SUMMING IT UP

THE gasoline inquiry is over. The Parliamentary Committee reported to the House of Commons that after twenty-two meetings at which twenty witnesses were examined and after having the records of Imperial Oil, Limited, investigated by chartered accountants, it had come to the conclusion that gasoline prices in Canada are not unreasonably high and that Canadian refiners are not taking advantage of the specific and dumping duties to advance the price to the consumer. A figure of 1.01 cents profit per gallon submitted by Imperial Oil, Limited, was confirmed by the auditors.

The moves for the inquiry submitted a minority report setting forth that since 1930 there has been a greater decrease in the retail price of gasoline in “representative” United States centres than in Canada. This fact was at no time presented by Canadian refiners because the United States points referred to are representative of the activities of racketeers who are stealing the gasoline tax from state treasuries and rebating part of it to the consumer to increase their volume. This procedure was explained by one of the witnesses in the following terms:

Evaporation of gasoline taxes has demoralized the price structure in the United States. This can be established by evidence of officials of marketing companies.

The gasoline tax has been converted into a subsidy for the gasoline racketeer. Instead of paying this tax into the state treasuries the evader puts the greater part of it in his pocket. It is estimated that he defrauded the States of the American Union of $40,000,000 last year.

The evader’s practice is to cut the price and so draw a larger trade and swell his dishonest gains. For instance, in a state where the tax is five cents, the evader has a margin of, say, seven cents against a margin of, say, only two cents for the dealer in honest gasoline. The evader cuts the price by probably two cents and thus is in the position of selling at two cents below the regular market and yet having a profit of five cents. The dealer in honest gasoline, if he meets the prices as he must do to continue in business, has to carry on at a loss. The refiner has to support the honest dealer. He cannot let his outlets go out of business and so the price cut comes back to the refiner who will probably reduce the tank wagon price two cents to meet the situation. But as soon as he does this the evader has another two-cent margin to work on and so cuts again. In this way prices have see-sawn down to bankruptcy levels.

If the Canadian provinces would subsidize the Canadian refiner by part of the gasoline tax a relatively greater decrease in the price of gasoline in Canada would result. But in Canada the tax has to be paid.

The evidence and reports of the inquiry comprise 508 pages of printed matter but contain little if any information that was not available without the formality and expense of an inquiry. The evidence does show that Mr. Bothwell who with Mr. Donnelly sponsored the inquiry was not aware that farmers burn gasoline at the tank wagon or wholesale price from Imperial Oil, Limited. The following extract from the minutes of the inquiry of Friday, March 18th, proves this:

MR. BOTHWELL: The statement has been made that the Imperial Oil supply a better product than the gas that is being sold in those cities at those reduced prices. That has been contradicted by various people. I do not know what the facts are.

MR. McCONNELL: (Director in charge of Manufacturing, Imperial Oil, Limited.)

What I am getting at is this: we have retail prices and in making comparisons to retail prices in the United States and Canada, you use a price of our
standard grade of gasoline; but we do sell gasoline at various points at 25c cents below, from 15c cents to 3 cents, which is the average in the past, below the regular price of our regular grade of gasoline. Now, there has been a lot of discussion about the price in western Canada, and in outlining those prices in western Canada, the retail prices have been used, and the statement has been made that the farmer is paying too much for his gasoline. Now, we do not charge the western farmer at the retail price; he gets the gasoline at the same prices as we sell to the dealers.

Mr. Bothwell: How does that happen?

Mr. McCloskey: We sell direct to the farmer instead of through the dealer.

Mr. Bothwell: How long has this been in effect?

Mr. McCloskey: For five years past.

The conclusion of the auditors as submitted to the Banking and Commerce Committee by Mr. O. A. Matthews of the firm of George A. Touche & Company, chartered accountants, who were appointed by the committee to examine the records of the Imperial Oil Limited, were as follows:

(a) That the Company's records relating to the 1930 operating costs charged to gasoline showed no evidence of "cost loading" by reason of affiliations in the United States and South America or because of unfavourable accounting practices, but rather that the gasoline costs if anything were not fully stated because of the Company's conservative policies in the treatment of such matters as fire insurance premiums, depreciation rates, contingency reserve charges and inventory pricing. The total costs were free of charges for interest as might be related against funded debt, or as a charge imposed by a parent company in the form of rental for use and operation of the refineries and marketing stations and equipment.

(b) That the 1930 marketing costs charged to gasoline, whilst as a whole legitimate from any accounting point of view, were high in relation to total costs. The high cost of marketing is attributed to territorial and climatic conditions of the country and competitive conditions obtaining in the distribution and marketing of gasoline in Canada. In view of the fact that the territorial and climatic conditions in Canada are not subject to human manipulation and change, the solution of the problem would seem to lie in the elimination of marketing competition with the object of reducing duplication costs to the consumer, but this would undoubtedly tend towards the more undesirable condition of a monopoly in the distribution and marketing of gasoline in Canada.

(c) That variations in gasoline prices in 1929, 1930 and 1931 to consumers were not based directly upon ascertained refinery costs but upon variations in the market cost of crude oil fuel with fluctuating additional charges for excise tax, sales tax, freight surcharge and exchange, and as a result it automatically follows that no grounds exist for any statement contending that the Company has taken unfair advantage of either the specific or dumping duties in its gasoline prices to consumers during the period under investigation.

(d) That the reason for the unfavourable comparisons at some points between United States competitive prices and those of Imperial Oil is due to the demoralized condition of the gasoline industry in the United States caused by the over-production of gasoline and the various tax evasion rockets, which, in turn, resulted in the price of United States gasoline falling far below the relative movements in crude oil prices.

(e) That the zoning basis of establishing gasoline prices results in the spreading of transportation differentials to the comparative disadvantage of gasoline consumers at centres of trade in proximity to some refineries, whereas the zoning basis frequently operated to the advantage of gasoline consumers in the territories outlying from the refineries. It was also found that tank wagon gasoline prices are given to farmers and coastal fishermen both east and west.

(f) That in such outlying districts as have no dealer competition or where any dealer association arrangements exist, the spread between Imperial Oil Limited tank wagon prices and the price to the consumer is entirely in the hands of the independent dealers.

(g) That apart altogether from the basis used in the establishment of gasoline prices, the spread between such selling prices and the combined costs of refining and marketing showed an average net profit of not exceeding 1.01 per Imperial gallon of all gasoline sold by Imperial Oil Limited, in the year 1930.
From across the floor came the voice of 27, a reconditioned veteran from Camp Borden. "Observe, sisters, the haughty mien of the infant here. I think she has too smug a look."

"Quite," replied 54. "Nobody suggested chromium for my cowboy. Nothing special about me. But in all my 500 hours I never flew one wing low. I always took the proper glide; I always came out of a spin as well bred aeroplanes do. Let the unborn tyro hold her fire."

I blushed.

On the third day I was pushed into the paint shop and as the registration on my fuselage gradually took shape, my pulse beat faster. CF-AAA! What a name! What a register to have, Ack Ack Ack! And I would hear it always.

Capeflew me on the 28th of May, 1929. I was a little nervous at first, but even before we were off the ground I had to exercise discipline. But I was soon in the air. I was home. I was where I belonged.

"Help," said the flying wires, "we're being stretched, unmercifully."

"I'm doing all the work; taking all the strain," said the centre section.

I told them all to shut up and go to work together. So they did, and I was excited. "Cape," they called me, and all worked as one. When the rudder bar told me we were going to roll on to my back, the landing wires were ready to take the load. All gradually submerged into me, into AAA. Ah! the joy that was in it—the thrill, the feeling of doing a job well.

We landed. Cape and I; a few adjustments were made, and I was wheeled back into the hangar. I could not contain myself and late that night I found myself humming the song my engine had given me that day. (You girls must sing your songs before morning.)

"The air is mine; the wind is mine; a hundred miles I see. I hear the air, unique I wear, of their efficiency. I'm chromium. I'm feneclized. My wires are never slack.

My engine sweet has rubber feet. Behold, me, Ack Ack Ack."

It's in Waltz time, you know. Most Gipsy songs are. I didn't like the last line much, but you know how we all burst into song after the first test flight. And one gets used to it.

Suddenly I started with a shiver. From the corner of the hangar came the deep cooing of the "61," with her great geared and supercharged engine poised in her nose. "Who dares thus disturb our quiet?"

Pallas Athena must have had a voice like the 61.

Page Four

General MacBrien with Ack Ack Ack.

"An acolyte, most worthy mistress, who would be come one of us." This from the demonstrator.

"Has he been test flown?"

"Yes, he has.

"Does she fly properly?"

"She does."

"Has she log books and a certificate of air worthiness?"

"Both of these she has, most worthy mistress."

"Hark, then, to me, acolyte, and repeat after me this oath: In the presence of these witnesses I do solemnly swear that I will at all times give the customary warnings and manifest straightforward symptoms if at any time, do suffer fractured wood or loosened metal, bowed bolt or faulty fitting, leaky tank or rotted fabric, twisted tube or weakened wire; that I will always do what I put to do cheerfully and to the very best of my ability during my natural life."

Repeating it after her, I swore.

"Sisters," hissed the 61, "what is the fate of one who breaks her oath?"

Sinister whispers from all over the hangar said: "A sticky crash."

"And now," continued the 61, addressing me, "by virtue of the authority vested in me by the Supreme Lodge of the Canadian Sorority of Stable Aircraft, I pronounce you a fully fledged member of the Light Plane Lodge of the Canadian Sorority of Stable Aircraft, and I confer upon you the secret symbol of CF-AAA. May peace be with you."

Sphinx-like the 61 became silent. A cloud uncovered the moon, whose soft light through the glass over the hangar doors bathed us all. A few of the machines near me whispered, "Nice work, kid, congratulations!"

I was an aeroplane.

Now as the somewhat bald story of my odyssey will be largely told in the first person (and looking back I can see the inside of nearly every hangar in civilized Canada) it is to be hoped that I will not unduly encroach on your forbearance. You see I was young then, and if I do say so myself, rather good looking.

Right from the first I was important; I attracted attention. I was successful. Soon after my test flights I flew Capeflew to the opening of the Hamilton Airport on May 27, 1929, to be christened and formally presented to the Aviation League. After suitable dedication speeches by Imperial Oil Limited (and, of my dears, in all my 500 hours nothing but Marvahaha has touched my filler cap) Major-General J. H. MacBrien, C.B., C.M.G., D.S.O., whom I was soon to have the pleasure of flying far and often, accepted me on behalf of the Aviation League, expressing the hope that the League and myself would be worthy of the confidence reposed in us, and not recreant to their trust.

