A charming vista on the Hamilton-to-Galt (Ontario) Provincial Highway. The roadway is stone-filled sheet asphalt. Imperial Canadian-made asphalt used throughout.
JOINT COUNCILS
Imperial Oil Limited
Elected and Selected Representatives for the Year

MANUFACTURING DEPARTMENT

DELEGATES
Elected
A. Palmer
F. W. McNeil
B. T. Dave
J. Eldon
C. R. Morrison
J. Prater
W. E. Bouns
A. L. Tremaine
G. M. Cox
F. Jackson
J. E. Wilson

Selected
J. H. Loomis
H. H. Wobler
E. C. Whiteside
K. Turcotte
R. Coill
O. Button
J. Hartigan
T. Gibbons
H. Longley
E. S. Deen

Sarnia Refinery
Elected
H. B. Baxandall
Robt. Jack
Alf. McIlwraith
Jas. (Irwin)
Fred Vidal
Thos. Hally
John Miller
Roy Carroll
Jas. Pearson
Gordon Bullman
Alex. Forbes
H. E. Stephen
John Burns
Don. Henderson
Wm. Koon
Charles Learner

Selected
David Nagler
Edward Allen
R. B. Dempsey
George Mitten
John Katch
Irving Lewis
C. V. Humphreys
A. Kirby
T. Montgomery
F.曼纳
W. H. Lambert

Regina Refinery
Elected
J. T. Warner
L. E. O'Dell
F. Chambers
H. Matthews
W. G. Wiggins
D. A. Toppe
E. P. Thrasher
George Leach

Selected
G. L. Stewart
E. A. Druce
K. C. Hedges
W. F. Moore
J. P. Toppe
J. Evans

Montreal Refinery
Elected
A. Sheldon
L. J. McCann
A. R. Armbrust
P. Perreault
C. Lafontaine
E. Blanchard
R. Renaud
A. Girouard
W. Edwards
P. C. Meehan

Selected
C. M. D. Bagley
M. L. Place
J. M. McCarthy
H. Preveau
E. Therriault
C. A. Abram
H. Renaud
D. J. Scudder
F. M. McElhinney

Halifax Refinery
Elected
W. H. Mills
J. T. Tait
J. Fitzmaurice
Albert Keedie
Geo. MacDonald
Maynard Gage
F. Somers
J. Roche
C. MacDougall
N. Allan

Selected
J. W. MacDonald
L. M. Allan
D. M. Allan
J. Q. Sabourin
A. Gage
R. O. Pilkington
J. M. MacDougall
D. M. Allan

Marketing Divisions

Calgary
M. H. Hyan
E. H. Toole
T. J. Miller
H. St. George
E. A. Thompson
M. B. Green

(Chairman)

Vancouver
J. Chant
M. A. McDoell
R. D. Jones
A. Hayes
W. H. Lambert

(Chairman)

Edmonton
W. M. Burrows
G. Nobles
J. W. White
F. Turley

(Chairman)

Montreal
E. Lasson
J. F. Prevette
W. Sawyer
J. P. England
L. Lessard
W. E. Allard
G. I. Ramsay

(Chairman)

Winnipeg
Geo. Clayton
A. A. D. Webb
Bruce Turnbull
Jas. Murray
C. F. Griffith

(Chairman)

St. John, N.B.
O. Carruthers
J. A. Boyd

(Chairman)

ANNUITIES AND BENEFITS COMMITTEE

Toronto
P. F. McCall
G. I. Hamby
C. D. Dean
L. McCooker
W. H. Elsworth
G. L. Thompson

(Chairman)

(The Imperial Oil Review
A Magazine published in the interests of Employees of Imperial Oil Limited

Vol. 2.
MAY, 1923.
No. 4

The Romance of the Pipe Line

By W. J. Davidson — Superintendent The Imperial Pipe Line Company, Limited

The early days of oil development on this continent transportation of the crude product from the wells to the refineries was a difficult problem, as it had to be hauled four miles in barrels loaded on wagons. Roads were the worst imaginable, mud was hub deep nearly all year round, and at best a team could haul only five or six barrels to a load. This provided a great deal of trouble for the teamsters and their services were more and more in demand as the business developed.

Then some one conceived the idea of laying a line of pipe and transporting by this method. That was fifty-seven years ago last October. The first line was a two-inch one running from Pitts- hole to Miller's Farm on Oil Creek in Pennsylvania.

