THE AUTOMOBILE

G. H. Garber, Sarnia

It is wintertime. The trees and scrub oak are colorless, and the air is full of the mystery of Winter. For miles ahead on the country road you can see the stretch of asphalt pavement dotted here and there with automobiles, coming or going. Your speedometer registers 50, 60, 70 miles from town, but on your trip you have been passing all manner of automobiles, pleasure cars and sturdy auto trucks, carrying tourists, farmers, salesmen, livestock buyers, doctors, county officials, etc.

Compare 1926 with 1919. What has caused this strip of satisfactory pavement? What has been the means of transporting these people from the distant parts, from the larger cities to the smaller, from the farm to the adjacent trading centre? What has added value to the farm land and reduced the distance from the farm to the city? It is, of course, the automobile. It has increased the trade territory. Thirty miles is not as far as ten used to be. It is eliminating insanity and the dread dreariness of farm life in the farming communities.

Then again, what has it done for industry? Eleven per cent, of the output of Iron and Steel industry is used for automotive equipment.

48% Aluminum used by automotive industry.
52% Plate Glass " " "
69% Leather " " "
80% Rubber " " "
Copper, tin, lead, zinc, nickel, cloth, imitation leather, paint and varnish, hair and padding, and wood all are more or less depending on the automotive business.

You know the immensity of the Petroleum industry, which in part covers Gasoline, Lubricating Oils and Greases. Did you ever stop to think to what extent it is dependent on the automobile, and in the same thought turn over in your mind and hazard a guess as to the tons and tons of petroleum asphalt that have been used in building thousands of miles of good roads, made necessary by the automobile.

The automobile is performing a great work for humanity. It is changing the entire character of the North American people. By the use of the automobile in travel the people are broadening out and becoming better educated. You will find better school houses. Because of the auto the distance of travel of school children has been greatly increased. The town merchant is doing more business, because the radius of trading has been increased. In addition to this it is making them a mechanical race, as every owner of a car who makes any attempt at travelling sooner or later has to give some attention to the mechanical features of the car.

So may the many tribes of cars that travel the streets, roads and lanes continue to increase, giving pleasure, rest, recreation and education to their owners.

Canada's Oils-Petroleum Consumption

Canada imported 510,965,574 gallons of crude oil amounting to $25,835,657 in 1925 as against 565,885,941 gallons amounting to $24,072,365 in 1924. Also 98,260,157 gallons of refined gasoline and kerosine amounting to $14,612,959 against 88,014,558 gallons which amounted to $12,586,458. This increase is attributed to the greater demand of motor cars.
MR. STILLMAN’S ADDRESS

at the Annual Meeting

At the Annual Meeting of Imperial Oil, Limited, held at
the head office of the Company on January
25th, Mr. Stillman, President in his annual address said:

FOLLOWING our custom at the annual meet-
ing, I intend to sketch briefly the principal
events of the year for the purpose of laying before
you a summary of our operations at home and
abroad, the tangible results that we have achieved,
and our relations with the public.

To discuss the latter subject first: At our
last annual meeting Mr. G. Harrison Smith,
vice-president of five years standing, now in
my absence, remarked that as a result of the
liquidation of a number of estates of former
large holders of our stock and the consequent offering
of these holdings on the market the number of
our shareholders had materially increased. This
trend toward smaller holdings was accelerated
by the splitting of our shares into four no
par value shares for each of the $25 shares, which
has placed the market value of shares within
the reach of many small investors and has led to
the sale of a large proportion of our stock,
particularly among customers of the company.

During the year there has been terminated
the first Co-operative Investment Trust by
which approximately three thousand of our six thousand employees have
become partners in the company. This plan was an experiment in human nature, the outcome of
which your directors are now assessing.

Briefly, the company asked its employees to
deposit a trust a proportion of their earnings—
not to exceed 25 per cent—to which the company added fifty cents for every dollar so deposited,
the amount thus realized being applied to the
purchase of stock of the company. The idea
was the initial participation by the employees in
this Trust much more general than was ex-
pected but the number who withdrew during the
five year period was steady and persistent saving
small. Your directors feel that the results of the operation of the Trust whereby
over fifty per cent of the employees have become
holders is a very notable expression of confidence upon the part of employees, not only
certainty in the institution with which most of
them have been identified throughout the
entire business life, but also in the executives of
the company. We take not a little pride in the

circumstance that the Co-operative Investment
Trust has placed Imperial Oil, Limited, in an
unique position among Canadian institutions
wherin almost at any number of a sufficient num-
ber of years experience to know the company
have demonstrated their faith in the cor-
poration by investing their own savings—often
at the expense of considerable self-denial—in
order to become more closely associated as part-
ners. Upon the completion of the Trust in
January of this year we have ventured to prophesy
that 1925 promised to be the first year in many
in which a great number of farmers would have
surplus funds on hand and thus have a salary in
the market that is sufficient to the amount of
the certificates which could be immediately
turned into money. We should regard these
shares as a permanent investment. The cer-


tificates have now been in the hands of the
employees across the breadth of Canada for some
eight months during which time their values have
materially increased but our transfer books show
that with only minor exceptions employees are
retaining their investment in the company.

