Plane settling for the night on Island Lake, Northern Manitoba. Photographed by Stan Wagner.
GASOLINE TAX TOTALS $27,757,374

FIGURES issued by the Dominion Bureau of Statistics show that the total amount of the gasoline tax collected in the nine Canadian provinces in 1932 was $27,757,374. This compares with the total of $22,546,119 for 1931 and is an increase of $5,211,255 or 23.1 per cent., although the gasoline consumption in Canada last year declined by approximately 94 per cent.

The larger revenue is accounted for by the increase in the rate of tax in all of the provinces except Alberta where the impost still remains at five cents a gallon.

The following table compares returns for gasoline taxes in each province for the two years of 1931 and 1932. The rate of tax is shown and the date at which the tax was last increased. The amount of the increase is also given.

<table>
<thead>
<tr>
<th>PROVINCE</th>
<th>Gasoline Tax Revenue 1931</th>
<th>Gasoline Tax Revenue 1932</th>
<th>Tax Rate Increase</th>
<th>Date of Last Increase</th>
<th>Amount of Increase</th>
</tr>
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<tbody>
<tr>
<td>Prince Edward Island</td>
<td>$112,867</td>
<td>$134,398</td>
<td>.06c</td>
<td>May 2/32</td>
<td>.01c</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>878,082</td>
<td>957,781</td>
<td>.06c</td>
<td>April 1/32</td>
<td>.01c</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>696,481</td>
<td>782,261</td>
<td>.07</td>
<td>April 1/32</td>
<td>.02</td>
</tr>
<tr>
<td>Quebec</td>
<td>4,495,160</td>
<td>5,250,172</td>
<td>.06</td>
<td>Dec. 17/31</td>
<td>.01</td>
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<td>Ontario</td>
<td>10,850,014</td>
<td>13,310,755</td>
<td>.00</td>
<td>March 25/32</td>
<td>.01</td>
</tr>
<tr>
<td>Manitoba</td>
<td>1,094,700</td>
<td>1,514,360</td>
<td>.02</td>
<td>May 9/32</td>
<td>.02</td>
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<tr>
<td>Saskatchewan</td>
<td>1,310,147</td>
<td>2,002,969</td>
<td>.06</td>
<td>June 1/29</td>
<td>.02</td>
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<tr>
<td>Alberta</td>
<td>1,472,068</td>
<td>1,591,267</td>
<td>.05</td>
<td>April 18/32</td>
<td>.02</td>
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<tr>
<td>British Columbia</td>
<td>1,765,700</td>
<td>2,093,511</td>
<td>.07</td>
<td></td>
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<tr>
<td>TOTAL FOR CANADA</td>
<td>$22,546,119</td>
<td>$27,757,374</td>
<td></td>
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This is little Chinkinuk and an empty Imperial gasoline drum. Chinkinuk is playing with the drum on the Beaver Lodge east of the Coppermine River. Isn’t it nice to have such a great big back yard?

The Eskimo who is watching little Chinkinuk play is Chinkinuk’s father. He is very proud of Chinkinuk but he is even prouder of the gasoline drum. After all, no Eskimo can have a little Chinkinuk in his igloo but not every Eskimo can own to the proud ownership of such valuable property as a gasoline drum.

Soon it won’t be a gasoline drum any more. It may become a bath or an oven or it may be fashioned into hundreds of wonderful things like knives, spoons, drinking cups and nails and spearheads. With great patience and cleverness Chinkinuk’s father will make good use of it.

Then Chinkinuk will have to look about for a new toy. But his father will have made one from a bone of a polar bear’s foot.

As little Chinkinuk grows older he will tell the other Eskimo boys about the time he was allowed to play with an empty gasoline drum that belonged to his father and the other boys will say, Chinkinuk’s father is a rich man. He had a gasoline drum, a wonderful round thing made out of metal.

That will give Chinkinuk and added sense of importance. Really, though, Eskimos do need an added sense of importance. For Eskimos feel very important whenever white men are about. Why shouldn’t they? If a white man wants to go anywhere he must have an Eskimo to guide him. If he wants food he must have an Eskimo to kill a bear or a seal or to catch a fish for him. If he needs shelter he must have an Eskimo to build an igloo for him. The white man, as any Eskimo will tell you, is a very inferior person who alone couldn’t keep himself alive for more than a few days.

Once a white man said to an Eskimo, “You think Eskimos are smarter than white men. White men build great iron ships to sail the sea with hundreds of men in them. Could Eskimos do that?”

The Eskimo answered, “Rich Eskimos at Chesterfield Inlet, he make iron boat with two gasoline drums. If he have much drums, he make great iron ship too!”
ONE of the most notable contributors to the progress of the last century has been the petroleum industry. Without its constant and increasing efforts, many important inventions would not have been made, or if they had, could never have been developed to their present usefulness. The internal combustion engine was made possible by the discovery of gasoline which in its turn has been improved to keep pace with the refinements of engine design. The conquest of the air, perhaps the most spectacular achievement of recent years, is attributable almost as much to the research chemist in the oil laboratory as to the engineer and aviator. The enormous efficiency of a mechanical age could not have been reached without the aid of industrial lubricants. There is hardly an industry that does not make use of at least one petroleum product, scarcely an hour of the day in the civilized part of the world that is not speeded, smoothed, brightened or made more comfortable by the use of petroleum.

It is fitting, therefore, that one of the most elaborate exhibits at the coming Century of Progress International Exposition in Chicago, should be that of the Oil Industry in the Hall of Science.

The work of the petroleum industry falls into three major divisions. With one of them, the "Market-

ing" phase, the public is more or less familiar. About the other two little is known generally. (But the World's Fair has provided an opportunity to draw back the curtains and display what goes on behind the scenes of this enormous and fascinating industry. Accordingly, 6,000 feet of space have been given over to a graphic portrayal of the "Geological and Production" and the "Chemical" phases of oil operations, from the search for saltable drilling cistern to the transportation and storage of the finished products. The work of preparing these exhibits is in the hands of the Petroleum Exhibit Committee which has appointed competent men to carry out the work. Prominent among these is Dr. Theodore A. Link, Imperial Oil's resident geologist for Western Canada, whose interesting articles in the Review will be recalled by many of our readers. Dr. Link has been on leave of absence since November 1932, looking after the portrayal of "Geological and Production".

The first exhibit, which serves as an introduction to the entire group, will be a diorama, 18 feet wide and 12 feet high. It is three-dimensional, with painted background and subject models in the foreground, the vertical and horizontal being brought into just relationship by a curve combining the two planes, so that it is difficult to distinguish where the modellng stops and the painted surface begins. In this diorama the multitudinous oil field activities will be shown. Derricks, drilling rigs, trucks, warehouses, tank batteries, pipe lines as well as a tank farm will all be there. The topographical features of the terrain will be carefully represented and to the practical eye of the geologist will suggest a fault. The spectator will actually be able to see this fault, or slipping of the earth's crust, for the sub-surface section of the field is included in the picture. The diorama will be animated, and voice equipment, synchronized with events will explain what is taking place: something like this:

You are looking across a modern oil field to the blue hills in the distance. It is early morning and lights still twinkle on the derricks where drilling is in progress. As day breaks you will notice parallel ridges of rock on either side, forming a rim encircling the field. The geologist feels that these rock layers once extended up and over the centre of the field forming an arch or dome. The central portion has been worn away by wind and stream action leaving only the outer rim. As surface beds which are folded prove that beds below the surface are folded in the same way, the geologist can infer that a dome exists at depth. This arrangement is favorable for the accumulation of oil and is called structure. (Pause—lights reveal cross section below). Now you see the arched rock layers under the oil field to a depth of over a mile. . . . The three wells in the foreground are drilling into the oil and gas sand. The one near the centre is close to the producing sand. It has been drilled with standard tools. As the gas is removed and the pressure decreases, the oil rises in the arch and the gas will become an oil producer. . . . The well on the right, which is just across the property line from the big producer, is drilled in the same way and naturally expects oil. But there has been a slip downward of the rocks on that side—a fault—which has sealed off the oil. Only salt water rises in the hole. . . . In a few minutes you have seen the drilling of wells and their production of gas and oil which, in a modern controlled field, would take years . . . .

Another exhibit in the geological section which will especially interest Canadians is the telluric map of the Turner Valley oil and gas field in Alberta. Since the completely faulted and folded structure of this field is one of the most complicated known in North America and very little correct scientific data about it has yet been published, it will be of great interest to geologists also. The burning of the excess gas flares and the accompanying roar of the gas will be animated in this diorama. A day and night scene is to be shown.
and the changing lighting effects produced by the gas flares in the surrounding scenery and sky should make a very striking picture.

Other phenomena and transparencies will illustrate oil seepage, mud volcanoes, oil and salt domes, the origin, accumulation and migration of oil, aerial mapping and other subjects dealing with oil finding and transportation to the refinery.

