Buy Victory Bonds

Canada’s Victory Loan, vital in its call, rises firmly in its appeal, is before us. You will invest as you have done before. Let us hope you will invest as you have never done before. The objective is reached—indeed passed.

You may have only a small sum to invest, but those few dollars invested in Bonds may actually purchase the equipment for which thousands of dollars is asked. Your money may purchase the very food he needs, the blanket that protects him amid the biting winds of Siberia, or the wheel that saves his life in machinery reeking with actual poison gas bombs. And if not, for your friend, may be for your friend’s friend, and at least for the friends of some who would bless your generosity as you would theirs if in your place.

“Now victory worth having was ever won in a crisis, it is a time when you must be counted or efforts spared. Whatever the cost it is your time and your available privilege to share in it. If you have the right motive and are truly patriotic, then for the cause of Freedom, Freedom and Country you will willingly, gladly, eagerly some sacrifice.

Victory is in sight. All investors can have a little more. Buy Bonds till you feel that you are actually sharing with the boys “over there” in their hardships and sacrifices. Real patriotism does not consist of idle phrases. Buy Bonds till you feel the pinch. Then you will be giving less than many of our soldiers who are giving life itself. Spare no effort that this loan may be very truly a Victory Loan.

Subscribe to the Utmost

We give below a copy of the telegram that was sent out to heads of all branches from Vice-President C. O. Stilman to all branches of all sales divisions by Vice-President G. W. Mayer:

“We are very anxious you do utmost to get our organization to subscribe to the utmost of their ability to present Victory Loan. It would therefore seem urgent your organization at next meeting committee, you as chairman, to personally canvass our people. We want 100% of total subscribed possible and that the amount be 10% or more of the present year’s pay roll as per plan. Do not lose time. When you have no doubt received by now our circulars for this campaign, would appreciate weekly wire report as to progress of your campaign showing percentage subscribed and average amount subscribed to date of wire. Advising you and your organization success in this undertaking.

Hold Fast

How these brave words sound throughout the land! Our hearts responsive to their appeal.

LOYAL to Country firm we take our stand.

DETERMINED that the end shall pay for all.

FAIR in the sky we see the dawn’s first light.

AND with its beams there comes a thrilling song.

SOUNDED by love ones fallen in the war.

TRIBUTE we claim. Remember us, Be strong.

Thrift

Without me no man ever achieved success, nor has any nation ever became great.

We have been the bedrock of every successful career and the cornerstone of every victory.

All the world knows me and most of the world needs my warning.

The poor may have me as well as the rich.

He who possesses me has contentment in the present and security in the future.

Once you have me no man can take me away.

I lift my possessor to a higher plane of living, increase his earning power and bring to realization the hopes of life.

I make a man well dressed, well housed and well fed.

I insure absolutely against the rainy day.

I drive want and doubt and care away.

I provide those who possess me prosperity and security.

I have excelled those of low degree and those of high degree have found me a helpful friend.

To obtain me you need put no capital but personal effort, and on all you invest in me I guarantee dividends that last through life and after.

I am free as air.

I am yours if you will take me.

I AM THIRTY.

AMERICAN-BANKERS’ ASSOCIATION.

The 1918 Victory Loan

Yet another appeal has been made to the public to get the full measure of the 1918 Victory Loan, another campaign floated. Canada’s Victory Loan of 1915, as we all know, THE Victory Loan, is off to a good start.

For a considerable time a small army of workers under the expert supervision of Canada’s greatest financiers have been busy on the preliminaries and details of the issue, and a large number of trained men have been recruited to take care of the canvassing for subscriptions. The selling campaign will open on Monday, October 25, and continue until Saturday, November 16. All the workers have been carefully instructed and their enthusiasm is tuned to the highest pitch.

As a result, the success of the Loan itself, rests with each and every loyal citizen of this fair Dominion.

Important Particulars.

The objective named by the Min. of Finance is Five Hundred Million Dollars ($500,000,000).

This should be raised without difficulty, especially having in view the liberal terms upon which the bonds are offered. The issue is on similar lines to the last.

Bonds will be in denominations of $50, $100, $500 and $1,000. They are fully secured by the property of foreign and Dominion companies, and are secured by first-mortgage bonds due November 1, 1932, and fifty-year bonds due November 1, 1933.

Interest will be at the rate of 3½ per cent per annum payable half-yearly.

