THE IMPERIAL OIL REVIEW
February 1918

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THE IMPERIAL OIL REVIEW
Published Monthly by Imperial Oil, Limited, at 56 Church Street, Toronto.

The purpose of this publication is to provide employees with a medium in which their opinions, suggestions and experiences may be exchanged, and to acquaint them with interesting and useful information about the Company's business.

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

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THE IMPERIAL OIL REVIEW
56 Church Street, Toronto.

The Gasoline Question
in the United States

The very loud and often reiterated demand for gasoline is one of the most important problems facing the petroleum industry. The situation is such that it is essential for the industry to be prepared to meet the growing demand for gasoline, especially in view of the fact that the country's ability to supply the needs of the highways, the railroads, and other important industries is dependent on the production of gasoline.

It is estimated that in 1917 the production of gasoline in the United States was approximately 200 million barrels. This figure represents a significant increase from previous years and is expected to continue to rise in the coming years.

The production of gasoline is primarily from the refining of crude oil. The crude oil is transported by rail or pipeline to the refinery, where it is processed to produce gasoline.

The refining process involves several steps, including distillation, cracking, and reforming. Distillation separates the petroleum into fractions based on their boiling point, while cracking breaks down heavier fractions into lighter ones. Reforming increases the octane rating of gasoline.

After the refining process, the gasoline is sent to storage tanks and then transported by pipeline or rail to terminals for delivery to service stations.

The demand for gasoline is expected to continue to increase due to the expansion of the automobile industry and the growth of other transportation needs. As a result, the petroleum industry must be prepared to meet this demand through increased production and efficient distribution.

IMPERIAL SERVICE MUST BE CHEERFUL SERVICE

IMPERIAL SERVICE DEMANDS COURTESY IN THE OFFICE OR FIELD

October 1, 1918

Our Quebec Division

T HE QUEBEC DIVISION

The Quebec Division of the Imperial Oil Company is responsible for the production and distribution of gasoline, diesel fuel, and other petroleum products in Quebec. The division is headquartered in Montreal and is responsible for meeting the needs of customers in the province.

The division operates several refineries and terminals, including the Montreal Refinery and the Quebec Terminal. These facilities are designed to produce high-quality petroleum products that meet the needs of Quebec's transportation industry.

The division also works closely with government agencies to ensure compliance with regulations and to promote the use of clean fuels.

The Quebec Division is committed to providing excellent service to customers and to promoting the use of petroleum products in a sustainable manner.
SALES FORCE MONTREAL DIVISION

EVERY CUSTOMER EXPECTS IMPERIAL SERVICE

In June, 1913, Mr. M. B. Green was appointed Manager, with Mr. R. A. Hewitt as Assistant Manager, and the offices of the Company were removed from the Board of Trade Building to new quarters at the Cote St. Paul plant. Two years later, Mr. Green was appointed Manager at Calgary and was succeeded by Mr. W. W. Oswald, the present Manager. Mr. Oswald has spent many years in the foreign service of the Company, having formerly been located in London, England, as Chairman and Managing Director of the London and Pacific Petroleum Company, Ltd., and the Lagunito Oil Company, Ltd. As an Assistant Manager under Mr. Oswald were Messrs. E. A. Hewitt and A. J. Harrington. The latter having resumed his position at the entrance of the United States into the war, Mr. J. F. Dowling was appointed Assistant Manager in his place.

In the Montreal Division there are two bulk plants in the City of Montreal, one main sub-station at Quebec, and another at Sherbrooke, P.Q., in addi-
tion to eighteen-eighty bulk stations throughout the Province. To supply oil in bulk is far more economical than the daily deliveries from these depots we employ today one hundred and seventy-six tank-trucks during the summer and a smaller number of tank-trucks during the winter. Most of these are two horse vehicles, as suitable staging and many horses are needed for this purpose.

In addition, the Company has today, in the Province of Quebec, five motor tank- Wagons and three motor- terminals, with additional equipment in prospect. Our business in the Province of Quebec differs materially from that in the other Provinces in that it must be conducted in both English and French, as eighty per cent. of the population is French speaking. Both languages are used in the Courts and all printed matter of public service corporations must be in the two languages, on the same form. Correspondence is conducted and business transacted both in English and French, which means that our management and staff must be conversant with both languages.

