The Imperial Oil Review

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Featuring Ontario

Doorway of the Executive Offices of the Imperial Oil, Limited, at 56 Church Street, Toronto, decorated for the recent Rotary International Convention.
Ontario, The "Spoiled Child" of the Dominion

In a family of nine provinces, it is to be expected that one will be more favored than another. Ontario, the centre province, is recognized as the "spoiled child" of the Dominion. Ever since those shadowy days two centuries since, when the trapper and hunter, lulled by the country's wealth of forest and abundance of game, established his post, within its boundaries and laid the crude foundation of future civilization, men have been attracted by its inexhaustible resources of wealth and beauty. Upon the heels of the hunter came the United Empire Loyalists, sturdy men and women of fine origin, looking to this new and tranquil land to build their homes under the flag of Britain. To each a grant of two hundred acres was made and colonization, thus begun, flourished as the possibilities of the country became known. A steady flow of British immigrants poured in, and agriculture, always the chief industry of the Province, was pursued on an ever-increasing area of productive land.

In 1791 the district was set apart as the Province of Upper Canada with Col. John Graves Simcoe as first Governor-General, and the first legislature was held in 1792. It was not until 1867, with the passing of the British North America Act uniting Quebec, Ontario and the Maritime Provinces, that the Province of Ontario was created.

Within Ontario's area of 407,292 square miles—a territory three times as large as the British Isles with a population embracing one-third of the whole Dominion's—are situated twenty-four cities, and two hundred and ninety-two towns and villages. Each of these is a progressive centre of trade and commerce, concerned with innumerable and nation-building industries.

The gardens and orchards of Ontario have the reputation of being the finest in the world. Half the apples, cherries, plums and nearly all the pears, peaches and grapes of the Dominion are grown in the fruit belt of Southern or Old Ontario. The field crops of the Province comprise more than one-third of the total for the Dominion. Ontario's timber resources are the best in the country and its pine forests among the most valuable on the American continent. The Great Lakes and hundreds of inland lakes and rivers provide the largest fresh-water fisheries in the world.

Ontario's mineral resources, yet in an early stage of development, have produced gold and silver and many other metals in breath-taking abundance; the history of her Northern mines and their luxurious yields in the past twenty years since their discovery, reads like a fabulous fairy tale. Among its assets, too, it boasts one of the Seven Wonders of the World, the great Falls of Niagara, which not alone add to its natural beauty, but provide an important unit in the potentialities of its water-power.

A further claim for the distinction of the Province is the occurrence at Toronto annually of the Canadian National Exhibition, which is generally connected to be the best and largest permanent exposition in the world.

So infinite is the variety of advantages enjoyed by this "spoiled child" of the Dominion that it offers not alone a generous field for the worker, but a magnificent playground in every season of the year for the vacationist and the holiday-maker. In summer especially does the picturesque beauty of its less frequented rivers, and island-studded lakes lure the tourist and the traveller. Despite the centuries that have passed since the first hunters roamed its forests, those same regions abound in game and the still-unexploited haunts provide sportsmen with an Eden which no other Province in the Dominion may boast.

In 1878, little more than a decade after Federation, the Queen City Oil Company, later the Imperial Oil Limited, was established in Toronto. In the years which have followed to the present day—years which have brought such great and eventful changes to the land—Imperial Oil Limited has kept step with every phase in the development of this progressive province. Wherever power, heat, light and lubrication were essential agents in the cause of progress, these our organization has supplied, thus indissolubly welding the history of an industry whose watchword is "SERVICE" with that of the vigorous and richly-endowed Province it has had the distinction to serve.
Ottawa, Canada's Beautiful Capital

By D. S. BELL, Assistant Manager

OTTAWA, the capital of Canada's National Life, has many natural advantages unpreended by any capital city. It is situated on a commanding hill, high above the majestic Ottawa River, where this great stream is joined by the clear waters of the Gatineau and Rivière des Outaouais, centres of charming scenery. Far in the distance the Laurentians rear their stately heads; between are hills and valleys that breathe of peace and prosperity.

It was in 1800 that Philemon Wright came from Woburn, Massachusetts, and cut into the virgin forest, floating his logs down the Ottawa to Quebec; and with true foresight established his sawmill near the Chaudiere Falls. In the century which has intervened the vast powers of these falls have been harnessed, and this dynamo of nature has proved to be the basis of world-known industries, and has lent immanent possibilities that might appear incredible to some.

To provide a waterway for munitions of war safe from United States observations it was decided to connect the Ottawa river with Lake Ontario, and so the Rideau Canal was constructed. Col. By of the Royal Engineers, with his British sappers and miners, completed this canal in 1832, and the settlement which had thus sprung into being became known as Bytown, from the officer who gave it birth. But on its incorporation in 1854 the name of the city was changed to Ottawa, from the French pronunciation of Ouatatagan, an Algonquin Indian tribe discovered by Champlain in 1615.

Her latest Majesty Queen Victoria selected Ottawa as the seat of her overseas Dominions in 1857, and this choice was sanctioned by the Canadian Legislature. When the time the population was 7,763; in ten years it had grown to 18,700. But in 1900 it had passed the 100,000 mark, and now together with its suburbs it numbers 156,000 exclusive of Hull.

