THE IMPERIAL OIL REVIEW

Published by The Imperial Oil Company Limited, 66 Church Street, Toronto.

The purpose of this publication is to provide information to employees of the company, its clients, and others interested in the oil industry.

NOTE: The success of the publication is dependent upon the cooperation and help given by everyone. Please address all communications to The Imperial Oil Review, 66 Church Street, Toronto.

Its Purpose

The Imperial Oil Review has been created for you. Its purpose is to tell you about the Company and the work you are doing. We believe you have a right to know what is happening.:

Though the sales conventions which we have held already have brought some benefit to our sales organizations, the need for an all-Canada organization is yet to be met. We have not only our salesmen but all our employees with the different departments and the various branches of our business.

It is our hope that this publication will serve, at least in a measure, to bring us all closer together and to develop a spirit of cooperation and teamwork. We hope you will be of assistance to our mutual benefit, to keep people informed.

Through the sales conventions we have held already, the importance of sales has been emphasized. We know that sales are not only important to the individual, but that they are also important to the company as a whole. We know that sales are not only important to the company, but that they are also important to the community as a whole. We know that sales are not only important to the company, but that they are also important to the public as a whole.

To All Imperial Oil People

We have established "The Imperial Oil Review" and have taken the responsibility of publishing it. We plan to make it an indispensable tool for all employees and its circulation will be increased in order to reach all departments and all employees.

At the end of the driveway to a large building you will find the office of the Imperial Oil Review, which is open every day between 8:00 AM and 5:00 PM.

The building is of stone and steel, and its design is carefully planned to meet the needs of our employees. It is equipped with all the necessary facilities to provide a comfortable and efficient workplace. The building is located at 66 Church Street, Toronto, and is easily accessible to all employees.

An important feature of the meetings was the presence of one of our employees who had recently returned from a tour of duty in the army. He had been able to see firsthand the importance of sales in the oil industry. He was able to convey to the other employees the importance of sales and the value of their work.

Vacuum Oil Company has added its sound policy. Mr. Dow had some very good suggestions, experiences and plans, to tell his selling forces, particularly in reference to Gargoyle Motor Oil. He talked of the great advantage the salesmen had in the field that would keep the business men in the field. As a result of Mr. Dow's talk, the salesmen were greatly interested and useful for some of the salesmen. Mr. Tollin's talk was on the construction and lubrication of bearings and on the different types of steam engines and their proper lubrication.

Starting with the elementary principles of gas engine construction, Mr. Peck addressed the meeting for a full day and carried the men through the different phases of internal combustion engine development and the lubrication problems which arose during its development. Throughout the conference there was no lack of technical addresses on the various types of engine or on the various aspects of the lubrication of the products which they sell.

On Saturday morning, practically all the party were conveyed to the Osborne House and given an opportunity to know something of the history of the work and the manufacture of the old Osborne House, which is now the town of Oakville.

The next convention of the series was held at the Reigate Hotel, Montreal, from January 13th to 15th. Mr. W. R. Scovil, Manager of the Montreal Division, and his men were

Very truly yours,

[Signature]

[Signature]
A Hint for Prairie Station Agents

Distances are so great from town to farm and from farm to farm on the Prairies that it is impossible for our station agents to cover personally all the tractor and threshing trade in their territory. Nevertheless, a fairly accurate analysis of the trade in each farm station territory is of great value. To know in advance what the requirements of the different farmers in your territory will be for the season is to prepare yourself with sufficient stock to meet those requirements and avoid disappointments to the tractor owner in the busy season.

Every farmer in your territory has to come to town for one thing or another occasionally, and that is your opportunity to determine what market for oil and fuel he represents. Keep tabs on the visits of the farmers to town and don’t let them get away without either securing their order for the season or at least determining their requirements so that you will be in a position to fill the order when it does come in.

