One of the principal streets of San Vincente, in the valley of the Chucuri River, among the Andes. This picturesque town, about 100 kilometers from Barranca-Bermeja, is set in the midst of a magnificently fertile district and is the terminus of a road which the Tropical Oil Company is building for the Colombian Government.
Two Model Oil Fields

The Infantas and La Cira fields, located on the de Mares Concession, in the Magdalena Valley of Colombia, were stand out as model oil fields in any man's country. All the newest and most up-to-date methods and equipment are used; and natural handicaps have been overcome in a manner and on a scale that is amazing.

Where transportation facilities were lacking, the Tropical Oil Company built steamboats, railroads, bridges and highways. Where a tangled jungle once existed, it built an industrial and residential centre of which any small Canadian city might well be proud. Where health conditions were bad, it built hospitals, ice and cold storage plants, and put into effect drainage and sanitary measures which practically eradicated mosquitoes and other sources of disease. Lacking the auxiliary services usually supplied by private interests to facilitate the development of domestic fields, it built machine shops and a boiler shop, welding shop, pipe shop, foundry, garage, brick-yard, saw-mill, planing mill, furniture factory, and warehouses; and a water-supply system and generating plant which ranks as the largest electrical installation in all Colombia. A new filtration system is now being installed; and, when it is completed, potable water will be available on tap in all parts of the field, thus removing all possibility of disease and contagion from that source.

The El Centeno Camp, located about eighteen miles east of Bar-
success, in Peru than elsewhere in South America, a condition which has been made possible, in a large measure, by the operation of cop-pany schools on the concession during a period of years sufficiently long for the education and training of men who now carry on the greater part of the work of the field. Skilled labor of all sorts is per-formed by Peruvians exclusively, their names being found on the rosters of drillers, tool-dressers, machinists, gang-foremen, camp builders, etc. In fact, the com-pany’s pay-roll of some 4,000 odd names includes less than ten per cent of foreigners—Europeans, Canadians and Americans—this small percentage representing the managerial staff, engineers, super-intendents, foremen, supervisors, and office men, not one of whom performs manual labor of any sort.

The International company nor-mally operates around fifty stringers of cable tools; but, as a result of the flooding of the petroleum markets of the world, activities were reduced during 1929 to thirty-five strings. This total, however, does not include twelve or thirteen Star machines, which are being operat-ed in the drilling of shallow wells. Wells ranging from 2,000 to 2,500 feet are drilled in an average of from two and one-half to three months’ time.

North Coast fields, the Negritos Field is productive of two grades of oil—low cold salt 37° oil from shal-low sands and a 38° oil showing a high cold test which is found in the deeper sands. Production of high cold test oil and deep drilling have suffered radical curtailment during recent months, and such drilling as is being continued is confined chiefly to the shallow sands in search of low cold test crude. Not only has drilling been suspended, but production has been pinched in to around 30- barrels a day, which probably shows is but half the potential output of the field.

Although of an average of around 37 or 38 degrees, as stated above, Negritos oil has a thirty degree range in gravity. The La Brea field, which is the richest oil field in South America—and doubt-less in the western hemisphere—yields 22° oil from shallow sands which are productive of oil from the grass roots down. Deep sands in the Negritos field yield oil ranging up to 32° A.P.I. gravity. The Negritos district consists of a large group of producing areas, all possessing certain characteristics common to the group but yielding different quantities of oil and varying qualities from different depths. Some of the shallow wells fail to flow, but develop into 100- and 150- barrel pumps when put on outside of the beam. Other wells yield upward of several thousand barrel a day, flush pro-duction.

The structure is characterized by a series of block faults, which make drilling very uncertain as to depths, casing runs, and points at which oil will be found. The average depth of productive sands is 200 feet, but production has been found in sands from 60 to 500 feet. On the surface, and dry holes have been drilled to depths as great as 6,400 feet.

Active development of the Ne-gritos field was commenced by Dr. L. F. Shurtleff in 1906. The op-eration, as it now exists, rep-resents the consolidation of the prop-erties of the Old London & Pacific Petroleum Company and the La-gunitos Oil Company, both of which had production when bought out by the International Petroleum Company, Limited, sub-sidiary of Imperial Oil, Limited, of Canada.

Although more than 1,600 pro-ducing wells are in daily opera-tion, development of the property is probably not half complete. The concession is some fifty miles square, and the limits of its several productive areas are still being ex-plored. Geological studies indicate that it may be many years before the 2,000 wells in pools already dis-covered...

The Negritos district affords a notable example of the success of the cable tool in the development of the consolidated properties fifteen years ago. There is no waste, no flaring, no need of haste, and no excuse for waste in their development. It has been possible to make plans for drilling and construction work for many years in advance, and try them into execution in an orderly and economical manner, with a mini-mum of lost motion and confusion. Proof of this is found in the re-markable oil production of the wells, some of which are now forty years old and still going strong, with no indication of any wearing out which are still being maintained in those portions of the field which were developed in accordance with modern principles.

All operations are conducted on an absolute gas-tight basis, from casing head to refinery and ship’s rail. Floor tanks are not even opened for gauging, as gauges are prevented by the use of a boiler, with gauge holes fixed airtight, have been bolted on the outside of each tank. Neither
is it necessary to open up flow-tank manifolds in order to check the performance of individual wells, as "book-borne" values installed in each flow line, by means of which pumpers can determine whether or not each well is doing its duty. These "book-borne" values consist merely of resistors, of the same diameter as the flow line, which are screwed into the risers by which the line reaches the top of the flow tank. Round glass disks of suitable diameter are fitted into the open horizontal ends of each cross-tee, and held in place by rubber gaskets supported by cast-iron flanges made in the local machine shop to screw snugly into the threads of the cross-tee. Thus, the pumpers have a clear view through the glass windows to check up on each well's performance. Not a vapor of gas is wasted, although there is an abundant supply, both of dry and of casinghead gas. Gas lift and re-pressuring have been used with excellent results in the newer portions of the field. The gas-oil ratio is held down around 1,100.1. Every bit of casinghead and produced water absorption is stripped from the oil, and every cubic foot of dry gas not needed for fuel is re- recycled through the producing sands. The company has four compression and two absorption plants, which has a combined output of around 80,000 gallons of gaso- line a day. As illustrating the ex- tent to which even the "squall of the pig" is utilized, there is a third absorption plant at the Talara refinery which makes gasoline out of still vapors.

Wells are pumped from central power of the geared type, and, though recent and larger installations have been of the handmade, double-ended, or push-and-pull type, once popular in the Petrolia field, Canada, wherein a large number of the International's staff were recruited. Each of these units is capable of operating from twenty-five to fifty 2,000-foot wells; and they are very efficient, as they save thousands of feet of pull rods and minimize loss of power through expansion and contraction of metal shackle lines.

