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On The Cover
The sketch of the surveyor on the front cover by John Worsley is one of many pencil drawings of the petroleum industry which this artist did for Imperial Oil. Here he has caught a member of a field party intently poring through an alidade, set up on a plane table to determine the contours of outcroppings. Stories of field activities in the Peace River district begin on pages two and five.

Gladys Foster, the beautiful ballerina in the picture at the left, is ready for one of her regular appearances on Canadian television. From Winnipeg, she is now in Toronto with the Canadian School of Ballet. A close-up of her eye makeup appears on page 18 to illustrate the story on TV cosmetics. Her make-up is by the ballet authority, David Yeddes.

Spotlight on Safe Driving

The championship win of a young Imperial Oil route salesmen at the Canadian National Truck Roadside (see page 11) has had a double-barreled effect.

Winning the “straight” truck award in competition with the nation’s top drivers was a personal triumph for Constand “Red” Brown of Sudbury and clinched his eight years of accident-free driving. His victory also was an encouraging slap on the back for the men behind Imperial’s driver-training program.

At the Roadside the drivers demonstrate the skills they have acquired in their daily jobs. The contests connected with the event promote an interest in public safety on the highways.

Because trucking is an important part of Imperial’s business operations, the Company has always been concerned with the problems of safe driving. Since the war, steadily growing traffic on the highways has increased accident possibilities and, recognizing this, Imperial stepped up its safety program.

The results have been gratifying. It has been shown that despite increasing hazards, accidents can be reduced.

Safe driving can and should be a matter of personal pride as well as a basic job qualification. Most of Imperial’s drivers follow the Company’s advice to test themselves with one Roadside problem each week. The reward is more important than the occasional winning of trophies; it is the consciousness of contributing to the safety of all who use the highways.

Current Items

February, 1953, will be remembered as a month of great changes at Sarnia refinery. Three major units, under construction since the summer of 1951, were scheduled to go into operation during the month.

One unit is a fluid catalytic cracker able to process 22,000 barrels a day. It is Canada’s largest “cat.” Also going on stream is a new light ends recovery plant. The third addition, the largest single refinery unit in Canada, is the atmospheric vacuum distillation unit with a rated capacity of 46,500 barrels a day. Because of the new equipment, daily capacity of the refinery is being increased from 57,000 to 71,000 barrels.

Thirteen days does not seem to be an unlucky number for Imperial. On the 13th of February, 1947, the great discovery well at Leduc came in. The 13th day of the month produced good news again last December when Imperial drillers brought in the second largest gas well in Ontario’s history. The find was in the Kimball area near Sarnia. Open flow from the well was at the rate of 20 million cubic feet per day. This is almost as large as the Company’s Payne well which was discovered near the Kimball field in 1949 and had a flow of 40 million cubic feet per day.

This year Canada will be host to the first world glowering competition ever held. Competitors from at least seven nations will match their skills near Cobourg, Ont., in October at the time of the Ontario Plowmen’s Associa-
tion annual International Match, Canada, Sweden, Finland, Norway, West Germany, Austria, and Great Britain are expected to send teams, and it is hoped Belgium, France and the U.S. will also take part.

Arrangements for the world match were made while the Eaux Transatlantic class winners of last year’s O.P.A. competition (see page 24) were in Britain. Roy Snow, Eaux team manager, was at the conference in Scotland which approved rules for a world match and accepted Canada’s invitation.
BATTLE of the
MUSKEG

North of the Peace, the oil hunt is a grim fight—
against flies, cold, distance and the land itself

If you ask the man who are looking for oil there,
they'll tell you that the Peace River exploration
area consists of muskeg and mountains, and muskeg
and rivers, and muskeg and forests, and—muskeg.

To say nothing of vast uncharted expanses, flies
and mosquitoes in summer, bitter cold in winter, and
almost complete isolation.

The Peace River district, in terms of oil explo-
arison, is very much more than the pleasant country of
farms, prairie and parkland usually described as the
Peace River area.

The exploration district is one of the three broad
areas in which Imperial is searching for oil in western
Canada. One is in central Alberta, around Edmonton.
A second is in southern Saskatchewan and Manitoba.
Both of these areas have fairly well-defined limits.
But the Peace exploration district has only a
southern boundary.

Its hundreds of thousands of square miles stretch
limitlessly north and west from Lesser Slave Lake in
central Alberta. They include parts of Alberta and
British Columbia and of the Yukon and Northwest
Territories. By contrast, the settled Peace River area,
famous for its wheat, is a 225-by-150 mile block, most
of it in Alberta.

In relation to the investment and manpower in-
volved, the Peace River exploration is far from the
largest or most important search for oil now in pro-
gress in Canada. It is dwarfed by the activities in
Alberta's "fairway," that already oil-rich strip ex-
tending from Calgary north to Edmonton and beyond;
and also by those in the other prairie provinces.
Nor is it the oldest search because, in addition to
the great efforts on the western plains, patient work,
though on a small scale, is being conducted in the
country's pioneer oil area, southwestern Ontario.

But the search in the Peace is over the widest area
and it is the toughest. The operations on the prairies
and in Ontario have their own difficulties but they are
in settled districts where travel is relatively easy.

Travel by the Peace River parties has to be care-
fully planned because equipment designed to operate
on almost any other known surface fails miserably in
the muskeg.

Not too long ago a big tractor simply disappeared
into it.

