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It was no easy task pinpointing 111 St. Clair Avenue West in Toronto as the site of Imperial's new executive offices
—by Hal Tennant

Candle Magic In Your Fingers ... page 6

It's easy, and fun, too, to make your own Christmas candles

Gypsies Wouldn't Recognize Them ... page 10

Our heritage from the gypsies is today's attractive mobile home. Thousands of Canadians are enjoying this legacy of the open road — by Pat McKee

Let's Save Our Children's Lives ... page 14

Traffic accidents kill more children than the four top diseases combined. With determined community effort, many young lives can be saved—by Sidney Katz

Changes In Management Personnel ... page 20

Fifty-Six Feet Above The Ice ... page 24

That's where you will find Foster Hewitt every Saturday night during the hockey season. In 25 years at the mike, he has built up a world record in continuous broadcasting—by Fergus Cronin

Photo Credits: Staff (P. 2-5, 7-13, 24, 27); Ken Bell (P. 6-9); Canadian Government Travel Bureau (P. 10, 13); Turetsky (P. 25, 26).

Leen Vandalen, who painted the Nativity scene on the front cover, is a 24-year-old Dutch artist. Born in Amsterdam, he went to art school there and emigrated to Canada with his family in 1954. He is presently on an extended visit to Europe for further training.

Very Solid Evidence

"In the petroleum industry we have a fine example of modern industrial planning in a free society. There is no rule, I would say, the genius for bringing together all the human skills required without the need for regimentation of individuals."

"As long as there is such achievements as this we need not fear that our competitive economy, or our competitive economic system, will suffer unfavorably in comparison with others; nor need we contemplate the sacrifice of individual or political freedom for better use of our resources."

With these words Henry D. Hicks, then premier of Nova Scotia, pointed beyond the economic worth and advantage to the Atlantic provinces of Imperial's new 42,000 barrel-a-day refinery when he officially opened this plant at Halifax in October. He marked the $30 million refinery as another symbol of the commercial and industrial way of life which has given North America the highest standard of living in history. He saw it as a visible symbol of the spur of all Canadian oil men—competition.

It is normal to think of competition between enterprises as simply that of a struggle for customers and the customers' dollars. But that is only part of the contest in the "competitive economic system."

All companies, for instance, by the way they manage and conduct their businesses compete for the investors' dollars; by their reputations and actions as employers they compete for the best employees for, in the long run, the success of their businesses depends on the skill and loyalty of their employees—be they executives, secretaries, research chemists or pipelayers.

In the oil industry there is constant competition in the search for and development of new oil fields in western Canada; in the search for and development of new products and processes to improve existing products; in the development of new methods of supply and transportation, packaging, marketing and delivery of products.

To meet the increased demands of Canadians for oil products and to maintain its competitive position within the industry, Imperial since 1947 has invested three-quarters of a billion dollars in materials and equipment to find and produce crude oil, to refine this crude and market the resulting oil products.

As Mr. Hicks said, the new Imperial refinery at Halifax is "very solid evidence of confidence in the economic future of Nova Scotia," and also very solid evidence of the continuous competition within the oil industry

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Every homeowner appreciates the difficulties of selecting a permanent home. Multiply these by 1,100 employees for the problem facing Imperial when looking for a site for new executive offices.

This is the site we chose.

by HAL TENNANT

How should a modern business corporation decide on the best site for a new building?

The answer to that question came easily, a few years ago, to the head of an electrical parts manufacturing firm. His company needed 12 warehouses to serve the U.S. market, so he laid a 12-inch ruler across a map of the United States and made a small dot at each one-inch interval.

"Build them here, here and here," he said, pointing to the dots. Of course, they were never built on these sites: one was half way up a mountain peak, another in the middle of a lake.

Few executives have ever been so casual about picking a new building site, but many have learned—some of them too late—that whim, prejudice and so-called "business intuition" can be sorry substitutes for methodical investigation and logical analysis of a locational problem.

Imperial Oil was faced with such a problem in the winter of 1949-50 when board members decided it would not be efficient or economical to "make do" much longer with the clump of buildings which the executive office personnel occupied in downtown Toronto. Shareholders and employees, they agreed, would all benefit if the company put up a new executive office building embodying whatever features would promote the highest efficiency of the staff.

But where should it be? Board members didn't try to answer that question. They realized from the outset that the choice of the site could have a tremendous effect on the well-being and morale of employees and their families and, therefore, on the success of the company for many years to come.

So they began, not by looking at a map, but by setting up a three-man committee to survey the whole question and come up with a definite answer. The men were to approach the problem without any preconceived ideas, except that the site they chose had to be suitable for a permanent building (good for at least 40 years).
This is the story of how those three men began with a map of Canada, gradually narrowed the search down to six likely-looking mid-towns, then finally decided on their No. 1 choice—a mid-town site on St. Clair Avenue West. It is here that Imperial has since built a 19-storey building which will be ready for occupancy in the early summer.

None of the three committee members had ever tackled such a job, but each had some special qualifications.

The committee chairman, John A. Church, a civil engineer and manager of the building administration, was well aware of the complexities of providing good working quarters for 1,016 men and women.

Harry F. Stevenson, now an assistant general manager of the refinery department, was an architect in charge of marketing construction and maintenance. He had had considerable experience in problems of location as well.

The third member of the committee, though still considered a newcomer around the executive offices, had more specialized qualifications for the committee job than either of his senior colleagues. At 29, Walter, then working as an economist, had already made it in the Canadian economy—and probably the no. 1 in the Canadian oil industry—with a doctorate in business geography. In fact, his academic career had been in preparation for such a job as this. Before earning his doctorate at Syracuse University, he had taken a master of arts course there, consisting of a combination of geological and commercial sciences to give him a broad understanding of geographical problems in business. Born in Sarnia, he had begun his higher education at the University of Michigan, where he had earned enough credits for separate B.A. degrees in history and economics.

The two other committee members were to carry on with their work, but Walter was chosen to make the job as long as it lasted and had to take extra precautions to keep the project a secret. An informational leak could easily have caused considerable expenditure of time and effort.

To forestall questions from the languages in the co-ordination and economics department, Walter packed up his things and moved to an out-of-the-way office Jack Church found for him. He told his fellow economists merely that he was on a "special assignment."

Walter began by looking in broad terms at the whole of Canada. But after examining it, region by region, it became obvious that, from Imperial's point of view, executive offices would have to be located in or near the heart of central Canada. One of the determining factors was the rapid need for good transportation services from all parts of Canada to handle the thousands of business trips made every year by the executive offices and personnel. Another reason was the need to be close to the largest marketing and refining areas—Ontario and Quebec.

After a study of the large cities in Ontario and Quebec it became clear that those areas satisfied all requirements in the Toronto area where the staff had its homes already established. At this point neither Walter nor his colleagues felt they could go any further without first facing a question that sooner or later nagged the minds of most men who live in the city: is there a better life to be found in a small town?

Many a city man has a dream, part fact and part fancy, of some day settling down in a small town. His 40-minute battle against the rush hour crowd sharpens his envy of small-town people who stroll to work in 10 minutes. Each lunch counter special leaves him hungry for a home-cooked mid-day meal with his family. He pictures himself stepping out of his house into the bracing country air, and, on weekends, buying garden-fresh vegetables at the market for a cost in the city. His "dream town," of course, is still close enough for him to drive in for an evening of big city entertainments. But what is the real town—downstairs or upstairs?

Walter and his colleagues were aware that this feeling was not uncommon among many Imperial people.

And, on the surface at least, a small town location seemed to have good ground on which to build. With mid-town employes enjoying a busy and happy community life, staff morale would be high. Municipal officials, anxious to add any big taxpaying enterprises to the rolls already lined with numerous small businesses, would welcome the company. Land costs would be considerably cheaper in a small city. And, if the building's cost less because the building would be a horizontal structure instead of an expensive skyscraper, taxes would be less than a third of what they were in the city, and nearly every other overhead item would also be lower.

