**Debt Adjustment and Interest Reduction**

by IMPERIAL OIL LIMITED

on accounts owing by Prairie farmers

for products bought in 1929 and 1930

**The IMPERIAL OIL REVIEW**

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**“JUST A LITTLE ENCOURAGEMENT”**

On a clear April night a car, travelling from Vegreville to Edmonton at a speed considerably higher than is legally sanctioned, hit a gravel pothole in the road. For a moment it swerved crazily and then, with a mighty splash, careened into a wide and deep ditch.

April nights are chilly in northern Alberta. The travellers, an Edmonton man and two easterners, stepped gingerly out of the car to watch the thin ice reform on the disturbed water in the ditch and to wonder how they had been so fortunate as to avoid upsetting. The moon was gone but the stars shone with the brilliance that only Prairie people know and the air was hustled in the stillness peculiar to Prairie nights.

Some five miles back, the travellers remembered, was the village of Mundare. Five miles ahead there might be another village and there might not. There might be a house within a mile or so and again there might not. A study of the situation suggested only one recourse—to wait for help to come.

Nearly two hours passed. Then one of the trio fancied that he heard an engine. Five minutes more and a shaft of light broke over the western horizon.

Half an hour and the unblinking eyes of a big truck were at hand. The truck driver leaned out into the dark and with commendable discernment observed to his companion: “They seem to be in the ditch.”

**Smart lad!”**

A logging song, a few lengths of wire, a hitch from the front axle of the truck to the front axle of the car; a rope as the truck went into reverse; a dragging along for about one hundred feet with four men hanging on to the roadward side of the car to counteract its efforts to turn over as it climbed back to the roadway—and the job was done. Then one of the travellers noted that the teeth of the truck driver and his companion were chattering so that they sounded like miniature pneumatic hammers.

“Cold!” exclaimed the rescuers in reply to a comment upon this dental activity. Then in lard fashion the story came out. They were farmers. They had had no crop the previous fall—no income except what they could pick up by an occasional transport job with the truck.

“Went forty hours earlier they had learned of a chance to pick up a load into Edmonton and so make a few dollars. Out they went after it but the truck broke down and the little cash they had with them went to repair it. They lost not only the load but a few cents with which they started out. Cold, hunger, fatigue and exposure had contributed in complete dejection which found expression in highly charged language:

“You fellows from the East!” asked the truck driver. Then a pungently worded plea: “How... can a fellow get down there? I’m fed up with this West. If ever I get enough money to get out of this... country, I’ll get out and I’ll... stay out!”

The teeth of the rescuers were still chattering and one of the rescued remembered that back in his home he had been the subject of much lecture on the subject of ice.
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There ensued a conversation of some five or ten minutes. Then the railroader and company parted. But by this time the two men on the truck were engaged in a fervent description of the glories of the West and were urging the easterners to sell out and to move to God's country. "Times are a little tough now," admitted the driver of the truck, "but the West will come back—it can't help it and it'll lead the progress of the nation."

"Have you changed your mind quite a lot in the past few months?" asked one of the easterners as he climbed back into the cab of the truck. "Oh, we were just kidding you before," said the truck driver's companion. "All we need in the West is just a little encouragement."

Our Prairie Mail Bag

THIRTY years ago the great westward trek began in Canada. Farm homes sprang up like mushrooms on the Prairies. The management of Imperial Oil, Limited, accepted the challenge of this development and new country depot-ops were opened wherever an influx of settlers gave rise to a demand for kerosene and greases—the petroleum products most in demand.

As the West developed, the number of these country depots increased, and Imperial Oil endeavored to supply their needs and acquire all the vast equipment of refiners, tank cars and other machinery to ensure a continuity of supply.

So, through the years as the West grew and prospered, the Company developed and prospered too. As mechanized farming spread, fuels and oils became essential for the West to carry on.

Until 1929 the Company operated on a cash basis, which was the most satisfactory way of doing business. But the Spring of 1929 found most farmers with no ready cash and with rapidly crumbling assets. The business outlook was not promising. The cloud of depression was already above the horizon for those who would look to see it. Then, if ever, was the time for a corporation to conduct its affairs in a very conservative way.

But in the face of this, the Company made one of the most radical changes in policy that has been made in the more than fifty years of its existence. It decided to sell its products on credit to the western farmers. The decision was reached somewhat reluctantly. It was reached because many thousands of farmers could find no agency to finance the purchases of fuels and oils needed to seed and harvest their crops. It was hoped then that a good crop would restore prosperity to the entire western agricultural community. It was felt and said at the time that as the Company had shared in the well-being of the West, it was ready then to share also in its adversity.

It is unnecessary to say what happened subsequently. More crop failures and steadily falling prices made it impossible for thousands of farmers to meet their obligations. As any commercial organization is bound to do, the Company made reasonable efforts to collect these debts. It found almost everywhere a determination to pay. Coupled with this determination there was, in many cases a complete inability to pay and in practically all cases an inability to pay without heavy sacrifice.

After reviewing the situation carefully, the Company announced on December 22nd last its Debt Adjustment and Interest Reduction Plan which is fully explained on the inside front cover of this issue of the Review.

A cynic might observe that the Company had little prospect of collecting anything until next fall anyway; but in thousands of letters which have been received from western farmers since the plan was announced there is no indication that such a thought is current among those who benefit by the plan. Three thoughts are expressed over and over again: the farmer's enormous difficulties under existing conditions; his gratitude at having the burden lightened; his hope that other creditors can also help him to re-establish himself.

From the mail received at the Company's Prairie divisional offices when the debt adjustment plan was announced, there could be extracted enough material to fill an entire issue of the Imperial Oil Review, but the editor must restrain himself and so the matter which appears in the "Prairie Mail Bag" on the following pages is but an infinitesimal part of the correspondence from thousands of persons to each of whom the Company expresses its thanks for writing. Names of writers of these letters and of places from which the letters come, together with names of any institutions or individuals referred to by the writers, are, as a matter of policy, omitted.

Your letter of the 30th instant at hand and it sure was a pleasant surprise. It shows that it is at least one concern that is on the live and let live basis. I'll just give you an example when other concerns are doing. I bought a tractor and plow and at the fall of '28 at a price of about $1,800.00 and I've paid $804.00 and now they have accepted a statement of claim on me for $1,301.35. Now they are ralling up 10% on overdue accounts and have I already given them mortgage on one Faithbanks Mortgages. I worked rather hard last year, so I may have to sell one of my ever poor, the Laffam Wagon and triple boat, 1, 14'-4"1/4" plow also tractor and plow and now they told me unless I'd give them further security in cattle and hogs they would have to file a statement of claim on me, so they actually forced me to sign up with the Debt Adjustment board. They also insisted on payment of $50 by February.

The Banks hold first mortgage on cattle and hogs so they wanted second mortgage. I'm on the one hand the tractor and plow are being well taken care of and are in A-1 shape and nearly half of the purchase price paid and they can take it back if I can work harder and get the other hand the past and all I bought from you all used up and still you are willing to wait until fall of 1931 and split payments in five and cancel all interests and ask for no security, that is what I call white.

I thank you for your consideration and hope to be able to pay you off as I have been working 44 years, and never saw anything like the present time. The pioneer days were easy to this. I am a widow and 82 years of age but hope to see normal times again.

Most congratulate the staff of the Imperial Oil for the step they have taken to help their customers in these trying times. . . . no matter how small the account is this year it is just important to make enough out of the crop to live and clothe the family.

You have taken the initial step which ninety-five per cent of the people of Canada have been hoping that someone would . . . money is scarce and how are my countrymen and one Western rural population many of whom are on the verge of giving up due to the hopelessness of the situation.

To know that you are willing to co-operate with me in helping me to retire my obligations in this way, surely is a stimulant to encourage me and help me through this time of worry and depression. I have tried hard and will keep on trying and will make good to you.

I value this the best Xmas gift of the season and I trust that I can pay this debt sooner than I expected so I could express my appreciation of your kind favor and help hard.

Your Co. is sure doing its part towards its customers in this old depression. I got this letter in September and intended to call on you but didn't have the heart to go to town. I have this debt since 1930 and will say thanks for paying me expenses and $400 back taxes (settled for that amount) I sure would like to pay but simply can't.

You have started something which other companies will have to follow, but the honor goes to the Imperial Oil Co. for blustering the trail.

In all, my company will be having the same view of things the depression would soon be over and we would be able to carry on as before. My little coop is still in the stables and the annual bird test last year is my first coop in five years and here it is half wasted. Well sir I mean to do my best with everybody and hope to pay it off as soon as possible.

If a person wants to pay a bill of $60 or $80 he can't pay it with one load or two (of grain), it always takes three to four hundred buckets to pay one bill.

If agreeable to you I would like to meet my obligations for 1933 just as soon as I can to see if I have this off my mind.

I wish to thank you for being the helpers at this time. As a farmer I am very anxious to pay our obligations and you are very fair at this time in helping these farmers.

It gives me great pleasure indeed to write and say how much I appreciate the action of your Co. in extending my debt to you over a period of 4 yrs. & remitting all Int. Also in allowing or farmers the equivalent of 70c per bushel. It is the top of the scale conversation everywhere. I go and many are the glowing words of praise in favor of your Co. which I wish you could hear.

I want to express my appreciation of your generous kind, the furious spirit of co-operation shown three difficult times. One thing is certain. If our obligations are ever wiped out some such system must be adopted and you have shown wonderful leadership in taking just the right step without the truck and not one dollar left. Allow me to express my appreciation to the Company for the great consideration which I greatly acknowledge both to myself and to the many who realize that they are to fill the position the farmers are in and are putting their shoulder to the wheel to help extirpate him.

Your agreement proves my argument that the spirit of charity and justice is not dead, but needs brushing up and you have set an example that will surely be appreciated by us producers.

I am in receipt of your letter. It has taken quite a load off my mind as I did not know what to do about this account and did not wish you to think that I was intentionally trying to keep back payment. (Continued on page 3)
OIL'S LONELIEST OUTPOST

By Joseph Nicols, Geologist, Imperial Oil, Limited

WHEN the Canadian poet, Robert Service, wished to paint a word picture of the vastness to in sufficiency of the Far North he wrote—

"There's a land where the mountains are nameless,
And the rivers all run God knows where."

Perhaps only those who have, at one time or another, answered the call of the wild and fared forth into the less populated and still somewhat primitive parts of our continent can glimpse the poet's vision, but, in those days of restricted demand and depressed prices, any one connected with the oil industry would immediately conjure up a prettier face of what Service was trying to convey if we were to paraphrase his words and say: "There's a land where gasoline sells at $2.50 a gallon!"

Fifteen hundred miles north from Edmonton, the capital city of the Province of Alberta, stands Fort Norman, a lonely Hudson's Bay Post on the Mackenzie River which winds its devious and majestic way through the North West Territories to the Arctic Ocean, and it is in this wild and bleak wilderness of the frozen North that petroleum has chosen to write another fascinating chapter into its already colorful saga.

When Alexander Mackenzie in 1789, first navigated the waterways which now bears his name, he noted in his diary the copious seepages of petroleum along the river's banks. One hundred and thirty years later the geologists and drillers of Imperial Oil, Limited, trod in the footsteps of that intrepid explorer, stalked their claims some 50 miles north of Fort Norman, erected their derricks and brought in a well.

Subsequent drilling determined that the oil was not in sufficient volume to warrant the construction of a pipeline to carry it to the centre of population and manufacture, and as there was no adequate demand for petroleum products to justify commercial operations at Fort Norman, the two producing wells were capped and left to keep their lonely vigil amidst the northern snows until time or circumstances should provide an opportunity for the fulfillment of their ultimate destiny.

Within the last two years the stubborn and indefatigable vanguard of still another phase of the mining industry has seen its dream in some measure become reality; the vicinity of Great Bear Lake where valuable discoveries of silver and radium bearing ores have been uncovered, and where the heterogeneous activities which are incumbent on the birth of a mining camp are rapidly being pushed forward.

Sensing the crucial moment for Fort Norman oil to play its part in this scheme of exploration and exploitation, Imperial Oil decided to open up its wells and operate a small refining plant, so that gasoline for the river boats and fuel oil for the Diesel engines at the mining centre might be available. Accordingly on the 17th of June, in the year of grace 1923, Ronald W. MacKinnon accompanied by Messrs. Rowan and Kvindegard left Calgary on their long trek to the Land of the Midnight Sun.

