JOINT COUNCILS

Imperial Oil Limited
Elected and Selected Representatives for the Year

MANUFACTURING DEPARTMENT

DELEGATES

Ioco Refinery
- Selected
  T. J. Flannery
  E. M. Finlay
  R. W. Joinkin
  E. W. Bourne
  C. M. Morrison
  R. L. Hamilton
  D. F. Wilson
  S. James
  J. E. Cameron
  E. J. Siddon

Regina Refinery
- Elected
  W. P. Robertson
  E. E. Borealis
  J. A. Cassie
  J. H. Dicey
  J. L. MacDonald
  G. H. M. Grant
  H. G. Mathews
  W. A. Stirling
  L. G. Keating
  George Leach

Regina Refinery
- Elected
  C. W. Moore
  E. A. Dufferin
  T. W. Hall
  D. K. A. Topp
  E. C. Dunlop
  C. Brook
  J. M. Paulsen
  W. L. Kinna
  J. Leach

Vancouver Refinery
- Elected
  T. J. Paulsen
  J. M. Dey
  E. E. Borealis
  W. E. Mass
  G. D. Scott
  G. Dempster
  C. B. Robinson

Vancouver Refinery
- Selected
  M. C. Swoboda
  R. Bradee
  Frank Key
  A. Hoggett
  C. B. Robinson

Vancouver Refinery
- Elected
  G. R. Jones
  J. J. Trollope
  R. W. G. Owen
  George Leach

Vancouver Refinery
- Selected
  R. W. G. Owen
  W. E. Mass
  G. D. Scott
  G. Dempster
  C. B. Robinson

MARTINVEST DIVISIONS

Edmonton Refinery
- Elected
  W. H. Powell
  A. D. Smith
  J. H. Trollope
  Roy Roberson
  P. W. Gordon

Edmonton Refinery
- Selected
  H. A. Peacock
  J. J. Trollope
  R. W. G. Owen
  George Leach

Edmonton Refinery
- Elected
  S. J. Jones
  W. H. Powell
  J. H. Trollope
  Roy Roberson
  P. W. Gordon

Edmonton Refinery
- Selected
  George Leach

Calgary Refinery
- Elected
  T. J. Flannery
  J. M. Cassie
  J. A. Cassie
  E. J. Cameron
  H. W. Leech

Calgary Refinery
- Selected
  E. H. Macdonald
  G. D. Scott
  G. Dempster
  C. B. Robinson

Calgary Refinery
- Elected
  W. H. Powell
  J. H. Trollope
  R. W. Gordon

Montreal Refinery
- Elected
  E. Charbonneau
  J. P. Frechet
  J. P. Dorais
  A. Giroux
  R. G. W. Hudson

Montreal Refinery
- Selected
  W. M. Burrows
  E. Charbonneau
  J. P. Frechet
  J. P. Dorais
  A. Giroux
  R. G. W. Hudson

Montreal Refinery
- Elected
  F. V. Thompson
  J. E. Duran
  J. A. Boyd

Montreal Refinery
- Selected
  J. J. Trollope
  R. W. Gordon
  C. B. Robinson

Toronto (Princess St.)
- Elected
  S. J. Jones
  W. H. Powell
  J. H. Trollope
  Roy Roberson
  P. W. Gordon

Toronto (Princess St.)
- Selected
  George Leach

Ottawa Refinery
- Elected
  J. S. Mitchell
  J. R. Luttrell
  C. W. Wall
  H. R. Knowles

Ottawa Refinery
- Selected
  E. A. Ove

Winnipeg Refinery
- Elected
  J. F. C. Basset
  E. B. Wilson
  J. T. Miller
  C. S. Griffith

Winnipeg Refinery
- Selected
  F. V. Thompson
  J. E. Duran
  J. A. Boyd

St. John, N.B.
- Elected
  F. V. Thompson
  J. E. Duran
  J. A. Boyd

St. John, N.B.
- Selected
  F. V. Thompson

ANNUNITIES AND BENEFITS COMMITTEE

P. F. Sinclair (Chairman)
C. D. Dean
R. A. Oliver
E. V. Kennedy
G. L. Thompson (Secretary)

The IMPERIAL OIL REVIEW
A Magazine published in the interests of Employees of Imperial Oil Limited

No. 6

TURINCO, JULY 1924

Manitoba, the Land of Illimitable Possibilities

Untill a citizen has personally exploited Canada’s high latitudes commencing with parallel 64N, not only the equator—nor wandered northwest of Lake Superior, he can have little conception of the kingdom that lies beyond, so aptly described by Lord Dufferin as “a land of illimitable possibilities.” Only to the pathfinder who has pulled from the Pelly Banks to the Red River or from the Pembina Mountains to Hudson’s Bay is a real realization of these possibilities possible.

Until Verendrye, a French captain courageous from Quebec, had braved the drench of Superior, ascended the Kaministiquia and descended the waters flowing to the Artic, and reached the delta of the Red River of the north, no “regular” white man had built a camp fire at the mouth of the Assiniboine. This was in 1788. There he erected Fort Rouge, at the junction of the two rivers, the subsequent site of Fort Gary.

