A Child's Christmas

Three years ago at the Canadian National Exhibition we saw "the industrial mural of the year"—a 36-foot panorama on oil by pupils of David Livingstone School at Brandon, Man. David Livingstone School is a nine-room cupboard building, just north of Brandon's CPR station. Its pupils come mainly from railroad families.

When castigating the seasonal cover we were reminded that, because of its deep religious significance, Christmas, more than any other holiday, is a children’s festival. From there it was but a step to asking Miss Verne Landy of David Livingstone School (under whose direction the prize-winning mural was made) if her Grade VI students could provide us with some child's views of Christmas to decorate our front and back covers.

When we spread out the work Miss Landy sent us we faced a difficult problem. We had only two covers, and the standard of the compositions was high. Particularly noteworthy were those of Ann Chadzik, 12; David Costinuk, 11; David Krowchuck, 13; Billie Russell, 13; Larry Sews, 10; and David Watkin, 11. However, we felt that the choice should go to what seemed most representative of the overall class effort and of the two main themes of Christmas—religious thanksgiving and children’s festivities. It happened that on this book both of the designs chosen were the work of David Watkin.

Miss Landy, a graduate of Brandon Normal School, has "no particular art theories." She describes her pupils' success simply as "a matter of arousing their interests or stimulating their imaginations and encouraging them to freely express their feelings or ideas."

We feel there is an element of syn- pathetic and devoted teaching involved, too.

Putting $80,000,000 To Work ... page 2
A Christmas gift for Uncle Cadey? No problem at all for Imperial's buyers who this year leisurely bought everything from soap to nuts from 6,600 companies across Canada, by Hal Tenant

Biggest Boor in the Barnyard ... page 8
The tangled tub of the turkey—a gobbling monster who is still smart enough to prefer turkey to mush, by John Large

Spotlight On Quebec ... page 13
This summer Imperial began a new program of oil exploration along the St. Lawrence river.

A New Canadian Champion ... page 14
Despite snow, mud and Hurricane Hazel, six crack players from three provinces competed for the national treasure playing crown.

Akariik—Where Muskrae Is King ... page 16
Canoe's northernmost community lives at gold rush tempo during the two months that trappers take 300,000 muskrat pelts from the surrounding lakes and marsh, by Michael Sheen

Personnelities In The News ... page 22
Management changes in Imperial, and a tribute to some long-service employees.

We're Building a New Home ... page 24
New executive offices for Imperial are under construction in uptown Toronto. The 12-story building will house departments that are now scattered under seven roofs.

Freshmen All ... page 29
This fall 11 more young Canadians began university studies with Imperial Oil scholarships.

Picture Credits
Puttng $80,000,000 To Work

by HAL TENNANT

Each year most of us come down with an affliction that could be called "Christmas Shopping Fever" or possibly "St. Nick's Disease," an ailment that leaves its victims with high blood pressure, low cash assets and—in its more advanced stages—palpitations of the credit rating.

But if you think you've got shopping problems just because of Christmas, you should chat with a few of the 89 men and women who have been busy all year spending $80 million on behalf of Imperial. They are the personnel of the company's purchasing department, which estimates it will have spent that amount in the 12 months ending December 31, 1954.

These complex operations are directed by general purchasing agent A. E. Rubery. The department's purchases—from abrasives to zinc—read like the inventory of a well-stocked department store, with a few items that no store on earth ever offered for sale.

From bolts to boilers, hinges to hoists and water faucets to welding rods—if somebody in the company needs them—Imperial buyers will get them. On top of that they are bent on making sure the quality is good, the specifications are right, the price is fair and delivery prompt.

All of which must sound like a tall order to anybody who can't decide whether to buy a new tie for Uncle Cedric or merely rewrap and return the one he sent last year.

But tall orders are the specialty of the purchasing department, which in 1954 placed orders with nearly 6,000 companies across Canada. While it's true that prairie folk are reaping the greatest benefit from Canada's post-war oil development, it's equally true that thousands of other Canadians are also benefiting—from British Columbia loggers cutting cedar for refinery cooling towers at Loco and Regina, to Nova

Christmas shopping is a cinch for Imperial buyers. This year they bought everything from abrasives to zinc from 6,000 companies across Canada
Scotia brickmakers providing materials for Imperial's new marketing headquarters in Halifax.

While no individual would spread his money across the country like that, the average shopper could do worse than follow some of the other principles by which Imperial's purchasing department keeps an average of more than $300,000 every working day this year.

For some housewives may prefer the "easy, money, money, money" method of shopping. Imperial buyers are more like the budget-conscious homemakers.

...the company's "shop" for the best buy. The company's "shop" even more extensively by interviewing more than 10,000 salemen each year, inspecting manufacturers' plants...

...the Balanced Turnbuckle, Imperial's 15 cents.

Just as solemnly, the department issued a cheque for $500 in full. The supplier got his money, but somewhere in the bank, the cheque disappeared and started a lengthy bookkeeping sleuthing job. For months, accountants kept turning the book on their books and tried to run down the missing cheque, even pursuing the incorrect theory that it might have shown up as a 15-cent bank exchange charge. Finally, when an order came through for a turnbuckle to be used on the rigging of a small vessel.

A buyer got the item and the boat's crew was satisfied, but the department's troubles were just beginning. In line with common practice, the buyer charged the item, and the supplier went Imperial a bill:

1 TURNBUCKLE 15 cents.

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case of a Montreal company that had never before made a stationary diesel engine similar to those used in railway locomotives. But that's what Imperial wanted, and, with a little encouragement, that's what the Montreal firm provided: nearly 50 of them, in fact, with capacities ranging up to 2,000 horsepower.

In some instances it hasn't even taken Imperial's initial encouragement to get firms started producing in Canada goods that Imperial wanted. One enterprising group of Canadian businessmen established themselves solidly in the equipment-making industry by buying the Canadian manufacturing rights for certain essential equipment they knew Imperial had been buying in the United States.

Although ventures like these are more likely to be undertaken by men with considerable capital behind them, the purchasing department is even more delighted when a small company makes a successful start on a new line.

HELP LITTLE PRODUCERS

In fact much of the department's purchasing policy is calculated to help the "little" producers throughout Canada. It is often the "little men" the department has in mind when it splits up large orders among dozens of suppliers from coast to coast. By spreading its business around, Imperial helps many suppliers, big and small, and, consequently, the Canadian economy as a whole; meanwhile the company reaps the economical benefits of smaller transportation costs and speedy deliveries to local receiving points. In recent years, for example, Imperial has been dealing with some 30 to 40 Canadian paint companies, although any one of the bigger firms could probably handle the requirement.

While the number of firms Imperial deals with annually has increased gradually over the past few years to today's total of some 6,000, the dollar volume of the department's spending has doubled since the discovery of oil at Leduc. In 1946, the last full year before Leduc, Imperial spent a total of slightly less than $41 million for commodities other than crude oil and materials for contracted building jobs. In 1947, the comparable total jumped to $57 million, and then, from a 1948 level of $55 million, continued to rise each year through 1962's $75 million, to the current year's estimated $86 million. As oil and other past-war developments made the Canadian industry grow, Imperial found it possible to deal more and more in Canada—until today more than 95 percent of its supplies are Canadian.