Organizing Imperial's northern exploration is
something like preparing for a military operation.
General headquarters are in Calgary and over-all

Bulldozed road extends beyond this Peace River horizon.
Oil men have crossed some 40,000 miles of northern roads
direction of exploration is under Ray Walters, George Schlichting in charge of the Peace River district. The large areas of flat land and mountains west of the Peace River are surveyed by the geologists, who map the outcrops and collect samples for study. They are assisted by airmen who fly the maps and bring back samples for analysis.

The geologists are the first to arrive at a site, usually by helicopter. They bring in equipment such as drills, cameras, and geophysical instruments. They work in pairs, with one flying and the other managing the ground operations. The geologists use a combination of field work and aerial surveys to make detailed maps of the region.

Over these crude roads go the equipment and supplies for the oil search. They permit movement of the tractor-trailer trucks, on runners in winter and wheels in summer. The trailers include the specially-designed oil-heated bunkhouses, the cookhouses, and the utility units which, with their modern bathroom and laundry facilities, showers, washing machines and plenty of hot water, bring some of the comforts of home to life in a base camp in the lonely north.

The number of parties at work in the Peace is much smaller than that working on the prairies. Big- gest part of the northern effort is concerned with geophysical surveys, with a small drilling program and geological survey the least active phase at present. A great deal of geological field work has been done in past years.

It is the field geologists who make what might be called the preliminary search of an area. Those in the Peace today are in some cases checking or augmenting the results of previous surveys, and in others covering entirely new territory.

To the geologists, the musk ox is just another in a series of Nature's booby-traps with which they have to contend on a personal basis. Among their other obstacles are the mountains, rivers, streams, and lakes with which the district abounds. Living the traditional life of the explorer, field geologists have operated in this area for nearly 20 years.

One thing, though, is notably different. Today, when mail and supplies arrive at a camp, they come vertically from out of the sky, by helicopter and on regular schedule.

The geophysical crews—the men with the seismographs and magnetometers and gravimeters—use their instruments to extract secrets from the earth. They have a vast territory to operate in and they must travel a great deal in every year transporting complicated equipment wherever they go.

On staying on top of the musk ox, staying on top of deep, crusty snow, is a matter of the ratio of weight to surface area. A rabbit has large feet in comparison with its body weight; a man hasn't. And a wheeled vehicle is very much worse. Rabbits can stand on muskox. Men sink to knee-depth unless they keep moving. And vehicles, as we have mentioned, are apt to drop right out of sight.

These principles were a guide in the attempt to find vehicles that would frustrate the muskox. "Wenoks" developed by the army during the war seemed to be the answer. These are light, tracked vehicles designed for transporting men and supplies over muddy or swampy ground. With modifications, they have operated satisfactorily in the muskox, even if they have not entirely solved the problem.

An even more promising conception is the "Muskox Crawler" being developed and built by Imperial's seismic men themselves. They claim that it will have the lowest weight to surface area ratio of anything that has yet appeared in the district.

In some geophysical work aircraft have a special use. Last summer Imperial completed an airborne magnetometer survey of its acreage in British Columbia. The magnetometer, a sensitive instrument that records variations in the earth's magnetic field which may indicate oil-containing structures underground, is suspended from an aeroplane which flies a pattern path over an area. It produces results far faster, and more accurately, than older ground methods.

Drilling a well in the Peace River district presents difficulties that are so unique as to be aggravating.

Consider the wildest drilled last year by Imperial at Fort Hills, some 165 miles northwest of the town of Peace River. The location had been diagnosed as favorable by the geologists and geophysicists. It was time to prove or disprove their opinions by drilling.

In normal country, this would merely be a matter of moving in the rig and starting to drill.

Not here, it wasn't.

In the first place, there wasn't any road. In the second, during most months of the year any road-building equipment would have simply sunk out of sight. Vehicle movement over the muskox is possible in the average year only during January and Feb-

uary, when the ground is frozen solid by temperatures ranging downward to minus 55°. That means that once a rig is on location, it must stay there until the following January, when it can once again be moved.

Last January, a road was bulldozed into the Clear Hills site. It was just a "bush road," but it had to be firm enough to bear the weight of a 20-ton pump and the 24-ton draw-well.

Not only was the rig itself moved to the site over this improvised highway on the frozen muskox, but also the trailer camp and all the heavy supplies needed for the year. These included, of course, gasoline, diesel fuel, lubricants, and other petroleum products.

Since fuel consumption was calculated at 500 gallons a day and drilling was expected to go for many weeks, this amounted to a considerable supply, for which storage tanks had to be built at the site.

The Clear Hills well was spudded in on February 29th last year. On June 14th, it was abandoned at 9,000 feet—a new record for the Peace district.

As a bulldozer pushes across muskox it spreads the machine's weight evenly and there is less chance of sinking
Fossils and Flying Machines

Field geology in Canada's vast northwest is an odd combination of the old and the new. Hoping to learn about underground formations favorable to oil, the geologists continue their traditional task, studying rocks containing fossils that were living creatures hundreds of millions of years ago. In most of the daily work, the men travel on foot or in canoes, carrying their own food and shelter. At night they sleep in tents.

But modern aircraft have made a big difference in the scope of their activities, in the speed with which they can operate, and in the comforts of their life in the wilderness. A field geology party need no longer spend days and weeks travelling overland to the centre of an area in which they are interested; they reach it in a matter of hours by airlift. And once a base camp is established regular visits by air bring in mail, fresh fruits, vegetables and meat, on schedules that afford constant contact with the outside.