Well, I can answer for the League, and I think the General certainly did our biff. I flew nobody but generals, or test pilots, or important executives, you understand, nobody but the big shots for me. I was a little mortified, just as they were going to break a bottle of champagne on my prop boss, by a big Travel-air that Fredy Shaylor swung around behind me. He whirled red Hamilton dust all over me and the dignitaries, and I really lost my temper. However, Capeflew did not, as I had feared, during the confusion, substitute anything for the bottle of Veuve Clicquot, and for the next few hours flying my intake manifold was buzzing of operating on champagne. Ah, me! my fabric may be now a little faded, my tail slid worn, and my tires far from new, but I have lived.

I have lived three years and I have flown my pilots seven hundred and eight hours. For two years I had the honor of flying General J. H. MacBrien, C.B., C.M.G., D.S.O. (I think he also used to sign himself AAA in some military messages in those days).

During that first May (1929) I took him around the usual Ontario airports and over to Detroit. I am quite at home in the States. In June we flew east to Quebec and Honnouki, and on to the Atlantic at Moncton and Sydney, Cape Breton Island. By the end of July I was showing the General the way to British Columbia, via Chicago, Winnipeg and Calgary. Although we got well into the mountains and over a hundred miles beyond the Crow's Nest Pass, nevertheless dense smoke from forest fires turned us back. I am sure the General had perfect confidence in me; there were times, such as this one, where neither of us could see the ground. Of course, I pride myself on being able to fly (at sufficient height) in anything, although sometimes I choose to do it upside down, or otherwise. But as I explained to the General, I think he and I were quite right in turning back to Fernie, B.C. After all, if people will allow fires to burn that way, they can't expect me to fly in that smoke.

So we came East in August, calling at High River, Calgary, Medicine Hat, Moose Jaw, Regina, Winnipeg, and so through North Dakota, Minnesota, Wisconsin, Illinois, Indiana, Michigan to Ottawa.

We spent the winter of 1929-30 flying around Ontario and Quebec for pleasure and exercise. That year we sent out our Christmas cards jointly; naturally, I took up most of the space in the photograph, but as the General did appear in it, I thought it only fair that he should bear the expense. Ah! those were happy, carefree days.

By the early spring of 1930 I arranged to get myself out of the hangar as soon as possible and take the General about a bit. Modesty forbids my repeating all the complimentary things said about me; there was just one occasion when I did not understand some remarks that were made to me. That was outdoors in Ottawa on a very cold morning when a mechanic had a little trouble removing my spark plugs from number one cylinder. I had always rather fancied the snug fit there, and it certainly wasn't my fault if he froze the fingers on one hand and skinned the knuckles on the other. But the names he called me! And not only myself, but my engine, my prop, and my parents, if any, were alluded to. I passed off the situation by ignoring the fellow entirely.

However, people became rather used to me in Ontario and Quebec, and I thought I really should take the General out again; so in July, 1930, we made our second trip to Calgary and landed in Vancouver on July 21. Mountains are my meat, and I was at home on the Pacific, just as much as I had been on the Atlantic. I am sure Generals and Colonels were the first combination to fly to both coasts.

At night in the hangar on Lulu Island in Vancouver, (that was before the new airport was going on Salt Spring Island), I used to tell the members of the sorority stories of the prairies and the mountains. Naturally, no machine dared to contradict anything I said, but that is only proper because none of you anywhere in Canada, light or heavy, upside down or up side, in that vast Poss Muth CF-AGO has possibly covered the ground I have and made a few trips to San Francisco and Miami, but she is only a two year old, and anyway I consider it very bad form for her to have plastered all over her snug fuselage the name of every airport and cow pasture she has visited. No, nobody is quite in my class, my dear.

Take that trip in July, 1930, on the 18th I was at Ottawa and on the 21st I was in Vancouver; we called it Page Five
at 17 cities en route and at 10 of them we addressed meetings. Of course, the General did the actual speaking but I was the inspiration, and gave him one or two pointers. By August the third we were back in Ottawa.

During the latter months of August, September and October we made pleasant jaunts to London, Sarnia, Hamilton, Brantford, Toronto and Montreal, opening an airport here and addressing a luncheon meeting there. I rested quietly that winter of 1930-31. You understand that no aeroplane is in its element on the ground; we all belong in the air. Nevertheless, once in my position I had certain duties to perform. I was hostess at many social gatherings in the hangar as different young aeroplanes would come and go; some of the youngsters nowadays have exasperable manners, and a snub now and then does them good. The balmy air of April, 1931, made me a little restless, and my under-carriage occasionally hinted that it was about time the main planes took a bit of the load. So I sent for the General.

We talked things over and decided on a little jaunt to the prairies. It was April 4th there in Toronto, and the General thought he might attend the Vimi dinner in Calgary on the 9th. On the 4th we quietly took off, and looking up old friends in Detroit, Madison, Minneapolis and Winnipeg reached Regina about noon on the 7th. It was my third time there you see, and a lucky thing I knew my way about, because there was such a filthy dust storm blowing that I actually could not see across the airport. I told the General my impulse was getting clogged and my oil filters very dirty, and that all the hinge pins and control leads needed a good washing out, impelling him to go on by train. There wasn’t much time you know for him to fool around, so he reluctantly agreed to my proposal. I don’t think I transgressed the initiation oath at all in wanting to get inside the hangar. So I had a facial massage and a bath while he was farther west, and later we made the trip home to Ottawa in three days (again) from Regina.

By the first of May that year (1931) George Ross was getting active around the Aviation League and I took him about the country a bit. As soon as I knew he represented every club in Canada and was quite a big man, I took back the inspiration and gave him some advice about his importance and was quite contented to be seen with him, although he was not a major-general. And anyway he left the flying pretty well to me.

One day he had the idea of a ’Pathfinder Trans-Canada Air Pageant.’ Oh, boy, oh boy! I knew what that meant. So about a month after leaving Regina with the General, there again was I showing George Ross the sights. That was my fourth trip there; and we didn’t stop at Regina. I took him around the circuit, Battleford, Edmonton, Calgary, Lethbridge, Medicine Hat, Moose Jaw and so back East by early June. They overhauled my motor there and made a few minor replacements. It was then that I had this big smart red sign painted on my fuselage, I thought I was a bit flashy at first and perhaps unnecessary, because everybody knew all about me, but George pointed out that there were young people growing up who might not have heard of me, and I must do one’s duty for the future of the country.

There was a certain fitting propriety in my old team mate, General MacBrien, coming along with me to the opening of the Pageant at Hamilton and handing over to George Ross at Walkerville. I tell you girls I was something to look at now, with new fabric and dope and a siren. Every morning at every Pageant I led the siren formation.

You have all seen me and have spoken to you all in every hangar across the Pacific and back to the Atlantic on that Pageant in July and August, 1931. Martial music, flags and bunting, hundreds of thousands of spectators! It was actually myself that most of them came to see, but I prefer to keep up the spirit of the thing and tell people that the Sikkins and the parachute jumping were the main attraction. It was a really delightful trip though, and many an evening over a gallon or two of Marudele we told stories and compared notes in the hangar or on the line until late into the night.

We all had a particularly pleasant night at Edmon
ton after the performance there, and George came down in the morning just a little tired. On the way to North Battleford the bracket on top of number two cylinder worked a little loose, throwing the valve clearances out just enough to put my theme song off the 3-3 time beat, and drop about 50 revs. I didn’t care so very much because we got along pretty well and I knew it would be put right when we landed. But on our arrival George was in a bad humor and said a few things about myself and my maker. I heard him talking to the de Havilland pilot: ‘This.’ He began, and I covered my ears, and the de Havilland plane rumbled for Jimmy Symm. The two of them checked over my engine; Jimmy with his quiet eyes twirling, and his cool, efficient hands taking up a nut here and there, put me right. My feelings were a little hurt, though, and I must ask you not to repeat this.

Coast to coast and back to coast again only the last coast was Lake Ontario. I had made my fourth trip to the foothills of the Rockies and my second complete trans-Canada flight. We finished the Pageant in a blaze of glory at London.

The same September, last September, I tried out the Entente Cordiale at the United States capital, Wash-

I'm three years old. Not yet to me the way of life is fallen in the seer, the yellow leaf. And not for years, will come the years when I shall say "I have no pleasure in them." Now the front is out of the ground. The sun is warm enough for the men to sit outside and smoke in the noon hour. Through the open doors I can smell the burning of last autumn's leaves, and a couple of swallows have built a nest over the hangar doors. Come on, George!
THE PRESS AND THE GASOLINE ENQUIRY

From the Labor Leader, Toronto, March 18, 1932.

The Investigation Age

Today can truly be termed the investigation age in Canada. Nearly everything has been or is going to be investigated, except how the editor of this great paper is going to finance a spring "Bennie". Gasoline is now at the bat in Ottawa! Will it make a base-hit, strike-out, or get a home-run?

Why all the yells about the price of gasoline? Everyone knows that the United States is flooded with oil—like West Canada is with wheat—and that gasoline is obtainable in some U.S. cities at almost "name-your-own-prices". It is so plentiful, in fact, that it is being sold in order to beat Uncle Sam and his subordinates out of the market. Hundreds of companies in the oil and gas business have either failed or cannot meet their financial obligations. Employees' wages have been cut to almost the vanishing point.

Is this the condition many Canadians would like to see exist in this industry in Canada? If so, the Labor Leader is not to be numbered among them. Canada is not flooded with oil; the most of our supply is imported, and the Canadian companies who are engaged in this industry have been making a fair return on their investment while at the same time they have been giving employment to thousands of men for years at living wages—jobs that are good for fifty-two weeks a year. This industry has to be brought down to the level of the same industry in the U.S. Apparently too many Canadians give the consideration that is shown the British industry. There are, of course, also many industries in Canada today so depressed by lack of orders and the want of profits without adding the oil business to them. Apparently the old saying that "misery likes company" is being overworked in this Dominion. You can always find a number of members of Parliament to "bark at any big industry" because they believe to know they are alive and making a bluff at doing something for the hardworking sessional indemnity a generous country gives them, but ask this same crowd to initiate something constructive for the benefit of the nation and you would draw a blank stare. Many of them have not as good think-tanks as an average office boy.

From Saturday Night, Toronto, March 26, 1932.