Verendrye defying the quicksands of the Assiniboine pushed his way sixty miles inland and built another great trading post. This he named Fort de la Reine in honor of Mary of Poland, Queen of France. This stockaded stronghold became the agricultural centre of modern Manitoba, the Portage in Pearlie’s way.

Since Hendrick Hudson’s discovery of James Bay in 1610, rumours of a vast territory teeming with fur and feather drifted across the Atlantic. The trading instinct of the British business buccaneer was aroused. In 1670 Prince Rupert wheeled a charter of exploration to Prince Charles II, and the “Gentlemen Adventurers of England, trading into Hudson’s Bay” became a legalized corporation, their first shipment of fur which cost them only £500 in trade realized £200,000 in cash. On the capital of £110,000 dividends of 100% were paid. Fighting forts were erected at strategic points, and it took 150,000 Indians and 3,000 employes to land these pels at the gates of the stockades, and lay them at the feet of theacomplishment factors.

The possibilities, however, for colonizing this great land entered the realm of a Scotch noble. His cotter’s had been driven from their highlands by titled deer-stalkers, so a certain Earl of Sellar felt impelled to ask the King’s permission to found a colony on the shores of Lake Winnipeg. His application was turned down. He visited Manitoba and colquotted with the bluffs of the great “Company” who divulged the secrets he sought. He bought a controlling interest in Hudson Bay stock, scored in a duel of wits and acquired 116,000 square miles of virgin uplands a homestead four times the area of all Scotland. This tract he named Assiniboia. His selected colonists from Norway and Sligo, crossed the Hudson’s discovery of James Bay in 1610, rumans of a vast territory teeming with fur and feather drifted across the Atlantic. The trading instinct of the British business buccaneer was aroused. In 1670 Prince Rupert wheeled a charter of exploration to Prince Charles II, and the “Gentlemen Adventurers of England, trading into Hudson’s Bay” became a legalized corporation, their first shipment of fur which cost them only £500 in trade realized £200,000 in cash. On the capital of £110,000 dividends of 100% were paid. Fighting forts were erected at strategic points, and it took 150,000 Indians and 3,000 employes to land these pels at the gates of the stockades, and lay them at the feet of theacomplishment factors.

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beached their boats in August on the banks of the Red River on the site of the new City of Winnipeg and at the mouth of the Red River called " Rupert," in honour of their achievement, 728 miles south from York Factory. Let us salute these undaunted adventurers. Robert Semple followed with a hundred more Highlanders, Un- fited to meet the boiling lakes Melita of a lawless region and his right to the soil challenged, he was killed at Seven Oaks and the colonists abandoned to the northerners. Selkirk crossed in 1817 with 100 armed Swiss mercenaries to right the wrongs. Having restored order and provided for the welfare of his people he returned, a broken man to die in France in 1820. Selkirk was the first business man to unlock the gates of the hitherto unknown west.

The colony grew slowly. Ox-cart and dog-train were the only means of transport. The buffalo provided food and rum. Under Sir George Simpson the Red River cart and an unsatisfactory organization was established, in 1848 the Sixth Royal Regiment and a battery of Artillery arrived to encourage the colonists who defended deep and vast horizons. In 1869 the Act was passed for the governing of Rupert's Land. A year later and the Manitoba Act conferred upon the new province, complete autonomy. The principal landmarks in the development of the western territories were the advent of the Selkirk colonists; the creation of the Council of Assiniboia and the passing of the Hudson's Bay Company. Then arose unrest among the half-breeds fanned by the delayed allotment of their lands; Louis Riel as leader. Rebellion was rampant. Colonel Wolseley with the 60th Rifles and a battalion of two regiments rushed to the relief of Fort Garry. Famous but regrettable history.

The annals of Winnipegs the progressive story of "Manito-Lah." A combination of the Saulteaux words Mani to-Lah—"the water". Today obsolete, but to the "remittance man" of the pioneer period a cherished synonym. In 1871 Winnipeg consisted of 27 houses, 11 on the "Main Road," 7 on the "Portage Road." Of these, too, dispensed fire-water. Until the ribbon of "steel" connected Fort Garry with Pembina it was as distant as an Atala's theme on the African Sahara. A stage from the frontier with an overorde mail crouched in one a week. The Company's steamer's boats only carried their own goods the free-traders and merchants had to haul all their exports and imports by Red River cart to and from St. Paul, Minnesota.

The potential possibilities of this vast oasis were unmasked. A million square miles of unrented fertility aroused enterprising capitalists. The transportation problem caused eastern road-builders to reflect. The Hudson's Bay Company, now the largest rector in the world, extended to the newcomers the glad hand. Land speculators with marts of treble entered west in increasing numbers over the Portage Road. The first election for a local Parliament was held in December 1870. Provincial autonomy was established. In March 1871 the first election for the House of Commons was held and a Legislative Council appointed. Freight from St. Paul cost $4.00 per hundred lbs., no more steamers were permitted on the stocks. Newspapers flourished. Events developed so fast that while the Canadian Pacific railway were moving west, the railway city at $10,000,000 was leasing its shares at $100 each. In December 1873 Winnipeg was incorporated. Its assessment rose to three million dollars.