The "chemical" or refinery section of the exhibit is under the direction of an American refinery expert, William B. Flummer. This section will be as impressive and complete as that of the geological division and one of the most spectacular features will be a miniature refinery with glass walls through which the whole fascinating procedure of oil refining will be revealed. Its fractionating towers rise to a height of nearly ten feet and every bit of equipment, which actually operates, is built to scale. Non-inflammable liquids, of course, must be used instead of oil and gasoline.

Four fractions will be taken off—gasoline, kerosene, gas oil, and lubricating oil; a heavy residue will also be collected. The fractions will be run through a condenser and into their separate receiving tanks. The straight-run gasoline will go through a series of treating towers where processes of deodorizing and decolorizing will be demonstrated.

The kerosene will be run into an agitator and batch treating with various chemicals will be shown.

Gas oil will be run to a cracking still and eventually the cracked gasoline will be collected and run through the series of treating towers and thence to finished storage. This part of the operation should be of unusual interest to visitors because of the increasing adoption of cracking methods and the publicity such refining procedure has received during recent years.

The lubricating oil or, in refinery parlance, "crude lube distillate" will be run through the lube agitator and to a refrigerating unit where it will be chilled to a temperature at which the wax contained in it will crystallize. The mixture will then be forced through canvas in a model filter press to remove the wax, and the finished lubricating oil collected. Two filter presses will be displayed, one in operation, and the other with the wax on it for the public to examine.

The heavy residue collected from the first still where the crude oil began its journey, will be processed to produce asphalt and coke.

Such a high standard has been set for this presentation of the story of petroleum that the exhibit is to be given permanent space in the Museum of Science and Industry at Chicago, after it has fulfilled its purpose of giving to those visiting the Hall of Science at the World's Fair a vivid and lasting impression of the magnitude and intricate working of the petroleum industry—the product of and indispensable accompaniment to the Machine Age.

HIGH GASOLINE TAXES REDUCE MOTOR CAR REGISTRATIONS

EVERY province in Canada and every state in the United States, except one, has its tax on gasoline. These taxes range all the way from the two-cent levy in Connecticut, Missouri, Rhode Island and the District of Columbia to the seven-cent impost in Florida, Tennessee, British Columbia, Manitoba and New Brunswick.

Statistics for 1932 in the United States show that as gasoline taxes rise, consumption of gasoline falls. And the United States Bureau of Public Roads and the statistical department of the American Petroleum Institute have published reports which prove that the same inverse ratio between the gasoline tax and the number of motor-car registrations holds true. The greater the tax—the less the percentage of renewals.

In 1931 the gasoline taxes in the United States varied from two to six cents. The two-cent group of states showed an increase in the number of registrations of 1.8%. All the other groups showed a decrease of gasoline in the three-cent states to 13.2% in the six-cent states.

During the first eleven months of 1932 there was a similar relation between the amount of the gasoline tax and the number of automobile registrations. States with a two-cent tax showed a 3.6% decrease; those with a three-cent tax—a 5.5% decrease; four cents—a 6.9% decrease; five cents—a 2% decrease; six cents—a 13.1% decrease; seven cents—a 14.3% decrease. The average decline in motor-car registrations for all the United States was 6.3% in 1932.

During the same year the decline in Canada was 7%. In other words there were 54,970 fewer cars in use in 1932 than were in 1931. There is no doubt that the gasoline tax of from five to seven cents in the different provinces was partly responsible for this condition.

N O T I N G could appear more matter of fact than a state of affairs for Imperial Marvelube, Three Star gasoline, asphalt and other petroleum products, yet these orders indicate far more than the gallonage, barrelage or tonnage shown in cold figures. A request for a carload of lubricants may present a vivid picture of a steel mill with the white hot blooms glowing in the lurid darkness; an order for a barrel of kerosene distillate bring to the mind's eye a progressive farmer getting his tractor ready for the spring rush; a truck load of gasoline mean swift motor vehicles darting about efficiently on all sorts of errands. Oil supplied to certain specifications sometimes tells the story of a new and marvellous machine. A contract for fuel oil often stands for white ships; Diesel-powered, journeying safely to and from distant ports. A tank of liquid asphalt reflects the proud faces of citizens living beside or travelling over a new, smooth highway.

Recently a report submitted by one of Imperial Oil's road engineers deals with the durability of work done on a stretch of road that links Canada's past with her future—i.e., the Dome Road to Intendence.

This street is one of the oldest thoroughfares in Canada. To-day it is about 11 miles long. It begins in Côte St. Paul, in the western part of the city, and runs to Bout de l'Ile, at the eastern extremity of the island, where it becomes the Three Rivers-Québec Highway. In all likelihood it was one of the chief streets of the Indian town of Hochelaga, discovered by Cartier in 1535. Cartier was greatly impressed with the situation of this town and the mountain behind it which he named "Mount Royal" in honor of his king. Later, this name was extended to the whole settlement and became "Montreal".

During the three-quarters of a century following its discovery, this town received little attention. Then in 1611, it was chosen as a trading post by Champlain, and in 1640 the whole island was ceded to a religious organization, to be fortified against the incursions of the Iroquois and established as a centre of missionary activity. This organization became known as the "Société de Notre Dame de Montréal". In 1659 the Convent de la Congrégation de Notre Dame was founded by the famous Marguerite Bourgoy. The buildings belonging to this convent originally extended 234 feet along Notre Dame Street, and it was...
quite probable that in this way the street obtained its name.

Notre Dame Cathedral is one of the most beautiful edifices on this continent. The foundations of the first church were laid in 1671. The building was 144 feet long by 94 feet wide and stood in what was then the centre of Notre Dame Street. It was low, built of rough stone, and had a high-pitched roof covered with tin. This church soon proved too small, and in 1824 the present magnificent Gothic structure was commenced. It seats 10,000 persons.

Opposite the Cathedral is the Place d'Armes, the scene of many an historic gathering. One notable occasion was when Governor Carleton reviewed his troops before they attacked Ethan Allen at Longue Point in 1775.

The growth of Montreal, founded by Maisonneuve in 1642 on the site of the Indian town of Hochelaga, to the largest Canadian city and greatest grain port in the world, is a fascinating story. In 1661 it had a population of 375. By 1760 it was 3,000. This was trebled in 40 years. In 1891 it reached 311,302. To-day the inhabitants of the city proper number approximately 1,100,183, with the population of greater Montreal estimated at 1,330,980.

Up to the year 1815 no provision had been made for lighting the town, although the matter had been suggested four years earlier. Those in favor of the plan argued that the cost would not be great as lamps would be required only from September 1st to November 30th and from March 1st until the end of May. Why the need for lights was limited to spring and fall, records fail to state. However, in addition to the low cost argument, it was thought that if the streets were properly lighted the ladies might be encouraged to visit their friends more frequently. Accordingly, in November 1815 that portion of St. Paul Street west of the Old Market (Gaston House Square) was handsomely lighted by 22 lamps at a cost of only $7.00 each, ready for use. This daring example was quickly followed by the citizens inhabiting the eastern end of St. Paul Street who by December of the same year collected sufficient funds to illuminate their half of it. Notre Dame Street as quickly as possible followed suit.

A traveller visiting the city in 1819 says "The streets of the city are narrow, except some of the new ones. The principal ones are St. Paul, near the river, which is the bustling business street, and Notre Dame on the higher ground, more quiet, more genteel, and better built. The latter street is 25 feet wide and three-quarters of a mile long... Many of the stores and dwellings have iron plate doors and window shutters fortified by iron frames as a precaution against fire and robbery."

By 1870 the city's appearance had changed greatly. The fortified dwellings were disappearing with the lessening need for precautions against the assaults of enemies or the torch of incendiaries. Indian warfare became a hazy remembrance, a legendary nightmare. Old landmarks were replaced by palatial dwellings and spacious stores. The city boundaries expanded to include grain fields and orchards which were laid out in streets and rapidly built upon.

As the city grew, the streets lengthened and Notre Dame Street, one of its oldest arteries and at one time Montreal's only eastern exit, increased in importance. Its cedar block pavement which for so many years had resounded hollowly to the beat of hoofs was replaced with asphalt, about 1912. This was a big undertaking in those days, as all the cedar blocks had to be torn up to make way for the new surfacing. It was the first street in Montreal to be paved with asphalt and the work was carried out so successfully and proved so durable that other streets were treated with this wear-resistant substance.

Montreal East has become a centre of the cement and petroleum industries and for the distribution of imported coal. Consequently the traffic on Notre Dame Street has grown to formidable proportions and presented a serious problem when it was decided to continue the pavement from Viau Street, where it ended in 1912, to the eastern limits. For one thing a double street car line was built in the centre of the street. Another problem was the low level, the street being inundated by the river at certain times of the year, especially in spring. The drainage problem was solved first and then it was decided, as economy was a most important factor, to utilize the maximum the existing pavement. The final choice was Imperial Asphaltic Black Base, with Steel Asphalt top, which is ready for traffic as soon as it loses the heat necessary for mixing.