So the argument goes. But can a company and its employes really achieve "the good life" by moving to a small town?

Obviously the answer to that question depends on such un-knowns as the size and nature of the company and the character and location of the town. In Imperial's case, however, the small town theory was weighed and found wanting.

It took the committee hundreds of man-hours to investigate and study all the aspects of this question, but Walter and his colleagues had not progressed very far with the task before one factor was revealed—a factor that was to make their work long as it lasted and had to take extra precautions to keep the project a secret. An informational leak could easily have caused considerable expenditure of time and effort.

For one thing, a town is no longer smaller, once 1,100 new workers move in. As well as taking their families with them, they attract other people who are needed to provide them with goods and services: the total population increase can be estimated by multiplying the number of workers by 1.5, the resulting figure. In this case, 3,150 represents the workers themselves, plus their families and all the new-comers needed to serve them—retailers, wholesalers, truck drivers, doctors, dentists, barbers, and the like. Walter announced he had got a list of all executive offices' employes' home addresses and painstakingly plotted them on a map. He admits some employes were a little anxious at the points out most moves have been made with the new office site in mind.

Then, with the help of public transit officials, he gathered enough data for a second map, known as an isochrone, which literally means a condition of equality, of "the time it takes to get to the office by public transit." By relating this map to his map of employes' homes, Walter found out which general location would be the most convenient for the greatest number of employees. Not all employes get to work by public transit, of course, but he was able to show that travel times would be proportionately the same for private autos. This consideration, the time-distance factor, carried considerable weight when the committee compared six sites located on three different streets.

Another key factor in the choice was the business geographers call tone, meaning the over-all visual impression one gets from an area, according to the type and condition of its buildings, street signs, public order, and the like. Two of the three streets, Bloor and St. Clair, were obviously much better than the other, a point which was to the city centre but consequently more heavily congested, or Eglington Avenue to the north, less congested than Bloor but farther out of all from the city centre.

That's how it was that the committee's final report to the board of directors recommended, as its No. 1 choice, a site at 111 St. Clair Avenue West, just 1,000 feet from the St. Clair subway station. This choice was subsequently approved.

Thus the committee was responsible for providing what is now the new building's most outstanding feature: a panoramic view of the entire city and surrounding countryside, made possible by the height of the building itself and of the escarpment on which it stands. It was this escarpment, as much as anything else, which prompted Walter to give the site an A-rating for tone.

In keeping with its general setting, the building is of modern, clean-cut design; and in keeping with the committee's main objective, it is planned and equipped for the possible working efficiency. Inside its shell of glass and grey limestone, the air-conditioned offices are grouped around a central core containing all utilities. This arrangement will provide maximum natural light, with no desk farther than 26 feet from a window.

An automatic conveyor system will carry mail and messages from floor to floor, and the building's eight elevators will be controlled by an automatic device which dispatches them to the floors where they are needed most at a given moment. A combined air-conditioning and heating system will keep the temperature of all offices at a constant 73 degrees regardless of the weather outside. In the foyer, Canada's largest mural, in two sections each 34 feet by 23 feet, depicting the story of man's use of oil, will be visible to passersby on the street.

Toronto's tremendous building boom has done much to change the face of the city in the six years since the committee made its decision. But Jack Church, Harry Stevenson and Ken Walter all said recently that nothing has happened to give them any regrets about their decision. Walter said, for example, that he got a list of all executive offices' employes' home addresses and painstakingly plotted them on a map. He admits some employes were a little anxious at the points out most moves have been made with the new office site in mind.

Then, with the help of public transit officials, he gathered enough data for a second map, known as an isochrone, which literally means the "time it takes to get to the office by public transit". By relating this map to his map of employes' homes, Walter found out which general location would be the most convenient for the greatest number of people. Not all employes get to work by public transit, of course, but he was able to show that travel times would be proportionately the same for private autos. This consideration, the time-distance factor, carried considerable weight when the committee compared six sites located on three different streets.
candle magic

in your fingers

When great-grandmother lit her kerosene lamp and threw out her last tallow dip, she cheered for joy. She wanted a better light to read and work by and was charmed but little by the soft candlelight. What she scorned, her great-granddaughter prides. There are few today who are not fascinated by a burning candle and do not appreciate the beauty of candlelight. Every festive table calls for tall tapers or chunky candles, and at party-time, they help dress up a mantel or side table and give a soft, attractive glow to a room. At Christmas time, in particular, candles seem particularly significant. Each flickering flame adds to the holiday atmosphere and helps foster a spirit of goodwill.

Glistening candles are so easy and inexpensive to make that everyone can have a good supply. In all probability, most of the necessary equipment is already in the house. All that needs to be bought is some Paraffin and decorating materials. Wicks can be made from string or taken from old candles—heavy cord is useless because it is apt to smoke.

Molded candles of all shapes and sizes can be made from jelly molds, muffin tins, drinking glasses or even plastic toys. They can be loosened, just like jellies, by dipping in hot water for a few seconds. Bell candles can be made from plastic Christmas ornaments or a snowball candle in a hollow rubber ball. The ornament and ball are cut in two to provide the molds.

It doesn't really take magic fingers to make lovely candles—just wax, a little know-how and imagination. On the next two pages you will find how to make those big chunky ones that look good enough to eat.
Gather together the necessary equipment: double boiler, hot wax, candle-making or string, crayons for color, and Paraffin.

Crayons or oil-soluble dyes such as those used in house paints may be added for color.

Melt two quarter-pound slabs of wax in a double boiler. Wax is flammable and must be kept from direct heat. If it catches fire, put on the lid and the fire will go out.

Next pour hot wax on one slab and press a second onto it. Curve a groove down the center and insert a wick. Add two more slabs by fusing with hot wax.

Let the melted wax in the double boiler cool until a slight film appears. Then beat until light and fluffy.

Now “ice” the four-slab block—spoon the fluffy beaten wax from the boiler on all four sides.

Add decorations to taste—gold, silver or colored sparkles, sequins or any small ornaments.

Leftover wax, beaten or unheated, can be put into molds and waxed wicks sewn through when the molds have set.

Imperial Oil Review, December 1955

You will be proud of the finished products.
Gypsies wouldn’t recognize them

by PAT McKEE

Even the most easy-going Canadians sometimes become exasperated with their neighbors’ inability to find borrowed tools and the particularly noisy habits of their pets and children. Most homeowners are defensive against these annoyances. But a new and rapidly multiplying breed of foot-loose Canadians are now able to replace neighbors by simply stuffing a pillow into the dish cupboard, and driving their home to more congenial surroundings. Grouped together, North America’s mobile home population would today form a colony of two million and become the continent’s sixth largest city. Fifty thousand Canadians already live on wheels and more are joining this turtle-like existence every day.

The up-to-date version of history’s gypsy caravan is a streamlined chrome castle which compares favorably in comforts, though not in space, with dwellings firmly anchored to the ground. Some of today’s mobile homes have attached swimming pools, bars, sun decks, movie screens and plexiglass observation domes. One luxurious trailer had a feature many a stationary suburbanite would envy: a fully-equipped Arabian harem. The only thing the modern mobile home lacks is a basement.

Canada’s 20 mobile home manufacturers will this year turn out about 5,000 units and another thousand will be imported from the U.S. Production has more than doubled every year since 1950, when only 20 Canadian-made trailers were sold. Industry officials predict this phenomenal sales-rate increase will continue. Their 1957 schedule calls for sales of 10,000 trailers. “Within the next decade,” forecasts Howard J. Sale, managing director of the Canadian Mobile Home Association, the mobile homes business will be a $100 million a year industry in Canada.”

This estimate seems conservative when compared with the success of trailer living already achieved in the U.S., where one in every 12 housing starts last year was a mobile home. Trailer sales last year topped $495 million, to bring the country’s trailer fleet close to a million. Ten new trailer parks are now being opened in the U.S. every month.