A typical installation consists of a 12-foot band wheel, set vertically as in a standard rig, and driven by a 40-hp. gas engine operating through a counter-shaft. Forty-four inches eccentric, cast in the company's machine shop, operate on the band wheel. Pumping is interrupted every 20 minutes, a stroke to a minute to four wooden pitmans, of the sort used in the old-fashioned water pumping. Extending from each of these pitmans are two parallel pipes of 2" x 4" wood shanks re-inforced at each joint by 2½ x 5" x 4" metal plates, bolted through. Each pair of shanks extends from 2,000 to 4,000 feet horizontally in opposite directions from the power, the length depending on the number of wells to be pumped, and each pair moving two or more 8-foot horizontal subwheels, to which six to ten wells properly balanced, are connected by a metal shackle line.

The Negritos group, in Peru, and the Indians, in the jungle, in Colombia, would serve to good advantage as laboratories for the perfection of trained petroleum engineers. In each field, the engineers would have ample opportunity to study the conditions by which oil operators are sometimes hampered, in one form or another, and would have the opportunity to acquire, by precept and example, that quality of versatility and ingenuity which has been found to be an absolute requisite for success in foreign operations, if not also in domestic.

In the hottest climates, the two fields are as opposite extremes, yet both have certain characteristics in common. The climate at El Centro is hot and sultry, and operations are often hampered by heavy tropical rainfall. On the con- trary, the climate on the north- west coast of Peru is almost as temperate as that of Southern California. However, both fields suffer in their power of production. Both are located in the same latitude; both are subjected to the same natural conditions. In each case there is much rainfall in the form of heavy tropical storms which might be likened unto that of Los Angeles, California, during the winter.

Tropical heat is unknown, since the coast is cooled by the Humboldt current. Flowing from the northward out of the Antarctic Ocean, it passes northward at about 34° latitude before turning west again around the tip of South America. This current is strong enough to keep warm at night. There are no mosquitos, no insects, and none of the insect life which destroys northerners southerning in Colombia and Venezuela.

Sandstorms present the only unpleasant feature of the Peruvian coast. However, everyone must eat his "peck of dirt," so it is said, and these sandstorms do not complain, although each doubtless eats more than his allotment. Shifting sand dunes present a more serious problem in the matter of transportation. Changing wind currents, influenced by irregularities in topography and in the sands of tons of sand, one grain at a time, the wind whips and deposit it in insanitary drifts at the most inconvenient places. Some days, a day's highway will be blocked by shifting sand, acting

able water to the refinery, camps, shops, plants, drills, rigging, and all parts of the field. Mud and impurities are coagulated and precipitated by the addition of ferric and sodium aluminate; and water having an original appearance of pea-soup color, is clear blue, crystal clear product, so pure that one may drink from the bottom of a tank full ten feet deep. Its hardness is reduced from thirty to forty parts a million, and its turbidity to one part a million. All harmful bac- teria are eliminated, the bacteria count being reduced to around 40 per cubic centimeter, or about 100 parts per cent of the total number allow- able in ordinary specifications for drinking water.

This difficulty having been over- come, members of the Internatio- nal's staff enjoy the most equable climate of all South American oil fields—better by far than climatic conditions obtaining in many fields of the Gulf Coast and Mid-Con- tinent areas. Although only 45° south of the Equator, Talara and Negritos fields would in all probability be more temperate than that of Los Angeles, California, during the winter.

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just like drifting snow in the heights of the Rockies or Andes. Next day, the company's railway may be blocked, or a derrick foot, pumping jack and all, may be covered with several tons of sand. These drifts occur at the most un- accountable places, since the wind currents are themselves influenced by the changing topography representing by the removal of sand deposits from one part to another of the field.

The major feature of this prob- lem has been solved by the erec- tion of sand-breaks, made of ham- moo slats, very much on the order of snow-breaks in Canada. These sand-breaks are built parallelly in the roadways at points where depo- sition occurs most frequently, and are slatted at an angle of about forty-five degrees to the surface of the ground. An open space, about eighteen inches wide, is left through which the wind-pressure may es- cape between the wave of sand and the ground, the idea being that the abrupt downward deflection of the wind currents causes the precipita- tion of sand particles on the near side of the obstruction. Wind curr- ents, sweeping downward with strong velocity, serve to keep the highway clear of drifts of sand. Although, strange to say, the sand-breaks do not remove the sand burden on the road, to speak, secondary deposits being formed on the far side of the road by sand particles dropping out of the air currents swerve upward to resume their normal direction.

Normally, the Peruvian coast receives a very low rainfall at this latitude, perhaps not more than two or three inches per annum. When Americans and Canadians came to take over the operation of the field fifteen years ago, they didn't dream that their operations might one day be ravaged by floods, so they made no provisions for any such contingency. Roads were built across quiekdras and sjolling's, six bridges and culverts were not thought of, since little or no rainfall was expected. However, in 1925 and 1926, the cold Humbold- t current pushed out of its normal the roadways and the coast line, flowing southward from the tropical re- gions of Panama, which phenomenon was followed by heavy rains on the coastal plains. Floods com- pletely paralyzed field operations, destroying roads, engines founda- tions, and culverts. In many cases it was impossible to go, and it cost the com- pany hundreds of thousands of dollars in repair work and loss of production.

One of the strangest features of this phenomenon was the develop- ment, almost overnight, of a rank growth of vegetation which sprang up on dry, barren coast, where formerly nothing had grown but scattering clumps of algarroba shrubs.
However, as often happens in an oil field, there was nothing to do but set to work and repair the damage, and this time bridges and culverts were built, ditches, dikes, and drains were provided, narrow-gauge railway lines were extended to each location, well, and plant; and all preparations were made to combat, other floods, which, upon investigation, are expected to occur regularly at intervals of thirty-old years.

One of the most interesting features of the Negritos is the company's chaff, or truck garden, where fresh fruits and vegetables are grown under irrigation to round out the menus of the various mess halls and bungalows. Fruits, particularly oranges, lemons, and grapefruit, grow almost as well as in Southern California, as also do grapes, pears and figs. Other tropical fruits, such as bananas, are likewise grown to good advantage.

The vegetable garden includes beans, peas, lettuce, onions, potatoes, tomatoes, and similar products, without which the camp would depend very largely on dried and canned foods.

In order that workmen may be provided with foodstuffs at reasonable cost, the company maintains a number of commissaries or small shops at convenient points throughout the camp and field. There are also a number of stores operated by Chinese and local merchants, the management of the company retaining the privilege of regulating prices to prevent over-charges. Toward the same end, the company runs a free special train once a week from the Chita Valley to the camp, so that native truck-gardeners farming along the river may bring to their produce and sell it to the workmen.

Visitors to the International Concession marvel at the clean, healthy, upstanding type of natives found there. Bright of eye and alert in action, they shine in contrast to types usually found in agricultural and other pursuits.

Upon investigation, one learns that their improved mental and physical status is the result of many years of effort on the part of the company.

Young men now finding employment in the refinery, can factory, machine shops, gasolines, plants, on the railroad, and in the drilling and production departments, are graduates of the company schools. They are alert and ambitious because they have received the elements of an education. They are healthy because, their fathers having been employees of the company, they were brought up in clean, comfortable, and sanitary quarters and have received competent medical attention when needed, together with regular instruction and advice in matters pertaining to physical hygiene.