Manitoba, the original home of "Number One Hard," has tacked on to it since 1921 a vast territory comprising 178,100 square miles; over twice the area included in the boundaries. This portion added to the original province was but little known at that time, and even today some of our friends in the southern section cannot realize that any part of the province where wheat is not produced can be of any use.

This added territory was in danger of being lightly dismissed as a northern wilderness, but the intervention of the Dominion Government which, in 1911, commenced active con- struction of that much discussed Hudson Bay Railway. This road will be 424 miles in length, entirely within the province of Manitoba, and will extend from the town of The Pas on the south bank of the Saskatchewan River to either Port Nelson or Port Churchill on Hudson's Bay, when completed. It has been graded to Port Nelson and steel is laid to within 90 miles of the Bay, where it now rests. After making a noble start, the powers concerned hesitated, wavered, and came to a decided stop in 1916, since when no further construction has been undertaken despite the strenuous agitations which were invoked by the abandonment of the project.

However, the completed portion of the road has not become, as prophesied, "twain strokes of rust." Traffic demands of the district require the operation of a regular bi-monthly passenger and freight service between The Pas and Mile 214, also of a regular weekly service between The Pas and Mile 82. Both trains are well patronized and pay a good operating profit. The town of The Pas is expanding thereby and the natural resources of the surrounding territory are being developed.

Subsequent to the operation of a portion of the Hudson Bay Railway, government, as well as private parties manifested an interest in the district, no doubt stimulated by the improved transportation facilities. Exploratory investigations soon revealed a belt of highly mineralized rock which showed promise of large deposits of gold, copper and silver ores. Mineral zones are located now at Flin Flon, Schist Lake, Athapascan Lake, Ellis Lake, Copper Lake, and Herb Lake. The Mining Corporation of Canada is now in possession of a proven body of copper sulphide ore containing at least 15,000,000 tons, on which has been expended nearly a million dollars for development work. Until such time as the copper market adjusts itself and the price of copper comes in with its commodities, no further attempt will likely be made to mine the property. This handicap has arrested the development of another large copper tons at Schist Lake.

It has been a stupendous task to bring in supplies and machinery for the mines. To illustrate conditions I might give a short account of the work of a teaming ore from Schist Lake to Trail, B.C. This property was discovered in 1915 on a canoe route. A small diamond drill was hauled from The Pas in the winter of 1916.
at a cost of $4.00 per 100 lbs. During the summer a rich vein was worked up and preparations to mine and ship were entered upon December 28th.

By the first day of January thirty tons of ore were being delivered to Sturgeon Landing, 38 miles away, for further transportation by steamer to The Pass. In that brief time 27 miles of road had been cut through the bush; camps and stables were erected to accommodate men and horses every 20 miles; 110 teams of horses were gathered from the prairie farmers and pressed into service. At the end of the season 5,015 tons of ore had been mined and delivered at Sturgeon Landing.

While the winter hauling proceeded, the Ross Navigation Company was preparing for the task of shifting the ore from Sturgeon Landing to The Pass. A fifty-foot tug, weighing 20 tons, was hauled a distance of 65 miles from The Pas to Lake Athapaskow. A stern-wheeler, drawing 12 inches of water and four 40-ton barges were constructed at the mine on Sechit Lake. To do this a small sawmill plant was erected and logs cut to furnish the required lumber, while all machinery had to be hauled in by horse teams. This complement was added to their regular fleet of another steamer and three 100-ton barges and Sechit found them ready to transport the ore. It occupied from June to October to move the 3,615 tons. In three years 26,000 tons of ore were moved in this fashion, the rate increasing as conditions improved.

During this time the fastest means of travel was a driving horse, and when a repair part for machinery was needed it meant an eighty mile drive to The Pas to telephone for it, and the same distance back to the mine. In certain seasons of the year travel was almost impossible, and small but important pieces of machinery repair would cost as much as $200 to get from The Pas to the mine.

When the snow was gone and the ice on the lakes not strong enough to hold the weight of a team, dogs drew a canoe with jumper tied to it. That was no picnic for the two men who accompanied the outfit. The operators of machinery who work under conditions outlined above have found that it does not pay to "spare the oil and spoil the machinery." Every mining operation that has been carried out to date in this district has used Imperial products.

It is interesting to enumerate the various methods of transportation that are being utilized to develop and deliver the fur, fish, lumber and minerals to a place where they can be marketed.

The quest for fine furs was the incentive to lay travel routes across Canada years ago and undoubtedly formed the nucleus for expansion of this tremendous Dominion. In Manitoba today theامر the trappeur stretches ever northward, his quarry scurrying before him in retreat. Indians, relentlessly searching for the undiscovered habitat fur-bearing animals, blaze the first trail and not far behind them follows his track to barter for his fur. With his larger load he, of necessity, opens the portages wider, and in course of time a travel route is established. Naturally, as water provides least resistance to travel, rivers and lakes are followed wherever possible. In former years the Indians travelled in birch bark canoes and the white traders followed in York boats. Nowadays the Indian has a Peterboro or a Chestnut canoe, made by the white men, with an outboard motor attached and usually loaded, not only with provisions and furs but with a phonograph, sewing machine, and all the modern conveniences that he can get on credit, or if necessary, for furs. The trader has abandoned the York boat and now has a large gasoline boat as well as canoes with outboard engines.

