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ON THE COVERS:

Our front cover shows the House of Assembly in St. John's, seat of Newfoundland's government. The inside front cover (left) is a picture of Imperial Schoop No. 1 well, 1949's first important new discovery in Alberta. Located about 22 miles southwest of Edmonton, the well is near the hamlet of Golden Spike, the name of the new field. Imperial Schoop No. 1 encountered the thickest producing formation found so far in Canada and the field is expected to be by far the most productive per acre. The well was spudded in late November and on February 11 oil was found at 0,362 feet. Drilling continued on down to 0,662 feet where salt water was met. Tests revealed that the formation consists of approximately 545 feet of oil-bearing rock. This is nearly three times as thick as the oil-bearing zone at Redwater and over 14 times as thick as that at Leduc. The picture was taken as the well was being flared to remove mud and other impurities.

APRIL-MAY • 1949

Mar or the articles in this issue of the Review deal with Newfoundland. Imperial Oil has had a long and pleasant association with the Island because for many years Imperial has had an important part in supplying petroleum products needed by Newfoundland's homes and industries.

Nevertheless, the picture of the oil well on the page at the left may seem at first glance to have little or no connection with Newfoundland or its people. It shows the new Imperial Schoop No. 1 well at Golden Spike in Alberta, one of the most recent in Imperial's chain of discoveries which have already included the Leduc and Redwater oil fields.

The Alberta fields are several thousand miles from Newfoundland; perhaps their oil will never go directly to the Island; and yet Newfoundland, in its new partnership, will benefit from the discoveries.

This is because what's happening in Alberta is good for everyone.

The direct benefits are being felt first, of course, in Alberta and the prairie provinces. Alberta is the centre of a great development with hundreds of millions of dollars being spent on equipment, land, buildings, supplies and payrolls. Royalties, rentals and bonuses, and taxes paid by the oil industry are adding to Alberta's provincial revenue. The new discoveries have kept oil prices down in Alberta and Saskatchewan. Potential prairie production now exceeds prairie demand.

The indirect benefits will be shared by all of Canada—including Newfoundland. Because oil is more plentiful on the prairies there will be lower cost operation for prairie farmers and industrialists and this will help the whole Canadian economy. The money being spent to develop the oil fields creates new markets for the things the rest of Canada has to sell. Alberta oil is expected to save 68 million U.S. dollars this year—dollars that would have been required to purchase imported oil. This is helping to improve Canada's trade position, enabling us to buy more U.S. goods.

In spite of the new discoveries Canada is still dependent on foreign countries for more than 80 per cent of her oil. It is important, therefore, to continue development of her own resources. Before the fullest benefits can reach everyone more oil must be found and because of this Imperial is continuing its extensive exploration program.

Golden Spike is another step towards self-sufficiency in crude oil supply.
IT IS PROBABLY TRUE to say that mainland Canadians are more interested in Newfoundland today, more anxious to get a true picture of the Island, than at any time in history. Yet there's a good deal less information about Newfoundland in Canada than one might expect and much of what is available is often out-of-date.

For there has been a distinct change in Newfoundland's way of life, built on the enduring foundations of the courageous and sturdy independent people. The new way of life keeps the best of the old and adds the most desirable of the new.

Many changes have taken place in the Island, affecting almost everyone and everything in it. But perhaps the most important and pervading change from the Newfoundland of 30 years ago has been through the use of oil.

As you glide into Gander Airport in the craft of any of the big airlines, you begin to realise it. Oil and the airways have made the Newfoundlander everybody's neighbour. Then you may travel east or west from Gander—in oil-driven trains. When you reach Grand Falls or Corner Brook or St. John's, the importance of oil to Newfoundland may seem to fade a little, because the cities are like cities everywhere and the universal use of petroleum can pass almost unnoticed.

Later, if you move up the coast from the main centres, into the 1200-odd "outports" it strikes you with full force again. On each dock is the ever-present oil drum. In every cove are the gasoline or oil-driven boats that are the tools with which some 40 per cent. of the Newfoundlanders earn their living. Ashore, you will find plants for drying or freezing fish—in many cases powered by a partnership of petroleum and electricity. And in the homes in the outports, oil and light are still synonymous.

Of course, it's easy to carry this picture too far, for a great deal of Newfoundland's wealth comes from large-scale industry, similar to that found on the mainland of Canada. Where fisheries accounted for about 46 per cent. of exports in 1936-37, they accounted for less than 21 per cent. in 1947.

Pulp and paper making, fishing and mining are Newfoundland's three big industries. Two companies—Bowater's Newfoundland Pulp and Paper Mills Ltd. and the Anglo-Newfoundland Development Company Ltd. dominate the pulp and paper industry and employ about 14,000 men. A.-N.D. draws pulpwood from about 7,600 square miles of holdings to supply the mills at Grand Falls and Bishop's Falls. New machinery being installed at Bowater's mill at Corner Brook is making it the largest single news—
print mill in the world. This company holds more
than 11,000 square miles of timber land.
Oil is important to both concerns, for they are
increasing the mechanization of their woods opera-
tions. Tractors are replacing horses in the woods and
huge tracks are being used to haul pulpwood to the
waterways.
Newfoundland's largest mining enterprise is the
iron ore mine at Bell Island, which employs about
4,000 men. In 1948 production was 1,450,000 tons,
most of which went to the steel works at Sydney,
N.S., and a lesser quantity to Britain. At Buchans a
staff of 1,000 men are mining a complex lead-copper-
zinc ore which is shipped in concentrated form from
Bonavista. Fluorspar—used in the aluminum industry—is
mined at St. Lawrence. Limestone quarries at
Agathunia in 1947 supplied 354,000 tons for export
to Sydney where it is used in iron ore smelting.