Operations being scattered, the company maintains ten separate schools at convenient locations throughout the concession. More than 1,650 pupils are registered, of whom about 1,350 are regular attendees. The Peruvian curriculum is followed, of course, and is of five years' duration. The superintendent and members of the faculty are of Peruvian nationality, and include thirty-five teachers and a band-master. The boys have a band, a very creditable organization, which is very successful in maintaining interest in school activities. In addition, there is a brigade of boy scouts, and an amateur theatrical organization.

Although the Peruvian curriculum greatly outnumber the foreign children at Talara and Negritos, they by no means have a monopoly of educational facilities, as there are also two well-equipped "prince," schools headed by Miss Jean Love and the Misses Perus. They have sixty pupils in their classes, which range all the way from the first to the eighth grades. The English-speaking schools follow the course of study prescribed for Ontario public schools, with United States history added for the benefit of American children enrolled. Pupils in this school include children from England, Scotland, Ontario, Pennsylvania, Kansas, Ohio, and Oklahoma, their diversified origin exemplifying the cosmopolitan character of the camp. All expenses of the schools are borne by the company, these including teachers' salaries, text books, supplies, school buildings and a piano.

The "prince" school building does double duty on Sundays to accommodate a non-sectarian Sunday-school, conducted by Frank L. Bishop, the production superintendent.

Like the El Centro camp in Colombia, the Negritos and Talara camps are complete, self-sustaining communities, equipped with hospitals, dispensaries, commissaries, ice plants, gas, sewers, and water supplies; and all utilities to promote the comfort, health, and well being of employees.

The Negritos machine shop is probably one of the largest oil country shops in the world. It is equipped to turn out almost any sort of machinery and tools used in drilling and production operations, such as tools and goods of such complicated units as engines, pumps, and compressors. Gas traps, pumping equipment, rigging, bits, jars, stens, fishing tools, castings, and forgings of all sorts are made right on the job. As in drilling, production and refining operations, the entire division is manned by native machinists, working under the supervision of foreign foremen.

There may be no breakdown in transportation, the field, camp, and refinery, are served with nearly 200 miles of narrow-gauge railway, there being a spur track leading to each well. There is also a system of automobile roads, the entire district being laid out in the most modern manner. The heavily-traveled trunk roads are wide, asphalted highways; but the lateral and less important roads occupy the same right-of-way as the railways, being so graded as to accommodate both railroad and automobile equipment.

The traffic department is one of the busiest divisions of the organization, as it is charged with transporting all materials and supplies from the wharves to the warehouses, and from the stores to the houses. In addition, passenger trains are run between Talara, the port and refining centre, and Negritos, the production center, and also from point to point on the estate to transport employees and workmen from their homes to their jobs, and return. Several steam engines are employed in this service, together with a large number of smaller locomotives powered by multiple-cylinder gas engines, have been improved by using Fordson tractors and Model T Ford automobiles as power units.

The operations of the International Petroleum Company, both refining and production, are in charge of George W. Brake, formerly field manager, who also assumed general supervision of the Talara refinery, upon the retirement of B. Dunlop last year. Arthur Holdings, geologist and petroleum engineer, formerly Brake's assistant at Negritos, succeeded him as field manager, in charge of drilling and production operations, and A. Niestro, in his assistant. R. L. Dunlop is superintendent of the refinery, assisted by the entire district superintendent and W. E. Longworth as chief refining engineer. Frank L. Braybrook, of Petrolia, Ontario, is production superintendent; and Charles D. Stouph is in charge of drilling operations. O. B. House is chief geologist, and George C. Craig is general type superintendent. Drs. P. C. Evans and R. J. Ellis are in charge of the Medical Department at Talara and Negritos respectively, and E. F. Howard is head accountant.
WHY GASOLINE IS CHEAP

Although the cost of nearly all commodities has increased, gasoline sells today at prices prevailing in 1913.

THERE goes a good part of my week’s allowance,” said a motorist the other morning as he put his foot on the starter after paying the service station operator for ten gallons of gasoline.

“Doesn’t it seem like a lot of money to pay for gasoline,” Jack inquired his passenger, a neighbour living on the same suburb street, who was riding with him toward the city.

“No, I wouldn’t say it was a lot of money to pay for gasoline, but it puts a big hole in the loan dollars I’m supposed to live on during the next two weeks. Supposed to go right; theoretically I live on twelve dollars pocket money, but practically it’s nearer fifteen.”

“Well, it’s not by any means what I intended,” said Jack, “but it’s enough. However, that is money well spent.”

“What would you say, Jack, if that oil man had charged you fifty per cent more, for that same gasoline,” his passenger replied.

“I don’t think I would like it. In fact I would be tempted to tell him to jump in the lake, zero weather and all. If gasoline ever sold at a price as high as that I would sell my car.”

“Are you aware, Jack,” said his passenger, “that except for the latter years of the war, when gasoline was rationed because of the high prices, the average consumer has been paying about fifty per cent more than he did in 1913, before the war, while the average price of nearly all other necessities of life has increased about fifty per cent? If gasoline prices had moved forward in sympathy with the prices of other commodities you would today actually be paying half as much again as you are paying now for your gasoline. So, you see, the oil industry has saved your pockets considerably.”

Jack was naturally astonished at the statement, as he was most motorists. Gasoline actually costs the motorist less today than it did fifty years ago, despite the fact that from twelve to twenty years ago a service of one gallon of gasoline in Canada was taken up in taxes. It has ranged at a lower average price than the past fifteen years than all the other essential commodities, including oil, rent, insurance, flour, milk, cotton, copper and corn. And this in spite of the enormous gain in demand and a general increase in the price of other commodities.

Even among the few of us that think of these things when we drive up to the service station for five or ten gallons of gasoline.

Because gasoline is a daily or weekly charge, it probably occupies the mind of the average motorist more than do other expenses. Money spent on car, tire and accessory rental and repairs bulk much larger in the aggregate, but because these charges are less frequent they do not come in for so much appraisal and analysis as the daily or weekly expenses for automobile transportation. As a matter of fact, the money spent for gasoline only comprises about ten per cent, of the total cost of our automobile upkeep.

Gasoline is one of the most important commodities in general use today. It is liquid power in a very concentrated and easily available form. Without it the automobile would not have been possible. Indeed it is the very keystone of the arch upon which transportation by motor car has been built. The automobile has grown up around this product of petroleum, and in spite of the enormous increase in the use of motor vehicles and an occasional enormous increase in the consumption of motor fuel, gasoline remains the cheapest commodity in general use on this continent today.

Since the dawn of the motor car age, the petroleum industry has been under the necessity of continuous changes and adjustments largely brought about by the growth of demand for petroleum products. The methods employed today in drilling, transporting of crude, refining and marketing, are vastly different from those employed when the petroleum industry was in its infancy. Indeed, so great have been the advances, particularly in the refinery equipment and refining process, that there is little resemblance between the methods employed today and those of even a decade ago. And herein lies the secret of the low price of gasoline.

If it were not for this constant improvement in methods of producing and refining it would not be possible to market gasoline at the present low price. There have been continuous improvements in equipment and process cost that are enormous sums of money each year. And the refiner never has any assurance that the equipment installed today at a cost of hundreds of thousands of dollars will not be obsolete tomorrow.

