Service

MUCH has been written about
Service. Sometimes the
subject has been treated under
other headings, but always with the
same fundamental idea: “He profits
most who serves best.”

The duty of absolute independence
are, however, many may desire to
device or try to blind ourselves to
the fact, we cannot be strictly
independent. We must realize that
co-operative
planning and
combined action are
necessary to enable us to
successfully
over the problems of today.
We must realize that others besides
ourselves care for us, and that
our responsibility is to
meet the needs of the situation.

No fewer examples of the
beauty and
good service can anywhere
be found than in the lives of our
soldiers and sailors. “Service” was
their
watchword. From Field-Marshal to
Private, the same thought was
the
upholding of the
spirit, prevailed. It was the
universal recognition of the power and
unified service that has brought us
peace with victory.

In every walk of life, in every
organization, however great or small,
the highest and most-exalted positions
are open only to the men who realize
the
full honor and dignity of
faithful service.

Out of the shadow of night
We live our lives. Oh, life! It
is death beneath every
ornings.

MIND CONCENTRATION IS NOT A GIFT BUT A HABIT

December 1918

THE IMPERIAL OIL REVIEW

THE IMPERIAL OIL REVIEW

Published Monthly by

IMPERIAL OIL LTD.
at St. John's, N.B.

The purpose of this publication is
provide
employees with a medium
in which their opinions, suggestions and
advances may be exchanged, and to
provide
ful information about the Company's
operations.

NOTICE.—The active cooperation
and interest of every employee will
be essential to the continued success of
this publication.

Please address all communications to

THE IMPERIAL OIL REVIEW
at St. John's, N.B.

WE HAVEN'T BEEN IN NEW BRUNSWICK

ROMANCE AND HUNGER: STARTLING ENTERPRISE; SUCCESS AND SERVICE; UNREACHABLE SCENERY: THE SPORTSMAN'S PARADISE.

By D. H. Magee, Manager, St. John's, N.B.

ST. JOHN, New Brunswick, the largest and chief commercial
centre in the province, is situated at the mouth of the St.
John River, where ocean and river meet, where the
waters of the majestic St. John mingle with the
realms and mysterious
estuaries of the Bay of Fundy, where the
railroad of a continent and the
steamships of the ocean
link their
mighty forces.

Surrounding by scenic
attractions of incomparable beauty,
stands the historic City of St.

The “City of the
Loyalists.”

Drawing
tribute from river and ocean and
from a province of
wonderful fertility and
diversity of resources, with
scenic beauty and forest wealth, its
means to fishing and hunting
make it peculiarly
attractive
and one of the most
interesting cities on the whole
of the Atlantic Coast.

It was given its
name by that ancient
marchant, Samuel
Champlain, in the year 1604.

Its
city history began in 1750 when the
Loyalists from the United States
settled upon its
wooded
estuaries and
brought
homes for themselves, and their
families.

Beautiful in situation, with splendid
commercial possibilities, the city has
had a steady growth. It has developed
as an industrial centre along many
lines. It is recognized as the leading
winter port of Canada, and every year
has witnessed an increase in its
business.

History of Imperial Oil Limited

Just twenty years ago, the Imperial
Oil Company, seeing the
tremendous possibilities of the
province, in December 1917
opened its first office in
17 Nelson Street, with Mr. Joseph
Ballock as general manager. His two
sons, John P. and Thomas H., filled
responsible positions with the
Company.

The city became the
headquarters of the
company.

In 1917, Joseph
P. Ballock passed away, and his son,
Mr. Thomas H. Ballock, continued as
manager.

Later he turned his attention to other
activities. Mr. James Mc-
Tavish, formerly manager for Northern

Saskatchewan, was then transferred from
Saskatoon to St. John and ap-
pointed manager for New Brunswick.

Mr. John F. Ballock is still a
rugged and active employee, being
present at the depot of the Company's
plant.