Ronald MacKinnon is no stranger to the North. Imperial Drilled at Fort Norman, and was in charge of transportation and made frequent trips from the end of steel at McMurray to the scene of activity, by boat, by plane and, in approved northern fashion, behind a dog team. The man who could casually stroll fourteen hundred miles through an Arctic winter was not likely to be easily turned aside by whatever difficulties might present themselves.

The party had intended to travel by river-boat from McMurray to Fort Norman, but, on reaching the end of the railway, an opportunity presented itself for MacKinnon and Rowan to fly in by French Canadian who gave his best to the job he held down at Norman, but to the Imperial crew he was merely the husband of "Mrs. Joe," and long after his skill with the axe is forgotten, they will recall the culinary exploits of his Russian-born wife with the same tender affection that we use in speaking of the pies mother used to make.

There was no 'Five Day Week' at Fort Norman, but then there was no Depression. A certain job had to be done in the few short weeks which constitute the open season on the Mackenzie River and time was of the essence of the contract. The men breakfasted at 6:30 and commenced work at 7 a.m. The "key men" Rowan and Kvindegard worked straight through till 9 p.m., ate their lunch and supper on the job. Sundays off were few, and at the beginning of the season was always an accumulation of small jobs to be worked off on these days of rest. Some of the weather was labelled "beautiful" by Ronald MacKinnon in his diary, but he gives his crew credit for pulling up his every effort to make the expedition a success.

Squatting on the edge of the Arctic Circle the men derived great consolation from being kept in touch with the outside world through the radio supplied by the Company. Unfortunately, programmes came in about 11 or 11:30 p.m. and, after a fourteen-hour working day, "listening in" encroached too much on the time properly apportioned to sleep. Mr. MacKinnon was equal to the occasion and promptly set the clock back six days after this package was mailed at Fort Norman it is arrived at Imperial Oil head office in Toronto. Before the days of air mail it would have taken many weeks to complete this journey.
two hours so that they tuned in at 9 p.m. instead of eleven. No such liberties have been taken with Father Time since Joshua commandeered the sun to stand still, but MacKennon explains that it made no difference as they had nearly twenty-four hours of daylight anyhow.

We might write a volume on the Herculean efforts put forth by MacKennon and his men to rehabilitate equipment which had lain open to the northern elements for ten years and convert it into a smooth running plant. The condenser box was one of the main sources of trouble, the boiler was exceptionally dirty, steam and water lines, left undisturbed in 1921, were split and useless. The supporting structures of the still and condensing box were decidedly wobbly and had to be strengthened, cooling drums had to be improvised and were too small for economic operations, owing to a lack of valves and fittings, crude oil instead of fuel oil had to be used for firing the boiler, the whole summer’s operations were handicapped for lack of a thermometer on the still to check inside temperatures, but in spite of all these and many other difficulties, refining started on July 14th and continued till September 22nd.

Equally laborious was the shipping and delivery of the crude and fuel oil. Drums were scarce and many of them leaky. As a full drum weighed 500 pounds, the empty containers were left on the barges tied up at the river bank and filled from a long hose. The dog team hauled gasoline on an improvised light wagon, being able to pull five empty drums or two loaded ones from the steaming rock to the beach. The distance from the Fort Norman wells to the centre of mining activities at Echo Bay, Great Bear Lake, is 350 miles. The deliveries which were made this summer are but a small part of what will be necessary as operations are extended, and plans are already under consideration for greatly increased refining facilities and improved transportation before another season opens.

The first consignment of drilling material starting its journey to Fort Norman nearly 15 years ago. The photograph was kindly lent to the Review by Mrs. J. C. Riley, who helped to load the shipwreck and who is seen standing in the foreground.

Oil is likely to become a determining factor in the industrial revolution of the North West Territories. Some 1,900 barrels of crude oil were taken from the wells this summer from which were manufactured 10,000 gallons of gasoline in the little refinery and an equivalent amount of fuel oil. This is but an indication of what these northern wells will be called upon to supply for mining and transportation interests and in their value will come many additional demands for petroleum products. Already inquiries are being received from the missions in the Mackenzie area for information as to oil-lamps for the heating of their hospitals, and Imperial Oil this season donated 1,800 gallons of fuel oil to the Anglican mission at Aklavik to be used as fuel for the motor supplying the power to their lighting plant and X-Ray equipment.

The North is awakening from its frozen lethargy, and while there are still mountains which are nameless and rivers which run beyond the ken of the gods, gasoline is now selling at 90 cents a gallon f.o.b. Fort Norman.

The accompanying letter which was written at Winnipeg on December 22nd by Rev. Dr. Charles W. Gordon and addressed to the Winnipeg manager of Imperial Oil, Limited, is an interesting contribution to the steadily increasing discussion of present-day problems.

In publishing this letter the Review expresses to the distinguished clergyman and novelist the thanks of Imperial Oil for his interest in the Debt Adjustment Plan recently announced by the Company and for his courtesy in communicating his opinions to the Company.

Dear Sir:

Your announcement of a new policy in dealing with your clients, indebted to you for supplies during 1929, to date, moves me to offer you my sincere congratulations. You have shown not only a spirit of humanity and helpfulness but also sound financial judgment and courage. You have hit upon a policy which will prove to be the only way out of the present impasse in which the business world finds itself.

You have indeed adopted a plan which recognizes a fundamental principle of finance that money is not sale but is simply a marker of value. This principle has been too often forgotten or ignored, but it is now, especially among the economists of the old land, facing itself upon the attention of those whose specialty is the manipulation of money.

During my recent visit to Geneva I had the privilege of listening to the deliberations of the Committees dealing with various phases of International Finance. Certain principles seemed to be accepted as established beyond question. For instance, that the initial and main cause of the world depression was the loss due to war. The world could not invest four hundred billions of dollars in the non-productive industry of war without financial disaster. Furthermore the world could not continue the war in the area of economics as it is today without serious losses, nor can the world hope for recovery so long as International Trade is blockaded by the restrictions imposed by a selfish and narrow nationalism. But more than all, there seemed to be a general agreement that money whether represented in gold or in other forms must be cleared of its fictitious value. The fiction that money is value must be exploded and the sounder principle that money is simply the index of value, and that reality in value lies in commodities.

Your new policy rests upon this basic principle which, when fully recognized and upheld by those who control the money of the world, will help materially to bring recovery.

The recognition of this principle in International Finance would immediately bring relief. If the United States, for instance, in the matter of war debts would accept this principle, these debts would be readjusted upon a basis of equity which would bring to the world hope and confidence within a very few months. The fact that money is not value is ignored in the demand for repayment today. The loan of four billions of dollars to Great Britain was effected in April, 1917. That four billions of dollars represented in April, 1917, quite different value from what they represent today. In 1917, it took $2.25 to buy a bushel of wheat. Today, $2.25 will buy—let us be generous—five bushels of wheat.

The value of money has today five times the purchasing power in terms of wheat which it had in 1917. It is not equity to ignore reality in dealing with money values. The purchasing power of money can be easily fixed in terms of commodity value. That is what you are trying to do in your future dealings with your farmer clients, and you are acting justly.

Last week Britain paid in gold $95,000,000 to the United States, in payment of a loan effected in 1917. In terms of wheat values, that is in terms of reality, she paid $475,000,000. Wheat of course is abnormally low, but the index figure, as I have said, can easily be obtained for all commodities, and that is the only figure that represents reality in value.

The International Conference which will be summoned to discuss World Finance will certainly be forced to deal with this question and in such a way as will place war debts upon a wholly new basis, a basis of reality and equity. The effect upon the whole world will be relief at present unbelievable.

Nor will this be confined to International debts. The same principle will be applied to the ordinary
business of life. Banks, loan companies, insurance companies, will do what you are proposing to do. Indeed there will be a demand to go even further. When this comes to pass the thick clouds of depression will lift from the horizon, and the clear light of an unclouded sky will shine upon our country.

If this is unduly delayed what is the alternative? Only one—Reproduction. That is what Europe is thinking of today, in dozens of countries. In Britain? No, not yet. But Britain is a country that will not suffer injustice long. Already she has paid $2,000,000,000 and more. In terms of reality values—say bread values—she has wiped out the whole debt of $4,000,000,000. This is not fiction. The fiction in this story is the fictitious value assigned to money.

Let me again congratulate you upon your courage, upon your sound economics, upon your sound ethics, in proposing to conduct your business with the farmers of Western Canada upon the only basis which at once satisfies the inherent sense of justice deep in every man’s heart, and offers hope of release from the financial morass which now threatens to engulf us.

I am, dear sir,

Very truly yours,

(signed) CHARLES W. GORDON

FROM the London, Ontario, Chamber of Commerce comes a folder with an item reminding those who know its history of the fact that Imperial Oil’s first head offices were in London. The extract from the folder reads as follows:

“It was in this district years ago where oil was first discovered on the continent and it was this discovery that gave growth to the area during the period the petroleum industry was at its best. According to the Inland Revenue returns, there was produced in the year 1871, 17,711,513 gallons of oil. Later much larger quantities were produced. No less than two thousand wells were bored within a circuit of seven miles. One well was known to give over 30,000 barrels, or 1,200,000 gallons of oil in the course of one twelve months. The Great Western Railway Company in 1875 had over 200 oil tank cars, each containing 35 barrels, of 40 gallons each, for conveying the oil from the wells to the various refineries along their line of route. About that time a project was started for laying down a pipe line from Petrolia, at a cost of $100,000, for the purpose of conveying the oil to the refineries at London. When it is known that the crude oil obtained at the wells was valued at $800,000 per annum, the expenditure of $100,000 on a pipe line even in those days was not extravagant. Owing to the fact that citizens of London objected to the damaging effect upon their houses and property as a result of conditions caused by the processes connected with the refining of the oil, the pipe line was not constructed and gradually the industry was removed from London and replaced by desirable manufacturing establishments. Within the year ending June, 1873, 100,000 barrels, of 40 gallons of oil, were shipped from the Petrolia district.

Niagara, Toronto, and other towns were lighted with gas derived from this oil, the gas produced being of great brilliance. A barrel of oil gave 6,000 cubic feet of gas. A writer in the National Magazine of those days gave his experiences in this district as follows:

“Stretching before us is a vast expanse of flat country intersected with numerous ‘corduroy’ roads, i.e., roads made by logs, laid about two feet apart across the mud; here and there gaunt and gray, rising towerling tree-trunks, leafless, except at the highest point, where a few green leaves flutter out a miserable existence. Scattered about the scene are plain, wooden, trestle-towers and buildings, each of which denotes a well at work, or defunct, or an abortive attempt to strike oil. Cottages for workmen and laborers, adapted only as cover for a time, show themselves about the district. The earth is everywhere black with mud and oil, and thick sluggish streams slowly glide along, with black oil floating on the surface; the air is heavy with the odors of petroleum. Many gray stumps of felled trees remain upon the land, and, by contrast with the black earth, give a weird, strange aspect to the scene. The roads are indescribably bad, and nothing but persistent holding on enables us to keep our seats in the wagon. We stop at a well in full operation, and descend from our chariot. Here is a small steam engine, 12 horse power, working a pump, which draws up a stream of thick, dark green fluid—the crude petroleum—delivering it into a huge tank; this goes on all day, all night, and all Sunday—no rest until they draw the well dry. This well yields 150 barrels a day, 40 gallons to the barrel, and the men cannot think of stopping their pumps while such splendid results follow, especially if they can get five pence a gallon for the crude oil.”

The accompanying chart, which takes 1923 as the base year shows that almost as fast as the price of gasoline has been falling the amount of tax chargeable against each gallon of the total consumption has been rising. That is to say, the benefits of lower prices made available by Canadian refineries have been largely offset by the increased rate of taxation. For instance, in 1927, the average price of gasoline in Canada was 3.86c. lower than in 1923, but the amount of tax chargeable against each gallon of the total consumption was 2.36c. In 1929, when gasoline prices averaged 5.06c. less than in 1923, the tax had increased to an average of 3.06c. for each gallon consumed.

In 1930, the average price of gasoline was 5.73c. below the 1923 level but the tax had increased to 4.60c. In 1931, the gasoline price was lower than in 1923 by 8.16c. but the tax had increased slightly. In 1932, the average price for the first eight months was 7.38c. below the level of 1923, but the average gasoline tax per gallon had made a very decided upward
move to 1.5%. The marked increase of the past year resulted not from increased consumption (for consumption declined) but from an increased rate of tax in all provinces except Alberta where the levy remains at five cents per gallon as compared with six and seven cents in other provinces.