This investment at present market values of the
stock amounts to some ten million dollars.

Following the success of the first Investment
Trust, the company is now making a second
Trust along a similar line. This second Co-
operative Investment Trust was inaugurated on
January 1 of this year. This Trust is for a three
year period only and the amount of participation
is limited to ten per cent of an employee’s earnings.

The six refineries of the company were
constructed to provide for the demands for petroleum
products for several years to come, and the
new construction during the past year, while
involving heavy expenditures, was chiefly re-
lated to the modernization of existing plants and
the addition of equipment for the improvement
of methods and the perfection of products. In
this connection, I may say that all of the hun-
dreds of commodities sold by Imperial Oil,
Limited, are manufactured entirely in its own
plants and that its annual wage bill is probably
the largest in the country, outside of the trans-
portation companies.

The marketing branch of our business has
been generally as satisfactory as the earlier months of the year seemed to prophesy. The
conditions in the West, until harvest time,
to be more prosperous but the advent of weather
during the weeks which usually the peak-load
distribution period so curtailed the use and dis-
tribution of petroleum products as to indicate
for some time a serious surplus. Much of the
loss was picked up, however, in the closing
months of the year and as, notwithstanding its
size, the crop was almost completely saved
and the weather unseasonal for the forthcoming year is unusually bright.

The results of the harvest have been mani-
dested in our business not only by the large
volume of sales of all products but by the in-
creased percentage of each sales and the marked
liquidity of customers’ liabilities to us. While
in Calgary last summer, at a time when the crop
prospect was very good, I ventured to prophesy
that 1925 promised to be the first year in many
in which a great number of farmers would have
surplus funds and above that required for interest and back debts, and I believe that the
experience of the past few months is proving that
prediction correct. The reaction upon the in-
dustrial and mercantile fortunes of the Dominion
could be other than very satisfactory and
I may venture another prediction that, should we
be fortunate enough to harvest a similarly success-
ful crop in 1925 and to this is added a continu-
ation of the present activity in mining, forestry
and general industry, that Canada is due for a
period of expansion and prosperity such as we
have not had along similar post-war days. In
this long deferred situation it is hoped our company,
as one of the major enterprises of the Dominion,
will be a beneficial participant.

I feel that I should draw attention, however,
as Mrs. Stillman has done, to the circumstances
that a very large part of the earnings of Imperial
Oil, Limited, are derived not from Canada but
from our operation in South America. Certain
factors militate against large profits in an
industry of this character in Canada. These
are the absence of a domestic source of raw material, the
necessity of maintaining throughout the en-
tire year a plant sufficient to meet the peak
load of business during a period of only a few
weeks and the seasonal and spasmodic nature of the
demand for products. A company such as Imperial
Oil, Limited, operated in the United States where
the demand for petroleum products is relatively
constant throughout the twelve months of the year is not under the same necessity of main-

taining idle and unremunerative plant and equip-
ment during the intervals, as we are in Canada.

As you know, Imperial Oil, Limited, while
essentially a profit-making institution, has never-
thless regarded it as an obligation to keep every
employee as busy as possible and in no way
judged the market or location or what is
profit at all. In pursuance of this policy we have
marketing mediums in every centre large or small
from Newfoundland to Newfoundland and in the
far north, and at many of these it is obvious
that the sparseness of the population and the
peculiarity of the demand makes profit practically
impossible.

Upon the subject of a domestic supply of

crude petroleum, we can say this year for the
first time that there is hope, although it is
too early to speak yet with any degree of cer-
tainty. As a net return for upwards of four
millions spent in the search for oil along the
foothills of the Rocky Mountains, in the Arctic,
and across the plains of Alberta and Saskat-
chewan, we have one well that can be deemed
successful. Royalite No. 4 well, owned and
operated by the Royalite Oil Company, a
subsidiary of Imperial Oil, Limited, which came in
during October, 1924, and which was brought
under control in January, has produced steadily throughout the past year at an
average of close to 500 barrels of crude naphtha
per day and up to the present moment shows no
apparent diminution.

During the year the Royalite Company has
undertaken the drilling of two more wells in
the Turner Valley field, at both of which, owing to the
difficult nature of the formation, progress has
been slow but it is hoped that both will be com-
pleted within the next six months, when it will be
possible to estimate with greater certainty the
potentials of the field.