The Loan was officially launched on October 11, 1918, with Sir Thomas Wilson, in charge of the campaign, and the deposit of the first sums thus brought in was made at the firm of a certain prominent merchant.

He opened a number of accounts, one of which was: 1918 Loan, $50,000.

The proceeds will be used to purchase the first-mortgage bonds due November 1, 1932, and fifty-year bonds due November 1, 1933.

We have a permanent feature of Canadian finance from now on.

The success of the last Loan behind us as an impetus and a spur, this Loan will be quite profitable to us. It would be quite profitable to Canada. It is expected that half billion dollars will soon be paid, particularly as this money will be spent within the borders of our own country and not elsewhere.

This Loan is the largest to be issued by a foreign country in recent years.

The application of the money is as follows:

$150,000,000 to provide for the sinking of the Canadian Pacific Railway;

$150,000,000 to provide for the sinking of the Canadian Northern Railway;

$150,000,000 to provide for the sinking of the Canadian Northern Railway.

This Loan is an undertaking of the utmost national importance to the people of Canada. Its success is absolutely essential to our continued prosecution of the war and to the maintenance of the prosperity upon which our war effort necessarily depends. Canada relies upon the success of the Victory Loan to enable her to carry on.

Purpose of the Loan.

All our efforts in connection with the war must be backed by money. Without money we cannot prosecute the materials we need. We must have guns. Behind the guns we must put men. Into their hands we must put ammunition. They must be fed and clothed. To do this we must have money. Money to pay the wages of the munition workers, to purchase the raw materials, to pay for transportations and the hundred and one other things. After four years of the struggle it is not necessary to attempt a detailed description of the vast organization built up to prosecute the war to a successful conclusion. To make a long story short, it is to raise MONEY that this Loan has been floated.

Before the war Canada was a borrowing nation. Bonds were largely raised abroad in foreign countries by the foreign companies used to exploit the resources of Canada, and the interest and success of the development went out of the country in proportion as the money came from outside sources in the first place. Events during the last three years have changed this so that Canada is now largely self-supporting.

We hope there will be a permanent feature of Canadian finance from now on.

The patriotic appeal of the present Loan is irresistible. We must respond.

The terms of the Loan are very attractive. It is an excellent opportunity to ask how much to offer. A $50 bond will in five years pay you $94.40, or 28½% interest. This is meted out by those who invest in the Loan, and quoted at the rate of 28½% per annum on the whole amount.

The bonds, whether purchased for cash or for instalments, will bear interest at the rate of 3½ per cent per annum, payable half-yearly, and will be fully guaranteed by the Government.

The Loan is to be registered, and the holders will have the option of selling the bonds at any time.

The Loan is an undertaking of the utmost national importance to the people of Canada. Its success is absolutely essential to our continued prosecution of the war and the maintenance of the prosperity of which our war effort necessarily depends. Canada relies upon the success of the Victory Loan to enable her to carry on.

Save Some of the Hay by Buying Bonds
to guard against any false ideas regarding the amount of support we should continue to give. The war is not over; many terrible events are yet possible. We must not think that our sacrifices can finish the business alone and that we can shuck up our efforts. Large sums of money will be required even when fighting does cease, for the period of demobilization will be a trying one, particularly in the matter of finance. Too much stress cannot be put on saving in anticipation of the period of readjustment at the conclusion of hostilities. Everyone must save, not only for themselves but for their Country. The Victory Loan will make the labor market safe for all. Without it, financial conditions might well for some considerable time make further saving impossible and at the same time seriously deplete many small boards. Thus if you would be patriotic, if you would be a true citizen, if you would do your duty, SAVE, Save to lend and lend to save.

EMPLOYEES’ SUBSCRIPTIONS FOR CANADA’S VICTORY LOAN OF 1918

With the idea of providing for those employees who wish to subscribe to the Victory Loan, a more extended installment plan than the one contained in the official prospectus, the Company submits the following

1. Employees are given an opportunity to subscribe through the Company, up to November 10th, for bonds in amounts from $50.00, in multiples of $50.00, up to 30% of their annual salary or earnings, or to purchase any amount outright by payment in full.

2. Bonds sold on installment are to be paid for at the rate of 3½% semi-monthly or 1½% monthly, beginning with the last pay made in November, 1918.