The writer, in 1915, introduced the first outboard engine in the district and today they are all over the country. Imperial Oil, Limited, from its station at The Pas, has shipped to the North country during the past winter more than a carload of gasoline and motor oils, and this will be distributed over an enormous territory next summer to drive outboard motors exclusively at numerous places scattered all the way from The Pas to the Arctic Circle. Over two million dollars worth of fur passes through The Pas annually on its way to world markets. The organization has shipped also gasoline to a lake 300 miles distant from the railway where it will be consumed by a gasoline boat which was hauled by horses alone with fifty tons of freight, for fur-trading purposes.

The same boat will function in hauling the fifty tons of freight 180 miles farther north. From that point a canoe with outboard motor will take its place, and sometime in 1925 a lone trader on the edge of the barren lands will trade off a pound of mixed and deplorably antiquated candy for a white fox valued here at $40 to an Esquimaux who will be perfectly satisfied with the bargain. The teams employed in transporting these goods are away from The Pas for a month. They leave, carrying a gross load of more than three tons including three thousand pounds of feed for horses and driver. They travel in "swings" of from eight to twenty teams and at night are heavily blanketed and tied to a tree. The men are supplied with substantial feather robes and warm clothing, and sleep in small tents. All who participate seem to enjoy it and the horses appear to be none the worse for the trip.

During the winter, depots of aeroplane gasoline are distributed throughout the country for use of the Air Board which, during the season, makes frequent trips over the territory, photographing, exploring, and assisting in the locating of forest fires.

The work of distribution, summer and winter, is handled by the Ross Navigation Co., Limited.

(Concluded on page 12)
The Evolution of Imperial Delivery Service

By F. T. NORRIS, Assistant Sales Manager at Winnipeg

The word “Service,” relating to deliveries, has undergone considerable renovating in the last few years at Winnipeg. A photograph taken only five years ago at our plant shows how we were equipped to give service at that time. The outfit comprised four horse-drawn tank wagons and two lorries. Bucketing the customer’s requirements in five gallon lots was a method of delivery then in force. In those days the customer had to anticipate his needs and place an order a day or two in advance. In outlying city districts it was possible to give only a once-a-week service. It is interesting to note the changes which have taken place. Winnipeg now has a modern three-story warehouse which is equipped with every facility to give service; the tank wagon filling towers as shown in the photograph below are a boon; a completely-equipped garage will accommodate 20 trucks. A building in the rear of the garage, at one time the horse barn, has been converted into a garage, workshop and paint shop. Helpful old Dobbin no longer exists in Imperial service, the last of the Winnipeg teams having been disposed of some months ago.

Our equipment now consists of seven 1.H.C. and White motor tank wagons; four 1.H.C. and White stake trucks, and three pieces of Ford equipment which take care of small dumps and rush orders. The photograph of the fleet gives a good idea of what we are able to do in the upholding of the word “Service.”

(Concluded on page 16)

Winnipeg, the Gateway to the Prairies

By N. J. L. DAVY, Winnipeg Office.

A little more than forty years ago the first carload of wheat was shipped from Winnipeg, then a frontier town. The vast Canadian West was unsettled and unproductive. Today, Winnipeg is the greatest grain centre on the American continent.

Mighty freight trains now roll down the roads where ox carts once crawled towards a village containing some two hundred souls and tuck away four hundred miles from the nearest railway. The trade of Western Canada is dominated by Winnipeg. Geographical position alone explains its importance as a transportation centre and accounts for its growth into the outlet for the grain of the agricultural west. The Canadian Pacific has built in this city the largest individually-owned railway yards in the world. The total railway sidings comprise over 475 miles of track and there is a combined storage accommodation within the city for 22,300 railway cars which, if arranged into train formation would be 100 miles in length. In this respect the city is well equipped for the future.

The new water supply system is one of the five greatest undertakings of its kind in the world. In 1913 a comprehensive scheme was promulgated to supply the city and contiguous territory within an area of 52 square miles with an abundant supply of pure and soft water. Shoal Lake, from which the water is drawn, can be depended upon to furnish all the water needed until the population shall have reached 850,000, after which the help of a main to Lake of the Woods could provide an inexhaustible supply. The total length of the aqueduct is 96.5 miles. The city owns and operates its own hydro-electric power system, stone quarry, fire alarm and police signal system, fire service, water works, asphalt plant and gravel pit. It enjoys the distinction of being the first city in America to acquire

(Concluded on page 16)
Tank transportation offered several important advantages. A tank steamer of 2,000 tons capacity could load or unload in ten minutes at that time, the operation needing the supervision of the ship's officers only. A similar cargo in barrels required two weeks or more to stow or unstow, and large ranges of men had to be employed. There was a conservation of space, a saving in time and labor, advantages quickly recognized.

To delve into these problems that presented themselves to the builders would be a lengthy task; sufficient be it to record that after experimenting with many types over a period of years, the modern tanker was finally evolved and adopted.