Early Difficulties

The very first attempt to operate brought with it a fear and difficulty. The pipe extended for six miles and the teamsters, seeing their occupation gone, tore it up during the night. It was not long until it was reeled, but for some time it had to be guarded to prevent another attempt at destruction.

A little later a six-inch line was laid from Millerstown to Pittsburgh, and this was opposed by the West Pennsylvania Railroad for the same reason that the first line had been opposed by the teamsters. It was laid in the bed of a stream that crossed the railroad, and the railroad people soon tore it up. Then the pipe line company, the Columbia Conduit, got over the difficulty by transporting 8,000 barrels daily by taxicab across the railroad. The crude oil was carried in the pipe line from the well to a tank on one side of the track. From this it was put into teams of wagons of twenty-five barrels capacity, carried over the railway and put into a tank on the other side. Then the pipe line took on the transportation job again. It was an inefficient and expensive system, but it was the best that could be worked out. It took two minutes to fill the tank wagons and about the same time to empty it on the other side of the track.

From these humble beginnings developed the gigantic system of pipe lines that now traverse the whole country from the wells to the seacoast.

Laying the Line

The laying of a pipe line is a stupendous task. First comes the surveying and staking, which have to be very carefully done in order to provide the most expeditious route. Then the right-of-way men gets on the job. He acquires the locations, and in addition to being a first-class business man, he has to be a diplomat, strategist, lawyer and general-good-mixer all rolled into one. He must convince owners that the location

The first tangle gang on the prairie pipe line out of Humboldt, Kansas.
A Wave of Progress in Peru and Colombia

There is always a fascination in turning to that page of The Review which may, in proportion to the worth of the work being carried on by our company in the more remote parts of the earth.

To those of us whose lot has fallen within the confines of the Dominion of Canada, it is an education in itself to read of lands where oil is being sought and found to supply the deficiency existing within our own borders. We take pride in the fact that in addition to the efforts being made to develop a domestic supply, a Canadian Company is in the forefront of exploration and exploitation in two of the vast South American Republics, and that we are ranged under the same banner as those who labour in the deserts of Peru and the jungles of Colombia.

And whilst the stays-at-homes may find much that is instructive in reading such articles as we refer to, we feel that, in giving publicity to South American affairs, we are in a small way, repaying our debt of gratitude to those who have accepted voluntary exile in these out-of-the-way places.

Our Director’s Inspection

The recent visit of our Vice-President, Mr. A. M. McQueen, to our established community in Peru and the scene of our busy infant industry in Colombia, has resulted in impressing still more strongly upon all of us the growing importance of those oil producing centres, not only to our own company, but in their relation to the world situation as regards petroleum.

We do not purpose giving any extended itinerary of this trip of inspection, although we would much like to follow the route step by step, but will merely touch on some of the more important phases of the operations which are taking place.

Mr. McQueen’s arrival in Peru was heralded by what, to him, was a more welcome sound than the clashing of cymbals and the blare of trumpets, for Well 1572 chose that opportune time to burst forth with a mighty roar, and shot a solid column of oil heavenwards at the rate of 2800 barrels a day.

This hearty welcome was but a fitting symbol of the wave of progress that is sweeping our Peruvian field. Wells which were drilled years ago are still being steadily pumped, flowing wells of more recent date are pouring their treasure into the ever-greedy tanks, new areas of productivity are being developed and deeper drilling in the older portions of the field is meeting with encouraging success.

Special mention must be made of the Lomitas Section which is proving a veritable Eldorado. In the year 1922, this area alone gave us eleven wells whose individual initial production was over 250 barrels, and whose average depth did not exceed 900 feet.

A Mighty Record

This is but a foretaste of what Peru may do in the near future, as, probably before these pages are in print, sixty strings of tools will be constantly at work in the field. Experience has taught us that the percentage of dry-holes is very low and we confidently expect that, next, the statisticians draw up the tables of world production, Peru will have reason to be proud of her position. As our Company occupies a premier place in the present development of the

A typical tong gang starting out from a station.