When the Imperial Oil tanker Lorne sailed up alongside the Company’s dock in St. John’s, harbour about the middle of February, it marked a new development in oil service for the people of Newfoundland. The Lorne was the first ship to take into that port a bulk cargo of coal oil and gasoline. Formerly all shipments have been made to this point in barrels and cases on package-carrying boats. The new situation at St. John’s has been made possible through the construction by this Company of large tankage and warehouse facilities on the part of the harbour commonly known as the Southside. A large number of steel barrels have been provided for the trade at St. John’s and an effort is being made to educate the Newfoundlanders to buy kerosene and fabricating oils in these non-transportable containers in place of the wood casks they have formerly employed.

The establishment of this simple equipment at St. John’s, making possible tank ship deliveries there, has resulted in a substantial reduction in price of coal oil and gasoline.

The Lorne on her first trip discharged 229,270 gallons of gasoline (wine measure), 394,674 gallons of kerosene (low test) and 153,517 gallons of kerosene (high test). In the big trade at St. John’s is the fishing boats, a large percentage of which operate on low test kerosene.

The arrival of the Lorne was the occasion of a visit of prominent business men of St. John’s to the new plant at the invitation of Mr. E. M. Peligre, Manager at St. John’s. The party included Mayor Goosby, Acting Premier Hon. J. R. Bennett, press representatives and other gentleman, and they were shown over the plant by Mr. Peligre and entertained on board the Lorne by Capt. Watkins.

That Mr. Peligre and his assistants are maintaining the standards set by Imperial Oil everywhere is evidenced by the following quotation from a St. John’s paper:

“We congratulate Mr. Peligre, the local manager, on his progressive business methods. The Company now possesses one of the finest array of offices in the city, occupying the spacious apartments in the new Bank of Nova Scotia building. Mr. A. Evans, who is well and favorably known, is chief clerk and assistant to the enterprising manager.”

Wagon Tanks for Prairie Farmers

We wish to call the special attention of the Western farmers, particularly those calling on the tractor owners, to the new portable farm wagon gasoline tank. You will all know the difficulties of the tractor owner and the latter complaints you have received from him regarding the inadequate supply of gasoline and kerosene in remote points, due to the shortage of steel barrels. It is needless to say that the Company has tried to meet the demand by purchasing additional quantities of barrels but even then, there is no guaranteeing the possibility of the future. This is particularly true in view of the heavy demand which will be probably made on the Western farmer this year. His engines will be taxed to their limit and he will certainly wish to secure himself of an adequate and uninterrupted supply of fuel.

The special feature of this tank is that it can be fastened on an ordinary grain wagon with the aid of special steel straps and a wooden frame which is provided herefor and the farmer can obtain a good supply of fuel from the nearest tank depot any time he wishes, without having to consider whether he has steel barrels in which to carry it. At the end of the season when he no longer requires fuel for the tractor, he simply unstraps his tank from the wagon which is then free for other service.

The above picture gives a good idea of the design of the tank. It has a capacity of 200 gallons and is constructed of heavy 14-gauge steel and the joints and seams are welded throughout by the oxy-acetylene process. It has a filling opening of 3” and a discharge is made through a three-quarter anti-drip nozzle. The ends are reinforced by heavy 3” channel iron and it has also two inside buffel-plates which are securely welded at six points. These buffel plates have the effect of preventing the contents from rushing suddenly to either end. On the whole, it is considered the best tank for its purpose on the market today.

The one outstanding feature of this proposition is that the Company is offering these tanks to the farmers at practically cost, as it is to its advantage as well as to the farmer’s, to see that these are well distributed, in view of the consequent relief in the steel barrel situation. We would, therefore, urge a special effort on the part of salesmen covering the tractor trade to get one of these tanks placed with each of their customers.

What Gasoline Is

Gasoline, George Fitch tells us, was originally used only for cleaning glass and ejection holes through the kitchen roof, but now has been taught a great variety of interesting tricks such as running automobiles, aeroplanes, motor boats, windmills, street cars, hearers, corn shellers and bicycles. By the aid of gasoline we can travel 100 miles an hour through the air, 75 miles an hour over land and 10 feet into the ground with the greatest safety.