But no company is ever handed a contract on a silver platter. Nor will the simple virtue of being Canadian help a firm if its product is not competitive.

Suppliers are asked to name their best prices in the first tender and only when the quality and service offered by competing firms are more or less identical does price become the deciding factor in a purchase. As one department executive puts it: "Home trading went out with the horse and buggy."

Simultaneously, Imperial buyers are rarely bothered with "high pressure" salesmen, for departmental policies encourage straightforward dealings "on a friendly, business-like basis." Thus the department's 19 buyers (seven of the three regional offices) are picked mainly for their ability to judge product quality, salesmen and companies.

They must absorb tremendous amounts of information about goods; although, paradoxically, they seldom see what they are buying. Buyers occasionally visit plants to inspect a company's production methods and products, and take field trips to see equipment in use; but the merchandise they actually buy is more likely to be scrutinized by independent inspectors.

Buying operations are split into three divisions, each concerned with goods of different types. Divisional supervisors are George McLean, Arthur Levour and Charles Miles, normally overseas departmental routine but can become trouble shooters whenever necessary. Other key personnel in the department are Stanley Frewelling, who is in charge of both the Edmonton and Calgary branches, and O. K. "Osie" Smith, head of Halifacs branch.

The three regional offices, which came into being several years ago when extensive decentralization was first undertaken by the department, now account for about one-fifth of the dollar volume of buying and about half the total number of orders placed by the department as a whole.

BUY LOCALLY WHERE ABLE

Guided by policies and contracts approved by head office, the regional offices negotiate their own purchases locally wherever possible. Calgary and Edmonton offices, for example, were responsible for the purchase, from local manufacturers, of 86 trailers of various types—sleepers, diners, kitchens and office cars—which Imperial's exploration crews are using in northern Alberta this winter.

If a regional office is unable to make a satisfactory local purchase, it can fall back on Toronto's list of suppliers. Local buying in cities where there are no regional purchasing offices is also encouraged through purchasing clerks operating under local management and the purchasing department's guidance.

This system confirms Imperial's policy of spending business throughout Canada. Time and money are also saved by a policy of negotiating for the purchase of any given commodity no more frequently than every three months (except in emergencies), and, in some instances, only once or twice a year.

As another secret of their success in big-time buying, department executives point proudly to their 800-page, 12,000-item Standards Catalogue. With Yost says the book's success can be attributed to two principles: simplicity of language and strict adherence to alphabetical order; right down to the fourth or fifth adjective used to describe an item. With new commodities constantly coming into use, others becoming obsolete and standards and specifications changing, the job of keeping the catalogue up-to-date takes the time of nine staff members. In a typical month they add 211 new items, cancel 171 others and made 241 other changes.

One reason for the continual changes is the department's long-standing policy of defining more accurately the standards it requires for all goods purchased, and of making increasing use of widely-accepted standards. Wherever standards of quality, dimensions or performance have been set up by such bodies as the Canadian Standards Assn., the American Standards Assn., the American Petroleum Institute, or the American Society for Testing Materials, the department adopts them. In cases where no such standards exist the department sets up its own, based on what it learns through study, experiments and experience in the field.

Large and complicated undertakings by the purchasing department now occur so frequently that department members tend to consider them all part of a day's work; but any one of the dozen or big problems the department faces, plus or minus, as a matter of everyday routine is enough to make anybody's personal Christmas shopping seem like an absolute cinch.
Biggest Boor in the Barnyard

You can't fool a turkey—he's too stupid. But this amoral moron is still smart enough to prefer turkey to mash.

NOT LONG after those English Puritans set up shop at Plymouth, Mass., a colonizer named Thomas Morton one day noticed a bunch of hefty-looking brownish birds clumping across a clearing. He asked some Indians: "How many of these do you see in the woods every day?"

"Neeni mataawa," said an Indian, meaning: "More than we can count."

With the Englishman speaking English and the Indian answering in Indian, it is difficult to see how they could carry on much of a conversation, but this is the way the anecdote is usually told. It is not the only confusing aspect of the Tale of the Turkey—for it was, indeed, a flock of wild turkeys which Mr. Morton saw marching across the clearing.

In the first place, the turkey has nothing to do with Turkey. More sensibly, the Turks themselves call this economy-size chicken the "American bird" (in Turkish, of course), for old Meleagris gallopavo—as zoologists have dubbed him in a futile attempt to clear up a murky situation—is strictly a native of the American continent. Indians were gawzing on his drumsticks at least as far back as 1,000 A.D. Later, when the Spaniards were liberating Mexico, the turkey was officially

by JOHN LARGO
found, and the Conquistadores brought Mexican turkeys (now commonly known as Meleagris gallopavo) back to Spain after 1521. From Spain, the turkey gobbled its way across Europe. It was introduced into England some time after 1524 and there began the process known as Improving the Breed, which resulted in the modern turkey, who is much heavier, and infinitely more stupid, than his wild tequila-drinking forebears.

That is the official story.

Unfortunately for us concerned, a mural has been found in the Church of St. Peter at Schleswig, Germany. Below the mural is a frieze. The frieze has eight medallions. The medallions depict American turkeys. But the mural was done in 1280 A.D., and so, according to art authorities, were the medallions. This raises the fascinating possibility that Norsemen brought back wild turkeys from legendary “Markland” long before the Spanishiards decided to find out what was doing in America.

When historians fall out, the best thing to do is change the subject. Whoever imported the turkey, he was an expensive bird in the early days. If you bought at six or seven dollars for a 16-pounder, think of the Danish poultrymen of 1538, who were socked $38 per bird. Later in the 16th century the price dropped to $15 in England. In Greece, a century later, children kept turkeys as pets—handsome, white-tailed birds that retailed at $70 each, which was, in those days, a lot of dressing.

**FIGHTING FOR HIS LIFE**

While his European cousin was being bred slowly into a larger, heavier-breasted, beautiful bronze cock, the American wild turkey was fighting for his life. A lean, athletic bird, usually silent—not given to gobbling idiosyncratically about nothing—Megalos was a doomed fowl.

In the markets of old York and Boston, wild turkeys sold for 25 cents each, and a hunter could slaughter 30 or more a day, especially when snow covered the ground and tracking was easy. As a scavenger, the wild turkey was limited to brief evasive action taken over the nearest treetop, but his forest refuge were slowly diminishing under the axe of the pioneer. Why? The pioneer wanted to clear the land to plant such articles as potatoes and turkeys, when he could simply have dined on wild turkey, is not too clear, but in 1851 the last of Mr. Morton’s turkeys was killed in Massa- chusetts, and thereafter Ontario wild turkey seems to have given his final gobble about 50 years later.

