THE IMPERIAL OIL REVIEW

December

Imperial Subscriptions to Victory Loan

Returns of Nov. 28th show that 2,601 employees of the Company have subscribed for $250,300. Canada. This represents an average of $103 per subscriber. The Imperial Oil Company's subscription was $1,250,000, which makes the total for Company and employees $1,280,300.

Walter C. Teagle, NEW HEAD OF STANDARD OIL COMPANY

Youthful President Famous With All Angles of Work—A. C. Bedford Chairman of Board

R BROAD-shouldered, thick chested young man, blue of eye and square of jaw, swung down the corridor of the Standard Oil Building at 24 Broadway from the room whose nest, gilt lettering announced it was reserved for directors to a room at the other end of the building marked "President." He had a flashy looking pipe from a inner pocket, a flower and a jacket, and settled himself back comfortably before a stack of neatly typed letters on the desk. The young man glanced through the first one and signed it: "Standard Oil Company of New Jersey, by Walter C. Teagle, president."

with no more ceremony than that the world's largest and wealthiest oil corporation this week acquired a thirty-nine-year-old president. The old oil company, formally established against beating precedent, has itself shattered one. He is the third in the history of Standard Oil Corporation any doubt that this thick chested, broad shouldered, thirty-nine-year-old head will keep the wheels of the corporate machine in good whirring, as has the A. C. Bedford—who stepped up on from the might of the chairmanship of the board.

Crude Markets

Although the consumption of crude continues to be greater than the production, crude prices did not advance in the past month.

Pennsylvania... $3.50 per bbl. Louisiana... $5.00 per bbl. Mid-Continent... 2.00 per bbl. Canadian... 2.45 per bbl.

The prices of crude oil are considerably low because of the high cost of operation, the heavy demand and the inability of the large refineries to buy enough crude. The prices have recently been bid up all over the country, U. S. in gasoline and refined oils. Lubricating prices are higher and sharp advances in these products are expected at any time.

New Type of Leader

It is quite characteristic of the Standard's new president that less than a dozen hours after he had been elevated to that important position—one of the highest in the business—he had already taken a bold and aggressive step in the direction of some new fields the company has just acquired. He said that he was too busy to receive congratulations.
With Mr. Teague in charge of the development work, Standard Oil had the opportunity to give more time to general operations, and this was welcome news to Mr. Bedford. “Since becoming president I have had time to visit only one oil field during the past two years, and I have been to the oil fields. One cannot develop ideas sitting at one's desk all the time, and we both understand the necessity of getting out more.”

Cornell L. Arostegui

The thirty-nine-year-old president of the Standard Oil Company was born with a silver spoon in his mouth. His forefathers were among the men who got into the oil game on the ground floor. But that has not interfered with Walter Teague's desire to stand on his two feet and to carve out his own career.

His maternal grandmother, Morris B. Clark, was the first partner of John D. Rockefeller in Cleveland many years ago. They formed the partnership between Mr. Rockefeller and the oil business. They were engaged primarily in the handling of gas. Later the town decided to transfer the handling of gas and oil to the mayor of Cleveland, who was the man who got the oil business from the ground up. He started when he made his decision which cost Cornell University a professor of chemistry.

The son had gone through Cornell, studying in chemistry, for which he confesses he has always had a fondness. Three days before graduation the son, Mr. Newell Arostegui, a professor of chemistry, had graduated and entered the oil business. The son went out and put the best fire under that oil field and his total work for there was done. Mr. Bedford was an oil field man and the son was his right man. The son moved on and got a new job in the oil field and he was the best man for the position at that time. So he sat down and wrote his father a long letter, explaining the offer that had been made and asking for his advice. The answer was a wire from his father in Cleveland. “Come home at once and let's talk it over.”

The boy's mother had been ill. The unannounced summons worried him. He lost 20 in the oil game in a train crash for Cleveland. He arrived in the early morning and then got to the office of his father in the oil office of Western.

Jumped Into Overalls

Mr. Teague the older was on the job early as usual, apparently in good health and unattached by the fact that he sat in the presence of one who carried a freshly signed Cornell diploma under his arm. The father quizzed the son about his alarm and then took the boy's letter from his desk.

“I gather from this that you want to go to work at 9:00 a year as a chemistry instructor,” he said, shaking the letter under the nose of his son and heir. “Do you know it costs me exactly twice that much—$1,500 a year? I put you to work through school?” I suppose you now want to pay the difference between your salary and the $1,200 allowance you have been getting.