A gallon of gasoline can do as much work as a horse in two hours as a horse can do in one day, and it doesn’t have to be fed and bedded down at night.

One of Many

This is Corporal H. C. St. Gibbs, one of the first Imperial Oil men to enlist in the overseas service. Corporal St. Gibbs left Canada in August, 1914, with the 15th Battalion of the 22nd Seaforth Highlanders. He was wounded in the head and gassed at Fossebeck, near the Italian Front on July 9, 1917. It was not until July 16, 1918, that he left the Hospital and he is now stationed at the Canadian Casualty Assembly Centre, employed there in the capacity of clerk. Before leaving for the Front, Corporal St. Gibbs was one of the office staff at Vancouver.
INVENTION OF IMPERIAL OIL MAN 
at the FRONT

One of our greatest troubles at the front" said a Company Commander, returned on sick leave after being wounded at the Somme Front, who was formerly one of our Western travelling representatives. "Was the supply of hot food to men in the trenches. "A week in the trenches in the cold and wet, with little sleep, washing clothing, and cold food quickly saps the vitality of the strongest, and is, of course, terribly uncomfortable. It is not much use conjugating at long distances and without actual knowledge of the conditions, methods for supplying the men in the trenches with hot food. A large number of very capable men are on the ground, and so far have not been able to devise any really satisfactory means. Even supposing it was possible to take the field kitchens as close as one mile from the front line, soup which was boiling on the kitchen would be cold by the time it reached the men. Fires are not always possible, because there is always a question of position, and material for them is not always at hand. The most satisfactory means would be a small kettle of soup or a piece of cake. These have the vital advantage of being light to carry and available at any time. It has turned out that the man who needs hot food is standing over the fire."

"How do you use them?" we inquired.

"Well," said the Major, "I will tell you. First we tear off a piece of dry cloth about two inches square and wrap our piece of sand bag or the tail of your shirt will do. Then we cover it with another piece of sand bag, and slide the shore in an empty empty bail or just a tin, in which we have packed a number of holes in the bucket or with the mouth on the shell, and the canteen, this is to let air. We slip the wax of the candle on the shore of fabric, and simply light the wax with a match, placing the canteen tin of water, or whatever it may contain, on the top, and the candle will give us our beef tin. A large flame is then to either side to heat the beef tin. The last meal I took," he added, "just before I left, was a cup of beef tea prepared in this way in which three other officers joined me, and let me assure you that after a night in a trench of half frozen mud, its warmth was deeply acceptable. I have often seen, by ladies, who bless their souls, to be tired in sending parcels to our fighting men to tell them what our own men need most. Paraffin wax and candles are always welcome, for to cool and solidify. The skin should solidify about one inch in diameter and may be cut into lengths of one inch long. Such a piece will boil two or even three times. We have the necessary advantages, i.e., it is light and compact, unbreakable, and not subject to deterioration from heat, cold, damp or water. I take credit for inventing this little device, and an English firm has taken much interest in perfecting and placing it on the market in England, but there is no reason why these little blocks of wick and wax could not be made by any one. All the material needed is some wicking, known to the trade as candle wicking, some paraffin wax, paraffin, or an ordinary common candle, any of which can be bought at any grocer or hardware store and have the advantage of being very cheap, and for which I am sure our men would be very thankful. Probably some of the ladies who are members of the Chapter of the Daughters of the Empire would be glad to interest themselves and institute one or more lengths in each of their parishes. There is no reason why the wick should be cut into one inch lengths as the men can very easily do the wicking themselves, as they require."

"If the ladies, wives, and mothers, who are members of the Empire, and who have their dear ones at the front, would take a little time to send in the manufacture of a candle, or ask for a candle, I am sure that a few small candle would be quite as welcome as a new coat of socks or a package of chocolate, in fact probably more so."