In Ontario, a close season on wild turkeys was declared in the year 1891, but by this time there were none left, of the type known as the Eastern turkey. Finally in 1899, seven wild turkeys were seen near the Belamy River Club, outside Toronto. A local resident, it is reported, tried to make friends but the birds headed for the tall timbers. This year, the Toronto Anglers and Hunters Assn. has imported 200 wild turkey pouls and released them, hoping they will take up residence within shooting distance.

Just about the time the last wild Massachusetts turkey was laid to a heavenly rest, an unknown farmer in Rhode Island developed a new breed of turkey by crossing imported European strain with the island’s native wild birds. Then in 1880 Rev. R. H. Avery of New York State seems to have produced the present Bronze breed by taking the Narragansett strain and mixing it again with the wild line. This Bronze breed is the most popular turkey raised at present. It is a large bird, rugged (for a tame turkey) and is fairly easy to raise either in “breeding” houses or on the range, cattle-style. If you drop into a store around Thanksgiving or Christmas and emerge with a 12 or 15-pound turkey, the chances are that it is, or was, a Bronze.

**BRONZE MOST POPULAR**

While the Bronze is the most popular, there are probably about a dozen breeds of turkey currently being raised—by large-scale turkey farmers, by farmers who keep turkeys as a sideline of defensible profitability, or by people living on small acreages who raise their own produce. There is the heavier, more-white meat Broad-Breasted Bronze; the turkey-club, outside the brown-eyed, smaller White Holland; the venerable Narragansett; the rich, dark brown Bourbon Red, who isn’t had-looking for a turkey; the pink-tailed, all-black breed known, not unreasonably, as the Black; the small Nittany turkey—developed from the wild turkey. Some people raise wild turkeys, in fact—not a true wild turkey, but rather a strain descended from the original wild turkey. The origin, according to early writers on the subject, was proud and unassailable.

A breed which is becoming more popular now that families are smaller is the Beltzville White. This is a rather mongrelish turkey, ancestrally speaking, but it can reach a weight of six pounds, dressed, in about 12 weeks, and roasts exceedingly well at this stage. For this reason it is sold as a “turkey broiler,” although few people broil them. The larger Brunos, on the other hand, requires from 24 to 28 weeks to reach good eating trim, and in this time a flock of Brunos can eat the turkey farmer into bankruptcy. Put another way, the Beltzville broiler consumes 21 pounds of feed compared to 40 or 50 pounds of feed for broiling chickens. Conversely, the turkey broiler is mostier, with less shrinkage in cooking.

Other less popular breeds include the Royal Palm, a small black and white turkey of good appearance and complicated ancestry; the Buff, a descendant of a misalliance between Blacks and Bourbon Reds; and the Blue, created by crossing the Slate and the Black.

A wild turkey, meeting one of these creatures, would be justified in letting a proud smear lift the corner of his well-curved beak, for the modern domestic turkey is the moron of the barnyard. In comparison, a goose is an intellectual giant and a hen is a boon thinker. The turkey is so stupid he has to be taught what food is, while his sense of moral values is so deficient that it is often necessary for him to be taught to prevent cannibalism. And if that isn’t enough he is also subject to approximately 17 diseases.

**SHORT CUT TO ASYLUM**

None of this makes the turkey easy to raise. As the foreman of one of Canada’s largest turkey farms has remarked: “A lot of farmers think raising turkeys is a short cut to the lunatic asylum.” Nevertheless, many people do raise them, and turkey production is rising steadily in Canada. The number of turkey pouls (or Young Turlo) hatched in registered hatcheries has risen by almost a third this year over last year’s 3,435, 294 figure (worth a little more than $92 million to the producers). Turkeys still fall behind hens and chickens, however. By June this year they were 81,000 of the last year’s 315,000 and only 100,000 turkeys. Ducks and geese were even further behind—480,000 and 350,000, according to the fowl counters of the Department of Agriculture.

Turkey-raising practices vary. Some large-scale operators cover the entire cycle—incubating eggs, raising pouls, feeding pouls, etc. Others buy day-old pouls (technically, a poult is a turkey of each tender years that its sex is not discernible) and go on from there. Still other raisers buy "started pouls"—pouls from 10 days to several weeks old—and feed them in table-sized goldbowlers.

Whatever the plan, there are problems. Without artificial incubation, production would be slow. Left to itself, the hen turkey could not doubt lay a clutch of eggs and brood on them until they hatch. The brood slips in the hen turkey, incidentally, is shown by persistent nesting, hissing and walking on tippets. While the hen is thus engaged in motherhood she quits laying, thus reducing the farmer’s output. Further, as soon as the pouls climb out of the shell, the can pick up such items as jive, typch, coochoo, fowl pow or blackhead from the prow but not necessarily healthy, mother.

For increased turkey production, the industry has turned to artificial incubation and brooding. This brings its own troubles, such as overcrowding, overreducing, poor growth or rickets, but these can be avoided by providing proper temperature, a balanced diet and good ventilation.

There are several types of incubators, but the general idea is to maintain a constant temperature throughout the hatching period. This means a fairly high humidity, and good ventilation. The ventilation is necessary because the growing embryo exhales carbon dioxide through its shell and would suffocate the egg if the incubator closed up. The importance of fresh air was shown in experiments with hatcheries on the high,
Spotlight on Quebec

FOR CANADA'S new generation, the recent discoveries of oil in the west have all but obscured the fact that North America's oil industry actually got its start in the eastern region of this country.

But early last summer, attention turned eastward again when Imperial announced an oil exploration program on 600,000 acres along the southern bank of the St. Lawrence river.

Almost immediately gravimeter and geological parties went to work on the land between Montreal and Quebec City, on behalf of Lowlands Exploration Co., an Imperial subsidiary.

Toward the end of September, the gravimeter crews packed up their kits and their carefully-recorded findings and called it a season. By noting the gravitational pull of underground formations at various selected spots, they made an important contribution to some of the preliminary work. But much more data will have to be gathered before anybody knows whether the area is even worth drilling, and only the drill itself can prove the existence of oil.

Separate data came in from the geologists, who worked on into the fall, roving the countryside, clipping away the vegetation and prying off bits of rock for paleontological and other examinations.

Experts in geology and geophysics expect to spend a lot of time during the coming winter weighing this accumulated evidence, to decide where the search might be intensified next spring.

But even the preliminary exploring will have to continue next year, reports Rolfid, manager of Imperial's eastern producing division. This year's search covered only about half the acreage to be explored. "Only in a few places—here and there—does the surface hint at the presence of oil," he says.

Consequently, it will be a good many months yet before the oil seekers along the St. Lawrence start thinking in terms of actual drilling—or drilling, of course, depends on finding evidence which will justify the high cost of this operation.

And should the day come when they decide to

---

The land is surveyed first (above). Sometime to comb the weather, a box-like gravimeter is used inside a car.
A New Canadian Champion

Joe Tran, 37-year-old Ontario farmer, is the new Canadian tractor plowing champion and top contender to bring back the world plowing crown to Canada

At one stage during the 41st International Plowing Match this fall it looked as if Canada might not have a 1964 tractor plowing champion or competitors in the third world plowing match to be held in Sweden next year.