The first part to be paved was the street roadway right of way, which at once gave a finished driveway. Then each side was completed as soon as the base had been prepared, and every day the traffic enjoyed the use of each new stretch of pavement. At no time during the construction was the traffic interrupted or delayed. This alone meant an appreciable saving to the travelling public, the hauling companies and the merchants whose places of business are located on the street. For two years this pavement has stood up under its heavy load, with a perfect record. It is expected that it will give many more years of service on this historic highway.
THE REFINEMENT OF PETROLEUM

There is no record of the exact time when "the hand that rocks the cradle" began to monkey with the levers controlling the petroleum industry. However, the signs are apparent to a discerning eye and any woman who reads the story of petroleum will instinctively perceive the psychological if not the historical moment.

It was, on this continent, when the menfolk began to be a little tired of toying with the newly discovered crude oil which, according to Stephen Leacock, was first used by white men "for burning stumps, making butter and lighting up the creeks for sucker spearing" —all good, many stores (or occupations). One of these hardy toilers arriving home hungry, a little ahead of schedule, reproached his spouse for not having dinner ready. And more than likely the justly exasperated woman retailed with: "Look here, Abijah, (or whatever his name was) just you keep quiet. All you men ever do is talk, talk, talk. If you'd use some of the brains you pretend to have so's a person could light the house instead of half the outdoors with that pesky oil, you and it might be some use in the world."

The idea was a good one but Abijah couldn't admit it without losing face, so he ate the excellent dinner in a deep silence which his wife, as wives do, entirely misunderstood. The result of the episode came some months later when Abijah set before his wife the vindication of his manhood and of petroleum—the first kerosene lamp. He probably set it on the baking board beside the freshly moulded loaves, thereby earning another scolding; but, woman's influence on the oil industry had begun. This influence has kept pace with the progress of the industry, always challenging the resources and diversifying the output of the refiner.

Some of the original products continue in favor. Kerosene, for instance, has its place in the modern household. A few drops of it have a magic effect on mirrors, windows and picture glasses, not to mention its efficacy in removing that ring around the tub usually invisible to Dad unless Junior has immediately preceded him in the order of the bath. It is still used as an illuminant in places where gas and electricity are not available. But no woman would have kerosene to establish itself so firmly in her regim until it had become more refined and divorced of most of its all-pervading odor.

Although, in the early days, "rock oil" was exploited as a panacea for every known ill, it must have been a hard task for the mother to force her children to take the nauseous stuff. Now the guardian of the family health has her medicine chest furnished with rock oil's descendants: antiseptic soaps and ointments, as well as aromatic oils and inhalants for the relief of suffering from colds and "flu.

Her own dressing table is equipped with jars of cream, snowy-white or delicately tinted, delightfully scented, folded by soothing, fragrant lotions and soap ointments, while on the bathroom shelf are body oils and bath preparations. All these contain derivatives of the dark, malodorous crude petroleum—hardened to modern beauty whose rites are simpler, pleasanter and more productive of real loveliness than those used by the famous charmers of history.

The curriculum of the modern school of beauty calls for a slenderizing menu and here petroleum comes to the aid of the home dietitian, who, by substituting mineral oil for fats in salad dressings and other foods, is able to make a reducing diet palatable and varied.

Speaking of food, no dinner party is an unqualified success without the glamour lent by candle light. In the old days this had its drawbacks, as tallow candles had a distressing habit of dripping all over the fine linen and lace. Candles made of petroleum was burn cleanly, and have met the demand of fastidious housewifes for colors which harmonize with the decorations.

The ravages of the clothes moth were always something to be reckoned with, even in Bible times. Woman has made everlasting war on this tiny winged destruction which seemed to outwit her at every turn. The absence of insect life around petroleum properties was noted, and someone evolved the idea of using petroleum as an insecticide. And now the home-maker confidently fights a winning battle aided by the fine spray which penetrates to the hiding place of even the most enterprising pest.

To woman's passion for a home shining with cleanliness can be attributed the wax and polish which protect hardwood floors and linoleums, preserve and enhance the beauty of fine furniture and woodwork.

For several years gasoline lamps have given the rural woman a clearer, steadier and brighter light for the many tasks that follow the evening meal. Her long hours in a hot kitchen have been curtailed by the "coal oil" stove. To get the full benefit of the oil stove, however, meant taking down the range and setting up the lighter stove or moving out to the "summer kitchen" for the season, with the procedure reversed when cold weather came. Here again the oil industry has given substantial proof of its interest in the house-maker's problem. An oil burner has been devised which can be installed in the range itself, eliminating all the fuss and annoyance of the spring and fall migration or change-over. The "summer stove", plus the Imperial G & B stove oil burner, becomes as efficient as a gas range, doing away with the coal scuttle, the wood box and the ash and dust nuisance. The hours spent in the kitchen are not only pleasanter but shorter, and the mistress of the house on whose health and disposition the welfare of the family depends is enabled to take more recreation, possibly in the car, the operation of which has become so simple that "even a woman can drive it".

Not only the products themselves, but the packages in which they are offered for sale have felt the pressure of the feminine thumb. Household Oil, for instance, was formerly sold in bottles and transferred in installments to the family oil can. This wasteful procedure was a trial to the thrifty instincts of many a housewife. Consequently Household Oil is now sold in a handy oiler. Parowax, that perfect protector of homemade jams and jellies, will shortly appear in an attractive new carton, largely because its old dress offended the aesthetic sense of woman buyers. Marvelous cars and emergency gasoline cans have blossomed out in more pleasing colors. New labels and differently proportioned containers for other petroleum products appear from time to time.

And it doesn't stop there! Compare the gasoline vendor's premises of a few years ago with the palatial service station of today. At the approach of a car smartly uniformed salesmen spring to attention, refuel, lubricate and all but manhandle that car in a few moments, taking care not to mar its finish nor smear its upholstery. If the driver is a woman, these services are performed with a suggestion of a flourish because it isn't the whole layout, color scheme and the rest of it planned to catch her eye and please it, so that she will come again.

In fact, the deeper one goes into the matter, the more convinced one becomes that the petroleum industry is much more under the influence of feminine needs and whims than is generally realized, and what the next "refinement" of petroleum will be no one knows, not even the woman who is to inspire it!
Medical Activities of the International Petroleum Company, Limited

By A. W. Schonleber, M.D.

Talara, the seaport for the International Petroleum Company, is situated on the west coast of Peru about five degrees below the equator. The traveller entering the bay for the first time will probably be disappointed in the view. The bright sunlight obscures details so that the whole landscape as far as the eye can see is a barren waste of desert, plains and hills fading to the east in a haze that covers the foothills of the Andes. But on disembarking, he soon becomes aware of the mystery of the desert and of the spirit of good will and hospitality of the community. He learns that the foreign colony comprises some 350 persons the majority of whom have lived here for ten years or longer. To many of them it is home; they were born on the property and are now married and have children of their own. It would seem that there is a fascination about the place not apparent to the casual observer. The truth is that the members of the foreign colony have discovered the secret of living. They possess the things most of us strive for and never attain: reasonable security, companionship, good living conditions, abundant recreation (including golf, tennis, clubs, theatres) and, above all, a benevolent Toronto office that has an active and paternal interest in their welfare.

The climate is not tropical in the popular sense of the word. The temperature is very pleasant and comfortably warm during the day, especially in the summer months. The nights are cool, in fact during the winter so cool that light coats are necessary when driving. During the winter while the north has its snowstorms, Peru has its sandstorms causing drifts and banks which cover roads and railroad tracks and interfere with transportation. Gangs of men are kept busy shovelling sand and at certain points barriers are constructed to prevent excessive deposits, as is done on northern railroads to prevent snow drifts.

The monotony of barren hills and plains is trying at times, but it has its compensations—mirages and glorious sunsets. The almost total absence of rain is a mixed blessing with the advantage very much in favour of aridity. From a practical point of view, it facilitates Company operations and is largely responsible for the excellent health of the community. The advantages have been more fully appreciated since 1925. While normally the rainfall on the property is practically nil, in that year and to a lesser extent in the preceding year there were corrental rains lasting for several months. The resulting damage to Company property and interference with operations cost millions of dollars and the sick rate almost doubled. The unusual condition however, brought out some interesting facts, the most spectacular being that the barren soil, supposed to be sterile, proved capable of supporting vegetation inasmuch as it became covered with grass, weeds, flowers and shrubs. With this vegetation came insects, mosquitoes, moths and birds in great variety; and there followed an epidemic of malaria with an annual admission rate of 15 per thousand, almost equal to that on the Canal Zone. These rains are said to occur every thirty or forty years.