The new warehouse, located on
Sheffield Street, is 490 feet in
length by 50 feet wide, two stories and
a
blockhouse, and the
construction. The basement is devoted to the storage of barrels, the
first floor to the offices and
inventory, filling rooms, shipping rooms and
cooper shop, with eight
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workshops for
factors, trucks and
cars.
However this may be, the earth wants Sir John, for it has need of her gentle, energetic, optimistic citizens.

The Capital of the Province.

Fredericton, the Capital, with a population of 9,000, possesses a situation of rare beauty, the stately St John River flowing peacefully by its door. It is the seat of government and home of culture. Fredericton boasts of its many public buildings. One of the most interesting is the Cathedral, consecrated in 1853. At Bathurst may be seen a Prayer Book on the lid of which is written in a byzantine hand. "Alma, Prince of Wales, Fredericton, 8th August, 1897," in a flowing style.

"Arthur, Duke of Connaught, 8th Sept., 1902." The legislative building contains 14,000 volumes, many of which are rare. Several loaves are treasured here that were presented to the Library by Queen Victoria and her own handwriting on the fly-leaves.

Fredericton is an important trading and manufacturing centre and in Marysville its principal suburb are the mills, shingle mills and one of the largest cotton mills in Canada. The name of Fredericton is so inscribed upon the hearts of its citizens that they carry the love of the fair, elm-shaded city wherever they may roam.

Imperial Oil Limited has a plant here. Mr. Fred G. Lane, our representative for the western counties, is a faithful son of the Emerald Isle, though making his headquarters in Fredericton.

When doing Carlton County he whistle's a little tune. It's a fine potato country, 'twill feed the nation soon. Sure Fred is always smilin' happy, jolly and gay. Bepenny, feed him potatoes and he'll whistle for business all day.

Important Towns.

The first thing to attract the eye of the traveller as he enters the pretty town of Woodstock from the south is the imposing plant of Imperial Oil Limited. This town is about 70 miles above Fredericton, situated on the St John River. The house of wealthy farmers and habituates of fine houses, the nearby river scenery, Carleton County is a district of marvellous fertility. Here large quantities of famous New Brunswick potatoes are grown.

It is justly termed, "The Garden of New Brunswick." At Edmundston one is impressed by the magnificence of business. Here are the great lumbering mills of the Fraser Companies, Limited, also a large pulp mill, which cost nearly three million dollars. This company also has mills in the province of Quebec. Edmundston is surrounded by valuable coal and timber country. The streams and forests in this area abound with game of all kinds. Here some of the largest salmon are caught, weighing from twelve to twenty pounds.

Moncton on the Petitcodiac River, is a railway centre of considerable importance. It is the headquarters of the Canadian Government Railway system. The population of this bright and growing city is 10,000. It contains a large sugar refinery and cotton factory. It has several miles of paved streets, fine stores, natural gas and electric lights.

To people with a taste for freaks and curiosities an interesting feature of this locality is "The Barre." The city is of special interest because of this wonderful tidal phenomenon, known as "The Barre," which consists of a wall of water, several feet high, formed at the mouth of the river by the incoming tide of the Bay of Fundy. Mr. Frank W. Sturtevant has charge of the Company's plant at this point and is renowned for his knowledge of the surrounding area. When the tide is in he takes a boat out to the Company's warehouse, spring and fall, poor Frank has to adjust for the sudden changes of the tide. The Sportsman's Paradise.

Chatham and Newcastle are at the gateway of the famous Miramichi River. Lobsters and crabs form an important part of the exports. The surrounding country abounds with big game, moose and caribou being so plentiful it is not unusual to see a herd of several hundred on the ice of the little South-West Lake. Here is the "Sportsman's Paradise, Imperial Oil Limited." At these points, has a thriving business, the fishing boats requiring large quantities of gasoline as they no longer depend upon wind or sail.

Newcastle, on the Miramichi, is surrounded by wonderful forest and rugged scenery. One of the most interesting places is the Government Warning Station.