It is estimated that over $5000,000,000 was spent in 1928 on this continent in drilling wells for oil and gas. The cost of drilling oil wells is dependent upon many variable factors. Among the determining influences are the distance of the well from available sources of supplies; the depth to be reached; the character of the formations to be penetrated; the number of water-bearing, gas-bearing, caving, or other troublesome strata encountered; and the cost of labour, fuel and water. A well may cost anything from $20,000 per cent of land, and then it is not a producer. Of the twenty-two thousand or so wells drilled on this continent in 1928 only twelve thousand, five hundred and twenty-six were productive.

After a producing well has been brought in, means for transporting the crude oil to the refineries have to be found. This transportation is facilitated by pipe line, tank cars and tank ship.
forms it into tanks, stills, condensers and all the varied equipment of a refining plant. It is also located in a large refinery, possibly in the United States, where there is an abundance of crude oil available for processing. The refinery may also have ships where the containers for shipping the finished products are manufactured.

Imperial Oil Limited operates approximately 4,000 refining units for all kinds of petrol, 2,417 of which are owned by the company. An ordinary tank car costs about $2,500 while one fitted with heating coils and specialized insulation is estimated to cost about $4,800. Thus, the tank car cost per barrel is approximately $4.50, or $250 per hundred barrels, or $2,500 for the entire tank car.

It is seen that the investment in drilling and in transportation equipment alone runs into tremendous figures.

Moreover, the cost of introducing a gallon of commercial gasoline has been estimated to be approximately $8.00. This figure includes the cost of crude oil, refining, transportation and marketing. It is approximately $4.50 per barrel, or $2,500 for the entire tank car.

In the case of an average refinery, the cost of gasoline, including transportation and marketing, is approximately $3.50 per barrel, or $200 for the entire tank car.

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The cost of gasoline, including transportation and marketing, is approximately $3.50 per barrel, or $200 for the entire tank car.
SPRING — and across the Dominion the beneficent sun draws from the steaming soil an insinual odor of awakenedness and growing. On the farms and ranches the great draft horses shrug the work harness into place on their sinewy shoulders, the tractors roar; the clank of the seed drill, the clanging of the disk and harrow and the clatter of other farm machinery announce that the repletion of the nation’s larder has begun. And the urban gardener asks his wife where in the world she put the spindle he left in a specified place last year, and discusses a glamorous seed catalogue with his neighbor while she searches for the missing implement.

Seeding finished, the miracle of germination brings into being a symphony in green: the emerald of wheat, oats and other grains; the delicate chartreuse of corn; the jade of turnips, peas and cabbage; the mossy hue of potato leaves; the deeper tints of clover and alfalfa; the bronze of beets. If only the weather man does his part, the stage is set for a bountiful harvest.

But, even under the most favorable weather conditions, only about four-fifths of a possible crop will be harvested. In the very earth that cradles the tiny seedlings lurks a host of insidious foes — the weeds. Weeds that strangle, weeds that smother, weeds that starve and parch — they have been biting their time, and the gentle rains are giving sun that bring on the crops also in the roots of the waiting perennials and sound the reveille to the needs of the noxious plants. What chance have the tender tentative roots of the grains against a network of sow thistle roots, stout and strong from their perennial establishment in the fields? Sow thistle is the curse of the western farmer. It has cost him more than half, rust, drouth and excessive rainfall combined. There are cases on record where farms have had to be abandoned to this voracious weed, and a farm thus relinquished to the sow thistle is a menace to all other farms for many miles around. The feathery seeds of this weed, and there are thousands to a plant, are carried by the wind in every direction. Quick grass is another plague. It looks like good fodder, but no animal will eat its hard, swordlike blades. Its root system is every inch as intricate as that of the sow thistle. Cutting the tough, persistent underground fibres only encourages their growth, and the deeper they are buried the more they flourish.

Every year the yellow flag of the wild mustard is carried farther afield, and the wild oats impose their deceitful luxuriance on greater areas. Autumn gales carry huge windrows of Russian thistle and tumbleweed, full of seed pods, across the frozen country ready to establish themselves in fresh territory in the spring. Other weeds have their own peculiar and effective means of propagation, and the seeds of nearly all of them can remain buried in the soil for several seasons without losing their power of germination. This means that sooner or later ploughing will bring them near the surface where they will quickly begin their work of destruction.

Weeds are an increasing menace to Canadian agriculture. Since 1910 they have robbed the country of hundreds of millions of dollars. George H. Clarke, Commissioner of the Seed Branch, Federal Department of Agriculture, states that the annual loss from farm weeds in Canada is at least $500,000,000 a year. Many farms encumbered with heavy mortgages would probably have been free from debt but for the toll taken by the weeds.

Farmers who have fought and won their individual war against weeds advise that the problem must be tackled with system and persistence. Not only must the existing weeds be eradicated from the land but future sowings of weed seed must be prevented. It is a herculean task for the individual farmer, since the drift of seed and the encroachments of perennial weeds from the land of his careless or discouraged neighbors will annually increase his loss.

The future of Canadian agriculture depends upon the eradication of weeds. To talk of rural prosperity in vain until the ever-increasing army of weeds has been vanquished. Delay is dangerous. The most important action that Canadian farmers can take is to start a definite and well planned program for the cleaning up of weeds on their farms. And the sooner this campaign is put into effect the more effective it will be.

Agricultural colleges, experimental farms and practical farmers have spent years of study on this problem. They have experimented with various methods and have not been satisfied with half measures. They have attacked and successfully combated the weed menace, and have shown the way to overcoming this evil.

In order to be of practical assistance to the farmers of Canada in this campaign, Imperial Oil, Limited, who last year published "Field and Farmyard" a volume which had an enormous wide circulation, are having compiled a book, entitled "Weed Control." This book is being edited by the Hon. Duncan Marshall, formerly Minister of Agriculture for Alberta, and contains information given by those who have been successful in the widespread use of the weeds — facts and figures collected from the experiences of weed authorities in all parts of the Dominion. It is not a treatise on weeds — but a comprehensive explanation of the methods used successfully by men who have cleared their land of weeds.

Like "Field and Farmyard," it is printed in proof, clear type, well bound, and of convenient size. It will be mailed free to all agriculturists who write for it, and is expected to come from the printers early this spring. Those farmers who avail themselves of this offer, and who carefully follow the methods outlined in "Weed Control," trying them on at least one field a year, beginning with the present season, will find their farms free from weeds and will be rewarded by larger and better crops and reduced production costs, with resultant increasing profits.

ANNUITIES AND BENEFITS SUPPLEMENT

Left to right: D. E. Leslie, Col. R. A. Otter, G. L. Thompson (Secretary), P. F. Sinclair (Chairman), W. B. Elfworth and J. R. Simpson.

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The Annuities and Benefits provided in 1939 were greatly improved and the changes during the year 1939, which were largely due to the revival which was coming before the Committee during the year, and the Board of Directors have shown their confidence in the Committee by confirming its decisions in nearly all cases. For the most part the meetings of the Committee were held last year thirty-six months and the hours being taken up in the discussion and the deciding of cases. There were some two hundred and sixty cases up before the Committee during the year.

As in the past, the Chairman takes this opportunity to acknowledge the fine support he has received from the Committee, together with the assistance rendered by our Chief Medical Officer, Dr. Evans and by Mr. J. A. New.