“Sir, you are the best man for this job. I have been working for this position for months, and started in it to learn what few men know, the inside of the foreign market.”

He wanted all the fields of Europe and America, and made a thorough study of the oil industry in England. France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, Germany, and English forays to study the fields of Europe and America, and made a thorough study of the oil industry in England, France, German
was dashing into a thicket. He heard aattle shot and called the dog off. The pointer was greatly excited with the quest and did not hear the warning, started into the brush. The dog was struck in the nose by the snake.

Taking his hunting knife, Mr. Teagle cut the dog's nose and tried to squeeze out the poison. Then he carried the animal back to the car, a couple of miles, and poured whiskey down the dog's throat. They had no snake serum on the car, so the engine was dismantled to a town thirty miles away for a bottle of the antidote. The medicine was brought back barely in time to save the animal's life.

The best shooting, according to Mr. Teagle, is afforded by the atherban, in the Tyrolean Alps. The bird is similar to the wild turkey. It is found right up on the timber line, 12,000 and 13,000 feet above sea level. It is one of the hardest of birds to shoot, and therefore is unusually attractive hunting for expert shots and men who pride themselves on their ability to stalk game.

"The atherban," said Mr. Teagle, "is a bird of the other day, his eyes sparking with the recollection of the hunt, "can be shot only about two weeks in the year. That is when the bee is nectar. He can get, too, for only about fifteen minutes at early dawn. Accordingly, it is necessary to start out from camp at midnight and climb the mountains in order to get to the timber line by dawn.

"Then the atherban leaves the nest and flies up to a branch on a tree that usually overhangs a precipice. There he sings his love song, and it is only while he is singing his love song that one can stalk him, for then he is completely blind and deaf." His song consists of three steps with a break on the branch of the tree as he runs along and ends with a sort of a crow. While he is singing you can move and make as much noise as you wish, but you must stop and stand perfectly still when the atherban stops.

When he starts his song again you move on until you get within rifle range. If he gets the least sign of your presence he flies away, as the guide calls it, dropping so fast down over the cliff that a good shot can't get one of them on the wing. I know because I have tried it," he said laughingly.

### The Imperial Salesmotor

**A RECORD MONTH**

**AT HOGG'S BROS., LTD., CALGARY**

**REGIONS IN GREAT SHIP GAIN 5% COMPARISON**

**STANDING OF DIVISIONS - SEPTEMBER 30, 1917**

<table>
<thead>
<tr>
<th>Division</th>
<th>Salesforce</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100</td>
<td>125</td>
</tr>
<tr>
<td>2</td>
<td>200</td>
<td>225</td>
</tr>
<tr>
<td>3</td>
<td>300</td>
<td>335</td>
</tr>
<tr>
<td>4</td>
<td>400</td>
<td>435</td>
</tr>
</tbody>
</table>

**VANCOUVER'S DRIVE LANDS THEN IN THIRD PLACE**

The sales force of any good business today is its motor, that is, the engine without power.

**Power is the one thing necessary to get you anywhere you want to go.**

The sales force of any good business today is its motor, that is, the engine without power.

**Knowledge is the key to success.**

There are, of course, different degrees of power. To take the locomotive up the mountain side requires more power than to travel the waters of a inland lake. To drive your automobile at forty miles an hour there you must use more power available than is required to travel twenty miles an hour—so it goes—the bigger and harder the task, the greater and better the power that is needed.

### Early History of the Company in Ontario

The Imperial Oil Company was organized at London in the year 1890, with Mr. F. A. Fitger as president, and Mr. W. N. Spence as secretary. The board of the company was then located in what is now known as the Alum Block, on Richmond Street.

The company as then formed was the successor to the London Oil Company which was organized previously from a number of smaller refineries; the principal ones being E. A. Ford & Co., Canadian Oil Company, W. Spence & Co., S. F. Wolf. The sales were handled by Messrs. Mabini & Co., Mabini & Co., and Thomas & Co.

**Roads of that district, and later over a conduction road, which was some little improvement. From Wyoming to the barrels were shipped, via the Great Western Railway, to London.**

The conduction hardships resulting from the means of transportation are frequent topics of conversation when old time oil men of this district gather.

There are very few of the older families of London who have not at some time during the early days been connected in one way or another with the oil industry, and as a result it is easy to interest almost any citizen in its progress and development.