Building the Plant

While all this work along the pipe line has been going on, other gangs have been building the pumping stations and installing the machinery necessary. Some of the tanks have already been delivered and others are on the way. Two large tanks at each pumping station have been erected. These stations are usually placed about 40 miles apart as this has been found to be the best practice for main line work, although in some cases the quantity of oil to be pumped is not large, the stations are 80 miles apart, as was done on the Cuyug-Sarina line of the Imperial Pipe Line Company. Then, as increased pumping becomes necessary on account of increased facilities at the refineries, intermediate stations can be built, thus placing them at about 40 miles and increasing the amount of crude pumped. If any further increase is wanted, it has to be made by looping the line, that is, adding another line along side the first and connecting into it at certain places, according to the amount of increase desired.

When the pipe line is laid it is tested, and this is usually done by filling it with water and then raising the pressure to a given point which is several hundred pounds in excess of what will actually be required in every-day pumping. This pressure is shut in and if it stands without trouble, the line is then ready for business.

A separator is placed in one end and oil is pumped in behind the separator which is a convection which moves through the line with the pressure behind it and discharges the fluid in front of it. After the water has been displaced, the line is full of oil and is immediately put into service, and night and day it keeps a steady stream of crude pouring into the tanks at the refinery.

Line to Sarina

In 1910 The Imperial Pipe Line Company was formed and commenced and installed a pipe line connecting the Tarina plant with the Rockeye Pipe line system at Cygnus, Ohio, This, the first oil pipe line to cross the international.

[Continued on Page 14]
The Story of Asphalt

One of the Latest Products of Imperial Oil, Limited

By P. A. Hogeman—Manager Asphalt and Bitumen Dep't., Toronto.

Two centuries before the dawn of the Christian era, Julius Caesar, first consul of the Roman Republic, demonstrated to the then-known world the manifold civilizing possibilities of properly constructed highways, and incidentally to himself the title of "The Roadbuilder."

Two thousand years have passed into history since that time, yet traces of the old Roman ways remain. They were built to withstand the ravages of the ages, and they stand as mighty monuments to their constructors, the record of whose great doings has lived in story and song to this day.

Modern history brings modern conditions, however, and the world of today is faced with roadbuilding problems which were unknown in the period of the Caesars and which continued unknown and unneeded until the arrival of the automobile and the self-propelled truck a scant quarter century ago.

Milton Highways

In this day and generation roadways are constructed either of macadam, vitrified brick, censed wood, improved granoite, portland cement or asphalt—and of these six, asphalt is now rapidly coming into its own, for it is continually being demonstrated as the most economical, longest-wearing and in every way most successful type of construction.

Asphalt is found in nature as a solid bitumen and is also obtained by refining petroleum. The native residua are almost invariably violently impure, the well-known Trinidad Pitch Lake asphalt being only 33% pure (66.6% as refined and sold), while the asphalt sands are extracted by the bottom only from 4% to 16%. As the balance of the constituents of these more valuable material which can be obtained from the closest local sandbank, there is what is tantamount to a great deal of waste in the extra handling and transportation charges. Furthermore, the solid native product generally contains vegetable matter and soluble salt which tend to bring about disintegration.

Again, Nature has proven a poor refiner, for the bale native asphalt is never suitable for use in modern pavement until refined petroleum products (flux or residuum) have been added to provide greater consistency. The machine asphalt is found in the car in its hot liquid state and added without in transit. At destination it is heated again to the liquid state by passing steam through the heated pipe coils and the car can then be emptied by pumping out the contents into the road in about half an hour.

Pioneer Work

Out in the jungles, amongst swamp, and scattered over the various holdings of the company, the geologists and topographers are busy engaged in laying bare the possibilities of the area and putting on paper its salient physical features.

The 'machines' of an army of native workers are clearing the way for the road-builders; construction gangs are pushing the steel treads of the railroad into the virgin forests. Frail bamboo bridges, thrown across unfathomable rivers

(Concluded on Page 7)
roofing. The road material may be divided into three main types:
1. Imperial liquid asphalt—-for dust prevention and suppression.
2. Imperial asphalt binders—for penetration asphalt macadam roads.
3. Imperial paving asphalts—-for construction of "hot mix" asphalt pavements. Liquid asphalts give admirable service on earth, gravel and macadam roads. They seal and water proof the surface against the wearing down process of the elements, provide a rubber "traffic mat" or "film coat" to receive the wear of steel tires, absorb the shock of heavy loads and fast moving motors, and eliminate surface friction through their elasticity. They not only act as dust preventatives and suppressors, but also preserve the highway.