Death Benefits: During the year 1929 we had thirty-nine deaths, being an increase of seven over 1928. Death Benefits in these thirty-nine cases amounted to $59,545.00, an average of $1,527.00. Thirteen of these employees carried no other insurance, while eight others carried insurance under $1,000.00. The Committee reached the conclusion that eleven of the employees or their families reaped a benefit in 1929.

Annuities: There were eighteen employees who were alive at the beginning of the year, 1929, the average annuity being $1,000.00 per year.

Disease Employees: Under this heading are included all employees who have been employed and terminated during the year, but who were not eligible for Death Benefits owing to the short period of service. In 1929 we received 426 Termination Notices. The numbers in the Death Benefits cancelled owing to these terminations amounted to $38,915.00.

Joint Industrial Councils: The new elections to the 1930 Joint Industrial Councils were very gratifying, a large vote being polled. Photographs of the 1929 Councils appear elsewhere in this Review. In all, some 46 meetings were held during the year, and 319 matters were discussed and favorably dealt with as follows:
- Wage... 20
- Working Conditions... 10
- Promotions and Discharges... 8
- Hours of Work... 17
- Industrial... 17
- Travelling, Housing and Social... 11
- Miscellaneous... 11

Calgary Refinery: The election was held December 18th, and the following is the percentage of those voting by divisions:
Division 1 - 27.25%  2 - 64.75%  3 - 7.41%
In regard to the light vote Mr. Moore states: "We think consider- ing the large number of temporary employees who are here on construction work that the vote is very remarkable, as a large percentage of these construction employees have only been at work for a very short time prior to the election. The percentage of employees to plump, or vote for one candidate rather than the required number in their division is very prevalent." At the twelfth regular meeting of the Calgary Joint Council, Mr. Moore spoke as follows: "We want to take this opportunity of thanking the council for the attention they have given any items that have required attention during the year. We think we have had as good a council as any that we have had at the Calgary Refinery since the Industrial Council was organized, some five years ago, and I think one of the best points that the boys are interested in the enthusiasm and the results that we are getting out of the present First Aid Clubs, because there are about fifty-five fellows here who are very, very interested in the instruction they are getting. Evidence that they are so much interested is shown by the fact that they turn down yesterday with two instructors and practised on bandaging and fixing up supposed injuries. They are interested enough to spend part of their Sundays in getting ready for examinations.

Regina Refinery: The voting at Regina Refinery was as follows, according to divisions:
Division 1 - 33.33%  3 - 59.52%  1 - 6.15%
At the December meeting of the Joint Council, Mr. Laid was present and addressed the members as follows: "I want to thank this council for the work it has done this year. I may not see you all back next year but I will see some of you returned anyway. You have done all a great help to me and to the Company in managing things that have come up, and I wish you health and prosperity for the year 1930."

Iqo Refinery: The result of the voting at Iqo Refinery is very gratifying, being as follows:
Division 1 - 100.00%  2 - 100.00%  3 - 100.00%
Mr. Salt in his letter of December 27th states: "Among other matters which were brought up for discussion by the Council were handball, we believe, to the satisfaction of all concerned. The work in the refinery, both in construction and refinery operations has been heavy. A very large number of men have been voted, and some of their completion is a credit to the council and all our employees."

Montreal Refinery: The voting at Montreal was as follows:
Division 1 - 49.51%  2 - 91.91%  3 - 91.91%
Mr. Allan states: "The utmost harmony and complete confidence reigned during our meetings during the year."

Montreal Refinery: The percentage voting of those eligible in this division were as follows:
Division 1 - 67.13%  2 - 85.71%  3 - 100.00%
Saskia Refinery: The percentage of those eligible to vote, who exercised their right was 89.97%. Mr. Leach states: "The election this year appeared to create the usual active interest and ran off very smoothly. The percentage of returned ballots was slightly lower than previous years which is probably due to the large number of new employees added to the staff during the last six months."

The Imperial Oil staff at Saskatoon, photographed on the occasion of their inspection of the new plant which was completed during 1929.
Elected and Selected Delegates - - Joint Industrial Councils

MANUFACTURING DEPARTMENTS


EDMONTON—(Left to right)—D. J. Avison, S. Clark, F. Parkey (Chairman), C. E. Riddick, S. T. MacLennan.

WINNIPEG—(Left to right)—T. J. Drippo, Bruce Tullutch, W. Hay, Sitting—A. W. Whitford, C. S. Griffith (Chairman), J. Blackwood.

MONTREAL—Standing (Left to right)—A. Ross, J. D. Robidaille, J. P. Hantz, R. G. Play, J. Reid, T. J. Mills. Sitting—L. Cockburn, L. Daoust, J. Launo, F. T. McKee (Chairman), E. Laliviere.

NEW BRUNSWICK—Standing (Left to right)—S. Smith, O. J. Garson, F. H. Gagnon. Sitting—C. P. Baxter, F. V. Thompson, J. A. Boyd (Chairman), D. T. Cunningham.

JOINT COUNCILS - MARKETING DIVISIONS

VANCOUVER—Back Row—(Left to right) H. D. Young, Robb, Bowdler, E. S. Maxwell, Chair. Drysdale. Front Row—G. D. Scott, Geo. Dempster, Frank Key (since deceased), C. M. Robinson (Chairman), A. Haggart.


QUEBEC—H. Forest, Jos. Fiset, John Laird (Chairman), A. Lamourette, D. Kerr.

CALGARY—(Left to right) J. A. Webb, F. H. Toole (Chairman), S. R. Stevens, Jas. Steele, J. Kaiser.
EXPRESSIONS OF APPRECIATION

Dear Sir,—
On comannunicating the news of your February 11 letter to Mr.— he requested that we write you and express his appreciation for the kind words shown him.
We wish to add our thanks for the kindly manner in which your Committee has treated this matter.
Yours truly,

Dear Mr. Sinclaire,—
I would like to convey my thanks to the President and Board of Directors for the kind words extended to me by your committee. I am truly grateful for the expressions of appreciation and hope to continue to do my best to serve the Company.
Yours sincerely,

Dear Sir,—
I am writing to express my appreciation for the kind words extended to me by your committee. I am truly grateful for the expressions of appreciation and hope to continue to do my best to serve the Company.
Yours sincerely,

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A PAGE FROM CANADA'S HISTORY

In 1869, the Hudson’s Bay Company surrendered all its rights of government, subject to certain terms and conditions, including the payment to the company by the Canadian Government of a sum of $600,000 sterling on the transfer of Rupert’s Land to the Dominion of Canada; and certain other stipulations.

During 1914 to 1918 one part of the company with 300 steers was engaged in the transference of food and munitions for the French and Belgian Governments. From the end of the war the company began to develop rapidly and the company is opening new offices in various parts of the world.

With the completion of the railway to Churchill, the chief port of the Hudson’s Bay Company, in 1929, the last link in the chain of a new route of transportation from the Prairies to the United Kingdom was forged. Aid very fittingly, the first shipment over this new route was a consignment of the 1929 crop of Canadian wheat.