"Petroleum in Canada"

A 124-page book entitled as above is in process of publication by the Canadian Imperial Oil Company. The Foreword is by the Hon. Walter C. Tegle, President, and the history of the petroleum industry in Canada in nontechnical language, and will deal with the activities of the Companies and Associations which have been connected with the oil business in the Dominion. It will be profusely illustrated with maps, cut by cut, tank tray, tank station and in fact all the equipment used in connection with a wide-spread oil business in Canada. Upon publication it will be distributed to all our stations in order that any who so desire may have an opportunity to see it.

A Certain Canadian Quality
BY ALAN SELMAN

"He’s alright, he’s got plenty of kerosene," Which, translated from the language of the engineer, meant that Jim could be depended upon under any circumstances.

It’s a good word and should be in general use. It stands for certain Canadian qualities. It means an admirable capacity for getting out of a hole—of taking what you happen to have and making it serve your purpose, even though the thing was not meant for that purpose at all—of adapting yourself, as well, to existing conditions and making them work with and for you. It stands for initiative and confidence—quick action coupled with stories—prowess—intelligence and resource.

Canadians have it. It was kerosen that opened up the North, that developed the Coliban field, that harassed Nizraga, that swung the guns back to La Moragne—where the French line broke—and, facing east against west, bought both ways. It was kerosen that animates the explorer; the seaman; the whaler; the gold-digger; the lumberman; the Hudson’s Bay Company at its peak and the highest type of salesman. It is, in short, the distinctive factor, the possession of which makes all things possible, and marks the difference between one individual and another.

The modern man is keen, inquisitive, and acquisitive; he takes the core of things, and requires it at once, whether he desires it or not, and, if necessary, at once, and without explanation. The man who has petroelum and has kerosene, and is not only impressed, but delighted, by the advantage, is the man who has the good life. We are not, however, merely interested in the man who has fossil fuel and its advantages. We are interested in the man who has the market and the means of its exploitation. We are interested in the man who has the knowledge of the man who has the market and the means of its exploitation.

Are You on the Mailing List?

"The Imperial Oil Review" is sent only to employees of the Canadian Imperial Oil Company and only to those employees whose correct names and home addresses are on our mailing list. If you don’t receive the "Imperial Oil Review," and desire to get it regularly, or your address changes, please send your name, or your address changes, to "The Imperial Oil Review," 36 Church Street, Toronto.
Analysis

It is a revelation to us to find how differently some things look when we start to delay in asking questions.

Sometimes the results are pleasing and sometimes the reverse, but a little analysis often pays big dividends—and like a smile, it doesn't cost anything.

Page 5 shows what Mr. P. J. M. Lagrange found out when he analyzed his first month's work as a special Mobile Oilman in the Province of Quebec.

We compliment Mr. Lagrange on the good beginning he has made in Mobile Oil Sales, also on the frank way he has set down the actual conditions as he found them.

This point will not be lost on other salesmen. The first requisite for improvement is to know exactly what we have accomplished and wherein we have failed. These things can go to work on the weak spots.

Tank Car Shortage Serious

There has been no time in the history of transportation when the shortage of tank cars has been so serious as it is today. You can rent two railroad houses in nearly any city of Canada today for what it costs to rent a tank car. This shortage is caused not only by the poor time being made by the railroads, but also by the delay in unloading by our agents and customers. You cannot make money unless you unload the car. The delay in unloading of the tank car makes it impossible for you to sell the goods and you cannot deliver the goods unless you have the cars with which to do it. Therefore, tank cars should be given a high priority of delivery.

Are you an Imperial Oil Man?

There is more to being an Imperial Oil man than just doing hard work, enlisting work and being on the pay roll. Every Imperial Oil employee is a factor of greater labor for the promotion of the products of Imperial Oil.

When you buy gasoline, oil, lamp, all of these, or any of them, do you feel sure that you are getting Imperial Oil?

Are you doing business with a company that makes Imperial Oil?

Does your local agent have Imperial Oil products in stock?