On the Ottawa is a floating library, with 24,000 miles of railway and eight interurban lines. This city has spent a vast amount of money on road improvements, in co-operation with the Federal and Provincial Governments; a three million dollar highway linking Ottawa with New York is ready for testing.

In 1816 a great Parliament Building was destroyed by fire, but in its place has risen a magnificent pile, a wealth of stone and marble, rich in decoration, and surpassed by few on this continent. It stands on a stately promontory flanked by trees which add to its forest likeess to its effect, thus clothing and tempering its majestic. Fortunately the Library, which is a very ornate structure, was saved from the ravages of fire:

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From Ox-Cart to Automobile

Almost Over-night the Automotive Industry has Jumped into Third Position Among the Industrial Enterprises of the Dominion.

SCARCELY out of its teens, the business of building and marketing motor cars has enjoyed a healthy development and, impression made by the rise of the third largest, has been an increase in commercial enterprise in Canada.

Ontario has harbored and fostered this industry, and as no other province has done. It would seem, indeed, that Ontario motor manufacturers have been the prime source of efficient and comfortable transportation because the first Pullman car was built at Branford for the use of the young Prince of Wales, later King Edward VII, for his tour of the Dominion in 1895.

Today, Ontario is the hub of Canadian automobiling, with its factories, and dealers, and repair shops all doing a tremendous business. It was in 1912 that the first Ford in Canada was sold, and in 1924 production of Ford cars was started. Today the Ford factory in Windsor turns out over 40,000 cars a year. In 1920, the year the new plant was completed, it was estimated that the Ford motor cars sold in Canada would be over 20,000.

The home of the Canadian Ford car

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For more information, please refer to the original document.
The Navvy Who Stubbed His Toe
The First Revealing Factor in the History of Northern Ontario’s Untold Mineral Wealth.
By ROBERT JENKINS, District Salesman.

In 1864, as a construction gang was working on the Timiskaming and Northern Ontario Railway, a navvy stubbed his toe on what proved to be a lump of purest silver—the incident revealing the amazing fact that the Province of Ontario possessed the richest silver fields of the world.

The discovery was made at Long Lake, afterwards renamed Cobalt Lake, on account of the mineral which was found to be associated with the silver. In the twenty years which have elapsed since then, 345 million ounces of silver have been produced, 75 million ounces of this vast total being produced from about forty acres. So rich was this ore and so easily mined, that a prospector with a pick as his sole asset could have removed enough silver to have kept himself and gradually install a plant which would have netted him $25,000,000 profit.

While production from the main Cobalt camp is slowing down, other silver camps, such as South Lorrain and Gowganda, are rapidly developing; indeed the richest silver find ever made was uncovered recently at the Keeley Mine, South Lorrain, just a short distance from where its previous owners (The Farmers’ Bank) had quit work. Neither of these camps have railway facilities as yet, but a branch line is being constructed into South Lorrain, which will save hauling twenty miles over fair-weather roads.

Farther North, along the Height of Land whose northern slope drains the water to James and Hudson’s Bays, are the gold camps. Porcupine, which was discovered in 1903 is the largest, containing such mines as the Hollinger, Dome, McIntyre and Vipond, etc. Estimated ore at the Hollinger Mine is valued at 450 millions of dollars. This is the largest individual gold mine in the world and expects to treat 8,000 tons of ore per day, running $8.00 per ton in gold.

Geological conditions and Diamond Drilling seem to prove that gold mining in the north will be profitable as deep as human ingenuity can mine; indeed at the McIntyre Mine a depth of half a mile has already been reached and preparations to sink to a mile are being made. The town of Timmins, less than 15 years old, has a population of 12,000 people and will soon apply for incorporation as a city.

Next in importance is the Kirkland Lake field, which though small in point of tonnage yields wonderfully consistent values, up to $85 per ton. All of the producing mines of this section are either increasing their tonnage or (Concluded on Page 16).

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PUBLIC BUILDINGS AT ONTARIO’S CAPITAL CITY
Queen’s Park, Provincial Parliament Buildings, Hotel of the Province of Ontario, City Hall, First Church of Christ, Scientist, Office of the Assessor of Taxes, Court House, Roman Catholic Cathedral of the Blessed Virgin Mary.

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Toronto, the Queen City
By C. W. LAWRENCE, Order Department

From the commercial metropolis of Canada, the main spring of its manufacturing industries, the gateway of the mining industry of Northern Ontario, the home of the Provincial University, and the seat of the government of the Province of Ontario, to the almost insignificant charming of the woods along the north shore of Lake Ontario carries one back in time a space of some 250 years. Then, it was, that the primeval forest spread itself encircling the lake, and dusky savages prowled, pillaged and battled for a livelihood and perpetuation as a race, returning to their bark wigwams around the mouth of the Don and Humber Rivers. Even today the builders of this modern city from time to time come under the roofs of these early inhabitants who over were the monarchs of the forest.

