a problem, what happened? The petroleum industry of the gasoline age is no more the Petroleum industry of the kerosene age than the great automobile industry of this country is different from that of the old oil lamp industry. It is the multiplication of the old world wheelwright. In hot chambers, fashioning a dynamo wagon. In 1922 the petroleum industry, with combined assets ten times those of 1906, existed primarily to supply the world with approximately 150,000,000 barrels of gasoline per annum, largely for use in motor vehicles, representing an investment of perhaps from five to ten billion dollars. In reality, a new business has been born in the period referred to, the capital and facilities required for which have been such as to furnish no adequate comparison with the capital and facilities required for the old oil lamp industry."

"The extraordinary violent if you like, but there has been in the industry today the development of the internal combustion engine, in a very few years, has required a multiplying of capacity and financing on such enormous scale as to make the new industry itself, the transformation in the petroleum industry it has
not sufficiently informed the public as to the real basic facts that govern conditions. This distrust, and it is a very real state of mind, should be overcome.

"Newspaper editors tell me their offices are flooded with literature aimed at the destruction of property rights, indeed at the existing social order. Much of this literature finds its way into the public press. The public mind is being poisoned. It is time seriously to meet these attacks by proclaiming the facts, by answering every falsehood, and by boldly standing up for the principles which we believe in. At the very basis of a people's permanent prosperity and happiness, ... any one can prophesy as to the cost of the crude oil supply of the future. A simple analysis of the domestic production of crude oil during the month of September furnishes an apt illustration of facts which should be an abhorrence in any other business is normal in the oil industry.

In that month there were approximately 275,000 oil wells in the United States, and they produced a daily average of 1,085,000 barrels of oil, or 3,46 barrels per well per day. However, slightly more than fifty per cent of this total production, that is to say 774,255 barrels of oil, was being produced from only 7,622 wells, or 28.5 per cent of the total number of oil wells in the United States. Furthermore, one third of the production of the United States in September was coming from 2,783 wells or 1.02 per cent of the total number of oil wells.

"It will thus be seen that if there were any arbitrariness in the oil industry, where one per cent of the total number of producing wells could be shut off, we would be in the midst of the most profound oil shortage ever experienced in the history of the world. If the drilling operations represented by this one per cent had been unproductive the price of oil would be much higher than it is today, because it would be governed by the cost of production of producers with much higher costs."

Clean Sport at Imperoyal

The Imperial Amateur Athletic Association has established a remarkably good record and has contributed not a little to the carrying on of good, clean sportsmanship in the Province of Nova Scotia.

Like everything else under the sun, the I.A.A.A. had a beginning. It was in the summer of 1919 that the boys banded together and took up a subscription through the plant to provide for baseball during the summer and fall and for hockey in the winter months. The rough grounds of the old fort were utilized and a creditable team was developed. That year an improved Commercial League was formed in Dartmouth and our "Oily Nine" claimed the championship for the season.

It was in December, 1919, that the Association really took definite form. Hockey was then in the foray and our boys went into the game with so much form that they won both the Intermediate and Senior championships.

Then through the efforts of our genial superintendent D. M. Allan, a right of our own was opened. Messrs. Morton and Thomson provided a silver trophy to be played for by teams from the different departments of the plant, and the Ironworkers, who won the cup that year, have held it ever since.

Early in 1920 a carnival was established and this put considerable money at the disposal of the executive. Two carnivals held that winter also proved money-makers. The hammer was given to the victorious hockey team during the winter and sport leaders gave our association a great boost.

When the baseball season opened we received permission to use the Recreation field grounds, and co-operated with their club in filling up the field. During that season our team won both the Commercial League and Dartmouth League championships.

The same year saw other sports inaugurated. Tennis proved very popular and some fine players were discovered. Quite a few were built, and a series of games were provided. A good affair was the employees' picnic at MacNeil's Island, managed by the I.A.A.A., which was a huge success from every standpoint.

In the fall the boys turned out for track work and as a result of careful training a very creditable showing was made by the I.A.A.A. team at the field days in Truro, Halifax, Dartmouth and Amherst. In the fall of 1920 the I.A.A.A. was not allowed to enter a team in the senior hockey league, but intermediate hockey was under way on this side of the line and our boys came out on top.

In the spring of 1921 the association sent Alfred Rodgers to Boston to compete in the marathon race. Others of our sportsmen entered other track events, and made a good showing. The year's baseball season closed with the Hallifax Shipyard team in the lead and Imperoyal in second position. The I.A.A.A. continued to be the dominant force in the final game. The Dartmouth League race was not finished unfortunately. Meanwhile other sports were not neglected, tennis and games continued particularly popular.

In 1922 our baseball outfit tied for first honors with the Sugar Refinery, but the final game was forfeited. The Dartmouth League was also a tie. Tennis, quizzes and marathons were continued much to the fore.