GASOLINE PRICE ENQUIRY

If the current investigation era is another phase of the economic cycle we welcome it. It means just one more step towards what the late President Harding called "normalcy." But it may serve another purpose by emphasizing the futility of enterprises by large parliamentary bodies composed of men who, whatever their qualifications in politics and in their several businesses or professions, are hardly prepared for the handling of the ramifications of any vast industrial and scientific enterprise.

The gasoline price enquiry is a case in point. It was apparent at a recent sitting of the Banking and Commerce Committee that the members of that committee felt absolutely frustrated when they tried to familiarize themselves with the complexities of oil refining and distribution. They spent a great deal more time trying to acquire, in a few hours, all the knowledge that their witnesses had acquired during many years of intensive application to the business. In short, they were trying to do the impossible. That they should fail is no more incomprehensible than it is a reflection upon a body of men seeking honestly to carry out the duties assigned to them by the House of Commons.

But that the gasoline enquiry has brought out, so far, is that consumers' costs are made up of about five cents for every gallon of gasoline sold and that the oil companies make little more than one cent. It is improbable that anyone will begrudge it to these companies for there is an enormous service entailed in the manufacture and distribution of a gallon of gasoline. So far as we can determine gasoline prices in Canada are not out of line with the commodity prices. The apparent discrepancy between prices in Canada and in the United States is attributed to the demoralization of the market at those U.S. points which are selected by the captious as a basis of price comparison. At least startling was the statement of Victor Rose, vice-president of Imperial Oil, that the United States price has been demoralized by racketeering, whereby millions of dollars are being stolen each year by tax exauders from State treasuries. In Canada, we may be thankful, there is little if any tax evasion. This is due to the fact that the big companies pay the taxes directly to the provincial governments and also to the fact that Canadians have a reverence for law and order that has been rapidly diminishing in the United States.

From the Ottawa Journal, April 27, 1932.

THE GASOLINE ENQUIRY

The House of Commons committee which has been inquiring into gasoline prices has about concluded its work. Judging from its reports, it should never have begun its work. This committee, in fact, has been an example of the folly of Parliament granting a committee to nearly any member who thinks he has a grievance of some kind, or that he is big enough to save from some real or imaginary evil, or that he has hit upon some grand plan to get votes. The gentlemen who demanded this particular gasoline committee lacked the information and the system to carry out anything else but a nuisance and an expense. Utterly lacking in information or preparation, without even an elementary knowledge of the thing they were supposed to investigate, they have spent something like two months travelling up blind alleys, revealing nothing but their own ineptitude for the job in hand.

This exhibition, unfortunately, cost money. It costs money to bring witnesses to Ottawa; costs money to pay for the expenses. It costs a great deal more money to print hundreds of pages of perfectly useless evidence which nobody will ever read. This committee will cost some thousands of dollars.

That sort of thing, at this particular time, ought to be discouraged. The House of Commons has certain responsibilities to the public and M.P.'s have responsibilities to their constituents. They should not include the right to saddle the country with a lot of useless expenditure for the sake of political capital.

From the Sarnia Observer, May 4, 1932.

The report of government auditors who investigated the records of Imperial Oil, Limited at this city and elsewhere in Canada gives the concern a groundless negation of any suspicion that prices of gasoline have been unduly elevated at any time during the last three years, whatever the receiver may say. In fact, the finding is that Imperial Oil, Limited disregarded certain overhead that might have been included in calculations to arrive at manufacturing costs and which are usually taken into account by other refining concerns on this continent. The auditors found that the company took no undue advantage of specific or dumping charges in arriving at its prices for gasoline.

Furthermore the official investigators has been submitted to the banking and commerce committee of the House of Commons in Ottawa, which instigated the audit on the complaint of western Canadians interests that prices of gasoline in Canada were out of line with those charged in the United States. The report points out that the seeming disparity arises from the circumstance that the gasoline industry in the United States is in a much more concentrated condition and is already over-production and the various tax-examination racket which have resulted in the price of gasoline in the United States falling far below the relative movements in cradle prices. It is well known that many oil refining companies in the United States have suffered losses in recent years that threaten their solvency and are mere investments to the thousands of share-holding housewives who have lost their money and are chagrined at the prolonged shrinkage of their resources. It would be a calamity of national significance should such conditions arise in Canada.

The report appropriately calls attention to the heavy costs of marketing gasoline in Canada. Groups of companies in every county and municipality have been formed to secure an increased tax on gasoline sold in the province. To make up for the revenue lost by the sales tax the entire province is flooded with super-tax gasoline. This is a violation of the constitution, and the companies are in practically every county, and are chagrined at the prolonged shrinkage of their resources. It would be a calamity of national significance should such conditions arise in Canada.

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that no advantage has been taken of ordinary or special conditions that have been profitably applied. What we have seen is that there has been no advantage. They have given the public a square deal.

It is a good thing that this inquiry has been held. It has dissipated every shred of suspicion that the big companies were holding up the consumer. Nobody can suggest that a profit of a cent is too much. In fact the wonder is that the companies have been working on such a small margin, and the public must be pleased to find out that they have been doing very well.

Were it not for the enormous quantities consumed, gasoline could not be sold at the price it is.

The investigation demonstrates that the executives must have done some remarkably accurate and close figuring to sell at the price they do. They have been vindicated by outside auditors, and it would appear that something of an apology is due them and, incidentally, to the taxpayers.

From the Toronto Globe, May 5, 1932. GASOLINE PROFITS

When the gasoline inquiry was inaugurated at Ottawa early in the present session there was some expectation by critics that a record of excessive profits would be discovered. That this has not been borne out has been frankly admitted by Mr. A. O. Matthews, auditor for the Banking and Commerce Committee, at least as far as concerns Imperial Oil Limited, which possesses the leading position in the gasoline industry in Canada. The inquiry may be dropped so far as the other companies are concerned.

According to Mr. Matthews' statement to the committee on Tuesday, both he and his partner entered upon their task convinced 'that the fact would be different from what we found.' Evidence early in the inquiry showed that the company's profit on gasoline was a trifle over one cent per gallon. As Mr. Matthews reports: "In 1930 the return to the Imperial Oil on their investments at cost, in which they could very easily have written them up, is 65 per cent. on the marketing and refining over this country.' It cannot be said that such a profit is excessive.

The complaint has been often made that there is too great a difference between the cost of gasoline here and the price in the United States, even allowing for the larger gallon used here, but the pronouncement of the House of Commons Committee's auditor, after investigating conditions, should set that complaint at rest, at least so far as the company on which report has been made is concerned.

From the Kingston Whig-Standard, May 6, 1932: NO EXCESS PROFITS

The inquiry by the Parliamentary Committee on Banking and Commerce into gasoline prices in Canada has been revealed recently to be a remarkable profit. It is thus common knowledge that the evidence presented before it appears to contradict the charges raised by those sponsoring the investigation, of excessive profits by the oil companies.

While a great part of the evidence has been that of officials of the companies, the most striking testimony from the public viewpoint is that of a firm of chartered accountants engaged by the committee to investigate the bookkeeping of the oil companies, who state that the bookkeeping is so accurate that it is evident they have no advantage. Moreover, it is evident that the cost of gasoline is a technical matter: in the distribution of the product there is a complex system, the consequences of which are too apparent for the company executives to be in any position to profit by them.

The committee made, in their report, a number of recommendations, among them the suggestion that the government should investigate the question of gasoline prices and the cost of production. They were not satisfied with the evidence adduced, but it was evident that the companies have been working on such a small margin, and the public must be satisfied with having been deceived.

It is significant that the companies have been working on such a small margin, and the public must be impressed with having been deceived. The companies have been working on such a small margin, and the public must be satisfied with having been deceived.

From the Winnipeg Evening Tribune, May 7, 1932. FAIR GASOLINE PRICES

The report of government auditors who investigated the records of Imperial Oil Limited at this city and elsewhere in Canada confirms the conclusion that the inquiry failed to substantiate any suspicion that prices of gasoline have been unduly enhanced at any time during the last three years, which was the period under survey. In fact the inquiry failed to substantiate any suspicion that prices of gasoline have been unduly enhanced at any time during the last three years, which was the period under survey. In fact the inquiry failed to substantiate any suspicion that prices of gasoline have been unduly enhanced at any time during the last three years, which was the period under survey. In fact the inquiry failed to substantiate any suspicion that prices of gasoline have been unduly enhanced at any time during the last three years.
Imperial Oil Review

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R. C. Mathews, M.P., presents report on gasoline prices

As chairman of the Select Standing Committee of the House of Commons on Banking and Commerce, Mr. R. C. Mathews, M.P., for Toronto East-Centre, yesterday afternoon presented to Parliament its fourth report—that dealing with the price of gasoline. The committee held meetings and heard evidence of twenty witnesses under oath. These witnesses, who filed a great mass of exhibits, represented Imperial Oil, Limited; Shell Oil Company, Limited; British American Oil Company, Limited; Shell Oil of Canada, Limited; Eastcrest Oil Company, Limited; and also included individual importers and distributing agents. Some of the witnesses import directly from the United States and others purchase gasoline from Canadian refineries. Evidence was submitted regarding the petroleum industry in the United States, and an official of the Canadian Customs Department testified. The report of a Saskatchewan committee, which sat concurrently, is embodied in the Ontario committee’s report.

A thorough-going overhauling of the affairs of the Imperial Oil Limited was conducted by Messrs. George A. Touche and Company, chartered accountants, and their report enumerated the company from the charge of overcharging its costs or otherwise manipulating its figures to facilitate extraordinary profits. Gasoline costs are, indeed, declared to have been understated because of the company’s conservative policies in regard to insurance charges, depreciation rates, contingency reserve charges, etc. Cases have been further supported by the fact that the price of oil does not have to carry any liquid oil or debarment, the ‘whole operations being financed through the sale of capital stock.

The alleged high cost of marketing in the year 1930 is attributed to territorial and climatic conditions and to extraordinary competition, and the disadvantages caused by the methods of the present organization of the industry. The committee has declared that there has been a sacrifice of advantage of the specific or lumping clauses. The interests of the provincial governments and of the United States are in the destruction of the gasoline industry south of the international border.

As the investigation of the Imperial Oil, Limited disclosed no improper accounting practices, it was thought advisable not to go to the expense of investigating the other oil companies named. After receiving the auditors’ findings the committee reports: “From consideration of the evidence and the auditors’ report, it is the opinion of your committee that the price of gasoline to the Canadian consumer is not unreasonably high, and that the public interest would not be further served by a continuation of the investigation of this inquiry.” In other words, the Banking and Commerce Committee of the House of Commons, under Mr. Mathews’ leadership, has given Imperial Oil a clean bill of health, and this is due, in part, to the high state of health and to the fact that the company makes a very small profit on its products. The committee was satisfied with the evidence submitted, and it is hoped that the report will be of value to the public.