From the memories of Major Rogers, explorer and adventurer, we learn that in 1765 in the course of travels, with his small party he paddled up the lake, reaching the huge bluffs which may be sure are the landmarks of picturesque Scarborough. Proceeding further he came upon a clearing just beyond the thin strip of an island, some 300 acres cut in the forest around the site of old Fort Rouille, established in 1750 by the French as an Indian trading post. The fort, however, had been burned in the same year by the French who withdrew from the village after being conquered by the British, but there remained a few hardy trappers and traders, while the Indians peered through the woods at the newcomers, frightened, dashed away at his approach. By 1797, twelve houses, formed a camp or settlement along the water-front which had become the base for Governor Simcoe’s small naval force of four gunboats which formed a patrol of the lake. In 1805, there were blockhouses; the governor’s house had been erected, and several respectable stores opened a distance of 1½ miles along the lake front.

Towards the close of the 18th century, Toronto, "a place of meeting," so called from the number of trails which led between Lakes Huron and Ontario was selected as the Capital of the Province of Upper Canada. The name, however, was changed to York, in honor of the Duke of York, son of King
George III, then the reigning Sovereign. In 1894 the population numbered 9,254 and York was incorporated as a city, but renamed Toronto, in honor of MacKenzie being its first Mayor. Since that date, the population of the city has doubled every fifteen years, and in recent years has increased even more rapidly until last year its citizens numbered 588,771, the city covering 322 square miles and possessing a waterfront ten miles in extent.

Although not the geographical centre of Canada, Toronto is the strategic manufacturing and distributing centre. Because of the preponderance of the Eastern Canada market, the manufacturer can move nearly equalize his freight charges than from any other point. Enriched with one of the finest harbors on the Great Lakes, there is also the finest municipally owned industrial harbor development in Canada. With the completion of the Great Lakes deep waterways’ scheme, Babson the economist predicts Toronto will even outstrip Chicago.

Begun 1912, the Harbor Commission activities contemplated the enlargement of practically all of Ashbridge’s Bay—a marina of over 1,000 acres, for industrial and canal turning basin and retaining walls, in addition to deepening of the entire harbor to a navigable depth of 30 feet and reclaiming of almost 900 acres of park lands along the waterfront at east and west ends of the city and at Toronto Island. In the Eastern Harbor District (Ashbridge’s Bay) more than $8,000,000 worth of industrial building and plant is now occupying land which was marsh and water ten years ago.

In addition to two transcontinental steam railways—there are electric radial lines extending east and west, and the city is also the centre of the good roads system in Ontario. The remarkable dispatch and excellent workmanship of the great railways is probably the most tangible monument of the service that the Dominion, and the Dominion Government, is rendering to Canada.

As an educational centre, Toronto stands in the front rank. The University of Toronto with its several affiliated colleges ranks as the largest in the British Empire. The fame of the medical school is world-wide since the discovery of insulin, diabetes treatment, by Dr. F. G. Banting and his co-worker Mr. C. H. Best whose valuable researches were carried on in the college.

In the same year the student’s union connected with any University. Of pure Gothic architecture, the student’s union was an estimated cost of one and a half million dollars, it provides for the student body an ideal environment for study, athletics and social life.

The visitor from the south and from abroad is struck with the fact that Toronto is assuredly a city of homes. From the more pretentious residences in Rosedale, the Hill District and High Park District to the comfortable and substantial homes of the average citizen, one cannot but have unbounded faith in the solidity of his institutions and industrial greatness. It is estimated that 63% of the population own their homes. Over one hundred thousand persons are employed in manufacturing, 3,383 industries located in the city with capital of four hundred and twelve million dollars, distributing products of the value of eight hundred million and ten million dollars annually. In this connection it is of interest to learn that while the total manufacturing output of Ontario is 69% of the total of the Dominion, that of Toronto equals 30% of the Province.

Looking up the Geyers of Yonge street, Toronto, one of the main thoroughfares of the Canadian metropolis.

No less than three thousand different articles are manufactured in the shops and factories of the city.

Live to Toronto's location and position as the natural centre of industrial progress and development in the Dominion. Imperial Oil Limited has established its Executive offices in its modern office building, 10 Church Street, into which have been brought the General Sales offices, Marine and Tank Department, Purchasing Department, Administrative Department, and a number of committees, including the Geological Department, International Petroleum Company’s offices and headquarters, in Toronto Division. Within the city limits are two distributing warehouses for Imperial Oil products with large additional tank storage at Ashbridge’s Bay.

Presentation to G. I. Hambly It was reminiscent of old times to the Marketing Division when G. I. Hambly, predecessor of Col. E. A. Thomson, performed the R.C.A. Ontario Division, dropped in at 56 Church Street on July 21st. Mr. Hambly, who previously worked his activities in the R.C.A. and sales for the Samuel Rogers Company, was placed on the Amalgamated Pulp and Paper since, retired, engaged in farming near Uxbridge. He was assembled in Mr. Wolfe’s office, the Directors took advantage of a long deferred opportunity of presenting Mr. Hambly with a bound book of his former associations. More than one of us will envy Mr. Hambly his loss and role of land, to which he long since earned his right.
The Parent Plant at Sarnia

It is in and around about the Sarnia plant that the refining business in Canada has seen its evolution from the old-time straight run stills with their wastage of gasoline at the top and of heavy tar at the bottom, to the present-day processes where everything is saved and every atom of the crude that comes from the fields finds finally a market as one or another of the hundred products of petroleum.