The men travel out from the base in the age-old way. A typical party might move in two canoes with 750 pounds of equipment and five rudders, portages, fallen trees or beaver dams which can reduce their speed to only a few miles a day.

Some of Imperial's geologists and surveyors are veterans of many years of oil exploration. With them each summer go promising university undergraduates who gain invaluable experience and who return to their classes better both in mind and body. Life north of the Peace River is rugged but healthy and young students can expect to gain a few pounds each summer.

Explorers are venturing into remote areas because, in spite of the great discoveries in central Alberta and elsewhere, new reserves of oil must be found for the western hemisphere.
In Search of Knowledge

Geologists know that upheavals in the earth many thousands of years ago may have created dome-like structures underground in which oil may have been trapped. Rock outcroppings on the surface provide evidence of the underground history and to study these geologists travel far and wide for readings and estimates.

The field geologist is the shock-troop in any oil exploration program. His job is to define in broad terms the areas in which the oil search may be concentrated. He is seeking knowledge, both positive and negative, of what lies below ground. He spends long periods in unknown country and returns to civilization with samples of rock and voluminous notes for close study and interpretation. All his work, whether it eventually leads to an oil find or not, is adding to the store of detailed information about Canada which may lead to future great developments.
FOSSILS (continued)

The Hospitable North

While geologists and surveyors lead a lonely life in the wide open spaces north of the Peace River, the area is by no means wholly uninhabited. The oil-seeking parties meet fellow geologists from other oil companies, trappers and settlers, service personnel and outport tradesmen.

The old frontier kind of comradeship and hospitality applies. Chance meetings give opportunities to exchange news and views. A settler’s cabin, come upon at dusk, may mean a few welcome hands of bridge or cribbage, to say nothing of a home-cooked meal.

Yet, in the long run, it is the helicopter and the aeroplane which make the big difference between isolation and contact with the world. Each work unit is just a tiny speck on that wide-open northern map, spotted somewhere perhaps in rugged mountain and lake terrain, or in fairly heavily wooded sections, or in the great stretches of springy muskeg, or on the flat bogs that are halflake, half-field. Without the aircraft, field geology would be a far more lonely proposition than it is.

In the north, night flying is avoided when possible. At the end of a day, hard-working helicopter is silhouetted against sunset at a base

Base camp doesn’t much resemble home, but offers comparative comfort after rigors of bush

Carts help oilmen fill long evenings. Player with hand to chin is Dick Turner, a trapper

Broadcast-band radio equipment entertains. Short waves below is for intercommunication

A YOUNG SUDBURY route salesman who would rather drive a truck than work at anything else in the world focused attention on the skill of Imperial drivers by winning the straight truck competition at the sixth annual Canadian National Truck Roadeo held in Toronto in November.

The Roadeo is sponsored by the Automotive Transport Association of Ontario, in co-operation with various other federal, provincial, and municipal organizations. It brings together every year the country’s best drivers, survivors of tough regional competitions which weed out all but the ablest.

The Imperial representative who won one of the two top prizes (as well as $400 in prize money, two trophies and a cigarette lighter) is Conrad G. Brown, called “Red” by his friends for very obvious reasons. Red, who is 24 now, has been driving since he was 16, the last three years with Imperial. Before that, he was with private trucking firms at Sudbury.

The training of those early years has stood him in good stead. He recalls, in particular, the run from Roadeo is one against time over course in which clearances are frequently measured in inches. Drivers first back trucks between barrels of serpentine course (1), then drive forward through it. Next come pair of 10-foot alleyways (2), offset 10 feet and just one vehicle-length apart. Alleys successfully negotiated, trucks must now pass along straight path (3) between colored balls set four inches wider than dual tires. Parallel parking test (4) requires drivers to park from off side in space six feet longer than vehicle. Alley dock (5) is 10 feet wide, more than twice as deep. Trucks must be backed into alley on only one try. Next obstacle (6) consists of markers gradually narrowing clearance from nine feet six inches, to eight feet two inches. Passing through this, drivers have to stop trucks within two inches of finish line (7).
His toughest run now is the 80-mile trip northward from Sudbury to Lake Onaping. It's a bush road, with lots of corduroy and old bridges. The 80 miles requires from eight to 10 hours. More than 16 miles have to be travelled in low gear.

Red is married and has an eight-months-old son named Larry. Next to his family, he is fondest of driving, but he'd rather be trucking oil than driving under the exacting conditions of the Roadeo.

"It's a lot harder on the nerves than commercial driving," he says. "I didn't feel in control until I'd finished the course." This may have been because he drove an unfamiliar truck in the competition instead of one of his own Imperial vehicles.

Red Brown's driving skill which won him the Roadeo award also is reflected in his excellent safety record. Red hasn't had an accident in what he estimates to be around 100,000 miles of driving. Imperial awards its drivers a cap-button for every accident-free year. Red has three of them now.

Wining his class at the Roadeo was gratifying to him, but the honor brought with it an adventure which he found more galling than facing the toughest stretch of road in existence: personal appearances on the Imperial Eso Hockey Broadcast and Teletext. Red acquitted himself nobly on both, and admitted afterwards that the experience wasn't anything like as bad as he'd expected it to be. He'd still rather face a truck windshield than a microphone or camera.