In the meantime, the Royalite Company has
completed a pipe line for the delivery of its product
20 the Imperial refinery at Calgary, a matter
of 35 miles, thereby providing saves. Through
a contract with the public utility corpo-
ration supplying gas to Calgary, the Royalite
Company is now delivering natural gas, to a possible maximum or peak load of fourteen
million feet per day, from No. 4 well, through
the new scrubbing plant recently completed, into
the gas company’s new 10 inch line recently
in operation from Turner Valley to Calgary. This
arrangement furnishes householders and indus-
trial institutions of Calgary with an adequate
and dependable supply of natural gas of a very high quality. In pursuance of its policy of development, Imperial Oil Limited, through a newly-incorporated subsidiary, the Dalhousie Oils Limited, has taken over control of the holdings of the Southern Alberta, and affiliated companies in Turner Valley and development of these holdings is now going forward. In Jumping Pound, to the north of Turner Valley, and in the Highwood River area to the south, the company has also taken over considerable areas on lease, arrangements for the testing of which are now in hand.

Through an arrangement contemplated with the Hudson’s Bay Company, which company has for many years helpfully and efficiently cooperated with Imperial Oil, Limited, in its exploratory campaign in the Canadian West, the production of crude oil now available at Fort Norman may be sold to the Hudson’s Bay Company for use in its operations in that territory. The small plant which will refine this crude will be the most northerly refinery in the world and it will undoubtedly add to the development of the trade possibilities of that area. Imperial Oil, Limited, does not contemplate further drilling operations at Fort Norman at present.

Our operations in South America are again most interesting. In Colombia where we operate through the Tropical Oil Company, 51 wells were completed during the year, representing 38,887 barrels initial flush production or an average of 802 barrels per well. This brings the total number of producing wells on the property up to 69, and the combined potential production to approximately 40,000 barrels per day. All of these wells are on the Infantas structure.

The outstanding result of our development in Colombia during the year was the drilling of a large gas well on the Cerro anticline some five miles south-east of Infantas and the discovery of a horst of the same structure to the north-west of the Infantas anticline. At the present time drilling is in progress on both of these structures and the prospects for success in the discovery of oil in both of these districts appear bright. Drilling operations in Colombia during the year have been very successful. During the twelve months 97,440 feet were drilled as compared with 59,619 feet for the year 1924. This increase has been mainly due to the more efficient use of the rotary drilling outfits. At the present time there are 16 rotary and 6 cable tool outfits in operation on the property.

The production of crude oil in Colombia during the year was 1,804,706 barrels as compared with 444,743 barrels in 1924. Increased consumption of petroleum products in the Republic of Colombia resulted in a growth of 56 per cent in our sales in that country over the previous year.

In spite of the heavy rains which delayed our operations and caused considerable damage to the property, our operations in Peru for the year have been very satisfactory. Eighty-five wells were completed, of which 74 proved productive. The average initial production of the completed producing wells was 909 barrels and their average depth 1,632 feet. The largest individual producer had an initial capacity of 8,800 barrels and the total footage drilled was 143,598 feet. Forty strings of tools are at present being operated.

Production, although interrupted by the flood situation, showed an increase of 870,949 barrels over the previous year, the total being 7,347,610 barrels. The absorption plant in the southern part of the field recovered 3,826,726 gallons of gasoline from the gas handled, and our present equipment is being duplicated to exploit a group of gas wells near Talara. The residual gas from these operations is used as fuel in the refinery for the suction fuel oil. Within the Llabrea y Parmas Estate, the acreage of proven territory has been further extended by carefully located test well, whilst a start has been made in proving the territory recently obtained under the provisions of the new petroleum law. We have been able to find a profitable market for our products and the present situation in the industry points to a still greater appreciation of the importance of the Peruvian fields.

You will be asked to re-elect the present board of directors with the addition of another gentleman who has been associated with us in a legal capacity for a number of years and who now is asked to join the board as a special representative of our large and growing interests in the Canadian West.

The Oil-Electric Car for which a new use for oil has been found

**A NEW USE FOR OIL**

To sit comfortably in a well furnished train compartment and be whisked across the continent in sixty-seven hours running time (seventy-two hours over all, allowing five hours for delays on the road) is an epoch-making dash of the times. The 2,987 mile trip has been made successfully by the new oil-electric driven engine No. 15829 of the Canadian National Railways. Not only did the new motive power respond nobly to the most grueling of all tests—the endurance test; but three world records were broken. Vancouver to Montreal is now merely a matter of hours.

The “15829” made a non-stop run throughout the entire 2,987 miles save for less than 18 minutes when the oil supply was cut off while the atomizers which fed the fuel into the cylinders were changed three times.

railroad history was made as it had never been made before. Among the possibilities are an abolition of railway deficits and an entirely new market for fuel oil.