In celebration of this notable event, a number of miniature sacks of this shipment of wheat were prepared and sent out from the Hudson’s Bay Company’s headquarters in London, England. Mr. A. M. McQueen, Vice-President of Imperial Oil Limited, was the recipient of one of these historical mementos, accompanied by the following interesting letter:

Dear Sir—

We have pleasure in sending you a sample of Canadian Wheat, 1929 Crop (Bag No. 654) being part of the first shipment by the new route from the Prairies via Hudson Bay to the United Kingdom.

This shipment, prepared by Messrs. James Richardson & Sons, Ltd., of Winnipeg, was made possible by the courtesy of the Hon. Charles Dunning, Canadian Minister of Railways, Ottawa, who kindly gave facilities for the use of the temporary rails as soon as they were laid in Churchill in the month of September. The permanent way, the terminal works, the docks and warehouses, and the causeway of Churchill were completed in 1931. This event will open a new chapter in the history of Churchill, so named in 1688 in honour of John Churchill, Viscount Stowcest, Marlborough, and Governor of the Hudson’s Bay Company from 1685 to 1691. The selection of this Port as the terminus of the railway adds interest to the following extracts from the Company’s records:

LONDON MINUTE BOOK, 13th October, 1688.

"Capt. Abraham, late Governor at Port Nelson came before ye Committee and gave an account of his proceedings yest & how he did the last spring sail to Leagues Northward of Port Nelson & discovered there a fine River. Ordered he bring in writing the said discovery..."

LONDON MINUTE BOOK, 8th February, 1688.

"This Committee doe resolve and agree as followeth That Churchill River bee settled this years with a good Ship a Compart Cargo for Trade and Materiells for White Whales fishing..."

CHURCHILL REPORT OF CHIEF FACTOR THOS. STINSON, 1797.

"The harbour of Churchill is the finest in the Bay, for the Ship, and where her Cargo, could be the most disposed..."

Yours faithfully,

For the Governor and Committee of the Hudson’s Bay Company, (signed) Charles V. Sale, Governor.

The shipping bag attached to the sack of wheat bore the crest of the Hudson’s Bay Company, and the following inscription:

Hudson’s Bay Company
Incorporated 2nd May, 1670.
For over 250 years the vessels of the Hudson’s Bay Company have made their annual voyages from Great Britain to the shores of Canada’s Bay.

The construction of a Railway to the interior opens a new era in transportation to and from the Prairie Provinces, and to mark this event the Hudson’s Bay Company have transported this Wheat from Winnipeg over the temporary rails of the Hudson Bay Railway (by courtesy of the Hon. Charles Dunning, Minister of Railways) to Churchill, thence overseas to Liverpool, where it was landed by the Company’s steamship "Vascoa" on the 11th October, 1929.

Mr. McQueen also received from Governor Charles V. Sale, of the Hudson’s Bay Company, a certified copy of the first ledger sheet of the company, dated 1677. The entries on this first sheet concern the issue of a share of stock to His Royal Highness the Duke of York, also an account for shares purchased by His Highness Prince Rupert.

The Hudson’s Bay Company takes advantage of Imperial Oil’s widespread service in Northern Canada and is a user of a great variety of Imperial products.

FIRST AID CLASSES SUCCESSFUL AT CALGARY REFINERY

Mr. P. F. Sinclair, of the Ammunities and Benefits Department, has received a very interesting letter from Mr. C. M. Moore, of Calgary Refinery, which tells of the popularity of the recently instituted first aid classes for the girls and boys in the refinery. The boys have been very enthusiastic about this work, devoting time and effort to the lectures and necessary reading, and in bandaging and other classes, they have been so proficient that they have been awarded good marks in the examinations. The letter follows:

Dear Mr. Sinclair,

I thought you would be interested in knowing that we have completed our first aid instruction class in what has been a very successful manner. Out of seventy-five in the class who were examined, seventy-five passed and over ninety-six per cent. of the candidates made over 85 marks, 72 being the passing mark as set by the St. John’s Ambulance Society.

On last Friday night, January 31st, the boys held a dinner in the Board of Trade room to celebrate the completion of this work, at which fifty-eight persons were present, and the evening was spent with much entertainment and several good talks. We were fortunate in securing Mr. W. F. McNee, one of the commissioners of the Workmen’s Compensation Board, as speaker, and he also presented the certificates to the boys.

Mr. D. Wilson was the medical examiner, and also attended the dinner and gave the boys a short talk.

The instruction was held under Dr. D. F. Duncan, with the help of Mr. McAndrews of the Workmen’s Compensation Society, and the boys were given a thorough drilling in first aid work.

We are looking forward to further competition at this time, and this class has been so successful that it is our intention to start a new first year class, as well as a thought of starting another class for the boys who were in this class for advance work.

Yours very truly,

C. M. Moore
Modern Poster Design

AN interesting comment on the series of Imperial Oil posters which was used last year to advertise Marvibel Motor Oil was contained in a recent issue of "Marketing," a Canadian advertising magazine. It came from the pen of Mr. Richard Surrey who wrote of the outstanding writers on advertising topics in America. Mr. Surrey is a contributor to "Printers Ink" and other leading advertising journals in the United States, and with the author of an outstanding textbook on the theory and practice of advertising.

In the article in "Marketing" he reproduced four posters which had recently appeared on Canadian advertising in a Marvibel design. In connection with this he had the following to say:

"The simultaneous appearance on Canadian billings of the four posters reproduced here is a significant proof that hard-headed advertisers in high places are no longer afraid of an unfavourable reaction to modernism on the part of the general public. In connection with this attitude, it is interesting to note that the first really modern poster to be widely shown in Canada was of definitely Canadian origin and design—the first of a series of Marvibel posters, of which the reproduction here is one of the latest to be posted. This campaign has been intriguing in advertising in newspapers, magazines, in which illustrations, adapted to black and white purposes, from J. E. Sampson's original color sketches, have been utilized. I have no means of knowing whether this campaign has been effective in selling motor oil, but, from a purely aesthetic standpoint, on poster boards are frequently judged, I should say that there have been very few—if any—poster campaigns on the Canadian billboards, whether designed here or elsewhere, that can compete, let alone excel, the excellence of these Marvibel designs. They are modern without being naive. They are colorful without being garish. They are striking not through deliberate eccentricity, but through much more subtle qualities of design and coloring."

We Renew Acquaintance with an Old Friend

FROM the point of view of direct response, radio broadcasting, when properly conducted, is one of the most profitable of all publicity mediums. It seems to inspire a "nearness" to the audience which is much less readily effected in other cases. The Imperial Oil program, which has been on the air on Sunday evenings during the past fall and winter, has been favorably received by many thousands of letters from all parts of Canada. Many of these letters come from customers and friends of yours' standing. One of the most interesting of this character was recently received from Mr. H. Oliver May, of Stoneywall, Manitoba, one of the pioneers in Western Canada, and as such was acquainted with Imperial Oil, Limited, when the pipeline was distributing petroleum products in the West. Mr. May's letter is reproduced here in part:

"In 1893-4 I believe you sent a Mr. Richardson to Edmonton as your agent. As I remember him he was a very tall, dark, and dignified man. He had room to spare in his office and for a short time I used it. I was your first contact with Imperial Oil. I was then a young man and enthusiastic musician was leader of Edmonton's first 'Citizens Band.'"