When we have a grey-bearded patriarchal marmalade as bachelor to fill the plant of his home with Premier Canning, how I wish I had all of the jules that saturated the ground and atmosphere of this city in the seventies.

**Borron’s Note.—** As the above article indicates, the early history of the oil business in Canada was largely centered in Western Ontario. Mr. J. B. Williams, of Hamilton, of whom Mr. McCoig speaks, is credited with digging the first oil well in North America. This well was a success at Oil Springs, in 1858, a year before the discovery oil well in Pennsylvania.
THE IMPERIAL OIL REVIEW

THE TRIUMPH OF ASPHALT
"PERMANENCE WITH ECONOMY"

IMPERIAL CANADIAN MADE ASPHALT

Milton Hershey Company, foremost Canadian industrial chemists and paving experts, speaks for itself.

While stone block is more durable than asphalt, its greatly increased cost does not warrant its use, save in exceptional circumstances.

Each Imperial Oil man should be a good roads enthusiast. He should inform municipal officials that the present cost of the hot mix asphalt pavement is so low that it is now far cheaper than the cheapest road for small cities, towns and main county and provincial highways.

The graphs below are compiled from the last available statistics. The figures were collected by the "Canadian Engineer" and published in their issue of May 11th, 1916.

The first graph demonstrates the phenomenal ascendency of hot mix asphalt over all other types of pavement.

The second shows the fine representing concrete, wood block, and brick are shorter than the corresponding lines of the first graph. This clearly illustrates that the hot mix asphalt pavement is wear by wear increasing its already enormous lead.

The popularity and extensive use of the pavement is due to its great superiority.

The table on page nine, compiled by the Director of the paving department of the

Total Yardage of Permanent Pavements in the Six Largest Canadian Cities.

<table>
<thead>
<tr>
<th>Material</th>
<th>Yardage (mi)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Mix Asphalt</td>
<td>1,025,088</td>
</tr>
<tr>
<td>Concrete</td>
<td>628,744</td>
</tr>
<tr>
<td>Brick</td>
<td>1,278,884</td>
</tr>
<tr>
<td>Wood Block</td>
<td>1,194,687</td>
</tr>
<tr>
<td>Stone Block</td>
<td>246,000</td>
</tr>
</tbody>
</table>

Total Yardage of Permanent Pavements Laid in 1915 in the Six Largest Canadian Cities.

<table>
<thead>
<tr>
<th>Material</th>
<th>Yardage (mi)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Mix Asphalt</td>
<td>1,050,830</td>
</tr>
<tr>
<td>Concrete</td>
<td>747,007</td>
</tr>
<tr>
<td>Brick</td>
<td>102,000</td>
</tr>
<tr>
<td>Wood Block</td>
<td>16,628</td>
</tr>
<tr>
<td>Stone Block</td>
<td>73,043</td>
</tr>
</tbody>
</table>

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1917

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in carrying on their business, and are not merely for the enjoyment of motor car owners. The importance of permanent cross-country highways from a military standpoint has been clearly demonstrated in France during this war.

Now is the time for all Imperial Oil men to develop the "Good Roads" idea, and to educate all with whom they come in contact as to the undeserved superiority and economy of Asphalt for road construction.

A good example of fine asphalt paving, University Avenue, Toronto. Hot Mix Asphalt laid on old macadam

Five years ago. No repairs to date and road in perfect condition.

Points that must be considered:

Saneness... | 1 2 3 4
Cohesiveness..| 1 2 3 4
Durability...| 1 2 3 4
Easiness of feeder...| 1 2 3 4
Easiness of Road Construction...| 1 2 3 4
Easiness of Repair...| 1 2 3 4
Susceptibility to Wash Out...| 1 2 3 4
Susceptibility to Renewal...| 1 2 3 4

Rating:

Saneness... | 4 3 2 1
Cohesiveness..| 4 3 2 1
Durability...| 4 3 2 1
Easiness of feeder...| 4 3 2 1
Easiness of Road Construction...| 4 3 2 1
Easiness of Repair...| 4 3 2 1
Susceptibility to Wash Out...| 4 3 2 1
Susceptibility to Renewal...| 4 3 2 1

The key is as follows: 4 for perfect grade and 1 to absolute want.

Personal

Mr. James McTavish, formerly manager at Saskatoon, has been appointed manager for our Brandon Division with headquarters at St. John, N.B. This territory was formerly operated from Montreal but has been made a main division point.