Whenever the Oil-Electric Car passed a station on its continental trip people were out to greet it; the larger the station, the greater the number. At Biggar, Saskatchewan, when a stop was made for brake repairs the crowd revealed in this unique opportunity to see the car to best advantage.

"When did you leave Montreal?" one interested farmer, completely enveloped in a huge overcoat, inquired.

"Sunday afternoon," a member of the crew replied.

"And this is Tuesday afternoon," the farmer remarked; then he cocked a wistful eye at the railroad man. "Say, young feller, he continued, "Do you mean to tell me that there thing's an airplane?"

A report on the Jersey Central, where an oil-electric engine is used in switching, gives some idea of its power and adaptability as well as the advantage of oil over steam.

"In the course of six days' operating the locomotive handled and distributed 451 cars, moving them on and off twenty-six car floats. The work was done in 61 hours and 50 minutes, during which the locomotive consumed fuel. A steam locomotive, in the same service, handled and distributed 439 cars also on and off twenty-six car floats, doing the work in seventy-five fuel-consuming hours. Incidentally, the steam
Relatively speaking, the principle behind the power which drives the car is simple although an entirely new departure as far as the rail transportation industry is concerned. In one end of the car is located a light fuel oil engine, the lightest of its kind in the world outside of zero practice, the weight of that in the small car being 2,576 pounds and in the large car 3,480 pounds. The engine operates an electric generator and this geared to the axles, provides the actual energy to move the car. The engine itself, is started by a small electric motor driving power from storage batteries and these batteries are recharged from the generator so that, to the layman at least, the cycle of performance is a close approach to perpetual motion. The engine is constructed on the Diesel principle but has been adapted in such a way to transportation needs that the name “Diesel” is scarcely a correct description of its type and the term “Oil Electric” has been adopted for classification purposes.

When we think of the great gap between Vancouver and Montreal we marvel that such a gap can be bridged by rail transportation in 67 hours. Three days to cross a territory some hundreds of miles longer than had taken the “Overlanders of ’82” four months to tramp.

The creation of this type of motive power was largely a personal triumph of Mr. C. E. Brooks, Chief of the Motor Power Department of the Canadian National.

It may be interesting to note that the run from Vancouver to Montreal was made on Imperial Light Fuel Oil.

UP THE MAGDALENA

To navigate the great Magdalena, the outstanding river of Colombia, with its snake-like winding course, a thousand miles in length gives one a breadth of vision that perhaps is not equalled on any of its tributaries.

Stretching from the heart of Colombia to the Caribbean sea this river flows over sand bars, swift currents and whirling rapids—through territory never more than partially explored, revealing a panorama of country whose rivers bear little economic importance at the present time.

Three years ago it was estimated that the fuel oil storage tanks along the river would be sufficient to meet requirements for a number of years, but it has been necessary to increase the fuel oil storage at two stations, and the demand is such that it would appear that other stations will have to be increased almost immediately.

Which readily shows the increased demand for fuel oil within the past three years. One thousand kilometers up the Magdalena brings you to Girardot, the southernmost station and head of the navigation in Colombia. It is surprising to note that this agency supplies a larger district, possibly, than any other station in the organization. In many cases the cargo is carried into the interior by mule-back and in others transported by railway to Bogota.

Suitable building space in Girardot is exceedingly scarce so the Tropical Oil Company’s warehouse was built on what used to be an old bank of the river, having two storays in the rear while only one in the front. The Magdalena river at this point is very treacherous. One day the river will be 386 feet away from the warehouse, while a
AN AUTHOR'S QUALIFICATIONS

In 1848 Alexander Dumas, the great French writer, attempted to gain elevation to the French Chamber of Deputies. Seeking the labor vote, he addressed the following appeal to the workers:

"I come forward as a candidate; I ask for your votes; here are my qualifications.

Without counting six years of education, four years in a lawyer's office and seven years in the barroom, I have worked ten hours a day for twenty years, in all 75,000 hours. During these twenty years I have written four hundred books and thirty-five plays.

"The four hundred books, at four thousand to the edition and at the price of 5 francs per volume, have produced 11,492,000 francs, which have been shared by composers, book-sellers, illustrators, painters, etc., etc.

DOMINION'S AUTOMOTIVE EXPORTS

The Dominion's automotive exports valued at $89,000,000 represent an increase in value of nearly $42,000,000 for twelve months ending with November 1925. There has been established a growing trade of importance with over sixty countries of the world. The Dominion is undoubtedly a strategic base for automobile manufacturers in the export field. Canada's export trade in automobiles has grown rapidly during the past year. Statistics of exports just issued from Ottawa indicate that during the twelve months ending with November 30th, 1925, the value of exports of passenger and freight automobiles and parts, amounted to no less a sum than $89,000,000. This total compares with the value of $82,706,000 established for similar exports in the twelve months ended with November 30, 1924.