However, there were compensations. At the end of his radio appearance, he was presented with a watch and a cheque for $300 by W.T.A. Bell, then Ontario division manager, on behalf of Imperial.

New "Cat" at Edmonton

The new fluid catalytic cracking unit, shown above, went on stream at Imperial's Edmonton refinery early in December.

First of this design in the world to go into operation, this unit is a prototype of similar crackers going into the Eso, Regina, and Sarnia refineries. It has a capacity of 10,000 barrels a day.

The unit will supply feedstock for Edmonton's expanding petrochemical industry and for the Calgary alkylation plant where Imperial turns out high-octane aviation gasoline. In addition, motorists in the Edmonton marketing area are assured a high-octane fuel for high-compression-ratio automobiles.

Other modernization at the Edmonton refinery includes an auxiliary gas recovery plant and a new vacuum distillation unit. Throughput of the refinery will remain at 22,000 barrels a day. This throughput was maintained during the construction period.
Oil and the Grey Cup

The drilling rig became the symbol for Edmonton supporters at Canada's great football classic

OIL ALMOST overtowled rugby as a theme for the annual Grey Cup madness which engulfed Toronto late last November. Toydrilling rig spired more haply than toy footballs, and words like "Leduc" and "Redwater" were impressed on people who had never been within 2,000 miles of those great oil fields.

The fact that in the end Toronto's Argos won the coveted Dominion championship by 21-11 dampened but could not destroy the enthusiasm with which Edmonton supporters brought the story of oil to inhabitants of the eastern metropolis.

The chain of events began when the underdog Edmonton Eskimos defeated Calgary Stampeders in the western semi-finals. Then they beat the Winnipeg Blue Bombers in the finals to capture the championship of the western professional league and the right to meet the eastern title-holders in Toronto's Varsity Stadium.

In the three previous years. Calgary, Winnipeg, and then Regina had sent teams east. Each city had attempted to outs the other in putting on a colorful show for the Ontario hosts. Each event had its own and appropriate theme, ranging from Calgary's transplanted Stampede to Regina's wholesome distribution of freshly-baked loaves.

After the win in the western finals, Edmontonians had only two weeks in which to complete plans for the celebrations in Toronto. The choice of oil as the theme and the drilling rig as the symbol was almost inevitable from the self-acclaimed "oil capital of Canada."

For the close to 1,500 Edmonton fans who travelled east to see the game, a special kit was prepared for distribution aboard trains and planes. Along with one of the spectacularly elusive Grey Cup tickets, it contained green and gold ribbons, a badge reading "I Oil motif was everywhere. Winter-clad Edmontonians ppe on a float before three models of ever-present drilling rigs like the Esko," and a miniature drilling-rig lamp lighted up by a concealed battery.

An 88-foot parade through downtown Toronto preceded the game, and almost all the floats featured oil. Most frequent motif was the ubiquitous drilling rig. There were rigs of all sizes and shapes, great tall ones occupying a float of their own, and miniatures which a bevy of pretty girls in flowing gowns wore on their heads like eccentric Parisian chapeaux.

In addition to the Edmonton-sponsored floats many companies both in and out of the oil business contributed to the parade. Among them, Constock Midwestern, general contractors for Imperial's Sarnia products pipe line, had a welding crew actually at work on lengths of pipe.

Imperial's direct representation in the weekend's festivities was three-fold. In the Saturday morning parade was a tractor-towed float extolling, on its base, the oil-amanie Sarnia Imperial's football club which lost out to Argos in the eastern final. Above was an imaginative reproduction of the famed gondola from which Foster Hewitt described Maple Leaf hockey games on the Imperial Esso radio and TV broadcast. A realistic cut-out pictured Foster at the microphone, flanked by television cameras.

Out-of-town visitors were greeted with Imperial's second exhibit the moment they walked in the lobby of the Royal York Hotel. It included C.O. Nickle's working model of a drilling rig, and a Company-made model section of a typical western Canada oil-bearing rock formation, with samples of crude oil and of drilling bits.

Last—and largest—Imperial display was on the lawn of Toronto's city hall. It was a drilling rig, about half-scale, with signs greeting the Argos and the Eskimos. This exhibit made a useful backdrop for the official welcoming ceremonies on the city hall steps.

Imperial Oil exhibit in lobby of Toronto's largest hotel drew crowds of curious. Company expert answered all questions.
Without proper make-up a Juliet on television can look like a grandmother. Oil products, used in the other entertainment arts for years, now help to create BEAUTY FOR TV

Eye make-up for ballet uses grease paint and aluminum powder. Close-up the effect is startling; to an audience, it's charming.

Take a good-looking actress of fifty-five. Give her the right make-up, and on the stage she can look like Juliet. Take a girl who looks like Juliet in private life. Give her the wrong lighting and no make-up at all and on television she'll look as though she were her own mother. Even be-men and especially politicians and state-men can no longer adopt any down-the-nose attitude to make-up if they come within range of a television camera. Vice President Nixon and other U.S. candidates got the full make-up treatment before their TV campaign speeches. It could be that proper TV make-up or the lack of it may win or lose elections not only south of the border but in Canada as television becomes more common.

And even if you're not a public figure, in these days of mobile units, man-in-the-street programs and panel discussions, you never know when you may be exposed to merciless television. So be prepared to take it on the chin—and the cheeks—when the make-up artist wants to give you a little touch up. The oil, the grease, the pancake and the powder can make all the difference between a normal-looking face and one that only a mother could love.