3. Employees who desire may have installments deducted from their pay, or if they prefer they can pay direct to the Assistant Treasurer of the Company at Sarnia. Should any subscriber under the installment plan prefer to make larger payments than outlined herein or pay for his bond or bonds in full, he may do so at any time and the bond or bonds will be delivered by the Company when received from the Government.

4. Company to charge on unpaid balances the same rate of interest as that which the bonds bear, 3½%, and to credit employee’s account with the amounts of interest coupons as they are collected.

5. In case of default in payment of any subscription installment, continuing for more than thirty (30) days after written notice to the subscriber, the Company may reduce the amount paid in, without interest, and retain the bond or bonds.

6. If, for any cause, the services of employee terminates before bond subscription is fully paid, he has the option of paying subscription in full and receiving bonds, or of having his money returned with interest. In case of death his legal representatives shall have the same option.

7. Applications for subscriptions should be made through your Superintendent or Manager of your Department on the form provided.

8. No change will be made by the Company for its services in this connection.

<table>
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<tr>
<th>Annual Earnings</th>
<th>Subscription Allowed</th>
<th>Amount Semi-Monthly</th>
<th>Amount per Month</th>
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</thead>
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<tr>
<td>$600 to $849.99</td>
<td>$50 or $100</td>
<td>$2.20 to $3.00</td>
<td>$5 or $100</td>
</tr>
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<td>$5 to $48.00</td>
</tr>
</tbody>
</table>

(Employees earning $500 or more may subscribe in proportion to their earnings as above.)

BETTER SAVING SAVINGS THAN SACRIFICE SAVING

1918

DISTRIBUTION AND STORAGE PLANT AT HAMILTON

The history of the old plant dates back to 1889. In the fall of that year the Hamilton Oil Company, Limited, began business in these premises. Three years later, in 1892, the business of Healey & Elliott, Refined Oil (producers of Hamilton, amalgamated with the Hamilton Oil Company and Mr. A. Healey became manager of the amalgamated interests.

In 1896, a new company, known as the Queen City Oil Company, Limited, purchased the Hamilton Oil Company, Limited, and the latter then became the Hamilton Branch of the new organization. The Queen City Oil Company, Limited, was in turn acquired in 1910 by Imperial Oil Limited. The Hamilton business was still continued and became the Hamilton Branch of the Queen City Division of Imperial Oil Limited.

The Old Plant.

The old Imperial Oil storage plant, as will be seen from the illustration on this page, while adequate for former years, became too small for the fast developing business. The facilities for distributing Imperial products as well as the storage capacity for these proved insufficient during the last few years.

On February 14, 1918, the tract of land now occupied by the new Imperial Oil Limited plant at Hamilton was purchased from Mr. E. Clarkson. The tract is on Victoria Avenue North. Its area is three and one-fifth acres. Previous to its purchase, the buildings on the ground were occupied by the Dominion Soap Company.

As soon as the transfer of the property was completed, plans for a new plant were prepared. Operations were at once started by the demolishing and removing of the old buildings. The work of the past was speedily accomplished and the construction work then proceeded apace. The contract for the brick and concrete construction work was let to Nestor & Sons, Contractors of Brantford, Ontario, but most of the remaining work was done by the Company’s employees.

The project with which the work has proceeded is gratifying to all concerned. The fact that the new plant, as shown by the accompanying illustrations, now stands where the old buildings occupied by the Dominion Soap Company stood last February, speaks for itself. The contractors did well and the work of Imperial employees is especially commendable. The remarkable progress made is due to the splendid co-operation of all who worked with Mr. C. A. Moyer in the erection of the new plant.

The New Plant.

The plant consists of the main office and warehouse building, the outside storage tanks, garage and shop, wagon shed, barn, boiler house and auxiliary filling tank.

The main buildings is of brick and reinforced concrete construction throughout. It is a modern type plant. The building consists of two stories and a basement. One end is occupied...
THE MAIN BUILDING ON VICTORIA AVENUE NORTH

by the lubricating-oil tanks; the offices are on the first floor at the south end of the building. The remainder of the building is devoted to the storage of specialties, package goods and all types of oil-burning and oil fuel handling devices.

These are three big outside tanks, one for fuel oil with a capacity of 55,000 barrels, one for gasoline with a capacity of 35,000 barrels and one for refined oil with a capacity of 30,000 barrels. The lubricating-oil tanks in the main building provide storage for 3,500 barrels of lubricating oils. There is a battery of tea tanks with a capacity of 440 barrels each.