The reason for the surging popularity of trailer living is the gradual disappearance of the once prevalent belief that to live like a nomad is to live like a hobo. This shift in the concept of trailer life went out with World War II, when the severe housing shortage forced the settlement of defense workers and military personnel in trailers.

These hastily-built wartime units have today matured to fill a real and natural housing need. The house on wheels is particularly useful as a substitute for the uncomfortable and often insanitary tar paper shacks which used to spring up around isolated construction projects. As well as being cheaper, these shacks caused very real fire hazards. Now nearly every major construction job in unsettled areas has a trailer camp attached.

Mobile homes are also useful for sheltering a suddenly-swollen population. Following Imperial’s September 1948, oil discovery at Redwater, Alta., the little farming village grew so fast that trailerloads of mobile homes had to be rushed in to accommodate the many workers and merchants who thronged into the once dormant prairie community.

Two years later, during the building of the 1,129-mile inter-provincial pipeline from Redwater to Lake Superior, trailer camps followed the project in 60-mile hops. Most of the line’s construction workers lived on wheels, ate their meals in mobile diners and were paid from double-decked office trailers. Because the pipeline moved forward at an average daily rate of nine miles, husbands often returned after work to their mobile homes in an entirely new setting, on a campsite cleared by special advance parties.

Imperial also uses special aluminum trailers to house crews probing for oil under the frozen sub-Arctic tundra of the Northwest Territories.

Mobile homes have effectively stood up to the most severe Arctic blizzards. There is a large trailer colony at Tok, Alaska, where temperatures drop to 45 below. The Canadian Army has used trailers as command posts for Arctic manoeuvres and as communications centres during construction of the DEW Line.

Trailer settlements are already housing much of the overflow labor needed for construction of the St. Lawrence Seaway. Canada’s population growth and the gradual opening up of mines, oil wells, and hydro developments in the sparsely-settled hinterland have made the rolling house a familiar sight in most pioneering communities. As well as providing comfortable family living, the influx of mobile homes helps to avert overcrowding and rent-gouging—evils of many a boom town.

Provision of essential services for the trailers requires a minimum investment in municipal facilities. When a project has been completed and size of the community shrinks, or if the well or mine isn’t successful, mobile homes don’t leave behind them a ghost town and depressed real estate values.

To serve Canada’s outlying areas, trailers have been converted into libraries, churches, dental clinics, schools and beauty parlors. One telephone company used trailers as temporary switchboards in the Blind River area. Some banks operate mobile bank branches. The Canadian Army has a trailer recruiting unit, complete with a fully-equipped doctor’s office. Canadian businessmen have found trailers can make effective mobile showrooms, workshops, tool storage sheds, field engineering offices, real estate negotiation headquarters, bunkhouses and dining rooms. But the majority of Canada’s mobile homes are permanent residences for Canadians who like to drive their house around the country.

Towing a house can be a harrowing experience. The eight-foot wide trailers tend to sway at over 25 mph and sudden stops or starts can be disastrous. Backing up a mobile home is a
Men probing for oil in the world's oil can be comfortably housed in trailers

Moving is no problem. Hitch them to a tractor and away they go.

science on which most handbooks on trailer driving give few hints, beyond: "You'll catch on with practice.

As well as those who have to travel for business due to the lack of affordable housing, mobile home life is attractive for newswomen who want privacy, but whose financial status might only allow them to share a flat. Elderly couples can follow them with the seasons. Those whose occupations involve constant moves find mobile homes an ideal way to keep the family together.

Surveys reveal that trailerites like their way of life because of its mobility, convenience and economy—in that order. There's no doubt that this nomadic existence has strong appeal to many Canadians: one of every two mobile home sales in Canada last year was to families trading in their used four-wheelers. It's estimated that one-third of Canada's current mobile home population has been living on wheels for more than three years. For $25 a month, the trailerer can rent space and hook up water, septic tank and electricity outlets. Children average one for every two trailers.

A Central Ontario Housing Corp. survey showed that the average income of the Canadian trailer-dweller is $3,800—considerably higher than the national average. In one camp near Blind River, many trailerites were earning $15,000 a year.

The mobile homes dotting today's trailer parks only vaguely resemble the rolling convoys popular with budget-conscious vacationers during the Depression. No homes could become mobile before the automobile matured, but the idea for the first trailers probably dates back to the covered wagons of frontier days. The most bizarre trend in mobile living was a full-dressed mobile called the late Thirties for motorized bungalows—small, wheel-mounted houses with a diesel engine in the kitchen.

Three-quarters of today's mobile homes are more than 35 feet long, most can sleep six, but some of the new 55-foot models now being made in Canada will sleep 11. Enclosed in an outer aluminum skin on a steel chassis and a tikta sprocket frame, with interior walls in either birch, mahogany or knotty pine, most modern homes on wheels are more solidly built than stationary homes. Assembly-line production methods

The pastel-tinted bathroom has become an essential part of trailer life with the large units boasting full-length bathtubs, while small models have showers. All have toilets and wash basins. Sometimes there's a separate dinette which doubles as a children's bedroom.

History's most luxurious trailer was built for the late King Abdul Aziz Ibn Saud of Saudi Arabia. It featured a diamond-studded throne room and the world's first and only wheel-mounted harum.

Eighteen-ton, $75,000 trailers are being made by U.S. inventor John Hays Hammond, Jr. in Illinois. They house six adults

Some mobile home enthusiasts are now buying two trailers and joining them with an enclosed passageway. Two-storey models are also available. Another innovation is the pitched roof trailer. When its surroundings have been landscaped, it's guaranteed to look like a permanently anchored bungalow.

The industry's most thorny problem is that many communities still regard trailer families as squatters who send their children to school and use municipal services, but don't pay taxes. As a result, permanent foundations, mobile homes are not considered assessable property. The Canadian Mobile Home Association is fighting to correct this situation. The Ontario Municipal Act was amended this year, allowing municipalities to charge a maximum licence fee of $30 a month. But Association Managing Director Howard Sale feels a much better solution is the bylaw recently adopted by Lancaster, N.B., making mobile homes assessable properties at $1,000 each.

Official recognition for the trailerites came from the Department of National Defence this year, under a ruling which allows camp commanders to extend such facilities as hydro and garbage collection to trailer settlements manned by soldiers and their families.

Finance companies rank mobile homes as a better risk than cars because the last thing a man will give up is his home. Usual terms on a new trailer purchase are a quarter down and five years to take. Prices for Canadian-made units range between $5,000 and $8,000.

The oldest Canadian mobile home manufacturer is H. B. Ginnes in Peterborough. "Harry" Ginnes bought a bankrupt bus-body repair shop in 1932 and used it to make milk wagons until he switched to trailers in 1946.

No major Canadian manufacturing plant has succeeded in building mobile homes as a profitable sideline—the job seems to take the loving touch of a craftsman.

Such an expert is R. L. Thorn who, in 1950, founded Glendale Mobile Homes Ltd. in London, with one employee. His first year's sales amounted to $12,000. The 40-year-old ex-Englishman has tripled his sales volume annually and built Glendale into one of Canada's biggest mobile home names. Last year he sold one of his homes to a missionary in India. An Indian manufacturer saw the shiny trailer and invited Thorn to come to India to work out an export deal.

Another such expert is W. C. Smith, general manager of General Coach Works of Canada Ltd. A recent addition of 30,000 square feet to the plant located at Hantsville near London, Ont., enables General Coach, Canada's largest trailer manufacturer, to produce eight to ten mobile homes a day.

A recent addition to the fast-growing list of manufacturers is Mid-States of Canada Ltd., located at Ingersoll, Ont., a Canadian-staffed subsidiary of Mid-States Corp., reputed to be the world's largest manufacturer of mobile homes.

Most of Canada's mobile home manufacturers are in Ontario. There are only a few small plants in the Maritimes and Quebec, but in western Canada, there is at least one outlet in each province.