In these days when there is everywhere a demand for lower prices the Canadian petroleum industry is in a position to show that its price levels are decidedly below the average for other commodities. Unfortunately, however, much of the benefit of their efforts. They are interested in it and wish to fly themselves. With the constant increase in efficiency, the fruit of experience and scientific research, air travel becomes safer, more comfortable and speedier every year. The day is not far distant when long distance passenger, mail and express traffic will move principally by air. This trend is already evident and in a world of falling trade and traffic returns aviation has been a notable exception. Only by efficient service can public support be gained. Our standards of service and efficiency must be constantly raised.

This demands regulation of flying—the kind of regulation that will not impede development along desirable lines, but rather accelerate it; at the same time every possible chance must be exercised to ensure sound policies of operation. This task has been assigned to the Civil Aviation Branch of the Department of National Defence.

The Minister of National Defence is charged, under the Aeronautics Act, with the supervision of aeronautics in Canada. Those sections of the Act dealing with civil aviation are administered by the Civil Aviation Branch of his Department and the Controller is responsible to the Deputy Minister for the performance of these duties. They include the administration of the air regulations, the control of commercial and private flying, the location of airways and the provision of aids to air navigation, airports and airship bases, and the supervision of the flying club movement.

In accordance with the terms of the Aeronautics Act, the air regulations were approved by Order-in-Council, December 31st, 1919. These, with subsequent amendments and additions, are the authority under which the control of civil aviation is exercised by the Department.

The supervision of the activities of the flying club is another function of the Air Regulations Division.
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which could have been paid with for one bushed at the time of the deal, he is up against a situation on which there has to be considerable margin to work. Comparing Imperial Oil's experience with a creditor here and there and able and willing to compromise without quibbling.

From the MAIL & EMPIRE, Toronto, Dec. 23.—
The company helped to keep the farmers at work on their land by granting them credits in the first place, and is now ready to make them an offer. The sale of the products on credit. There has been a good buying of oil at the price of $4.00 per barrel. The company has also announced that it now will suspend all purchases of oil at the higher prices. The reasons for this are to be found in the fact that the farmers are unable to meet the high prices of oil and are thus unable to continue their operations.

From the CAGLARY ALBERTAN, Dec. 22.—
It is possible that good well come out of evil, that the very urgency of the problems which face us will force us to evolve a permanently beneficial solution. Indeed, there is a movement in the right direction already. The pioneer of this movement, as far as this area at least is concerned, is the Imperial Oil Company. (The writer in the ALBERTAN then summarizes the plan and continues.)

These are significant concessions. They mean that at least one influential concern has realized the wisdom of negotiating with debtors, rather than attempting to extort money when there is no prospect and in the process killing the goose that lays the golden egg.

The reason of confidence among farmers which will result from this move is not the only possible good effect. The example which the Imperial Oil will show to other creditor organizations by these concessions may be productive of widespread and important results.

From the FINANCIAL POST, Toronto, Dec. 24.—
The extraordinary and interesting thing is that this company is not alone in this. Many business concerns, for their shareholders and for its employees to give the Western farmers a "break" so far as debt payments is concerned. It is not charity, not benevolence, it is that much rarer thing, a far-sighted recognition of the fact that the company's future success in Western Canada cannot continue in the long run be separated from the continuing welfare of its customers.

Imperial Oil has twice within recent months adopted policies which recognize the stake which every large company in Canada has in the welfare of the small business in its community and in the world welfare. To spread employment it instituted the five-day week. Now it agrees to sacrifice part of what is its legal due for reasons here given . . .

From the TORONTO TELEGRAM, Dec. 23.—
Pocket money, if it has been asserted, have neither souls to be damned nor bodies to be kicked, popular expectation conceives to find only hard task masters and relentless creditors. The Imperial Oil Company has more than once pleaded that there is another kind of corporation—one that in the pursuit of business is not without consideration for the welfare of those who work for it. Its introduction of the five-day week at considerable added cost to itself is an example in point. That step has been followed by a generous offer which would otherwise have been shown out of employment. While the employees are paid only on the basis of the days' labor, they appreciate the innovation which it is for the general good.

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In the old days the wood was seen as a source of material for the home, and the firewood was used for cooking and heating. Now, with the advent of technology, wood is becoming a valuable resource. The use of wood for energy has increased significantly, especially in rural areas. The demand for wood as a fuel source has led to an increase in the harvest of trees, which has had both positive and negative effects on the environment.

From the ST. JOHN'S TELEGRAM, Dec. 23.—
Big business is sometimes spoken of as heartless and soulless, but the imputation cannot be levelled against the Imperial Oil Company, which has shown itself to be considerate of its customers. It grants a "moratorium" for a year and promises then to adjust debts on the basis of the price paid for oil. If the U.S. would agree to reduce the cost of its oil, this war would be a lot easier to meet. It is the fall in commodity prices which it would at least help, though it might not meet the trouble wholly.

From the FRANKFORT EXPOSITOR, Dec. 23.—
This is certain recognizes the importance of the report of this experiment, and one perhaps that might be emulated with advantage by other institutions which are creditors of farmers. A little argument is needed to show that in financial transactions (at this time) the farmers are placed at a great disadvantage.

Just what the remedy will be remains to be seen . . . Men who have struggled for years ought not to lose their homes and property because of their inability to meet obligations that have matured in these trying times.

From the REGINA DAILY STAR, Dec. 27.—
Having already decided and put into operation a scheme by which its employees will be assisted to retain their jobs by means of a reduction of work, the Imperial Oil Company has now issued the details of a plan which it believes will aid the farmers to tide over the difficulties caused by low prices.

This scheme of debt adjustment and interest reduction will be the first of its kind attempted by any large corporation. The Imperial Oil Company has brought into being a plan which it hopes will aid the farmers to meet their obligations and difficulties and there is every reason to believe that it will be given a hearty welcome.

The accomplishment of something practical is better than any amount of suggestion or discussion. The Imperial Oil Company is inventing ready to pay their debts when they have the money, but if their income is insufficient they need consider and assist them, the Imperial Oil Company makes provision for its new and helpful policy.

From the FRANCIS DAILY SUN, Dec. 24.—
Rather than see the farmers customers go down to default under a load of debt, the Imperial Oil Company has originated a form of privacy adjustment. This announce ment will probably induce a widespread re-arrangement of financial contracts among various farmers customers by other organizations. The Imperial Oil Company has decided to take the farmers' yoke upon its own shoulders . . .

From the Regina Leader Post, Dec. 21.—
The Imperial Oil Company is the first large organization to come along and announce in a public way that it is about to wipe out interest accumulations on debts and to accept payments of principal without interest, all debts being cleared up as a result of the financial arrangements. Naturally the company's announcement has not induced the farmers to pay the debts they owe, but has caused considerable excitement. The Imperial Oil Company has taken on the farmers' debts and has been willing to accept lower payments than the farmers would have been able to pay.

From the Calgary Herald, Dec. 25.—
One Canadian concern at least has a full realization of the fact that the fact that the wealth producing power of the farmers are not much in demand. It is not surprising to see a company of the size of the Imperial Oil Company, which furnishes a commodity so necessary in present-day farming, take the stand that it is willing to help the farmer to shoulder his burden. The Imperial Oil Company's action in cutting in two the interest rate will be appreciated by the farmers. This action will free the farmers from the burden of interest which they are powerless at this time to carry on a farm of commodity prices. Such action by a Canadian industrial concern could mean much to the farmers at a time when they really need encouragement.

From the CATHOLIC RECORD, London, Ont., Jan. 7.—
It is recognized with painful clearness that the dollar of today is not the dollar of five years ago . . . It is a greater dollar. The value of the obligation, he takes none of the loss and the "paid of inflation" is impossible. It means more than a great deal less the purchasing power of money. The value of the Imperial Oil Company's moratorium, in which it has accepted the obligation of the farmers, is of great importance.

From the PRINCE ALBERT HISTORIC, Dec. 20.—
Commendable action is being taken by Imperial Oil Limited to divide its share in relieving the burden of debt bearing down upon its customers.
IMPERIAL OIL REVIEW

DEATH OF PIONEER OIL MAN

ALBERT STEPHEN ROGERS, director of Imperial Oil, Limited, and a pioneer in the oil distributing business in Ontario, died on December 29th, 1918, at the age of 52. He was one of the pioneers in the oil business in Canada, and had been a leader in the field for many years. He was a man of great personal charm and ability, and had a wide knowledge of the oil business.

From The Mercury, Edmonton, Sask., Dec. 29 -- It is a cheering thought to know that Albert Stephen Rogers, the man many of us will long remember with lasting affection, has passed away peacefully on his farm near Edmonton.

From The Times, High River, Alta., Dec. 29 -- In this move the Imperial Oil Company is leading the way in a policy which other companies will be obliged to emulate. It has shown an intelligence of recognition of facts, and presents a scheme which should prove practicable and helpful. It is evident that interest charges must be reduced, for in making a voluntary offer of such fairness, the Imperial Oil is to be congratulated.

From The Herald, Hanna, Alta., Jan. 7 -- It is very seldom that the Hanna Herald uses its editorial columns to advertise the doings of private corporations. We are influenced to break this rule by the action of the Imperial Oil Company in lessening the burden of debt incurred by prairie farmers. The company deserves commendation for this action and the Herald thanks them for the same.

From The News, North Battleford, Sask., Jan. 5 -- The clear cut business statement of Imperial Oil is admired by one of splendid encouragement and much needed goodwill, at one of the most opportune moments in the history of the Canadian oil industry. It is one of the greatest inducements to those in the oil business.

From The Daily Event, Drumheller, Alta., Jan. 8 -- The announcement of the death of Albert Stephen Rogers, the well-known oil man, is a matter of deep regret to many people who knew him. He was a gentleman of the highest type, and his loss will be keenly felt by those who knew him.

The Late A. S. Rogers

Rogers was for some time in charge of lubricating oil sales. He died in 1922.

In addition to his work in the oil industry, the late A. S. Rogers organized the Rogers-Jones Corporation of which his sons Edward S. and J. Elsworth Rogers are president and vice-president respectively. It was through the genius of his son Edward S., who invented the ballpoint pen, that Rogers became interested in the radio industry. He and his wife,лет, died in 1922, were an example to all who knew them. Their two sons, Samuel and Elsworth, came to Toronto and established a coal and wood business. In 1937, they diversified their interests and Samuel Rogers organized the oil business which was subsequently a large factor in the making of Toronto the marketing centre of the Canadian petroleum industry.

Skillfully managed and operated with the efficiency and thoroughness characteristic of Rogers enterprise, the business grew rapidly and after several years of prowess the two sons, Joseph P. and Albert S. Rogers, were taken into partnerships by their father. In 1896, other important oil interests were acquired and the company became known as the Queen City Oil Company, Limited, with Samuel Rogers as president and his sons as directors.

When in 1903, Samuel Rogers died, his two sons carried on and in 1912, the Queen City Oil Company's business in Ontario was assumed by Imperial Oil, Limited, and became thereafter the Queen City division of the Company, now the eastern and western Ontario divisions. The late A. S. Rogers and Joseph P. Rogers, were then elected to the Board of Directors of Imperial Oil, Joseph P. Rogers, was for many years, chosen to the position of the original Samuel Rogers Company which in the course of time became the eastern and western Ontario marketing divisions of Imperial Oil, Limited.

The Rogers family were pioneers in North York and in the time the late Mr. Rogers' grandparents began their farm, which is now the Newmarket they were farther north from Toronto than any other white settlers. Their two sons, Samuel and Elsworth, came to Toronto and established a coal and wood business. In 1879, they diversified partnership and Samuel Rogers organized the oil business which was subsequently a large factor in the making of Toronto the marketing centre of the Canadian petroleum industry.

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Canadian Airways freighter being launched on floats, on the Red River at Winnipeg, ready for summer operations.

THE FLYING BOX CAR

By W. B. BURCHALL, Canadian Airways Limited

One of the most remarkable manifestations of the past decade is the adoption of air travel by the people of this Dominion who live in the great areas remote from railroads. Air travel in these districts has been accepted whole-heartedly in striking contrast to the general attitude of those who have alternative means of speedy travel. The nature of the country itself had much to do with this. It would not be sound economy to construct either roads or railroads into the greater part of this territory, and so reliance on the dog team and canoe has been the general practice.

The far places of the Dominion are particularly well adapted to air travel, as landing on the lakes is possible for about ten months of the year, and during the summer season air routes in most cases follow water routes so that a landing can always be made if necessary.