Crude Oil Markets

The crude oil market is exceptionally strong and points to even further advances because of the immense demands for all Petroleum products, and the fact that the result of the search for new sources of crude supplies, will bring about a higher price for all Petroleum products.

The sudden outcry in California is acute as the figures for production show a falling off of over one million barrels per month from production figures of a year ago.

Crude oil prices will rise for different reasons, according to Mr. C. M. Woodman of the Imperial Oil Co., of May 10, 1917:

- Oilers: $1.80
- Mid-Continental: $1.70
- Canadian: $1.25

"Give us a Match, Bill"

The above-mentioned remarks made by a farmer's hired man driving into one of our Prairie stations for a load of Silver Star Kerosene nearly caused a riot. And, our warehouse man read the article to the henchman to whom I explained that you are an Imperial Oil man and that you demand to see the man who handles Imperial Oil goods. The man was impressed with the value of Imperial Oil and returned to his duties.

OVERHEARD IN FRONT OF "RED BALL" SIGN

William: "Yes, I think the system is better. Those Spanish.boldax would go through thousands of miles on a gallon."

Willis: "No, they wouldn't. You can't believe half what you read about those foreign cars." - Life.
1917 Sales Conventions

(Continued from page 9)

there, and Mr. S. R. Sharpe, Manager of the Halifax Branch, came on with his party. About 55 men were present.

At the Montreal meeting the program was much the same as that conducted at Sarnia, the meetings lasting four days.

55 below zero weather was the greeting that Winnipeg got from the Imperial Oil salesmen. Mr. McFayden and his friend, from Saskatchewan, even pretended to shake at the weather that Winnipeg offered. Mr. Halsey, Manager at Regina, brought his mother to attend the meetings held at the Fort Garry, which were made complete by the presence of Mr. A. J. Wolcott, Winnipeg Manager, and his staff. Everybody had a good time at Winnipeg but every one had a sad story to tell about the shortage of steel horses, and that proved to be only the start of the steel horse trouble. For more men were present at the Winnipeg convention.

At its conclusion, the whole party went to Regina, arriving there the first morning, when the new refiner was opened in the far south. As on one of the afternoon Mr. Peach completed his talk on trade prospects in the City, at the King George Hotel.

Some of the Salesmen who were present on the trip, including Mr. D. E. S. Cartwright, Manager, all attended an open-air performance en route to Regina, and were thrilled by the performance of the Maori War Dancers.

The new refiner is said to be able to process the whole of the engine’s output. It was opened by the Premier, who was present at the opening.

The meeting was held in the Hotel Palliser, Winnipeg, and the weather was really cold, as below was the record in January.

On the last day, however, one of the famous Chinook winds showed up just to nullify the claims of the Calgary natives.

About 12 men under Mr. C. M. Robson attended the convention of British Columbia salesmen held at the Hotel Vancouver for four days from February 5th to 8th. They went away with new ideas and a keen enthusiasm for Imperial Oil products. British Columbia has not yet felt its true potential, as yet the prosperity which has come in other parts of Canada, and which didn’t prevent the Chemistry men from saying “what we need next year,” and other fields had better look to their laurels.

After two years of sales conventions it is doubtful if there is one Imperial Oil salesman who would not like to see them discontinued. It is worth a great deal to come together at least once a year and talk over experiences, ask questions, tell your troubles, and get inspiration for your work. The personal value of the information received at these meetings has shown that you will be more apparent year after year as the conventions develop.

Canada as a whole was never in so prosperous a condition as it is today. With two years of excellent crops, great prices, with mandates orders which have built up for her, there has been no time in history a favourable balance of trade. The Dominion is equipped to handle any problem that is presented.

An organization such as that of the Imperial Oil Company, Limited, which is in touch with every part of Canada, reflects the spirit of the country. To the men who, with Mr. Mayer, conducted the sales conventions in 1917, it has been made apparent that the spirit shown by the Imperial Oil Company salesmen is the real one—this is the spirit of hard work and of co-operation.