A University of Toronto sociology student recently surveyed the mental health attitudes of Canadian trailer dwellers. She concluded that despite their cramped quarters, mobile home dwellers are, on the average, happier family units than their stationary cousins.

It seems there just isn't room to quarrel or sulk, when you live the life of a 20th century turtle.

Highway construction men and pipe-line crews often live in trailers. And produce the average Canadian mobile home in just under 200 man-hours.

While they differ in appointments, the floor plan of every mobile home is basically the same. The front of the trailer is the living-dining room and features one or two picture windows with floor-length draperies. This area, as well, usually includes a davenport bed and a folding dinner table. Many models now have provisions for built-in television or hi-fi sets.

The rear of the mobile home is the master bedroom, crammed with built-in drawers, cupboards and shelves. The big double bed is flanked with night tables and wall reading lamps. Between the master bedroom and living room are the bathroom, kitchen, and one or two smaller bedrooms.

The kitchen is not unlike the galley of a two-man submarine. Into a space equivalent to the average clothes closet, are jammed a propane gas range and refrigerator, a double sink, a ten-gallon hot water heater, a garbage disposal unit, cupboards with "lardy Susan" shelves, and a full-length mirror which pulls down into an ironing board. Some kitchens have automatic dishwashers, all have at least one exhaust fan.

Varianists can find trailer parks in most Canadian beauty spots

After work they are apt to find their families living in a new location and two children, have two bathrooms, a bar, a sun deck and a plexiglass observation dome. Other conveniences include a wall safe, a movie screen and an attachable 10,000-gallon swimming pool, complete with diving board. Hammond is also working on a helicopter mobile home.
Let's Save Our Children's Lives
by SIDNEY KATZ

The past year thousands of children across Canada received inoculations of Salk vaccine to protect them from polio. But polio ranks only fourth among the killers of Canadian children.

There is no vaccine to protect them from the greatest killer and crippler of all—traffic accidents.

In the five to nine-year-old age group the traffic accident death rate is twice as great as that of cancer; five times as great as polio, TB or pneumonia; and 16 times as great as heart disease or rheumatic fever.

In the three years 1952 to 1954, an average of 600 children under 15 years of age were killed in traffic mishaps. That means as many children died from traffic accidents as from cancer, polio, TB, and pneumonia combined. While this disquieting death toll is not showing any startling increase, neither is it making any marked improvement.

Parents and many community leaders are uneasily contemplating the future. Motor vehicle registrations have doubled since 1946; they will undoubtedly continue to increase (an estimated 6.5 million by 1965).

These facts have led to a lot of hard thinking about the traffic situation. Will the number of injuries and deaths climb with the increased traffic? Or can our children be taught to save their own lives? If so, what are the best ways of doing this? Where have we succeeded in selling safety—and, more important, where have we failed?

There is a silver lining to the traffic accident situation, although it has been overshadowed by black newspaper headlines and the die warnings of safety organizations. It has been clearly demonstrated that youthful lives can be saved by any community which is determined to do so.

In Ottawa, for example, parents were alarmed at the large number of accidents that occurred to children going to and from school. A city-wide system of school safety patrols was organized. Today 3,400 specially trained older boys and girls shepherd the young fry across busy intersections. The results: in a recent three-year period not a single injury was reported.

During 1955, the elementary schools of Etobicoke township, west of Toronto, waged an all-out war on road accidents both in the classroom and out. They used lectures, demonstrations and safety clubs. At the end of the year police reported, "Since last year there has been a 27 percent reduction in accidents to
Etoibec school children despite a great increase in enrollment and road traffic.

In Kitchener, Ont., the safety director, Police Sgt. Wilf Henrich, has chalked up a remarkable record. In the past nine years, despite the presence of more people and more cars, bicycle accidents have been cut from 363 to 18; all traffic accidents from 2,000 to 1,345.

In Regina, last winter, the schools staged a 10-week crusade for safety. It included free bicycles, movies and colorful parades. Results were impressive. During the 10 weeks, with but one minor exception, no child was injured on the streets.

These examples—briefly described and torn from context—merit further elucidation. It isn’t. Our children’s lives can be saved only by persistence, intelligent planning, the use of teaching methods appropriate to each age group and constant teamwork between parents, school, police and community organizations.

Exactly how you train a child to look after himself in traffic has engaged the brains of some of our most able contemporary psychologists, educators and traffic experts. They still haven’t come up with all the answers. But they have provided us with several useful pointers that are of immediate value.

Accident prevention begins with 100 percent protection in parents by early childhood. “The infant of one or two who is not adroit at dodging traffic is completely at the mercy of his custodians,” says Dr. Harry Dietrich of the Los Angeles Children’s Hospital. “Parents have a big job to do during the first five years. The completely dependent one-year-old has to be changed into a relatively independent school child who isn’t been hampeder by too much protection.”

On parents falls a heavy responsibility: healthy emotional development and early independence. The first is more subtle and more difficult. The “safe” child is one who has learned self-control, self-confidence, self-discipline and some sense of the existence of other people. A recent study of psychologists and safety experts in Chicago recently, “can be permitted to wander the streets without too much danger of being injured only if the child is an emotionally unstable child—often the product of a home where he is neglected and unloved—may actually develop into an “accidental hard-boiled” John Griffiths of the Canadian Mental Health Association,” He may try to attract attention by being dangerously daring and taking unnecessary risks. Or he may “play rough to himself,” perhaps at the conscious level—“If my parents don’t love me I’ll get even and make them feel sorry by hurting myself.”

As for casual training in the mechanics of traffic safety, Clyde Leyden, director of traffic safety, Nova Scotia, tells us that the child is ready to begin as soon as he is able to walk. Dr. W. Wallace McCoy, when head of the child and maternal health department of Halifax, N.S., Health and Welfare, advocated the use of curb drill when the child is two or three. “Even at this age the child can be trained to stop at a curb and take the right path,” said Dr. McCoy. “When the practice of curb drill—a deliberate check on traffic across an intersection—becomes universal, child accidents will have diminished 20 per cent. And the child will have a habit that will be carried right through childhood.”

A typical school patrol system is flourishing today in Ottawa. A group of 9½-year-olds is selected in each school just after the Easter holidays and the program is continued for the rest of the school year. When the fall term commences, they are ready to take their places on duty at dangerous traffic spots near the school.

School patrol control traffic and escort younger students across the street safely. A child who commits a breach of the traffic regulations must appear before a school-children’s court. Parents must be notified and “out of the judge” if the traffic infringement is extensive. It may include extra school duties or additional homework. Erring teachers have been reported to the principal; motorists who disobey the school patrolmen have been reported to the police, who later call on the offender. The city-wide system is supervised by regular members of the Ottawa police force. Every Christmas and end of the school year is celebrated by a bang-up party for the school patrolmen, paid for by local service clubs.

What’s been accomplished by the school safety patrols in Ottawa? During one recent three-year period there wasn’t a single injury or death among children under the jurisdiction of the patrols. Furthermore, the school children have become safety conscious; so have the motorists who habitually use routes in the school neighborhood. There’s also been a dollars and cents profit; the schoolboy patrols have relieved 30 regular members of the Ottawa police force for duty elsewhere.

A conspicuous example of teaching safety in an interesting way to elementary school children is provided by the Vancouver playground traffic school, operated by the board of parks and public recreation. Moppons ranging in age from five to eight converge weekly in Stanley Park during the summer months. Here, they mount miniature pedal-powered autos and drive along miniature highways and streets. Police officers on duty show them how to observe traffic lights, how to make hand signals and explain the meaning of traffic signs. “Occasionally,” they are given a friendly lecture by the police officers on duty. At the end of the course, the youngsters are given a membership card which entitles them to access to the “Police Park.” “Parents and teachers can use this to us that their children remember our teaching,” says Mrs. Marjorie D. Milne, a parks and recreation supervisor.