In the period that has elapsed since Imperial Oil first took over the Sarnia plant to this present day most of the history of petroleum, not only in Canada but throughout the world, has been written. With the stupendous and revolutionary changes that have taken place, the broadening out of the industry, its adaptation to new demands and new uses, the Sarnia plant has kept pace with the onward march of science.

More than that, Sarnia has been the primary and technical school from which graduated many of the refinery experts of the Dominion and while these have in turn set up new schools of practical science at other refineries—Regina, Calgary, Vancouver—where a rising generation is learning the technique of petroleum, it is the Sarnia plant that has been the Alma Mater of the teachers.

It was in 1989 that the Imperial Oil came to Sarnia. In those days the complete plant covered only about 17 acres, located on a corner of the present site, and employed only a handful of men. Imperial Oil, which has a history extending back into the early records of Petroleo and London refining business was in that year reorganised and a new management with new capital came in.

The staff was not large but the names are familiar. They were: H. P. Chamberlin, General Manager; C. O. Stillman, Assistant Manager; W. J. Gilchrist, Chief Clerk; Miss Florence Smith, General Office Secretary.

That was in the days before the motor car gave to the oil industry its great impetus. In those days "cool oil" was the trade staple of the oil world and many of the important items of present-day commerce were then unknown. Which is to say that the Sarnia plant was taken over at a time when the oil business was in its infancy. Its great growth has been since that time.

At Sarnia the growth commenced at once. An era of active construction was undertaken and, incidentally thereto, the wage scale was increased all along the line. In these days of $8 plumbers and $10 an hour bricklayers it seems a remarkable commentary that when the Imperial Oil took over the Sarnia plant the wage for casual labor was $1.10 a day. This was more than doubled but even then had not reached a figure which would enable the workingman of today. Nor were they low-browed foreigners or illiterates. The record is there to show that they were regular upstanding Anglo-Saxons who could sign their names to the payroll with a legible hand, and many the man in those expanding days who, on his way to the growing west, stopped long enough to gather a little stake before going up the lakes and on route west. Among these was no less a personality than the Hon. Herbert Greenfield, now premier of Alberta, but then just lately arrived from England to make his home in the new country. And he made good as an employee of Imperial Oil, just as he has subsequently made good as a farmer and statesman in the farther west; which is an aside, but interesting just the same.

Expansion of the plant called for expansion in office space. In 1900 the company purchased the Tunnel House, which had been the carpentry of the tunnel construction, then just lately completed; tin sides and a balloon frame; the telephone style of construction where no echo is ever lost. But with extensive remodelling it was made to serve the purpose until 1912, in which year the present spacious office was completed and the actuarial staff moved into comfortable quarters.

These were the days when the automobile was sending in its first great demands for gasoline. The west, too, was growing at an astonishing rate. The great bulk of petroleum products for the prairies went up to lake head by boat and thence west by rail. It imposed a great load on the Sarnia refinery. Expansion was the order. An enlarged site was acquired from the Indians of the Sarnia reserve; buildings, wharves and plant enlarged and the institution commenced to take on something of the form which makes it now one of the most important features along the landscape of the St. Clair River.

There is a refinery now at Regina, and another at Calgary to serve the requirements of the Prairie West. There is at Leduc a self-contained unit which supplies the Pacific Coast. There is a large plant at Montreal to serve Lower Canada and a plant at Halifax to cater to the Maritimes, all of which have come into existence since the parent plant at Sarnia was taken over by Imperial Oil to supply the Canadian trade. But still the Sarnia plant stands magnificent.

There is capacity now for 10,000 barrels a day. There is a wax plant what is regarded by oil men throughout the continent as the last word in that department. There is a can plant, a barrel plant, a fabricating plant to make storage tanks and tank wagons, and a whole catalogue of accessories to refinery equipment. There is an actuarial staff that is greater in numbers than the entire personnel of the institution when Imperial Oil took it over, and there is a payroll, altogether, of more than 1,500 people.

There have been many changes and promotions in the executive staff. Mr. Chamberlin, who was General Manager, went to Bucharest, Roumania and later to Buffalo as manager of the Atlas works. He is now retired and living in Buffalo. Mr. Stillman, then Assistant Manager, is now as Imperial employees know, now President of the Company. Mr. Gilchrist, then Chief Clerk, later was placed in charge of the refinery, which position he maintained until 1923.

The present executive staff at Sarnia is: T. C. McNeill, Treasurer; C. B. Leaver, Superintendent; C. P. Griggs, Asst. Treasurer; R. F. Richardson, Asst. Accountant; W. W. Whiting, Cashier's Dept.

Manufacturing Dept.: A. H. Wemple, Chief Accountant; F. T. McNamara, Chief Clerk.

Treasurer's Dept.: G. H. Gahbier, Chief Accountant; S. H. Scott, Chief Clerk; P. Kitchin, Co-operative Investment Trust Dept.; B. H. Gilbert, Purchasing Dept.; C. J. Driscoll, Shipping Dept.

Engineering Dept.: T. Montgomery, Chief Engineer; H. R. Thompson, Asst. Engineer; A. Smith, Chief Draughtsman; Arthur Kirby, Mechanical Dept.