The trail followed by Pizarro on his march to Cuzco passes through the International Petroleum property. At La Brea, which was one of the early producing fields, there are still remains of shallow oil wells and of the primitive refinery used by the Spaniards to produce pitch for caulking their ships. River valleys and many other sections of the property must at one time have been the scene of a proto-civilization for it is not unusual to find burial mounds containing many varieties of pottery, beads, Jewellery, tinklets, and occasionally gold or silver images.

The field was first developed by the London and Pacific Petroleum Company, Limited, and the Lagunitos Oil Company. The first camp was established at Negritos and the water supply, fresh foods, transportation and recreation facilities, now taken for granted, were the major problems. The medical history began in 1903, with the appointment of Dr. Baggs—the first foreign medical officer of the Company. In 1906, Dr. P. Buczkoski succeeded Dr. Baggs. Conditions were still very primitive as he had practically none of the facilities we now consider essential. There was no hospital, only a small room which served as the doctor’s office and dispensary, a very meagre supply of drugs and a few old instruments, of which a pair of dental forceps was used most frequently. Serious cases had to be sent to a hospital at Pura, a journey of about thirty miles by hand litter and four or five hours by train. In 1909, Dr. Webley was employed as medical officer. He immediately proceeded to improve facilities and he designed a small hospital which was constructed at Negritos. He must have been very resourceful as it is said that before he had a hospital or surgical instruments he performed emergency operations in the homes of patients, often using improvised instruments made in the Company machine shop. He remained until 1912 when Dr. Percy Evans took over the work and continued until 1939.

Shortly after Dr. Evans’ arrival, dispensaries were established at Lagunitos and Talara. The doctor was required to visit all three camps and at transportation was on horseback or mule car he spent much of his time on the road. His entire staff consisted of a foreign first aid man and two untrained Peruvian boys. The first graduate nurse was not employed until the latter part of 1916.

By 1916, the staff at Talara had increased to such an extent that Dr. Evans was stationed there and Dr. Richard Ellis was employed to care for the producing field at Negritos. However, the Negritos Hospital was enlarged to twelve-bed capacity and continued to serve both Talara and Negritos. Not until 1920 was a small hospital constructed at Talara. While the combined bed capacity of the two hospitals was still very small in proportion to the population, the increase in accommodation marked a great improvement in medical service. With the rapid increase in population over the next eight years, there came a considerable increase in medical staff as well as additional hospital facilities. In 1935, a new hospital was constructed at Negritos with a capacity of forty-five beds and provided with the best equipment. The Talara Hospital was also enlarged, a forty-bed hospital constructed at Lagunitos and about a dozen field dispensaries established. The maximum staff consisted of eight doctors, one dentist, eight graduate nurses, one laboratory and X-ray technician, a number of practical nurses, and about seventy-seven others such as pharmacists, practical nurses, orderlies, cooks, and others.
slaughterhouse, schools, church, clubs and a movie theatre, all located in buildings owned by the Company. Negritos is the headquarters for the producing fields. It is about eight miles from Talara and easily accessible by hard surface road and a narrow gauge railroad. The camp has a population of about 6,000 and is provided with the same modern conveniences as Talara. Radiating from Negritos, are a number of producing camps and gas stations and all but the smallest have modern facilities.

Dr. Lewis H. Fraser, chief surgeon, is a graduate of McGill University. During the world war he served as a medical officer in the Canadian Expeditionary Force. Subsequently, he practiced medicine with the Cerro de Pasco Company in Peru. In 1920, he entered this Company's service as port surgeon and government sanitary officer. In 1921, he was appointed chief surgeon.

Dr. H. Ray Balmer, surgeon, now in charge of the Negritos Hospital and Dr. J. O. Ruddy, surgeon, also stationed at Negritos and specialist in eye, ear, nose and throat work and X-ray, are graduates of Toronto University.

Dr. B. B. R. Burns, surgeon at the Talara Hospital, is also a graduate of Toronto University. He was in charge of the Lagunitos field hospital for several years.

Dr. R. R. Foucher, physician, a graduate of the University of Georgia and formerly on the staff of the Samaritan Hospital at Colon, Panama, is now at the Talara Hospital.

Dr. A. Fung Figueroa, physician, is a graduate of Tulane University and served his internship in New Orleans. He was formerly government sanitary officer in north east Peru and is now stationed at Negritos.

Dr. J. A. Perin, Jr., dentist, a graduate of the University of Pennsylvania, is also stationed at Negritos.

Mrs. M. A. Murphy, chief nurse at Talara Hospital, is a graduate of St. Raphael's Training School, New Haven, Connecticut.

The other nurses at Talara Hospital are Miss M. K. Coleman, a graduate of West Australia Government Hospital, Miss F. P. Smart, graduate of Toronto General Hospital and Miss I. Tudela who received her training at the McCormick Hospital at Callao.

Miss M. Gillespie, chief nurse at the Negritos Hospital, is a graduate of the Royal North Shore Hospital, Sydney, Australia. Assisting her are Mrs. J. O. Rudly, Mrs. H. MacKay and Miss E. A. Cole, graduates of the Toronto General Hospital and Miss J. T. Tarte who received her training at Lima, Peru.

There are 62 other persons employed in the medical department including 28 practical nurses and four pharmacists.

In order to keep up with the progress of medicine and to stimulate research, a medical society consisting of staff members has been formed. Monthly meetings are held at which original papers are presented and interesting cases discussed. During vacations the doctors take post-graduate courses in general medicine and the various specialties.

At the present time there are two Company hospitals, one located at Talara and one at Negritos. The Talara Hospital is a single story, cement building conveniently located in the centre of the camp. As originally constructed, it had a capacity of only twelve beds but it can now accommodate 41 patients.

The Negritos Hospital is of frame construction and is located on a hill overlooking the camp and the sea. It is a compact, well-designed building, completely
higher in 1923 following the rains that interfered with the transportation of fresh food supplies.

The frequency rate for all lost-time disability is remarkably low, averaging only 110 per thousand per annum. The average lost-time frequency disability rate for all foreign companies is 223 per thousand, which is exceedingly low but, as will be observed above, is largely influenced by the rate of the International Petroleum Company.

The death rate of the population as a whole is high, being 33.72 per thousand in 1911. There was a total of 55 deaths and of this number 227 were children under one year of age. Enteritis caused by far the largest number of deaths. The death rate among the employee group was only 5.64 per thousand which is far below the average in temperate climates.

This survey of the medical activities of the International Petroleum Company illustrates an interesting phase of industrial medicine. The members of the medical staff have an abundance of clinical material as well as the best facilities for doing excellent professional work. In addition to providing complete medical and hospital service for approximately 20,000 people, they act as public health officers, business administrators and are a most important factor in keeping up the morale of the organization. It must be evident that such work requires a staff with unusual and diversified qualifications.

It is hardly necessary to point out that such a medical department is an excellent example of the modern attitude of industrial leaders towards the work of the medical profession. Little could have been accomplished without the constant support and the sympathetic understanding of a broad-minded management. This is especially significant in view of the fact that this complete medical service is provided by the Company without cost to the employees or their families.

GEOLOGICAL ARTICLE

ONE half of the world may not know how the other half lives, but the Review does its best to inform all and sundry, wherever dispersed over the face of the globe, of what transpires in Imperial Oil's sphere of influence.

Thus it is no surprise to learn that the Fellows of the Edinburgh Geological Society listened with interest to the article appearing in the last issue of the Review entitled "Oil's Lonesome Outpost", from the pen of Mr. Ness of our Geological Department.

The occasion was the sixth meeting of the 99th session, the Society having been founded in 1834, and the paper was read by Dr. R. M. Craig of the Grant Institute of Geology, who kindly exhibited explanatory maps.
The whole ugly litter was gone! A large billiard table occupied the centre of the room—for room it certainly was not, more like a cellar. Comfortable chairs were scattered about, there was a table with books on it, a couch in one corner. The walls, tinned a light neutral tone, made a perfect background for the burning prints bequeathed to Jack by a sporting grandfather. The floor was covered with a smart linoleum. In front of the furnace itself was the red and black oil burner which had made this amusing transformation possible.

"You didn’t know it was so easy to make an eight-roomed house of a seven, did you! The next time our wives are away this’ll be a great place for a stag party, won’t it?" Consider yourself invited, old man.

"I sure will. You’re a wizard. This is just the sort of room I wish I had—where I could really enjoy myself and not be afraid of getting that look for dropping ash on the rug or putting my feet up on a chair.

"You’re telling me! Say, do you see that black box down there on the side of the burner? Well, that’s a filter—prevents any interference with radio reception. I would have died if that hockey broadcast had been spoiled last night. Come on over here and I’ll show you something else.

He opened the furnace door and pointed into the firebox which was filled with a sheet of rolling yellow fire.