In the northern part of the province is the picturesque town of Campbellton, situated on the beautiful Bay of Chaleur, the home of summer resorts, the fishing wealth of whose waters is beyond estimate. This town was destroyed by fire several years ago but has been rebuilt along permanent lines. It is an important railway and shipping point at the head of deep water navigation, the Redipointe River here being one mile in width. On every side rise noble forest-clad hills, with rising gullies and valleys winding into the distance. The town lies at the foot of the "Sugar Loaf," a mountain 900 feet high, from the summit of which a magnificent view of the surrounding country is obtained.

Campbellton is the centre of a great lumbering industry and boasts of having the largest saw mill in Eastern Canada, owned and operated by the Sackville Lumber Company, Limited. At the wharves, steamers of the largest size take cargoes of sawn lumber for the British and American markets.

The Imperial Oil Plant at Campbellton was considerably enlarged this year, in order to cope with the increasing business down the Gaspé Shore. In this bustling town there is a bustling man, who handles business as hard as he can. He gets tremendous big orders from the big D. C. He's quite a man. For the I. D. C. He's quite a man.

Our Front Cover.

Our front cover this month shows the Thomas Oil Well, situated 100 miles north of the Peace River Crossing. This is the furthest north oil well in Canada, and was drilled in 1913 for the late Lord Rishworth, D. A. Thomast, who did such excellent work on the oil controller in Great Britain.
The “Great Push”

Throughout the courtesy of Mr. C. O. Silliman, Vice-President of Imperial Oil Limited, we are permitted to reproduce a map upon which is shown diagrammatically the various stages in the last great Allied advance. The thick line to the West shows the high-water mark of the German invasion in Belgium and Northern France. The heavy line in the East indicates the position of the battle line when the armistice was signed on November 11. Between these two are a series of fainter lines which show the actual territory on a scale that very much exaggerated. The Red Cross Bazaar in Peru Proves Great Success.

That patriotic order is in no way diminished by the absence from the native land was amply demonstrated by the substantial success of a Bazaar in aid of the Red Cross held at Talara, Peru, by the British and American colony of Talara and vicinity. The colony is composed of about eighty British and American employees of the London and Pacific Petroleum Company, Limited, and these with their wives and families have been very active in war work since the very beginning of the War. Subscriptions for different patriotic and charitable purposes have met with a very generous response and a great many Red Cross bonds have been shipped overseas from this port. At the Bazaar held on October 18th, a total of over 8000 dollars net, or nearly 1400 dollars was realized. The proceeds were divided equally between the British and American Red Cross Societies. The London and Pacific Petroleum Company is owned and controlled by our friends in the Canadian Imperial Tobacco Company Limited, whose head office is in the Imperial Oil Building, 30 Church St., Toronto.

The following are the dates on which the enemy Powers signed an armistice with the Allies and United States:

Bulgaria

Sept. 25th, 1918.

Turkey

Oct. 30th, 1918.

Austria-Hungary

Nov. 3rd, 1918.

Germany

Nov. 11th, 1918.

Red Cross Bazaar in Peru Proves Great Success.

All in 45 Days

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Turkey

Oct. 30th, 1918.

Austria-Hungary

Nov. 3rd, 1918.

Germany

Nov. 11th, 1918.

The Imperial Honor Roll

With the cessation of hostilities it seemed particularly appropriate to compile a complete Imperial Honor Roll of those employees of Imperial Oil Limited who enlisted for active service in the Allied Armies and who, in fact, sacrificed their lives to the cause. This Roll is compiled by the Imperial Oil Limited and contains information about the employees who lost their lives.

The Imperial Honor Roll

The following are the names of the employees who lost their lives:

- Mr. D. M. Allan
- Mr. J. A. McAlpine
- Mr. W. G. Silliman

The Imperial Oil Limited expressed its gratitude to all those who lost their lives and to their families.

The Silent Navy

Before concluding this article, we should like to call attention to the work of our sailors in the Imperial Oil Limited. The Imperial Oil Limited has several hundred employees who are sailors and who have been in active service in the Royal Navy and the Royal Canadian Navy.

The Silent Navy

The following are the names of the sailors who lost their lives:

- Mr. R. S. McLean
- Mr. J. S. Thomson

The full story has already been told in the pages of The Review.
Employees of Imperial Oil Limited who served with the Allied Forces.