But torrential rain, knee-deep mud and the devastating hurricane Hazel, which washed out the International at Breslau, near Kitchener, Ont., couldn't overcome the persistence and determination of the Ontario Plowmen's Association.

It ran as many events as possible, often in drizzling rain, at Breslau and then held the Canadian championship a week later at Ballantrae, near Toronto. Here Joe Tran, a 37-year-old farmer from Claremont, Ont., was acclaimed Canada's top tractor plowman and winner of the Esso Silver Plow. The award meant that Tran, 1953 winner of the Esso tractor class, would be Canada's No. 1 contender in next year's world plowing tourney.

His teammate in Sweden will be Ivan McLaughlin, 50, of Stouffville, Ont., runnerup in the championship. Together with W. C. Barrie of Galt, who has been named manager of the two-man team, McLaughlin and Tran will travel to Sweden as guests of Imperial.

The Canadian championship event, involving two plowmen from each of the three provinces of Ontario, Manitoba, and British Columbia, was first postponed a day because of heavy rains that saturated the plowing lands and turned the travelled areas of the Breslau farm into a lake of mud.

Next day, when the championship contenders were set to ignore the continuing rain and go ahead with the contest, Joe Tran discovered his plow was missing. Later it was found to have been taken in error by a lad competing in another event.

Torrential rains turned the Breslau fields into quagmires.

But by then OPA officials, unwilling to compel anyone to use a completely strange plow, particularly in the most important event of the meet, had called off the contest for that day. Joe Tran, a man with a farm to care for, headed home.

That night, the hurricane hit. Next day, while exhibitors salvaged goods and displays from under the battered remains of the big Tentex City, plowing officials realized that Tran would not be able to cross the storm-struck area from his home northeast of Toronto.

Two days later the OPA accepted an invitation from the North York Plowing Association to hold the Canadian championship the following Wednesday, in conjunction with its match at Ballantrae, about 30 miles northeast of Toronto. There the Canadian event went off smoothly—a fact that was almost a source of surprise, by this time, to all concerned.

Joe Tran was judged first with 83 points out of 100. Ivan McLaughlin, 50, of Stouffville, who had beaten Joe in the Ontario championships a few days before, scored 81, to win second place.

Fourteen-year-old Gerald Lyttle of Portage la Prairie, Man., won the Western Canada championship last June to disprove decisively the old saw about not sending a boy to do a man's job, placed third, with 78½. His fellow Manitoban, Alan Werbiski, who took up competitive tractor plowing only a year before, was fourth with 76 points.

Fifth and sixth respectively were the two British Columbia men from Chilliwack, Tom Hickman, with 75, and B.C. champion Henry Thorson, with 72½.

Two other champion plowmen from Canada had meanwhile been competing in the world plowing match near Killarney, Ireland. A few days before the matches at Breslau, both Jim Eccles of Brampton, Ont., 1963 world champion, and Bob Timbers of Stouffville, Ont., 1953 Canadian champion, failed to recapture the Esso Golden Plow, which Eccles won last year. In the competition between 25 plowmen from 13 nations, the winner was a Northern Irishman, Hugh Barr.

In two other events that were held at Breslau with a little less fuss and flurry, two Ontario men, Hugh Baird of Blackwater and Norman Jarvis of Markham, were proclaimed champions in the Esso tractor and horse plowing classes respectively. Each received a gold medal marking his achievement, and next year both will travel to another part of Canada to compete in plowing events elsewhere.

Ivan McLaughlin will also compete at Sweden next year

Gerald Lyttle, 14, was coached by his father, R. D. Lyttle.
Each March 1st, when the ice is still thick in the western Arctic, and the nights are bitter and long, the Eskimo and Indian children in the government school at Aklavik suddenly disappear.

This mass juvenile walkout is not unexpected by school authorities. March 1st is the opening of muskrat hunting around Canada's northernmost community and the native children obey a centuries-old tradition to help their parents tend the trap lines. The teachers patiently mark time, trying to assays the few remaining white children until their grinning abseutless return two months later loaded with stories of their trapping adventures.

Aklavik, one of the richest muskrat hunting grounds on the continent, lies on the west bank of the sluggish Mackenzie river near 150 miles within the Arctic circle. Each year about 200,000 muskrat pelts are taken in the 2,500-square-mile area. The many-morbed delta, which empties into the Arctic ocean, is alive with fur-bearing animals. Mink, snow rabbit, sable, lynx, white Arctic fox, bear, and beaver are trapped, but the big catch is muskrat.

The 450-strong outpost exists mainly to supply or to take part in trapping. The main exceptions are the Catholic and Anglican missions, and the RCMP.

Aklavik is one of the most contradictory settlements in Canada. Civilization is nearly 2,000 miles away, yet it has two of the finest, best-equipped hospitals of any community of its size in the country. It has the whitest and cleanest buildings in the north wedded to structures more normal in pioneer communities. When trapping starts the settlement moves with the tempo of a gold rush, but at other times it is a sleepy backwater. Indians sit almost permanently on the steps of Poffen's cafe casually brushing the flies from their faces while Eskimos in smart lounge suits smoke cigars and talk of muskrat prices.

Indian children play half-buried in the chocolate-colored Mackenzie mud. Old trappers, who've come down river and haven't the money to get back, tell of the fortunes they might have made. Well-dressed

Each year trappers send out 200,000 muskrat pelts from this Arctic land of muskeg
white traders buy and sell furs in exchange for tinned milk, soft drinks, ooeas, and autographed pictures of Roy Rogers. For eight hours a day early in summer the Eskimo’s favorite hue—thunder—out over the delta from the volunteer radio station.

On 60-below-a-season nights, the smoke-filled atmosphere of Peffer’s café renews to the thump of Eskimo and Indian traditional dances. The root of the world, at war or at peace, seems an impossible distance from Akvak.

From the air (it's virtually the only way you can get there as the boats don’t usually carry passengers), Akvak is a struggling collection of houses, hut and hospitals. For hundreds of miles around it is nothing but small lakes, muskeg and slow-moving rivers.

Akvak lies on a hairpin bend literally in view of the Arctic ocean and is built on a bed of permanently frozen mud and ice. Its 200 buildings cover about half a mile of river bank. The two mission centres lie at either end of the hairpin.

Down the middle of the hairpin, starting abruptly on the banks of the Mackenzie, is the main street—virtually the only street in town. Here in white dollars are the Army Signals unit, the Hudson’s Bay store, and the RCMP detachment, the government offices, two hotels (one with a multi-shift movie theatre) and the diesel-powered electricity plant. Dotted in between are wooden houses, shacks and wire-and-log-sided tents, in which live the 1,100 whites and 390 Eskimos and Louflage Inuit who inhabit the town permanently. At “nitting” time the town smells to twice this size. There are 1,100 Eskimos and 360 Indians in the delta and they nearly all flood into Akvak at the same time.