"That’s the most efficient flame of any oil burner on the market. They call it the ‘flexible flame’ because it can be adjusted to any size or shape of furnace.

"But where are your fuel tanks?"

"Oh, they’re over here, right out of sight. He opened a door into a small room near the furnace.

"There’s nothing amazing about the fill-pipe runs up and through the wall to my driveway. A big tank truck calls once a week to keep us supplied with oil. And, incidentally, all deliveries are metered—so we’re sure of servicing just as much as we pay for.

"Good idea: but tell me, how do you start the fire? Electricity?"

"Yes, it’s much cheaper than gas. By the way, have you an oil filter on your car?"

"You bet—don’t have a car without one.

"Well, so has my burner. It ensures clean oil and keeps the repair man away. Speaking of repair men, do you know that this burner is the easiest in the world to service?"

"That a fact! How come?

"You see every working part is outside of the furnace—easy to get at and away from the heat of the firebox. Jack was going strong at this stage and seemed about to give a detailed description of “every working part” when Helen’s musical voice came lilting down the stairway with tidings of good things to eat, and stopped his flow of language most effecttively. The announcement was not unexpected, the teasing aroma of coffee had preceded it some time before. As we left, I took note of the name-plate on the burner.

"Imperial Gilbert and Barker, eh?"

"Yes, and you know the reputation of Imperial Oil for reliable products."

Upstairs we found mounds of appetizing sandwiches, and the coffee lived up to its advance notice.

"Do you know, Betty, since Jack doesn’t have to worry about the furnace any more I’m sure his diagnosis has improved one hundred per cent," Helen remarked as she poured me a second cup.

"Well, I like that," Jack defended himself stoutly.

"Everybody knows I have a lovely disposition, but those early morning and late evening struggles with coal-shovels, pokers and ash-cans were certainly not my idea of a good time. So you say the game last night Jim. Must have been a wow.

"The conversation finally veered from last night’s hockey game to a long and amusing defense by Helen of her fatal raise to five hearts which had been lost by two tricks, doubled and redoubled, vulnerable. It was a typical bridge-pot mortuum and would probably have lasted longer than it did but for the radio.

"When you hear the musical note it will be exactly 12.00 midnight," came the announcer’s voice. "And it will be time for us to go home," added Betty.

While the girls were upstairs Jack returned to his favourite theme. "You know, Jim, that burner didn’t put a dent in our bank roll at all. We paid only $25 down to get it installed and we’ve five years to pay the rest. The Company guarantees the burner for five years and is free of charge for this time, too. Of course, we use Imperial fuel oil.

"That seems a fair enough proposition, Jack."

"Yes, I don’t think we can complain—and, oh boy, Jim—it’s a grand thing to feel so able to sit back and let the furnace take care of itself. Talk about your modern improvements—there’s not one that has relieved me of so much work as that oil burner. And the house is never cold, never hot—always just right.

"Well," I said when we were home again "that was grand team work, Betty. Don’t ever tell me you aren’t psychic. What did you think of the Steewarts’ surprise?"

"I think you’d better drop in at the Imperial Oil office and see about getting us one," she replied sweetly.

And as I ran downstairs to ‘fix the furnace’ I knew I would do just that.

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I N THE shadow of the rock at Quebec City is the modern Imperial Oil warehouse, the distributing centre for an important agricultural and industrial area. Lumber comes to the mountains from the north and east, farms in the fertile valleys and plains, mighty ships that sent the fast-running river, and many thousands of motorists all look to this establishment for the petroleum products necessary for their activities and comfort. In charge of this important business is one of the best distinguished of Imperial’s many veteran employees. He is John Laird who was born to the age of 37 years with 37 years of service to his credit preferred to carry on rather than to retire under the provisions of the Company’s pension plan which would afford him a generous income for the rest of his days. To know Mr. Laird is to understand why the retirement privileges offered no inducement to him. It is difficult to believe that at any time in his long association with Imperial Oil interests he could have applied himself more enthusiastically and energetically to his work than he does at this time. A slight, iron grey man of medium height, his sparkling blue eyes and quick step proclaim him to be in the “pink of” condition and his personal charm, alertness and responsiveness stamp him as thoroughly equipped to meet the exacting requirements of a position of such importance. John Laird’s fitness and activity are as much a matter of character as of physique. They reflect the attitude of a true sportsman towards life. For above all things Mr. Laird is a true sportsman and much as his business associates may think of him as an expert in the marketing of petroleum products, a still wider circle know him as perhaps the most accomplished fly fisher in his province and as an enthusiastic curler and keen golfer. Then, too, he is known in his native city for his unfailing interest in matters relating to the public welfare.

The son of William Laird and Isabella Gillespie, both natives of Quebec, John Laird was born on March 18th, 1858, and was educated at the Quebec high school and at Bishop’s College School. Like so many of his and later generations, he bowed the call of the West, and while still a youth went to Tombstone, Arizona, where he was employed in the lead mines. But his years were soon to prove that he perfectly defeated his efforts to continue in the business and he returned to Que- bec and became a clerk in the Bank of Montreal. After two years with this bank, he joined the Union Bank of Canada where he served nine years. At that time, C. Beverley, a jobber, was agent for the Bushnell Company which was later absorbed by Imperial Oil in Quebec and vicinity. The Bushnell Company decided to open an office in Quebec and John Laird was recommended as a man competent to take charge. The position was offered to him and so he found himself monarch of all he surveyed in a dingy cellar down on St. James Street where the Bushnell stocks were stored. His staff was an office boy who doubled as warehouse man.

Mr. Laird’s first activity was to locate more suitable quarters and he leased a yard at St. James and Dunlop Streets for the storage of barrels of coal oil and the simple lubricants for the crude machines, which were then the principal products of the industry. He also augmented his staff by engaging a stenographer named Docherty. An interesting anecdote illustrating John Laird’s business principles was told by one of his early associates. At the time Mr. Laird entered the petroleum business he gave his whole time for use in lumber mills and other industrial plants comprised an important part.
of the total volume. Purchases of these lubricants were made by the man who operated the rudimentary machinery in the plants and who would on the average have less knowledge of mechanical engineering than is required of a man to obtain a fireman's certificate at the present time. The requirements of the machines were simple. They did not need highly specialized and perfected lubricants such as are made and sold today. So the practice had grown up among oil salesmen of paying a commission—usually two to five dollars a barrel—to these plant engineers on all purchases which they made. Shortly after Mr. Laird joined the Bushnell Company he met F. H. Andrews, an oil jobber, who was one of his principal competitors and who observed: "I'm surprised a man like you would go into a business that's burdened with graft."

"I'll promise you here and now," answered Mr. Laird, "that so far as I'm concerned there will be no such graft." And there wasn't, for Mr. Laird believes that any man who does business along honorable, ethical lines has nothing to fear in the long run from unprincipled competition.

Not only has Mr. Laird proved himself competent at making and holding friends for the Company and of conducting its affairs very efficiently, but he has proved himself an excellent judge of the capabilities of others and has been able always to have around him a loyal and efficient staff. A. Lanouette, his senior salesman, has been with him for 35 years and D. Kerr, his assistant, has been in the Quebec office for 18 years.

The years rest lightly upon John Laird's capable shoulders. "Don't you feel the strain of so many years of hard work?" the editor of The Review asked him. But Mr. Laird only laughed. "Work?", he countered. "I don't regard it as work. My policy is to like anything I am doing and that makes it seem like play. If you don't like it, chuck it out."

And so John Laird goes about directing the many activities of Imperial Oil in Quebec City and contributes generously of his time to public spirited movements. He does it all with the same zest and spirit of true sportsmanship with which on summer week-ends he casts a tiny fly on a hair-line before a lurking trout or salmon in some lovely lake or stream in the Laurentian Hills.

**ANNUITIES & BENEFITS SUPPLEMENT**

**THE BUSHNELL COMPANY, Limited**, 110 MCGILL STREET, MONTREAL, CAN.

| Machine Oil | Creosote | Engine Oil | Naphtha | Grease
|------------|----------|------------|--------|--------|
| ORDER NO. 29
Quebec May 7, 1896
To: P. O. Address
Shipping By Steamer
Via
To be shipped
At two days after arrival.
Shipper's Adr. Dist. by

Terms: Net
Purchaser

The size of the letter and the number of the page indicate that this is a page from John Laird's first order book.

**BENEFITS COMMITTEE FOR 1933**

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

**TAKE IT OR LEAVE IT**

A NEW YORK business organization which had the effrontery to dun one of its London debtors has received the following reply:

We are in receipt of your letter of the 22nd inst. and are surprised at its tone. Evidently you are unaware of our method of payment of accounts, so for your benefit we will explain.

**Page Eighteen**

Each month when we have inspected our balance at the bank we set aside a certain sum for the payment of accounts. Each creditor's name is then placed in a hat and the winning creditors drawn are paid the amounts due to them.