From the Spectator, Hamilton, May 18, 1932

In several of the foregoing statements reference is made to a profit of one and one-tenth cents per gallon. This rate has been maintained by Imperial Oil on its gasoline sales during the period under investigation. The correct figure is 1.01 cents or one and one-tenth cents per gallon. The auditors reported that the company made a profit of 0.50 cents per gallon, or 50 cents per barrel, on their sales. This profit was earned on the sale of gasoline at prices which are much higher than by the usual business practices—prices which are much higher than by the usual business practices.

From the Toronto Star, May 21, 1932

It is an extraordinary condition in which the Imperial Oil Company operates only a fraction of the profit in its own product that is made by the Ontario Government.

The report of the committee of the House of Commons is a blow to the industry, and it is hoped that this will result in the laying of a suit by the government. A thorough investigation of the affairs of the Imperial Oil Limited was conducted by Messrs. George A. Touche and Company, chartered accountants, and their report enumerated the company from the charge of overcharging its costs or otherwise manipulating its figures to facilitate extraordinary profits. Gasoline costs are, indeed, declared to have been understated because of the company’s conservative policies in regard to insurance charges, depreciation rates, contingency reserve charges, etc. Cases have been further supported by the fact that the price of oil does not have to carry any liquid oil or debarment, the ‘whole operations being financed through the sale of capital stock.

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A RENDEZVOUS

By Ronald W. MacKinnon

To YOU readers residing, we will say, in Toronto, the designation of a meeting point with a friend resident in the famed city of King and Yonge, the Royal York or the King Edward, at such and such an hour, but this story as related to the writer by a tracker at Fort Resolution, North West Territories, on the return trip from Fort Norman, in March, 1912, is based on something different again: the meeting place as agreed upon by the two principals of the following story, the junction of two small Barren Lands streams, one hundred miles east of the Coppermine River, at a latitude of about the Arctic Circle. The time of the meeting was set as somtime in September.

The two principals, one a Scotsman, well over six feet in height, whom we will call "Scotty," which was not his nickname in the North, the other an American, whom we will refer to as "Steve," both were famous in the Barren Lands of the Arctic for their trapping and travelling exploits.

Scotty, after a very profitable winter's trapping in the Barren Lands east of Fort Reliance, Great Slave Lake, decided to go outside, dispose of his fur and enjoy a settled married holiday. With plenty of money to his credit at his bank, the question of the locality where his vacation was to be spent was important. Something as different as possible from his life in the Barren Lands during the long winter nights of the North was essential. He had neither white men nor white women during that period and the meeting with an Indian, or an Eskimo even, was decidedly rare. He's trek Outside was to be an adventure to him, just as a journey into the Arctic would be to most of you. His time was limited, so as much as possible of the life of the Outside was to be crowded into this limited time. After much thought, Reno, Nevada, was decided upon as the locale of his return to the ways of modern civilization. His reasons for this choice can be left to the reader's imagination, but one must bear in mind the fact that his desire was to experience contrast, to see Life as lived in thickly populated centres after his complete isolation in the North.

A lover of horses, he naturally became interested in racing and being a good judge of racing form was very successful in playing the ponies. The rumour in the North runs that in a very short time he was ahead to the tune of several tens of thousands of dollars. Eventually, he was tipped off to a Sure Thing (**) and gambled all his winnings in one race for the Hot Tip to win. It ran out of the money. Scotty was disappointed, more I imagine on account of the failure of his horse than his loss of the money, anyhow he said: "It was their money, anyhow, and there are plenty of white foaxes in the Barren Lands. I should worry.

The holiday was terminated and he began his return to the North.

At Edmonton he met his present partner, whom we are to call "Steve." Steve is equally as well known in the Arctic as Scotty is in the Barren Lands. They had heard of one another from time to time but had not met. A friendship sprang up between them and led to their joining partnership to trap in the Barren Lands for that coming winter.

Steve's previous base for his trapping operations was the Arctic coast and all of his outfit was there, including his team of husky dogs, so it was arranged that the partners would separate at Resolution to meet later at the point mutually agreed upon in the Barren Lands east of the Coppermine River. Scotty was to outfit at Resolution and take in sufficient supplies for a year for the two. As told the writer by the tracker at that Post, the total weight of the purchases for the expedition was barely one hundred pounds, nearly seventy-five per cent. of which consisted of kerosene for the primus stove, and ammunition, leaving roughly, twenty-five pounds of food supplies for twelve months for two men, their intention, of course, being to live off the country.

The main item on the daily menu would be Barren Lands caribou which they would be almost sure to be able to kill in considerable numbers.

Arrangements were made by Scotty with Mr. Spence, one of the best known of Northern aviators, whom the writer is looking forward to meeting this summer, to fly him and his outfit into the Barrens to be set down at the proposed meeting place. The remarkable achievements of such Northern aviators as Wop May, Walter Gilbert, Spence and others are due to their almost uncanny knowledge of location and direction, the layman in talking to any of these men immediately feels that they have an actual picture map in their minds to which they can always refer in determining their position, or in planning or describing a flight. Spence landed Scotty at the rendezvous without difficulty, the small outfit was unloaded and an understanding arrived at as to the date in the following year on which he was to return to pick up the partners and their fur, bound once more for Outside. In the hurry-up of

the final good-bye, Scotty's culinary equipment, which was very sketchy, naturally, and had been loaded in the tail of the plane, was overlooked and not discovered until several days later. Scotty had been left without even a cup or kettle of any kind, but the writer does not believe he would be very much put out, there were probably only a few lurid expressions at the moment.

Steve had reached his headquarters by this time and had completed arrangements for his trek of nearly three hundred miles from the Arctic across the unmapped and unexplored stretches of the Barren Lands lying between him and the rendezvous. He took his dog team, allowing them to follow him running loose, carrying on only their harness and very light packs. He himself had his rifle and pack sack. Food for himself and his dogs had to be hunted and killed when the opportunity came, and as one having some knowledge of the Barren Lands it is safe to say that on occasions the menu would look very scanty.

Within the appointed time Steve from the Arctic coast, travelling across unmapped areas with a team of dogs, and Scotty, travelling in a plane from Fort Resolution and landing somewhere east of the Coppermine River, joined forces and settled down for their winter's work.

Later the same year, Mr. Spence had to make another aeroplane trip east of the Coppermine and went out of his way to call at the camp to deliver the cooking utensils which had been overlooked. Scotty had made out O.K., two empty bully beef tins had functioned as cup and tea kettle and the top of a tin of lard had developed into a frying pan. The writer imagines the appearance of Spence and the opportunity for a talk-fest was much more welcome to the trappers than was the re-appearance of the cooking outfit.

The writer is looking forward to being in the North again this coming summer and having the pleasure of meeting Scotty and Steve, in which event there may be a sequel to this little story of northern life, which he hopes may have been of some interest and entertainment to the readers of our REVIEW.
The great Klondike rush of '98 is being duplicated to-day in the trek northward from Edmonton to Great Bear Lake, near the Arctic Circle. It promises to possess some of the glamour and excitement of the old Yukon and Cariboo days, except that the trail is by air instead of the old, arduous pack trails of those early days. Anyone who has seen the trail over White Horse and Chilkoot Passes, and the Cariboo Trail in British Columbia, can visualize the hardships endured by the early gold seekers. Now the trip is made in comfortable comfort as swiftly moving cabin aeroplanes, operated and guided by some of the most experienced and capable pilots on this continent.

The great race at the present time is to stake claims in this new Eldorado of the north, and will be won by the swiftest—not by horses, canoes, or dogs, but with wings. Fort McMurrary is the real starting point. What a change since the Trail of '98 and the old Cariboo days of '60! It is a commonplace thing to hear of pilots such as "Punch" Dickins, "Wop" May, Bill Spence, and W. Gilbert, leaving Fort McMurrary in the morning and arriving at Great Bear Lake, 850 miles away, depositing their load of freight and passengers, and returning the next day to McMurrary as if they had just been down the street to make a little social call. This, no doubt, will be duplicated hundreds of times during 1932. From a transportation standpoint it is estimated that Great Bear Lake is the Mecca of all mineral-minded men from east, west, and south. The Trail of '32

By F. T. Teale, Manager, Imperial Oil Limited, Edmonton Division

Probably this year will see one of the greatest treks of recent times, particularly in view of the need for commodities at Great Bear Lake, which reminds one of the scarcity in the Klondyke days. Where eggs brought $2.00 each, and horses were sold for sums that in other parts of the world would have kept a man in comfort for ten or twenty years.

These hardships have passed so far as the Great Bear Lake stampede is concerned, and the loneliness that existed in the old Klondyke days has been dispelled by the aeroplane and the radio; at any rate it is unlikely to reach the proportions it attained at Dawson City and other camps in the Eldorado and Klondyke creeks. The "dangerous Dan Majewski" and "Ladies known as Lou" will be in the minority. Neither do we expect stories of men covered with snow, bursting through the doors of a Great Bear Lake saloon and with a curse hurling a piece of radium on the bar, calling for drinks for the house. Although our scientific knowledge is somewhat meagre, we fancy the radium would burn its way through the bar before the bar tender could reach for it.

At a dinner given at Edmonton by the Chamber of Commerce, there were two dozen or more prospectors found for Great Bear Lake, at the time when the thermometer was registering at 40° below zero. Did they wait for more comfortable travelling conditions? Certainly not. They were headed for Echon Bay on the Great Bear Lake, which is the headquarters for that district. This party included such well known northern pioneers as Major Duvash, Charlie Lahine, A. Bolan, all bound for the Great Eldorado, and they will stay there throughout the summer, possibly coming out after doing a season's intensive work staking claims, prospecting and other work in the north.

This Eldorado is a rich man's camp. It is inaccessible for anyone without considerable financial backing to even attempt to get beyond Waterways, the terminus of the railway in northern Alberta—the jumping off place. Civilization is to be seen and experienced all the way down the Mackenzie River to Alaska, due no doubt to the influence of the missionaries, traders, and the Dominion Government staffs at various points. The recent installation of wireless telegraph stations at accessible and convenient points has shortened the distance between points of communication, and radio has materially lightened the burden of those who live in the north the year round. Personal greetings and commercial messages are sent twice a week over the broadcasting station CKA at Edmonton and received as clearly as over the telephone in the city. The Government wireless stations along the Mackenzie river and other points in the north are doing what may be termed a satisfactory business from a financial standpoint.