This same idea, but on a much more elaborate scale, is being used in the Roosevelt public school in New Rochelle, N.Y. A replica of city streets, intersections and highways was created on an adjacent playground. Dr. Orlo K. Jenney then invited the youngsters to bring their pedal-push cars, tricycles and wagons to school. The students were divided into drivers, pedestrians and policemen and distributed throughout the make-believe traffic streets. Traffic violations were dealt with in the classroom, which constituted a court. Changes in the children’s behavior on the road soon became evident. As eight-year-old who started out by wildly zooming his car around corners was soon halting before every stop sign. An older boy who at first refused to obey a policeman (a real policeman) at a traffic stop, was suddenly at that time changed his mind: his entire class voted him guilty in court. When the three-month course ended, Dr. Jenney summarized the results:

“THERE is a definite carry-over of attitude of traffic safety into the community. All the children now admire the policeman and respect the importance of cooperation and of respect for the rights and privileges of others. The timid child builds self-confidence.”

All the children put away from the course with an increased respect for property, and for the need for traffic rules and regulations. They also developed a code of sportsmanship, showing a much greater willingness to wait their turn in all activities.

But perhaps one of the greatest benefits of the course—and this was unforeseen—was that the children now checked up on their parents’ driving habits. Many parents reported that they could no longer ignore a stop sign, or a white line, or walk against a red light without earning a stinging rebuke from their offspring. One mother who received a ticket for speeding was reprimanded by her seven-year-old daughter: “Serves you right—driving the way you did!”

Any community, working through its schools, can do a brilliant job of selling safety to children if it has inspired leadership. This has been demonstrated by what’s been happening in Kitchener, Ont., a city of 60,000 located 75 miles southwest of Toronto. Back in 1947, the city’s principal attorney appointed John Patrick as chief of police with urgent instructions “to make the streets safe for our children.” In a single year, there had been 2,000 traffic accidents; 363 bicyclists were involved in mishaps; five people had been killed and scores injured. Chief Patrick looked over his force and chose a 25-year-old patrolman, Wilf Henrich, to close the “traffic accident mess.”

Henrich was emotionally involved in his work. Just before his appointment, he had been relaxing in his garden when he was hit by a speeding car. The child who hit him was a 5½-year-old. The child was injured and only narrowly escaped death. Henrich, henceforth, became a crusader for traffic safety, devoting all his waking hours to saving the lives of Kitchener’s children.

But where was he to begin? How was he to reach the children? He approached the local school authorities but they refused him permission to enter the schools—they felt that a policeman would scare the children more than teach them. Unwilling to admit defeat, he began hanging around the yards of the 13 schools at recess, at noon and before and after classes.

To break down the fear and suspicion many people have of “a cop” he brought along an attractive puppy dog. This melted the children’s cheeks and he was soon invited into their games. With a relationship established, he began talking...
to them about safety—pointing out the danger of running out from behind parked cars or playing on the street; the importance of looking both ways before stepping off the curb; how to drive a bike safely; and how they should always walk on the left side of a street or highway if there were no sidewalks. He became so popular with the children that school authorities invited him into the classrooms to spread his gospel of safety.

He built up a strong system of school safety patrols. He persuaded the police department to take the volunteer patrols on picnics where mountains of pop, ice cream and cake were provided free by local merchants. He appealed to his children and parents each night on radio and, later, on TV. To reach the pre-schoolers he set up a program similar to Vancouver's playground traffic school.

Worried by the number of bicycle accidents, he organized six-day bicycle safety courses during the summer. For three hours a day, Henrich lectured and demonstrated the safe way of operating a two-wheeler. Some of his weekly courses were attended by as many as 350 students. As a graduation celebration, Henrich would mount a bicycle himself and, preceded by a police motorcycle escort, lead his army of youthful cyclists on a triumphant two-mile tour through the streets of Kitchener.

Encouraged by the popularity of the course, Henrich next launched a safe-driving automobile course for students of the local high schools.

What has Sgt. Wilf Henrich achieved during the past nine years? Kitchener has grown during that period and has many more cars and people. But despite this, there has been a drop in traffic deaths and injuries. Traffic accidents have dropped from 2,000 to 1,344. Bicycle mishaps have fallen from 363 to 18. Of the 600 high school youths who took Henrich's safe-driving course, not one has been involved in a serious traffic accident. There have been only a few minor mishaps.

Once a youngster reaches high school, traffic safety has to take a new twist. Half the students who enter high school become licensed motorists before they leave. The emphasis, therefore, must be on training them to become safe drivers. Should safe-driving courses be made compulsory in the high school curriculum? Around this question there is currently raging a lively controversy. Strongly favoring compulsory driving courses are most safety and traffic experts, a large section of the public and such interested groups as the Ontario Insurance Agents Association. Vigorously opposed to the measure are virtually all educators and boards of education. (At present, not a single Canadian high school has a compulsory safe-driving course.)

The advocates of compulsion have amassed an array of arguments. Most of them were contained in a report by a select committee of the Ontario legislature in 1955, which favored including safe driving in the high school curriculum. The committee pointed out that 10,000 U.S. high schools made driving instruction obligatory. In some areas, these classes were credited with reducing accidents by as much as 30 percent. Furthermore, who could deny that the impressionable teens were the best time to give a person a thorough training in good driving?

"Far too often," said the report, "the novice learns to drive with scant instruction and proceeds thereafter by trial and error, much to the danger of the public."

The select committee might have included the observation of Dr. Herbert J. Stack, director of the Center for Safety Education, New York University, that "it's easier to acquire good driving attitudes and habits than it is to get rid of bad ones." A few pertinent statistics might have strengthened their case even further: accidents among drivers under 19 years of age are two and three times as numerous as among drivers taken as a whole. Hence, why not take the bull by the horns?

Opponents of compulsory safe driving instruction argue just as strongly. The most prominent argument is, in the words of Dr. Freeman Stewart, executive secretary of the Canadian Education Association, that "Driving is a relatively simple technique readily learned from private instructors if necessary. If educationists yielded to the pressures of laymen to assume too many responsibilities this could lead to bankruptcy of the educational content of the school program." Stewart described compulsory driving instruction as "an aspirin-type of remedy for the traffic accident mess." He suggested that slaughter on the roads was caused by too loose licensing, too few police, insufficient law enforcement and failure of the home and school in their proper task of teaching young people the habits of courtesy, self-discipline and respect for the rights of others.

Dr. Hugh H. Saunders, vice-chancellor of the University of Manitoba, summed up the situation: "It isn't that I don't think people should not know how to drive cars properly," he said, "but the course would be put in the curriculum only at the expense of something else." And, to most educators, that "something else" is more vital than safe driving.

At the present time many high school students in Ontario, Saskatchewan, Alberta and British Columbia have the opportunity of taking driver instruction as an extra-curricular activity, before or after regular school hours. Where given, it enjoys a high degree of popularity and competes favorably with such other attractions as basketball, hockey, and dramas.

But some private groups, as well as the schools, are providing young drivers with the opportunity of acquiring skill. Perhaps the most highly publicized program in Canada is the National Teen-Age Safe Driving Read-o organized by a peppy group of young men known as the Jaycees (Junior Chamber of Commerce of Canada). The purpose of the Read-o is to give teenagers the chance to prove their ability to drive safely; improve their driving habits and attitudes.

This year the Jaysces tested 30,000 teen-agers in 300 communities. Participants were tested on their knowledge of traffic laws. Later, they underwent a series of grueling driving exercises. The youngsters had to pilot a car through a pair of tennis balls separated by little more than the width of a line; weave a car through a maze of thin wooden poles; bring a car to a stop on a white line from a speed of 25 miles per hour; back through a zigzag line of stakes. "The kids are real driving wizards," observed one spectator who witnessed such a demonstration. Winners moved from local to regional to national finals which were held in Ottawa this past July. Regional matches in eight provinces were sponsored by Imperial Oil. The national champions received almost $2,000 in cash, as well as trophies.