The garage is also of brick and reinforced concrete construction. Attached to it is the shop area and workshop, thoroughly modern in appointments and equipment. The garage provides storage for twelve cars and trucks. The service area has twelve bays for fourteen hours each. Nearby is the 18-ton crane, with which twelve pieces of equipment may be handled.

The boiler house is of brick and concrete construction. It contains two 55-ton power boilers. These boilers provide steam for the steam ovens in the lubricating-oil storage room as well as for the remainder of the plant.

Below the auxiliary filling tanks is a washroom for the male employees of the plant.

THE IMPERIAL OIL REVIEW

Selling Axle Grease in Bulk

BY SALMAOON W. H. SHOAIB, Winnepeg, Man.

MICA Axle Grease lends itself very well indeed to sale in bulk.

Much of the cost of small packages can be reduced by handling larger quantities, barrels or half barrels. As a practical example of this we instance a harness maker at Rivers, Manitoba.

Fervent to the cost of the order referred to, this dealer had always taken his stock in small packages, but on the question of method, he ordered a half barrel in order to try out the new scheme. The good results were instantaneous, for much waste time was saved in the handling of the stock when there was only one barrel instead of a large number of smaller sizes. Then, too, having made it known to the farmers in his vicinity that he was handling the grease in bulk, they brought in their 10. 15 and 25 lb. tins to be refilled. In this way the half barrel was disposed of in quick time.

On our next visit to Rivers we ordered a full barrel, claiming that it was very little trouble to handle MICA Axle Grease in this way and that in the future it would be the only way of handling the goods. The cost of the half barrel was 90 cents, and the cost of the full barrel was 140 cents. This way of handling the product gave the best return for the dealer.

With the completion of our new plant at Hamilton, Imperial Oil Limited now have one of the most up-to-date and modern storage and distributing stations in the whole Dominion.

A Tool or a Toy?

Your income is either a tool to work with or a toy to trifle with. It cannot be both. A man who uses his money as something to play with and waste, is just so babbling as the child with toys that are soon broken or thrown away. Your money can be a tool to work with and to help you in the future if you use it properly. No good workman loses his tools or wastes them. He keeps them bright for those who feel them. The sensible man who is making big money today will keep what he can to serve him later on. The man who does not live on it and who has his own future in his mind, and is Canada's if there are many like him. Use money as a tool, not as a toy. Save to win.

Spend, but spend wisely.

THE IMPERIAL OIL REVIEW

If You Were the Boss

To the Editor, "Imperial Oil Review."

Dear Mr. Editor:—

Complying with your request—almost command—for a few lines on the above subject.

Sure now, Mr. Editor, tell me, like a good fellow, that it was just a slip and that you didn't mean it. "If you were the Boss." Have you been asleep for the past few years, or is it keeping that company lately that you've been doing? "If you were the Boss." Say, Mr. Editor, don't you know that this old world is getting deservedly tired of Bosses, and that the Allies are at the present time giving the lowdown punch to the biggest gang of Bosses that ever disgraced this troubled planet, and in face of all this, you encourage a lot of struggling mentality to rise to the occasion and say what they would do if they were the Boss. Shame on you, Mr. Editor. Why don't you absorb some of the wisdom published in your own magazine, for instance?

"Away with Dishonesty. Let them put Leadership—quite a different thing. The old way of managing was boss to give orders—wield authority."

"It is a much better way to co-operate, to organize, to take as many people as possible into your confidence and to share the responsibilities with everybody."

Yes, siree, this being the Boss is a dirty, low-down, rotten job, and I wouldn't be the Boss for $50,000 a year. I can't offer you any tips along that line.

Now, I'm going to take you into my confidence, Mr. Editor, because I know you are a good fellow, and I'm the official, I would—What? Sold—whisper it gently—What is that moving shadow behind you? Is it the leading official, or is it the Boss?

Thank you for the "Safety First" privilege of sending this article in without a signature, but having a strong distaste for anonymous correspondence, I subscribe myself,

Your's faithfully,

W. B. L. E. W.
SELLING POLARINE TO HARDWARE DEALERS

By Salomon Charles J. C. Kay, Winnipeg, Man.