Development Dept.: A. C. Spence, E. L. Bentley.

The day of expansion at the Sarnia plant is by no means over and the staff looks forward to a persistent programme of construction and such consistent adaptation of new methods as will keep the plant continuously in the forefront among the petroleum institutions of the North American continent.
The City That Grew on Macassa Bay

Hamilton, in 1812 an Unsurveyed Tract of Untenant Land Is Today One of the Most Active Industrial Centres of the Dominion.

By R. H. Trollope

scheme, the first asphalt highways in the Province having been laid between there and Brantford, the beginning of a system which has since extended in all directions. The asphalt was supplied entirely by Imperial Oil, Limited.

The basic industries are steel, iron, textiles, but so diversified are its general industries that it is doubtful if there is a home in Canada where one or more of Hamilton’s products are not in daily use.

Toronto, the Queen City

(Continued from page 6)

Few, if any, of the employees at 36 Church Street realize that the land on which this structure stands, and that adjacent, is of considerable historic interest. Upon referring to “Robertson’s Landmarks” we find that the second jail in Toronto was erected in 1824 about thirty feet east of Toronto Street and about one-half distance above King. At that time the north side of King Street between Toronto and Church Streets was a vacant lot. At the west side of this field stood the new prison. Directly to the east a Court House was built at the same time.

In 1864 the northwest corner of King and Church Streets was occupied by a grocer named Phillips, and in 1868 we find that the same corner was occupied by Clarke & Co., who were “manufacturers of oils.” This coincidence has special significance to employees of Imperial Oil, Limited, when we realize that our Head Office building occupies not only a portion of the site of the Court House of 1824, but it is a few feet away from the location of the first manufacturer of lubricating oils in the city.

There are in the city more than 350 dealers selling Imperial Premium Gasoline and other Imperial products (not including 25 Imperial Service Stations). On May 9th, there were 602 motor car registrations in the city. As a means for tourists from all parts of Ontario and Quebec and from many of the States across the border, Toronto stands in the forefront, each year bringing a leasing number of motorists on business and pleasure bent.

From Ox-Cart to Automobile

(Continued from page 6) placed in a touring car and will be driven from Halfax to Vancouver.

General Motors

A FEW years after the first Pullman was built in Ontario, an enterprising young Canadian, Robert McLaughlin, launched forth on a business venture which has brought him a national reputation in the field of road transportation. Toronto came to Canada under his sponsorship and from the first, the McLaughlin car has been looked upon as Canada’s Standard car.

Probably no manufacturer who has put his car on the Canadian market can present the variety of models that General Motors do. Models and sizes vary to meet the requirements of the motoring public. The policy of variety in construction is supported by the contention that the Canadian buyer of a motor car has always shown a keen appreciation of extra refinements in design and finish, which are not deemed so essential in the United States. Since 1925 the General Motors have always outsold standard cars in Canada, while in the United States very few “Specials” are manufactured.

The General Motors of Canada, Limited, producers of the Buick, McLaughlin-Buick, Chevrolet, Oldsmobile, Oakland, Cadillac and G.M.C. Trucks, built in 1923 over 50,000 high quality cars. Of these 27,000 were exported, bringing appreciably to the balance of trade Canada’s way. In the same year 4,000 Canadians were employed in the two plants at Walkerville and Oshawa by the General Motors, the annual pay roll exceeding $6,000,000. The railroads received $3,350,000 in freight charges, while 400 Canadian and British factories supplied material for General Motor cars, a substantial market in itself. The invested capital of the company amounts to $25,000,000 while 485,000 shares of the company’s stock are held in Canada and over 652,000 shares by investors in Great Britain.

Gray-Dort

Gray-Dort Motors Limited, Chatham, who have been building automobiles since 1915, are making splendid progress under the new management which this year took charge of the business. Increased production, a larger dealer organization, increased sales, mark the success of the new executive in making this Canadian car driver greater value.

Three great plants at Chatham are now necessary to take care of Gray-Dort production. The Gray-Dort line comprises Four and Six Cylinder models in standard and special bodies. The four-cylinder motor is a rugged power-plant which has given unflinching service. The six is of high-speed, high-pressure lubrication type and has some remarkable performance records to its credit. The line includes touring, roadster, sedan, coupe, and sedan phaetons. The sport models particularly have had wide success because of the unusual appeal of their appearance and the complete comfort of every compartment.

Durant and Others

In its third year, the Durant organization has created a phenomenal demand for its motors— the “Durant” and “Star” cars. More than 1,200 automobiles have been constructed at the Leaside plant, Toronto, and distributed in Canada through 445 agents.

Willy’s Overland is a large plant at West Toronto; the Studebaker Corporation is setting up at Walkerville. The automobile industries engaged in the development of Ontario’s automobile production breathes a great promise, not forgetting, however, for the increasing salubrity of foreign markets, which have increased the demand for Canadian-built motors notably this last year.