Without make-up the television camera goes beyond the distressing candor of the passport photo and actually distorts. It adds about 10 years and 10 pounds. The skin looks mottled, the eyes recede. The cheeks fall into a disappearing mouth.

Some Canadian actresses are having nightmares after seeing a kinescope recording of their TV shows. Others have been pleasantly surprised—like comediennes Arny Lockhart, who was gratified if a little taken aback to hear the cameraman say, "Surprisingly enough, the face looks all right on camera."

Actors and actresses, of course, are accustomed to make-up and they don't seem to mind the change to the TV kind. Earl Grey, whose outdoor Shakespeare Festival is an annual summer feature says, "TV make-up doesn't feel any different from stage make-up. I always like getting into make-up and costume for a part. It helps you to feel it more." And Beth Lockhart, well-known in Canadian radio, likes the new TV make-up too. "As an actress I'm not conscious of any difference, though you certainly look different from close up."

The essential difference between stage and television make-up is that on stage the actor is seen from a distance and so his features must stand out. On television he's often seen in close-ups and he has to look natural.

Film make-up, of course, has the same problems and, in fact, the make-up being used in Canadian TV was first developed in Hollywood for use under the movie cameras. Even in the early days the movies discovered that the camera was sensitive to some colors and insensitive to others; for instance, red photographed black. To compensate for this the movies used a face powder with a violet cast and rouge and lipstick to match—rather unhealthy-looking in the flesh but just dandy on the screen.

Early television in the States had the opposite problem. With the old iconoscope camera tube and almost afraid to wait on us in case we'd drop dead before we'd paid for our meal."

Another time she appeared on a program sponsored by a company making salad dressing. The commercial spot on the program included the recipe for what appeared to the viewer as a delicious shrimp salad. But the shrimps were blue—and Miss Russell has never been able to feel the same about shrimps since.

Unfortunately newcomers to television in those days, who had no one to help them, and didn't know about the camera's insensitivity to red, simply disappeared on the screen. Their faces became an extraplasmal blur in the surrounding gloom.

The new image-orthicon TV tube and mercury vapor lighting give performers a chance to use a more
natural-appearing make-up—even to the naked eye. It’s all done with different shades of pancake—a sort of solid powder that is moistened with water and applied with a damp sponge.

Pancake comes in every shade from white to the light beige to dark brown. The principles of using it are the same as for stage make-up—the lighter shades highlight features and the darker tend to put them in shadow. Women are always made to look as beautiful as possible, except for character parts.

A typical “straight” make-up goes something like this. First comes a base coat of pancake in a shade just slightly darker than the natural skin tone. This covers the face and neck and is blended out and lost on the shoulders unless they are bare. Then comes any corrective and glamorousizing color—a lighter shade under the eyes to disguise dark circles (little pads of cotton painted over will make bags)—a darker shade under the chin to throw a shadow on a drooping chinline—perhaps a little light to fill in hollow cheeks. Then a very delicate brown for blonde eyebrows, a dark lipstick and just a touch of rouge before the final powdering.

Irene Kent, the attractive brunette who is in charge of make-up in the Toronto TV studio, says, “I just put the rouge on for the actress’ sake. You can’t see it on camera at all. But it makes the girl feel better if she has a little color in her cheeks."

Miss Kent is a busy girl these days. She came to television with a background of six or seven years as a beautician in a Toronto salon and with a Hollywood cosmetic company. With television in the offing, she took a chance and went to New York last year for a special course in television make-up.

The chance paid off and now with only occasional help she does the make-up for all the live shows from Toronto—from blonde glamour girls to shabby country girls up to 30 or 40 people sometimes.

"If TV make-up weren’t so long lasting, I couldn’t do it," she says. "I have to start in the afternoon to get the players ready for an evening show. It certainly keeps me busy, but I love it."

About pancake make-up in general she says, "It gives a lovely flawless-looking complexion. You see the normal skin is made up of a lot of different colors. You don’t notice that in person, but the camera picks them all up and people look as though they were mottled all over. The pancake covers the mottles and gives a smooth even tone."

That mottled effect, incidentally, is particularly noticeable in men—especially if they have a heavy beard or haven’t shaved within the last hour. Even half a day’s growth of beard will make a man on television look like a fugitive from Shiloh Row, and a bald pate shines like the rising sun. So they all get their pancake and powder before they go on.

If an actor has to wear a false beard or mustache, it must be much more carefully applied for television than for the stage, since in a close-up it must look as though it’s really growing on his face. Full beards are made with the same care as the finest toupee—each human hair knotted separately to fine gauze, and the gauze stuck to the face with spirit gum—a compound of resin, mastic (another resin) and alcohol. The most artistic beards are made right on the face, although this takes more time and skill—but about an hour and a half of applying a mixture of 60 percent human and 40 percent yak hair in very small strands.

Stage make-up takes time too, but it can be much more blatant in its effects than either TV or the films.

Irene Kent ready with TV cosmetic kit to apply make-up for evening show. For large cast she must start in afternoon

Though recent trend is toward more natural TV make-up, eye-lashes sometimes require discreet artificial augmentation

Even a "straight" make-up for the stage might be frightening to someone seeing it for the first time.