The speed and mobility of the airplane is unequalled by any other carrier. Independent of practically all intervening terrain it can proceed from "here" to "there" on the shortest notice. Withdrawing and transfer of air transport services to other areas is a thought of equal facility. One of the greatest accomplishments of the airplane has been the opening up and consequent development of localities which hitherto has been meagerly served or were so remote that their development was entirely neglected.

The sphere of activity opened to aerial transporta-
tion in Canada is peculiarly its own. In the main, it is auxiliary to rail and water transport services. The centres of population in Canada being so widely separated, bring about a condition favourable to the efficient operation of aircraft. Long flight stages thus necessitated are an interesting contrast to flights of similar length in Europe, which would cover many countries differing in language, laws and customs.

In the opening up of Canada's vast unexplored territories and the provision of transport services to outlying communities, Canadian Airways Limited deserves much credit. In Quebec, Northern Ontario, down the Mackenzie River and in Northern British Columbia their pilots have been pioneers of the modern method of travel. This company, which is the largest in Canadian aerial transportation, exploration and survey, was formed two years ago when an amalgamation of companies engaged in these pursuits was effected. The following companies have been gradually absorbed into the old Canadian Airways: the Interprovincial, Transcontinental and International; and two years ago when the union of Western Canada Airways and Canadian Airways took place the name Canadian Airways Limited was retained.

It has divided its activities into three regional territories: Eastern lines—operating between Nova Scotia and Sudbury, Ste. Marie, Western lines—covering Northern Ontario, the Prairie Provinces and the central area including Mackenzie River to the Arctic ocean; Pacific Lines—covering the territory from the Rockies to the Yukon coast and the International Boundary northward to the Yukon.

Nothing can illustrate better the facilities afforded by the aerial services maintained than the following summaries of operations recently conducted by the three divisions of the organization.

Between the 18th and 24th of February, 1932, two Warp-powered Fairchild aircraft, belonging to the Eastern Lines, transported 10,000 lbs. of supplies from Sorence to posts on Grand Lake, at distances varying from 48 to 60 miles.

One Warp-powered Super-Fokker, belonging to the Western Lines, in 17 flying days—between February 22nd and March 12th—transported 140,000 lbs. of ore and supplies from Werner Lake, Ontario, to Minaki, Ontario, on the Canadian National Railway.

In British Columbia a Warp-powered Super-Fokker, under the direction of the Pacific Lines, was provided with the job of transporting 40,000 lbs. of freight and twenty men from Burn's Lake to McConnell Creek—250 miles distance.

On March 4, five fully loaded 'planes proceeded on one day from McMurray northbound to Echo Bay—800 miles distant. One week later the five 'planes proceeded northward again, deposited their loads, and were back at McMurray on the third day, having added in the meantime by their double trip a total of 16,000 miles to their flying records.

The destination of this flight, Echo Bay, on Great Bear Lake, was unknown to the general public until about one year ago and interest in the locality could never have been aroused to the extent to which it has, had the aeroplane not reduced the 'time-space' distance from end of sled to, from 30 days to 15 days in winter, and one day in summer.

Each division has certain undertakings common to the others, such as the carriage of passengers and exploratory flights. There are also operations peculiar to each division, deter-
mined largely by the geographical situation and the topographical features of each area. The fisheries patrol carried out by the Pacific Lines is an example, a duty performed only on the British Col-

umbia Coast is this phase of aerial activity encountered. Due to the greater industrial development of the eastern provinces there has been a steadily increasing use of aircraft for aerial photographic surveys and timber cruising.

The reputation for speed and accuracy of this method of surveying, especially in the preparation of primary reports on potential water power sites and irrigation schemes is well established and recognized by civil engineers.

A notable application of this method of surveying was the operation carried out during the past summer in the Great Bear Lake area where 150 square miles of the territory in which most of the recent mineral discoveries have been made, were photographed from a height of 9,000 feet. Within three weeks these aerial views were available for the business executives in the east and also the mining men in the field.

Timber cruising of forest areas may claim the pioneer application of aircraft to industry in Canada. This in as aerial survey, activity has been confined largely to eastern lines, though considerable survey work has been accomplished in British Columbia.

The carriage of mails by this company has been restricted to the eastern and western divisions. Daylight air mail services were operated from Montreal to Iqaluit, from Montreal to Magdalen Islands, and from Iqaluit to Resolute, along the north shore of the St. Lawrence gulf. Night air mail service from Toronto to Detroit is linked via the United States air lines with the western lines at Pembina on the Manitoba-Dakota border.

Daylight mail services in the western division are operated from Sioux Lookout to the Red Lake Mining area and from McMurray down the Mackenzie River to Aklavik. Also from Peace River on the Athabaska to Carca-

Ioneau and Fort Vermilion.

On certain of the mail services passengers are carried. Illustrating the growth of this depart-
ment of air transport, Canadian Airways Limited, once a few 1,097 pay passengers. The total number of passen-
gers carried during 1926, by all aircraft operators in Canada was 6,436.

More forcibly, perhaps the growth of air trans-

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port is shown by the figures of miles flown. For the year 1926, all aircraft in Canada flew 393,103 miles. During the year 1931 Canadian Airways Limited planes alone covered 1,832,794 miles.

Maintenance of these various services necessitates the use of different types of aircraft, though the majority of them are of the four to six passenger cabin type.

For the passenger service—Vancouver—Victoria—and also for fisheries patrol on the Pacific Coast Boeing flying boats and amphibians are employed.

The combined fleets of the three companies include more than forty aircraft, while the personnel and number of personnel, including executive officers, general office staffs, pilots, engineers and agents.

As can easily be imagined, adequate facilities for refuelling are a necessity when operations are conducted over such far-flung territory. Advance caches of Imperial gasoline and lubricants have been laid at strategic points throughout the north, and in many cases these have to be replenished nine to twelve months ahead of projected operations.

In years past, before the coming of the aeroplane, there were times when the resources of the isolated trading posts were strained to meet the demand for medical aid. In cases of serious accident this sense of isolation and helplessness was intensified to a degree incomprehensible to the city folk who have done at hand facilities for dealing with any emergency. A greater demand for such facilities arises with the growth of mining communities. In many cases, the cost of proper equipment is prohibitive, so that when the necessity arises aircraft are requisitioned to carry patients to hospital.

Aerial transport has done much to alleviate suffering and to save lives. Never a month passes without the "hurry flights", and the greater number of these are cases in extremity.

On such case was that of Staff Sergeant Hersey who was shot recently while arresting Albert Johnson near Arctic Red River, N.W.T. Sergeant Hersey was carried 100 miles by plane to hospital and was on the operating table in 90 minutes.

As the doctor stated that he could not have lived more than three hours without medical aid, the efficiency of air transport was well exemplified.

On January 27th, 1932, a Canadian Airways craft landed at Edmonton Airport, with three cases for Edmonton Hospital—two typhus cases and one of ulcerated stomach. One of these men had been carried 1,280 miles, another man had travelled 988 miles.

These examples are typical of service rendered by aircraft, incidental to scheduled operations.

Following is a summary of the accomplishment of this company—a large user of Imperial products—

| Total Mileage Flown | 1,224,716.5 |
| Total Hours Flown    | 13,029.14   |
| Mail, Freight and Express Carried (in pounds) | 2,021,816.15 |
| Total Passengers Carried | 8,771 |

LEAVING the city of Quebec in the afternoon one may travel luxuriously by train and reach Toronto the following morning. A motorist willing to set out early and to drive hard may cover the distance in a single day; by air the journey may be made in a few hours—all because there are petroleum products to drive and lubricate transport machinery.

But back in 1849, the journey from the ancient capital of the city of Quebec was a labor of many days as it is interestingly recalled in the memoirs of the late James A. Green, formerly Surveyor of Customs at Quebec city. These memoirs were recently published in the Quebec Chronicle—Telegraph, to which grateful acknowledgement is made for permission to reprint extracts here.

It was towards the end of 1849 that Mr. Green, then living in Quebec, was offered an appointment in the Federal Government offices at Toronto. Here follows a part of his narrative of the journey of approximately 930 miles.

There were no railroads and travelling was then by stages. There were two lines running between Quebec and Montreal, one leaving every day. Hough and Company were the proprietors. On enquiry I found it would take nearly a week to make the journey, and Christmas Day, with all its fond associations and attractions, when all who were absent from home would make every exertion to get there, was the day I had to leave my home and family in order to secure employment, which I could not obtain in my native city.

As the road to Montreal passed our house, the driver was to call for me at an early hour in the morning, and indeed I found I was to be the only passenger. In any case, there was room for only one other in the car or stage as it was called, on account of its having a square wooden roof and the sides and front behind the driver closed in by thick wooden curtains, which were intended to button on to brass headed nails and keep out the wind and snow. Instead of being a protection, however, they were more frequently a source of discomfort (a mild word to use), annoyance and danger, because in some of the stages the button holes in the curtains were either too small to hook on, or there were no buttons to fasten to, and the curtains remained open and created a draught. It was annoying, because when the curtains were all fastened you could not get out without the driver’s help and the danger occurred when the carrosel capsized which often happened. I have described these stages because their "like" will never be seen again in the present progressive age.
On Christmas morning long before daylight, I mailed my postcard with a large picture of a sleigh and horse, which I had bought in Quebec, and found it very shaky. I mailed them to my friend in Portland, and on the 11th of January, I received them. I had them on my desk for three days, and the driver advised us to divert ourselves of our fur coats and sit with our feet outside the sleigh, so that in case of accident we would be ready to jump. I took his advice and took off my fur boots and coat. My fellow passenger did not do as I did but remained in his seat, perfectly well sealed in with boxes, and said he would stay where he was as he was not afraid of the risk. I walked and hands to remain in the street for an hour, when, all of a sudden, down went our two front horses through the ice. I jumped a good many feet off the sleigh—I believe it was about the farther I ever jumped before or since. My fellow passenger, who was so tightly fixed in his seat, cried out lustily to help him out and save him, but we could give him no help as the driver had to look after his horses, which were on the verge of falling through the ice, unless they were handled with skill and care. The horses had fallen into an 'air hole' and, fortunately, the ice at the outer edge was sufficiently strong to hold up the other horses. Finding it impossible to get the horses out, we were compelled to cut away the straps and traces and let the horses go under.

It was getting dark and we were thoroughly soaked up to our knees. We were obliged to keep running to keep ourselves from freezing. Cold, hungry, and thoroughly soaked, we reached Point Claire at 8 o'clock at night. We rested until 10.30, when our driver, a new man, said he was ready to start. At midnight we started for our long and cold drive through the night, moving with not much snow. We travelled on an average nine miles an hour. The weather moderated but was still cold, and the journey in the day time was pleasant, but at night it was disappointing. I couldn't sleep, so, to pass the time and find how many miles an hour we were going, I counted the telegraph poles. As there were about 31 to the mile, I could guess pretty accurately the number of miles we travelled, most of the time in the company of the driver.

We travelled on until 8 o'clock, at night, when we reached Gananoque where we had supper, which I enjoyed very much, but which cost me more than I had expected, as it cost $10. I received a bill of $6.00 change in notes which proved to be bad. We started again at 9. The night was extremely cold, about 30° below, with a sharp North wind.

The driver's hand got so cold that he was unable to hold the reins and he tied them to the bar of the sleigh, the horses going ahead all right until we came to a deep ravine, where a pathway from the main road led down to it. Unfortunately, our horses took the wrong turn and fell into the ravine, where there was a deep snow and, of course, could get command of the reins. The sleigh capsized. The mails, freight, driver, and myself were pitched out and the four horses embedded in a drift of snow. I looked for the driver, who was about five miles from Kingston and surrounded by woods and more than a mile from a house. It was nearly midnight and cold. After a considerable time I gave up the search of the horses out of the drift and got the sleigh righted. Luckily the horses were not hurt except for a few scratches, nor was the sleigh.

After loading up, we started, and got into Kingston about 3 o'clock in the morning. cold and used up. I went to bed at 3.30 after having a fair supper. At 6 I was up again and started at 7. It was a bright cold day with very little snow on the ground, making sleighing very difficult. This was the last day of the year 1849. As we passed on from one town to another we found the road very lively with people preparing to celebrate the New Year. I had no fellow traveller with me; indeed I may say I was alone from the time I left Brockville. At 8 o'clock at night I got into Belleville, feeling very tired.

Owing to the state of the roads, we did not make much progress, and before we got to Trenton we moved into a stage coach. The roads were very rough, the road, six to eight inches deep, was frozen very hard, making driving anything but easy and comfortable, and the night was windy and cold. Some ten miles east of Whitby a lady came on board bound for Toronto, and I was very pleased to have her company.