We hope the explanation will be sufficient, and if we have any more of your check your name will not even be placed in the hat.
JOINT COUNCILS
MANUFACTURING DEPARTMENT


JOINT COUNCILS
MANUFACTURING DEPARTMENT


JOINT INDUSTRIAL COUNCILS:

The elections to the 1931 joint industrial councils were held on December 1st and 15th. The number held during the year by the various councils totaled 94 at which 140 matters were discussed and satisfactorily decided as follows:

- Wages 99.9%
- Hours of work 94.5%
- Industrial relations 84.0%
- Housing 93.5%
- Amenities 88.0%

The following comments on the results of the election at this point indicate the keen rivalry for election to the Council. "The election this year carried out with the usual interest and the fact that there were five new candidates elected in the Council group of fifteen members indicates that this annual election still holds interest among the employees."

Mr. Stewart, Chairman, at the meeting of the 1932 Council took the opportunity of thanking the delegates for the cooperation and support he had received from them during the previous year. "Delegate Baird, also, on behalf of the Council expressed appreciation of the manner in which all matters brought up by the delegates have been handled."

CALGARY REFINERY:

A very satisfactory vote was polled at this refinery, the percentages by divisions being as follows:

- Division I: 96.0%
- Division II: 92.0%
- Division III: 96.0%
- Division IV: 86.0%
- Division V: 81.0%

Regina Refinery:

The vote at this refinery was far greater than a year ago, being as follows:

- Division I: 97.0%
- Division II: 93.0%
- Division III: 98.0%
- Division IV: 88.0%
**Expressions of Appreciation**

During 1923 it was decided by the Board of Directors that the Company's commission agents should be considered eligible to receive that coveted decoration, the Imperial Oil Service Button.

I should have written you before now to thank you and through you Imperial Oil Limited for receipt of your 20 year button. I feel it very highly and deeply appreciate the honor of receiving it. I trust I may have the privilege of serving the company for many years to come.

I am in receipt of ten year service button for which please accept my thanks. I have never asked for a service button, only been with the company for eighteen years so hope this button will be good for a couple of years when a 20 year button will be in order.

Herewith enclosed you will find acknowledgment of receipt of 10 year service button as requested. And I wish to avail myself of this opportunity to thank the Board of Directors not only for the tangible tokens of appreciation of service rendered but for the many considerations given the field service department of our organization during my years of service. Coming as it does in midst of these trying times when so much stress has caused once good solid citizens to turn at least loose, and the pick-me-ups to join the ranks of the Rube, it has also given me this opportunity of showing in some small way my appreciation of Imperial Oil Limited for the fair and just treatment accorded me as agent for the company for the past 12 years. The relations of master and man as experienced by myself in this respect has always been a source of pleasure to me and wishing you all the joys of the approaching Christmas season.

I received my service button representing ten years Imperial Oil Limited for which I wish to thank you. I appreciate this button very much and am proud of it. As I signed up with Imperial Oil Limited in 1914 I have now served twenty two years in 1934 which I will be looking for another button.

Herewith enclosed acknowledgment of receipt of ten years service for which I thank you. I shall be proud to wear this badge representing with great pride as a mark of distinction which will tell the world at large of my long connection with one of the outstanding concerns in Canada.

I am equally grateful to you for the presentation of your 10 years service button. I will wear it proudly and often. I am very much pleased to have it and it is a great honor to be selected.

Mr. Griffith reports that 'There were no unusual experiences in the operation of the Council during the year.'

Mr. Laird informs us that 'No event occurred which was of outstanding importance in the year and we are happy to report that our operations were carried out smoothly and effectively, due to the co-operation of all the employees.'

Mr. Ouel has the following to say:

"All meetings were conducted in harmony, everything being carried on smoothly."
I am in receipt of my 10 year service button for which I wish to express my sincere thanks.

I assure you, sir, my services with the Company have been most pleasant and I am conscious of the very fine manner in which I have been treated.

Further, I wish to take this opportunity to wish you health and long years in your present position.

It was with pleasure that I received in token of my ten years services with the Imperial Oil Limited and subscriptions a ten year service button yesterday. My association with the Company has always been pleasant.

Last week I was presented with a ten year service button. Needless to say I was very much pleased to receive this recognition for services rendered, since my joining with the Imperial Oil Company in the year 1919.

Since that time I have had the pleasure of working for the Imperial Oil Company in various places in North and South America. Practically all my experience in geological exploration has been obtained while employed by the Imperial Oil Company, and therefore, I feel that a great deal of what I have learned in my profession, since my graduation from the University, was acquired at the expense of the Imperial Oil Company.

I trust that my efforts though in most cases not successful, have met with the approval of my principals and hope that they will continue to have confidence in my work.

Please accept my sincere thanks for the ten year service button. It is a very nice button and gives me such pleasure. During my ten years service with the Company, I have always received every possible consideration from the Officials of this Company and I am proud to work for this Company.

Please accept my grateful thanks for the generous treatment that your Company has extended to me in connection with my recent sickness.

In times such as the present, when strict business ethics are, generally, rigidly adhered to by employers, one receives, more fully than ever, how great a privilege it is to be in the service of an organization so thoughtful and considerate towards employees, in times of sickness, as Imperial Oil Limited has always proved to be.

Please accept our thanks for your letter of February 1st, advising that it will be in order for us to pay Mr.- his full salary.

On May 1, 1919, we wish to express appreciation of your services, and also wish to say that we are particularly pleased, in view of the fact that Mr.- is an employee who has rendered every faithful service to the Company, and we feel sure that the benefits paid have been of great assistance to him through this period of heavy expense due to his sickness. We are also glad to add that he is steadily gaining strength since his return to work.

I wish to thank you for the kindness you have shown me during my recent illness.

I appreciate the work that has been done for me and I am glad to say that I have returned to work and am feeling fit and fine.

I once again thank you and wish you every success in your good work.

It gives me very much pleasure to acknowledge receipt of the ten year service button, which I prize very highly.

I have tried faithfully to serve our Company since 1911 the first ten years on a commission basis and the last ten years on salary basis, and I cannot let this opportunity pass to extend to the Company my heartfelt thanks of their kind consideration of the welfare of their employees.

I wish to take this opportunity of asking you to extend to them (The Board of Directors) my sincere thanks and deep appreciation for the many kindnesses shown me in the past, and for the very substantial assistance now granted me.

I would like also to express to you and your committee my sincere appreciation for your consideration of me. It is my earnest wish that the company will have continued success and I hope I can still be of service to our great organization by rendering in whatever possible Imperial Oil products.

Again thanking you also the Board of Directors and assuring you I shall always maintain a keen interest in the Company.

I might state that it is with feeling of keen regret that I am severing my active association with the Company. It is qualified however by a feeling that I am still a member of the Imperial Oil family. Words will not permit me to express my appreciation of an organization which has in effect a Plan for the benefit of their employees whereby a servant of the Company is provided for life with its active life in their employment.

Please allow me to extend to you my sincere thanks for my pay cheque which came regularly to my home during my recent lengthy illness.

My wife and myself are deeply grateful to the Company for this mark of their kindness and appreciate very much the many kind courtesies that were made as to the care of my health while I was in hospital.

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My wife and myself are deeply grateful to the Company for this mark of their kindness and appreciate very much the many kind courtesies that were made as to the care of my health while I was in hospital.

There is great joy in both giving and receiving gifts and today, Fred, we ask you to accept this gift in the spirit in which it is given, with the sincere hope that you may be spared many years to enjoy the use of it.

The gentleman whose serene and benign countenance smiles from this page is Mr. Samuel Hamlin who in November, 1912, retired to enjoy a well-earned rest under the provisions of the Annuities Plan, after 43 years and three months in the service of the Company.

The years seem to have dealt gently with Mr. Hamlin, and his long association with the Company was evidently a happy one for he has written to the President and Directors, thanking them for their kindness. He also gives an outline of his duties during that time—nearly half a century—dues, from the tone of his letter, perfectly and enthusiastically performed. He says:

"I started to work for the Imperial Oil Company in August 1889. Mr. J. L. Englehart was President of the Company and Mr. Royal Burgess was foreman at that time. I hired with Mr. Burgess to drive the one horse, to do whatever was needed around the yard, and to help fix the pipe lines from the receiving station to the refinery, also to deliver coal oil around the town. We used to deliver four kinds of oil, Olephine, Crescent, 802 and 804. I also used to go to the bank every two weeks with the horse and buggy to meet the pay clerk and take him to the office.

"When ten years of my service had passed I hired with Mr. Matt Smith and worked on the pipe lines from the East End Station No. 8 to the Landon Road and other stations in the fall of 1902. When the Gurd gusher was struck in Ravensleigh township I was sent to lay pipe lines to convey the oil from the well to Pardo Siding, where we loaded it in tank cars and shipped it to Sarnia Refinery.