In 1907 Mr. McTavish gave up reading and entered the service of the Company as a salesman under Winnipeg. At that time Winnipeg office had charge of the business in the three Prairie Provinces and Mr. McTavish's district as a salesman was the entire Province of Saskatchewan. Our business grew with the country and in 1909 the territory was divided. Northern Saskatchewan being made a division point with the main office at Saskatoon and Mr. McTavish as manager.

Mr. McTavish is a big man physically, of pleasing personality and even temperament, with an unusual amount of energy and tenacity. He knows the marketing game in all its phases and is a practical man on construction, operation and maintenance of stations.

Mr. McTavish enjoys nothing more in his spare time than a game of golf for a "ball a hole."

Mr. Paul August, recently appointed Assistant Manager at Winnipeg, has worked himself up from the bottom by steady, hard, careful and consistent work, always looking after the Company's interests in all the positions which have been assigned him.

He was employed by the Company June 6th, 1909, as warehouse clerk. He held that position until Sept. 1st, 1911, when he went on as City Salesman temporarily in Winnipeg. On January 1st, 1912, he was put on the Order Desk and held that position until January 1st, 1916, since which time he has been acting as Manager's Clerk until his appointment as Assistant Manager November 1st, 1917.

Mr. August has rendered the Company valuable service in the different positions he has occupied, and has a good knowledge of the way his business should be handled, especially from the marketing standpoint. He is a man of family and 26 years of age, which gives him plenty of time in life to keep on climbing.
MORE ABOUT FIRE LOSSES

INDIVIDUAL RESPONSIBILITY

For Fires in France

(From National Fire Protection Association Quarterly)

Under laws forming the basis for modern laws in the United States, each person is responsible and liable for any acts of his by which any other person has or may have been exposed to danger or injury.

The law of 1855: Every person is responsible for all damage, cause or injury caused by his own act, carelessness or negligence.

This responsibility, as it relates to fires, is called in France, the "Responsabilité des vols, ou responsabilité civile." It is universal, and applies to landlord and tenant alike. To apply to fires, these articles mean that if a fire starts in any premises through gross-carelessness or culpable fault, all damage done to neighboring property by that fire must be made good. There is no limit to the liability which may extend to an entire block in one of configuration.

The only point in the application of the law by which such a tenant may escape is that the burden of proof lies with the neighboring property. The law would be a great advantage for the protection of window openings, and the consequent fireproofing of the metropolis would quickly be lessened.

There are two articles in the French code which apply specifically to fires. These are not the same as the liability assumed by one who becomes negligent or inexcusable.

There are two articles in the French code which apply specifically to fires. These are not the same as the liability assumed by one who becomes negligent or inexcusable.

The presumption always is that the fire was caused by the act of the tenant, and the onus of proof rests upon him to show that it originated from structural defect or from some cause beyond his control before he can be held responsible. A tenant, therefore, must suffer not only the loss occasioned by his own property, but likewise that caused to his landlord's as well as to his neighbors by a fire originating in his (the tenant's) own premises, unless he can prove to the satisfaction of a court of law that the accident was occasioned by some defect in the building or some other cause over which he had no control, in which event the entire loss, both on building and contents, for damage done to neighbor's property, falls upon the owner of the building in which the fire originated.

It is obvious that the law is very much in favor of the landlord, for all the "proofing" must be done by the tenant. He is presumed to be guilty, he must prove he is not; and before he can recover any loss of his own he must prove the landlord's culpability in faulty construction of the building or its neglect in its proper upkeep. In practice the cases in which a tenant is able successfully to escape his liability are very rare (he is presumed to be guilty), while the landlord's liability (he is presumed to be innocent) is easily established.

It will be readily seen that the existence of such laws as those above given is a potent corrective of careless habits.
The attractive display portion here was in charge of Messrs. Lloyd C. Smith and J. B. Burtchall. Both Mr. Smith and Mr. Burtchall have had considerable experience in the lubrication of internal combustion engines and are therefore especially fitted to take charge of such a demonstration.

We show on page thirteen a list of the manufacturers of those that were demonstrated, the manufacturer of same, together with the horsepower and the fuel and lubricants used by each. Such a list is a model for greater accuracy on the part of any Imperial Oil seller in the line of tractor lubricants and fuels that he has to offer the trade.