I am sorry to say, however, that I did not enjoy it for long. We had quite a number of hills to go up and down and which there was a great deal of ice making the coaches very slippery. When going down hill, the driver was obliged to go at a good speed to keep the horses directly in front of the coach, as it would sometimes slide a side to one side and suddenly jerk up against eight or ten inches of mud frozen hard, nearly upsetting the coach.

My lady companion got very much alarmed and frightened, and all the men in the coach cried, 'We are going to swamp!' In the meantime another side took place, worse than any of the former, and she fainted. Fortunately we were close to Whitby. The lady soon recovered and got out at Whitby, declaring she would never again ride in a coach. Although it was cold on leaving Whitby, the day was clear and bright. The roads were very much better and we made nine to ten miles easily with four spanning horses, arriving in Toronto at 3.30 p.m. on the 1st January, 1850, after one of the most tedious, tiresome and dangerous journeys I had ever undertaken.
Without the great advances made by the medical and sanitary sciences in recent years, the task would have been impossible. Floating dispensaries and hospitals kept pace with the workers as they progressed up the Magdalena, and the project was carried through by 3,000 Colombians and 250 foreigners with little illness.

Unique tribute to Captain Flanagan's contributions to the development of Colombia and to the esteem in which he is held by her people was paid recently on the occasion of one of Captain Flanagan's regular visits to Cartagena. On this occasion a banquet in his honor was given at the Cartagena Club and was attended by dignitaries of the church, state, and army, as well as a large number of Colombia's most distinguished leaders in business and professional life.

Arrangements for the banquet were undertaken by the Cartagena Chamber of Commerce and it was one of the season's outstanding events. Among those present were Governor Don José M. de la Espriella; His Grace the Archbishop, Dr. Pedro Adan Bransichi; Dr. Oscar A. Gomez, president of the Chamber of Commerce; Dr. Alberto H. Torres, secretary of the Chamber of Commerce, Col. Victor A. Cagallo and many others.

Previously a committee representing the Chamber of Commerce had welcomed Captain Flanagan as his ship docked at Cartagena and his arrival in the country had been noted in the Diario de la Costa, Cartagena newspaper, in part as follows:

Captain Flanagan is an interesting and outstanding figure in his country. It is a country where only authentic merit, positive value, great characters, vigorous personality and triumph are appreciated. Then the esteem of men is measured by the record of their services. Captain Flanagan occupies in his own right and by dint of effort and of merit an enviable position in society and in the world of large business enterprise. Captain Flanagan possesses an extensive technical knowledge and a vast experience carefully cultivated. He has the attractiveness of culture, a well balanced and just spirit, a great organizing capacity, and energy and consecration to work. In that manner he has been able to attain the confidence which is required to be entrusted with such great and vast interests as those which he manages and directs with so much success.

Ever since Captain Flanagan arrived in Colombia, perhaps about ten years ago, he has held the esteem of the important men of the country through his conduct as a loyal and sincere friend of our country and through his exquisite gentility in his dealings with our people. In the course of years the esteem and devoted appreciation in which he is held has been recognized as he has always been ready to serve Colombia at any moment, thus demonstrating his loyalty and the sincerity of his friendly sentiments.

Those men who have held responsible positions in the government, all those who have had occasion to become closely acquainted with the progress of public matters and who are in contact with the official world, are (irreproachable witnesses of what we have stated and they can confirm what we have said with respect to the permanent goodwill Captain Flanagan has won by his service to Colombian interests.
And in like manner the Captain has shown himself an interested and firm friend of Cartagena. There has been no work, nor has there been any plan of improvement or development nor any necessity which did not find personal and immediate assistance from and from the company over which he presides. The work, as everybody in Cartagena knows, was the object of his unswerving interest and he was a decisive factor in its definite accomplishment. As a result of his successes in that connection, the City Council, the local Chamber of Commerce, and the most important members of our banking, industrial and commercial circles, as well as important labor organizations, rendered him tokens of their grateful recognition. Cartagena hopes that the deferential and cordial sentiment of the Captain will continue to manifest itself and that it will not be lacking his help in the work in which it lives its redemption.

This morning a committee from the Chamber of Commerce went out to receive Captain Flanagan and to extend to him their greeting of welcome. A great banquet is to be given in his honor tomorrow night in the dining room of the Cartagena Club.

At the banquet Dr. Albert H. Torres proposed Captain Flanagan's health stating that the homage rendered to Captain Flanagan was a testimony to Cartagena's appreciation of the important services which Captain Flanagan and the companies which he directs have rendered and continue to render to Cartagena. Dr. Torres spoke of the bonds of foreign capital with national capital and of the services rendered to the country by such collaboration. Captain Flanagan described a true Colombian who had worn for himself much gratitude and esteem.

His Grace the Archbishop, Monsignor Briachi, spoke of the meaning and significance of the pipe line to Colombia and emphasized the qualities, merits and constant services which Captain Flanagan had rendered to Colombia and which in justice entitled him to the homage of the Colombian people.

In reply, Captain Flanagan, who was greatly affected by these tributes, described himself as a servant and decided friend of Colombia. He spoke of his confidence in his future and of the position she enjoys among the nations of the world for her integrity and organization, and for the sacrifices which she has made in order fully to comply with her obligations.

"When I arrive at Cartagena," Captain Flanagan said, "I feel as if I am in my own house."

Captain Flanagan arranged with the Colombian Government for the pipe line concession in 1923, after he had been some three years in Colombia. He was actively in charge during the eleven months in which construction of the original pipe line was carried on and again took charge in 1927, when the line was extended to provide additional carrying capacity. He was made president of the Andian National Corporation in 1925. Sir Herbert Holt is chairman of the Board.

The following announcement of Imperial Oil's Debt Adjustment and Interest Reduction Plan as a member of the Company's debenture holders, who were so fortunate as to have some surplus cash accruing from last season's operations, sought permission to discharge their debts at once, although it was originally intended that payments should be made until October 1, 1933. Accordingly the Company has agreed to accept payment on the basis of the price of No. 1 wheat at Fort William at the close of the Winnipeg Grain Exchange on October 1, 1933. This price was 49 cents. Therefore a farmer indebted for products purchased in 1929 or 1930 to the amount of, say, $70 will be able to discharge his obligation at any time prior to October 1 next, if he so desires, by payment of 49.70 cents or 49.90.

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Bougainville Lake, Quebec—typical of the country described in this article.
of the ground organization in the field. Gradually the fleet grew until they now have four Bellancas and the original Fairchild.

Flying in the Air Force is one thing; flying with General Airways is another. In the former, two ack-acks (air mechanics) start your engine, a third holds your wing tip as you taxi out and skeletonize by way of the ‘all clear’ signal. With the latter, you load your freight alone, alone you start your engine—no child’s job with a big radial engine and a stiff starter—you get your business, keep your engine up to scratch if you are away from your base, you do a thousand little things such as telling Madame Denfiets that Telegraph is keeping well in the bush, dropping last night’s paper at some camp, or getting a bottle of cod liver oil for an Indian with a cough.

This company works east and west from Lake St. John to Frob and north and south from Hudson’s Bay to North Bay. They have bases at Amos, P.Q., Rouyn-Noranda, Elk Lake and Chapleau. The fact that during last year they flew hundreds of hours, carried a couple of thousand passengers and many tons of freight does not seem to impress the pilots very much.

If you look at the map you’ll see a lot of big lakes in northwestern Quebec. There’s Mississini, and Waswanipi, and Chibougamau. It’s country over which you fly for hours and see no signs of life except a few moose tracks. General Airways ran a mail service in there to Chibougamau during the rush of 1929-30.

“What about some of these mercy trips, Clarkie?”

“Mercy trips?” He smiled. It’s a very contagious smile. “Well, people will get hurt or get sick in the bush, and you can’t leave them there to die. You hear about it somehow, decide whether it’s a bona fide case, and maybe fly in and bring them out. That’s all. I suppose you’d call them mercy trips because there’s no pay in it.”

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I thumbed over an album and came across a big spread of news print. “What’s all this about?”

“Oh that’s the original commotion about the time we brought out the trapper with the frozen hooches.” I eat my mind back to New Year’s day 1927 when I flew with Clarke for over an hour trying to pick up a mine manager and save him forty-mile walk. Clarke spotted him, but I was hesitant about landing in a handy puddle, so we put down on a lake and Clarke walked four miles through the brush unsuccessfully trying to intercept his man. I was pretty new to bushways and thought we had done a fairly good show, but Clarke forgot about it. It was just a small disappointing incident in his day.”

“Who was that old woman that Langford flew to Amos last winter, Clarkie? The ice on the Ottawa River was bad wasn’t it?”

“The ice was O.K., because Lang had got down and up again. She had a broken back and it would have been an uncomfortable four-day trip for the old lady by dog team, so Lang lifted her in one afternoon when he had nothing else to do.”

Ross Baker joined the conversation. “Do you remember moving the two thousand gallons of Imperial Aviation Spirits from Lake Chibougamau to Mississini for the Hudson’s Bay Company?”

“Yes sir. You and I and Bill Turner. Here’s a picture of you and me at the camp on Lake Chibougamau; we were all pretty good on the heave there.” Pictures brought back memories, and laughs. “I’ll never forget the time Turner and I were forced down on the Waswanipi—30 below, and big Bill just about filled that exedown

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IMPERIAL OIL REVIEW

before I tried to riggle into it.”

“How’s little Chibougamau” I asked.

“The dog! Just the same. He’s got in a lot of flying, this summer. Blake’s got a picture of him somewhere sitting up on an Imperial gasoline drum with a smart new coat on.”

“Yes,” continued Clarke, “there are some great men in the North country. They can tell stories that will never be heard, because when they do come out to civilization they are out of their element and less articulate. Some of them get pretty husky too. One famous man in the Chibougamau rush used to sing a cale of salt pork—450 pounds—all alone.”

“This man,” he continued, “was getting a bit gray and I told him he was beginning to slip. He took hold of a 45-gallon drum of gas with his fingers—like that—put it slowly up in front of his face, down on his shoulders, and then back to the ground. ‘I guess I’m all right,’ he said.”

Earl Jellison finished the letter he was writing and said “It must have been 1929, when we ran across each other up around Mississini, or was it ’30, Clarke?”

“Twenty-nine. That was when the three or four characters used to come down to Jean Roulh’s at the end of the Lake, and call it ‘down town on Saturday night.’ That old fellow with the poolmarked face that had been all over the world as a steamboat engineer—he’d gone in the priesthood but ducked out before taking orders. He was better educated than most of us, and certainly knew his aeroplanes. I’ll never forget him singing Scotch songs with a whistle hung around him for a sporrin, there on the pole floor, and dancing most accurately while somebody played the mouth organ. And then Jean decided the boys were dry, and went out to the bush and dug up five gallon crock of home-brew.”

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IMPERIAL OIL REVIEW

“Beer, eh?”

“Everything. There was wheat, malt, rice, yeast, rye—everything in.”

Twice a year, freeze-up and break-up, the pilots get a short holiday. The ground staff uses the time to get at the engines and aeroplanes, and change skis to floats or vice-versa. But when four or five do get together they talk, and it’s good to listen. They talk about Indians.

“The best examples of Indian stoicism I ever saw were squaws,” one of the pilots said. “One old girl, crippled with rheumatism had to get to hospital at Cochrane, and I got the doctor and went in to bring her to the train at Amos. The whole tribe began to wail and cry because she was going away, but the old squaw never batted an eye; she’d never seen an aeroplane, didn’t know where she was going, but she lay on the floor showing no signs of nervousness. Well, we got her aboard and landed at Gwelled Lake for a couple of young squaws about twenty years old; they’d been spitting blood for weeks—just skeletons. We load them in and lay them on the floor. That’s three of them, and the Doc and I. The Doc sits in the back. We reach Amos and get a truck and a mattress and load ’em on, and away they go to the train and hospital. A month later the old girl goes back. Hubby meets her; hubby has paddled 100 miles because he hears a rumour that she is going to Okaonita. The Girls! They die . . . Yeh, a week after . . . I’ll maybe see some of those Indians this winter.”