As in other countries, petroleum pops up in the
most unexpected places in Newfoundland's indus-
tries. One of the most unusual (to the mainland) is
in the rope walk at St. John's. This factory is one
of the very few rope walks in North America, and still
makes use of a shed more than half a mile long where
at one time the rope weavers used to walk up and
down as they wove the fibres into rope. Of course,
this old-fashioned method of manufacturing is no
longer used, but the ropes still require special cordage
oil—a light, penetrating lubricant, which is worked
into the fibres to prevent them from fraying too
easily. A considerable quantity of petroleum waxes
is also used at the rope factory, where they help to
preserve ropes and fishing nets and similar gear.

More conventional is the use of petroleum in the
paint industry at St. John's. Here it provides
"Varson", a petroleum-base varnish solvent.

In all these vigorous industries, oil plays a vital
part, as it does in similar trades on the mainland.
When one turns to the new horizons opened by
aviation, Newfoundland's partnership with petrol-
eum becomes still more apparent.

Newfoundland has held a place of first importance
in trans-Atlantic aviation ever since the pioneer
pilots used the island as a base for their first flights
in the years following World War I. Alcock and
Brown, who in June 1919 took off from a field outside
St. John's and landed in Ireland, were the first to
succeed. Now dozens of flights cross and re-cross the
Atlantic daily.

Trans-Atlantic air travel through the Newfound-
land Airport at Gander reached such proportions in
1947 that Imperial decided to install one of the

This mine is near Buchans, Newfoundland's newest industrial town. The area has lead, zinc, copper, gold and silver deposits.
Deliveries to the big airliners average 2,000 gallons per plane.

Newfoundland and Labrador have other well-known air bases. Torbay, near St. John's, was a Royal Canadian Air Force operational base during the war and still is maintained by Canada. Botwood was active as a World War II seaplane base but its use declined as more and more land planes came into action in the later years of the war. The R.C.A.F. still leases the huge airport at Goose Bay, Labrador, which so many allied aircraft used as a take-off point for Europe, and where Imperial people also help to take care of refuelling services. The United States has landing fields at the sea-air base at Argentia and at Harmon Field, near Stephenville.

Imperial's system of refuelling is one of the most modern in the world. Hydrants like this set in the airport pavement supply fuel piped from storage tanks.

These fishing ships are resting in their home port of Grand Bank. Voyages to the fishing area usually require three weeks.

Stephenville, Gander and Argentia are all on main or branch lines of the Newfoundland Railway, which crosses the island from Port aux Basques to St. John's. The line is converting its locomotives from coal to oil fuel and in 1947 this conversion was completed between St. John's and Bishop's Falls. The railway planned to complete the change-over in 1948, but the earlier world-wide tight supply situation in bunker fuel caused a postponement.

At sea, too, oil is being used to an ever-greater extent. Diesel-powered coasting vessels are replacing steamers and schooners and have even joined in the seal hunt. The coasting vessels are highly important to Newfoundland, for they provide the only regular service for passengers and freight between the outports and the larger centres.

While these changes have been going on in the Island's transport system, a revolution has taken place in Newfoundland's oldest industry—the fishery. This is due to new methods of preserving cod, which is the most important fish caught in Newfoundland and Grand Banks waters. The old method of depending on the sun to dry cod has given way to modern processing plants, where the fish is dried or fast-frozen.

The revolution means more than just a new way of preserving fish until it is consumed, for the old method of drying cod on flakes was largely responsible for the growth of the hundreds of small outports. As settlement increased in Newfoundland, the fishermen set up flakes to dry their catches along the shores of the harbor where they settled. Only a limited space was available along the shore, and rather than go farther inland (which was usually impractical) to build flakes, the late-comers fisher-
men simply moved along to the next cove to start another settlement. With the new methods, however, the trend is reversed and larger towns are expected to grow up around the new fish plants.

The fishery has always been of paramount importance to Newfoundland. Early in the 16th century, England found that the fishing voyages to Newfoundland not only brought a return of fish, but also provided excellent training for seamen. Some say that because the fishery was a somewhat piratical trade in those far-off days the vessels carrying on the fishery off Newfoundland were among the best-armed ships that Britain had, and that many of them moved direct from fishing operations into such engagements as that with the Spanish Armada. It was on the ability of those men that Britain built her naval supremacy, and since she wanted the men to remain directly under control and available for naval service, settlement in Newfoundland was forbidden. The crews therefore were compelled to return to England each autumn.

Gradually, however, more and more men wintered in Newfoundland and so the island was settled. The present population is estimated at about 321,711, the great majority being of British stock. They are noted for their law-abiding, home-loving and hospitable qualities. The men are excellent seamen and have no peers in their ability to handle small boats.

With all the new oil-consuming developments taking place in Newfoundland, it is not surprising that demand has risen to levels undreamed of even a decade ago. In 1933 consumption was 105,000 barrels. In 1940 it had doubled and during the war years increased more than ten-fold. In the peak year 1943, 2,600,000 barrels were imported. The demand fell off after the war, but in 1947 it climbed back to 1,310,000. In 1948 the estimated total supplied by the industry was 1,740,000 barrels.

To supply this demand, Imperial and other companies have increased their installations and number of employees. In 1939 Imperial had 29 employees in Newfoundland. At the end of 1948 they numbered 292, and in addition there were 260 Imperial dealers engaged in wholesale and retail trade.

The Company has four marine terminals—at St. John's, Louisbourg, Cufield and Burin—and seven bulk stations supplied by tank car. These are located at Port aux Basques, Botwood, Grand Falls, Gander.
Clarenville, Catalina and Harbor Grace. Barrel stations, supplied by schooners, are at Grand Bank, Bighteorman, Ramea, Harbor Breton and Gaultois.

Steel barrels are, indeed, as much a symbol of the oil industry in Newfoundland as is the service station on the mainland. The barrels are an ideal form of container for the schooners which do a great deal of the freighting to the outports. The schooners find oil and other products an ideal return cargo on their way back from delivering their fish to the shipping points. Maintaining and replacing the supply of steel drums is something of a headache throughout the oil industry, particularly in these days of steel shortages. In Newfoundland, the problem is sometimes intensified because in rough weather, the drums occasionally have to be delivered by the simple process of dumping them into the sea and letting the waves wash them in to the waiting customers on shore. In the process, the drums sometimes get rather badly knocked about.