BROther salesmen will admit that the subject of this article is not an easy one to write about. It is true, though it is one of great importance and constant recurrence in our business. Almost every hardware dealer carries a stock of automobile oils and lubricants, but in most cases they try to sell from two to as many as five different lines. With such cases the sales argument should be confined to the advisability of handling only one line, and that line “Polarine.” The value of correct lubrication as given by the complete line of Polarine, the advantage of our quantity discount agreement, the importance of a good and constant window display such as that to which our products lend themselves, and the popularity of Polarine encouraged by the continued Dominion-wide advertising campaign, are the right arguments to follow in a case like this.

The Opening.

On first approaching a dealer of this class it is probable that he will advance the argument that his business demands a wide variety of various lines of motor oils. It is necessary, at the very outset, to prove to him that it is not that his line is much more complete, but that his trade supplies oils and lubricants but that they in seeking for their custom from one line and then another. Ninety-five per cent of customers do not know the technical requirements of their engines and are very fussy for any practical assistance in solving their motor problems.

When handling paint the dealer will carefully ascertain the color and grade and then he will let you in on his customer’s habits. He will, of course, be interested in getting an offer from the salesmen and then, after a few comments, he will come back to the subject of his business.

The same argument applies to automobile oils, only a greater degree.

The customer has invested a large amount of money in a delicate piece of machinery. Correct lubrication is not only advisable, but it is necessary.

The service rendered such a customer depends entirely upon selling him the best oil for his car. Not only this, but also the oil should be the best for each particular part of the machinery.

There is a further advantage in handling oils like Polarine, whose quality never varies. Automobile engines require an oil that will maintain its lubricating qualities through the enormous heat of atmosphere and engine in summer, and that will feed at a low temperature during winter as well as it serves in the temperature sequences of spring and fall. In offering Polarine products to customers they get oils and lubricants of an even quality, made at one refinery on a standard formula from only selected crude. Polarine products are guaranteed by Imperial Oil Limited, whose experience in the manufacture of lubricants for every class of machinery is unexcelled. Our motor oils in particular are the result of a series of careful experiments performed to enable us to select the crudes which give the finished product most suitable for the exacting requirements of internal combustion engines.

In addition to all this, Imperial Oil Limited have adopted what is termed a “Quantity Discount Agreement.” This agreement gives a price for one year on possible requirements. The profits earned depend entirely upon the quantity sold. At least 25 per cent of this amount is assured, however, at extra discounts, as may be easily explained, will greatly increase the profits. This point can be effectively made by reference to the account of one of the dealers who keeps in stock. A complete stock in one line, Polarine, will enable him to sell the correct grade of lubricant to the customer much better than the same outline in a variety of stocks, while at the same time he will discover which of the customers is the most important in his area.

Closing Arguments.

The sales of any dealer depend upon the quality of the product offered, its reputation, the reputation of the manufacturer, the display of the goods, the kind of service given by the dealer, and by this publicity given the product by consistent and liberal advertising campaigns. A glance at the 1918 Polarine advertising is then in order, and any live dealer will immediately admit its value as an educational aid to sales.

The new booklet on lubrication is also supplied free to dealers in Polarine. Automobile owners find this booklet full of information in simple but complete form. A reading of it will create a more intelligent knowledge and a deeper interest in automobile lubrication.

Our method of delivery to dealers is unexcelled. Owing to the wide system of distribution made possible by the establishment of more than seven hundred wholesale stations throughout the country, a fresh supply can be delivered to dealers at a few hours’ notice. A salesmen who conclude the argument should, under the circumstances, have a sample only ready and explain just what oils and greases and in what quantities are made to workable stock. The exclusive sales of Polarine Motor Oils and Polarine Transomion and Grease and Metal Grease are giving real service to customers, and “he profits must serve best who serve best.”

THE PURCHASING DEPARTMENT

By J. W. Casterton, Purchasing Agent.

EYEWITNESS manufacturing concern, railroad company, steamship line, wholesale house, merchant and, in fact, anyone carrying on a commercial business, regardless of size, must have some one or more men in their organization whose duty it is to look after the purchasing of that which supplies equipment or stock is required.

There was a time when a great many concerns gave a very free hand in the matter of buying to the heads of the various departments, superintendents and foremen. In fact, most anyone from the president down did the necessary purchasing. They had only the necessary buying to buy thousands of dollars worth of material that was unnecessary and paid hundreds of dollars more for it than would have been the case had the orders been consolidated and handled by one person or one department. This condition no longer exists in any wide-awake and progressive firm. There is today hardly a concern of any size that does not have a Purchasing Department. This department may consist of one man only, or a hundred, depending upon the size of the industry and the volume of purchasing necessary.