"By a fortunate circumstance I happened to get hold of an old photograph and it was my photograph. The most efficient means of distributing grain fields and orchards with rust destroyer and insecticides has been found to be the aeroplane. One of the best known uses of the aeroplane is for the carrying of mail. Air mails are now being carried from the Atlantic seaboard to Windsor, Ontario, and while the air route from Winnipeg to the Pacific is still in the experimental stage, it is expected that by the end of 1930 there will be an entire transcontinental service. At the present time, mails leaving Toronto by air arrive at Victoria, B.C., thirty-one hours in advance of train schedules, and a survey of the past year's operations has demonstrated that in the future the present mail service will be increased and the schedules will be comparable with rail operations.

Naturally, such an efficient means of transportation, once it becomes established, has made rapid progress. Freight and express handled by air have increased from 74,312 pounds in 1926 to 2,400,082 pounds in 1928. During 1928, 149,954 people traveled in air. In 1926, 393,103 miles were flown in 1927, 829,010; and in 1928, 2,708,414—an increase in three years of 594%.

This new industry has been greatly assisted by the wide distribution of Imperial products over the Dominion. Mention has been made in previous issues of the Review of the caches of fuel and oil laid down at strategic points in the far north, for the replenishment of planes working hundreds of miles from civilisation.

A further service has been inaugurated by this Company in the shape of an 'Aircraft Mail' service. It was discovered that there was in Canada no handbook which contained in concise form that general information with regard to flying which is required daily by pilots and aircraftsmen. The result of much study and research on the part of the Aviation Division was the compilation of the 'Aircraft Mail' a pocket size, and contains condensed data of daily use to the pilot and aircraft mechanic. It is assembled in loose leaf form with the object of adding pages as changes arise or new engines are introduced. This book is obtainable on application by pilots, aircraft mechanics and students of aviation and is receiving much favorable comment. I hope this interest in aviation will be greatly interested in aviation in Canada.
CROWNING of Mr. Joseph H. B. Smith, Wheat King of North America brings to Canada a coveted honour and to Mr. Smith a well-deserved reward for years of patient and skilful effort. To win the title under any circumstances is a mighty achievement but to wrest that title out of territory which only a few years ago was deemed unsuitable for wheat growing is another and even more distinctive accomplishment.

Mr. Smith came to Canada from England in 1907 and after engaging in various pursuits took up homesteading in the Wolf Creek district in 1913 at a time when the country there was just beginning to open up to settlers. Farming was not his profession but he soon showed signs of an innate aptitude for it and the following year took three first prizes at the Eden Agricultural Fair for products of his farm. In 1915 he exhibited at the Edmonton Exhibition and won second place for oats.

Five years later he made his first entry in the World Wheat Contest at Chicago. The following year he entered a sample of his wheat in the Chicago Show.

During the three days 13,500 samples of wheat were entered and the Chicago Show, which was developed by Dr. Saunder, famous as the originator of Marquis Wheat, Mr. Smith steadily maintained that his Wheat would eventually bring the world championship to him. His winning exhibit weighed 66.03 lbs. to the bushel and scored heavily points on uniformity and color.

In the photograph here the Wheat King is seen in the yard of his farm. In addition to growing registered seed he keeps a herd of dual purpose Shorthorns. He claims that by raising cattle he is enabled to make a proper rotation of his crops without which it would be impossible for him to grow championship grain.

In the back of the picture may be seen the Imperial Oil tank wagon operated by J. A. Wilson, Imperial Oil agent at Edmonton. The Imperial Oil company is a regular caller at the Wheat King's farm.

In the month of January the first to unite, Were Jessie Goble and Edward O. Knight.

The following Easter, there went wedded Miss Vera Thomas and Frank C. Cramp.

Not to be outdone by any of these, In May were married, Grace Gill and Ed. Davies.

Then came June, and the next to marry, Were Nellie Macdonald and Douglas H. Perry.

September saw August to rice and old boots, We paired off Mary Sidwell and William D. MacDonald.

Mid September’s bright sunshine and coolness so gay, Edith Perry and H. Wilkinson were married one day.

And the last of December by Dan Cupid made one, Were Miss Leone Craig and Hector Thompson.

Now the sales office, the staff are well, grew jealous. So were married these three — Scott, Mitchell and Ellis.

There rhymes as above tell all we promise, and believe, By the few old friends who have joined, or are joining, or thinking of joining Dan Cupid’s Imperial Company.

HAMILTON

Cupid Scores

Dan Cupid, one day, while whiting away the time in his usual toll, said, “Hunting there’ll be the way clear I see.”

In the office of Imperial Oil, he made the decision, and the Western Division was where he hung up his sign;

By throwing his darts at righteous odd hearts.

In number twenty-nine, his aim was so true (from our point of view) And his method so very flirty, That we have heard stated, some of his weddings were slated For nineteen hundred and thirty.

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The following Easter, there went wedded Miss Vera Thomas and Frank C. Cramp.

Not to be outdone by any of these, In May were married, Grace Gill and Ed. Davies.

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REGINA

Mr. R. A. R. SMYTH, Divisional Manager for Imperial Oil, Limited at Regina, Saskatchewan, recently qualified for his pilot’s certificate and is one of the most enthusiastic and active members of the Regina Flying Club.

Mr. Smyth has found his plane to be of great use in covering the large territory comprising the Saskatchewan Division.

In the above photograph he is shown in the cockpit ready to take off.

EDMONTON

A demonstration of the real Imperial spirit was witnessed in the Edmonton office on the evening of December 3rd, occasioned by a visit from our highly esteemed agent, Mr. William Stewart, of Peace River, who was stopping over for a few days en route to his old home in Scotland for a few months’ visit with his native folk.” “Bill” has been dispensing Imperial Products along with real Imperial service in the Peace River district for the past fourteen years, and has won the respect and admiration of all with whom he has come in contact.

The staff of Edmonton office seized the opportunity to present him with a handsome pen and pencil set as a token of their sincere appreciation of the splendid loyalty and cooperation which have been out-

standing features of Mr. Stewart’s service. The presentation was made by Mr. F. Turley, our Manager.

Another very enjoyable affair was held on the evening of December 13th, when some thirty of the office and sales staff met at a banquet and banquet party and planned as a send-off to our esteemed Assistant Manager, Mr. D. J. Avron, who was still leaving for a short trip to his old home in Scotland. This was, to say the least, a very successful evening, the party not breaking up until the wee small hours” of the morning.

A very special gathering was held in the office in honour of Mr. Frank Turley, our Manager, when the office and sales staff and agents of Edmonton Division of Imperial Oil, Limited entertained at a dance in the Palm Room of the MacDonald Hotel. As an expression of appreciation of the kindred spirit with which Mr. Turley has directed the operations of the Company during the past ten years in Edmonton, Mr. S. T. MacCabe, chief clerk, on behalf of the staff, presented a beautiful onyx desk set, and in well-chosen words conveyed to him the great feeling and loyalty of the Edmonton employees. Mr. Turley replied fittingly, thanking the whole staff for their loyal co-operation and expressing the hope that this co-operation would continue during the coming year. The enthusiastic responses of the staff to the tributes for dance and party are an indication of the strength of the spirit of success, the real Christmas spirit having prevailed throughout.