For eight months the busy settlement is cut off by ice which pushes along the Mackenzie river and stops the supply boats. The only communication with the outside world is by radio and infrequent plane flights. During the long freeze-up and break-up periods even air service ends for the aircraft can’t land on the ice. The settlement then is without mail and passenger service.

Apart from occasional chartered air flights which bring in fresh vegetables from Fairbanks no supplies arrive during the winter. People eat last year’s reindeer meat which has been preserved in huge ice houses under the snow; last year’s eggs and tinned milk. White families order a year’s supply of groceries in the spring and as they are brought in during the short navigation season, store them in private houses or houses dotted about the settlement. 

HARDY NORTHERN CLINICS

In summer the 24-hour-a-day Arctic sun produces giant-sized vegetables in the mission gardens of Archdeacon Webster and Father Biname. These two men are acknowledged to be two of the hardest in the Arctic circle. Father Biname, an ex-private of the Belgian army, can bag a 100-pound pack as far as anyone in the district. He drives a tractor, works his own power plant, sawmill and electrical shop, and runs three mission boats. With the help of an assistant priest, four brothers and 17 guns, he directs a hospital and a 130-pupil school.

Archdeacon Webster, veteran of 27 years in the Arctic, is an expert in Eskimo Coppermine dialect and annually travels thousands of miles to outlying missions. When he’s home he holds English tea parties in his parlor. From his next office he runs a large hospital and 100-pupil school.

Probably the most cosmopolitan man in Akvak is Danish-born Dr. Axel Laurent-Christensen, diplomat, traveller and TB expert. Dr. Christensen, as he is known, is chief doctor at the two hospitals. His house is packed with mementos of his travels. He’s almost as big a practical joker as the Eskimos and knows several of their jokes by heart. “The more you tell them the more they seem to like it,” he says. He is convinced that at least TB is dying out in the Eskimos. Already there are striking signs. “Soon we may have empty hospitals here,” he says.

Very few whites are ever admitted to the hospitals. Tropical cases of Eskimo venereal disease is a problem; seemingly eternal youth is Mrs. Hazel Desorrieux who has been in the north since 1926. She is the daughter of the famous Swedish Nightingale, Jenny Lind, and is married to a French engineer on one of the river boats.

Local wit Joe Vitch was never ill in 50 years until he was forced to go to Edmonton a year back to have an eye operation. Joe, a weather-beaten character with a skin like leather, twinkling eyes and a voice like a bull-moose, came to Akvak 59 years ago. The only time he was out was for his eye operation and even then, “I caught the first plane back.”

Joe lives in a one-room shack across the river and can trap anything which has a fur skin. He once had the largest collection of furs and dogs in the district. Before he left for Edmonton he shot them all. He wouldn’t trust anyone else to look after them. At a real slap-up party for a visiting dignitary, one of Joe’s cats got into the reindeer stew. Joe caught it by the tail, nonchalantly flung it out, and continued serving as if such occurrences were accepted features of Akvak banquets.

Thirty miles up river is Kuate Lange, a six-foot-tall Dane—the softest voice, and strongest arms in the north!—one of the best-known white trappers in the delta. His kitchen door is permanently open to Indian, Eskimo and white. Kuate has the best library in the north. Every year he goes to Seattle to collect $100 worth of second-hand books—anything from Einstein to Huxley.

Every election year Lange is approached by Indians, Eskimos and whites and asked to run for the 12-man council which governs the Northwest Territories. Each year he declines. “A native of the area should be elected,” he says.

Local administration is under the federal Department of Northern Affairs and Natural Resources. The administrator at Akvak is Lee Post, who calls upon a council of leading citizens for advice.

“Our biggest problem today is permafrost,” says Post. This is the mixture of water and ice on which the settlement is built. “We can’t put in water or sewage pipes as they freeze up. We have a water main running above ground from a nearby lake and in summer we draw our water from it. There are taps every 20 yards down the street and some of us are lucky enough to have them in our homes. In winter we use melted ice. Permafrost brings building problems too. The heat from the oil heaters in winter melts the permafrost. Some buildings sink and in summer when the heaters are off, they rise again. Unfortunately,” says Post, “the see-saw action rarely evens itself out.”

Not all buildings in Akvak are affected by this movement. Some are built on piles driven deep into the ice. Others have concrete bases. The RCMP headquarters is such a building. This 13-man post serves the western Arctic. Other permanently con-

The town’s water supply comes from taps on main street.
The government school has a staff of three—two teachers and a principal—for its 100 pupils. Teachers are taken on for two-year periods, and teach almost continually during that time. When school is closed they teach, in small groups, the children who are absent for the trapping.

Each family has its own trap lines—some as long as 290 miles, with the most common about 76 miles. There are 188 trapping areas around Aklavik and 62 in the neighboring settlement of Fort McPherson. The trapping areas were allocated by the government shortly after the war. There has been no further division, and no one seems to mind if he lives off his father’s trap lines.

Muskrats build small snow houses on the ice near their fishing holes and traps are set inside the houses. The rats are skinned and the flesh eaten by the trappers. Muskrat pelts sold for $2.50 a few years back, now because of a change in fashion and a slump in demand they fetch about 65 cents. A trapper’s average return these days is about $500 and so he has to find something else to do in the summer to support his family.

Some Eskimos turn to whaling. The season opens in July, when the small white whales come into the shallows round the coast. The Eskimos swarm out in small boats and either harpoon the whales by hand or shoot them. A 1,200-pound whale may produce as much as 30 pounds of oil. The whales are towed back to camp by diesel schooners.

Here the women are waiting to cut them up. They pull the whales up on shore, cut off the foot-thick blubber and render it down. Tender whale steak lies underneath. This they slice off ready for cooking. Another edible portion of the whale is a thin layer of

text under the skin called “muttik.” It is dried and eaten dipped in raised whole oil.

No respectable hunter would be seen helping his wife cut up a whale. Instead, while the women work, the men sit around playing their guitars and singing the inevitable cowboy songs.

Whale oil is no longer used much for cooking or lighting. Places hasn’t been taken by petroliums. Aklavik is just about on the true line and timber is scarce, so nearly everyone eats with oil. In outlying areas, where there is no diesel-electric power, it is used for lighting too.

The Imperial Oil agent at Aklavik is 30-year-old Dave Jurma. He is married and has four children. When he arrived six years ago, it was a source of amusement to him how much gasoline he sold. There are no roads around Aklavik and only about two miles inside the community. However, it was not long before he found the answer. “The gasoline,” he says, “is being used in the Eskimo craft that speed over the water highways of the delta.”

M A D E M O N E Y D U R I N G W A R

“The Eskimos made money during the war and bought ‘kickers’—outboard engines—for their kayaks. There must be a kicker for every Eskimo family in the area now. The old style of brassy backs and paddles are gone,” he explains.

While his major sales are for hunting oil, Dave also sells diesel oil for the big whaling craft—many Eskimo families now own these too. He runs a general trucking business on the side with one of the three trucks at Aklavik. ‘The town boats only one small private automobile originally from Calgary, Dave says, ‘I like it up here. If you can get through the first winter you want to stay forever.’”