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The Story of Ontario’s Cities Briefly Told

By Members of the Staff of Imperial Oil, Limited, Stationed at these Centres

LONDON

LONDON is called the “Forest City,” not because of the number of its shade trees, but because of the fact that it was laid out and designed for a city before a tree of the virgin forest had been felled. After the successful conquest of Canada by the British, Colonel John Graves Simcoe, who had been appointed Governor of Upper Canada, started to explore for a suitable location to build a capital. With the exception which carried him as far as Detroit, he decided on the forks of the Thames as the location for the new city. From the abundance of fine standing timber, the fertility of the soil, and the belief that the Thames could be made navigable, aroused him to great enthusiasm for the project.

In 1792, Patrick McNiff, a Provincial Surveyor, was sent to report on the site at the forks, which he had selected for a capital. McNiff’s report convinced him that his choice of location was ideal. But the Governor-General, Lord Dorchester, insisted upon a capital less remote from Montreal and more accessible to Montreal. By 1796, the Province was under the government of Sir Simcoe, who struggled to maintain his choice, but Dorchester, being his superior, the Provincial Capital passed to Little York, now Toronto. Although a town site had been laid out for years previously, it was not until 1828 that the first white settler, Peter McGregor, built his rough cabin. This cabin was erected on ground that is now the south-west corner of King and Ridout Streets. The city was incorporated in 1826, and in 1854, its name was changed to London. In 1798, an Imperial Service Station was established on the north-eastern part of these streets. At this time London district was under the jurisdiction of Colonel Thomas Talbot, and courts for the district were held after this at London.

BRANTFORD

Brantford, Canada’s fourth exporting manufacturing city, was known by the Indians as Kan- douber when it was visited by Father La Roche Dallion in 1628. The Mohawk Village in 1674, named Brantford in 1827, incorporated as a town in 1847, incorporated as a City in 1877.

Brantford is historically rich, numbering amongst its treasures the tomb of Captain Joseph Brant, famous Indian warrior, (Chief Wood- house of Pauline Johnson, famous Canadian Indian poetess, memorial to Dr. Alexander Graham Bell. It was in Brantford in 1874 that Dr. Bell first conceived the idea of the telephone and after experiments carried on at the Bell Homestead gave to the world one of its greatest inventions.

Brantford has many parks and drives and is bordered on the West by the Grand river, all of which add greatly to its natural beauty.

Brantford’s educational system is one of its greatest assets and is second to none in a city of its size. Her church edifices, symbols of religion, reflect the stability of a community where all creeds are respected, ample facility for all to worship according to a chosen creed.

The Settlement grew and prospered during the troubles political times of 1817-1818, London was a staunch center of Imperialism. In 1856 its population having grown to over 10,000 it was incorporated a city. From that time up to the present it has grown to a city of around 65,000 inhabitants.

The city has been the seat of the University of Western Ontario since 1878. It is a center of the arts and sciences, and has a number of fine cultural institutions. The National Museum of Canada is located in the city, and the London Public Library is one of the largest in Canada. The city is also home to the London Symphony Orchestra and the London Concert Orchestra. The London Convention Centre is a major venue for arts and entertainment events.

Returns, shows unmistakable evidence of almost unbeknown prosperity.

In a large measure London owes its healthy growth, stability and prosperous condition to its agricultural environment. It is the hub of a district, and is seconded for fertility of soil, diversity of crops, quality of live-stock and general well being.

It is the sixth largest Canadian manufacturing city. Its industries small and large, number about 450 and acquire a combined value of over Thirty Million Dollars. The Market for Imperial Products in London is steady and dependable.

KITCHENER

Kitchener, with a population of over 240,000, is a prosperous City occupying all its own utilities. Waterloo adjoins the City and the two places are called the “Twin Cities.” It has numerous excellently equipped Furniture, Rubber and Felt Shores and very large Rubber Tire Factories, Trunk and Bag Factories. It is a center for many of which use Premier Gasoline and Polkline Lubricants. The Imperial Oil, Limited plays a very important part in the industry in the City.

The City is a center of a rich farming industry. The population, including immediate suburbs, runs up to 57,000, and there are more than 500 people living within a radius of seventy miles—more than one-fifth of the Dominion’s population.

The Border Cities

So far, the industrial development of the Border Cities has comfortably absorbed a doubling of their population—now over 75,000, within the lifetime of a child not yet ready for kindergarten. Over these years, they’ve grown remarkably, but not insignificant. Things do not happen by chance. There must be substantial reasons for such expansion it years during which other Canadian industrial centers are, at the most, but marking time.

Geographical proximity to Detroit, Mich., is in many ways a most favorable consideration. But it is by no means the beginning and end of recommendation. In fact, there is here everything essential to the successful conduct of most lines of industry. Transportation facilities are one of the important industries. There are no fewer than five trunk railways linked up with a terminal to each of the principal river ports, and a continuous and most successful effort that has been focused up upon that end.

At present, there are 308 industries located here. All of these are doing well. Prospects for the advent of new concerns are encouraging. In fact, Border cities are confident that the phenomenal expansion of the past six or seven years will be far more than maintained during the next decade. At the end of that time, it is believed that the Border Cities, which, only a few years ago were popularly referred to as a collection of stagnant hamlets fringing the Detroit River on the Canadian side, will have a new prosperity as one of the truly metropolitan centres of the Dominion.
ST. CATHARINES

Thirty-five miles from Toronto by boat lies the City of St. Catharines, in the heart of the Niagara Peninsula fruit belt. The Garden City it is called, the Horticultural Capital of the World, because of the six hundred different kinds of Roses.