In addition Imperial supplies diesel fuel to Bower's pulp and paper mills at Hampden Bay; Crobie and Company, who have storage for bunker fuel at Summerside, Bay of Islands, for their boring processing plant, and at Williamsport, for their whole processing plant. The Newfoundland Railway has storage for bunker fuel at Port aux Basques, Lewisporte and St. John's. These privately-owned installations are serviced by Imperial tankers.

Imperial supplies Newfoundland with bulk petroleum products brought from Imperial refinery, near Halifax. Imperial, in turn, makes these products from crude oil brought to the refinery by tanker from the United States Gulf coast, from South America or even from Arabia. Products not manufactured at Imperial, such as lubricating oils and greases, are brought from Imperial's Hanna refinery. These products move directly by tanker during the open navigation season, or via Halifax or North Sydney when the Great Lakes and St. Lawrence are frozen over.

Supplying the Island with petroleum products during World War II was an almost superhuman task. Demand pyramided overnight, as naval and merchant ships came to island ports for bunker; dozens and then hundreds and thousands of aircraft loaded aviation gasoline; and bulldozers, tractors and lewileen worked day and night to complete installations at scores of bases and camps. Gasoline and lubricants were needed for military vehicles, asphalt for airport runways, special lubricants for naval vessels and aircraft.

Imperial employees labored day and night to meet these new and heavy demands, hampered by wartime secrecy. They are proud of the record that no ship, aircraft or military vehicle was delayed by lack of petroleum products and no construction project was halted for lack of fuel or lubricants.

While Newfoundland has increased her oil con-
sumption, she has produced only a small quantity of crude oil. Oil seepages were discovered on the west coast as early as 1812 but no drilling was done until 1867, when a well was put down about 200 feet at Parson's Pond. About 1893 the Newfoundland Oil Company drilled nine wells and discovered some oil. Pumping was begun in 1904 and four wells yielded a total of six barrels a day. That year more than 700 barrels were obtained from the wells and 850 to 900 barrels were produced in 1907 and 1908. Production soon declined to uneconomical levels, however, and the wells were shut in. The small field was again surveyed in 1937 but no development has taken place in the last 40 years.

Labrador's great possibilities lie in another direction for this part of Newfoundland holds untold mineral wealth. The recent discovery of more than 300,000,000 tons of iron ore points up these possibilities, and plans are already under way to build a railway to bring the ore to tidewater on the St. Lawrence. Imperial has assisted this venture by supplying oil products used by aircraft, motor vehicles and drilling equipment being used in the project.

The resident population of Labrador is about 5,000, but each summer some 4,000 Newfoundlanders in about 200 vessels fish off the coast. Cod is the main catch, but seal, salmon and herring are also taken.

Newfoundland and Labrador are lands of change and progress, where the courage and independence of a hardy people are building a new way of life. In this life, petroleum products will play an ever larger part.

South America supplies a large part of the crude oil which, in finished form, is required by Newfoundland. This tanker is carrying oil down a South American river on the way to Canada.

In Newfoundland Imperial Oil maintains seven bulk stations which are supplied by tank cars as part of its system of distributing oil products. The Fort aux Basques station is shown (right).

Tankers like these (shown below in Halifax harbor) carry the finished oil products from Imperial Oil refinery to Newfoundland.
The Sea is their Highway

THE sea is Newfoundland's principal highway and most of the Island's passenger and freight traffic is seaborne. While the cross-country railway with its several branches serves a fair segment of the population, and roads are rapidly becoming transportation links of growing distances and importance, particularly in the Avalon Peninsula, yet for about 75 per cent. of the 1,300 settlements the boat remains the chief, and often the only, means of conveyance.

To the Newfoundland Railway itself falls the responsibility of providing the scheduled steamship services between the capital and the "outports." North, south, east, and west, ply the N.R. steamers — Kyle, Burgeo, Bar Haven, Springdale, Baccalieu, Cobecon, Northern Ranger— each with its own strip of coastline to serve as combined mail-passenger-freight carriers. Sometimes there's a wharf to snuggle against, as at Pilley's Island (1), but at other spots along the indented shore the ship must anchor off the village and unload the cargo into fishing boats that take the day off for the occasion (2).

Docks are few and far-between, however, and the steamers and larger ships must get major repairs done in the large concrete dock at St. John's. But for the motor vessels and schooners that ply the coastal runs, the hard-up ship at St. Anthony, operated as part of the famed Grenfell Mission service, is very often a godsend (3).

In Newfoundland pleasure craft are far outnumbered by vessels of many sizes and types all of which have their practical uses. One of the best known and most colorful is the "banker," so called because it is used in deep-sea fishing on the Grand Banks, which lie off the Island's south coast. Typical of these is the Philip E. Lake (4), sturdy, fast and well equipped.

The bankers remain away from their home ports for about three weeks and operate as mother ships for their crews who spread out in dories and work the trawls. The Philip E. Lake, for example, carries a crew of 38 men, and all but the cooks and the skipper take part in the actual catching of the codfish.

In between trips the bankers tie up at their home ports (5) to land the catches which will later be sun-cured on the "flakes" and beaches seen in the foreground, and to reft for the next voyage. When the fishing season ends, the vessels are often put to use in the coastal freight trade.

Most of the bankers and counting vessels today are powered by motor engines, although sailing schooners are still in use. It is not uncommon for a skipper to design and build his own craft, and almost all the wooden ships are built on the Island. In all the harbors where the sea is the chief artery of communication, such as Fortune on the south coast (6), the traffic is heaviest on the waterfront, for it is here that men and ships have their rendezvous at the start and at the end of their hazardous occupations.
If all the people who put down at Gander Airport were to stay in Newfoundland for a week or so, there would be 150 guests for every 100 permanent residents of the Island.

That is the sort of arithmetic that runs through the mind of many a Newfoundlander as he pondered the yearly half million or so aeroplane passengers who travel the eight major airlines that touch at Gander. So far, only a fraction of the millions of dollars that this tourist possibility seems to represent has been realized. The reason, of course, is that Gander is still a comparatively new airport, is not yet backed up with hotel facilities that are needed to catch in on what are undoubtedly some of the world’s finest tourist opportunities.