Edmonton, in Northern Alberta, is actually the "gateway" to the north. With a population of over 80,000, fully equipped with first-class mercantile houses, this city is in a position to supply the needs of the new country.

Imperial Oil is here, as always, in the van of unusual development. Some years ago the writer made a pioneer trip down the Athabasca river with the well known apostle of the north, Col. J. K. Cornwall, for the specific purpose of opening up in advance of the railway, our sub-station now known as Waterways. The only means at that time of reaching this destination was by canoe down the Athabasca river. This sub-station has been a boon to the north country.

Now Imperial Oil is to open the oil wells at Fort Norman, which have been lying dormant for the last ten years, it will mean that Fort Norman will come into its own as a supply point for Arctic requirements. The introduction of the aeroplane as the mode of transportation has greatly enhanced the potentiality of our market, as the aeroplane replaces the old wood-burning and slow-moving river boat. This is pushing back the frontier 500 to 700 miles further north, and Imperial products will be as familiar a sight there as they are on the Prairies.

It is not many years since a trip from Edmonton to Aklavik took a month's time. To-day the same distance can be covered in two to three days. This has been brought about largely by the development of the internal combustion engine for use in aeroplanes, and by Imperial Oil, Limited, with its distribution system which makes available, wherever in Canada, Imperial Aviation gasoline and Imperial Marvelube Aviation oils.
JACK AND JILL

TAKING THE AIR

Before Jack could prevent it, the designing proprietress took advantage of Jill's ignorance and enthusiasm and sold her an 1812 fire shovel with a five-foot handle and a corn cob vegetable dish (cracked), for neither of which she had the slightest use. Jack's good nature and love-life attitude almost cracked under the strain, and he tried to stow the fire shovel and the huge china dish in the roadster, he said, "From now on, all stoppens are out!" And in her heart, although she will not admit it, Jill agrees.

As this goes to press, they have reached a tourist camp, and the owner, saying that he has to take his wife to the dentist at Guelph, asks them to look after the place until his brother Ed comes. Before Jack can get a word in, Jill rashly promises and the owner speeds away in his ratty car. Brother Ed telephones that he has a "chance to Collingwood" and Jack and Jill are in the snup, as the saying goes. Jack lectures Jill on the folly of impulsiveness, but is interrupted by arriving guests.

This delightful young couple, impersonated by John Holden and Greta Letharr, are products of the imagination of Merrill Denison, who has written many excellent plays for the air. Jack McLaren is the director, and Charles Jennings announces the production is on the air every evening except Saturday and Sunday from 7.35 to 7.40 Eastern daylight saving time, over CFRB, Toronto.

A "FOOL-PROOF" pavement or roadway is one which does not in any way contribute to the death or injury of pedestrian or motorist or to property damage. The "ideal" pavement or roadway is one which is "fool-proof," and, at the same time, economical to build and maintain; durable, pleasant for driving, pleasing to the eye and accurately designed to meet traffic needs.

A study of causes of accidents indicates to a degree at least the measures necessary to render a roadway "fool-proof." During 1931 a total of 315,800 motor accidents were due to collisions with pedestrians, causing 14,500 deaths and 297,410 injuries. While human carelessness can never be eliminated, the "fool-proof" pavement design should provide, first, ample width to give the pedestrian greater clearance, and to permit the driver to swerve without peril to himself and others. This precaution would ban wholly the dangerous one-lane pavements, which have long since been banned by the National Safety Council. Second, clear vision at all important intersections by cutting back dense shrubbery and hedges, solid fences and walls and other obstructions, so that motorist and pedestrian can see each other in time to prevent accident; third, elimination of sharp curves so as to prevent motorists from coming upon pedestrians without opportunity for lights to pick up the pedestrian or brakes to function in time; fourth, adequately surfaced shoulders or, better still, a type of paving which is practically an extension to include the shoulders, so that the motorist will not be influenced by the fear of dropping off of a slieh of pavement into a soft shoulder while travelling at a high speed and thus causing serious

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accident to himself. This fear has caused many motorists to keep well in towards the center.

In addition to the foregoing, some motorists complain of sun glare on pavements and eye-strain as contributory causes of accidents. Whatever may be the merit of this point, there need be no occasion for glare as asphalt, brick and stone block are dark and restful to the eye, while concrete may be given this treatment of bituminous materials at intervals to prevent glare.

Of course, sidewalks and lighting along the most heavily travelled highways would be veritable life savers, but these do not belong in a discussion of "fool-proof" pavements per se.

Automobile collisions numbered 492,100 and caused 8,570 deaths during 1931, while collisions with fixed objects and with other types of vehicles caused 80,000 accidents with 13,680 deaths. Here again we have the deadly danger of narrow roads, sharp curves, blind intersections and unsurfaced shoulders, but additional pavement factors are no doubt weighty. Skidding, while not an important factor in cities where traffic is controlled and streets are lighted and kept clean, is an important factor on country roads especially on curves, grades and approaches to intersections and grade crossings. Skidding, however, accounted for 44,510 accidents and 1,740 deaths during 1931. Skidding is due to a film of slime, mud, snow or ice on the concrete or asphalt surface preventing the grip of the tires on the pavement proper. Asphalt skid-proof surfaces are now available, however, for every type of road at slight additional cost, no matter whether the original roadway is macadam, concrete, brick, stone or asphalt. Such surfaces consisting of stone chips very lightly covered with asphalt and thus bonded in a sufficiently open texture to prevent formation of a film of moisture or slime, and at the same time afford a firm grip to the tires.

Commercial interests affected by the competition of these inexpensive skid-proof surfaces are industriously advancing the claim that such surfaces wear tires more rapidly. Such objections are trivial when one considers the low cost of tires, the large percentage of asphalt and concrete already constructed and in use, and the long service which the average motorist obtains from a set of tires.

An analysis of a recent study made by The Portland Cement Association of the comparative tire wear on smooth Portland cement concrete and skid-proof asphaltic concrete shows that a tire would have to run 50,000 miles or more before such difference was discernible. In other words, other factors being a tire to the end of its useful life long before it is worn out by a difference in surface texture of modern paved roads.

Danger at curves is lessened by the practice now generally followed of banking the curves. Guard rails are now being constructed with greater resis-

Maintenance has a great deal to do not only with the life of the pavement and its economy, but also with its material safety factor. Broken or disintegrated concrete slabs, pot holes or foundation failures in macadam or asphalt pavements are of course potential dangers. Broken culverts, guard rails unpainted, or faulty guard rails are all danger factors. Snow removal is an important safety factor as it decreases the hazard of ice and alternately hard and soft snow films.

The control of traffic by center line marking of the pavement, traffic lights and warning signs and gobos, and police patrol are obviously helpful in keeping down the number of accidents. Likewise stringent traffic laws and regulations aimed at reckless and drunken drivers are a help. But their discussion lies outside the scope of this article. That the problem of safety on our streets and highways is of importance comparable to the prevention of war is borne home to our consciousness when we consider the awful toll of 866,000 accidents, 34,400 deaths and 997,600 injuries in the single year of 1931. Could war be more terrible?
FAMOUS CANADIANS IN CARICATURE

FIR coat notwithstanding, Vilhjalmur Stefansson maintains that the North Pole is as warm as the Equator. Born on the shores of Lake Winnipeg, he inherited the sturdy character of parents who were among the first to venture forth from Iceland. On his first Arctic Expedition, in 1906, alone and armed only with his wit and ingenuity he proved his theory that “living off the country” in the Arctic is simpler and easier than a city job. His tales of the north are not tales of gold and precious metals but stories of food—food and clothing. It was his dream to add this “storehouse of the world” to Canada and the Empire. During nearly twenty years of Arctic exploration Stefansson had many narrow escapes but his last expedition, 1913-1918, was his best bit of luck. He came out of the north without any knowledge of the war, in time to celebrate the Armistice. In these years he mapped out 100,000 square miles of unknown territory.

IMPERIAL PERSONALITIES

JUST twenty years ago, this coming August, a young man changed his mind. It wasn’t his first, nor will it be his last, but it was one of his most important reconsiderations. Just before going on holidays, he had answered an advertisement for an office boy for The Imperial Oil Company, Ltd., and while he was away his mother wrote that an answer had come, they wished to interview him and furthermore, she had made inquiries, learned that Imperial Oil was a good company and he’d better hurry back. So hurry he did. In those days work was scarce and employers particular, so Frank Hall’s enthusiasm was considerably dampened by the catherine he underwent and he informed his inquisition that he didn’t want the job. A night’s reflection convinced him of his error and next day he telephoned, advising them of his change of heart, and got the job.

Frank G. Hall was born and educated in Toronto and had tried several things—the drug business, banking, cash register business—looking for his particular niche. This proved to be the opening he needed and his first few months were spent “cutting” the mail and copying letters in an old-fashioned press—carbon copies then being unheard of.

He was promoted to the tank wagon department, checking reports and deliveries of oil and gasoline. From that he went to the order department of which he was soon head. On this work he came in contact with F. J. Wolfe who was then in charge of lubricating oil and the many discussions aroused Mr. Hall’s interest in this branch of the oil business. When Mr. Wolfe was made assistant manager of lubrication oil sales for the territory now covered by Toronto and Hamilton Divisions, Mr. Hall became his assistant.

Business grew rapidly. New lines were constantly being developed to meet changing requirements. The work became more intensive and in consequence this territory was split, Mr. Wolfe taking the management of Hamilton Division while J. F. Stanfield looked after the eastern half of the province. Here Mr. Hall gained a new angle, for he became a salesman with head-quarters at Owen Sound. He confesses that during his first month on the road he won a contest on Polarine oil sales—the guardian of a box of cigars.

The industry continued to expand, and absorbed the services of more and more men. Mr. Stanfield was replaced by G. J. Hambley and Mr. Hall was brought in from the road to assist him, giving most of his time to lubricating oils. Soon after this, J. J. Polan, in charge of lubricants in the General Sales Department, found he had need of help and Mr. Hall was selected to give that help.

By this time the offices of the Company had outgrown the Bay Street quarters, and 56 Church Street began to be synonymous with Imperial Oil, Limited, as the Company was now styled.