Strictly speaking, the term "accident" is a misnomer when applied to traffic deaths and injuries. Three out of every four accident victims were either violating a traffic law or taking an unnecessary chance. They were the cause—not the victims—of their own tragedy. Therein lies our chance for the future. We must train our children so that they will know the traffic rules and observe them. We must give them the proper attitudes so that they will not take unnecessary chances.

*It can be done. Dozens of communities in Canada and the United States have proven that such a program imaginatively and vigorously carried out will yield a rich safety harvest.*

Mr. Katz is an assistant editor of Maclean's Magazine and is widely-known for his writings in the fields of health, welfare and social problems.
C. T. (Charlie) Wright in a recent reorganization of the marketing department was appointed deputy general manager. He has been with that department for 31 years—even since he joined the company as a salesman in Chatham. During that time he has been a district manager in Windsor and London, chairman of the distribution committee in Toronto and also head of the department’s operating division. In 1945 he became operations co-ordinator and, five years later, general operations manager. For the past four years he has held the post of assistant general manager. Mr. Wright is a native of Dundas, Ont.

W. T. A. (Tom) Bell, one of four assistant general managers appointed, has spent 23 years in the marketing of oil products. Born in Beeton, Ont., he was educated in Winnipeg, Calgary and Toronto, graduating from the University of Toronto in mechanical engineering. He has served in three of the company’s marketing divisions—in British Columbia as sales manager and as manager of industrial and consumer development. Early in 1954 he was appointed manager of the consumer sales division.

D. H. (Doug) Cooper leaves the position of general operations manager to become an assistant general manager. He is a science graduate of McGill University and joined the company as a statistical clerk in 1937 in his native Montreal. He has held various positions in the department including co-ordinator of employee relations and assistant to the general manager. In 1951 he took over the management of Saskatchewan division and held this position until moving to Toronto in 1954 as general operations manager.

Harold L. Magee was also named an assistant general manager. He has been with the company’s marketing department since 1920, his first position being general sales representative in the Edmonton division. In the next 14 years he served in varying capacities, including manager of Regina division and supervisor of all western divisions. Then he moved to Quebec division as sales manager and in 1938 became manager of Ontario division. Seven years later he was appointed regional manager, eastern marketing divisions, and in 1950, general sales manager of the marketing department.

H. F. (Harry) Stevenson brings varied experience to his new position of an assistant general manager. A graduate in architecture from the University of Manitoba, he left his home town of Winnipeg to work for the University of Toronto. His first position with Imperial was in 1938 as an architect in the marketing department. During the war he helped construct US Army-Air Force installations in the Northwest Territories and worked at Newfoundland airports. In 1944 he returned to Toronto as assistant to the operations co-ordinator and was promoted through various positions until last year he headed a newly-created division handling export and refinery sales.

J. C. (Jack) Neale succeeds Mr. Stevenson as manager of the export and refinery sales division. Since joining Imperial in 1928 in his native Toronto, Mr. Neale has served in five of the company’s departments. He started in purchasing and transferred four years later to manufacturing. At Sarnia he worked on all phases of refinery processing and helped develop production control methods. Later, in Toronto, he was assistant co-ordinator of refinery operating control. He spent a year in the secretary’s department as an assistant secretary of the company and two years in transportation and supply as management assistant before transferring to marketing a year ago to take charge of contract and export sales in the division he now heads.

C. A. (Charlie) Robinson leaves the management of the company’s largest marketing division, Ontario, to take charge of Imperial’s consumer sales in Canada. Born and raised in Orangeville, Ont., he joined Imperial in 1923 as a salesman at Windsor. He held various marketing positions in Ontario before moving west in 1951 as assistant manager of Alberta division. A year later he was appointed manager of the Manitoba marketing division with headquarters in Winnipeg and in 1954 took over his previous position.

Denis F. Kindellan succeeds Mr. Robinson as manager of Ontario division. Mr. Kindellan has had wide experience in sales operations since he joined the company in 1927 in his home town of Quebec City. He filled most clerical positions in Quebec division and, by 1952, had become sales manager. In 1954 he was named manager of the Manitoba division and held this position until his recent appointment.

John F. Fairlie takes over Mr. Kindellan’s position as manager of the Manitoba division. He has had experience in the manufacturing, co-ordination and economics, and marketing departments of the company. He started in 1935 at Montreal refinery and later did engineering development work at Sarnia. Overseas with the RCA during the last war, he next went to New York for a two-year period with Standard Oil (N.J.). He returned to Imperial as assistant manager of the co-ordination and economics department, becoming manager in 1949. For the past two years he has been assistant manager of the Quebec division. Mr. Fairlie is a graduate of Royal Military College and the University of Toronto in mechanical engineering.

E. L. (Ed) Moriarty, newly-appointed manager of the Saskatchewan division has been with Imperial in various marketing positions for 27 years. For the past two years he has been manager of industrial and commercial sales for the company, working out of the executive offices in his home town of Toronto. During his career he served in the Ottawa area for 11 years, seven of which he was district manager for Ottawa and northern Ontario. He transferred to Ontario division in 1948 as merchandising co-ordinator and two years later became sales manager.

Howard W. Coxon leaves the position of assistant manager of Ontario division to become operations manager of the marketing department. He holds masters degrees from Cambridge University in economics and English literature and, before joining the company, gained experience in England in petroleum marketing operations. He has spent three years in the co-ordination and economics department and a year on special assignments in the marketing department. He was also budget co-ordinator for several months before moving to Ontario division. During the war Mr. Coxon served with army intelligence and the Royal Air Force.
Changes in management personnel CONTINUED

Manufacturing Changes

E. W. (Ron) Dunlop brings to his position as an assistant general manager of the manufacturing department 29 years’ experience with the company, in engineering work. After attending the Universities of Alberta and Toronto and graduating in mechanical engineering, he started work with Imperial’s Calgary refinery. In 1938 he moved to Sarnia and joined the engineering division and was resident engineer on large construction jobs at Calgary, Sarnia and Regina. During the war he was loaned to the government to help with the production of synthetic rubber and returned to the engineering division early in 1946 as project engineer. He became assistant manager in 1950 and a year later, manager.

C. P. (Paul) Warkentin has taken over Mr. Dunlop’s previous position as manager of the company’s engineering division at Sarnia. The majority of Mr. Warkentin’s 30-year career with the company has been spent with that division. He joined as a draftsman in 1929 and only left it on one occasion—in 1933 he went to Montreal East refinery as plant operating engineer. He has held various positions in the engineering division including that of chief engineer and, for five years, assistant manager. Mr. Warkentin is a graduate in civil engineering from the University of Manitoba.

Purchasing Appointment

W. W. (Whb) Yeates was appointed general purchasing agent for the company upon the retirement earlier this year of A. E. Rubery, a veteran of 36 years’ service. Mr. Yeates joined the company in 1921 as an invoice clerk and later held various supervisory positions in the purchasing department. In the immediate post-war years he visited Colombia and Peru to help International Petroleum, a former Imperial subsidiary, to set up a material control system. In 1953 he was appointed assistant general purchasing agent for the company. During World War II, Mr. Yeates served with the British army for four years. C. W. F. Miles, who has 39 years’ service with the company, takes over the duties of assistant general purchasing agent.

Heads New Committee

E. D. (Doug) Kingsbury has left his position as assistant comptroller to head a newly-formed committee on mathematical techniques and data processing. Working with him are Harold McNutt of the comptroller’s department and Cecil King from the engineering division at Sarnia. This committee will explore the use of electronic computers and other equipment which can solve complex problems and improve present procedures.

Mr. Kingsbury joined the company’s tax and statistical department in 1934. He has been corporation tax accountant and analyst and also assistant comptroller of taxation. For the past four years he was an assistant comptroller. He is a graduate of the University of Toronto in commerce and finance.