More and more is the Dominion's export trade in automobiles taking a place of real importance in the country's trade structure and this will continue as long, at least, as the favorably British preferred tariffs are in effect.

PRODUCTION OF PETROLEUM

It is another story how the world's supply of petroleum was formed by nature under the ground during periods of time reckoned in thousands of years; but it is a story of great importance to the oil producer who is contemplating drilling his well. The remarkable earth-generating equipment would be of no use unless he knew where to aim up the rig. Depending, then, on the geologist, whose knowledge of the subsoil and whose investigations of the rock formations lead to the determination of the oil, the producer starts almost at the surface the petroleum from its hiding place, a quarter of a mile to a mile beneath the surface of the earth.

After the geologist has found the supposed evidences of the existence of petroleum, the geologist has prepared the necessary equipment of proper size for drilling the well may begin.

If miles and miles of pipe line have to be laid to carry the oil on the first leg of its journey to market, and if miles of pipe lines that will be laid from the source of the oil and the route of transportation the equipment for drilling.

With the knowledge of the existence of petroleum, the several companies have prepared the necessary equipment for drilling.

At the place where it has been decided to drill the well, the producer erects a rig or derrick, which is usually a tall wooden frame with a wooden framework, and which rises to 200 feet from a base of 20 feet square to a height of about 45 feet square. When all this is ready, the oil company's crew begins to drill the well.
Louisiana, while the former method is used in the Eastern section, where hard rock formation predominates.

At the extreme left of the illustration of a Standard rig may be observed the belt, which transmits energy from the power plant consisting of a reciprocating steam engine of about 30 H.P., with a consistent horizontal boiler. Natural gas, where available, crude oil, or coal is the fuel used.

Power is transmitted directly by a belt to the band wheel, which has a diameter of about 9 feet.

To the shaft of the band wheel a crank is attached. From the crank pin, motion is conveyed to the walking beams by a pitman or connecting rod. In operation this imparts a motion to the beam, such as that of a children's see-saw or the walking beam often seen on boats. It is hinged at its center on an upright timber known as the Samson post. On the opposite end of the walking beam are attached the drilling tools, mentioned collectively as a "string."

The band wheel also drives the stand reel by frictional contact, controlled by a lever from the derrick floor. It also drives the bull wheel and the cable wheel by the bull rope and cable rope respectively, as occasion requires.

In brief outline the operation of drilling has been suggested, but to go into more detail let us now consider the bull wheel. The rim of this wheel, as shown in the illustration, is about 10 feet in diameter, but if we could look around the corner of the derrick we should see that the bull wheel is more than a wheel; it is a drum wheel resembling a huge spool with a shaft about 14 inches in diameter and 14 feet long. When drilling is to begin the cable is placed on the floor of the derrick, and then strung upward over the crown pulley. Passing over this pulley the cable comes down to the bull wheel and is spooled around it, layer upon layer.

The STRING OF TOOLS, using the term of the oil man, is, when screwed together 60 to 70 feet long and weighs 1000 to 4000 pounds, depending on the size of the hole being drilled.

Considering them in the order in which they are used from the top down: First is the service socket, about 4 feet long, into the upper end of which the cable, that now hangs from the crown block, is fastened by Babbit metal. Next, into the bottom of the socket is screwed the jar. Jars are about 6 feet long and so constructed that when a drill becomes stuck or wedged, a hammer blow or jar can be given to the bit on the up-stroke of the walking beam, which will cause it to break. The third part is theuger stem, 3 to 5 inches in diameter, which, screwed into the bottom of the jar, extends downward for 30 or 40 feet, giving weight to the string and adding therefore considerable force to the impact of the bit against the hard formations of rock that have to be penetrated. At the end of the "string" is the tool that directly does the work—the bit. Bits are made of tool steel and vary in size and style according to the depth of the hole and the formation. With Standard equipment, the bit is from 6 to 12 inches in diameter and from 4 to 10 feet in length. The bit at its bottom is tapered to a cutting edge very much like a cold chisel, with grooves running up the sides permitting the upward passage of the material that has been drilled loose. Bits of this kind have nosed their way into the dark interior almost a mile and a half (7248 feet), and even the Rotary has drilled about 5000 feet.

The Moving Parts of a Standard Rig will be traced through in sequence.