"In the spring of 1904, when oil struck in Leamington, I was sent there to lay pipe lines to convey the oil to Pete Maret's quette loading rack and help build stations.

"In May, 1906, I was sent to Merlin to lay pipe lines from John Fillon's Farm near Fletcher where the receiving station was built. When ready for operation I was connected to return to Petrolia again, but Mr. C. O. Stillman, President of the Imperial Oil Company Limited, asked me to remain and run the receiving station, which I did.

"Mr. Stillman built me a house at the receiving station and moved me and my family from Petrolia to Petrolia.

"I continued my services there until June 30, 1915, and Mr. Stillman moved me back to Petrolia.

"I have been working for Mr. Matt Smith at the 12th line station running the boiler and pumps up to November 1915 and I can safely say I have not been off duty two months in the whole of my 43 years and three months service.

"I certainly cannot speak too highly of the way Mr. Stillman treated me also all other officials."

PRESENTATION AT REGINA REFINERY

AFTER 32 years of service with Imperial Oil Refineries, 16 of which were spent at Sarnia Refinery, and 16 as process foreman at Regina Refinery, Mr. Fred Walkley is retiring on pension. On the eve of his retirement, Mr. George Leach, superintendent of Regina Refinery, presented Mr. Walkley, on behalf of his fellow employees, with a handsome leather travelling bag and an illuminated address expressing their esteem in which he has been held, and closing as follows:

"There is great joy in both giving and receiving gifts and today, Fred, we ask you to accept this gift in the spirit in which it is given, with the sincere hope that you may be spared many years to enjoy the use of it."
OUR FUTURE EMPLOYEES

by F. R. JOLIE

Our Company need have no worries about the future, with the coming generation of Imperial Oil representatives getting ready to take over the reins, when their elders retire under the very generous pension plan of the Company. This is particularly well exemplified at Plessisville, Quebec.

Education must be quick to realize that children learn much faster by observation than by any other method. This is possible why children's eyes are so bright, and why they are blackboards in our schools, and why pictures occupy such an important part in the teaching of the very young.

Alexandre Boulanger, Imperial Oil agent at Plessisville. It is also a foregone conclusion that he will not be content with a Class B or C rating in life.
THE BUILDERS

THE soundness of a business organization, like that of the edifice which houses it, depends on the practicability of its plans, the quality of its materials and the faithfulness and precision of the men who interpret those plans in terms of the material. The construction of a business is a continuous process, as industries expand and, in a sense, multiply making the need for soundness all the greater.

The stability of Imperial Oil, in spite of its rapid growth, speaks well for the kind of men who carry on its work. This is especially true of such men as Harry Hall, Thomas Fennegan and Angus Crawford who took part in the early stages of that work and the excellence of whose workmanship is now beginning to be proved. To the memory of these three, who helped Sarnia Refinery grow from a lusty infant to the parent of five efficient plants, with Fort Norman as a tiny nursing, and who recently, within a few weeks of each other, have been carried to their last resting place, the Review pays tribute.

The construction of Ioco Refinery in 1914 began a period of rapid refinery expansion and plants at Regina, Montreal, Halifax and Calgary were erected in quick succession. Mr. Hall had a great deal to do with the electrical equipment of these new plants, besides training men to look after this equipment. His early, wide experience and the thoroughness with which he performed even the smallest detail of his work, made him an excellent person to select and prepare men for similar positions.

During all this time he retained his title of foreman electrician of Sarnia plant, which he held until his retirement on pension on May 1, 1931, after 30 years and four months in the Company’s service.

Henry G. Hall

The late Henry George Hall, known to his friends and associates as Harry, was born in London, England, in 1868. He came to Canada in 1890 and for two years was engaged in electrical work in connection with the Sarnia-Fort Haron tunnel then being constructed. He returned to London for eight years during which time he was employed as electrician on the construction of the Tuppenny Tube Tunnel. Mr. Hall came back to Sarnia in 1900 and joined the staff of Sarnia on March 1 of that year. He began as electrician at the Candle Works with additional duties in the same department. As the plant grew the electrical department was enlarged. The machinery and other equipment became more complicated. The staff increased, and Mr. Hall was made foreman electrician.

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Angus S. Crawford

OBITUARY

REV. DR. JOHN A. GORDON

On February 15th, just five days after the death of his wife, Rev. Dr. John A. Gordon passed away at the Montreal General Hospital, after a month’s illness.

Rev. Dr. Gordon came to Montreal in 1899 as pastor of the First Baptist Church. In 1913, after a long and successful pastorate, he resigned from this church, and for a few years was a professor at Brandon College, Manitoba. Later he held brief pastorates in Ottawa and Toronto, retiring to Montreal about 10 years ago. He played a leading part in the church life of that city, exerting himself at all times on behalf of the community and identified himself with movements and organizations working in the best interests of humanity.

Dr. Gordon was widely known and beloved in Montreal and his loss will be keenly felt by the large number of people who had come under his influence. He was the father of P. W. Gordon, Manager of Hamilton Division.

MRS. D. M. ALLAN

While visiting in Dunfermline, Scotland, with her husband, Mrs. D. M. Allan passed away on April 11th. Mrs. Allan, who was formerly superintendent of the Imperial Oil Refinery at Imperial, N.S., retired in 1912 after forty-two years in the service of the Company. Two sons, David M., Jr., and John, are in the employ of the Company. The former is refinery foreman at Calgary, and the latter is in the research department at Sarnia.

The Review extends sympathy to these bereaved ones in their great sorrow.

Imperial Oil bulk storage plant at Plessisville, Quebec, where the father of Jean Charles Blundanger is agent.
## JOINT COUNCILS, 1933

**IMPERIAL OIL, LIMITED**

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### ELECTED AND SELECTED REPRESENTATIVES FOR THE YEAR

#### MANUFACTURING DEPARTMENT

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<tr>
<td>Calgary Refinery</td>
<td>J. H. Mitchell</td>
<td>T. A. K. Smith</td>
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<tr>
<td>Regina Refinery</td>
<td>H. L. Evans</td>
<td>C. D. Moore</td>
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<td>Sarnia Refinery</td>
<td>Wm. Guttridge</td>
<td>Theo. Montgomery</td>
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<td>Halifax Refinery</td>
<td>Wm. Davis</td>
<td>W. H. French</td>
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<td>Ioco Refinery</td>
<td>P. G. Harvey</td>
<td>R. W. McNeil</td>
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<tr>
<td>Toronto (Prince St.)</td>
<td>C. S. Murchie</td>
<td>D. J. Avon</td>
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### MARKETING DEPARTMENT

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### IMPERIAL OIL REVIEW

**HERE AND THERE**

**EDMONTON**

Mr. F. T. Norkis, who since 1927 has been manager of Brandon Sales Division, has succeeded Mr. F. E. Turley as manager of Imperial Oil's Edmonton Sales Division.

Mr. Norris joined the Imperial organization in 1916 as a salesman with headquarters at Regina, Saskatoon and Swift Current. In 1919, he was transferred from Winnipeg as special representative, continuing in that capacity until 1922, when he was appointed city agent, becoming assistant manager of that division a year later.

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**VICTORIA, B.C.**

Mr. Frank Turley, who has been transferred from Edmonton, Alberta, took up his duties as manager of Imperial Oil Limited for this district on March 1st.

He has been with the company for over 20 years, beginning as salesman, at Regina, in 1911. About six years later he was made assistant manager of Regina division, and shortly after that was transferred to Calgary division in the same capacity.

In 1919, when the Edmonton branch was re-opened, Mr. Turley was sent there as manager. Under his management he has seen Edmonton division grow from 60 to 224 subagents, from the smallest to one of the largest in volume of business.

At the time of his transfer, Mr. Turley was president of the Edmonton Chamber of Commerce, a director of the Rotary Club and a provincial director of the Alberta Motor Association, as well as a member of the Edmonton Club and the Highlands Golf Club. He is an enthusiastic sports fan, and is particularly interested in hockey.

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**SASKATOON**

A RECENT addition to the staff of Imperial Oil at Saskatoon is Mr. E. D. Leach, who has been appointed assistant manager of that division.

Mr. Leach is a native of Murray Harbour, P.E.I., and came to the West when he was 13 years of age. For a number of years he gathered experience as a salesman of agricultural implements, representing several well-known firms. This led to his interest in the lumbering of farm machinery and in 1927, he resigned from the implement business to become Special Marvelube representative for Saskatoon Division of Imperial Oil.

The following year he was transferred to Vancouver as city salesman and in February 1929, he was made agent for the company at Victoria which position he has held until this present appointment.