If you were to take advantage of these opportunities, you could leave New York and be at Gander in six hours. It would take you 12 hours to come from London, and almost every settled part of eastern Canada and the United States is within the eight to 10 hour radius. When you land as a tourist at Gander, you will be met and your bags shifted to a seaplane. From there it will be a matter of minutes until you put down on any of the hundreds of lakes or rivers of northern and western Newfoundland. If it’s big game you are after your trip may even be shorter, because plenty of moose have been taken within a half hour’s ride by canoe and outboard “kicker” from Gander itself. So whether you are planning to do battle with the fighting salmon and sea trout, straight from the icy waters of the north Atlantic, or are planning to seek out the mighty moose and caribou, you’ll find ideal sporting conditions. Gander is easy to reach, but once you arrive you find lakes that have seen little fishing and miles of almost virgin hunting territory.

Needless to say, Newfoundlanders are beginning to equip some of these lost lakes with cabins, and have big hopes of additional developments centered on
Gander. Almost unanimously they suggest that there is a big opportunity here for outside as well as domestic capital.

It would, of course, be a mistake to think of the tourist trade of Newfoundland only in terms of the opportunities from Gander. At present, the most active tourist development is in the southeast corner of the Avalon peninsula. Here the tourist is offered all the beauties of seaside life amid rugged surroundings. Somehow, the older settled parts of Newfoundland managed to combine a feeling of historical background with an unspoiled beauty that is all too rare to-day.

Nor is the south and west coast out of the tourist picture, although the model town of Corner Brook and the vast Bowater paper undertakings mark it as one of the busiest industrial centers of Newfoundland. Within minutes of Corner Brook's busy streets, the angler can bring the fighting salmon to net in the pools of the famed Humber River.

Besides the attractions outlined above, every bay

A scene along the Cabot Highway between Princeton and King's Cove. The highway was opened June 24, 1947, on the 450th anniversary of the discovery of Newfoundland by John Cabot and inlet of the Island's 6,000 mile coastline possess charms and recreational advantages to appeal to people with families. The young people can sail or punt in the harbors and when the tide runs out the clam beds are all exposed. Cockles and mussels can be had for the searching while there are numerous varieties of other types of fish that inhabit the shallow coastal waters. Those who are more adventurous can go further off shore for deep sea fishing.

A trans-Island highway, which would enable motorists to travel leisurely from Port aux Basques to St. John's has been proposed as an inducement to tourists. Many expect that the road will be completed by the end of 1950.

For years there has been a slow but steady growth in Newfoundland's tourist trade. Today, with talk of the trans-Island highway for the near future, and with the tremendous potentialities of the Gander air traffic, Newfoundlanders anticipate that the steady growth will shortly take on the characteristics of a boom.

Fishing is an important tourist attraction as well as Newfoundland's No. 1 industry. Trout abound in the inland rivers and lakes while the ocean yields a rich harvest of deep sea life

Famed for its rugged beauty and abundance of fish and big game, Newfoundland is attracting more and more tourists each year.

Dotting the east coast of Newfoundland are the mountains that come down to the sea, are numerous tiny fishing settlements. Typical is Stornes Arm (below) on the north side of Green Bay.

One of the most beautiful hotels in Newfoundland is Glynnhill Inn (below) at Corner Brook. It is only a few minutes walk from the inn to the Humber river, famed for its salmon fishing..
Fishing has been and probably always will be an important source of income for the people of Newfoundland, but in the last few years the Newfoundland fishing industry has embarked on a technical revolution. It is almost certain to make fishing more remunerative and provide a more stable way of earning a living.

The installation of modern equipment has permitted quick-frozen Newfoundland fish to reach much wider markets.

The Island's fishing industry has had peak periods before but without the significance of the recent changes. The Great War of 1914-18 caused a boom in the sale of Newfoundland codfish and the continuing demand for some years afterward kept prices at peak level. Thus, with the Island's primary industry on a good footing, the fishing classes which constitute the bulk of the population enjoyed unprecedented prosperity. But the boom was not of a permanent nature, nor was there anything more fundamental in it than the war-stimulated demand for food—of any kind.

Newfoundland's traditional one-product economy was always at the mercy of fluctuating world conditions, and in the depression of the 1930's, fishermen caught and cured codfish for as little as $3.00 per quintal (112 lbs.) Even as the first World War brought boom prices for the cod, the outbreak of World War II saw the scale of prices swing upward again, this time to as high as $15 per quintal, and once more the Newfoundland codfish industry became stable and profitable to catchers and sellers.

But this time it was different. The great advances in refrigeration made frozen foods an everyday convenience, and seafoods in attractive packages were beginning to interest housewives everywhere. On the day war broke out Newfoundland fishmen received urgent requests from Britain for all the cod-fillets they could produce. Out of that war-born challenge came the foundations of a very active fresh-frozen fish enterprise which now embraces some 16 modern filleting plants around the Island and a fleet of 11 dazzlers which fish all the year round.

Sensing the temporary nature of the British market for quick-frozen fish from Newfoundland, island operators were quick to turn their attention to the United States and shipments started going in that direction before very long. During 1947, when 18 filleting and 15 freezing plants were in operation, 12,162,969 pounds of fillets and round cod were exported, and in 1948 the estimated total was 16,000,000 pounds.

Millions of dollars have been spent in equipment of the latest type by the Newfoundland fresh fish interests, notably Fishery Products Ltd., North Atlantic...
Fisheries Ltd., Northeastern Fish Industries Ltd., and Harvey & Co. Ltd., some of them in association with certain American fishery concerns. And the Newfoundland operators have the edge on their New England and Nova Scotia competitors in that the Island plants are located right on the world’s best fishing grounds—they make much of the claim that the fish “still has a flick in its tail” when it enters the processing plant and therefore makes a better product than the fillets made from fish caught hundreds of miles from the filleting depots.