The City owes its name and foundation to the late William Hamilton Merritt, founder of the original Welland Canal. In 1816, he married Catharine Goodfellow, unfortunatly, and in her honour adorned the little settlement St. Catharines.

Though the City itself has only 21,000 residents, there are 45,000 people living within a radius of five miles, and the abundant and cheap power has drawn over eighty different industries. In fact everything from a stick of furniture to a "freight-car" is made in St. Catharines. In the Canadian National Railways, the Niagara St. Catharines and Toronto Radial Lines, and the Welland Canal constitute the main avenues of traffic; though the highways, radiating like a spider web, provide "ribbons of silver" for tourist and resident alike.

OWN “W-a-d-i-SOUND need-i-non, 24, and the Welland Canal Valley, was the name applied to the original Indians to the City now known as Owen Sound, according to records of the late Lieutenant Governor Pembina, who visited the Beautiful Valley of our Earliest settlers. Records show, he was the first white man to appreciate the superlative grandeur of the valley and surrounding hills.

Shortly after the war of 1812, Captain W. F. Owen, R.N., and Lt. Bayfield, made the first hydrographic survey of the harbor and adjacent waterways, and it was from Captain Owen that the city received its name. It was an event of such magnitude that the British named the city after the City of London and the Canadian Government added the name "Ontario." The name was later changed to Owen Sound.

BROCKVILLE

Brockville, the county town of the county of Brock, is situated near the mouth of the lower part of the Richelieu River. It is a busy town, having a population of 3,500, and is one of the most important towns in the province. It is situated on the north bank of the St. Lawrence River, 125 miles from Toronto, and 208 miles from Montreal on the Provincial Highway connecting the two cities.

Brockville has a number of fine buildings, including the City Hall, the Court House, the Public School, and the Public Library.

The city is also well supplied with parks, including the Victoria Park, the Queen's Park, and the Brockville Park. Brockville is also the home of a number of colleges, including the Brockville College, the Brockville Normal School, and the Brockville Technical School.

NIAGARA FALLS

The city of Niagara Falls stands at the gate of the world, being a gateway to the world's greatest hydro-electric development, and the largest electro-chemical plant in the world. The city is well supplied with power, and has a large number of factories, including the Great Western Power Company, the Niagara Falls Power Company, and the Niagara Falls Paper Company.

The town is also well supplied with schools, including the Niagara Falls Public School, the Niagara Falls High School, and the Niagara Falls Collegiate Institute.

The town is well supplied with parks, including the Queenston Heights Park, the Niagara Falls Park, and the Niagara River Park.

The town is also well supplied with churches, including the St. John's Episcopal Church, the St. Paul's Presbyterian Church, and the St. James Catholic Church.

The town is also well supplied with hospitals, including the Niagara Falls General Hospital, the Niagara Falls City Hospital, and the Niagara Falls Municipal Hospital.

The town is also well supplied with hotels, including the Niagara Falls Hotel, the Queenston Heights Hotel, and the Niagara Falls Motor Hotel.

The town is also well supplied with shopping centers, including the Niagara Falls Mall, the Niagara Falls Plaza, and the Niagara Falls Commons.

The town is also well supplied with public transportation, including the Niagara Falls Transit Company, the Niagara Falls Street Railway Company, and the Niagara Falls Trolley Company.

The town is also well supplied with public utilities, including the Niagara Falls Water Company, the Niagara Falls Gas Company, and the Niagara Falls Electric Company.

The town is also well supplied with public services, including the Niagara Falls Police Department, the Niagara Falls Fire Department, and the Niagara Falls Sanitation Department.
LARGEST LOCOMOTIVE EVER MADE IN CANADA

Designed and built by the Canadian Locomotive Co. Ltd. for the Canadian National Railways. It will haul fourteen standard pressure coal cars at one time, and will make the round trip between Vancouver and Montreal in 68 hours. This engine was formerly retained by a Mr. L. McDonald, of Kentville, N.S., in 1924.

Some cities are beautiful, others picturesque. Kingston, "the Limestone City", happily unites these qualities. It is 350 years since the first white men established a fort here, and in the intervening time the life of a new world has been touched importantly by men and events at this port of the Thousand Islands.

It is to the latter period of substantial life in commerce, education and public life that the citizen may turn with pride.

Although Kingston is not noted as a manufacturing city, quality makes up for lack of quantity in its industries. Chief among them are Canadian Locomotive Company where at present are being turned out the 6000 class of locomotive for Canadian National Railways. Collingwood Shipbuilding Company has a drydock located here which has already taken care of some of our own Imperial ships.

The Dominion Textiles, Limited also have a plant near the Davis Paper Company whose leather is used all over Canada.

The tradition of Queen's University and Royal Military College is sufficient to show how well the educational life is taken care of.