Work of this Department.

The Purchasing Department is not an expense but an asset, providing of course it is properly and economically operated. The Purchasing Department must keep close watch on market conditions covering the various commodities used by their firms. They should also be familiar with the material which they buy, that is, they should know just what use the material is put to, how it’s used and why it is needed, as this is a great help to them in the selection of the material for which they are in the market. They must know the value of the goods they buy, either from personal observation or test or from reports or tests made by the practical use of the concern.

They should not select an article simply because a salesman tells them it is better. The practical test of every article, both for the customer and the manufacturer, is given the manufacturer by the test of the user for which it is intended, he is in position to make an intelligent choice.

The Purchasing Department today must be fully posted to all the various sources of supply for the materials used by their Company and must be capable of controlling the use of new sources of supply. A great many manufacturers have failed in their travelling salesmen and the Purchasing Agent can be valuable to them by keeping the various trade journals get in touch with concerns; he would never hear of otherwise. It is a mistake to go to the trade journals and confine inquiries to the same certain few manufacturers every time you are in the market for a given product. The buyer should get in touch with every manufacturer, both large and small, and by the purchase of the trade journals get in touch with concerns; he would never hear of otherwise. It is a mistake to go to the trade journals and confine inquiries to the same certain few manufacturers every time you are in the market for a given product. The buyer should get in touch with every manufacturer, both large and small, and by the purchasing of the trade journals get in touch with concerns; he would never hear of otherwise. It is a mistake to go to the trade journals and confine inquiries to the same certain few manufacturers every time you are in the market for a given product. The buyer should get in touch with every manufacturer, both large and small, and by the purchasing of the trade journals get in touch with concerns; he would never hear of otherwise. It is a mistake to go to the trade journals and confine inquiries to the same certain few manufacturers every time you are in the market for a given product.
All orders placed by the Purchasing Department are carefully followed from time of placing until shipment is made but misunderstanding this, under present conditions, deliveries are slow. A great many manufacturers have reached the point where preference is to delivery is not determined by date of order. He may have hundreds of orders calling for material the same specifications—the demand exceeds the production. He wants to satisfy all his customers but he cannot do it, so he supplies by giving preference to the customer who can put up the strongest argument as to his needs. It is therefore necessary for the Purchasing Department to continually keep after each individual order by letter, telegram or telephone.

It is very essential that all representations and stations, when sending requisitions in to the Purchasing Department, give complete and accurate description of material required. When complete specifications are not given, it is necessary to hold up the requisition until this detail has been settled, which of course delays the order. When ordering special material as much information as possible should be given on the requisition for the guidance of the Purchasing Department.

Any defective material received should immediately be reported to the Purchasing Department, with full information as to defects. Pay all invoices promptly when due. Do not abuse the cash discount privilege. The Purchasing Department endeavors to secure a cash discount on all purchases and the amount of these discounts alone totals several thousands of dollars annually, but several manufacturers are now positively refusing cash discounts, due to the fact that some concerns abuse the system. When an invoice is stamped by the Purchasing Department as subject to cash discount for payment within a certain period, payment should be made strictly within the period mentioned, or if for any reason the bill cannot be paid within this period discount, the discount should not be deducted.

The variety of material and supplies used by Imperial Oil Limited in the operation of their refineries is very extensive. To give the reader a clear idea of the total cost and quantities of supplies required would more space than is at our disposal and would also be the purpose of this article. Suffice it to say that although the duties of the department keep the staff continually busy, the keen cooperation of everyone requesting supplies makes the work a pleasure and also makes possible the expedient handling of supplies so necessary in an organization like that of Imperial Oil Limited.

Favorable Comments.

The newspaper publicity which we have received on account of the selection of these young ladies for attendance at the station, has been uniformly flattering. It is rare that a Saturday or Sunday edition of the newspapers is published without some mention being made of the attendants at our filling stations. The Society columns of the papers are invaded by filling station news as much as with the gossip of afternoon teas. As an example of this we quote from the "Vancouver World" of September 28th:

"The call 'Come out of the kitchen,' sounded shortly before the war, has been answered since by a stay-at-home army of women who are filling every imaginable position within the scope of their strength. Perhaps the most extensive employment of women to replace the men who enlisted or were taken by the draft, has been done by one of the large oil companies which has the station scattered throughout this city. From the shelves of comfortable homes have come women and girls who, in Vancouver society circles to replace the men in khaki, and right nobly are they doing the work of their comrades at the front."