City Pavements

Imperial asphalt binders are used in the construction of penetration asphalt macadam pavements. This type of road is much favored for residential streets of smaller cities and towns and on rural highways where the asphaltic coated gravel or macadam is not capable of long withstanding the heavy traffic.

The construction of this type of highway is rapid and inexpensive. First, three or four inches of 1 1/2 or 2 inch stone are deposited on the well-consolidated foundation and shaped with a steam roller, leaving the spaces between the stones open. Asphalt is then poured or sprayed into the surface, a coat of stone screenings spread over this and the whole consolidated by the roller. Then on top a light sealing coat of asphalt is sprayed and screenings spread over this and the whole again rolled.

This kind of road is very attractive and is free from dust; it furnishes good traction for motors and is highly suitable for horses.

The Best Pavement

The best and most used type of asphalt highway is the "hot mix" asphalt pavement, and the method of construction is more or less familiar generally. This roadway comprises a wearing surface of from two to three inches in thickness, superimposed on a firm foundation, either of old consolidated gravel, macadam or portland cement concrete. The composition of this wearing surface is approximately 90% sand, or sand and stone, and 10% asphalt. The sand and stone are first thoroughly dried and then mixed with the hot asphalt. The product is deposited on the foundation, rolled to the required depth and pressed with a steam roller while still at a very high temperature.

These "hot mix" asphalt roadways have proven so economical to lay and have demonstrated their stabi- lity and permanence to such an extent that they are rapidly becoming recognized as the best type of pavement devised by man. And in the age which prepare the foundation and carry out the construction in all its various details the historian will recognize the present-day successors of the Roman hands through whose labor humankind between the mighty Caesars won his title of "The Roadbuilder."

A Wave of Progress in Peru and Colombia (Continued from Page 4)

by the scouts of our army, are being replaced by more solid structures, and the chariots of Henry Ford scatter their detachable parts in the haunts of the 'tigre' with the same enthusiasm as on our graded highways. Trim dwelling-houses and well-appointed villages have come into being where, a few short months ago, the denizens of the wild held undisputed sway.

Amongst the tropical foliage can be seen the derricks of the wells which are testing out the territory, and that the labours of the drillers are not in vain may be gathered from the vast storage tanks and bustling refinery at Huanza. Already a steady production has been obtained which is constantly being added to as new wells come in. Already the test wells have demonstrated a productive area of considerable extent and we are merely nibbling at the problem. A new era is dawning in central Colombia through the marketing of our refined products and who can doubt but that petroleum will again demonstrate its power to revolutionize lagging industry and develop dormant resources.

Looking Forward

Great events merely wait upon the zero hour when development has proceeded sufficiently to warrant further expansion. Our plans call for a pipe line which will traverse hundreds of miles of jungle to tide-water. New and larger refineries will be built, derricks will spring up like mushrooms, railroads will echo to the rumble of tank cars, and the whole alphabet of petroleum will be written large on the face of the Magdalena Valley.

Our Directors, after having had the opportunity of viewing our South American activities at close quarters, bring us this message, regarding Peru and Colombia: "EVERY DAY THEY'RE GETTING BETTER AND BETTER."
Gullible’s Travels
By Carleton L. Dyer—Marine Dept., Toronto.
Book Two—In Which I Visit a Strange Land

May, 1923

The Imperial Oil Review

Page Eight

MEXICO at last! Take your map of North America and draw an imaginary line from the Port of New Orleans to Mexico City: the point where it intersects the eastern coast, the Gulf of Mexico shoreline, is approximately the location of Mata Redonda, off which the good ship “Victricia” dropped port and starboard anchors and enjoyed a summer afternoon.

About a mile away, on the other side of the line of heavy surf, lay mysterious Mexico—the land of Montezuma and Cortez; of peace under Porfirio Diaz and endemic revolution nearly every since; the country of “manana,” the very motto of whose existence seems to be, “Never do today what you can possibly put off until tomorrow.”