VANCOUVER

IN THE presence of Mr. F. E. Packard, the post of chief clerk at Vancouver, in the office of Frank Key, deceased, Treasurer’s Office at
Sarnia lost one of its most able clerks.

Mr. Packard obtained employment as clerk in the barrel house of Sarnia Refinery during the summer of 1926, and was soon transferred into the Refinery office. About 1915 he was moved into Treasurer's Office, where he remained several years. Mr. Key had the unusual opportunity of working on every desk in the Treasurer's office, and during that time he left for Vancouver to assume the chief clerk's position. While Mr. Key was chief clerk, a new financial department in the Refinery was set up, and in 1929, Mr. Key, with his two-year-old daughter, was transferred to the Refinery office.

Mr. FRANK KEY

From Vancouver Division comes the news of the tragic and sudden death of Mr. Frank Key, chief clerk, which occurred on December 31, 1939. Mr. Key, with his wife and two-year-old daughter, was transferred to the Refinery office at Toronto, and in January 1922.

The room was very attractively decorated, the colors used being massed pink. The lights, shaded with streamers in these two shades, filled the air with a cheerful, radiant glow over the many colored gowns of the ladies, transforming the office building into a maze of color. This was due to the efforts of Mr. W. L. Weaver, who as in former years supervised the decorations.

The committee in charge of the affair consisted of Mr. E. S. Woolley, who was recently transferred to this Division from St. John's, Newfoundland, and Mr. M. M. Kelly, whose ability in the preparation of the evening's entertainment cannot be surpassed. It is due to the untiring efforts of these two workers that the evening proved such an outstanding success.

Music was supplied by Joe Miller's Orchestra which contributed largely to the enjoyment of the dance by its "happy" rendering of popular dance numbers. A novelty was introduced into the program in the person of Mr. O'Neil (son of Tom O'Neil, Imperial) singing "Song of the Nile." The dance programme consisted of the following numbers:

Peruvian Cruise Paul Jones Atlantic Red Fox Trot White Night Waltz
Premier Fox Trot Karaoke Fox Trot Hot Neck Waltz
Palatine Fox Trot Royal Fox Trot Hand Dipped Supper Waltz
Semi-Soulful Fox Trot Marvelous Fox Trot Royalite Fox Trot

The annual inter-department Tug-of-War competition for the Sinclair Cup was held at Halifax Refinery on October 3rd and 4th with the final pull on October 8th.

The four entrants in the competition were the Process, Filling Building, Mechanical and Yard Labour Departments. The drawing for the first night's pull decided the Mechanical Department against the Process and Yard Labour against Filling Building. The evening of October 3rd was not ideal for a Wood-War dance, as there was a cold eastern wind with light showers. However, once the boys were on the rope they began to feel warmer, and the Mechanical and Process mixed up the ingredients of the old rick bottom considerably before Process won the strenuous struggle lasting 5 minutes 57 seconds. The Labour and Filling Building teams, although taking 6 minutes 25 seconds to decide the issue, certainly put everything they had into the game, Labour coming off victorious.

The Cup winners in all events of this kind in this part of the country are always decided by the best two out of three pulls, and this is also the rule in the Sinclair Cup competitions, so the Process and Labour teams arranged to meet the following night for the final pull. After the first two pulls on that night, Process winning the first and the Yard the second, Mr. Allan, refinery superintendent, decided that on account of the late hour and unfavourable weather conditions, the third pull should be held on another night. Accordingly, Tuesday night brought out almost the entire staff who were keenly interested in the outcome and who shouted encouragement and advice to their favorites. Contrary to expectation, the double disaster Process met defeat and the Cup was won, for the first time since its donation, by the Yard Labour team who also qualified for the same team presents annually by the Imperial Amateur Athletic Association.
SARNIA
The many friends of Mr. Charles Leaver, refinery superintendent at Sarnia, will be glad to learn that he is now on the road to recovery after his long and serious illness. It will be some time, however, before he will be able to resume his duties at the refinery.

IMPERIAL PERSONALITIES
(Continued from Page Thirty-one)
worked out. Under Laboratory conditions they are approximated to actual manufacturing methods and, if they stand the test, the next step is to construct a miniature plant in which manufacturing conditions are exactly simulated. Here again, the test is passed, the process thus evolved is applied by the manufacturing department. Sometimes it involves changes in existing equipment. Sometimes, as in the case of the refining of Marvelube oil, it means enormous expenditures for the design and construction of new equipment. These are undertaken without hesitancy whenever a better product and more efficient production methods are assured, for constant enterprise is the true quality of leadership.

During the six years of his association with Imperial Oil, Limited, Dr. Stratford has rendered signal service to the Company, and in further recognition of his achievement he was last November appointed head of the Technical and Research Division of the Imperial Oil Refineries, Limited.

TORONTO
56 CHURCH ST. CLUB
The Annual Imperial Oil Dance for the Toronto employees and their friends was held in the Parkdale Canoe Club on Monday, 10th February under the auspices of the 56 Church Street Club and the patronage of Mesdames C. O. Stillman, G. H. Smith, Victor Ross, A. M. McQueen, C. A. Eames, F. J. Wolfe, C. R. Ewing, W. B. Elsworth, E. A. Oever and G. H. Gilchrist.
The evergreen "Jiminy" Pope acted as Master of Ceremonies and to him and his committee congratulations are due on the success of the evening.

Music was supplied by Ernie Richardson and his orchestra. "Ennie is "an Imperial product" and if he handles his accounts with the same dexterity with which he manipulates the banjo we can rest assured that his books are in splendid shape.

Everyone was loud in praises of the peppy music rendered, which defied anyone to remain stationary, and had a greater effect on rheumatic joints than many of the much advertised quack medicines.

During the intermission a supper was served which was "just right"; that is, it was sustaining enough to infuse new vigor into the dancers but not too heavy to interfere with their Terpsichorean activities.
The comfortable and well-appointed lounge-room of the Parkdale Club made a fitting background for the galaxy of youth and beauty which graced the occasion, the gown of the ladies being reminiscent of a fashion parade.
The only regret expressed was that these events only come once a year.
The 56 Church Street Club has a membership of 524. The winter activities are drawing to a close and perhaps because of the early indications of Spring and the balmy weather which has been our portion in Toronto during the past week, the Secretary has already been inundated with circulars, folders, letters and postcards singing the praises of the various picnic grounds from the Thousand Islands to the Soo.
The alley bowlers and the hockey players are approaching the end of their season and already the softball teams are figuring on new designs for their sweaters and planning their campaigns, whilst, from information received golf is becoming increasingly popular or perhaps we should say obnoxious.

The dance at Halifax was reported most enjoyable and these smiling faces confirm the fact.
Bridge No. 14, over the Welland Ship Canal, looking north. This bridge has opened to allow the passage of the S/S Sarnolite with her cargo of crude oil which after treatment in the Imperial Oil Refineries will travel over instead of under the bridge as fuel and lubricants in the motor vehicles which go back and forth across it.