"The first two women to take up the work were Mrs. J. H. Hay, widow of the late Lieutenant 'Jack,' Hey, the well-known barrister of this city, who fell at the front, and Miss Elizabeth Becher. Since added are--Miss Margaret Sutherland, Mrs. Owen Boyle, daughter of Major Rev. C. B. Owen, Miss 'Babe' Bryden-Jack and Miss Steel.

BUY 1918 VICTORY BONDS
SALEMANSHIP is nine-tenths judgment. In approaching a prospective customer, it is not always a good policy to use a visiting card; it may rob the customer of the chance of forming his first impression of you as a salesman. It is what takes place on a first presentation that makes a customer either take a fancy or a dislike to your method of approach. The response to your salutation will give you an opportunity to size up your man and proceed accordingly.

Special Duties

The salesman of Imperial Oil Limited, in addition to being a sellof our products, is a sub-station manager. He assumes the responsibility for the condition of the sub-stations in his territory, and should know the stock and the situation at each of the sub-stations as intimately as he knows his trade. Relations between the salesman and the commission agent should be cordial, but strictly business-like in business hours.

When he visits the station, which should be every thirty days, the salesman takes stock and reports to the main office the condition of equipment. He sees that there is no accumulation of dead stock. He reports the number of lucky barrels, and where possible has the contents transferred to steel barrels, or otherwise disposed of, to save loss.

In opening new agencies, the salesman should consider his duty, after he has installed the new agent and secured the agreement and bond, to stay with him until he is well launched, and instruct him how to win our business. Every salesman who is in any way connected with the sale of petroleum should have a practical demonstration of the use of the different forms, such as Invoice Books, Barrels, Tickets, Invoices and Expense and Freight Accounts, impressing upon the agent the necessity of replying promptly at least once a week and always on the last day of the month. Failure to do so is a most serious drawback for the month cannot be in the main office on the first of the following month, as we count from the amount paid for the month in the holds and on the ordinary sales, and the use of the oil.

The Shingle Test for Polarene

By W. C. Pratte, Agent, Grand Prairie, Alta.

I f they had not made Polarene to resemble licensed oil or vice versa, we never have known all its good qualities." were the words of Dr. A. G. Sproule a few days ago.

About seven years ago, Dr. Sproule, of Grande Prairie, had some cöl in one was licensed oil and in the other Polarene for his Fort. A long time later, his agent was detailing filters and asking up to the above statement, but when he was told of the difference, he made the Doctor's office, which was covered sides and roof with shingles, was given a coating of Polarene. His Ford refused to operate on licensed.

The affair remained a family secret for years, until one member talked too freely. The shingles are so good as the day they were painted, only they are painted every six months. When giving his spring order for Polarene for his Tractor, the Undertaker stated that at 60° below zero the oil was as natural in the shingles as in the summer. Never get frozen and your farm only costs you a few dollars to operate on licensed.

As the sale of matured individuality, the central part of all business, the salesman must be always alert to seize any opportunity to promote the sale of our Perfection line.

We had three exclusive rights for selling petroleum products on the grounds and sold a considerable quantity of our products. We had two tank wagons in attendance each day and they kept the tractors well supplied.

The exhibit on the ground assisted this to a large extent and, in addition, the attractive and concentrated, which appeared in the 'Daily Tractor News', also helped considerably.
Handling Lubricating Oils

MODERN warfare is a question of materials as well as of men of industry as well as of military science. National resources are pitted against national resources. Conservation and the wise use of essentials go hand in hand with the conservation and efficient use of man power. Hence government restrictions and the appeal for conservation in the use of such products as gasoline, fuel oil, and lubricating oils.

It is with especial reference to the economical storage and handling of lubricating oils that we refer here to the T-30 oil drum designed by the Gilber & Barker Manufacturing Company. This drum consists basically of a rectangular tank of a capacity ranging from 100 to 250 gal, and is equipped with a good-sized lip, driven and barreled tank which enables the customer to handle and empty the barrel conveniently to the tanks. The outlet is fitted with a new type of anti-drain motion which is properly supervised and always kept well cleaned in the market. The two-barrel size outfit and covers equipped with a fifteen-inch manhole for filling the tank and also cleaning the tank periodically.