Alden, R.
Adams, D.
Aiken, J.
Allan, R.
Allinga, L.
Anderson, R.
Anderson, H.
Anderson, S.
Anderson, A.
Andersen, A.
Arendt, S.
Arendt, A.
Arendt, J.
Arendt, D.
Arrington, T.
Benecke, J.
Benecke, E.
Benecke, C.
Black, T.
Brown, J.
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THE IMPERIAL GOOD CHEER CLUB

December

By Miss A. Barrow, Secretary.

To the casual reader, this sounds easy enough but it means considerable sacrifice for the girls to give up this, their only free afternoon in the work. But all feel that it is well worthwhile if they can only bring cheer to these kids who have done so much for us all.

In February, 1918, through the influence of one of our members (Mrs. Young), the York Chapter of the I.O.D.E. were induced to lend their services and they gave a high-class performance in the Concert Hall, Davieville. A large and appreciative audience guaranteed the success of this venture.

Lottery and a picnic were arranged in Keewaus when we entertained quite a number of our returned heroes. Although the weather was very cool, all enjoyed themselves thoroughly.

In the fall of last year we held one of these popular gatherings known as a "town meet." This was another success in its way.

Last Christmas our club provided all the prizes for every member of the "Imperial Ward." These stockings contained home-made candy, nuts, chocolate, a small apple, a tube of toothpaste, a stick of shaving soap, three handkerchiefs, a piece of comfit and a chocolate cracker. The ward was decorated with festoons of evergreen, holly wreaths, Christmas bells and fresh plants. When the prizes were completed the ward presented quite a gala appearance.

On Christmas morning about fourteen members and their friends took to the hospital a goodly supply of the usual Christmas "goodies." Many of the patients were less fortunate than those who were enabled to either get home or away for the day, so we always made it a point to entertain such as were visitors.

This Christmas our aims are no less ambitious than those of last year. A committee was appointed to arrange for a Hickory Party and Dance to be held in the Forrestal Room, 50 College Street, Toronto, on Thursday, December 18th. We are glad to report the complete success of our latest venture.

From "Over There"

W. T. McKee, Eeq.,
Imperial Oil Limited,
Saunders, Ont.

After the war was over, I returned to England after serving two and a half years in Egypt. I take this opportunity of thanking the Company through you for their kindness in forwarding the pay regularly to my behalf. It has been the means of keeping my family comfortable through very stormy times here and is helping me in my present position.

We were delighted to receive a short visit from Dr. Daniel Strickland on Monday, November 4th. At the end of October, a small schooner, the "Sigrid Danmark" moored on the north side of the approach to the dock. The vessel originated in Denmark. While here a cargo destined for delivery in Greenland was taken on board. The master of the ship expects to be about fourteen weeks on route.

Of fifteen recently constructed Ford "Eagle" boats docked here on the morning of November 3rd, and took on 39,000 gallons of Fuel Oil. These destroyers are very speedy in and addition are equipped with large high-velocity guns. We are expecting a number more of these. Eagle boats to take on fuel here before they proceed south.
SOME WHO HAVE MADE THE SUPREME SACRIFICE

ONLY the lower positions are crowded. For the higher and more responsible positions, though there may be plenty of candidates, the number that qualify is comparatively small.

In a cross-country race, all start and keep pace or lag together for some time; but in the long run the winner is the man who overcomes all the obstacles that lie in his path. Some of these may be prepared for, others not, but as his own resourcefulness comes to his assistance, he will overcome them and outstrip his fellow competitors.

In business it is much the same. There are many who can fill the less important positions and give faithful and satisfactory service. It is only those who put their complete energies and think as well as act that are preparing themselves to rise in their profession or calling.

When the necessity arises for the creation of a new post, or the filling of a vacancy due to some other promotion, the manager of today holds around among his own employees the same high standards as before. If there is any man who has shown the necessary qualities of service and efficiency, he is sure to be given the opportunity of securing the higher post.