The first white hunter to settle in the area set up in the wrong place. In 1912, the Hudson’s Bay Co. sent two men from Fort McPherson to found a post on the present site of Aklavik. However, they met some friendly Eskimos on the opposite bank at a camp known as Pookik. The Eskimos were so friendly that the two men decided to set up camp with them instead of across the river. They were soon joined by other traders. But one of them decided that Aklavik was a better spot and trade started on that bank. The Anglican Church sent Rev. E. Sittichinchi to start a mission in 1916 and he too preferred the west bank. Soon the Hudson’s Bay Co. moved across, and then the Catholic mission arrived.

The town built up quietly and steadily. Trapping was excellent and fur prices good. The big boom came in World War II when fur prices rocketed and Eskimo trappers earned as much as $6,500 a year. One Eskimo took his wife to Cuba for a holiday. They came back loaded down with ten trunkloads of clothes, including four taxded.

After the war prices dropped again and life went on much as before the boom. Then suddenly, in 1950 at freeze-up time when there hasn’t been any mail for a month, a situation hit the settlement. Over the Alaska route came word that the government planned to move the community. The recent past said the town was sinking in the mud and large buildings were going to be cut out sections and moved.

The truth of the matter came with the mail. Nothing nasty or revolutionary was proposed. Mostly for sanitary reasons the government had decided to move Aklavik to a new site. The permafrost, it had decided, was no place to build a thriving little fur settlement like Aklavik. The inhabitants were mixed in their feelings about the project. Where was the new site, they asked?”

Last summer the settlement filled with strangers who set about finding one. There were town planners, geologists, pilots, surveyors and government officials. Two geologists, Roger Brown and Hank Johnson, began the search and the Eskimos immediately dubbed them Roger and Hank Permafrost.

Several possible sites were uncovered, and in August, Minister of Northern Affairs Jean LaBague visited Aklavik. He announced that a possible site had been found about 45 miles to the east on the east arm of the Mackenzie. If, after further examination, it proved satisfactory the settlement would be moved in three or four years. As well as moving existing buildings the government proposed to build a modern airport on the new site, new hospital, an additional school, an apartment block for government employees and a rehabilitation centre for cured TB patients.

Few doubts that a new town would be cleaner and more attractive and that there would be room for expansion, but the new site is not the main topic of conversation. Almost now, as always, talk hinges on trapping. Maybe this year will be a record muskrat year, Maybe the price of fur will rise. Maybe they’ll bring out a new type of trap. Maybe someone will make a fortune.”
Personalities in the news

Marketing Appointments

C. A. Robinson, after two years as manager of Manitoba marketing division, has become manager of Imperial’s largest marketing division, Ontario. He succeeds the late J. E. Akitt, who died last summer. Mr. Robinson’s appointment to Leaside is somewhat of a homecoming, for most of his career with the company has been spent in southern Ontario. A native of Orangeville, Ont., he joined Imperial as a salesman in Windsor in 1923. He was resident manager at several southwestern Ontario cities and then district manager of Toronto. Mr. Robinson has served as merchandise co-ordinator, sales manager, and assistant manager of Ontario division and also assistant manager of Alberta division.

Dennis F. Kindellon has succeeded C. A. Robinson as marketing division manager in Manitoba. He was formerly sales manager of the Quebec division and held this position for two years before going to Winnipeg in October. Until his recent appointment Mr. Kindellon’s 27 years with Imperial were spent in the province of Quebec. Born and educated in Quebec City, he was hired as a junior stenographer in that city in 1927. In the years that followed he filled most of the clerical positions until he was made cost and operating manager, then merchandise co-ordinator, and in July, 1962, sales manager.

Manufacturing Changes

George Brydon, who has been with Imperial for 24 years, has been appointed assistant manager of refinery co-ordination in the manufacturing department. He succeeds John Hough who has retired. A native of St. John, N.B., Mr. Brydon was educated at Kentville, N.S. and Sarnia, Ont., before joining the accounting office of Sarnia refinery. After seven years’ accounting experience, he moved to the comptroller’s department. During the war he was loaned to the St. Clair Processing Corp., a subsidiary of the government-owned Polymer Corp. set up for the manufacture of synthetic rubber. At the end of the war, Mr. Brydon came to the manufacturing department at the company’s executive offices in Toronto. His last position was co-ordinator of cost, economics, and budget.

John Hough had been with Imperial almost 42 years when he retired under the company’s amnesty plan. His first job was as a clerk at Port William when he came from his native England in 1912. He also worked at Sarnia refinery, and was with International Petroleum Co., at Takora, Peru, for two years before becoming a statistician in the manufacturing department in Toronto in 1922. In 1948 Mr. Hough was appointed co-ordinator of refinery operations and economics survey and, four years later, moved into the position from which he retired, assistant manager of the refining co-ordination division.

Long Service Awards

Joseph D. Carruthers has been presented with a service button to mark his 40 years of service at Sarnia refinery. Born in Port Elgin, Ont., Mr. Carruthers started work at the age of 14 in the wheat fields of western Canada. He later worked for a steel construction company before joining Imperial. From 1912 to 1914 he worked off and on for the company and in 1916 joined the permanent staff. He became shift foreman in 1931 and was appointed to his present position of contact process foreman for mechanical and process work in 1941.

R. A. Dumaresq, dean of Imperial’s employee relations managers, has been presented with a 45-year service button and has retired. Born and educated in Halifax, he joined Imperial in 1910 when the office staff in Halifax consisted of 12 persons. In the marketing office, Mr. Dumaresq holds various clerical and sales positions. He transferred to the field in 1926 and was sales representative in the Amherst area, and later in Cape Breton. On his return to the office he supervised office sales and service. He branched into employee relations in 1944 and continued that work in the marketing division until his recent retirement.

Herbert L. Evans now in his 41st year with Imperial, has worked with both the marketing and manufacturing departments in Regina. His first job was as a warehouse man and tank wagon salesmen. Later he spent 21 years with the boilermakers and nine with the car repair department, part of that time as foreman. When car repairs were discontinued last year, he took over his present duties of shipping supervisor. Originally from Carmarthens, Wales, Mr. Evans is a veteran of World War I and fought in France. He was elected delegate to the Joint Industrial Council for 10 years and recently, a selected delegate.

William Gutteridge, another 40-year veteran, is employed in the machine shop at Imperial’s largest refinery, at Sarnia. He started there just as World War I broke out. The following year he enlisted in the army, went overseas and was wounded while fighting at the Battle of the Somme. During World War II he spent his spare time instructing air cadets. A native of London, England, Mr. Gutteridge plans to visit his home town upon his retirement. His hobby is inlaid woodworking.

James Horsfield, a native of Yorkshire, England, started work for Imperial in 1914. His first job was as a clerk in the billing department of Queen City division at Toronto. In 1916 he enlisted with the Queen’s Own Rifles and served overseas for over three years. He returned to the company in 1919. Since 1922 he has been connected with the sale of fuel oil. When weather control delivery began in 1937, he was the first supervisor of the system in Ontario. He left Ontario division in 1939 and is now office assistant in the sales and service division of the marketing department and is mainly concerned with the sale of fuel oil for ships’ bunkers and cargo vessels.