There is a large volume of smoke- stak trade in this Province of Quebec, the single largest market of which is the city of Montreal. There are thirty-nine of these large cities in the Division, Montreal, Quebec and Sherbrooke. Over half of the population of the entire Province is in and around Montreal. There is more water farming and the agricultural industries outside of general manufacturing, sugar, paper mills and dairying.

Our business in the Montreal Division is growing very rapidly and there is nothing on the horizon that indicates the very broad and exciting kind of a future.

LESS MODESTY

It is in passing that the Editor’s notice that a number of well-considered contributors to the “Review” have refrained from offering any contributions through modesty. The Editor wishes to point out that the “Review” exists for the benefit of the employees of the Company, and all contributions from Imperial Oil people are welcome. We may not be able to use all the material submitted, but if any one has things to say or experiences to relate, it would be helpful and which could be made use of by others in the organization, it is only right that these should be sent in, so that they may be published. Due credit will be given to the authors when the Editor feels that it is necessary. You have a new idea about getting, holding or handling your job, do not hesitate to let us have it, so that we can publish it for the benefit of others.

IT CAN BE DONE

Surely not! And that it couldn’t be done, that it couldn’t be done, that it couldn’t be done, out he, with a chuckle, replied.

That “maybe it could” but he would never wouldn’t say so to that crowd. He buckled right in with the trait of a man. He had a plan, he laid it. He wasn’t likely to give up that kind of a thing. He left nothing to tell you that it couldn’t be done.

There are thousands of people in the world that it cannot be done.

There are thousands of people in the world that it cannot be done.

There are thousands of people in the world that it cannot be done.

There are thousands of people in the world that it cannot be done.

There are thousands of people in the world that it cannot be done.

The hard work is to wait a while. It just buckles in with a bit of a grin, takes off your coat and go and do it. And when you go and do it, you’ll get that “maybe it could” out of you. That “maybe it could” out of you. That “maybe it could” out of you.

EDGAR A. GUEST

Author, Poet, Professor

CRUDE MARKETS

The crude situation continues to show an increase of sales and oil product produc tion, the excess sales increasing each month. There is a heavy demand for all grades of petroleum products, particularly fuel oils. Movements have been hampered by shortage of crude and freight congestion, due to the large volume of business and bad weather. There have been no changes in gas prices, and movements have been of gasoline, oil, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kerosene, kero...
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IMPERIAL SERVICE

The Part the Men in the Field Play in Estabishing and Maintaining Good Service

As the men in the field (the salesmen, agents, the truck drivers, etc.) come in direct contact with your Manager, Frankness and honesty are essential to Good Service. Don’t fool a customer. It is better to sell less is the backbone of good health and good health is conducive to active, intelligent thought, which is essential to Good Service.

9. Appearance—Make as neat an appearance as your duties permit. Remember that “Clothes don’t make the man,” but it is hard for a man to wear a suit to gain admittance to an office.

The foregoing are only a few of the essentials of “Imperial Service.” To sum it all up, our representatives must be efficient, clean-shaven, professional, courteous, and must recognize the fact that Imperial Service depends on the personal efforts of every individual employed by the Company.

Nov. 26th, 1917.

IMPERIAL SERVICE

P.O. Box 76

Kirkland, Ont.

Chairman

Dear Sirs:

It is with much regret that I write to you today concerning the matter of our representation in the Toronto market. We appreciate the work you have done for us, but we feel that it is necessary to bring this matter to your attention.

Please be advised that our current representative, Mr. F. J. Wolfe, has resigned effective immediately. We are currently in the process of finding a replacement representative and hope to have one in place as soon as possible.

Thank you for your understanding and support during this transition.

Yours sincerely,

[Signature]

IMPERIAL SERVICE MEANS PROMPTNESS

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PERSONAL ITEMS

MR. F. J. WOLFE

Division of Ontario

Territory

In the interest of a closer elucidation of business in the Ontario Division, it has been deemed advisable to split the organization into two districts, which are known as the “Eastern” and “Western” Ontario Districts.