In 1920 the first oil tanker—a sailing vessel, of course—set sail from Sarnia bound for Europe. Unfortunately, she was lost in the Gulf of St. Lawrence just as she was about to enter the Atlantic.

While in 1936 there were only about twelve bulk oil carrying vessels, there were in 1911 between seventy and eighty running from American and Baku ports to European importers. The bulk carriers of the 90's were around 20,000 tons only—one-tenth the size of the tankers launched within the past three years.

There has been comparatively little alteration in the arrangement of these vessels since 1890; many improvements have been added looking toward more rapid loading and discharging facilities and safety appliances, but with the exception of a few instances where the engines have been placed amidships, the position by which the engines and boilers are placed aft has been generally followed in recent ship construction. There are some good reasons for placing the engines amidships but it is generally conceded to be better practice to place the engines and boilers aft, where they are at one end of the ship, instead of amidships where they will be located between two tank groups.

Arteries of the Oil System

In the Marine Department the daily movements of twenty-seven oil tankers are carefully watched, for these ships have become the arteries of the oil system. The various vessels have been divided according to trade, thus Lake Fleet comprising those engaged in the Great Lakes Trade, while those plying between Foreign Ports belong to the Atlantic Fleet. The latter vessels carry oil principally from Mexico, Texas, Louisiana, California and Peru, and the other part is discharged on Montreal, Halifax, Ioco, R.C., Chile ports, Havana, Buenos Aires, and New York, whileeps bound for Europe and other European Ports.

The tankers attain speeds varying between eight and ten knots per hour on the small boats with a daily consumption of 15 tons of fuel oil, to twelve knots per hour and a daily fuel consumption up to 55 tons per day on the largest ship. The Imperial Oil, Limited, and International Petroleum Co., operate the third largest amount of ocean Merchant Marine tonnage operated by a Canadian company. In the accompanying panel is given a list of vessels which we either own or have chartered, along with the deadweight capacity of each.

The Record of the Fleet

The Marine Department had a humble beginning, but the steady swelling of its fleet with new construction is favourable evidence of growth. As a matter of fact, the Department is particularly proud of the "five big boats" built in 1921, and justly so.

The SS 'Calgaroil' was launched in April, 1921. These vessels are 11,943 tons deadweight and 463 feet long, and are the largest vessels ever built in Canada. In addition to the boats launched at Harland and Wolff, many Mexican ships, however, have a number of voyages to Europe and, under the direction of competent commanders, have operated with great distinction.

At the moment of writing the loading record is held by the SS 'Victoilie.' This ship defeated a load of 15,321 tons of crude camb on the "Calgaroil" when she took on a full cargo of oil at the same port, Texas City, September 23rd, 1923, in eight hours and four minutes. The SS 'Victoilie' arrived at the 20,550 tons and immediately connected five hoses for loading. Hose was disconnected and vessel departed at 8:05 p.m. the same day for Halifax. The net loading rate was 14,317 barrels per hour, or 171 knots. During this time bunkers were also loaded. This is considered excellent performance and can be attributed to the co-operation of the ship's officers and the shore authorities.

The SS 'Vic-Horizon' came off the ways on March 22nd, 1921, whilst its sister ship, the SS 'Vic-Souvenir', was launched June 14th. These vessels are 10,000 tons deadweight and have 55 knots in length. This is almost one hundred feet longer than the liner "Mountagusa," which plies between Liverpool and Montreal, and represents some 3,000 tons more of deadweight. Amongst the Officers of these two ships there has been a good-natured rivalry since commissioning, which has promoted an interesting competition between the two for first place in the fleet. The SS 'Vic-Horizon' last October established a record for despatch at sea, the voyage from Halifax to Texas City, having been completed with a great deal of interest in 6 days, 10 hours and 54 minutes— a speed of 11.8 knots per hour, and a speed of 12.4 knots was attained. The fuel consumption over the entire trip averaged 43.5 tons per day. The SS 'Vic-Souvenir' has been out of commission for some time. Making a discharging record at Halifax of 5,725 barrels in 3 hours, and 21,455 tons of oil in 472 feet. The SS 'Vic-Souvenir', however, has been restarted making a discharging record at Halifax of 5,725 barrels in 3 hours, and 21,455 tons of oil in 472 feet.
from Sarnia and Montreal to stations on the Great Lakes.

In 1921 this figure was increased to 1,669,890 tons for the year's work and represented oil taken from Mexico and Peru that was deposited in Canadian and South American and European ports and likewise oil moved on Great Lakes Trade.

During the years 1922 and 1923 an even greater volume of oil was moved, the amount in round figures being 2,000,000 tons each year. The annual expense of operation and repairs to these vessels represents an outlay of some $5,500,000.

Oil Ships in War Service

These days every writer of an article of this

The SS, “Impeco” was requisitioned by the British Admiralty for the outbreak of the war and endured four and a half years of continuous service employed as one of the fleet of tankers carrying reserve oil for Admiral Jellicoe's ships. The “Impeco” was present at the battle of Jutland when Admiral Jellicoe's command destroyed the German Cruising Squadron, and later was in attendance on the Grand Fleet in the North Sea. Many thrills were experienced in the course of war activities. At the close of hostilities this vessel was still unsalvaged and returned to our trade, but unfortunately was wrecked off Blonde Rock, X. S., in the spring of 1921. Another vessel taken over by the Government for similar duty was the SS, “Minia Brea.”