Mata Redonda is one of seven crude oil loading terminals, grouped, like peas in a pod, with fifteen miles of beach, and located approximately 350 miles north of Vera Cruz. The entire seven (Agua Dulce, Port Lobos, Guayabalillo, Palo Blanco, Chorrera, Teocantitl and Mata Redonda) are unique in that, while they are loading stations for ships, they have no harbors. Consequently, vessels have to leave the shore in deep water and secure their cargoes by means of undersea-loading lines.

transmitted to the shore station by whirly, flag, or Morison haws. When loading with oil, the shore station does the pumping; when discharging its cargo, the ship utilizes her own pumps.

On account of the uncertainties of the weather in the Gulf, it is expedient to load as rapidly as possible, hence two lines are linked up simultaneously and the crude oil is pumped into the tanks at a rate of close to 4,000 barrels an hour.

Shall the customary “Norther” blow up during operations, all that is necessary is to knock off the change which joins the hose to the ship’s line, let go the moorings, heave up the anchor, and run out to sea with impunity. Then, when the storm is over, the ship returns to the berth and loading is resumed.

A Turn at Surf-Boating

No sooner had the Victricia anchored than a surf boat put out from shore. It brought the mooring master, port agent and customs officer, and was manned by a dozen swarthy natives. Once beyond the breakers, they transferred into the mooring launch which lay there at anchor, and soon they had run alongside the ship.

The Jacob’s ladder was swung over, the visitors climbed up, and the usual routine began.

The writer took advantage of the return trip to secure a first-hand experience in surf-riding and found it quite up to all expectations. About three cable lengths off shore and just outside the breakers, we ran alongside the surf boat, which is situated at the usual depth except that it is both wider and shallower. Only one who has done it can appreciate the experience of pumping quickly from one boat to the other in heavy water. On this occasion two of the natives misjudged and had to be fished out of the surf.

In a jiffy the surf boat was straightened out for the show, and the oarsmen pulled away. The first rolling wave caught it squarely aft and we ran in on the crest for some distance, but as we dropped back into the trough the next breaker lifted the craft on end and threatened to spin it over. Although some distance from the mountain of foamy water, I came on, sweeping the boat round in circles towards the shore. Finally, at knee-depth, everyone jumped in and waded the rest of the way.

STARTING THE LINE OUT TO SEA

Tense moments until the load is well beyond the surf.

Undersea Pipe Lines

The landholder cannot fail to be impressed with the ingenuity shown in providing a means for transporting a cargo of oil from the shore station to the ship, which lies five thousand feet out beyond the surf line. It is done by laying a pipe line out to sea and by pumping through this into the tanks.

The laying of this type of pipe line is ticklish work, and incidentally they have had their initial experience in such an undertaking at Talara recently, when the first undersea line was installed there.

READY TO PULL THE LINE OUT

The tower is for communicating with the ship which is to draw out the line.

The pipe is duly assembled on shore and then dropped out from the coast through the surf to the safety zone. The photographs herewith show some of the initial steps in the work, and it is not difficult to imagine the extreme care necessary to get this mile of 10-inch pipe through the surf without having a break, and a break means a heavy loss as well as a fresh start.

Connected with the sea end of the line are sufficient lengths of flexible rubber hose to reach from the terminal to the connections on the deck of the ship. When not in use this hose rests on the bed of the ocean and its location is marked by floats.

Loading with Oil

The vessel drops anchor under direction from the local mooring master and lines are then run out from either side of the stern to mooring buoys. This puts the tanker almost broadside to the coast and directly above the terminal of the undersea pipe line which, of course, is resting on the ocean bed.

The connecting hose line is hauled up on deck by the derrick, the necessary connections are made, and the signal to commence pumping is

Ashore in Mexico

From the deck of the tanker, a mile out from shore, one notes little more than the unbroken line of foaming surf which rumbles its steady warning and the line of foothills somewhere inland. Having landed, one sees many evidences of the activities of humanity—pump houses and topping plant with their smokestacks, office buildings, hot comfortable-looking tanks, and white barges. The whole seacoast is given over to the oil business; the place has its life and being in the receiving of Mexican crude from the interior, temporary storage, and eventual transfer to the sea-going tanker lying out beyond the breakers.

There is a Mexican town known as Mata Redonda, located a mile or so inland, a very small, insignificant place, according to report. The writer was unable to visit it as the latest revolutionary rumors made the climate somewhat unhealthy.