Mr. F. J. Shafter is Manager of the Eastern Ontario Division, with Mr. G. F. Hamilton as Assistant Manager. Mr. F. J. Wolfe is Manager of the Western Ontario Division, and Mr. F. W. Deer as Assistant Manager.

Mr. F. J. Wolfe, who has been appointed Manager of the Western Ontario Division, came with Queen City Oil Company in 1903 as a junior clerk working on office records. He was later given a position in the distributing department and after several years was moved to London, Ont., as a sales representative. His work has been most satisfactory, especially during the last few years.

Thank you for the opportunity to express my appreciation of the work you have done for us, and we hope that we may have the pleasure of working with you in the near future.

Yours truly,

[Signature]

MR. F. J. WOLFE

Division of Ontario

Tank Car Bests Locomotive

The photograph above shows L.O. X. car No. 3000 after an encounter with a locomotive in a rear-end collision on the Burlington Railroad at Casper, Wyoming.

The tank car was repaired and put back into service within forty-eight hours, but it will require a longer time than that to fix the locomotive.
Local Agents as Salesmen
By A. E. RAGGET, Agent, Vernon, Alta.
Can the local agent be a selling unit? Can he be a link in the chain of a national organization? Can he be an employer of tank cars? I think he can.
Should he wait for business to come to him directly or through the regular and special salesmen? I think not.
The special and regular men on the selling force have large territories to cover, and the local agent should be able to secure a large volume of business, and those he cannot close should be handed over to the regular special men covering the local fields.

From another standpoint, this is one way the local agent could go about it.

Let him define the boundary of his territory, as served from his tank station, and commence making a list of everyone in it, using a card index for that purpose, allowing one card to each man. The sample shown herewith will give a good idea of the information to be gathered and what the man is in the market for, to which end he may add New Perfect Cook Stoves and Refrigerators.

As to the source of his information, he can get the names of all automobile owners from the dealers, all the living, and also the names of all the mechanics living in his district.

The information can be compiled at any time and should be kept continually current.

In using the cards, as soon as an order is booked, number your card with the order number, and as the period advances it will be necessary to write to those not booked their orders (the main office will furnish sample letters) and form an opinion on which you will be surprised at the response you will get.

If there are any questions you cannot get by personal interview or letter, your cards will show it and these can be handed over to the salesman when he comes into your field.

Aerial Transportation in British Columbia

Gas and kerosene engines and tractor 6 H.P. and under. 95
Steam engines and \[\text{missing text}\] 154
Automobiles 200
Farmers using machine oil, barn oil, and axle grease. 2,100

In this territory the special man did not spend a single day, making sales of $1,000 and expenses.

John Smith
CUMMINGS RO, BY DONNY YOSHINO

61 C. P. REDEEMER TRACTOR, 8-16 H.P.
61 P. M. TRACTOR, 8-16 H.P.
61 THE AUTO
61 CREAM JIGGER
61 TEAL MOWER

SHOWING CARD INDEX SYSTEM USED BY MR. KAMEN

It is not enough to have all this information and the booked orders. We must also deliver the goods. You will see that this method is very helpful to the agent, for it gets all in the orders. He knows just how much stock he has to supply, and the competition's business is practically cut off.

In this district we have one hundred per cent. of the possible gasoline and kerosene business and between ninety-five and one hundred per cent. of the lubricating and grease trade.

Every manufacturer tries to get one hundred per cent. of the business, and justly so. He might even have cause to feel somewhat aggrieved because there were not more people in the country to supply.

Let us try to land all the new business as it comes along and get as near the one hundred per cent. mark as possible in 1918.

H. D. YOUNG
Salerman, Calgary Div.

Honors for Major McKean

It is a pleasure to us to record that in addition to being "mentioned in despatches," Major F. T. McKean's name has been included in the New Year's Honors List, dated January 1st, as the recipient of a Silver Service Order Medal (D.S.O.) for distinguished service in the field.