Somehow these pilots, whether they are flying dynamite into Swage and Halcrow, or prospectors to Chibougamau, do more than just fly. Two bales of hay? Better take him six. They have an “emergency rule”: if anything really worth while will be gained, they will “shoot the works.” In other words they will risk their aeroplanes and their lives in bad weather if it is a case of life or death. Perhaps the risk is not so great
as might appear to the uninstructed, for these pilots do know the country and there are many landing places. Another safety factor is the availability of supplies of Imperial Oil gasoline and lubricants which are constantly being improved to meet the exacting demands of aviation. In any event they have so far carried on so that no one has been disappointed, nearly everyone satisfied, and there has been no accident. It gives one the impression of being something more than just a transportation company. Is the answer in much experience? A little kindness? A little understanding? Metcalfe care? I don't know. They'll do. It's great to pioneer. Yes, up there, General Airways is an institution.

A fleet of General Airways' planes ready to fly the prospectors on their steady search for precious metal. Noranda, once only a prospect, now its smelter in the background.

KENTVILLE BUILDS LOW COST ROADS

THE following letter from E. E. Baillie, Imperial Oil Highway Engineer in the Maritime, and also the letter from Mr. Wightman, Town Clerk and Manager, Kentville, N.S. exemplify the satisfactory results from low cost asphalt resurfacing, at a cost of less than $1,000 per mile:

Dear Sir:

Among other road projects undertaken during the past summer a particularly good example of asphaltic resurfacing resulted from a contract made by ourselves with the Town of Kentville. The town, situated on the centre of the fruit district here, has 20,000 square yards of old bituminous macadam laid in 1919. This pavement has been fairly well maintained but this spring the surface appeared quite poor and definitely ready for a new coat.

Early in June with the assistance of the Municipal Spraying and Oiling Company, we surfaced treated this old work, using one-quarter gallon per square yard of Imperial Heavy Liquid Asphalt, covered with local sand. While on this job, we persuaded Mr. F. C. Wightman, Town Engineer, to attempt a double surface treatment on his regular sand sub-base roads. Consequently, a section one-quarter mile long was chosen on the town approach on the main trunk highway carrying all traffic between Halifa and Yarmouth. This section of road consisted of a deep bed of fine sand slightly bonded together with a small amount of clay and gravel added a few years previous. One-third gallon per square yard of Imperial Light Liquid Asphalt was applied as a primer. On this the road was treated at one time and twenty-hour hours allowed for penetration. This was followed by an application of one-quarter gallon per square yard of Imperial Heavy Liquid Asphalt preceded with about forty pounds of local sand. The work was done under our supervision using local unemployed labor. The cost of this work was 10.85 cents per square yard. A smooth riding dustless surface resulted on which to date there has been no maintenance whatever.

In conversation last week with Mr. Wightman, he was very high in his praise of this work, and has asked us for quotations on sufficient asphalt for approximately 9,000 square yards of double surface treatment work for 1923. In addition he will take one car of Imperial Gravel Dust Base, expressing himself as being well pleased with the application of a small amount of this material in the adjoining town of Wolfville the past summer. Results here were more lasting than calcium chloride and no objectionable matter occurred.

For the double surface treatment work next season we intend to vary somewhat recommendations—specifying Imperial Asphalt Primer for first applications. In view of this season's results, we feel that we should stick to the Heavy Liquid for second application, while using this particular mineral covering.

(Continued on page 37)

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Page Thirty-One

T. M. Reid

IMPERIAL PERSONALITIES

BOUNDED by three oceans, with a coast line over 18,000 miles long and an area of 3,600,643 square miles, Canada is the second largest country in the world. The population of this vast territory is concentrated along its southern border where railways and highways link communities with each other, and with our neighbors to the south. Consequently, while most of us have a general impression of the width of our Dominion, comparatively few ever form a definite idea of its extent northward. The distance between Canada's northerly and southerly extremities is approximately 2,670 miles, almost as great as its width, and until a few years ago most of the northern country was unexplored and unmapped. Only a minor portion has been developed. To appreciate fully this enormous expanse, it must be travelled over, an almost impossible feat by ordinary means of transport. But here is where the aeroplane comes into its own. Tireless, untrammelled, it skims swiftly over forests and lakes, barriers and snowfields, bearing prospectors, geologists, explorers—the adventurers who have heard and answered the call of the north.

The pilot who has flown over more Canadian territory, probably, than any other, is T. M. Reid, Imperial Oil's Aviation Representative. A map of his flights, reproduced on the next page, shows a network of loops and lines that reach across Canada from Sydney, N.S., to Vancouver, B.C. and from Windsor, Ontario to Corcador, beyond the Arctic Circle.

"Pat", as he is more generally known, began flying in March, 1913, when he joined the Royal Naval Air Service. His experiences, like those of most of the war pilots, were many and exciting. He served through the Dardanelles' campaign, being transferred to Salonica and later to France. In 1918 he joined the North Sea Patrol. He was awarded the Distinguished Flying Medal for bravery. After the war he was with the Handley-Page Transport for several years, and was in first trans-Channel service, on the London-Paris line, also flying in the service to Brussels and Amsterdam. In 1924 Mr. Reid came to Canada. He joined the Ontario Provincial Air Service, flying forestry patrols as air engineer and pilot through three seasons. In 1928 the Northern Aerial Mineral Exploration was formed and this was his next venture. He spent that summer in the Hudson's Bay area, making pioneer trips from Fort Churchill to Chesterfield Inlet, on the west coast, and from Moose Factory to Port Harrison on the east coast. His first winter flight into this district was from Massonet to Richmond Gulf. This trip included a forced landing during a blizzard on the sea ice about seven miles from Nome, and a three day imprisonment in his machine until the weather cleared. In April, 1929, Pat Reid flew an exploration party from Fort Churchill to Chesterfield Inlet, Baker Lake and Wager Inlet, proceeding then to Bathurst Inlet and Coppermine River on the Arctic coast—the first northwest passage by air. From the Arctic he returned to the base, Stoux Lookout, which he reached in early October, by which time the ice on the Fort Norman, the Macleod River, the Slave and Athabasca Lakes, Fort McMurray, Edmonton, Prince Albert, The Pas and Winnipeg. This expedition was of six months duration and covered 25,000 miles of remote operations.

The following December, Carl Ben Eielson, whose flight in company with Sir Herbert Wilkins, across the North Pole to Spitzbergen, had made him famous,
flew to the relief of a schooner caught in the ice off North Cape on the coast of Siberia, about 200 miles north of the Arctic Circle. Eiselson disappeared and Reid was selected by the Aviation Corporation of New York to take charge of the expedition to find him. Starting from Fairbanks, Alaska, Reid was forced down by a snowstorm in the mountains between the Yukon River and the Brooks Range. A wing damaged by the landing in a creek bed delayed him for a week. Naturally, he was reported missing and among his keep-sakes is his own obituary notice clipped from one of the northern papers. That expedition is never repeated.

He became western aviation manager for Imperial Oil in 1916. Piloting CF-10L, the Company’s Puss Moth, he led the Trans-Canada Air Pageant that year. This was a two-way trans-continental flight, visiting practically every city in the Dominion, where a landing was practicable. The next year he made a one-day flight from Winnipeg to Vancouver, covering the 1785 miles in a little over 13 hours. He took part in the British Columbia Air Tour, and also acted as leader of the Manitoba Good Will Air Tour.

He was appointed Aviation Representative for the Company in September, 1916, with headquarters in Toronto. His wide flying experience, his unique knowledge of Canada from an aviation standpoint, and his confidence in the dependability of Imperial products, made him particularly well fitted for his job which brings him in contact with operating companies, engine manufacturers, pilots, mechanics and the business of aviation generally.

In spite of his achievements, he is very unassuming and reluctant to discuss them. He gives the impression of a strong man, with deep faith in the future—the future of aviation, the Company of and Canada.

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Map of Mr. Reid’s air journeys in Canada. At the upper left hand corner can be seen the route taken from Fairbanks into Siberia on his memorable search for Eiselson.

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Our Prairie Mail Bag
(Same more comments on Debt Adjustment, continued from Page Three)

I thank you for this agreement for I have been worried about this debt.

— This is bringing Christmas cheer home.

I wish to thank you for your magnanimous offer. It is a step in the right direction and be assured I will do everything in my power to live up to my share of the agreement.

I think you have given the matter of settlement of debt due consideration and very workable under present conditions and do feel that you have made a move in a direction that will appeal to the people and think that other financial interests will study and be benefited by some such way to relieve the situation of indebtedness.

If there is any possibility of paying you before said time I will surely do so. The whole amount will be paid as soon as possible. Again thanking you for your kindness and consideration.

I would like to state here that your consideration of the serious condition in which the farmer now finds himself deserves the highest commendation and appreciation. Further I venture to state that the step you have taken will certainly have a very encouraging effect on the farmers also a step in the right direction to effect a recovery of the diluted condition of agriculture.

You are giving the farmers a very fair deal. I can only say I am very sorry not to have been able to settle before now. I am expecting a small surplus check sometime before long and had figured to send it to you so when it comes you may expect to receive it. It is not much but all I could do as I have no grain to sell owing to being hauled badly.

I think it a long step in the right direction. If all other creditors would do the same it would raise our confidence so that we would at last see over the hole. I was thinking of sowing very little wheat this season but since I received your letter I have changed my mind.

In regards to my account contracted during 1929 which I could have settled early in 1930 had the Trust Co. not gone into liquidation. All my property and funds were in their trust and I have only succeeded in having all assets other than cash transferred.

I am sure that farmers should and will appreciate your offer of adjustment.

I would like to say at this time that I appreciate this plan very much and further that I appreciate the consideration and courtesy you have extended to me when it was impossible for me to meet my obligations.

I wish to thank you for this help in a time when things look so dark. It sure gives me fresh hope to be able to keep the business going.

It is the best Christmas present I have had for many a year and let me assure you that it is appreciated accordingly. I believe you have started something that if it could be followed by other large creditors would have a wonderful effect in getting back to normal times in my opinion. With an honest “thank you”...

I might say how I appreciate the generous offer at this time of the year when I did hardly know which way was upper or lower and owing to such poor prices. It is better than any Xmas present.

We would like to pay our debts as soon as we can but it is pretty difficult to do anything at the present prevailing prices for farm commodities.

I certainly do think you have adopted a wonderful plan towards aiding prairie farmers and I hope I will find myself in a position next fall whereby I will be able to pay up my own account.

You are trying to help out as best you can and I certainly do appreciate it. I have been going to write for some time but what with the use when I could not do anything and not thru my own fault or I would never have owed this debt. However I will never try ahead of what I can pay for again.

I appreciate very much the plan you are using to collect your own and yet not oppress the farmer too much. We have put in big crops and were under heavy expense and received no crop return, hence the debt incurred.

It certainly will make a lot of difference to me at any rate as it will give longer time to look around and we will hope long before the time limit is up things will be better.

I wonder if all of your customers who are in arrears duly appreciate it as much as I do? If other companies were able to do as much for us it would be a boon these hard times.

I feel to thank you for the way you are sharing the loss with the farmers and that you realise the difficulty that we are in.

Let me tell you your action in this matter gives new hope, and all I may say is that you are paving the way for better understanding between Company and customer.

In my opinion you are giving a lead which if followed by other creditors would go far toward restoring better times.

I not only thank you from the bottom of my heart (and hope on my next visit to do so personally) but my better half had on reading your letter if any all business houses could see the same light and treat their customers in the same way worry would be less and happiness quicker in its rebound to prosperity—which is coming—but God protect us from another period of high inflated prices. Just a little higher, say 35¢ more for hogs, cattle and grain (stabilized) will satisfy me for life.
I appreciate the very generous terms you are giving me and I hope by the help it will give me to be able to carry on even at the present low prices for grain for another year.

I must thank you for this generous plan and the help you are giving to hard-pressed farmers through no fault of the others. If all creditors would come to the same good will agreement there would be no hope to carry on; I hope your plan will give an example for all of our creditors.

I just want to assure you of my appreciation of your efforts to help me in my indebtedness to you.

It is very unfortunate for us times and I appreciate the leniency with which you have treated me and I thought surely I would get some money in on that bill this year, but this is worse than ever as we still have some accounts we can't collect on the thrashing.

Just a line to express our thanks and appreciation to Imperial Oil for their kindness and consideration in dealing with our account. It is surely beginning the New Year right.

I am thanking you very much for the way you have treated me with this account and hope to be able to pay in full in this coming year.

I sincerely thank you for your very gracious act in extending the time for paying my account, and the terms under which you agree to receive it. You have relieved my mind, also my family's. My best appreciation. I greatly appreciate it. Your letter was a fine Christmas message.