One of the pleasures of life at the loading terminal is motorizing. The beach presents itself to the inhabitants as an ideal highway of hard sand, unhampered by speed limits, traffic signs or other nuisances of urban transportation. Products of the Ford factories are in great demand; indeed, heavier cars would be useless owing to the danger of encountering "soft spots" in the sand. To have one's automobile at 40 miles an hour suddenly plough its way down to the hubs in one of these is an unsavory experience.

The trip on shore included a race by car to Palo Blanco and Chorrera, the latter the biggest and most up-to-date outfit in the Vera Cruz district. The long row of cayon cement barges and the white buildings make it the most attractive of the loading stations. We also inspected the Metropolitan plant, but space will not permit a description of its activities.

Homeward Bound

At midnight the oil was still flowing through the lines and the Victricia was setting lower in the water. The shore line twinkled with lights and occasional voices could be heard above the rumble of the surf. Somewhere inland a burning light sent up a yellow glare over the foothills. Early morning saw the loading completed, the lines cut off and the ship headed once again northward. We were homeward bound.

The good ship Victricia.
The Typhoid Epidemic in Cochrane

Imperial Oil Limited Plays its Part in Relief Work

In a signal statement, Mayor W. B. Bassett of Cochrane states that there are 76 cases of typhoid fever there, with 25 deaths, and that all new cases have reported are from homes already affected. The Mayor says: "We are on our toes. We are on the peak of epidemic. Drinking water is being supplied by farmers, through a pipe system, from arborvitae wells in surrounding country. Some 12 nurses, 6 doctors and 7 public health nurses are at work. The situation is well organized and working steadily. Relief is being given wherever necessary."

The Mayor states that "a serious situation is the further burden on the municipality. The merchants have revised credit to the credit of their hands and the present suffering will lower the municipality completely probably for some time unless immediate action is forthcoming by a quick action from the Government. The cost of the epidemic to the municipality is about $100,000 dollars per day." He states that the Town is grateful to the nursing staff who have assisted in giving assistance.

The Directors of our Company moved quickly and efficiently, and when they learned that the family of our agent, Mr. A. L. Hancock, was seriously affected, Mr. P. F. Sinclair, in company with Mr. Robert Jenkins of Haileybury, accompanied him to Cochrane. They found the poor family in dire strait with both parents ill. They drove around and found every possible thing in ship-shape condition. The accompanying snap shots will give readers of the Review an idea of the plant, as well as the amount of snow present in Cochrane in mid-April.

We feel that great credit is due the doctors and the young ladies who have volunteered their services as nurses in this very trying experience.

Dr. Biron, Mr. Hancock's physician, was utterly worn out, as was also his new horse, which stood with his head down, sound asleep, hitched to the cutter. Dr. Biron, at the time of our visit to Cochrane, had 240 cases under his charge and great credit is also due the citizens of the town for the way they have risen to the situation, apparently without thought of their own danger.
Montreal Bowling
By Wm. T. Flanagan

The group of photographs on the opposite page show the six bowling teams of the Montreal East League in all their glory. The season has just been concluded and the final results follow:

<table>
<thead>
<tr>
<th>Team</th>
<th>Wins</th>
<th>Lost</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royals</td>
<td>23</td>
<td>13</td>
<td>640</td>
</tr>
<tr>
<td>Polarines</td>
<td>22</td>
<td>15</td>
<td>633</td>
</tr>
<tr>
<td>Perfections</td>
<td>21</td>
<td>15</td>
<td>583</td>
</tr>
<tr>
<td>Mixes</td>
<td>12</td>
<td>24</td>
<td>353</td>
</tr>
</tbody>
</table>

Individual cups go to L. McCarr, with the high average for the season, 169 for an average of 69 games; J. McGeare for highest single score, 224; and W. Dewar for the highest 3-game score, 576.

A bowling banquet was held in the club room at the final assembly for the season and the presentation of cups to the winning teams and individual champions were made. The evening closed with a feeling of the finest good fellowship evident and every one anxious for next season's activities.

All athletic and social doings at Montreal East are arranged and launched by the Imperial Oil Limited, Social and Athletic Association, the officers of which were requested at the last regular meeting of the Industrial Council to retain office and carry on for another term.

The officers are:

- Hon. President: F. C. Mechin
- Vice President: C. M. Reekie
- Secretary: J. McCann
- Treasurer: W. Flanagan

Montreal Notes
By S. Chisholl—Montreal Sales Dept.