Moves in Secretary’s Department

Nestor A. Bodrug assistant secretary of the company for the past five years, is now in charge of the stock transfer section of the secretary’s department. He succeeds P. F. Egerton who has retired after 31 years’ service with the company. Mr. Bodrug was born in Winnipeg and educated in that city. After eight years’ banking experience, Mr. Bodrug joined the secretary’s department in 1929 as a clerk and held various positions in that department including that of transfer officer before being made an assistant secretary in 1951.

C. P. (Cy) Curry with 27 years’ experience in the secretary’s department, has been appointed assistant secretary and taken over Mr. Bodrug’s previous duties. He has also spent a year as a clerk with the Ontario marketing division and, before joining the company in 1928, had five years’ banking experience. In 1950 he became assistant transfer officer of the secretary’s department and, a year later, transfer officer. Mr. Curry has been born and educated in England.

Producers are Transferred

Dr. E. W. (Ernie) Shaw, as manager of the newly-created southern Alberta exploration district, returns to western producing operations where he started his company career 11 years ago. His first five years were spent as field chief, chalk subbasin and division geologist in both Saskatchewan and Alberta. For the past six years he has been exploration advisor in Toronto. Dr. Shaw comes from Cardale, Man., about 40 miles northwest of Brandon. He graduated from Brandon College, McMaster University and later took his doctorate in geology at the University of Toronto.

J. D. (Don) Macgregor has succeeded Dr. Shaw as exploration advisor in the producing department’s Toronto office. Mr. Macgregor was formerly technical assistant to the exploration manager of Edmonton division. Except for a few months in southern Saskatchewan, his first 10 years’ service were with Tropical Oil and International Petroleum, former Imperial subsidiaries, in Colombia and Peru. He returned to Canada in 1955, going to Calgary as senior geologist. A year later he moved to Edmonton as district geologist, a position he held for three years. A native Calgarian, Mr. Macgregor is a graduate of the University of Alberta and holds a master’s degree in geology from the University of Oklahoma.

W. J. (Gibby) Gibson has taken over the new position of operations advisor in producing department offices in Toronto. A mining engineer graduated from the University of Alberta, Mr. Gibson has worked at several important oil fields in Alberta and the Northwest Territories during his 12 years with the company. In 1946 and 1947 he was a petroleum engineer at Viking and Provost fields and was on hand when the discovery well came in at Leduc. He was also resident engineer at Norman Wells and district engineer at Redwater. For the past two years he has been in Regina as assistant to the division manager.
Fifty-six feet above the ice

by FERGUS CRONIN

A short, middle-aged man with a determined walk, pink complexion and penetrating blue eyes was in a hotel elevator in London, England, earlier this year when two ladies he had never seen before spoke to him. Later in Westminster Abbey a professor from the University of Toronto—a complete stranger—stopped to chat. In a Paris restaurant, at Corriena, Italy, in Berlin, Vienna, Uranium City, Sask., at a gas station in Barrie, Alta., it was the same story—and usually the conversation started off with the same question: "You're Foster Hewitt, aren't you?"

For since television came to Canada, the man who has been on radio longer than any other person in the world has become more than the high-pitched, clear voice—with the trademark, "He shoots—he scores!"—which has become synonymous not only with hockey but with Canada. His face is now almost as familiar as his voice and, wherever he goes, most Canadians and many Americans greet him as a celebrity.

This is not new for Hewitt. As early as 1930 the New York World called him "the oldest broadcast announcer in Canada in length of service." In 1931 when the Maple Leaf Gardens was built in Toronto, he was appointed radio director and given sole hockey broadcasting privileges—no one can announce a game from there without Hewitt's permission. In 1933 the conservative columnist, J. V. McCauley, wrote in the old Toronto Mail and Empire: "We doubt if any young Canadian ever became so widely known in so short a time as Mr. Foster Hewitt."

That was all more than two decades ago, and Hewitt's fame has continued to grow until he has reached the level of a legend. Only a legendary figure could be said that in 25 years—the first five for General Motors, the next 20 for Imperial Oil—he has never missed a Saturday night hockey broadcast because of illness, or even been late for one. Only in legend does a young man of 17 start off broadcasting sporting events over a telephone and end up with his own radio station. Only a legendary announcer could regularly talk for an hour and a half at the sustained pitch of the fastest game in the world and not take a drink of any description.

Hewitt has been called Mr. Hockey, Mr. Radio, Mr. Canada and the Voice of Hockey—all with some justification. In 1948 when a Canadian publishing house sought to gather a series of articles and excerpts to represent in one volume "the Canadian way of life," it included a hockey broadcast by Hewitt of a game between the traditional rivals, Montreal Canadiens and Toronto Maple Leafs.

From time to time Hewitt has been paid the double-edged compliment that he makes a hockey game sound more exciting than it really is. But when television came along, Hewitt insisted on doing a simulcast for the Imperial broadcasts, meaning that the same commentary he used for the radio network was carried by television. A prominent radio columnist warned him: "You can make a mistake on radio and nobody knows the difference. But on television, brother, you've got a million people looking over your shoulder."

But television has proved what Foster Hewitt and people close to him have always known that his descriptions of hockey are as impartial and accurate as a human being can make them. In addition, they have illustrated that he is an outstanding microphone editor, a point that probably is the key to his unmatched success.

Hewitt, the editor, rules out the insignificant as he describes the action below him. His commentary is less a play-by-play description than a scene-by-scene sequence. He talks only of the pertinent, eliminating inessential by-play. He gives the whole picture as it unfolds, rather than each minute stroke of the brush. If there is a scramble in a corner involving four men, and the puck caroms from one to the other before it's taken by, say, Red Kelly of Detroit, Hewitt doesn't describe its every bounce. He'll say, instead, "And from a pile-up in the corner here comes Detroit, led by Red Kelly." He's eliminated the negative, yet told all, and his voice has sat quietly on his listener's nerves.

Hewitt's accuracy in reporting is due to a thorough knowledge of the game and keen eyesight. Although 52, he wears glasses only for reading; he has no need for them for distance.
Radio was a baby in 1921 when Foster first went on the air. Since then, the tireless voice has built for him a broadcast record second to none.

Bill (left) also broadcasts hockey and manages CKFR for his Dad already unequaled by anything in Canadian radio. A survey indicated that about 1,900,000 radio and TV homes tune in to the Saturday night hockey games. With the normal average of four persons to a home, this would give a total potential hockey viewing and audience of 7,600,000. It is estimated that Hewitt reaches about five million of this audience—almost one-third of the country's population.

Programs in Quebec (Montreal Canadians') games are televised on two networks with Danny Gallivan working the English version and Rene Leescaster the French account for 2,500,000 of the Saturday night hockey audience. This is almost the total audience in that area because of the extreme enthusiasm of Quebec fans for Les Canadiens, poor fringe reception from American television stations and language preference.

But in Ontario, where Hewitt has attracted a majority of the viewers, he is in competition with American networks and private stations whose signals are strong and can be picked up anywhere from Windsor to Kingston, a stretch of about 400 miles. No statistics are available on the number of American hockey fans who tune in Hewitt, but there is evidence that it's an impressive number.

Hewitt sticks to hockey, and lets Jack Dentenn tell Imperial's story. He deplores American broadcasters who interpret the name of the sponsor into their commentary. "It's not that I feel it's beneath my dignity; in fact, I can't think of anyone who has a finer sponsor than I have. It's just that I'm not a commercial announcer."

Hockey is all he announces today although he has had experience in almost every conceivable field of commentary. During the first few years at the mike he covered the arrival of the Empress of Britain on her maiden voyage and the dirigible R-100 at Montreal, as well as the old Wrightley marathon swims in Lake Ontario. He once appeared in a Toronto opera called "Hugh the Driverr" in which he broadcast a fight. In the early 30's he even appeared on stage in "A Clockwork Orange." In the mid-Thirties, commentators started to specialize. Foster chose hockey because, being played mostly at night, it was better for his eyesight.