The sale of our lubricating Oils and Fuels to tractor owners already constitutes a large part of our business, particularly in Western Canada. The success of our products at tractor demonstrations, both East and West, is very gratifying, and of considerable importance. Many future potential tractor owners are interested spectators of these contests, and they cannot fail to be impressed by the confidence shown in our lines by the manufacturers of the machines themselves.

Canadian Atlas-Allis Chalmers Co.'s Tractor, with Mr. A. N. Van Gent, one of the A. C. Co.'s erecting engineers, in charge. "Van" was one of the most popular operators on the field.
A Page from a Prairie Salesman's Diary

BY P. W. GORDON
Manager, Saskatoon

PULLED out this morning all full of hope, for I had been, but the locomotive wasn’t, and we were two hours late getting to Bown. There are five dealers here, and so I decided to put some of the efficiency stuff into practice. Jones, Jones & Company, was busy when I got to his big hardware store, so I gave him a glad wave of the hand and beat it to Fritz Schmidt’s. Fritz also keeps a hardware store. We got the wire-grip business over, and got busy on the lines. Fritz’s English is somewhat paler, but has credit grades high at the bank. He has been buying Royalite, Pressler Motor and Micra from us, together with a little Prairie Harvester, but up to the present, Pauline and Mobilite were something he had heard about, but hadn’t seen the money in. More than that, the price of these cars is higher than the price of the old models. He was off the subject of the simple or eldorado type, and Fritz was a good conversationalist. However, I had given him the hammer and saw story thus far, and he told me he had raised one of my ideas, and that the Fair Co., with the new Fair Co., was the Fair Co., and that the Fair Co. was the Fair Co. He looked interested, although I don’t believe it was the same one they had in the music that night, and he said to me, "Sure, I heard about that. But my son, I am not sure if that can be said of any real model." I pointed out that one day, at least, he might be sure of it.

Perfection Oil Stoves—The Year Round

DUE to the increased costs for fuel oil, Perfection Oil Stove Co., in October in the gain made by Saskatoon Station, which brought them up from ninth place to a tie with Calgary for fourth place in all three months. Calgary continues to hold the lead by a large margin. This season’s top ten stoves have already realized a new record for a ten-month season. Calgary and Edmonton are in a close race for the top spot. The Royalite and Micra sales have been excellent, and the business is now well on the way to being better than last year.

Perfection Oil Stoves—The Year Round

STANDING OF DIVISIONS—OCTOBER 31ST, 1917

<table>
<thead>
<tr>
<th>Division</th>
<th>Total Sales</th>
<th>Perfection Stoves</th>
<th>Royalite Stoves</th>
<th>Micra Stoves</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>101,180</td>
<td>60</td>
<td>30</td>
<td>111</td>
</tr>
<tr>
<td>Regina</td>
<td>75,220</td>
<td>50</td>
<td>25</td>
<td>105</td>
</tr>
<tr>
<td>Edmonton</td>
<td>70,180</td>
<td>40</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>Winnipeg</td>
<td>61,120</td>
<td>40</td>
<td>30</td>
<td>90</td>
</tr>
<tr>
<td>Vancouver</td>
<td>58,210</td>
<td>30</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Ottawa</td>
<td>49,120</td>
<td>30</td>
<td>20</td>
<td>70</td>
</tr>
<tr>
<td>Montreal</td>
<td>45,110</td>
<td>30</td>
<td>20</td>
<td>60</td>
</tr>
<tr>
<td>Toronto</td>
<td>40,110</td>
<td>30</td>
<td>20</td>
<td>50</td>
</tr>
<tr>
<td>Hamilton</td>
<td>35,110</td>
<td>30</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>New York</td>
<td>30,110</td>
<td>30</td>
<td>20</td>
<td>30</td>
</tr>
</tbody>
</table>
THE SPIRIT OF CHRISTMAS

The Christmas Season, with the thought and action it brings of good cheer and of giving, comes but once a year.

But the Spirit of Christmas cannot, does not, die with the Holiday Season. For the spirit of giving, for its sake alone, is what makes life and work and pleasure worth while. It is the spirit which every day and every week for over three years of War has taken men far overseas to give to their utmost for the benefit of others, and has kept those at home working harder and better in providing for our fighters abroad.

We are glad that this year, through the medium of this magazine, we have a means of offering our thanks to all employees, both those who are battling that our lives may be more livable, and those who have faithfully fulfilled increased duties at home.

We wish all a Merry Christmas and Holiday Season.