As the home of Sir John A. Macdonald in youth and intermittently to the end of his life; the birthplace of Sir Oliver Mowat, for twenty-four years Premier of Ontario; the home of two other Lieutenant-Governors of the Province, Sir Alexander Campbell and Sir George Airy Kirkpatrick, the city's place in vitalizing thought is established. From the walls of the City Hall features of the Sir John A. Macdonald Highway are known as he appeared in 1863, before he had triumphed in the leadership for Confederation. From the adjacent platform he appealed on many occasions to his fellow-townsmen to send him to Parliament, and he did not appeal in vain. His great political antagonist, Sir Richard Cartwright, was a fellow-citizen and the annals of Dominion politics are brightened by many a verbal duel between the two.

The Navy Who Stuffed His Toe

preparing to do so at an early date. An extension of these and other activities at Lakefield Lake and also across at Rouyn, in Northern Quebec.

Here again is confirmation that transportation facilities have held up development. However, a branch line is now being constructed from Rouyn through Kirkland Lake to Lakefield Lake, and may be extended to Rouyn, which at present is a three days' trip from the railway by canoe, or forty-five minutes by Laurentide Air Service (one way ticket $4.50).

In the past Mining has been retarded by the lack of electric power, but two large projects are nearing completion which will distribute hydro-electric power along 300 miles of steel-cored powerline to the various mines. For those mines which are outside the zone of electric energy, and especially those which have been destroyed by the timber, Diesel or Semi-Diesel Oil engines are being tried out with satisfactory results.

Regarding the future of Northern Ontario, Geologists tell us that over one-half of Canada is covered with Pre-Cambrian Rocks, the oldest formation known to man on the earth's crust, and the most favorable for the finding of minerals. Less than three per cent of this great shield extends across our southern border. Yet one-fourth of the population of our key neighbor to the North of us is directly or indirectly dependent for their livelihood upon the minerals (chiefly iron) mined from their soil per cent. Bearing this in mind, also that we have a great iron ore output looking equally as good on the surface as their own, and that looking over the results of the few widely separated scratches we have made on the surface which have given Canada the greatest asbestos and Nickel Mines besides the richest Silver and Gold mines of the world, and that considering that practically all of Northern Ontario is on this great mineral producing formation, we may well say that the possibilities of Northern Ontario are beyond conception.

In the development of this rich section of Canada, Imperial Oil has kept abreast of the times, Hudson's Bay, Colgate, Timmins, Sweetch, New Liskeard and Amos each receiving recognition of their growth in the form of warehouses and tankage, with considerable new construction being undertaken this year.

JOINT COUNCILS

 Imperial Oil Limited

Elected and Selected Representatives for the Year

MANUFACTURING DEPARTMENT

DELEGATES

Ioco Refinery

Elected

A. Palmer

L. Reid

H. Wilson

J. Fraser

W. R. Brown

C. R. Morrison

A. S. Tomsett

P. MacCullum

W. Jopling

Elected

J. W. Logan

E. M. Sailer

W. C. S. Ives

R. C. Whitehall

R. S. Dible

S. R. Stentz

E. J. Gilberon

J. G. Gilberon

J. E. Elmore

(Chairs)

Regina

Elected

W. D. Wood

J. J. Smith

A. S. Tomsett

G. George Varley

D. F. Lankford

J. W. Catchpole

G. S. Fisher

A. J. MacMillan

Elected

B. J. Mooney

C. I. Moodie

R. A. Hoar

A. D. Crossley

W. A. Moody

G. A. Dupuis

E. R. Wilson

(Chairs)

Calgary

Elected

W. Randle

Hanna

E. H. Tingay

(Chairs)

Hamilton

Elected

R. S. Jones

J. A. O'Dea

W. E. Brown

W. C. Garbutt

J. R. MacLeod

A. W. MacKinnon

(Chairs)

Ontario

Elected

G. W. Eggleton

P. P. Dewine

D. S. Dunlop

(Chairs)

Quebec

Elected

Henri Fortin

Theodore Cantin

David Kerr

John Laird

(Chairs)

Elected

Selected

J. H. Smit

W. C. Milner

C. F. Milner

John Wilson

E. R. Pennick

C. S. Girouard

(Chairs)

EDMONTON

Vancouver

Elected

M. A. McCormack

R. B. Brown

Frank Key

A. Gage

William Guppy

(Chairs)

Toronto (Princess St.)

Elected

J. G. Noble

Alexander Fraser

S. T. MacGillivray

W. M. Burrell

P. C. Tulley

(Chairs)

Montreal

Elected

S. L. MacLean

L. J. Connell

A. Cockburn

R. S. Young

F. T. McKechnie

(Chairs)

Winnipeg

St. John, N.B.

Elected

P. V. Thorne

C. D. Dean

E. A. Oliver

E. A. M. Mendonca

G. L. Thompson

(Chairs)

Annuitants and Benefits Committee

P. P. Sinclair (Chairman)

C. D. Dean

E. A. Oliver

E. A. M. Mendonca

G. L. Thompson (Secretary)
(Left) Lift-lock at Peterborough, Ontario, the largest lift-lock in the world.

(Below) Mammoth grain elevators at Fort William with storage capacity of 5,750,000 bushels.

(Centre) Canadian vessels at the twin ports of Fort Arthur and Fort William waiting to carry their priceless cargoes of Western grain to the markets of the East.

GRATITUDE

To due the Canadian National Railways and the Canadian Pacific Railways for a number of the photographs which appear in this volume.