Stage people sometimes use a pancake make-up too—and an occasional actor has a sad for no make-up at all. Eleanor Duce, for instance, wore none because she felt that her mobile features were more flexible and expressive when untouched by even a deck of rice powder. Nowadays she would look completely washed out, for modern stage lighting not only takes all color from the skin, but even gives it a greenish cast.

Grease paint is the answer to this for the stage actor. "This valuable invention," as Oris Skinner called it, is made from oil, wax and spermatic, a fatty brittle substance found in the heads of whales.

Grease paint, like pancake, is made in many different colors but a stage make-up is applied quite differently. First of all, the actor creams his skin thoroughly and then wraps it almost dry. This leaves a thin film of cream which holds and helps to blend the grease paint. Then the grease paint in solid sticks about six inches long, is blended into the skin.

Except for children and very fair-skinned blondes, most actors use a combination of Number 5, an almost mustard color, and Number 9—rusty brown shade. By varying the proportion of each, the actor can get any skin tone he wants, from an unhealthy jaundice to a healthy sunny tan.

Once the base coat is on and thoroughly blended in and softened out—then the real artistry begins. In the same way as for television, the darker shades of...
Personalities in the News

Walker Taylor Retires

Walker L. Taylor, assistant general manager of exploration and producing operations throughout Canada, has retired because of ill health. Mr. Taylor was educated in his native Edmonton and at Trinity College School, Port Hope. During World War I he was with the 19th Alberta Dragoons and 49th Battalion for four and a half years and rose from trooper to the rank of warrant officer. Joining Imperial in 1919, his early years with the Company were spent in Turner Valley in charge of wildcat drilling operations. He also spent five years in Peru. In 1942 he went to Norman Wells to supervise development and exploratory operations in Labrador and four years later was named manager of western producing. He was in charge of western developments when the Leduc and Redwater discovery wells came in. In 1949 he was promoted to the position he held upon retirement.

G. L. Colpitts Appointed Operations Advisor, Producing

Gordon L. Colpitts has been transferred from Calgary to become operations advisor in Imperial’s producing department at Toronto. Born at Moncton, N.B., Mr. Colpitts holds a B.Sc. in mechanical engineering from the N.S. Technical College. He joined the Company in 1933 as a draftsman at Imperial toy, becoming assistant engineer in 1938. Two years later he transferred to Tropical Oil in Colombia as refinery engineer and spent the next 10 years there in various executive positions. In 1950 he returned to Canada and to Imperial as a management assistant in western producing at Calgary.

V. H. Hunter Becomes Management Assistant, Western Producing

Vern H. Hunter succeeds G.L. Colpitts as a management assistant in Imperial’s western producing division. A native of Nanton, Alta., he was educated in Calgary and in 1942 joined Imperial West Canada, an Imperial subsidiary at that time, as a junior clerk. These years later he transferred to field operations. He remained in the drilling department until 1945, at which time he was a toolpusher. For the next year he was loaned to the Canvas project as assistant superintendent. Mr. Hunter was toolpusher on the rig which drilled the discovery well in the Leduc field, and later in 1947, superintendent at Leduc. In 1950 he became district superintendent at Redwater.

G. R. McLellan Transfers To Tax Department

G.R. McLellan has become assistant comptroller of taxation at Imperial’s head office in Winnipeg. A native of Montreal, Mr. McLellan received his early education in Calgary. In 1925 he was articled to an accounting firm and received the highest marks in the province of Alberta when he obtained his charter accountant’s degree in 1941. He was with the Royal Oil Co. Ltd. until he transferred to Imperial in 1948. He has been division accountant with Imperial’s western producing for the past two years.

D. S. L. Patterson Retires

D.S.L. Patterson, head of Imperial’s railway sales and national accounts since 1942, has retired. An Irishman, he came to Canada at an early age and was educated in Winnipeg. He also took courses in automotive and agricultural engineering in the United States and Canada. Before joining the Company, Mr. Patterson was a railwayman. In 1916 he became a special salesman for the marketing department in Winnipeg, and three years later was made assistant manager. From 1921 until he transferred to Toronto in 1942, he held the position of division manager at Brandon, Saskatoon and then Newfound- land. Mr. Patterson was chairman of the marketing department’s committee of the Company’s Coin Your Ideas plan and vice-chairman of the plan’s central committee.

At home or in the dressing room, all make-up is properly removed by sifting on cold cream and wiping it off. The make-up dissolves in the cream and two or three applications will remove all traces of it. When chemists discovered that petroleum could replace vegetable or animal oil in cold cream, they earned the underlying gratitude of touring actors, especially, for cold creams based on petroleum can be kept for years under any conditions or extremes of temperature without going rancid.

The modern actor, whether for TV or the stage couldn’t do nearly so much artistic job of making up if it weren’t for the petroleum products that go into so many of his preparations. Cold cream, grease paint, vaseline, rouge and eyeshadow—they are all based on oil—and actors or actresses, or women anywhere for that matter, couldn’t get along without them.

Women never have been able to do without make-up. In 1770 things came to such a pass that a bill was introduced in Parliament, "That all woman of whatsoever age, rank, profession or degree, whether virgins, maids or widows, that shall, from and after such Act, impose upon, seduce, and betezy into matrimony, any of His Majesty’s subjects, by the scents, paints, cosmetic washes, artificial teeth, false hair, Spanish wool, iron stays, hoops, high-heeled shoes, bolstered hips, shall incur the penalty of the law in force against witchcraft and like misdemeanors and that the marriage upon conviction, shall stand null and void.'’