When Mr. Polan died, Mr. Hall carried on with his chief interest centred in industrial lubricants. Manufacturing and engineering advanced hand in hand. Every day some new machine was produced with lubrication problems all its own. Each had to be exactly suited and naturally the lubrication department is in close touch with the research and testing laboratories. His work has increased to cover all lubricants, automotive as well as industrial, specialties, which are a complicated side line including waxes and oils of specific and unusual uses, and lately the aviation oils with their exacting specifications have come under his supervision. His official title is Manager, Lubricating Oil and Specialty Department. He is assisted by A. W. Sime. On the appointment of L. C. McCloskey to the direction of the Company, Mr. Hall became chairman of the Committee on Standards which is responsible for...
the uniform high quality of Imperial products. Mr. Hall is admirably qualified for this position because during his long association with the Company, he has always been a stickler for quality.

During an interview with Mr. Hall, the telephones rang incessantly and he "listened in" on some of the calls. They ranged from information relating to the packaging of Household Lubricants, a standard line, to a scientific discussion about an oil to be specially made up for use as a spray for fruit trees; a casual inquiry about axle grease; and a careful investigation, by a drug firm, of medicinal oil and white petrolatum; requests for wool oil and silk-soaking oil from textile concerns; a price on a tank car of transformer oil; an order for 300 tons of wax, not to mention a shipment of Marvelube Aeroplane Oil for the British Air Ministry.

In spite of all this, Mr. Hall, who is still a young man, retains his youthful zest for athletics and while applauding the sports of to-day, speaks with fondness of his office boy days when he played on the Company's hockey team and strength rated higher than science and a player chose his stick for its qualities as a weapon rather than as an instrument. Incidentally he claims to be the originator of the Annual Picnic, an institution much looked forward to by all Toronto and lately Hamilton employees.

THE ROADS OF THE FUTURE
By the Asphalt Sales Department, Imperial Oil, Limited

ROAD engineers are not satisfied that they have evolved the best and cheapest kind of materials for construction of highways that are hard, durable and smooth. The modern concrete, asphalt and other surfaces are so vastly superior to the old stone roads that it might be supposed that the engineers would be content. Not so, however. The search for improvement still goes on.

Adoption of the materials and construction methods now in use was hastened by the rapidity with which the good roads movement sprang up in the wake of the automobile. Now that most provinces have good roads and the maintenance cost has entered into their budgets, the question arises whether there may not be devised through resourcefulness materials which could be worked into ever better surfaces and with less cost and possible less wear upon machines.

And as yet the chemists who are interested in road construction seemingly have not found material that will fill the bill. Chemistry has done little for the building of roads other than to furnish some materials, but there are indications that new surfaces will be evolved through chemistry that will surpass anything yet produced.

Chemistry performs such wonders that it is not so much a question of the raw material with which it works as the chemical structure of the material and what takes place in the world of atoms. In some common substance of by-product, it will find the improved material for the roads of tomorrow.

ENEMIES OF ROAD BUILDERS
By the Asphalt Sales Department, Imperial Oil, Limited

FOUR forces which the road builder must combat are abrasion, suction, shear and impact. Wherever vehicles move over a road, these are inevitable destroyers of the road builder's work, and enemies of which he must be ever watchful.

Abrasion is the force which grinds down the road surface, if permitted. But abrasion has been conquered by fitting the former steel shoe grinders with rubber shoes. But though rubber tires vanished abrasion, they brought suction, the force which lifts into the air and disperses the finer particles of surfacing material.

This force made the old waterbound macadam roads useless, and it quickly destroys gravel roads. It is economically prevented by treatment with bituminous material.

Shear is best illustrated by a solid tilled wheel cutting nuts through an earth road softened by rain. Rigid pavements have ample strength to resist shear.

Impact is the pounding of wheels on the road surface. A slight roughness of the road, or small obstacles may cause an impact much greater than the actual weight of the load.

FROM THE IMPERIAL OIL FAMILY ALBUM
By A. F. Smith, Salesman, Imperial Oil, Limited, (Retired)

This photograph reproduced at the head of this article hung in my father's home for upwards of forty-five years. It may please the readers of the Review to look at the faces of some of our pioneers in the oil business and listen to the recollections of one who was office boy for the old Samuel Rogers Company in the days when these men, many of whom have passed on, were in their prime.

The office was at 30 Front Street East, Toronto, and Brussels carpet stretched from the front windows clear to the back of the office, under my humble desk. How well I remember the nine employees there at that time—April, 1887—and Samuel Rogers, president, who appears in the photograph. I can hardly picture him without a frock coat, white vest, plug hat, and almost invariably a buttonhole bouquet. I used to have to take his hat out to the corner hat cleaner to have it ironed and smoothed out slick again. He was a quick worker, sharp in his judgements, and could give me the greatest number of letters imaginable which I had to copy in a set press, and mail out at night. He had a great love for children and, with the late John Ross Robertson, was instrumental in founding the Hospital for Sick Children, one of the greatest blessings ever bestowed upon the community. He was a Quaker and his word was as good as his bond. He remarked to me (the office boy) one day that he had just borrowed three thousand dollars from the bank, and all he gave them was his note, no security. I remember telling him that I had aspirations of becoming a commercial traveller just like my dad, and his answer was "It's to be pointed to."

He said, "Frank, I will put you at the works office as soon as I can, where you will get experience that will be beneficial to you in that line, and as soon as you get the age on your shoulders, away you go on the road". I was placed at the works where I sold oil over the country to country storekeepers and others and so gained a knowledge of the oil business as it was then, and at the age of about twenty-six I emerged onto the road.

J. H. Farr, a city traveller, with Samuel Rogers and Mr. J. W. Sparrow, formed a varnish and paint business under the name of J. H. Farr & Company. Mr. Sparrow made the varnish and paints. Mr. Farr
black hair is my own father, W. J. Smith. It is hard to page about one’s own father, you are so liable to
misrepresent him. You have to blow him up and you may
perhaps he accused of favoritism. He sold to used lots of oil
and had hosts of friends. As a boy, what pleased me
was to see him come back from his Port Hope and Peters-
boro territory with a beautiful team of fine, fast-stap-
ing horses and a fine, light buggy. I would then have
the pleasure of a drive, and say, did we go! Next to my
father, I admire J. A. Carrick, whose son Charrie is still agent at Sault Ste. Marie, and another
son, J. J. Carrick, now living in Toronto, was at the
Soo for several years previous to 1902 when the writer
took up his trail there until 1909 when Charrie came to
my relief. The seven years spent at the Soo I will
always cherish with delight. I understand that the
Carrick boys’ father left the Company and went with
J.J. into the real estate business at Port Arthur and the
Soo, but he was a long time with the Samuel Rogers
Company and the Queen City Oil Company and had a
very successful career.

The gentleman to be named last is W. M. Wilson,
another of the travelers of Samuel Rogers, but I
cannot recall anything of him. He seems to have been
mysterious in regard to his appearance. Note how he
cared for his fine beard. He might easily be taken for
one of the Fathers of Confederation.

When Winter Comes

MR. D. E. CRABB, Imperial Oil agent at Radis-
on, Sask., has been experimenting with the
snowmobile since 1918, at which time he
operated a propeller driven pushmobile. He has
been several machines since then, but is now satisfied that
the snowmobile shown in the accompanying illustration
will travel any winter road

This snowmobile is con-
structed from a Stude-
baker 1920 touring car
and has ample power.
The front runners which
are eight feet long and
eight inches wide are made
of spruce wood, shod with
1/8 inch steel. The cater-
pillar tracks, built from
sections of wheel rims, are
ten inches in length and
are curved on outer edges
to prevent them from sliding off tires. These sections
are securely fastened together with heavy chains and
the complete caterpillar tracks can be either tightened
or slackened as found necessary.

The machine, complete for travelling, weighs 2700
pounds and can be driven at a speed of 40 miles an hour.
The cab is well constructed, warm and it has sufficient
space to seat four passengers comfortably. The whole
vehicle is cut down to 42 inch truck and runner
races as it would be altogether impracticable to use
standard auto width. The Studebaker motor operates
entirely on Imperial Marvelube and Imperial Ethyl
Gasoline.

The snowmobile is used to a large extent for driv-
ing the local doctor and Radisson detachment of the
Royal Canadian Mounted Police. The writer had occasion to use
the snowmobile between Radisson and Areal, a
distance of twenty miles
across country which was
covered in the fast time of
45 minutes on heavy
roads.

Mr. Crab is been Imperial Oil agent at Radisson
since 1928 and long before that time was strong for
Imperial products. He operates both a garage and
service station in Radisson—the service station being
situated on the Jasper highway between Sisiaton and
North Battleford. It offers day and night service to
travellers.

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One of the old Rogers labels. The colors were a
vivid green and black.
AIR POST COLLECTING

By William Griffiths, M.V. Calgarite

ALTHOUGH philately—the collecting of air mail stamps and covers—started as a sideline of stamp collecting, it has developed into an independent hobby and is being taken up by an ever-increasing number of enthusiasts in all parts of the world. This hobby now has its own magazines, clubs and societies. In the opinion of one who has followed air mail collecting for over twenty years, it is more than a hobby, since the collector becomes akin to the historian.

It is fascinating to trace the history of flown letters. Compare the period of the siege of Paris, 1870 to 1871, with balloon stamps used in the Great Britain 1911 London-Windsor flight, or follow the progress of Canadian air mails from 1918 to the present day. There are also the outstanding flights of Imperial Airways planes from England to Australia, India and South Africa, epic flights of the Do-X, the K-100, and the Graf Zeppelin.

From a historical and pioneer point of view, the collecting of first flight and other important flown covers offers opportunities unequaled by any other hobby, besides the monetary value which may accrue from such a collection.

LIGNITE

By J. M. Burden, Regina Marketing Division, Imperial Oil Limited

ALTHOUGH generally recognized as a wheat producing province, Saskatchewan can justly be proud of her mineral resources. In the amount of her coal reserves, she ranks third among the provinces of the Dominion. The coal bearing formation covers an area lying principally in the southern part of the province, the area receiving the greatest amount of attention from the coal mining companies being the Souris River district. This is part of a larger basin shaped coal area extending south into North Dakota.

Mr. R. J. Lee of the Supervisory Engineers Division, Department of the Interior, reports that 90% of the present output of coal in the province is accounted for in this district, the centre of which is the town of Estevan. Commercial operations in lignite mining in this district date back to 1890 and there is no doubt that the earliest settlers, many years before that, extracted coal by the open mine method. This system of mining is still in use, and the farmers who go to the nearest outcrop, strip off the overlying strata and dig out the lignite. As a rule this method of mining does not extend far; the sides of the coals are generally so steep that after digging a few feet into the bank the over-burden becomes so thick that the expense of removing it is greater than the value of the coal.