Salesmanship Talks No. 1

BY HERBERT W. CASSON

A salesman cannot afford to make a mistake. Why? Because a salesman’s mistake means a customerTs funeral. When a plumber makes a mistake, he has someone else to blame. When a lawyer makes a mistake, it’s just what he wanted. When a carpenter makes a mistake, it’s the customerTs fault. When a newspaper makes a mistake, the readerTs fault. When a printer makes a mistake, youTs fault. The chances are ten to one that he never had his business.

When an electrician makes a mistake he has to make an induction, because nobody knows what that is. In the hospital, a doctor makes a mistake he is a hero. If a judge makes a mistake he is behind the law of the land. When a preacher makes a mistake nobody knows the difference.

But a salesman, he is different. He has to make a mistake to profit, or into a profession, as other people do. In fact, you’ve got to go some to be a salesman.

How’s your motor car bearing?

“Well,” replied Mr. Chippings, “the way it uses gasoline shows that while it may be weak in spots, its appetite is all right.”

Polarine and Premier Gasoline

A sales talk on Polarine and Premier Gasoline, which was made on the day before the convention started, was given by Mr. S. R. Sharpe, Manager of the Halifax Branch, and was well received.

The Maxwell Endurance Car

The Maxwell Touring Car, pictured above, made a name for itself and incidentally advertised Premier Gasoline and Polarine to good effect in Winnipeg, when it ran successfully in the endurance test lasting two weeks in the coldest part of Winnipeg’s cold winters. On the 13th January this car started off on a 3,000 mile run, in a temperature of 42 degrees below zero. The engine ran for 524 miles in a temperature of 10,000 miles in the gulf of Premier Gasoline, and never got above 16 degrees below zero. Polarine and Premier Gasoline were used exclusively, and in a letter to Mr. A. J. Wolcott, Manager of the Imperial Oil Company at Winnipeg, Mr. McInnis of the Maxwell Motor Company in Winnipeg stated that he attributed the remarkable performance of the car, in large part, to the use of Polarine and Premier Gasoline. The car averaged 40 miles per hour, with 24 miles to the gallon of Premier Gasoline, and Premier Gasoline. The car was advertised for 360 miles to the gallon of Polarine, and Premier Gasoline.
To-Day’s Canada—
and To-Morrow’s

Canada, from coast to coast, has both eyes open, both hands and both feet working. The Dominion is a vital organ of the British Empire, stimulated into constant productive activity. Her days’ of construction are passing, her day of production has dawned. The wheels are turning faster than ever before and slower than they ever will again.

The Imperial Oil Company, Limited, pioneered with the railroads. Imperial Oils lubricated the locomotives themselves, heated the frontier construction shacks, greased the first farm wagons, brought lantern-light into winter darks, and literally made the tremendous period of construction possible. When Canada’s industries drooped, The Imperial Oil Company’s sales fell off. But then, as now in this rebirth of activity, the Company was the motive and lubricating factor in Canada’s development. Not one wheel, agricultural or industrial, can turn without oil. We stand on a prestige that means to the industry of the Dominion existence itself.

Noblesse oblige,—That prestige carries the obligation of a constantly broader scope and higher perfection of service. Our products must make pioneering possible, must continue to construct and then to produce. We have set a pace, and must keep up with it.

The wheat crops of 1915 and 1916 and the wealth of war orders have been the sunrise of this period of production. Industry is due for an unparalleled stimulus and expansion after the war, and the keener our vision into the period of construction, the sooner we shall be ready to meet the demand. We must keep pace with to-day to grease to-morrow’s actors, fire to-morrow’s heaters, feed to-morrow’s motors, and be as vital working part of to-morrow’s Canada as we were yesterday and are to-day.

This word will reach over 600 Imperial Oil stations, over 5,000 employees from the Lakes to Hudson Bay and from Vancouver Island to Newfoundland. It is for you—each Imperial Oil man who reads—to do duty not to the Company alone, but to the Dominion at large and to oneself, by bending his individual greater effort to the work.