Robarts Station, Saskatchewan

Mr. Young, the agent at Robarts, shows the right in standing on the running board of the tank car and in the centre on top of one of the tanks. The Ford car belongs to our general salesman, Mr. T. J. Ward. These pictures depict the arrival of the first tank car load into Robarts.

No Wonder the Filler Man Looks Old

AUGUST goes on record as our biggest month in the 1918 Automotive Oil Contest. The combined sales of all teams were much larger for any previous month.

In total sales Vancouver still holds the lead, having increased their margins over the nearest competition by fourfold. Calgary runs a good second, with a percentage of 740. Regina, though third, still have a lead of four compared to Saskatoon for third place.

Toronto West continues to advance and now ties with Saskatoon for fourth place with a percentage of 335. The rise of the Western Ontario team has been steady.

The remaining five places are filled by Winnipeg, St. John, Halifax, Toronto East and Montreal East, respectively, the only change from last month being the improvement of Winnipeg to sixth and the dropping of St. John to seventh.

In Petroles sales Vancouver holds undisputed lead. The other teams are only separated by narrow margins, the next, a close fight for second place.

In Mobiloils the contest is not quite as close. Margins separating consecutive teams are comfortable, with the exception of the dividing Toronto West and Halifax. In this team Regina increased their percentage of quota to 193.5, which is a remarkably good showing. Calgary following up strongly now register 190.66 per cent. of quota. Saskatoon holds third place with 119.4 per cent. and with Vancouver at 99.85 per cent. of quota will probably reach 100 per cent. during September.

After eight months of the contest 195 per cent. of quota should have been reached by all teams. A glance at the table shows that the majority have exceeded this figure. Taking the results as a whole the department has sold 78,550 tons of Mobiloil in total sales, 49.89 per cent. in Petroles and 51.17 per cent. in Mobiloils.

Carload Orders

Perhaps the most striking feature of the contest is the big increase in the number of carload orders. The two teams have now an aggregate of 186 orders, which brings the objective of 560 carloads well in sight.

The determination to cut the lead in this carload business has resulted in a falling total of 30 against 80 by the Western teams. Of the teams themselves, Toronto West secured 24 new orders, Toronto East 17, Calgary 8, Regina 7, Winnipeg 4, and Halifax 3, each with a total of 15.

Mr. Halverson of Calgary continues at the head of the list, with a total of 89 an excellent record. Mr. Rea of Montreal is second with 82. Mr. MacDonald of Saskatoon third with 74. Initial orders have been registered by sixteen saloons. Half of these belong to the Toronto West division; the other new ones being distributed three from Toronto East, two from Winnipeg and each one from Calgary and Edmonton.

Although the results of two-thirds of the year have now been made known, we have still to record the achievements of four important months. The showing of teams and individual salooners is alike excellent.

YOU MUST BUY YOUR OWN VICTORY BONDS

1918

VANCOUVER HEADS AUTOMOBILE OIL CONTEST Regina on Trail for Second. Toronto West Advancing.

CARLOAD ORDERS

Sold by

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<tr>
<th>Type</th>
<th>Total Sales</th>
<th>No. Carloads</th>
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<td>Petroles</td>
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<td>Mobiloils</td>
<td>51.17%</td>
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TOTAL SALES–AUGUST 31, 1918

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The Imperial Oil Review
THE MEASURE OF YOUR PATRIOTISM

WHAT is the measure of your patriotism? How many Victory Bonds have you bought? Are you a practical patriot? Is your money actively assisting and strengthening your country’s efforts to end the war, or is it being spent thoughtlessly?

Do you ever think of the gallant boys fighting “over there”—fighting on land and sea and in the skies—fighting for you that you may be free? They will not waver. With courage undaunted and spirit unbroken, they will face the cost whatever it be.

Are you doing anything to help them or to prove worthy of their sacrifices? Is your loyalty less real than theirs?

Your duty is plain. Make your patriotism practical. Pledge yourself to financial as well as moral support in the greatest cause that ever called for service.

How many 1918 Victory Bonds will you buy? Subscriptions to earlier loans and War Savings Certificates do not excuse you.

It is a personal obligation that you continue to consecrate a definite part of your income to hasten victory and restore such a peace to this war-scarred world that Liberty may be your right and the heritage of the generations to come.

Again—What is the measure of your patriotism?