Hewitt started his career back in 1921, just 33 years ago, many of his early broadcasts being over the long defunct CNR and CPR radio networks. He has worked his way up from the ground up in all sports because his father, W. A. (Billy) Hewitt, had been sports editor of the Toronto Daily Star since 1900 and had taken him to games with him ever since. Young Foster was old enough to shout "Kill the umpire!" or "Get the lead out!" He played golf, baseball, rugby, squash, soccer and badminton, and also skated, snowshoed and swam. The sport he excelled in was bowling: throughout his secondary and college years at Upper Canada College and later at the University of Toronto, he fought 58 bouts in eight years without losing one. In 1921-22 he won his 'P' at Vanity by taking the Canadian Intercollegiate flyweight championship. He fought in weights from 112 to 118 pounds, although he never weighed in at more than 141. He played other sports and his weight fluctuated. His training during these years, he feels, undoubtedly built up a stamina which helped overcome the physical strains of what developed into a rugged and large frame for the voice.

In radio's early days there were no enclosed booths for announcers—they just had to stick it in rain, snow or wind along with the players.

Hewitt remembers the first hockey game ever broadcast—he was the announcer. It was in March 1923, his last year as radio editor of the Star and manager of the Star's own pioneering station CKCA. The game was between the Toronto St. Pats and the Kitchenerwenona Black Hawks, with the St. Pats winning 3 to 1 and a half wide, four feet long and four feet high.

After squeezing in and getting the door shut, Hewitt sat on a stool seven inches high and talked into an old stern telephone with the receiver dangling. But no provision had been made for ventilation and if he opened the door the noise of the crowd drowned out his voice. His head began to swim, spectors blocked his view and his breath blurred the glass—but he finished the game. After that a big improvement was made in the broadcast facilities: holes were cut for ventilation.

Covering a football game—then called rugby—at Richmond Stadium in Kingston in 1926, Hewitt sat on a sloping tin roof, but in the opposite direction. He then had a stringy wire hooked under his arms and held by an operator above. It rained and hailed. By the end of the game he was solidly frozen and to remove his frozen visor he left a good portion of his Burberry coat and trousers behind. That same year, covering a playoff game between McGill and Vanir at Montreal's Molson Stadium, he had to broadcast from in front of the McGill bench and was introduced to a new hazard: abuse and snowballs from the McGill substitutes.

Over the years he has become an authority on the particular variety of jargon preferred by various hockey croakers, and has had to dodge his share. In Boston, where the broadcasting booth is in the open half-way between the side and the top seats, he has to wear a pair of big glasses and a big hat, and a team of big men has been sent after him by apples playfully tossed from above.

"Boston," he maintains, "has always been a hazardous place. They used to throw more of those big can corkers there and never uses binoculars. "I don't need them," he says. "I've got the best seat in the whole Garden. The broadcast gondola is five feet above the players and three feet more forward than the referees can be. If the game were refreeled from the gondola there would be a lot more penalties, but that wouldn't necessarily be a bad thing. It would give the game a little more pep."
than they do now—there used to be some dandies." Another
Boston weakness was for throwing steel bolts on the ice, and
occasionally they have bounced beside Foster. In Chicago they
throw hundreds of paper planes—"There's a regular competi-
tion to see who can make them sail into the inner circle at
centre ice. It's a work of art the way they can throw them."

Someone once threw a rabbit on the ice at Chicago, and in
Detroit a fan flung a long-dead octopus to express his dis-
approval—or something. It was in Detroit too, where a fish
once whirled over Hewitt's head and landed on the ice. In
Montreal they love to throw rubbers.

The most disturbing experience in Hewitt's career occurred
during a football game between Ottawa and Toronto at Varsity
Stadium about 1930. The broadcast was on a "blackout"
arangement—to be heard in Ottawa and Montreal but not in
Toronto—and was being carried over telephone wires.

The game was a good one and Hewitt gave it all he had. At
half time he conducted interviews with knowledgeable guests,
then carried on with the game. With only five minutes to go a
technician reached his side and told him the connections to
Ottawa and Montreal had never been completed. Not a word
of the broadcast had been heard more than a few feet away.

A similar situation occurred during the world hockey final
between Canada and Russia at Cortina, Italy, last year. The
broadcast was to go direct to New York and from there to a
Canadian network, but after 15 minutes of the game, Hewitt
get an emergency message: Canada wasn't getting the game at
all. He made a hurried check with New York and found it was
reaching there low and clear, but, due to a fault in transmit-
tion, was going no further. Perspiring in spite of the cold,
Hewitt went back to his mike when he knew the rest of the
game would get through to the folks back home.

He travels from 35,000 to 40,000 miles a year, and only
twice since 1931 has he missed a Saturday night game at the
Gardens; when he reported the world championships in Kae-
feld, Germany, in February 1955, and the world finals at
Cortina, Italy, in February 1956. During both trips son Bill,
who is 27 and has a voice very much like his Dad's, handled
the Saturday night broadcasts.

"But I didn't really miss on those occasions," he says, "I
merely substituted one game for another. Next February he
will substitute again when he goes to Moscow to report on
Canada's effort to win back the world hockey title from Russia.

When Hewitt is not announcing a game, chances are he is
reaped in for commentary because few men in the world have
seen more hockey than he has. And what does he think of
today's brand of hockey?"

"Far ahead of the old days," is his verdict. "The old days
are for the birds. The game is more scientific today than ever.
The players are better than the old ones, helped, of course, by
to better equipment and better lighting—that's an important
factor, especially in goal keeping." Hewitt thinks hockey is
no rougher than it ever was. "It has always been a game of
body contact," he says, "and this could be interpreted as
being rough, but you don't see anyone deliberately trying to
maim another player—it's just a rough sport."

"I do think there is too much high-sticking, but that's been
a problem since they produced a hockey stick. It's a faster
game than it ever was—it has to be with the change in the off-
side rule that lets you pass across the line to your head man.
It used to be the rule that no player could get ahead of the
man with the puck."

He thinks there are more "super-stars" now than ever.
"Gordie Howe, Rocket Richard and Red Kelly are certainly
some of the best all-time players. And Beliveau is one of the
future greats—he hasn't had a chance to prove it yet." Attend-
ance too, far exceeds the old gates—"that's certainly an indi-
cation that the performance is acceptable—that's what it's put
on for."

Foster's hockey schedule leaves no room for hobbies. Almost
his only break is a weekly workout and rubdown at the YMCA.
During the rest of the year, he looks after his radio station
(CCKF—the last two letters for his initials—which he opened
in Toronto in February 1931), supervises radio at the Gardens
and takes the odd tour of the mining districts (he is director
of four mining companies).

In the off-season he has more time for his family. The Hewitts
have always been a close-knit clan. Just as Foster's father (now
general manager of the Gardens, trustee of the CAHA and
secretary of the OHA) broke son Foster into a love of sports,
so Foster has induced in his son Bill a love for radio—Bill is
manager of CCKF. Moreover, Bill and his two sisters are all
married and there are six grandchildren now to keep Foster's life
interesting.

Summer weekends he and his wife Kay spend at their cottage
at Beaverton on Lake Simcoe where he loves to cook steaks for
the family on an outdoor grill. He bought an island for Bill
opposite his own cottage so family members could see one
another more often during the summer.

Foster likes gardening, but won't go near flowers, being a
hay-fever sufferer. He is thankful that the hockey season doesn't
begin until October, by which time the hay fever season is over
and his eyes have stopped itching and his nose stopped running.

But the hockey season is getting longer all the time. "If
they move it up to September," he says gloomily, "I might
have trouble."

Which is probably good reason to believe that
as long as we hear that familiar voice coming in each Saturday
night with, "Hello Canada and hockey fans in the United
States, hockey will not begin until after the hay fever season.