The Traus-Traer Coal Company, Limited, operating outside Estevan, completely changed the lignite mining situation: their method, in fact, revolutionized the entire system. Of all the mines in operation this plant turns out as much each month as all others combined. The Traus-Traer Coal Company was organized in the spring of 1928, and in August of that year, their first cars of coal went through the tipple. Between that date and the end of the year the out put for the month was...
27,168 tons. In November 1913, the output for the month was 45,102 tons, establishing a record for domestic mines in Canada. The production of this mine for the year 1913 was only exceeded in the Dominion by the 'Gilt' mine at Lethbridge.

This is the way they operate: The dirt is uncovered to a depth of about 75 to the coal strata, which is done with a Bucyrus Erie eight-yard electric shovel. A caterpillar tractor follows, skimming top off coal. After that comes another Bucyrus Erie shovel (2½ yards capacity) which digs the coal and loads it into the dump cars on the narrow-gauge railway running alongside in the cut. There are three Bucyrus 75-ton locomotives used for hauling the coal to the tipple and one Plymouth Standard-gauge 200-ton locomotive which hauls the cars to the transfer track where they are turned over to the transportation companies.

The whole plant is an efficient and smooth working machine and undoubtedly Imperial Oil products help to keep it so. In the way of equipment, Truax-Truax believe in having the best and this is true in their choice of petroleum products for fueling and lubricating this powerful and expensive equipment. Imperial gasoline is shipped to them in tank cars where it is unloaded into their large storage tank for use in the Plymouth locomotives. Imperial lubricants are used on both the locomotives and the caterpillar tractor. The "palse de resistance" of the plant is the Bucyrus Erie 720-B electric shovel. It is the same type of shovel that was used to complete the Panama Canal. Some idea of its size will be gathered from the fact that it required eighteen flat-cars to bring it from the States in a knock-down condition, at a freight cost of $14,000.00. It weighs 600 tons on the coal, the tractor weighs 38 tons each, and it moves at the rate of half a mile an hour in the cut. Powered with 4000 volt cable there are seven motors controlling the hoist, thruster and swing action, the boom being 96 feet long and the capacity of the shovel 10 tons of dirt. Imperial Marvethore is used on the motors of this giant and Polaire Cup Grease in the grease cups. These lubricants are also used on the other Bucyrus Erie shovels operated by this company. One day last year the big shovel moved 15,906 yards of dirt, and so it goes on.

Narrow gauge locomotive operating from pit to tipple, with 10 cars approximating 10 tons of coal.

THOUGHTFULNESS APPRECIATED

While enclosing my cheque for my monthly account for domestic fuel oil herewith I would like to mention an example of Imperial service which I think should be noticed.

On Monday last the truck driver who makes the weekly delivery of fuel oil found, on going to our furnace room that the tank of our hot water boiler used for household purposes had sprung a leak. The only person in the house at the time was a Polish maid. Despite many good qualities she is neither a linguist nor a plumber. Your truckman promptly turned off the hot water connection, preventing flooding of the oil burner, and reported the condition at once to a firm of plumbers and steamfitters just around the corner. They in turn notified me at my office, and repairs were arranged immediately.

It was a piece of thoughtfulness and of service uncalled for in the price of fuel oil, which I feel should be commended, and I hope I am not increasing upon your time in asking you to distribute the contents of this letter to the appropriate departments of Imperial Oil.

IMPERIAL OIL REVIEW

MINISTERING TO THE NEEDY IN THE TURNER VALLEY

By F. J. Cameron

At the end of August, 1913, instructions were received from the home office to organize for the relief of ex-employees who, owing to curtailment of operations, were without work. Many of these people had moved to the Valley during boom days and built homes, with the result that when the bubble burst many of them were without funds to meet running expenses, and due to general conditions throughout the country had no alternative but to remain where they were. The mental relief of these people when the Imperial Oil plan was announced can well be imagined.

A committee of employees representative of all sections of the field was formed under the chairmanship of Alexander (Sandy) Macnaab. The first duty of the committee was to make a canvas of the field to determine the probable cases of relief. Later a sub-committee was formed to meet daily and investigate and approve all current and additional applications for relief.

The first relief was issued on September 2nd to three families of ex-employees who were in urgent need of help. In addition, relief was extended to eleven destitute families, not of ex-employees, until municipal relief measures came into operation. During the time the plan has been in operation a total of 115 families comprising 274 adults and 263 children have been cared for.

Hampers of good substantial food are issued currently, each hamper containing the following commodities:
- 3 lbs. beef - 4 lbs. flour
- 1 lb. tea - 1 lb. baking powder
- 10 lbs. sugar - 4 lbs. rolled oats
- 2½ lbs. rice - 3 lbs. beans
- 2½ lbs. prunes - 1 lb. salt
- 4 lbs. tomatoes - 1 pkg. yeast
- 4 lbs. syrup - 2 bars toilet soap
- 2 bars laundry soap - 28 lbs. beef (or pork)
- 50 to 100 lbs. potatoes

In addition to the hampers one pint of milk is provided each day for every child under 12 years of age.

By buying in large quantities and through the sympathetic co-operation of Calgary wholesalers the cost of the scheme has been surprisingly low. A hamper costs approximately $5.20 and is considered to be the requirements of 2 adults for 28 days; a child under 12 being allowed half as much as an adult in addition to the milk of daily. Up till the end of March, 576 of these hampers have been distributed and special issues of butcher's meat and milk given to families who were not in need of full relief but were unable to buy these necessities. The amount of milk issued has averaged about 1410 quarts per month. The total cost of food distributed during the nine months the plan has been in operation, plus the cost of gasoline and oil used in its delivery, amounts to $5,328.17. On the basis of adult day rations, i.e. considering 2 days' food for a child as equal to 1 day for an adult, 44,834 individual daily rations have been provided for our 115 families which means an average cost of 11 80 cents per day for feeding each person.

All work in connection with

Page Thirty-One
trucking and the packing of hampers is given gratis by those receiving relief, the bare cost of oil and gasoline only being paid. The hampers are personally delivered by Sandy Macnab, whose role of fairy godmother to such a large flock not only calls for much diplomacy—with which Sandy is abundantly gifted—but is adventuresome indeed!

Imperial Oil relief has meant much to the people of Turner Valley. It has completely eliminated suffering for want of food and fuel. In numerous cases, been the means of keeping homes together and children in attendance at school. The personnel of the committee who have been so closely associated with its administration and who realize the true gratitude of the recipients, are possibly the only ones who can fully conceive the real extent of the benefit which has been accomplished, and they trust that the Directors who have made this measure possible will feel the satisfaction that is their due.

The committee, during its investigations, found many cases of children without sufficient clothing to withstand the extreme cold weather experienced in this province during the winter months, and, feeling that they could not conscientiously appeal to the Company for further help, made the conditions known to those still employed by whom they offered the opportunity of subscribing towards a fund to provide the necessary clothing for these children. The response to this appeal was even more generous than was anticipated with the result that sufficient clothing was provided to meet all requirements.

Ontario Aviator Awarded McKee Trophy

The Trans-Canada Trophy is awarded each year for meritorious service in the advancement of aviation in Canada. The Honourable the Minister of National Defence is trustee for this trophy.

The winner for 1931, George H. R. Phillips, superintendent of eastern flying operations, Provincial Air Service of the Ontario Government, was born at Laurel, Ontario. His air career began overseas during the latter part of the war when he was transferred to the R.A.F. as observer.

On returning to Canada, Mr. Phillips was employed as an observer in the Ontario Provincial Air Service, learning to fly at Camp Borden in 1927. During 1931, he flew 770 hours and 50 minutes. The fire hazard in the section under his control was unusually high and the work strenuous and continuous. While the major part of his work has been in forestry operations during the summer months, he continued to operate throughout the winter, equipping his machine with skis when required by his duties in connection with the Forestry Branch, the Health Department, and the Provincial Police. He has also been responsible for considerable of the flying instruction given to Ontario Provincial Air Service pilots.

The marvellous record in efficiency and safety of the Ontario Provincial Air Service may be credited to the devotion to duty of its personnel and of the personnel. Mr. Phillips is an outstanding example.

Like all the other Ontario Government planes, Mr. Phillips’ machine is fuelled and lubricated with Imperial Products.
FOR FIFTY YEARS
AN IMPERIAL CUSTOMER

WE ARE happy to extend our best wishes to the firm of J. H. McNair, Limited, of 7 Jarvis Street, Toronto, on the occasion of its fiftieth anniversary. This concern is engaged in the manufacture of waxed paper, and its founder, the late J. H. McNair, placed his first order for wax with Imperial Oil Company, Limited, in 1882. It amounted to $16.45. The firm’s most recent order to us called for a carton of that commodity and amounted to $124.00.

Sometime in 1881 Mr. McNair first had the idea that waxed paper, which was then made by dipping separate sheets in melted paraffine, could be more economically manufactured by running the paper from a roll through a bath of paraffine kept at melting point by steam heat, the excess wax to be squeezed off by rollers.

He confided his idea to a capable machinist, the late James Findlay, whose shop was on Espanade Street, near Church. Mr. Findlay helped to design the machine and finally made it. They set it up in a building on King Street, and about the middle of May, 1882, the first paper was waxed by the new system. Mr. Hilenkarn, the present manager, states that they have good authority for believing that this was the first paper waxed by machinery on this continent and probably Europe as well. At any rate, Mr. McNair’s system of passing the sheet between two steel rollers forms the basis of all modern waxing machines.

The difficulties encountered were innumerable and disheartening. Three months after the machine was set up it was running smoothly and the first reel of waxed tissue actually sold, but it was not until the beginning of 1883 that the business began to be a success.

Mr. McNair looked after his business himself until 1925, when having reached the age of 85, he handed it over to his son, W. Harvey McNair, and retired. He died in 1929. The ownership of the business was then extended and a limited company formed.

The plant now occupies three stories of a building at the foot of Jarvis Street. The offices, wax storage and shipping room are on the first floor, while the machinery and paper stocks are on the second and third floors.

The double coater which waxes both sides of the paper is the most complicated of all the equipment and is an ingenious piece of machinery. The writer watched it in operation. A huge roll of paper, 30 inches wide and weighing about 300 pounds was placed on a revolving rod before the machine and the end of the paper “threaded” into a slit; a switch was thrown and the paper started on its whirling, plunging career into a bath of hot wax 180° to 200°F., through rollers to remove the excess wax, under bars and into a tank of cold water to “dry” it, out again, more rollers and then the final roller. In ten minutes the whole 300 pounds was unwound, waxed, cooled, and rewound ready for the slitter.