Major McKean was formerly connected with our St. John, N.B., office. His photograph appeared on page 56 of the September, 1917, "Review," and we join with the many other friends in congratulations to him on the receipt of this honor.

The most important work carried on in the laboratories is the preparation and testing of samples of products, in which work is done for the larger testing laboratories, where previously men and boys were employed exclusively.

The work in the laboratories is of a very exacting nature. All products turn out at the refineries, after being pronounced finished by the manufacturing department, are subjected to a very rigid inspection in the laboratories to see that in every respect they are up to required standards. As the operators in the chemical and testing laboratories are the final judges as to whether or not the goods are up to specifications, it will be realized how much depends on the care and attention given to this work.

The important work carried on in the laboratories is the preparation of products for use in boilers, and a number of materials used in the compounding of high grade cylinder and other lubricating oils and greases.

The volume of the physical testing can be realized when it is understood that every tank car that is loaded in this country is subjected to a very rigid inspection in the laboratories, to see that in every respect they are up to the required standards. As the operators in the chemical and testing laboratories are the final judges as to whether or not the goods are up to specifications, it will be realized how much depends on the care and attention given to this work.

They have proved themselves equally as well adapted for this work as men.

Girls in Chemical and Testing Laboratories at Sarnia

Girls takin cold test of motor oils in our Sarnia laboratories.

The Imperial Oil Review

Burlington, Ont.
The Imperial Oil Review, Jan. 20, 1918.

36 Church St.

Gentlemen:

Will you kindly amend my address as follows: I am very glad indeed to get the "Review" and to keep in touch with the progress of our business. The articles on "Tackling the Difficult Jobs" and "The Story of the Upper Canadian" are particularly interesting. I thought for a time your kind attention was on the way to "level down." Yours very truly,

P. E. Phillips

20646 files

W. F. Phillips

Staff Engineer

Military Convoy Unit, Hospital, Burlington, Ont.

On page 14 of the January "Review" we gave the dimensions of the Palearm cloth balance as 12 feet by 15 inches. This is not correct, as the dimensions should read 12 feet by 26 inches.
CAPE BRETON ISLAND

By W. T. Nelson, Salesman, Halifax Division.

SITUATED on the extreme eastern shore of the province of Nova Scotia, with an area of 6,000 square miles, and a population of 120,000, is the island of Cape Breton. It is today the most important centre in Canada as regards the production of steel and coal, and the by-products of the latter, which are converted into chemicals used in the manufacture of high explosives, and many other lines which are of high commercial value to-day.

Sydney is the commercial centre of Cape Breton Island, which is making rapid strides along the highway of industrial development. Sydney is also located at the head of one of the finest harbours in the world.

In fine harbor the combined navigability of the world could easily find anchorage, with ample depth of water in any part of it. Three miles wide at the mouth, it extends for four miles, and then divides into two arms which reach several miles farther inland.

The reason for this brief geographical introduction is an account of the fact that so little is generally known of this important point in the Province of Nova Scotia.

In Sydney are located the plants of The Dominion Iron & Steel Co., Limited, formerly the Dominion Iron Co., Limited, and the Dominion Tar & Chemical Co., Limited, and many other plants.

The city of Sydney will not permit me to mention their names.

Cape Breton Island is alleged to be one vast mineral deposit, which is just beginning to be developed. Fishing is carried on extensively throughout the Island. At Port Hawkesby it is located the largest and most important Refrigerating Plant this side of the Atlantic Ocean.

As regards the part which Imperial Oil Limited, takes in helping to reduce the friction of this vast machine of industry throughout the Island of Cape Breton, at the same time enabling the motorist to continue on his way, with the highest degree of efficiency and satisfaction, making the farmers work a joy and pleasure, and entering into every phase of human life and industry, I will not attempt to compute the gallonage in figures, as figures are generally well packed and uninteresting on occasions of this kind. Suffice it to say that Cape Breton is the largest consuming point for lubricating oils in Canada.