Mr. Leach was a past president of the Capital City Commercial Club, and a member of the board of directors for the Y.M.C.A., and the Kiwanis Club. His hobby is sports, especially hockey, curling, bowling and golf.
EDMONTON

Imperial Oil Review

Reprinted from the Edmonton Journal

FRANK TURLEY was feasted and farewelved by the Edmonton Chamber of Commerce at a banquet staged in the Macdonald hotel on Tuesday night, as a tribute to the chamber's president whose transfer to Victoria as district manager for Imperial Oil meant a short term of office with the chamber here. Twenty speakers rose to their feet to express their regrets at Mr. Turley’s departure for fresh fields and pastures new and Jack Glenny, one of the speakers, said that there would be screaming times in sedate Victoria after Mr. Turley’s arrival there. V. R. MacCosh was in the chair and surprised a good many of these present when he gave a brief biographical sketch of Mr. Turley.

Mr. Van Allen said that he had first met Mr. Turley in 1919, up in the Peace Country, and that the meeting left a lasting impression on his mind.

Mr. Van Allen eulogized a wonderful man, and Mr. Turley reminded him of Imperial three-star because he never knew, and of Marvile because he was so smooth.

Mr. Van Allen deeply touched when he rose to reply Mr. Turley said that he felt in his heart the sentiment of the members of good will which had been so freely expressed since the news of Mr. Turley's departure had been announced. He expressed his regret at the unaccustomed absence of V. A. Porter through illness. Mr. Turley said that one of the things that he especially noticed through his relations with Mr. Porter was the interest he took in the interests of others, a characteristic of Imperial Oil which had been so strongly emphasized by Mr. Van Allen.

Mr. Turley was a guest at the gathering, basking with his regrets at the prospect of losing an outstanding citizen who had always refused to take an active interest in public affairs.

Other speakers were Mr. John Blue, secretary of the Edmonton Chamber of Commerce, who spoke of Mr. Turley's wise counsel and the advantage that one can take of that organization; G. A. Ferguson, C. E. Jones, D. N. Jardine, M.L.A., Bonnyville, and Percy McKeen, of the Department of Education.

The following outside guests of the chamber were present: J. W. McDermott, Plessis; Roy Sherwin, Sparrow Grove; J. Carey, Illaw; W. G. C. Gassier, Edmonton; A. J. Watskowk, M. C., Assinette, Vegreville, E. A. Kean, Vermilion, W. C. Bowden, Wainwright; J. Cummings, Bashaw; F. Ecker, Dr. J. W. Maguire and R. Fairley, Edmonton.

A touch of humor was injected into the speech when J. E. A. Kett, in wishing Mr. Turley success at Victoria, B.C., presented him with a corkscrew of silver top and spade in order that he might compete on a fair basis.

Solos were sung by E. McGarvey, accompanied by Dennis Clayton.

EDMONTON

Reprinted from the Edmonton Journal

SATURDAY night, employees of Imperial Oil, Limited, Edmonton division, gave a spectacular banquet in the Royal George Hotel, to Frank Turley, manager at Edmonton for fourteen years, on the occasion of his removal to Victoria, B.C., and presented him with a watch and chain. Donald J. Armstrong, assistant manager, said that the present would be a reward for the long and loyal service to the company.

In thanking the gathering for the gift and their expressions of friendship, Mr. Turley said that he would always remember the happy three years he spent in Edmonton and look back with pleasure on his 14 years of pleasant associations in it.

Mr. Armstrong, who was a guest at the gathering, voiced his regrets at the prospect of losing an outstanding citizen who had always refused to take an active interest in public affairs.

Other speakers were Mr. John Blue, secretary of the Edmonton Chamber of Commerce, who spoke of Mr. Turley’s wise counsel and the advantage that one can take of that organization; G. A. Ferguson, C. E. Jones, D. N. Jardine, M.L.A., Bonnyville, and Percy McKeen, of the Department of Education.

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your disposal to alleviate the difficulties. In this case we are glad of the opportunity to express to Mr. Turley the thanks that are so often expressed so freely, for the cooperation with which he has dealt with us. We are glad that we have been able to express our appreciation in a manner that will be of benefit to those who have been associated with him in his work.

In wishing Godspeed, we want to know that Mr. Turley will have success in his new field, and to his family we wish success and happiness in their new location.

REGINA

ISAAC DAWSON, chief accountant, Regina Sales Division, Imperial Oil Limited, has been promoted to the position of supervising accountant for Western Canada with headquarters at Regina.

Mr. Dawson joined the Imperial Oil company at Winnipeg in 1904 and in 1912 was sent to Regina to open the company’s offices there. He enlisted for service overseas in 1916 and on his return in 1918 re-entered the company’s service at Calgary. In January 1929 he was made chief accountant at Regina. He is now president of the Cyber Club, one of his chief works as accountant being the “Made-in-Regina” Exhibition, some three years ago, and has also been made Mr. Dawson as chief accountant at Regina office.

TORONTO

56 Church St. Club

By John Nesbit

THE. members of the 56 Church St. Club are putting a period to their winter activities and turning their attentions to the outdoor and social amusements of the spring season. The club consists of several dozen golf courses, tennis courts, bowling places, and the King’s Highway.

The competitive silverware for the coming season will be won and lost, and in every instance after keen rivalry, and this was never more apparent than in the struggle for the championship trophy. The trophies were awarded to the winners of the C. McNaught Trophy, and the C. McNaught Trophy, and the C. McNaught Trophy, and the C. McNaught Trophy.

The first game was a two-way affair with sticks flying and the ice dyed red with gore, but once Bob O’Grady of the Maple Leafs appeared in the role of the referee, the boys got down to business and the regular good-natured games were still going on.

Page Thirty-Eight

Page Thirty-Nine

Branden

At a meeting of the Brandon Board of Trade on February 14th, Mr. F. T. Norris, formerly Manager of Regina Sales Division, Imperial Oil Limited, was present with an illuminated address. At this meeting many of Brandon’s outstanding citizens, including the presidents of such organizations as the Kiwanis Club, the Rotary Club, the Leaf Underwriters’ Association, the Retail Value Motorists’ Club, and representatives of the Garage-Keepers and Service Stations, were present, and a representative of the government’s organization and Mayor Fotheringham on behalf of the city council and the citizens of Brandon, expressed regret at the departure of Mr. Norris for Edmonton, at the same time congratulating him on his promotion.

Mr. Norris was presented with an illuminated address by a letter from John McNeill, Imperial Oil, Director in charge of marketing, from H. A. McNeill, President of the Brandon Board of Trade, as reads, as follows:

In the progress of industrial and commercial life, we are all called upon to witness the removal of our friends and associates from our midst. Mr. Norris is one of those who have left our community.

Your Company has from time to time been in touch with Mr. Norris and have always found him to be a man of business, and, should he have occasion to visit our community, the doors of your company will always be open to him.

We wish you success in your new position and that your experience in the oil industry as a whole will be of benefit to all.

SARNA

A series of small sketches dealing with the production and refining of petroleum was presented by the laboratories at the Imperial Oil Company’s laboratories at Sarnia, Ontario, on the occasion of Mr. Dickson’s retirement."
On behalf of the donor, Mr. John Wolfe, the Mixed Bowling League had a fairly good season although defaulter games were too numerous to be appreciated. The C. O. Stillman Trophy was presented to the "Burners" team, the personnel of which was Misses Uphall and Staley, Messrs. King, Campbell, Gooderham and Colnett.

Individual prizes were won by:

- Miss A. Uphall
- Miss M. Shallenburg
- Miss J. Staley
- Miss E. Mason
- Mr. H. Colnett
- Mr. H. Cochrane

The Pete's team, composed of A. Meggs, H. Snow, G. Kennedy, F. Gooderham and S. McIntyre scored 3,413, the Marine Department was next with 3,470, and the Toronto Marketing Team No. 1 came third with 3,519.

To the winners went custody of the Trophy and individual miniature trophies, whilst the prizes given by the St. Mary's St. Club were won by:

- H. Carr: High three flat
- F. Gooderham: High three flat with handicap
- A. Stannard: High single flat with handicap
- W. Edwards: Low three flat
- W. Camp: Low three with handicap

TRAVELLING TO "PASTURES NEW"

For many years there was an Imperial Oil bulk station at Saint John, Canada. The railway company decided to re-build it because of the expensive land and the station has been without any immediate rail connections. The project, called the Imperial Oil bulk station, is pictured above shows one of the "1532 x 345" on its way to a new location this spring. Three double teams were used to haul each tank, one of them at the rear to hold the load, going down hill, while a man at each side manipulated the guy ropes which kept the steel and its load from sliding into the ditch. Thus the strange train slowly made its way up and down the snow clad hills and arrived safely at its destination under the efficient supervision of J. D. Penson, construction foreman.
Sidney Pitt Tucker, on the office staff of Imperial Oil at Calgary, has two hobbies, photography and motoring. Above is reproduced one of the many lovely views unfolded to his camera by the "curve in the road".