In September, 1910, while passing off Iam Yit Island in the China Sea, the German vessel “Lydia” was observed stranded and the crew in imminent peril. Captain Sutherland, at that time Chief Officer aboard the SS, “Hutchison,” jumped overboard into the raging sea and swam to the wreck with a life-line, by means of which the entire crew were saved. His courageous act was recognized by Kaiser Wilhelm who expressed his thanks on a silver plate accompanying a pair of binoculars. The Hamburg-Amerika Line presented him with a gold Chronometer, and the silver medal of the Hamburg Union of Seamen and the Royal Humane Society medal were awarded. Of this act we knew nothing until after he was summoned to pnumonia during a voyage to Mexico in command of the “Victorite,” the gallant act being recalled by a Glasgow paper forward to this office.

Life at sea is not: “a bed of roses” and we on shore seldom pause long enough to consider what our sea-going friends have to contend with. The sailor who is married and blessed with a family is fortunate indeed to be home with them once a year.

The opportunities for shore leave come to some, perhaps once every month, and then it is only for the duration of a few hours, due to the fact that the vessel is turned around and out to sea again in a day or even less. Others there are who are always on duty when Port is reached, and to whom it is impossible to grant shore leave.

There are also disturbing factors such as fog, during which period the conscientious Captain will remain on the bridge or in the Chart room, no matter if the fog endures four or five days. The men at sea deserve consideration, and those of us who believe in the power of prayer would not be wasting words to give them a thought.

During the war, two of our vessels were sacrificed to the ill-fated barbarians of German submarines. The account of the sinking of the SS, “Lucia Brena” off Halifax has provided intensely interesting reading matter in two previous issues of the “Review,” so that a bare outline of these catastrophes should suffice in refreshing the details in the reader's mind.

On the morning of August 8th, 1918, our SS, “Lucia Brena,” carrying a twelve-pounder and proceeding in ballast, cleared Halifax with the commission to act as convoy to the oil tanker SS, “F. Q. Harrow,” which was unarmed. A scan five hours after departure from the harbour, the impact of a ton or explosion was felt, and a hurried survey showed a gaping hole in
The Baby Division of the West

Brandon, Once a Trading Post, is Now the Hub of an Efficient Farming Community

By P. AUGUST, Brandon Office.

The second largest city in Manitoba boasts 16,000 inhabitants, and has been known as a farm centre for many years. It is a city of brick and stone, built on the banks of the Assiniboine River, 133 miles west of Winnipeg. In 1906, at the distribution of Imperial products to Western Manitoba and Eastern Saskatchewan.

The central point for three railways—falls here and exceptionally heavy traffic has developed a handling organization whose payroll is a substantial supplement to local commerce.

Compactely built, yet not crowded, the city presents a prosperous aspect. Its educational system includes colleges, schools and public institutions. Municipal enterprises include a major water works, an electric street railway and an electric light and power plant, a central heating system, a gas plant, and power plant, 28 miles of water mains, 22 miles of sewers and 20 miles of sidewalks.

In the business section are twenty large wholesale houses, and a large number of retail houses of the first rank. Nearly all the important farm implement manufacturers of Canada and the United States have distributing houses at Brandon. Being the centre of a rich agricultural district, it has an extensive trade in agricultural products and farm commodities of all kinds.

Important industries include flour and oats. There are also several manufacturing plants, brickworks, and creameries. Brandon is the seat of Manitoba's agricultural exhibition, held annually in the summer time, and of the Manitoba Winter Fair which has done much to encourage the production of beef cattle, sheep, swine, horses and poultry. It is one of the greatest live stock winter fairs in Canada and ranks with the famed International of Chicago in the eighties. Perchance possibly the pure bred live stock area is adjacent to Brandon. Amongst the more famous pure bred stock farms we mention with pride eight farms of J. D. McGregor whose reputation for prize winning Aberdeen Angus cattle has been earned at practically every exhibition here and across the line. One of his grand red roans was at the Chicago International Stock Show last year with his splendid ball, Black Cap Revolving, took first prize and was later sold to a Californian farmer for $15,000.

On the north edge of Brandon the Industrial Farm Schools and the Dominion Experimental Farm are located. They occupy many acres of land running down into the fertile valley of the Assiniboine.

The Experimental Farm was established in 1915 by the federal government for the province of Manitoba. It was the pilot enterprise in Canada. The institution now carries on its work over 662 acres of land, while the experiments effected from year to year are many and varied.

Comparative tests are conducted to ascertain the productivity, season and general suitability of all varieties of grains, grasses, fruits, vegetables and flowers. Steers, swine and sheep are tried out for fattening by the institute for better milk production. I can hardly begin to explain the tremendous amount of information they gather (Continued on page 15)
A Typical Prairie Town

By ALEX. GREIB, Agent, Russell, Manitoba

RUSSELL, Manitoba, is a town of about a thousand population, and as it is on two lines of railway, C.P.R. and C.N.R., it gives us good access to the outside world.