The slitter is a system of rollers operating alternately with the double coater except that the paper is waxed on one side only.

The circling machine cuts the finished product into circles of any size from 1½ inches to 24 inches in diameter. The various little circles are used for lining the caps of cold cream, jelly, piddle and other jars, where it is important that the contents be kept from contact with the metal top. Another interesting product is tickle tape. Many kinds of paper are sent in for boxing or waxing—from cardboard, heavy kraft, sulphite and fibre papers, to the most delicate tissue. This tissue is sometimes coloured green, purple, or chocolate and when going through the coater makes a vivid note against the tan and brown of the walls and woodwork which have acquired a beautiful mellow tint from exposure to age and wax.

IMPERIAL SERVICE AT WESTERN MARINE STATIONS

SITUATED at approximately 160 miles as the crow flies, or 300 odd miles by the practical water route from Vancouver, is our little station of Ceepeecee, which was built in May, 1926, at nearly the head of Nootka Sound, one of the many inlets of the west coast of Vancouver Island.

In these outlying points, when a station is to be built we are up against a far greater problem than the erection of an inland service station along the main highways.

After the site has been finally decided upon, such items as clearing trees, levelling ground for tanks, building a dock, and fixing in materials, have to be considered. Even after these tanks have been finally installed, the warehouse built, service tanks piped up, dock and floats built, it doesn’t mean we have a finished station. There is still a lot of work to be performed by the agent himself, such as clearing fire space (logging) around the plant, clearing up the usual debris from the beach, and generally making the place look “Imperial”. As soon as our construction superintendent has tested his lines, the tanker loads up the tanks, leaves the usual supply of lubricating oils and other commodities, and the station is declared ready for business.

Sometimes the work left for the agent to finish up, in his spare moments, will take quite a number of months, and sometimes a few years to complete and make a respectable job, but nevertheless it has to be done. So it will be seen that a man holding such a position must be hardy and able to stand squarely on his own feet.

CEEEPECCE was no exception to this general rule. When Mr. Ashbridge took over the station it would have appeared to the ordinary city dweller a hopeless task for one man. “Not so to ‘Doc’,” as he is generally known hereabouts. The “office” (so listed in our equipment inventory) has to be used in many cases for a dwelling place for the agent, as very often there is no other habitation for miles, and to visit one’s nearest neighbour a rowboat at least is necessary. Lumber is practically an unknown commodity locally, and has to be shipped in from either Vancouver or Victoria. The C.P.R. steamer calls at a cannery about a mile away from Ceepeecee station every ten days, and our tanker Imperial makes it around here on an average of every ninety days, so that supplies, especially lumber, are not only expensive, but hard to get. Even after it has been freighted up it has to be re-loaded onto a scow or gas boat from the cannery to our dock, as the steamer does not call at the latter place.

After clearing up the place a bit and planting a few shrubs and flowers Doc needed an addition to the “office”, in the way of a lean-to kitchen and realising the bother and expense of getting lumber at that time, he took all the empty oil and gasoline cases which he had been saving and built his addition with them. With the help of wallpaper inside and paint outside, it was a very presentable job and its origin is hard to guess.

Before joining the Imperial Oil ranks, Doc used to be with the Imperial Army Medical Corps and served very creditably in the big scrap in France. He still likes to dabble around with herbs and pills and has built himself a little surgery and operating room on one
end of the station clearing, starting in at first with a small tent, enlarging it as time and opportunity occurred. This little place is equipped with all the paraphernalia of his former profession, and although he has no X-ray or other modern appliances found in cities, he has, with the help of some of the canners, been able to fit up the little place quite efficiently.

Doc has no British Columbia diploma but is allowed to practice under a special permit, and takes them all—fishermen, loggers, trappers and what have you. He is very ably assisted in his duties as an agent by Mrs. Ashbridge who can do everything from filling boats with fuel to painting tanks. Mrs. Ashbridge often runs the station while the “boss” is away and can tell the customers the good qualities of Marvelube as well as anyone.

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The problem of school for the rising generation is generally a hard one at these points. The children have either to be sent out to the cities or take correspondence lessons at home. The former course was adopted by Mr. and Mrs. Ashbridge for their daughter, who is at present pursuing her studies at business college in Victoria, with a view to one day being able to take a position somewhere in the Imperial organization.

Above is reproduced photograph of a Canadian Airways’ plane which is engaged in flying miners and supplies from Burns Lake to the gold fields of McConnell and Marshube Oil. The miners of today are no different in appearance from the old-timers as this modern method of transport is from back-packing and dog teams.

We quote the opening paragraphs of Hirman’s sermon:

And it came to pass in those latter days, that the country was ruled by a wise ruler, and the inhabitants were fed and, as they remained fast for the time of the stock exchange was not yet.

And in those times there came wise men from the north that they might show up the oil out of the earth.

And many that are called to the oil and many that are called to the oil.

From Diet Hirman’s sermon to E. Baird and G. Dickson’s “2 up and 1 to play,” or “How We Look From Above,” there were laughs and laughter, and the singers and dancers and wisecrackers evidenced a talent which needed only the occasion to draw in.

The Negroes Of The First Annual Vaudeville Show

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Speaking of paint—the station house, tanks, etc., are all kept well trimmed up, and look very bright and cheerful and the Coopece station is often pointed out to tourists by officers on the steamers, as one of the beauty spots of the West Coast trip.

The problem of school for the rising generation is generally a hard one at these points. The children have either to be sent out to the cities or take correspondence lessons at home. The former course was adopted by Mr. and Mrs. Ashbridge for their daughter, who is at present pursuing her studies at business college in Victoria, with a view to one day being able to take a position somewhere in the Imperial organization.

Above is reproduced photograph of a Canadian Airways’ plane which is engaged in flying miners and supplies from Burns Lake to the gold fields of McConnell and Marshube Oil. The miners of today are no different in appearance from the old-timers as this modern method of transport is from back-packing and dog teams.
The team which won the H. J. Wolfe Bowling Trophy. Left to right: Howard Moore (Captain), Al. Lefroy, E. A. Callaghan, Arthur F. King, H. E. Coburn.

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The executive of the Club at their last meeting expressed their regret at the sudden death of Mr. J. D. Roberts an accountant of the Company and a former member of the Club.

K. SEAMAN' engaged for service on one of the Imperial tankers missed his boat. Mr. W. B. Elsworth received from him the following modest telegram: "Send me some money or another boat. Mised Realities. Answer Western Union!"

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OBITUARY

ARTHUR DERRICK

The death of Arthur Derrick, a shipper in Côte St. Paul Warehouse, Montreal, which occurred on April 7th, 1932, after a brief illness, is deeply regretted by all his associates.

The late Mr. Derrick, who was in his fifty-fourth year, was born in Bristol, England, and upon coming to Canada in 1897, entered the service of Imperial Oil, and with the exception of three years with the Canadian Expeditionary Force, served continuously with the company until the time of his death. He was intensely devoted to the company's interests and was never so happy as when at work in the

shippers department. He had a cheery word for everyone, and much of his spare time was spent in relief work for the poor and needy of St. Jude's Church, where the funeral service was held on Saturday afternoon, April 12th, and attended by the management, and a large number of the Côte St. Paul staff, as well as friends and relatives. In speaking of Mr. Derrick a few days later, the Pastor, Rev. C. E. Combs, dwelt on the loyalty which was the outstanding quality of the

deceased, and his associates will always remember him as a faithful and efficient worker and a gentle man all his days. Mr. Derrick leaves his wife and married daughter to whom we extend our deepest sympathy in their bereavement.

ALEXANDRE FRASER

STRIKINGLY after playing one hole of golf, Alexandre Fraser, chief engineer of the Roads Department of the Province of Quebec, died suddenly on Saturday, June 11th, at the Laval-sur-le-Lac Golf Club, in his 52nd year.

He was born at Cap St. Ignace of Montmagny County, Quebec, in 1881, the son of Samuel and Ema Fraser. After completing his preliminary studies at the College St. Anne de la Pocatiere, he entered l'Ecole Polytechnique, University of Montreal, where he graduated with the degrees of B.A. Sc. and C.E.

A prominent member of the Canadian Good Roads Association, Mr. Fraser served with the Provincial Roads Department for some 31 years. He began as an assistant engineer to the St. Lawrence Ship Canal, Department of Marine and Fisheries, and after two years in this service became engineer in charge of construction of the King Edward road and the Montreal-Quebec highway. Widely known as a highway engineer, he represented the Roads Department at many important gatherings of highway officials, and travelled widely in his study of roads both on this continent and in Europe.

Mr. Fraser was closely associated with the road engineers of Imperial Oil's Asphalt Department, to whom his advice and experience in technical matters were of great value.

JAMES TENNANT

The death occurred in the Sarnia General Hospital, on May 17th, of James Tennant, who for many years was an employee of Imperial Oil Refineries at Sarnia.

Mr. Tennant who was 77 years old, was born in Ireland and came to Canada about 30 years ago and settled in Mosa Township. About 30 years ago he moved to Sarnia and became a member of the Imperial Oil family. He was pensioned ten years ago. The Review extends sympathy to his bereaved family.

EDMUND THOMAS PICKUP

LESS than two days after he had attended the funeral of Arthur Derrick, his friend and fellow worker for a long number of years in the shipping department of Côte Saint-Paul plant, Montreal, Edmund Thomas Pickup was struck by an automobile while returning to work shortly before one o'clock on Monday, April 16th, and after a long and courageous struggle passed away in the Royal Victoria Hospital on May 15th.

The late Mr. Pickup, who was in his fifty-second year, had been in the service of the Company for over fifteen years, and at the time of his death was in charge of lubricating oil shipments, in which capacity he had gained an invaluable knowledge of the various brands and their uses.

"Ned" was deservedly popular with everyone connected with Côte Saint-Paul plant and his cheery smile and constant eagerness to be of service are sadly missed by all those who knew him.

The service was held in Collins Funeral Chapel on Monday afternoon, May 16th, interment taking place in the family plot in Mount Royal Cemetery.

To his widow, daughter and son, who survive him, the Review offers sincere and heartfelt condolences.
Gaspé Peninsula

Renowned for its

Interesting and Beautiful Scenery

Percé, the rock about which legends gather like a mist.

Rock formations which have awesome majesty.

Tire trouble on the Perron Boulevard.