As I am not very good at expressing my appreciation of your generosity on paper, I will try to do so more fully in person sometime in January.

I consider it my duty and privilege to congratulate Imperial Oil on its adoption of the first reconstitutive act for the re-instatement of the minds of the Western farmer.

Thank you for your great help you are doing me and my family.

I wish to tender my appreciation and congratulations as to the method your Company has adopted to alleviate the present difficulties, and treat the example will be followed by other institutions and show that there is still a soul in Big Business.

It means a partial lifting of the load on our shoulders and is the first ray of light and encouragement since these hard times overtook us. May we also say it is the first time we have had a creditor admit that the difficulties in which we find ourselves are through no fault of our own and we hope the example set by your Company may be the beginning of a general movement of all concerned to share a portion of the burden as it is, or should be, very obvious to all that it is the only way out.

... some old news Miss Extension an awful walllop so far as we are concerned.

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Thank you very much for helping so much. It gives me a chance to pay you, that looked hopeless before. If others would do the same the farmer would be able to pull through these hard times.

We desire to express our appreciation of this favor. It is always our intention to meet our obligations but we find it quite difficult to do so these times.

I appreciate what you are doing for us in these hard times, but times won't always be like they are now and then I may be able to repay the favor the Company is doing for me now.

I was almost completely bailed out this season and have been worrying how I was going to pay anything on my account. I truly wish to express my thanks for your generous offer... I thank you for your kindness in making it easier for us to pay our debts.

I appreciate this kind of treatment as this gives the farmers a chance to pay their obligations.

I'll do my best to clear off the debt even sooner than the five years if conditions allow me to and I kindly thank you for the great chance you are giving the farmer.

Thank you for helping us during these hard times by not trying to collect every last cent that we need to live until the next crop is harvested.

I appreciate the attitude you are taking with my account and will try to make payments as they come due. I most certainly would not have run the account had I thought I could not pay it the same full.

To say the least your company is surely trying to do the right thing. You are really the only company who appear to realize that it is impossible for a farmer to pay his debts at current prices for his produce.

If all my creditors would do this I believe that some day I would get out of debt as would most farmers.

I am thanking you people for your good consideration about the money I owe you.

I hope that this sportsmanship and human offer of your Company will help, not only the farmer, but will rebound to the greater prosperity of your Company.

I surely think this is a wonderful thing you are doing for the farmers.

It is a great pleasure indeed for me to learn that you are willing to wait beyond my expectations and it came like a Christmas present.

I have just opened your letter of December 20, read it and digested it. It was easily digested. In fact was like mother's milk to a newly born baby. Especially when I have just returned from nearly a month in hospital with bronchial pneumonia.

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If all the creditors could or would be as generous, Western Canada could and would stage a comeback but faith-minded people should remember that very low prices for farm produce will not pay cost of production and leave anything to pay debts, therefore, I hope your action will cause others to give the deplorable situation serious consideration and follow your lead.

I appreciate the example set by your Company. If this procedure could be followed throughout, confidence and contentment would be the result. Action is what is needed today to cure the ills of yesterday, which will be the anxious of tomorrow.

I think it shows that you at least realize a farmer's difficulties in the days we are living and are going to help him along.

The editorials of the Press commenting your firm on this broad-minded policy are well merited and you can be assured that the writer greatly appreciates the opportunity you are giving him to pay his indebtedness.

Under the present deplorable conditions facing the farmer wherein prices received do not meet the cost of production, payments on past indebtedness are impossible. I am anxious to meet such obligations and you have wisely and generously presented us farmers with something to lighten our burden, a scheme that if adopted by the larger creditors in Western Canada would forestall inevitable default and repudiation and work mutually to the advantage of we Borrowers and our Country.

Sir will you permit me to say that this was one of the most welcome gifts that I ever received in my 44 years of life.

It is a very fair and wonderful help to the unfortunate farmer.

I looked it over carefully: I felt like the Ichthus when asked to have a drink: He said that's like a voice from Heaven.

Your effort in lightening our already overburdened souls is most heartily appreciated and take this opportunity to wish you all a better and more prosperous coming year.

If we only could get 60c, per bushel for wheat then one could do a little better but as things are now I do not know just what to do or how I could fix up with you.

God knows I wish to be fair, but an impossibility is impossible and my children shall suffer too greatly for a very foolish fault in our economic financial system.

I surely cannot express in words how I appreciate the generous way the Company treats their farm debtors, indeed it's a revolution. If every creditor would do half what this Company does to the farmer it would be a great help and encouragement for us to pull through.

We appreciate very much your leniency regarding past due indebtedness and hope your Company will prosper by act of same when conditions return to normality.

During 1920 we were dejected and ever since it seems very hard to get through.

This year we were hailed very badly and alter paying the taxes, buildings, etc., and for other purposes we had nothing left.

We are not suffering yet but are trying hard to get along and put in a crop for 1919.

I sure appreciate your offer, for it is impossible to pay a debt in full and live also. I am buying very little at all present for farming. At the price of grain I cannot do it.

Read Nehemiah 6th chapter, I to 14 verses and tell others to do the same and learn what is wrong with the world.

Your credit agreement is a bright spot and very encouraging. It is a relief to know that I will have this off my mind and be able to put more into financing the seeding of the next crop. If prices will stay up, I will be able to regulate the acreage to be sown. It will be impossible to sell the seed acreage.

This agreement, I believe, goes to show the generosity and foresight of your Company in the necessity of the farmer for Canada.

This certainty is very fair of the Company and I wish more of our creditors would do likewise. It will be the only way to make it possible for the big majority of farmers to stay on the land. This working for the welfare of the old.

I feel most thankful for this kind consideration. I was quite unable to meet my debt and your letter has taken a load off my mind.

In my opinion you have come out with one of the biggest and fairest propositions made by any concern in the West. I think that I will be able to make these payments, and furthermore, hope your proposition will be a means for you to collect the greater part of the money you have out.

With a large territory East of Tofield and down to Leduc, it hasn't been altogether a matter of low prices, but our last good crop was in 1927, drought, hail and winds doing the greatest damage. Coupled with low prices, it has been a real disaster to many of us farming on a large scale. Personally the winter has gone bad, some $50,000 the last five years.

I must say that I appreciate very much the way you have come forward to help solve this debt question and I believe that in the long run your company will gain much by it. I trust you will receive the full support you deserve.

I congratulate you on having found the real means for collection of debt for the farmers.

Am glad that the Company made their liberal offer at these times. I am now sure that I can pay my debt with ease, and don't have to worry about it.

I thank you for this. I wish I could do the same. I hope it is better next year.

The step your company is taking is a step, I think, a very sound and practical one, as it will enable farmers to weather the present depression. Should other creditors follow your example, many who have at present no hope for the future will be able to make a fresh start with a light heart and hope for the future.

I am pleased to see your Company take the stand they have on overdue indebtedness and believe this is going to get the way to arrangements similar by other companies and may be the solution of the debt problem.
Your letter of 24th reached me on Sat. evening. Dec. 24th. A neighbor who was in, - brought the mail out. It brought with it a trip to the last of Christmas cheer of the season, not alone from the fact that it puts the accent into a condition, due to its generous terms. To match my capacity to meet it out of future earnings on crops, but also, with even greater gratification, from the lofty spirit of co-operation which it conveys.

It is the most sensible arrangement and the most generous adjustment of over due obligations that has come to my notice. I should and probably will be the first of all your customers who find themselves unable to pay on account of the 1. which they could not control or evade or escape.

It is the large amount of the past due load more than the load itself that is worrying the heart out of the debtor class and developing an atmosphere of gloom, discouragement and distrust. Your plan, if generally adopted by all major creditors, will lift a blanket of unhappiness, despair and lack of confidence that can be effected in no other way. It is an understandable and appeasing manifestation of that spirit of co-operation or endearingly essential to meet and muster the present calamity. If we all work together, we will assure freely and willingly to all our full share of the burden, the hardships will fall correspondingly lighter on everyone. And if we keep alive and revitalize, by returning happiness and confidence, that lasting spirit of manhood and womanhood, that optimism and determination that "won the West", we will lick this depression with added glory as quickly as any people anywhere on earth. I know of no other way of restoring and developing good will that the policy your company has adopted toward its delinquent customers and predict that you will be amply rewarded in future patronage.

If all creditors would do the same it would encourage farmers to try their best and make good again, and the agreement calls for panting the company with the cash out of the pasture. I do that with pleasure as I did in the past.

I am quite pleased to be given the opportunity of accepting this offer and I highly commend the attitude your company has taken in giving the debtor farmers a new lease on life. We can go forward with the assurance that our wheat will at least reimburse our debt even if the market has not improved before the next crop season.

I appreciate this offer much, as no doubt your other customers will also. I certainly trust that crop and price conditions will be such that I will be able to clear this matter up before the end of this agreement. Thanking you again for this offer, and congratulating on being the first to make a real offer to meet the present difficulties we are facing.

I am returning your agreement Re my A/C and I wish to say that it is the first sensible proposition that has been made yet to bring back better times. If other Companies and individuals would take the same attitude it would not take long for the West to get back on its feet again.

We thank you for the generous way you have given us to settle our account. I must say we were very pleased to avail ourselves of your generosity, and consider it the best Christmas present we received.

Most say yours is the best deal yet and I sure appreciate your effort to help me.
SOMETHING ABOUT LIGHT AEROPLANE CLUBS

By George M. Ross, Executive Secretary, Canadian Flying Clubs Association

T WAS on a bright, warm, July afternoon. I had 'dropped in' (maybe the last five feet) with trusty Ack Ack to participate in a Field Day. Everyone was in high spirits—proving that they must have been in training all week because the village boasted a population of only three hundred and the attendance exceeded three thousand! It was the occasion of the first air show in that locality—the countryside took the day off.

It certainly was a big day for Neepawa, Manitoba—the opening of a new flying field. Field arrangements were excellent; visitors were well cared for. Sixteen machines had landed. The Winnipeg Flying Club headed the parade, working hand in hand with commercial operators and private owners, all under the capable direction of the Aviation League of Manitoba. A splendid piece of co-operation.

Under the supervision of "Pat" Reid of Tour Leader fame, the events ran off with clock-like precision. Feature flying gave way to passenger flights, a large number taking to the air for the first time. It was a typical flying club day.

The first machine landed with its passenger.

noticed that he was an elderly person and I was interested in getting his reaction.

"Well, how did you enjoy that?" I asked.

"Oh, that's the stuff for me. I flew once with Beech in 1910, and I've always wanted to go up again. Makes me feel young, you know. You see, I'm getting on—soon he'll fly!"

"Says he went on, 'I'm interested in all this flying business. What are these clubs? Tell me something about them. How did they start anyway?" (We had walked over into the shade of some trees.)

"Well, to start with," I replied, 'back in 1927, the Dominion Government decided to sponsor a club scheme something after the fashion of the one in the Old Country. We had very few landing fields; the public had little idea of what flying was all about; they were not air-minded, and we had to import pilots for commercial work.'

"Where a club such as you have in Winnipeg was organized, provided with an instructor and air engineer, had at least thirty students for instruction, and a suitable flying field, the Government supplied free two machines of a type adapted for training, and in addition paid $100 for each private pilot's license. Later on they added a bonus of $2 an hour up to a maximum of $100 for commercial licenses. And moreover, if a club purchased one machine the Government would loan to the club one of equal value, sort of a plan for taking care of depreciation. These are the main provisions under authority known as 'Standard Conditions'.

"That sounds like a good scheme. How many clubs have you?"

"There are 22 functioning now;' I told them, 'in the Maritimes, 1 in Quebec, 10 in Ontario, 7 in the Prairie Provinces and 1 at Vancouver. We are proud of the fact that the clubs reach from coast to coast, Sydney to Vancouver—a national chain, so to speak.'

"I never guessed you had anything like that. Go ahead and tell us more about it while I smoke my old pipe and watch those people over there going up for a thrill," said my new friend.

"Well, I must be brief, sir, because Ack Ack is waiting to take me back to Winnipeg for a meeting on the National Model Aircraft Contest coming off in August—yes, in Winnipeg. You see there was a three-fold purpose in this scheme: to develop airports, to stimulate public interest in flying, and to train pilots. Starting from zero, you might say, we could name 18 of our most important airports for the development of which the clubs are directly responsible, a number indirectly.

"Then, up to the end of last year, the clubs produced over 1,500 private pilots and 193 commercial. According to the Civil Aviation report I have here, the total hours flown by years were: 1928 (part of year only), 8,124 hours; 1929—16,612 hours; 1930—14,686 hours; and 1931—11,979 hours. The decrease from 1929 reflects economic conditions, the same as in any other business. There is no lack of interest in flying.