First is the engine, which furnishes power for the various operations. It is belted to the band wheel direct. The band wheel crank operates the walking beams through the pitman. From the opposite end of the beam is hung the string of drilling tools.
think for a minute some of the things you do such as on Labor day, perhaps you took a trip to a neighboring town, one evening recently you went with some friends to see a show at the theater. Sunday you took a motor trip out in the country and although perhaps you did not just outwardly rave at the beauties of the autumn foliage, yet it made its impression on you and you felt that you had spent a very pleasant day, a couple of weeks ago a friend who you had not seen for six or eight months dropped in and spent the week-end and you enjoyed the visit. There is no need to mention more of these incidents, you have got the idea of it by this time. Now consider that these men down here are cut off from all these things that you simply take for granted and think of the effort it would have. Men of the leader type when deprived of such incidents as those here will naturally react more unfavorably than the workman type, and to make up for it something must be done in order to maintain the proper spirit in the gringo community. That is why it is necessary for the Company to step in and supply social life and amusements to their community here. So we are supplied with a club house with bowling alleys, billiards and pool tables, reading room and dance-hall. Any Gringo on coming here to work automatically becomes a member of the Talara Club, without so much as an application on his part, and is given all the encouragement possible to make use of all the club facilities and to take part in their games and contests and dances. Also the tennis courts are supplied as part of the Club equipment. The same spirit underlies the upkeep of a golf links and the Company stands ready to fix up a football ground, a baseball diamond or a cricket pitch as soon as sufficient interest is shown in these games to indicate that they would use such grounds. Some of our friends in the North who live their community life entirely separate from their employing company may be inclined to think it strange for the Company to decorate the hall for a dance here or to foot the bills for a Christmas tree with presents for all the children and a special Christmas dinner for all the grown-ups, but you can see now that there is method in their madness. Speaking of the children brings up another item—education. Married people such as you find here appreciate the importance of a northern education for their children, so that has been provided for and a regular Canadian school is run, down here in Peru, with a regular Canadian school teacher from Ontario. We have spent so much time speaking of the "Gringos" that we have not much time left for the "Natives" or Peruvian employees; but at least we should say a few words. It falls to the lot of the company to provide housing for their Peruvian employees so there is quite a town here for the company to keep up with all its attendant town problems; something a plant in the north does not have on their hands. Then we must remember that we are in Peru and the government rights of Peru must be respected and civil law carried out by Peruvian officers, officials, police and soldiers. Thus we have Peruvian port officials, Peruvian customs officials, etc., in our Talara village as well as the Peruvians directly employed by the company. Referring back to what the company does here for the gringos they have to do something the same for the Peruvians. Although the Peruvians are in their own country and might be expected to look out for their own social and amusement life we would if in our own country yet they consider they are employees of the company the same as we are and they are only human, so you can see the kind of feeling it is going to breed in them if they think that we, foreigners, come into their country and get everything provided for us while they, working for the same company get nothing. For this reason and for the general good of developing a community in the proper direction the company has supplied them with a Peruvian club, a tennis court, several football grounds, a park and a Catholic Church.

We must close here although there are still some topics on the personal aspect of the place that could be made interesting if someone with literary talent would only take them up. Such topics as the arriving of mail at Talara—the passengers and their boats calling at Talara—seeing our friends off for their four months' vacation after a three year term of service here—seeing them come back after the vacation—shopping at the Bodega, the general store run by the company for the employees—how to start a conversation where the weather is the same every day the year round. But really we must close.

THE QUITT CHAMPIONS AT IMPEROYAL

The Eastern League Quoit Championship for the season 1925 was won by the Imperial Quoit Club, at Imperoyal, Nova Scotia.

The group of eight men comprising the team are all employees of the Imperial Oil Refineries and have played together for the past five years, considering themselves proficient in the game. Among the players you will find an oil treater, a blacksmith, pumper, station stoker, for the pressure stills, labor foreman, ironworker and the superintendent of the Halifax refinery, D. M. Allen. The quoits used weigh 2½ lbs. and are about 6" in diameter and the distance to be thrown measures 63 feet. It is not unusual to have as many as twelve hits out of twenty-one points and occasionally even one or more ringers made in the game.

Quoits in the Maritime Provinces is a game which is very much enjoyed in every village, and in the towns there are generally several quoit clubs. It is a game in which great interest and skill is being evinced by the Divisions at the present time.

A CHRISTMAS TREE T

A very interesting and enjoyable programme was presented to the children, parents and friends by the office and warehouse staff of Vancouver on Dec. 30th.

In the nature of a Christmas Tree entertainment it provided much merriment with songs, dances and recitations and was rendered in true Christmas spirit. A feature of the evening was an amusing play in which Polarine Polar Bears played an important part.
THE CONSUMERS' NEEDS

The consuming public has an unlimited freedom of choice in selecting the articles of their needs. Every day they buy what they need or what they think they need, according to their choice and the limits of their purse. Do they chance to spend one-eighth of their income on motor cars and motor car supplies and are able to obtain the funds to do so, there is nothing to prevent them. All consumers are free to choose as wisely or unwisely, as extravagantly or as economically as they will. There are no limits but their imagination and the possibilities of obtaining the necessary funds.