We have an up to date plant here with large storage tanks for Refined Oil and Gasoline, a brick warehouse with plenty of room for a large stock of Lubricating Oil in Barrels, as well as all the various case products.

Our district is a splendid mixed farming country. Most of the wild land has heavy poplar bush on it, which once cleared off makes rich farms. This has not been a real wheat growing district until lately, but now there is an appreciable acreage seeded to wheat every year. Oats is the great crop, and heavy yields per acre are quite common.

Since the Oil tractors have become so efficient, much of the heavy brush land has been broken up by tractors pulling heavy plows, and this method makes a fine clearing out of a seemingly impossible tangle of brush and trees. The class of work done by tractors demands good lubrication and fuel, so Poloraine Special Heavy and Polarine Extra Heavy is used, while Royalite Oil for Fuel keeps the wheels rolling through the long summer days on this work. Then, too, the tractors are used for plowing and cultivating summer fallow and when the busy threshing season comes along with all its hustle and rush, this is the time when Imperial products and Service counts. If we fail to give the desired service at this time we seriously reduce our chances to keep up our sales, besides that, we may lose good customers as we must remember that in a district like ours the farmers are very important customers to hold as they use large quantities of our products.

In the town itself we have the store and garage trade to look after. Service means a great deal to this class of trade, and if we are selling them our full line of products it keeps us hustling during the Summer and Fall Season to see they get the desired service. In addition to looking after them we have still to attend to the wants of the Farmer.

Another very important detail is keeping in touch with our customers personally and helping them to overcome the difficulties that are bound to arise from time to time. This gives us satisfied customers and satisfied customers mean more and better business for Imperial Oil Limited.

When Oil and Water Mix

W E have watched aquatic sports quite often and have never yet seen a swimmer who could swim and at the same time wear a business suit. Mr. C. Perry is the man who enables us to do this. He shows how to give Imperial Service, which means not only supplying customers needs, but doing it cheerfully and with a smile even though one is a trifle wet from the chin down.

He that prefers the beautiful to the useful will undoubtedly like the pleasant sugar meat at bread, destroy his digestion and acquire a very fretful outlook on the world.

Manitoba, the Land of Illimitable Possibilities

(Continued from page 2)

and Ontario. Herds of cattle ambled in from Montana. The population reached the 6,000 mark. About the middle of that of Chicago in a similar ten year period. A Chief Justice was appointed. In August 1877, Lord Dufferin, Governor-General arrived and was welcomed, wine and dined. A buffalo hunt was staged at Stook Mountain. He was profoundly impressed and his prediction of the "illimitable possibilities" of the Great West was confirmed. He drove the first spike on the Pembina branch of the C.P.R. at St. Boniface. On October 9th the first locomotive to enter Manitoba arrived at Winnipeg on a large tow of a steamer amid wild rejoicing. Railway communication with the outside world was established. In 1878 the Canadian Pacific Telegraph line was working in one continuous circuit from Winnipeg to Edmonton — both cities.

A NEW era of progress was entered upon. So great was the rush that immigrants sought shelter at Port Osborne barracks. The first 35,000 bushels of Manitoba No. 1 hard wheat was shipped east. Land surveys were feverishly busy running townships and section lines. The second Riel rebellion — the Ratoche and Cut Knife campaign did not retard immigration, but served to draw wider attention to the Province. Another last spike, this time on the main line of the C.P.R. west was driven November 7th, 1885, and the first through train from Montreal to Vancouver reached the coast in 1886. A world-wide triumph for engineering skill. The great divide was conquered.

At the outbreak of the Great War, Manitoba responded nobly with men and money. The Prince of Wales' visit in 1913 gave an added stimulus to the onward march of the pilgrims. Between 1900 and 1921 560,000 of the "more or less" salt of the earth lit the western trail. In 1912 the yield of wheat totalled 48,000,000 bushels. They have established claim to being the joint breadbasket of the world.

Today the wizard word of enterprise has wrought an amazing transformation. With extended boundaries the Province embraces 515,382 square miles, exceeding in extent fourteen of the States of the American Republic and ranks fifth in the nine provinces of the Dominion, but as yet has only 717,000 people to square mile. From a population of 25,228 in 1871 it now numbers over 600,000. It sends fifteen members to the House of Commons and six to the Senate. It has nearly two and a half million acres of forest reserve, while its waterways cover 13,500 square miles, offering nearly $51 million of undeveloped horse power. It also has in mind with an annual output of $2,130,000 in far. Its inland fishing grounds with an area of 18,000 square miles, tern with only
denizens. The stockyards of Winnipeg have a capacity for 10,000 head each of cattle, sheep and swine. In ten years Manitoba produced minerals to the value of nearly $25,000,000. It boasts four incorporated cities, thirty incorporated towns, twenty-one villages and 118 rural municipalities, and has a perfect judicial system. Its railway mileage rose from 164 miles in 1880 to 4,560 in 1920.

Manitoba with its beckoning advantages is the geographical hub of Canada lying midway between the Atlantic and Pacific Oceans. It extends an invitation to the red-blooded men and women of the world to exploit its illimitable possibilities.