Walter C. McVicar, storekeeper at Ioco refinery, started to work there in 1914. His first job was as a laborer but he later became a clerk in the accounting department and the storehouse. Mr. McVicar was born in Port Elgin, Ont., but moved with his family to British Columbia in 1919. He likes to work in wood and metal and spends much of his spare time doing cabinetwork.


DECEMBER • 1950

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WE'RE BUILDING A NEW HOME

In uptown Toronto, away from the older congested business district, Imperial is erecting a modern 19-storey building. It will house all executive office departments now operating under seven roofs.

WITHIN TWO years Imperial Oil will forsake one of Ontario's most historic sites for a 19-storey modern skyscraper now under construction in Toronto as the company's new executive offices.

The new building will rise on St. Clair Ave. West, in uptown Toronto, away from the older, congested business district where the present executive offices are located. The move uptown follows the recommendations of metropolitan city planners who urge decentralization of commercial areas.

Work began in February on the St. Clair Ave. site, about two-and-one-half miles northwest of the present executive offices at 56 Church St. The building is expected to be completed early in 1957. It will cost about $8 million.

Construction plans are of special architectural interest in Canada. They call for the extensive use of glass, and are fully abreast of the trend toward simplicity and utility.

The building has been needed for a long time because of the growth of Imperial's activities. It will provide adequate space and efficient working conditions for the staffs of the many executive office departments. Offices that are now scattered under seven roofs will be centralized on the one site with ample provision for the future.

For 37 years the executive offices have been located at the downtown Church St. address. But the eight-storey building there supplies only a small part of the executive office space requirements. Over the years as the company's business has grown, it has been necessary to annex nearby buildings.

Some of these buildings are more than 100 years old, and others had been built on ground where thousands first turned out to cheer William Lyon Mackenzie, and then later to scorn him as a rebel. The same ground bore "Muddy York's" courthouse and its gallows—a combination that caused it to be regarded as the province's Tyburn Hill, the famous place of execution in London.

Since the end of World War II overflow offices have been set up in various parts of the city. The controller's department, for instance, now occupies the former International Petroleum building on University Ave., about one mile from the Church St. offices.

Many operations will be more effectively performed when all departments are located under one roof in the new building.

Designed along clean, modern lines the building will combine simplicity and efficiency. It will be of gray limestone. Offices will be arranged on each floor around a central core containing meeting rooms, washrooms, files, vaults and storage space. This arrangement will provide adequate light for everyone, the farthest distance from the windows to the core being 26 feet.

The building will be air-conditioned throughout. Other features will be acoustic ceilings, special flooring and high intensity fluorescent lighting in all offices.

Located on an escarpment 496 feet above sea level on the south side of St. Clair Ave. just west of Yonge St., the building will occupy a commanding position on Toronto's skyline. Ground plan dimensions of the building are 248 by 88 feet and the height 287 feet. It will be set back 27 feet from the street line. There also will be a setback above the 17th floor with two floors above this and a penthouse to accommodate air-conditioning equipment and motors for eight elevators. The roof of the penthouse will be the highest point in the city and will provide an unobstructed view of Greater Toronto.

The building will face on St. Clair Ave. but the site also includes adjoining properties to the south, on

Imperial's present executive offices seen from the quiet of St. James' Cathedral grounds
Froxbar Rd. The setting will be appropriately landscaped and, where possible, the great old trees, particularly on the edge of the Froxbar Rd. section, will be preserved. Every effort will be exerted to make the new structure a credit to the district in which it is to be located.

The firm of Mathers and Haldenby of Toronto are the building architects. K. J. Duckworth, architect, formerly with Imperial's marketing department, is assigned to the project. Clevee Horne, well-known Canadian artist, has been engaged as a consultant, and will work with other Canadian artists in creating decorations for the interior, particularly for the lobby and main entrance.

Back of the company's decision to build in the old story of the boy who has outgrown his "tailor-made" suit. The St. Clair building will be the third to be tailored for Imperial's executive offices in Toronto. In 1916 the offices moved from rented quarters in the Dominion Bank building at King and Yonge streets, to the eight-storey Imperial Oil building at the corner of Church and Court streets.

The Church St. building was designed so that if it became overcrowded and there were some who doubted this would happen—a wing could be added. In the beginning, however, there was room to spare. Two floors were used by the Royal Flying Corps (later to become the Royal Canadian Air Force) as well as other space by several other companies.

But this happy space situation was not to last for long. By the end of World War I, Imperial had become an integrated oil company operating across the country. During the war, Imperial built refineries at Halifax, Montreal, Regina and Vancouver. To keep pace with the post-war demand refineries were later built at Calgary and at the newly-discovered Norman Wells field near the Arctic circle.

The company had become an oil producer in western Canada as well as in Ontario, and was actively drilling for, and producing, crude in Turner Valley near Calgary. Its exploration parties ranged over vast areas in Alberta, Saskatchewan and the Northwest Territories in search of new oil fields.

**New Departments Formed**

All this activity was reflected at the executive office building. As the company's activities grew, the departments concerned with exploration, oil production, transportation, manufacturing and marketing also grew. In addition new departments had to be formed because of the increasing complexity of the business. Today there are more than a score of highly-specialized departments, such as the co-ordination and economics department, law, tax, medical, employee relations and others. This has meant an increase in executive office employees from about 200 in 1916 until they now number over 1,000.

By 1925, even though the non-Imperial tenants had left, space was again at a premium and it was necessary to build a new wing on the Church St. building.

The site of the building was considered of such historical importance by the Canadian Historical

Ann., that it arranged for a special cornerstone to be laid on April 24, the anniversary of the laying of the cornerstone of York Courthouse 102 years before.

The stone is inscribed:

Hier in Court House Square stood the court house of The Town of York, the corner stone of which was laid on the twenty-fourth of April, MDCCCLXXIV, by Major-General Sir Peregrine Maitland, K.C.B., Lieutenant-Governor of The Province Of Upper Canada. Here within the precincts of the old stood the public stocks. This corner stone was laid on the twenty-fourth of April, MCMXXXV, by Colonel Henry Coebehadt, L.L.D., Lieutenant-Governor of The Province Of Ontario.

When this addition was completed the executive offices occupied the property along the west side of Church St. from Court St., to the King St. corner. Soon after this the adjoining Reliance building on King St. was purchased. This was the situation at the outset of World War I.

The war brought new and heavy demands on the company. In 1941, the company's Ontario marketing division, a tenant at Church St. since 1927, moved to its own building in suburban Lonsdale. This relieved the space situation at the time but in 1944 Imperial bought another of the adjoining buildings on King St., the Wellington building.