Fishing—old style—is of course still big business in Newfoundland, and the bulk of the catch is cured in the sun and exported as salted codfish to the Mediterranean countries, Brazil and the West Indies. Here too there are signs of change, particularly in methods of curing, and an interesting and successful experiment has just been completed by the

Dixon firm at Fortune, through the installation of a large-scale artificial fish dryer. Crofthie’s curing station at Harbours Grace is also a departure from the customary practice of each fisherman curing his own catch. There, as much as 20,000 quintals can be handled on specially constructed drying frames.

Improvements are also evident in the type of ships being used by the catchers. Modern, diesel-powered “bankers” prosecute the deep-sea fishery, and the sailing vessel has all but disappeared from the scene, even among the Labrador fleets of “flasters”.

The hazards and the hard work remain. Behind all the advances in methods of curing and marketing is the day-to-day toil of the men who wear the oilskins. They face the elements with that tenacity and courage so typical of the Newfoundland fishermen who are unlikely to go soft even if some of the more rugged aspects of their calling are disappearing.
TRAWLING THE GRAND BANKS

The hazards and adventures of a typical trip to the world-famous fishing area off Newfoundland

FOR MORE THAN 400 years fresh from the waters of the Grand Banks have been synonymous with the name Newfoundland. During the period millions of tons of fish have been netted to supply the markets of Europe and America. Salted codfish early became one of the Island's main exports but the recent trend is away from salt cod fishing to the fresh filleting branch of the industry. Today many of the trawlers that ply the waters south of Newfoundland in the area known as the Grand Banks are engaged in this type of fishing.

Typical of these trawlers is the 309-ton Blue Spray, operated by the North Atlantic Trawling Co. Ltd.

Equipped with the latest and most complete marine and fishing apparatus, the trawler catches fish by trolling a huge net astern, (illustrated by the sketch on page 25) which drags near the ocean's floor.

As soon as the fish from the drag nets are emptied into the deck lockers they are gilled and stowed in crushed ice to be later processed into fillets at Job Brothers plant in St. John's. The 16 crew members are paid 37 per cent. of the gross value of the cargo.

In January the Blue Spray set out for the Grand Banks. The voyage, which is illustrated in these pages, was usual in length, lasting seven days during which she trawled her net 27 times. But it was hax-

A close-up of one of the catches before being hauled aboard by winch after which the fish will be cleaned and stowed away. Catches like this may vary from 1,000 to 25,000 pounds.

The mouth of the net has been hauled in and crewmen are now "hunching" the fish in the "bag", or extreme end of the net before taking it aboard. The overhead lamp is for night work.

The end of a good day's netting finds these fishermen knee deep in fish which will be stowed below deck to make room for the night-time catches. The nets are in use 24 hours a day.

It's in the "bag" for these men of the Blue Spray in every sense of the word, for the "bag" part of the net is seen as it leaves the water while rope from the winch eases the strain.
ardous because of the stormy weather. For 12 hours during the 229-mile return trip the trawler was in danger of capsizing as a freezing 35-mile-an-hour gale iced up the ship from stem to stern, from waterline to mainhead.

The ice began forming on the trawler’s rails and deck while she was still 140 miles off St. John’s. The captain ordered the crew to jettison three lockers of scrap fish (about 6,000 pounds) from the deck, fearing that if it froze the solid masses would increase the overload to a dangerous degree.

During that grim 12-hour period the crew kept up an unremitting battle with the ice. They attacked it with axes, pick, mattocks, shovels, and iron bars, working, although there was a constant risk of being washed overboard as waves 20 feet high broke over the decks. It was a desperate battle, a battle which was not decided until the 13th hour when the Blue Spray moved into St. John’s Harbour with her frozen cargo.

After the day’s haul has been stored the lockers are made ready to handle new catches. The triangular fish at the left is a non-edible skate that will be processed into fish meal.

For eleven hours the Blue Spray was in danger of capsizing due to fast-freezing ice which covered every exposed part of the trawler. The men worked steadily clearing away the ice.

Capt. Baxter Blackwood of the Blue Spray keeps in touch daily with the ship’s owners by radio telephone. He frequently calls skippers of other trawlers at sea to chat about fishing.

The Grand Banks, a submerged plateau, extends 500 miles into the Atlantic southeast from Newfoundland. About 100 fathoms deep, it is one of the world’s greatest fishing grounds.

Men aboard the trawler eat well and frequently. While comparatively little fish is served, chicken twice weekly is the average. Crews pay for their food by splitting the costs equally.
Baillie of the Island

Imperial's Newfoundland division manager is a specialist in the engineering and industrial problems of his adopted home

Newfoundland may not be the largest market for petroleum in the world, but for diversity of product, for complexity of distribution and for the need of maintaining a steady service, it undoubtedly rates near the top of the list.

And R. L. Baillie, who manages Imperial's Newfoundland division, has a background in keeping with the job. He has specialized in three kinds of engineering — structural, highway and asphalt. He has been a university professor, an industrial sales manager and a district manager. He is an amateur historian and a color photographer. What is perhaps equally important, Ed. has spent nearly all his life within a hop and skip of the Atlantic.

Ed. has taken a deep root in Newfoundland, as the editor of the Review discovered when he sat down in the office and began to spin yarns of the island and its people. Ed. likes to tell of such things as the port wine that is brought to Newfoundland for aging where it takes on a distinctive flavor as yet not successfully imitated. (He told us that the practice began in the Napoleonic wars and that the pipes of wine still come to supply the cellars of a dealer in Newfoundland.)

Or he'll start talking about Jimmy Johns, and the moose they got when Jimmy guided Ed. at Gander. And bringing you up to-date, he'll tell you about the $50,000 fire at Lewisporte early this year when a doctor's residence, two hotels and several small buildings were destroyed. A brisk, westerly wind threatened to spread the flames through a wider area but the citizens borrowed firefighting equipment from Imperial Oil and Bower's plant and put out the fire in an amazingly short time.

Next minute, Ed. will be giving you figures on the percentage of petroleum product that is sold in steel barrels in Newfoundland, as compared with corresponding figures for the mainland.