Hmmm @

goose paint make shadows, the lighter ones will fill in hollows.

Perhaps you want to make a nose look long and thin. Then the sides of the nose get a smudging of dark goo paint and a white line is drawn straight down the bridge. Wherever it stops, will be the apparent length of the nose—as far as the audience is concerned. Cheeks, women and foreheads are dealt with in the same way—darkening or lightening for the effect you want.

Women’s ‘smoke’ make-up always includes rouge and lipstick, of course. For youth and glamour the rouge goes high on the cheekbones and well up the temples. Lipstick exaggerates the curves of the mouth so it will look normal from out front.

Both men and women use eye make-up on the stage.

The eyes are one of the actor’s most telling features for expressing emotion and so the audience must be able to see these “silent tongues,” as Cervantes called them. First comes the creamy eye shadow—blue, grey, green or purple depending on the complexion—or lake—a very dark red, for old age or illness.

Next the actor takes a toothpick, rubs it in his black liner—a smaller stick of grease paint. With the black he draws two triangles of white inside his upper and lower lid. These lines almost meet far out on the temples. The brows are extended the same amount.

Next the actor gets his red and with another toothpick, he puts a red dot on the skin at the corners of his eyes near the nose and inside the two black lines that envelope his eyes. Besides these, a white dot that has a double purpose—it highlights the red and also simulates the white of the eye.

Age lines for the stage are drawn boldly with a black or brown or lake liner and highlighted with an accompanying white line—quite different from the age lines in TV which must be drawn in very lightly and then smudged out almost completely. In both cases, of course, these lines follow the natural laugh, sweat and frown lines, and the actor goes through a fine set of grimaces as he grins widely, squints narrowly and frowns fortibly to find the right place.

Not-so-young actresses like a touch of rouge on the chin, ear lobes and nostrils to give an impression of more youth before they give themselves the final powdering. Throat is more adhesive than ordinary face powder and it is not dusted on, but pressed on heavily in large quantities. Then after a moment it is dusted off and the make-up is set. It will stay good for hours with just the odd retouch of lip- stick and dry rouge, though it is not as longlasting as television, a man should go through a dress rehearsal and performance.

Many a woman has wished her street make-up would last. She has had it long enough, and has taken to using a form of pancake make-up every day. It has to be more discreetly and lightly used, naturally, or it’s apt to give a mask-like appearance, but it can do wonders in smoothing out a not-too-good complexion.
PERSONALITIES IN THE NEWS (continued)

D. J. Avison, Alberta Marketing

Donald J. Avison, manager of Alberta marketing division, has been with the marketing department in southern Canada since holding his first position as sales manager in Winnipeg. He spent six years as salesman in the Peace River district and went to Calgary as city agent in 1935. He served both as Edmonton and as Regina and, in 1937, when Regina and St. Albert divisions were amalgamated, he became manager of the new Saskatchewan division. He received his present appointment in 1947. Mr. Avison is a veteran of World War I. For distinguished service he was awarded the DCM and MM.

ed Packard, Comptroller's Department

Ed Packard's first association with the oil business was with Standard Oil (N.J.) in New York. Within a few months he had transferred to Imperial's Sarnia refinery. In 1941 he moved to the Treasurer's office and remained there in various positions until 1948. As the holding chief clerk at Vancouver and Hamilton he became assistant chief accountant of Ontario division after the amalgamation with Hamilton division in 1948. He transferred to general sales in 1943 and is present is with the comptroller's department, working on a special project for the marketing department.

J. H. A. Pope, Head Office, Marketing

Jim Pope, head of sales of tires, batteries and accessories for Imperial, has been with the Company since May, 1912. At that time he joined Ontario refinery division as a branch sales clerk. He held various positions there and before transferring to head office in 1936 he was superintendent of service stations for Ontario. In 1939 he became assistant sales manager and in 1943 returned to his former division for a two-year term as assistant manager for employee relations. He received his present appointment in the fall of 1951. Mr. Pope is a veteran of World War I.

George Dempster, B.C. Marketing

George Dempster was born and educated in Aberdeen, Scotland, and emigrated to Canada in 1916. Mr. Dempster joined Imperial in 1912 as a teamster driving four- and six-horse teams to deliver Company products. During World War I he spent four years in the army and was wounded in France within two months of the armistice. When he returned to the Company in 1919 tracks were in use. He therefore learned to drive and became a route salesman for almost 30 years. In 1948 he became a leader and was promoted to his present position of district sales in 1951. His son Gavin won an Imperial Oil scholarship in 1931.

W. C. Hipple, Sarnia Refinery

W. Carlyle Hipple, general foreman of packaging and shipping at Sarnia refinery, began to work in the stave yard of the old cooper shop there at the age of 14. In 1936 he enlisted in the RCAF and served with this unit in France during 1917-18. On discharge in 1919 he returned to the Sarnia barrel house. The next few years saw many changes there -- particularly the discard of wooden barrels for metal containers. Mr. Hipple's responsibility increased until in 1955 he was in charge of all package filling. In 1948 he took over his present duties. He is active in municipal affairs and has served eight years as alderman and two years as mayor of Sarnia.