We have a number of excellent men in the association and the executive is looking forward to future records. Watch the I.A.A.A. from now on.

Mr. C. O. Stillman, President, stated in his annual report to the shareholders that Imperial Oil, Limited, was still carrying on, practically single-handed, the exploration of the potential petroleum resources of the country, and went into detail concerning the drilling which had been done during 1923. The above map gives the location of the various points referred to by the President, namely, Peace River, Gaudoux, Black Diamond, Christie, Willow Creek, Twin Buttes, Red Collier, Missy Hills, Tit Hills, Fahan, Muddy Lake, Rush Lake and Boundary. It is interesting to note that one of the wells drilled at Twin Buttes reached a depth of 4,575 feet, the greatest depth ever attained in the province.

The summary of the President's report, contained in the March issue of The Review, went into detail concerning these operations.

The Reward of Service

(Concluded from page 3)


and went west again, entering Railway Mail Service at Winnipeg. Later for six months in employ of a confectionery concern, and in April, 1921, went with Imperial Oil, Limited, at Saskatoon. Has just been promoted from assistant manager to manager there.

Mr. Smith is a hard worker, must have action and is impatient with anything except facts. He understands our farming business and is a man of ideas who believes in translating ideas into action.

Mr. H. C. Sandberg

Born on a farm at Rogers, North Dakota, 1888, of Swedish parents. His father dying when he was eight years of age, the support of a family of five devolved upon him. His first venture as a sales man was with the North West Nursery Company and he sold trees. Later he transferred to the Prairie Nurseries, Limited, at Brandon, Sask., and left them to join Imperial Oil, Limited. He was country salesman at first, then was transferred to Regina. Writing that he is enthusiastic regarding the company's policy toward the public and its attitude regarding employees, has been appointed assistant manager at Saskatoon.

Mr. Sandberg has shown executive ability considerably above the ordinary. He is calm and deliberate in his judgments. He plans his work and works his plans. He is constructive and thorough. Special thanks given him in the Regina Division were in a manner that evoked the warmest praise.
BOWLING TOURNAMENT AT NEGRITOS, PERU

Employees at Negritos, Peru, recently concluded a three-months' bowling tournament which is described as the most exciting and best-contested series on record in that section of the sandy soil of the southern continent.

In order to stimulate interest, Dr. H. C. Cody marks upon the sum of fifty soles (about $25.00) which was utilized to provide prizes for the highest single average, highest games and highest single game. The club itself furnished two gold medals for each member of the winning teams.

The schedule provided for three different games to be played three times a week and comprised seven teams, which were christened and captained as follows:

Lucky Striker Dr. H. C. Cody
Swatters Dr. H. C. Cody
Battlers C. Nelson
Never Dies E. E. Snow
Go Getums R. MacGregor
Whiz Bangs G. B. Simmons
Also Rants R. J. Fraser

Four points were possible in each night's play, one point for each game and one for total pins. To illustrate this was, it is stated that practically every team had a turn at leading the crowd, but the teams were so evenly matched during the whole tournament that the leadership was continually changing.

When the final night between Swatters and Never Dies arrived, Lucky Striker were leading Swatters by 2 points and leading Never Dies by 4, making it possible for either team to tie the leaders. Swatters won by 2 points and Never Dies won by 1 point, thereby leaving the standing of the teams as follows:

Lucky Striker - 28
Swatters - 27
Never Dies - 27
Also Rants - 27
Go Getums - 25
Whiz Bangs - 23
C. Nelson - 22
E. E. Snow - 22
R. MacGregor - 16
G. B. Simmons - 16

The highest average for the tournament was won by C. Nelson with an average of 184. The high three-games medal was also won by him with a total of 527, but inasmuch as one man could win only one medal, this prize fell to G. Harding with a score of 592. Mr. G. W. Brink won the highest single game with a score of 244.

Praise is due to J. J. Kelly for his patience as official scorer in compiling the individual averages from week to week.

The five highest men in the tournament were:

Medals were presented to the winners by Mrs. Alexander Fleming at the Monthly White Drive held at the Negritos Club.

THE LUCKY STRIKE TEAM—WINNERS OF THE TOURNAMENT.

From left to right: Boulée, Boydton, Merrill, Murray, Walt.


HEALTH

Next to the philosophical and theological consideration of man's origin and ultimate destiny, it is probable that the question of health is one of the most important, since health is a part of the interest mankind that it forms a never failing subject of consideration in polite society.

After a few lessons in the weather, it is customary to have the weather immediately launch into it.

At any afternoon tea, where a number of the fair daughters of Eve are congregated, there are always several who wish—and of course do—discuss voluntarily on their state of health. Operations are at a premium, and the stitches put into the wound confer a distinction upon the "singer" in direct ratio to their number.

The efficacy of red flannel in rheumatism is now relegated to the discard and its place taken by the ultra violet rays and "blue lights," but that twenty-per-cent-alcohol tonic of Dr. Bennick, who laboured for twenty years to perfect it, is just as popular as ever.