Mr. J. McCahey, formerly chief clerk, was presented by the Montreal Accounting Staff with a handsome wardrobe trunk and a leather club bag on his departure to St. John, N.B.

For Valor in Sport
By S. Chisholl—Montreal Sales Dept.

A handsome cup, to be known as the McKeen Trophy, has been presented by Mr. F. T. McKeen, manager of the Montreal main office, to the Montreal Industrial Hockey League, and will be held by the Runners-Up each year. The top team will continue to hold the Falls Cup.

Mounted on a neat base and surmounted by an emblematic figure holding out a victor's crown, the new trophy stands 24 inches high and is a cup that might well be coveted.

At a banquet held recently at the Queen's Hotel, Montreal, the trophy was presented to the Gurney Foundry Company hockey team, the runners-up for the year. The Steel Company of Canada lads, who secured the original Falls cup, put up an unbeatable record for the season, winning all of the ten games played, and so nosing the Imperial Oil team into second position for the Friday night section of the league.

Over a hundred members attended the banquet, and the league was described as probably the largest in Canada, comprising twelve clubs. In addition, there is talk of organizing centers in other industrial districts of Quebec and Ontario and then having play-offs in various cities.

The president of the league, Mr. W. J. Finch, president at the dinner, and Messrs. F. J. Wolfe and F. H. Hogan of Toronto, F. C. Mechin and C. M. Reekie of Montreal East, and F. T. McKeen of Montreal, were among the representatives of Imperial Oil Limited. Mr. Wolfe was one of the speakers of the evening and Mr. McKeen contributed a solo.

This marked the close of the third and most successful season of the league, and the prospects are for even bigger and better records for the future.

A photograph of the handsome McKeen cup is reproduced on the inside back cover of this issue.

This is Your Magazine

The purpose of the Imperial Oil Review will be found set out on the title page in this way: "A magazine published in the interests of employees of Imperial Oil Limited". Employees of all departments—producing, refining, marketing, accounting and what not—whether in Canada or South America or on the scene—should consider this as their magazine. Utilize it to express your ideas. If you have

notes something of general interest, set it down on paper and forward it to The Editor, 56 Church Street, Toronto. If you have any photos, no much the better.
The Imperial Oil Review  
May, 1923  

An Appreciation  

The following communication has been received by the Chairman of the Amnesties and Benefits Committee:  

"I am writing you to express my appreciation of the kind and generous treatment afforded me during the term of my recent accident. It is indeed a pleasure to know and feel that in the time of sickness your employer is standing back of you... In this age of selfishness and cold-blooded business ethics, it is a fine thing to be employed by an organization whose directors are big enough to be humane and who have the welfare of each employee at heart. I desire to thank you and all the other members of the board for their kindness."  

Our Montreal Hockey Team's prize entry for the winter carnival.

Santa Claus at Cammington  

By James Simpson—Cammington agent  

Old Santa Claus came to Cammington last winter without his usual outfit, but the Imperial Oil station provided substitutes for the visitor, and the company's fine bay team, Dan and Sandy, were called upon to take the place of the customary reindeer of fae.  

This festive occasion was due to the fact that business men of Cammington joined together to provide a community Christmas for the ladies. The Imperial Oil driver donned the Santa Claus costume and was driven around town distributing the gifts. The company's part in the occasion was fully appreciated by children and parents alike.

Smartest Float at Montreal Carnival  

By S. Chinnell—Montreal Sales Dept.  

"The Imperial Oil hockey team is credited with providing the smartest entry for decorated floats in the Montreal Industrial Hockey League section of the big Winter Carnival held here recently.  

One of the features of the carnival was a Saturday afternoon street parade symbolic of winter sports. Hockey, being one of the most popular winter pastimes, the Industrial League was well to the fore with the team being represented by a decorated vehicle.

Mr. Charlesson, Assistant Superintendent of the plant very kindly arranged for the decorating of the float, (for which purpose a motor truck was used), and Mr. Archibald, the Foreman of the Croy St. Paul, painted some very exciting hockey scenes for the sides. These were radically done, according to the fact that Goalkeeper Heron's mask had been left off. An admirable centre piece showed a college scene.

The ladies of the office "manned" the float, attired in the team's hockey uniforms, and much credit is due them for their unflagging enthusiasm as the thermometer was considerably below zero on the day of the parade."  