Ed.'s ability to combine the cultural and commercial arts is, as a matter of fact, a quite common characteristic of the seaboard businessman, and it helps to explain why the Baillies felt so quickly at home in Newfoundland. Ed. was born in Bridgewater, Conn. (his parents were Maritime) and spent the rest of his life — up to 1941 in Nova Scotia. He studied pre-engineering at St. Francis Xavier University, graduated from Nova Scotia Technical College at Halifax as a civil engineer in 1926. He took his M.A. at St. Francis Xavier, when he returned to lecture in engineering at his alma mater.

His engineering experience was gained with the Dominion Bridge Co., and as a resident engineer with the Dominion Engineering Co. in New Brunswick.

When Ed. Baillie joined Imperial in 1939 there was not a mile of highway paved in the Maritimes, but by 1957 about 4,000 miles of asphalt-surfaced roads had been built. Those paving programs called for pioneer work which Baillie helped to direct.

One of his toughest jobs came in 1941, when Imperial was called on to supply asphalt for the U.S. navy base at Argentia.

Getting the asphalt to Newfoundland was a problem, for during the war steel shipping containers were almost impossible to obtain. The asphalt was shipped in cardboard containers of about 100 pounds each, and one job alone called for 200,000 of the cartons.

Work at the base called for setting up two steam boilers and three stilts — a small asphalt blending plant right on the site. The asphalt as shipped was in a hard condition so that it could better stand up to the schooner trip to Argentia from Imperoyal refinery, where it was loaded.

To condition it for use, the asphalt had to be heated and "sulfined" — mixed with an oil to soften it. The flux oil was brought to Argentia by Imperial tankers from both Imperoyal and Montreal East refineries.

When the Argentia job was completed, Ed. Baillie was appointed industrial sales manager for the Maritime and soon after became district manager for Nova Scotia. He held this post until 1948, when he became Newfoundland manager.

As a former university professor, one of Ed.'s chief interests is in education, and specifically in the two special scholarships which Imperial Oil awards annually in Newfoundland — one of $500 to any qualified outports student and one of $100 to a St. John's student for study at Memorial University College. St. John's. Winners are chosen by a selection board of Memorial officials and department of education representatives. These scholarships are in addition to Imperial's regional scholarships, which are awarded only to children or wards of Company employees and students. These are worth $500 a year and may be held for four years. Two of these scholarships are offered annually in the Maritimes-Newfoundland region.

Some months after his transfer to Newfoundland last year he and Mrs. Baillie returned to the mainland. He liked the island and its people but, as husband will, he wondered how his wife felt. He found out as they returned to Newfoundland and landed at Gander airport in a driving snow storm. All doubts were dispelled as Mrs. Baillie stepped from the plane into the snow and said: "It's good to be home!"

Since moving to St. John's Ed. Baillie has joined the Bally Haly golf club, the City club and the Rotary and curling clubs. He is also a member of the Engineering Institute of Canada and the Association of Professional Engineers of Nova Scotia.

Mr. and Mrs. Baillie have four children, Jack and Betty are attending universities and Nancy and Helen are at home in St. John's.

Mr. Baillie carefully studies the oil requirements of Newfoundland ships. Here he is talking to men from a sailing vessel.
Newfoundland looks ahead

The island should have a bright future at sea, in the air, and on land. It has played a unique role as the cornerstone of Britain's overseas empire and because it lies closest of all the western lands to the continent of Europe. These facts, coupled with the sturdy character of the people of Newfoundland, present great opportunities in the new relationship with the provinces of Canada.

IMPERIAL PRESENTS

"Oil for Canada"

A motion picture tells the story of the transportation of oil by pipe line, tanker and tank car.

The dramatic story of Canada's oil supply lines is told in Imperial Oil's motion picture "Oil For Canada", which was released recently for public presentations. The 20-minute sound film shows in technicolor the areas of two continents which supply a major portion of the oil we use.

"Oil For Canada" is a sequel to Imperial's movie "Search Unending", which told the story of the oil search in western Canada. The new film deals with the transport of oil by pipe line, tanker and tank car.

Oil comes to Canada by such varied routes and over such distances that it took more than two years to photograph and produce the movie. Cameramen shot more than 7,800 feet of film in Canada, the United States, Colombia, Venezuela and on the seas, lakes and rivers between and in those countries.

"Oil For Canada" opens with a photographic description of Imperial's principal sources of oil supplies, the location of the Company's eight refineries and the means of transporting the crude oil between supply points and refineries. This is illustrated by the use of a colored relief map of the western hemisphere. There are flash pictures of tank cars on the move, ocean tankers plowing through heavy seas, lake tankers steaming through inland waters and pipe lines being laid across landscapes as each mode of transportation is described by the commentator.

Laying a pipe line. Such lines are important oil carriers

A Venezuelan workman at the control valve of a pipe line

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Emphasizing the importance of oil in today's world are action shots of oil consumers such as railways, ships, airplanes and factories. The commentator reminds the audience that we require "oil for our every need, and much of the oil must be brought in from foreign lands." This poses the problem of transporting a continuous supply of oil for Canada.

To meet this problem the film shows work crews laying miles of pipe lines; overcoming such obstacles to their progress as rock choked rivers, which are blasted to make a channel for the pipe. Hilly areas are trenched, railway embankments are tunnelled and the dense underbrush is cleared away by bulldozers to permit the intricate piping machines to operate unhindered.

There is a sequence in which a long train of tank cars is seen crossing the Saskatchewan prairies on their way to Imperial's Regina refinery. Standing out against the level horizon and the western sky, the purposeful movement of the train reminds one of the columns of pioneers when they crossed the trackless plains to open up the great west.

After recording such scenes in Canada and the United States the camera moves on to South America..."An ancient land," says the commentator, "where many ancient customs are still retained." The audience is given a bird's-eye view of beautiful cities in Colombia and Venezuela, which to this day reveal the artistic influence of the early Spanish colonizers. There are scenes of historic battlefields that felt the shot and shell of Morgan, the English buccaneer, and the camera graphically records the site of those colonialist countries with pictures of weird and gay-colored birds, strange animals and reptiles, and many varieties of luxuriant jungle growth, tropical flowers and unfamiliar trees.