Consider what this means to business. It means the producing of machines, building mile roads, organizing banks, purchasing supplies and manufacturing goods, and for this men must advance money, with no assurance that the consumers will purchase same, which would enable these men who have advanced the funds to get their money back.

When a refinery starts to run its crude oil in January, it does so without the assurance that in April the consuming public will be able to pay enough for their needs of Gasoline, Lubricating Oil, etc. to cover the cost. If, however, everyone is free in April to buy Gasoline and Lubricating Oil or not to buy and to choose what kind of Gasoline and Lubricating Oil he will buy, someone must run the risk in January of advancing more money in production than he can get back from the consumer.

The Oil Company builds a Refinery, installs the necessary refinery equipment, organizes a sales force, buys tank cars, motor delivery trucks, lets advertising, hires labourers, buys crude oil—all on the chance that somebody will pay enough for the products resulting from the refining to take care of all the advance payments that have been made. But will that somebody come forward at just the right time, and do what is expected of him? Nobody in the world is wise enough to say. The refining of products must go forward, if at all, on mere estimates of future demands. What these estimates are, what stocks are produced, what they cost, the buyer does not know or care.

The chief current expense is in the manufacturing and distribution of the products for sale. Competition also demands the expenditure of large sums in securing a market, as advertising in newspapers, posters, booklets, magazines are necessary to keep the company's trade-mark products in the eye of the public.

But what does all this mean? Somebody must determine what goods are to be produced and after this decision is made the goods must be manufactured in such a way that in the process there are no low levels or peaks in the industrial life of the plant.

Our prices are reasonable, taking into consideration the high freight cost in distributing our products over a territory of thousands of miles. Our employees are contented, well paid and constantly employed. The products we see made are known to us to be the best. The company, in its dealings with the employees, is by far the most generous large business concern in Canada, and realizing this, it is necessary to ask why we all should not be boosters and users of the products the Company manufactures? Are we loyal to our job, so to speak, if we use any outside product when the Company is making a similar product? Could we not go further and induce our friends to use our products? Think what it would mean if our 6,500 employees all started tomorrow morning to boost Imperial products, not only by purchasing for our own needs, but induced our friends to demand Canada made Imperial products.

Our company is large and for this reason many may feel that their individual effort would have no effect, but every extra gallon sold helps to keep the smoke piling out of the big chimneys at the refineries, helps to add to the profit which is necessary to pay the dividends on the share of stock that you acquired through the Co-operative Investment, helps to keep Canadian workmen busy and should help to maintain your pride in the Company in which you are employed.

AN IMPERIAL OIL MAN'S IMPRESSIONS OF FLORIDA

LEAVING the Michigan Central Depot, Detroit, in a driving snowstorm, on the Royal Palm, an all Pullman through train, for Florida, my first impression was that the rush to Florida, had been over-estimated, in that there were only four, all told, in the Pullman, until half the journey had been completed, when we took on two more and this little company journeyed on to Jacksonville, where two got off leaving the other two to go on to New Smyrna, where they have been spending the winters for some years past.

My second impression came the first morning out, when I began my way to the diner, three or four cars forward, and the way I was buffeted about, convinced me that we were travelling over a very poor roadbed, and that a course of exercises in tight rope walking before attempting a journey of this kind would be very helpful indeed; and the innumerable cuts and tunnels through which we were plunged, made one long for the time when it will be possible to take one's private aeroplane and journey through tunnelless skies.

Jacksonville, the funnel through which tourists and their baggage, together with tons of freight are being poured to all parts of Florida, is naturally congested, the miles and miles of yards being packed with freight cars.

The country from Jacksonville to Daytona, as seen from a car window, with the exception of a portion at Hastings, a wonderful potato growing district, lies very low, flat and swampy-looking. To me it would not be worth ten cents a square mile, unless to grow bull-frogs, and alligators, or perhaps mosquitoes. Nevertheless, there are people with faith in it, or more courage than judgment, as attested by real estate signs, offering homesteads at fabulous prices.

Having spent six weeks in Daytona, five years ago, I anticipated no difficulty in finding my way about; but many changes have been taking place.

On my former visit, we came into a ramshackle frame station, from which roads of mud led into the town. This time a beautiful modern station of Coquina Rock, representing an expenditure of many thousands of dollars, refreshed our vision, while asphalt pavements have replaced the mud streets of former years.

Beach Street, the main business street of the town, has been doubled in width, to accommodate ever increasing business, and allow myriads of cars to rush madly up and down, with their errands of necessity or pleasure; while during business hours, for its entire length on either side are rows of parked cars, from a dilapidated Ford to the finest limousine, the ensemble representing millions of dollars.