It is of interest to note that there is a larger number of cars in the city of Sydney than in Canada, in proportion to the population. In Sydney there is a car for every twenty people — the percentage of cars in Canada for every forty people — there being nine hundred and sixty odd cars in use in Sydney proper at the present time. Include with this the Naval Patrol service, and other motor boats, along with the large corporations which have already been mentioned, and you will readily understand why I say that the Sydney sub-station is an important sub-station. Here we have the storage of lubricating oils, gasoline, cylinder oils, engine oils, black oils, and petroleum, as also a warehouse for bulk goods, motor and speciality oils, sundries, etc.

On the Island of Cape Breton we have six sub-stations. The sub-stations, together with the large number of Gilbert & Barker Tanks and Pumps, are decidedly an asset in the sale of petroleum products.

The offer of a customer buys gasoline, or oil, is the opportunity for the competitor to secure additional business. Many customers depend upon the tank upon which you can make deliveries every day, of every other day. This is an unnecessary expense to the Company, and, in many cases, leads to lost business.

Those customers in each territory who require frequent deliveries and extra service should be urged to put in a storage tank of sufficient capacity, and a pump. The tank should have ample capacity for future needs. The pumps are merely accessories, as it is tankage we must sell in order to get that wider and more economical distribution necessary to put our business on a firm foundation and to hold it against competitors. When we sell a storage tank, it should be natural for the customer to buy the gasoline or oil from us to fill the tank. A storage tank will also enable the customer to take sufficient stock to run him a week or a month, so that he will not be necessary for the salesman to call on him so frequently to hold his business.

It stands to reason, therefore, that the more storage tanks are sold in each fold, the more time the salesman is going to save, which means more to the Company, and, reasonably large enough tanks are sold in each case.

There are many automobile shops, grocers, and hardware stores, that have a very desirable location for the retail sale of gasoline and lubricating oils. Many salesmen have greatly increased their sales of gasoline and oils by recognizing the possibilities of such prospects, and have developed them in time, by installing a Gilbert & Barker Tank and Pumps before the competitor got busy in the fold.

Considerable injury is done the salesman and the Company, whenever storage tanks are sold to their customers, by the competitor. The competitor, in many cases, is not satisfied with making the sale of the storage tank alone, but he frequently takes advantage of the opportunity to mention and make a strong recommendation for some competitive brands of gasoline and oils.

It has been demonstrated many times that Gilbert & Barker Tanks and Pumps afford one of the most effective means for an oil salesman to hold his trade, develop new business, and thereby increase his sales.

We trust that all salesmen will make the fullest possible use of the Gilbert & Barker line of a means of increasing their sales during 1918.

Quick Returns

Mr. B. "Out of the country all the time!"
Mr. C. "Out of the country all the time!"
Mr. D. "Out of the country all the time!"
Mr. E. "Out of the country all the time!"
Mr. F. "Out of the country all the time!"
Mr. G. "Out of the country all the time!"
Mr. H. "Out of the country all the time!"
Mr. I. "Out of the country all the time!"
Mr. J. "Out of the country all the time!"
Mr. K. "Out of the country all the time!"
Mr. L. "Out of the country all the time!"
Mr. M. "Out of the country all the time!"
Mr. N. "Out of the country all the time!"
Mr. O. "Out of the country all the time!"
Mr. P. "Out of the country all the time!"
Mr. Q. "Out of the country all the time!"
Mr. R. "Out of the country all the time!"
Mr. S. "Out of the country all the time!"
Mr. T. "Out of the country all the time!"
Mr. U. "Out of the country all the time!"
Mr. V. "Out of the country all the time!"
Mr. W. "Out of the country all the time!"
Mr. X. "Out of the country all the time!"
Mr. Y. "Out of the country all the time!"
Mr. Z. "Out of the country all the time!"
before

Keeping Our Tank Cars Clean

By W. H. LAMBERT, Car Foreman, Sarnia.