The Imperial Oil Review  
May, 1923  

The Romance of the Pipe Line  

(Concluded from Page 2)  

boundary, was completed at a cost of approximately $1 million dollars. It is about 144 miles long, six-inch pipe being used. Originally there were pumping stations at Cuyon, Ohio, and Wayne, Michigan, but in 1916 intermediate stations were built at Sylvania, Ohio, and Utica, Michigan, to increase the capacity. The pipe in its course crosses the Maumee and St. Clair rivers. The St. Clair crossing has been duplicated to provide against possible accident. This pipe line provides a continuous supply of crude oil to the refinery at Sarnia, and it releases the tank fleet on the lakes for the handling of refined products.  

Coincident with the provision for a steady supply of crude, the refining plant itself was greatly enlarged, the capacity being practically doubled in a few years.  

Volumes could be written on the subject of pipe lines, but in the space at this disposal the writer is able to sketch only briefly the process of building a line and does not include the telegraph system which goes with it, nor the shops where repair parts are made.

Sulla wrote his own epitaph—"No friend ever did me a kindness, no enemy a wrong, without being fully repaid."
Auld Lang Syne

By S. S. Suburd—manager at Halifax

The accompanying photograph, a relic of “other days,” is of Mr. and Mrs. P. J. Hemsworth and their three babies (triplets), who were born “some” years ago.

Mr. Hemsworth is one of the tank wagon drivers of Imperial Oil Limited in Halifax and is a veteran employee. He has been selling oil products for about thirty-five years. He was in the retail peddling business for a quarter century and gave this up to join our staff.

Mr. Hemsworth is now in his early “sixties.” He is a native of Halifax and is a well-known citizen, having grown up with the city.

On one occasion Mrs. Hemsworth presented her husband with twins.

Do It Now

By W. J. Rote—agent at Empress, Alta.

The magazines and newspapers these days are replete with articles on efficiency. Truth to tell, the little words DO IT NOW play a great part in accomplishing this end, and there can be no doubt that if we would always live up to this motto in our daily routine, we would eliminate a great waste of extra labor and time now used in correcting errors and omissions.

It is only too often the case that letters are laid aside to be answered later on (perhaps to be forgotten altogether); goods are not invoiced; reports are left unfinished; or an item to be added at the last moment is entirely missed. In some cases it is found that there is not a sufficient supply of goods on hand to take care of the rush—such incidents as these occur frequently. Then one hears the plaint, “Oh, I forgot,” or “I meant to do it.”

DO IT NOW while the idea is red hot in your mind—this is a good and safe rule. If you are too busy at the moment, jot down a memorandum where it will not be mislaid. Let “I forgot” be a lost phrase; instead, use DO IT NOW.

Goethe sings “Are you in earnest?” If you plan to answer “Yes,” then seize this very minute. Whatever you can do, or dream you can do, DO IT NOW.

Forty Miles an Hour Over Winter Snows

By A. R. McLeod—agent at Durban, Man.

These are the days of high speed, of “stepping on the gas” and “letting her go,” but, while no one is astonished at the remarkable records of the high-powered automobiles which cover the ground “like an arrow from its bow,” it is decided out of the ordinary to see a motor sleigh which simply eats up the miles of snow-covered roadways.

Motor sleigh at Durban, Man., simply eats up the miles. Imperial Oil Agent McLeod marked with “X”.

The sled pictured in the photograph was designed and built by Spencer Bros. of Durban, Man. It mounts a gasoline engine with aero-plane propeller attached, and travels anywhere from five to forty miles an hour as the operator desires. Needless to say, it has established a new record for winter speeding in this part of the country.

On a recent trip from Durban to a neighboring town, the motor sleigh carried four passengers, including the writer, and all agreed that it provided a novel and unforgettable experience. Imperial Premium gasoline was used entirely, so it goes without saying that the motor behaved splendidly throughout.

Trophy presented by Mr. F. F. McKean to the Montreal Hockey League to be held each year by the runners-up.
BELIEVE in work. I never forget for one moment that time is precious. I never forget that the sun does not stand still, and that if a man is not careful, it will leave him with his work unfinished. It is easy enough to accomplish something if you set out for it in earnest.

—F. Hopkinson Smith