Imperial Oil Limited is always watching for men of outstanding ability in all branches and departments and the man who makes good can be sure of his opportunity. These opportunities are especially great with such a Company. Opportunities for development are going on all the time; new sales divisions are being opened and new departments created. Your chance will come. If you are prepared you will have no cause to regret. The man who shows any aptitude whatever for his work will find on every hand plenty of encouragement.

In extending the choice, a man will satisfactorily fill a new position, the most reliable guide is his record of past achievements. The man who does the things that the man who can direct those things to be done.

Remember there is always room at the top. The man who can rise and the man who does rise, is the one who can best understand the problems of the day. Such a man is the one to whom we are finding it best to entrust the reins of government today, whether it be in public or private enterprises.

Mr. Robt. C. Caldwell

Mr. Caldwell is a Scotchman by birth and hails from Glasgow. He has been connected with Imperial Oil Limited for over eighteen years. He came to this country in 1901. In 1909, as the first of November, he entered the service of the Imperial Oil Limited as engineer at the Montreal storage plant and warehouse. On the first of March, 1901, he was made Lubrication Engineer for the Montreal Division and about two years later became Superintendent and Lubrication Engineer with headquarters at Montreal.

During the following years, Mr. Caldwell covered the entire eastern field comprising Quebec and the Maritime Provinces until some three years ago when his work became more general. Since that time his services have been in request throughout the entire Canadian field.

The development of Fuel Oil has recently necessitated the creation of a special department and the past and present services of Mr. W. E. Caldwell point him out as a man consistently fitted for the responsible position he has now been given.

With headquarters in the Imperial Oil Building, 56 Church Street, Toronto, Mr. Caldwell now has full charge of the mechanical end of the new Fuel Oil department. His appointment dates from November 15th of this year.

Mr. Caldwell brings to his new duties an expert knowledge of the machinery involved. This knowledge, together with a genial manner and excellent capabilities as an executive, make him a splendid choice for both public and private enterprise.

Mr. F. Turley

Mr. Turley has done many things for the Company for about eight years during which time he has made himself exceedingly popular and has demonstrated his many excellent qualities.

He first joined the Company as a salesman in the Regina Division. Keen application to business soon marked him out for advancement and when the opening came he was chosen Assistant Manager of the Regina Sales Division.

Later he was appointed Sales Manager under Mr. R. W. Green at Calgary. Here he had opportunities of familiarizing himself with the whole Alberta field.

The rapid development of this district necessitated the establishment of a new sales office at Edmonton. From this office the sales activities of the Company in the northern part of the Province will be directed.

Mr. Turley has been selected for the post of Manager of the Edmonton office. His knowledge of the western field and his ability to get results will more than justify the success and development of the new office. His appointment dates from the first of January, 1919.

Mr. A. E. Halverson

Mr. Halverson is a splendid example of that progressive type of young man who is bound to advance.

Ever since he joined the sales staff of Imperial Oil Limited, he has earned and consistently maintained a reputation for hard work. His connection with our Company dates back some five years and his activities have, during that time, been confined exclusively to the North Alberta field with headquarters at Edmonton.

Mr. Halverson has been continually in the forefront, particularly of late owing to his genius in securing export orders which has resulted in his being at the head of the entire sales force in the particular.

Mr. Halverson is also a regular contributor to our Review. His articles are always interesting and distinctly practical. They are indicative of the resourcefulness and keenness that have contributed to his success as a salesman and representative of Imperial Oil Limited.

Mr. Halverson has been appointed Assistant Manager to Mr. Turley in the new Edmonton Division. His appointment also dates from January 1, 1919.

THERE MAY BE A LIMIT TO YOUR ACHIEVEMENTS

BUT NOT TO THE NUMBER OF YOUR EFFORTS
Compliments of the Season


Christmas is with us once more. The old year fast draws to a close, but in the east appears the brightness that heralds the dawn of a new year.

Cast care aside. Join heart and soul in the festivities of this glad season.

Rejoice with the whole world in the appropriateness of the Christmas message, “Peace on Earth.”

And may your Christmas be Bright and Happy and may the New Year yield for you abundantly of its rich store of blessings—Health, Happiness and Prosperity.