The Baby Division of the West

(Continued from page 13)

and pass on to the farmer through the medium of publications, tractors are used extensively on these government farms. Premier Gasoline and Polarine Lubricating Oils which feed the tractors. A commendable feature of Brandon's civic administration is supervision by a City Man-

A BULL OF INTERNATIONAL FAME

In "Buckeye Revolution," a superior Medicine Hat bull, ex- ceeded all other bulls in a competitive trial for $3,000. He was sold to a California farmer for $3,000.
Western Farmers Renew Their Faith

SOUTHERN MANITOBA and Southwestern Saskatchewan represent to a large extent the oldest cultivated farming districts of the Western Provinces. For a number of years the grain crops in these districts have been so poor that the great majority of farmers have found the financial results far from satisfactory. A careful investigation indicates that the system of one-crop farming, which has been so generally adopted, has brought about the same disastrous results as have invariably been experienced in the United States and elsewhere, where this practice has been followed. This method of farming, which consists of continually "mining" the soil without any replenishment by way of fertilizers, has apparently so depleted a large percentage of the land of its necessary properties that it can no longer grow a healthy wheat plant able to stand any kind of suitable conditions which have prevailed in recent years. In addition to this serious soil depletion, much of the land in these districts, owing to the method which has been followed, has become so over-run with weeds as to cause a direct financial loss each year to the farmers of many millions of dollars. This condition appears to demonstrate in Southwestern Manitoba and Southwestern Saskatchewan that to continue farming in the same old way can only mean future financial disaster to the individual farmer in those districts, while the adoption or continuance of the practice of soil farming will in course of time bring about the same disastrous situation throughout the entire West and those prevailing to-day in the area above mentioned.

WTH this prospect confronting the Farmers of Western Canada, the question naturally arises, "WHAT SHOULD BE DONE AND WHAT OF THE FUTURE?" And the reader can in clear and unmistakable language to the mind of Fort Garry in 1879 set forth the one-crop system—"You MUST change this system of farming, which has proved so unprofitable," and then again—"You MUST endeavor to make your farms self-sustaining and profitable by adopting a system of mixed farming, a system whereby, with the aid of a crop rotation, you can restore to the soil the essential properties which you have 'mined' out of it and at the same time clear your land of the weeds which have ruined such serious losses from year to year.

As proof of their realization of this fact, and of their faith in their district, the farmers of Southwestern Manitoba, and particularly the Dufferin District, staged a Farm Conference in Deloraine, Manitoba during the week of March 10 to 10 hot, under the name of "The District Builders Conference of Southwestern Manitoba." This was the largest and most successful of its kind ever held in any rural district in Western Canada. Every phase of Diversified Farming was discussed, and from early Monday morning until Saturday night farmers came from every part of Southwestern Manitoba in large numbers to attend and take part in the discussions.

Evidence of what can be accomplished in an agricultural way in this important part of the West was produced in abundance by farmers of the district who, in a practical way, have been demonstrating the fact that the success of growing sweet clover, corn, stock raising, dairying, etc., even under present day conditions, is the key to prosperity. The farmers have proven beyond a doubt, the fact that "Self help means self preservation," and that they are out to help themselves, and no longer depend upon legislation for success and help. They are out to prove that only by the adoption of a better system of farming can success be attained. Judging from the industrial applications, the growth made they are going to win out, and before many years have passed the people of the West will be looking to the farmers of Southwestern Manitoba as an example of what can be achieved on the farms of Western Canada.

Winnipeg, the Gateway to the Prairies

(Continued from page 7)

a municipal asphalt plant. There are 31 public parks and squares in Winnipeg. Residence streets, schools, churches and public buildings compare favorably with similar institutions in any city of corresponding size on the American continent. The New Manitoba Provincial buildings, the Royal Alexandra and Fort Garry hotels are typical examples of modern architecture. Tracing post and trapper have vanished, but their heritage has borne sturdy fruit. The two hundred settlers who stood following the Fort Garry Trail, and established a foundation which has, in fifty-four short years, built Winnipeg into the third city of the Dominion, housing 189,000 people and a number of commercial enterprises whose activities take the name of Winnipeg to foreign climes far from the rolling prairie land.

The Evolution of Imperial Delivery Service

(Continued from page 6)

Looking at the past and visualizing the future provides food for serious thought. Thirteen years ago the first 115/20 tanks were installed west of the Great Lakes; now there are approximately 1,000 of these units. Five years ago our Winnipeg Delivery comprised six teams; now there are fourteen pieces of motor equipment. What will be the evolution of another ten years?
TRADE

As we pay others, we are paid:
Life gives us back just what we give,
And so we do not live to trade,
But trade that we may truly live.

Sales may be made in money, yes,
But they are always made to men;
And so goodwill controls success,
Bringing folks back to buy again.

He profits most whose every sale
Creates a friend, whose kindly thought
Serves to perpetuate the tale
Of what and where and why he bought.

As we pay others, we are paid:
Life gives us back just what we give,
And so we do not live to trade,
But trade that we may truly live.

—Charles H. Mackintosh.