O. M. Hanson, Montreal East Refinery

Olo Hanson emigrated to Canada from his native Norway in 1910 and two years later, at the age of 21, joined Imperial as a bookkeeper's helper at the Port William bull storage plant. He later served as a car operator at Sarnia and in 1923 was transferred to Montreal East as foreman of the tank car repair shop. A year ago, he assumed the added supervision of the carpenter, painter and lineman shops at the Montreal East refinery. Mr. Hanson is a fisherman and he is also a member of the Montreal Canadian Railway Club.

40 YEARS OF SERVICE

F. G. Hall, Vice-President and Director

Frank G. Hall was a vice-president and director of Imperial, joined the Company in 1912 as an office boy in his native Toronto. Mr. Hall has held many positions of responsibility. In 1935 he was appointed assistant general sales manager for Canada and later assistant to chairman of the general marketing committee. In 1943 he became general sales manager and chairman of the general marketing committee. During World War II Mr. Hall served on a number of advisory committees which assisted the Oil Controller in supplying petroleum products for Canada's war effort. He was elected a director of Imperial in 1943 and became a vice-president in 1945.

J. H. Bartlett, Quebec Marketing

John H. Bartlett's 60 years with Imperial have been in the Quebec marketing division located in Montreal. Mr. Bartlett was born in Haliburton, Ont., but received his education in Quebec City. He joined the Company as a clerical clerk and later held many positions in the accounting department. In April, 1943, he was appointed office auditor, his present position. Next January Mr. Bartlett will retire and plan to leave office duties behind him and winter in Florida.

J. R. Ridgough, British Refinery, Retailer

John R. Ridgough, shift foreman at Sarnia refinery near Vancouver, was presented with a 40-year service button on his retirement. Mr. Ridgough was born and educated in England, and came to this country in 1912. He joined Imperial in April of the same year at Sarnia and was an operator on the first steam-generated battery in Canada. He was transferred to Sarnia in 1915 to operate pressure units there and subsequently became shift foreman, a position he held until retirement.
Farmers, statesmen, equipment experts and just plain people gather once a year at Ontario's International Plowing Match to watch what has become a

Plowmen’s Classic

Plowing matches have been held in Ontario for more than a century, but never were they more strongly contested, or better attended, than in recent years. Local matches held throughout the province during the fall are climaxed by the four-day International Plowing Match and Farm Machinery Demonstration organized by the Ontario Plowmen’s Association.

It is the world’s largest annual plowing competition, and Canada’s largest annual display of farm machinery. Plowmen from other provinces and the United States, Great Britain and Europe compete.

In earlier years local matches were organized by agricultural societies, and a provincial match was held in conjunction with the itinerant provincial exhibition of the time. By 1910 less than a dozen matches were being held. The Ontario Plowmen’s Association was formed to revive interest. Its first International was held in 1913 at the then rural Sunnybrook Farm, now the site of Toronto’s suburban Sunnybrook Hospital for Veterans. There were 31 horse plowing entries, one tractor as a curiosity, and a few hundred spectators.

Except for 1918, when the match was cancelled because of the ‘flu epidemic, and the war years of 1942 to 1945, Internationals have been held every year since.

While tractor entries outnumbered horse entries 452 to 123, the classic picture of a man, his team, and his plow, still was the top drawing card at Carp, Ont.

Feminine competition, especially in the junior classes, is increasing annually. Country Champion Betty Czepko, from Waterford, Ont., causes up her tractor.

Below: tractor contestant plows his line adding to the sea of furrows at Carp. A special Race station (top, opposite) provided gasoline and tractor service.
Farm Carnival Around Carp Airport

In contrast to the lone tractor of the first International, last year's match, held at Carp, 20 miles from Ottawa, featured exhibits from 200 farm equipment, supply and service firms, and 25 agricultural clubs. This 39th International attracted 463 tractor plowing entries and 125 horse entries, and 85,000 spectators. This was still below the 1949 record when 1,200 plowmen competed, watched by 200,000 spectators at Brent County.

The contest was held on 835 acres of farmland surrounding Carp airport. Six hundred acres were used for match plowing, 200 acres for car parking, and 25 acres for the Tent City.

Under Tent City’s 500 canvas roofs were 40 restaurants, and the implement, agricultural and industrial exhibits. Hydro lines and water mains were especially laid for it, and it was gridded by eight roads built to keep the heavy pedestrian and automotive traffic moving.
PLOWMEN (continued)

Winning with the Straightest

Last October, plowmen competed for $15,000 in prizes. The grand prize, for the champion horse and tractor plowmen, was a six-week trip to Europe as guests of Imperial Oil. It was the seventh year Imperial had sponsored the prize for the winners of the Essex Transatlantic races.

The Ontario Plowmen’s Association is an organization of farmers sponsored by the provincial government. It has some 70 branches, which organize the local matches. Its board of 25 directors is chosen from across the province. It is a non-profit, educational organization, depending largely on grants, donations, and voluntary services. It is dedicated to the encouragement of young farmers, the arousing of interest in latest farm machinery, the fostering of rural skills and increasing the prestige of farm practices. Above all it is dedicated to the nurturing of the ancient art of plowing.

The International is rotated throughout the province year to year at the invitation of the counties. This October Cobourg will be host and next year Breslau in Waterloo county.

Doug Reid grins his approval as Piper Connie Kippen examines Wallace’s gold medal presented at the closing banquet.

Three weeks later the two Esso champions, with team manager Ray Shaver, of Finch, Ont., left Montreal by air for U.K.
Hydrogen sulphide is being removed from wellhead gas by these scrubbers. This is first step in processing at the Leduc gas conservation plant.