The film moves on to a panoramic view of the city of Maracaibo, near the strangest oil field in the world. Here there are scores of towering oil derricks resting on platforms that seem to have been set down level with the surface of Lake Maracaibo, for the oil field lies under the lake.

From Maracaibo the camera flies over an inland oil field and then follows the pipe line's trail away from the field through dense jungle and across stretches of arid land to an ocean port where crude oil is stored in a "tank farm" to await shipment to Canada. In making the picture the camera crew traveled on ocean and inland tankers, aircraft, automobiles and on foot to be "on location." Some idea of the round-the-clock movements of the cameramen may be gathered from a two-week "shooting" schedule in South America.

From January 23rd to February 6th, 1947, the cameramen moved from Caripito docks to Quiriquire, Puerto La Cruz, San Tome, LaGuaira, Caracas, Maracaibo, Las Piedras and returned to Colombia. In this period they "shot" jungle oil gathering stations, pipe lines, river tankers, cities, tank farms, the largest oil field in Venezuela, the homes, schools, clubs, hospitals and churches that are provided for the employees, as well as other aspects of the petroleum industry in South America.

While the motion picture "Search Unloading" deals with the problem of locating oil in Canada, the new film, "Oil For Canada," a 35 mm saga, is documentary evidence of the problem of bringing oil supplies to Canada. That it is a problem is also borne out by the fact that Canada must import over 80 per cent. of her petroleum requirements, and to do so, must obtain supplies thousands of miles away from the homeland.

Like a Hollywood production "Oil For Canada," which was made by Shelly Films Ltd., also has a happy ending for the closing scenes of the film show an ocean-going tanker taking on a cargo of crude in a South American port and then sailing down river to and across the blue Caribbean, where a school of dolphins play their tireless game of follow-the-leader. Then the tanker enters the waters of the Atlantic where she fights her way through angry waves and clouds of sleet spray, her bow pointed north, for the big Imperial tanker is on the home stretch—bringing oil for Canada.
The Imperial Cornwall was one of three Company ships which set a new navigation record when they left winter quarters March 5.

A Record for the Season’s Opening

Imperial tankers make an early start in sailing the Great Lakes to supply Canada with oil products.

This year three Imperial lake and coastal tankers broke all records by leaving their winter harbor on March 5. The Imperial Simone, in charge of Capt. H. A. McLellan, was the first ship to leave, followed by the Imperial Windsor, with Capt. F. W. Osterdahl and Imperial Cornwall with Capt. E. A. Davies. All three tied up at the Sarnia refinery docks.

The Imperial Cornwall loaded oil for a trip to Fiumefield, a few miles below Sarnia on the St. Clair river, and on March 11 her skipper was awarded a pair of gloves as the captain of the first ship to enter Sarnia in 1949.

The Imperial Kingston had a tougher going. She loaded gasoline for Goderich and arrived off the harbor on March 12. Heavy slush ice, as thick as 20 feet, barred her way and while she managed to get inside the Goderich breakwall, westerly winds kept the ice too tightly packed for her to reach the dock just a few hundred yards away. The Imperial Simone, sent to Goderich to assist her, fared no better and almost a week later both ships were forced to return to Sarnia. It was a disappointing end to a voyage which would have set a new record for early opening of navigation at Goderich. The former record was made by the Aedhilite (now Imperial Cornwall) on March 19, 1942.
**TIE-UP WAS A TIME FOR STUDY**

Winter employment for Imperial’s lake tanker crews aided the Company in conducting instructional courses at Sarnia. Sixty-two of the crewmen took the job safety training course and 24 officers completed a job relations training course. In addition, 21 graduated from the St. John’s Ambulance first aid course and a course in navigation was conducted throughout the winter. Through the cooperation of the Sarnia board of education the navigation classes were held at Devine Street school. Capt. G. C. Kohler was in charge of the course, which was designed to assist officers in obtaining higher certificates. The result of all this study is that both officers and men are better fitted for advancement in their careers.

Throughout the winter a navigation course was conducted at Sarnia with Capt. G. C. Kohler in charge. Here signals made by Capt. Jim Brown are being read by First Mate Clayton Foster.

**TIE-UP WAS A TIME FOR REST AND RELAXATION**

Men who serve a full year on Imperial’s lake tankers have two weeks’ vacation when their ships tie up for the winter. In addition they are given a month’s time off. Those who have not completed a year are given vacations on a pro rata basis for the time worked. For the remainder of the winter lay-up period, the men are engaged in maintenance work on the ships. This means that the crews receive pay regularly throughout the closed season.

The vacation and time-off periods enable the men to spend the days at home with their families—time for rest and recreation before their ships move out of winter quarters to start another busy navigation season on the Great Lakes.

Imperial Oil pays transportation costs of the lake crew members if they live anywhere between Winnipeg and Halifax. If they live beyond this area their transportation problems are given individual consideration.

Ask a and a vacation at home for Don Jones, Second Mate of the Imperial/Simcoo. Here he plays with his youngest daughter, Penny, while Mrs. Jones serves as she talks to the family group.

Vacations end time off during the winter give Imperial crews a chance to enjoy well-earned rest and recreation. Here a group from the Imperial Cornwall bowl at an alley in Sarnia.
Personalities

G. L. Macpherson Appointed General Manager of Refineries

George L. Macpherson, formerly manager of Imperial's engineering and development division of the manufacturing department, has been appointed general manager of the Company's refineries. A native of Marthalden, Ontario, and a graduate of the University of Toronto, Mr. Macpherson joined Imperial in 1932 as a draughtsman. In 1937 he was appointed assistant chief engineer and in 1943 became chief engineer and later manager of the engineering and development division. Last year he was elected president of the Ontario branch of the Association of Professional Engineers.