With the end of the war petroleum products were in greater demand than ever. Gasoline, rationed during wartime, was de-controlled and the demands of motor transportation mounted. More and more home-owned cars turned to oil for heat until today nearly one-third of all Canadian homes are heated by this method. This post-war period made oil exploration history. In February, 1947, Imperial discovered the Leduc field, then Woodbend and the following year Redwater, to be followed by a number of smaller fields and discoveries by other companies.

Across Canada refineries were expanded. This was partly a result of the western developments, but primarily because of the sharp increase in demand for oil products and the need to bring equipment up-to-date after the long war period during which projects that required strategic materials had to be restricted.

**New Fields, Refineries**

New refineries were built at Edmonton and Winnipeg. As the proven reserves of the new oil fields mounted, great pipe line systems were devised and Imperial shared in their development both east and west.

This expansion brought the company face to face again with the problem of providing space for an increasing Toronto executive office staff. The company bought all the remaining buildings within the block from Church to Toronto streets between King and Court streets. Some were more than 100 years old, and one of them, York Chambers, was the renovated jail house that had served the law and order requirements of the town of York, now the City of Toronto. By its purchase Imperial acquired what was the "heart" of early Toronto. When William Lyon Mackenzie (grandfather of the late Prime Minister W. L.

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As the years went by and Toronto’s population increased, the old jail proved inadequate and a new one was built. The walls of the old jail became the walls of York Chambers and some years later the Canadian Northern Railway built an extension that carried the building south to King St. Here, for a time, Macdonie and Mann, the railway contractors, had their offices and later the Toronto Street Railway, “father” of Canada’s first subway, occupied offices in the new addition which connected with York Chambers.

Imperial’s plan was to raze these older buildings and construct a skyscraper office building, and perhaps sell the Imperial Oil building. But the plan had to be postponed, first because of the shortage of building materials and government restrictions on such materials, and then because huge investments were required to develop the western oil discoveries. Many millions were spent also on pipe lines, ships, refineries, and increased marketing facilities.

BUILDINGS RENOVATED

Because of these factors, Imperial had to get along with the space available. The old buildings were renovated and temporary overflow offices were rented. To handle the over-all problem of increasing space requirements, the department of building administration was set up in 1946. J. A. Church, assistant divisional engineer with the Ontario marketing division, was appointed manager.

The make-shift arrangement could last only so long and once again the company had to face the problem of what to do about office space. In the meantime there had been a great change in Toronto. The 33-square-mile city had become a metropolitan area covering 270 square miles, embracing municipalities once considered far out of town.

These changed conditions made it necessary to review the proposal to erect a new office building on King St. A survey showed that the majority of the executive office employees lived five to 10 miles away from York Church St. Those who travel by bus and street car may spend two to three hours a day getting to and from work. Congestion of traffic, particularly during rush hours compels many to leave their cars at home.

The completion of Toronto’s new subway offered some relief but this may be only a temporary easing of the traffic problem because the population is steadily mounting. Officials estimate that within 25 years the present 1,250,000 population of Metropolitan Toronto will reach the 2,500,000 mark.

There was another problem: where to house the executive departments while the old buildings were being demolished and the Church St. building expanded? It would be both difficult and costly to find adequate space.

These considerations led to the decision to drop the original plan to build near the present Imperial Oil building and instead to build on a new site uptown.

Excavating at the site of the new executive office building

Freshmen All

This fall eleven more young Canadians began university studies with Imperial Oil scholarships

Their expenses paid, five are girls and five boys. Along with Terry, these five other boys and five girls became freshmen this fall at universities across Canada: Margaret Anne Goddard of Vancouver,
Freshmen All...


Terry, whose father, J. F. Wolfe, joined Imperial 21 years ago and is now personnel supervisor on the Sarnia products pipe line, spent his high school days just as the other winners did—being a Jack-of-all-trades and master of most.

He used his hockey frame to advantage as a first stringer on his school's rugby and basketball teams, his tenor voice to win a silver medal in an Ontario-wide voice competition and to sing the lead in the school's production of The Mikado, his spare time for hunting, fishing and golf, and his summers on such jobs as helping build pipe lines (he was a laborer and welder's helper), working in a bank and in Toronto's city hall and washing dishes in a cafe.

Meanwhile he set his sights on a law career and to that end has entered an arts course at the University of Western Ontario.

While in many ways he is typical of this year's crop of winners, he is an exception in having received his scholarship through a parent engaged in pipe line work. Sons and daughters of marketing and manufacturing employees together made up all but two of this year's winners. The only other exception was Margaret Ann Geddes, 18, whose father, Capt. Alexander Geddes, is a retired member of Imperial's marine department in Vancouver.

Margaret, who was born in Sarnia but educated in Vancouver, entered the University of British Columbia this fall and is considering a medical career. UBC has also become the alma mater of 18-year-old Patricia Ann Warren, daughter of Vancouverite G. V.
Freshmen All...

Warren, one of five marketing department employees whose children won scholarships this year, has begun an arts course leading to a social work degree.

In Edmonton, David Arthur Markle, 17, son of C.S. Markle of Alberta marketing division, has begun studying for an engineering degree at the University of Alberta. Fort William’s scholarship winner, Robert Bruce Seed, 18, son of marketing department stationary engineer Leonard Seed, is an ardent athlete and amateur musician who has enrolled at Queen’s University, Kingston, Ont., where he will specialize in physics.

Eighteen-year-old Frances Nadeau of Montreal, whose father, J.S. Nadeau, is assistant to the Quebec marketing division manager, was educated in Sarnia, Toronto and Montreal and is now studying arts at Maristopolis College, Montreal.

Another arts student is Judith Ann Murphy, 18, daughter of James S. Murphy of the Maritime marketing division. Now a freshman at Acadia University, Wolfville, N.S., she attended schools in New Brunswick. Maritime president of the Canadian Girls in Training, she has also been a leader of other girls’ groups and summer camps.

Among winners whose fathers are engaged in Imperial manufacturing operations is another Maritime, George Blair Dyer, 17, who was living at Dartmouth, N.S., when he was awarded the scholarship. He has since entered the University of Manitoba at Winnipeg, where his father, George H. Dyer, is now assistant superintendent of the refinery. He is seeking a degree in mechanical engineering.

Two young men whose fathers work at Montreal East refinery were among Quebec scholarship winners. They are Richard Joseph Lepere, 18, and Joseph Adalard Edward Rivet, 18. Richard Joseph, son of Onan Lepere, an instrument mechanic, attended both English and French schools in Montreal, and is now taking a pre-medical course at McGill University. Joseph Adalard Edward, son of shift foreman Edward Rivet, combined a brilliant high school career with a boat-building hobby that resulted in construction of two small yachts. He is now studying engineering at the University of Montreal.

A fourth winner whose father is in manufacturing is Shirley Joan Rickard, 17, daughter of Earl K. Rickard of Regina refinery. Now studying pharmacy at the University of Saskatchewan, she was active during high school days in sports and young people’s church groups.

David Arthur Markle is after Alberta engineering degree

A white Christmas for an Imperial wildcat rig in NWT

Acadia University is alma mater of Judith Ann Murphy

Terry Wolfe, here with his dad, is aiming for law career