Nor is the male of the species exempt from the invades of this all-engrossing topic, though probably he runs more to such specialties as hair tonics and after-shaving lotions, more noticeable since the advent of prohibition. But it is in the question of the health of the children that the most abuse is seen—indeed, the large numbers of youngsters who have their stomachs, their tempers and their dispositions ruined by the repeated administration of numerous drafts and bated pills is appalling.

Still, with the almost universal consideration of health and health-promoting devices, few appreciate the real extent of the influence that the state of health exerts upon every day events. It is well known that the removal of life in the system will cause an otherwise angelic nature to become cranky and irritable. It would be impossible to estimate how many matrimonial ventures have proven failures because one of the contracting parties had a "dive" or some disease of the gall bladder. Chronic indigestion is another fruitful cause of an undesirable disposition, in fact, a law to prohibit the marrying of chronic dyspeptics would add materially to the sum total of human happiness.

Take for a moment that world cataclysm, the Great War, and see how much this was affected by the health of one man. The late Kaiser, Mr. Hineck of Dovers, had a witheired arm caused by a fall; the result, he claims, of carelessness on the part of an English nurse, for which reason he has hatred the English ever since. He also had an infected ear and mustard. These disabilities kept him from assuming the imperial he wished to be, and some person had to pay for it—the world at large did. "Yes, health is of greatest importance to the individual, the community and the world!"

From time immemorial man has appreciated the value of good health, and has devoted much time and energy to preserve it, and we find numerous regulations relative to this matter. Among ancient peoples the practice of medicine, in its broadest sense, and that of religion was taken care of by the priest. As time passed, these two branches of learning became separated, and each developed along its own special line. However, the disassociation was never complete, and there are yet certain religious sects which contain

Dr. Austin Evans

Company's Medical Officer

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The Imperial Oil Review

April, 1923
THE most outstanding development of the twentieth century in industry has been the larger recognition of the human element. This is only another way of saying that the last has come when the employer asserts his rightful place in the economic situation and the employer responds in the spirit of human sympathy, the result of this combination being a policy of co-operation and mutual goodwill, which is the key-stone upon which the industrial and commercial life of the future is to be constructed.

Now, if there is to exist a basis of moral conduct, common to employer and employee, it must involve that reciprocal attitude which will treat every employee with honest reverence, intuition and final decision. This reciprocal attitude we may characterize as a "Reciprocating Oil" and, without it, there is bound to be undue friction.

Let me suggest that if one conduct is to produce a "Reciprocating Oil" which will guide the machinery of human activity run smoothly, we must at once recognize certain elements that have to be blended in order to produce an oil which will give satisfactory results.

The chief ingredients of this "Reciprocating Oil" we may characterize as follows: Loyalty, Honesty, Unselfishness, Efficiency and Mutual Confidence.

It is not necessary to define Loyalty, but this I have defined to say: that everything else in Service is impaired unless this quality is present. We must have Loyalty toward the employer, and equally so toward the fellow employee. We must realize that our own task can only be performed efficiently and pleasantly to ourselves in proportion to our loyalty and whole-hearted kindness toward our neighbors and the organization.

This is another term of Integrity. We are too prone to think that Honesty and HONESTY Dishonesty in their relative senses regarding money constitute the entire substance of the question. It is not so. "He who steals my purse, steals trash; ... he who fiddles from me my good name, hath that which enriches him not but makes me poor indeed."

And honesty is applicable to more than money and goods. We must also include Time and Truth. For if one palls in the material of Time, is he not equally guilty with him who steals "truth"? If he commands a salary or wage for service, should he not honestly render that service in fullest measure? And if he seeks to disguise any delinquency by an untruth, is he not dishonest?

You may wonder why I have selected this as representing a factor in "Reciprocating Oil." Yet, is not selfishness the basis of continual friction and annoy-

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Crude Oil Jimmy had a car, it used to shake and shiver, And consequently Jimmy had some trouble with his liver.

At last the car got Jimmy's goat, I'll spliccide the blighters!

He borrowed from a Scotchman near a match with which to light her.

"Hold on! Hold on! a voice cried out, Don't be so rash, Old Timer, I've got the goods to cure your car And nothing could be finer."

They cleaned the crank case out at last, With many a spirit and spoutter, The old oil was so black and thick, 'T would make a Diesel stutter.

With Tolenol, they filled her up, Until it reached the mark, Which self respecting engines know Will not soot the 8 spark.

Now Crude Oil Jimmy hums along Without the shake and shiver USE Tolenol, he cries to all In Rolls-Royce or in flyer.

The moral of my tale is this, And if you will turn it The wise guy uses Tolenol The other guys--they grumble.
If a man can preach a better sermon, or write a better book, or make a better mouse trap than his neighbor, though he build his house in the centre of a wood, the world will make a beaten path to his door.

—Emerson