D. W. McPhee Appointed Assistant to the Treasurer

D. W. McPhee, who was recently appointed assistant to the treasurer of Imperial Oil, was born in Sarnia. He joined the Company at Sarnia in 1932 after graduating from the University of Toronto with a bachelor's degree in political science and economics. After training courses and experience in the manufacturing department in Toronto he returned to Sarnia as budget controller and in 1940 was transferred to the comptroller's office in Toronto to direct financial and special assignments. In the spring of 1945 he attended the advanced management course at Harvard Business School.

J. E. Gibson Appointed Assistant Manager Advertising-Sales Promotion Department

John E. Gibson, recently appointed assistant manager of the advertising-sales promotion department, joined Imperial in 1945 to work with the training division of the department of employees. Two years later he transferred to the advertising-sales promotion department and latterly has headed the administrative section. Born in Winnipeg, Mr. Gibson attended the universities of Manitoba and Alberta and holds B.Sc. (Chem.) and M.A. degrees. During the war he served with the department of munitions and supply, first as an organization officer and later as head of personnel.

Elie Morel Receives 40-Year Button

Elie Morel, who was recently presented with a 40-year service button, began his career with the Company's Quebec marketing division at the age of 15. He was born at Ste. Martine, Quebec, and later moved to Montreal where he attended St. Joseph's Academy. Soon after completing his primary education he joined Imperial as assistant cooper in the barrel preparation department, and during his long service he has been constantly employed in the same department. Mr. Morel was married in 1938 and has three children.

in the News

W. D. C. MacKenzies Becomes Assistant Manager Western Producing Department

Formerly chief engineer with the producing department in Toronto, W. D. C. MacKenzies has been transferred to Calgary as assistant manager of the western division of the producing department. A graduate of the University of Alberta, Mr. MacKenzies joined Imperial at Calgary in 1936. The following year he took charge of sub-surface geological work in the Turner Valley field and later was transferred to the petroleum engineering department there. In 1942 he joined the Canal project working with the U.S. government. After this contract ended in 1945 he spent several months in New York before assuming the position of chief engineer at Toronto.

E. A. Taylor Named Manager Cost and Operating, General Sales Department

Ernest A. Taylor, who has been appointed manager, cost and operating, general sales department, began his career with Imperial in 1939. He has held various positions of increasing responsibility including district supervisor at St. Thomas, resident manager at Brantford, distribution manager for Quebec division, and later cost and operating manager for the same division. In 1947 he was transferred to Toronto as marketing cost assistant in the present sales department, the position he held until his recent appointment.

Gordon Bodgood with Company 40 Years

Gordon Bodgood recently received his 40-year button for service with the Company. He was born in London, Ontario, and educated at the Central Collegiate and Western Business College, London. In 1928 he entered the service of the Queen City Oil Company (later Imperial Oil Limited) as a clerk. He has held various positions at the Company's London office including ordnance clerk, assistant agent and plant superintendent, chief warehouse clerk and warehouse clerk A.

F. H. Clarke Receives Military Award

At a recent investiture in Toronto the Governor General of Canada, Viscount Alexander of Tunis, presented the Distinguished Service Order medal to F. H. Clarke, personnel co-ordinator at Calgary and a former major in the Canadian Army. The award was for outstanding bravery and leadership during active service at Gruppen-Bolken, Germany. Mr. Clarke was born in Edmonton and has been associated with Imperial Oil since 1934. He enlisted in 1941 and served overseas from July, 1944, until the war ended in Europe in 1945.

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G. HARRISON SMITH—1880-1949

G. Harrison Smith, former president and chairman of the boards of both Imperial Oil Ltd. and International Petroleum Co. Ltd., died on February 17th, 1949 at Miami Beach, Florida. His career in the oil industry covered half a century from his first job as an office boy until his retirement as Imperial’s chief executive in 1945.

Mr. Smith started with the Standard Oil Co. (N.J.) and became head of its export sales department at the age of 31, and vice-president of the West India Oil Co. In 1911 he moved to Toronto as vice-president of Imperial Oil and was appointed vice-president of International Petroleum as well. In 1917 he succeeded Walter C. Teagle as president of International Petroleum when Mr. Teagle, who had been International’s first president, became president of the Standard Oil Co. (N.J.). In 1933 Mr. Smith also became president of Imperial while continuing as president of International. He held both these positions until 1944 when he became chairman of the boards of both companies. From 1926 to 1938 he was a director of the Standard Oil Co. (N.J.) and during his career held high offices in several other companies including Royalite Oil Co. Ltd.

After his retirement from Imperial Mr. Smith maintained an active interest in philanthropic, business and cultural affairs, and was a director of a number of organizations including the Toronto General Hospital, the Royal Bank of Canada and the Ontario Jockey Club. He was also a member of the American Geographical Society.

From the Globe and Mail, Toronto, February 19, 1949.

Mr. G. Harrison Smith won for himself a high place in the business world of Canada. His success, however, was not achieved at the expense of human values. He was noted for his warm-hearted and generous personality, which combined great ability in his chosen field with a deep interest in individuals. He numbered among his friends people of all stations in life, from race-track hands to the leaders in business and public life.

Almost all of Mr. Smith’s working life was devoted to the oil business. He began at the bottom as an office boy, but, by reason of his exceptional natural ability and unwearying energy, won his way to the top at a comparatively early age. He was born in the United States, but came to Canada in 1914, and remained here until his retirement from active work in 1949. The highly competitive nature of the oil business demands much of those who work in the field of management, and Mr. Smith’s ability to plan ahead while working at pressures on current problems, made him an unusually valuable executive.

Despite the demands of his own work, however, he found time to devote to many good causes, in particular the Toronto General Hospital. His acceptance of responsibilities was ample evidence of the quality of his citizenship, and he gave generous support to community efforts. He was the type of man who did not choose his words to suit his audience, but his keen sense of humor and love of life made him a sought-after companion. He took a deep interest in sports and other pastimes, such as golf, and he was a noted breeder and racer of horses. His thoroughly lovable personality will be greatly missed by his many friends, whose sympathy for his family is most sincerely felt.