"Public appreciation of flying has been greatly stimulated by the constant activity of the clubs. Their annual shows have done a lot of good in that respect. Take the Trans-Canada Air Pageant of last year, for instance. That was a co-operative effort of the clubs themselves, splendidly supported by the Government. Do you know, they covered 10,000 miles and put on 26 major performances to audiences aggregating over 300,000. Government support, co-operation, and a nation-wide organization made that possible. Yes, we're naturally rather proud of that undertaking.

"What do the letters C.F.C.A. on your blazer stand for?"

"That is for 'Canadian Flying Clubs Association'. You see, after the clubs got under way in 1926-27, it was soon found that they had a number of interests and problems in common. Conferences were held in the summer of 1929, and, largely under the driving force and vision of Mr. J. A. 'Jack' Sally, the President of the Winnipeg Club, the Association was organized. That event took place at Fort William on November 1, 1929.

"With the aid of the Government the Association later established headquarters in Ottawa. It acts as a co-ordinating group gathering and disseminating useful information. You might say, briefly, that it acts as a liaison body between the Department of Civil Aviation and the clubs.

"One important function of the Association is as a representative in Canada for the Fédération Aéro-nautique Internationale, the world's governing body for sport and competitive flying. Its headquarters are in Paris, France.

"Another thing I must tell, or, by the way, do you read 'Canadian Aviation' I'm glad you enjoy it. The editors co-operate with the Aviation League of Canada in publishing the magazine, primarily to keep Canadians informed on what is going on 'airwise' in this country. It's really a big story. It's the only aviation publication in Canada. What I was about to say is, you know you have an Aviation League in Manitoba—in fact, they are largely responsible for this show today, it's part of the Manitoba Good Will Air Tour. We work with the Aviation League too in sponsoring model aircraft building. There is tremendous interest in this—and remember, the boys of today are the pilots of tomorrow.

"Competition flying is another thing we promote—the Inter-Club Competitions for the Webster Memorial Trophy, for instance, now being an annual event.

"The clubs are operating under a five year agreement expiring March 31, 1933. Don't know what we will have after that, but I guess the clubs can afford to stand on their record. What do you think?"

"What do I think?" replied the octogenarian, with enthusiasm, "Well, son, you just keep on plugging away. But, before you go. What's this you said about Ack Ack. What is that anyway?"

"Oh, that's the Cipy Moth Imperial Oil Presided to the League in 1929. Don't know what we would have done without it. It's the most travelled private aircraft in Canada—it has made seven trips from coast to coast, and, I'll touch wood, but it hasn't let us down yet. Perhaps it's because we use it exclusively. In fact most of the aeroplane clubs prefer Imperial produces for their 'planes and their cars too. Cheers, sir!"
CONTRIBUTORY FEATURE OF ANNUITY PLAN

Excellent investment opportunity is afforded to Imperial Oil Employees.

THE revised Annuity Plan for the employees of Imperial Oil, Limited, and its participating subsidiaries, which became effective January 1, 1932, provides for payment by the Company of 2% regular or special annuity for each year’s service before, and 1% for each year’s service after, this date. Any employee may increase the 1% in the latter case to 2% by paying approximately half of the cost the Company paying the balance.

A typical example of the way the Plan works is given below. John Jones retires on January 1, 1942 at age 65 after 30 years uninterrupted service, including 10 years contributory service (1932-1942), and has an average annual pay for the last five years of credited service of $2,000. His annuity will be worked out in the following manner:

20 years service prior to January, 1932 at 2%/40%
10 years service after January, 1932 at 1%/10%
Total-50%
Regular life annuity from Company funds—90% of $2,000 (average annual pay) or $1,800.
10 years contributory service after January, 1932 at 1%/10%
Supplemental life annuity provided jointly by Company and employee—10% of $2,000 or $200.
Retirement allowance (sum of regular life annuity and supplemental life annuity) $1,800 plus $200=$2,000 per year or $100 per month.

The advantages of contributing towards the supplemental 1% life annuity are obvious, and the disadvantages of withdrawing from this feature, particularly in the case of those with substantial service credits, are great. Every employee who contemplates ceasing contributions should weigh carefully the following facts before taking action in the matter:

1. The Company pays the entire cost of a 1% regular or special annuity for each year’s service. The employee, as a contributor, pays approximately half the cost of an additional 1% supplemental annuity for each year’s service, the Company paying the balance.

2. If employee withdraws from the contributory feature of the Plan, his contributions will be returned to him with interest at not less than 3%. He will receive credits for service after January 1st, 1932, at the rate of 1% per year toward a regular or special annuity only, losing his supplemental contributory service credits of 1% yearly toward a supplemental annuity, for which the Company has contributed as well as himself. Once lost, there is absolutely no method under the Plan for making up these forfeited credits at a later date.

3. Employees who continue to participate in the contributory feature of the Annuity Plan until credited with 20 or more years of contributory service are, upon termination of service for any reason except death prior to regular pensionable age, entitled to an annuity commencing at age 65, (women, age 55). So far as a deferred annuity is concerned, such contributory service credits include those credited prior to January 1st, 1932, for which the employee has paid nothing and which he will lose, if he withdraws.

4. If employee withdraws from the contributory feature of the Plan at this time he will lose the benefit of the 1% contribution rate, and, in the event he re-enters at a later date, he will be obliged to contribute at the rate fixed according to the table in the Annuity Plan on the basis of his attained age at the time of re-entry.

5. If employee feels that he cannot see his way clear to continue payments in the Annuity Plan, he is permitted to suspend payments for a period of not less than six months nor more than one year. This does not constitute a withdrawal from the Plan. The contributory service credits lost during the period of suspension cannot be made up later, but all other rights are retained, and the rate of contribution is not increased.

The contributory feature of the Annuity Plan is an investment second to none. If the contributor lives to retirement age, his money returns to him twice over in the form of a comfortable yearly income. If he dies before retirement all money contributed is returned to his beneficiaries at not less than 3%, compound interest.

While every Imperial Oil employee who fulfills the service requirements is entitled to retirement on an annuity paid for entirely by the Company, it is to be hoped that as many employees as possible will continue to take advantage of the contributory feature in order to ensure at extremely low cost to themselves even further security at retirement age.
C A P T. JAMES A. MOLLISON, known to all the world as ‘The Flying Scotsman’, likes to break records. Having set the mark of less than nine days for the flight from Australia to England and five and three-quarter days for the hop from England to Capetown, the youthful record breaker looked about him for new skies to conquer, decided that he would like to see the North American continent, jumped into his tiny ‘plane and soared into the clouds. When he landed a short distance from Saint John, N.B., four more records were his. He was the first man to fly the Atlantic in a light aeroplane, he made the first non-stop solo flight from east to west across the Atlantic, covered the longest distance made by any plane on this route and his time for the westward crossing was 22 hours and 30 minutes - fastest ever made.

In making his daring hop, Mollison wished to show what an ordinary machine with standard equipment could do. The Heart's Content, as his plane is called, is a Pass Moth with a 120 b.h.p. inverted engine - no different in any particular from hundreds of others of the same type now in everyday use, although of course, extra gasoline tanks had to be carried in view of the extraordinary distance to be travelled.

Capt. Mollison's objective was New York but denter fog, above which he was unable to rise on account of his heavy load, and contrary winds forced him to set his plane down at Penfield Ridge, about 35 miles from Saint John. Only 10 gallons of gasoline remained in the tanks and possibly, he started in fact, he could have “hands off” even though it was one-third over-loaded. The Ascotia was then the only boat sighted on the trip over and the first glimpse of land, 20 miles north of Harbour Grace, set his heart racing.

Mollison's selection of and use of Imperial Aeroplane Spirits and Imperial Marvelube A-Z while on this side of the Atlantic is another compliment to Imperial products, which have played a part in many famous flights.

REGINA

The community hall of the Imperial Oil works presented a gay scene on Friday afternoon when 390 children with their parents assembled for their annual Christmas party. Bright Christmas decorations decked the hall, and a huge tree was ablaze with colored lights and tinsel. An entertaining program was given by a number of the young people. Later Santa Claus arrived with a pack of gifts for the guests.

The programme included: Song, by 10 tiny tots; piano solo, Terry Robinson; toe dancer, Donald Evans; recitations, Shirley Anne Greenwood and Betty Johnson; song, Ken McMenen, Terry Robinson, W. Remie, M. Varley and K. Croak; recitation, by four little boys; tap dance by two little girls; cornet solo, Peter Paiklev; recitation, Lenis Croak; piano solos, Ken McMenen, W. Remie, Dorothy Varley and Jean Munro.

Drill and dialogue, "Heart Lights," by 11 boys and girls; tap dance, Florence and Dolly Dragass; playlet, "Gifts From All Lands", including Jean Remie, Don Moore, M. Remie, Roy Jackson, Pat Belle, Jack Moore, M. Houston, Bob Bever, Terry Robinson, Christine Macdonald, George Guth, H. Guth, M. Munro, Gerald Burdon, Margaret Guth and K. Croak. The accompaniment for the performance was Mrs. N. McMenen.

HAMILTON

Mr. H. H. Wilson, chief chemist at Regina Refiners, decided to launch a golf tournament among the employees of both the refinery and sales departments. Considerable enthusiasm was displayed and the tournament, with eighteen entrants was played over Regina's leading municipal golf course operated by the Cypress Club.

E. S. Kittelson, superintendent of the marketing department wore home, won the cup donated by Walter Eilers, jeweller of George Ross, an employee of the welding department was runner up.
The employees in the realm of
healthful recreation, and a most
interesting talk on the organization
and activities of the YMCA was
given by Dr. E. M. Best, secretary
of the National Council.

The hockey league continued
to burn ice at Varsity arena every Saturday morning. The teams
are evenly matched and the
destination of the Charlie McNair Trophy is still a matter of
guesswork.

The boys did a fine piece of work
prior to Christmas by staging a
benefit double-header in the sacred
cause of charity. A sum of $700
was raised, which went to the
Neighbourhood Workers Associa-
tion, the Star Santa Claus Fund,
the Scott Institute and the York
Bible Class for their various schemes
of relief amongst the unfortunate.

The Club Christmas draw was
a great success, and fifty prizes of
turkeys, geese, chickens and cakes
went to the lucky winners.

The Club records with sorrow
the death of one of its members,
Mr. Thomas H. Curtis, an em-
ployee at Princess Street Works,
who passed away with tragic
suddenness.

MARINE NOTES

ON SATURDAY, January 7th,
at the Church of the Epiphany,
Toronto, the marriage of Alma B. Read and Captain Thomas Douglas Kelly was solemnized.

Captain Kelly, who hails from
Vancouver, joined the Imperial Oil
fleet on deck in 1923, after a course
in the Naval Academy at Esqui-
mault. He was not content to
remain an A.B., but worked his
way up the ladder until he obtained
his master's certificate. In 1925,
he decided to add to his engineering
experience, he returned to junior
engineer. He resumed his duties
as master a year later.

The bride also was a member of
the marine department, having
been secretary to the head of that de-
partment ever since she joined the
Imperial family. Mr. W. B. Edsworth in speaking of her says,
"one of the most efficient girls we
have ever had. She was thoroughly
familiar with the routine of our
department and will be greatly
missed."

The happy couple sailed from
New York for Peru a few days after
the wedding. The reviewer joins
the many friends and co-workers of
Captain and Mrs. Kelly in best
wishes for their happiness and
prosperity.

MAILING THE "REVIEW"

THis assistant editor sighs with
relief, the last page is O.K.
Word is passed to the printer.
Then the ass't. ed. buzzes and
a dark-eyed, eager girl comes through
the door. "Review's ready; when
can you run the envelopes?" "To-
morrow."

With her new automatic addresso-
graph, the operator can address
Reviews at the rate of 85 a minute,
and those seemingly endless drawers
de name plates go through twice as
fast as they did last issue. Then
truck loads of the magazine come
from the press, excitingly redolent
of fresh ink. The stuffers vie with
each other (a girl sets the pace—a
fast one) and the mail bags—150
Reviews in each—are taken to the
Post Office by the Company's trucks.
It's a week's hard work.

A citizen of north of 72°. A young Eskimo, from a collection of
photographs by the R.C.M.P.
When lightning struck an oil derrick on the International Petroleum property in Peru some time ago it neatly removed one of the structure’s legs but left it still standing.