The water front which used to be more or less a mark where the water of the Halifax River washed the dirty feet of the weeds and grass and where refuse was allowed to gather, has been extended further into the river, and contained by a concrete wall, this interminable space being filled in with sand from the river bed. On top of this has been spread a rich loam. The flower gardens are being laid out and trees planted while curving concrete walks, run artistically through it all, making of that which was formerly an eyesore, a thing of beauty and a delight to the thousands of tourists, who are daily swimming in and around here.

Daytona Beach, famous as an automobile racing paradise, is on a peninsula, about a half mile wide and sixteen miles long, being separated from the mainland by the Halifax River, a shallow stream about a half mile wide, access to the mainland being over bridges, having a life in the centre, allowing for the passing of small light craft, pleasure yachts and freighters. So great is the traffic over these bridges, three in number, though it takes but a minute or two to open and shut, waiting automobiles will be parked from shore to shore.

Formerly Daytona Beach and Daytona of the mainland, existed as separate units, but during the present year, through arrangements satisfactory to each, they have been consolidated in one grand city, to be known as Daytona Beach; to this and its unequalled climate, may be attributed the wonderful development which has and is
taking place. As an evidence of the trend of activities, I am informed that 80 per cent of the licenses issued during the present year, have been to real estate brokers, salesmen, and salesladies, for who could refuse, when a beautiful sedanady, they are all beautiful! is pleading to let her make you some money, by buying a lot, which is sure to rise in value, and some of the lots are doing that very thing. Property, which was offered, when we were here before at $5.00 a front foot, is to-day selling at $500.00 a front foot, and this is only one of hundreds of instances of like nature, and the end is not yet.

Great buses holding about twenty people run to every part of the state, and as the roads are excellent, make 35 to 40 miles per hour.

A few days ago we joined a party to Clermont, a town situated high up in the hills, and surrounded by the most beautiful lakes. From the standpoint of natural scenic beauty, this district is the gem of all Florida.

As there cannot be a hill without a hollow, so a few miles from Clermont with its beautiful hills and lakes, is a tract of rich level soil, where the Clermont Hill and Lake Company are developing their bulb lands, and here in all their white loveliness are acres of narcissus blooms; destined for the New York markets, as also are the thousands of bulbs, when they have reached a suitable condition for marketing. This is a very important industry from which a golden harvest is being reaped by those fortunate enough to be established in the business, and greater returns will accrue to them, when the embargo against foreign grown bulbs, takes effect January, 1926.

Apart from the joy of motoring over the finest asphalt and brick roads, to all parts of the state, enjoying the balmy winds and glorious sunshine, viewing the groves of grapefruit, oranges, and tangerines, hidden to the ground, and beautiful beyond compare, with the bright yellow of the luscious fruit against the dark green of the leaves. There is also the satisfaction of having missed the swirl of the blizzard in the northern hemisphere, with its cold and snow and slush, Florida has something to offer in the way of climate that cannot be imitated, substituted for nor denied. Its climate is its greatest asset.

Stock Quotations

The latest stock quotations before going to press give the following bids as on January 20th, 1926:

- Imperial Oil (new issue) $38.25
- International Petroleum $62.50

Your English

Professor Otis William Caldwell of Teachers college, Columbia University, says "The standard of intelligence in any business office may be gauged by the quality and quantity of the vocabulary used by the office and administration forces."

Even a casual study of the matter convinces one that Dr. Caldwell is substantially correct. In some circles the worth of a man is gauged by his clothes or his jewellery; in some places, by his ancestors; in some others, by the extent of his bank balance. But universally every man is judged by his ability to express himself. He is put down as a boob or a sage largely on his line of talk. Let us beware of the choice of our words.

An Old Statement

An old statement recently came to our attention for three barrels of oil. It is dated November 7, 1864, and the consideration is $108.63. This is interesting from the standpoint that today the same quantity of refined oil can be purchased for about $14.15. This offers an idea of the manner in which the oil industry has expanded and improved in the face of increasing operating costs.

Canada's Automotive Exports

Canada exported automotive products to the value of $2,388,700 in July or approximately one-tenth in value of the automotive exports of the United States. For that month New Zealand passed Australia as the leading automotive export market of this country. As a result of the large importation of cars into Great Britain from the United States prior to the McKenna duties becoming operative Canada's remated advantage in that great motor market will become progressively marked as the pre-duty imported stocks of motor vehicles are depleted.
A New Year

Flower unblown; a Book unread;
A Tree with fruit unharvested:
A Path untrod; a House whose rooms
Lack yet the heart’s divine perfumes:
A Landscape whose wide border lies
In silent shade ’neath silent skies;
A wondrous fountain yet unsealed;
A Casket with its gift concealed:
This is the Year that for you waits
Beyond Tomorrow’s Mystic gates.

--Nelson Powers