A most interesting reader of the "Review" and an employee of Imperial Oil Limited, in the car department, I have wondered why so many have written anything for the "Review" relative to the travelling advertising of our Company, which is the tank car. I can see no better, as every person, and you and oil, is always on the lookout for the cars, and they always look at them. You will agree with me that a car, and especially a tank car, all painted up and looking nice and clean, is very attractive to every one. We here in the car department at Sarnia are trying hard and the Company is spending quite a sum of money continually to have their tank cars in a first class condition, both for railroad service and appearance, although there are times when we feel like saying words that would not be well printed in the "Review," and that is, when we send cars out of the shops here all painted and looking fine and in a very short while we see them looking as if they had never been painted, but had been dipped in some heavy oil and rolled in sanders and covered over thoroughly with oil and dirt that it is almost impossible to tell to whom they belong. That is what gets us going here.

Now, if we could all see this and get together and say that we will keep the tank cars clean and looking as if they were our own personal property, by so doing we would feel proud to look at the Company's cars and would save the Company a lot of money in paint and the price of the oil that it takes to cover the tanks.

Could we do better for the Company if we take pride in taking care of what belongs to us, as if it were our own? I feel sure that if we did so it would be appreciated.

Steam Turbine Lubrication

P. W. GORDON, Manager, Production.

In the power plant of the City of Saskatoon, Saskatchewan, there are four steam turbines and 1,000 K.V.A., 3,600 R.P.M., Westinghouse Parsons, double-flow, high-pressure steam turbine and another of 2,000 K.V.A., 1,800 R.P.M., Allis-Chalmers.

When the city called for tenders for oil last spring they asked for a price on Gorgely D.T.E. Oil or a similar oil. A competitive company tendered on a turbine oil which, according to physical analysis, was very similar, at a price over twenty-five per cent lower. This price was quoted on D.T.E. On a basis of the analysis and the price, the contractor secured the turbine oil business. This competitive oil was placed in the smaller turbine, but in a short time gave them considerable trouble by emulsification, carbon and a decided increase in temperature, the temperature, in fact, reaching 135 degrees Fahrenheit, which was the extreme safety point allowed in that turbine. On account of this the corporation became alarmed and ordered some D.T.E. oil. The other oil was cleaned out and D.T.E. put into this turbine and the temperature was immediately reduced from 135 degrees to 115 degrees and there has been no further trouble with emulsification or carbon.

Polarine Heavy for Tractors

While I was on my way home last Saturday a gentleman boarded the train at Estevan going to Bienfait. He happened to be one of the engine owners from whom I took an order last summer. This man took a seat beside me in the train. He asked me how the oil business was going. He also stated that I had done away with his engine troubles entirely.

Now, I say that I had a hard proposition to sell this man oil. He claimed that he had tried, he thought, all kinds of gas engine cylinder oils, and could not get anything to suit his engine, so I recommended Heavy Polarine, as his is a 4-cylinder Swayer-Mason tractor. With my experience, I may say that Heavy Polarine is the oil for any 4-cylinder gasoline engine, especially the Swayer-Mason.

I am giving you below address of party mentioned.

JOHN G. GRIFFIN, Est.
Bienfait, Sask.
You are truly,
(Signed) H. P. LONDAH, Salesman Regina Division.

KNOCKWEI'S OF OUR GOODS, OUR POLICY

I S A FUNDAMENTAL OF IMPERIAL SERVICE

after

The Perfecion Oil Heater

"A Friend in Need."

The Perfecion Oil Heater this winter is very much in evidence everywhere, and is truly a good example of the old saying, "A friend in need is a friend indeed."

The unusual scarcity of coal and fuel of all kinds has furnished an ideal opportunity for Perfecion Oil Heaters, more extensively than ever before, to demonstrate their ability to supply the warmth, cheer, and comfort which, otherwise, would be lacking in many homes.

It is, indeed, pleasing to note the large number of Perfecion Oil Heaters which are being used by Imperial Oil employes, many of whom, by their words of praise, have been responsible for numerous additional sales.

All Managers and salesmen should remember that the large demand for Perfecion Heaters this winter will continue for two or three months, even though the manufacturers are endeavoring to supply extra material, sufficient to supply this demand, the dealers should be urged to anticipate their requirements just as far ahead as possible.

Attractive window displays have a great deal to do towards increasing the sales of Perfecion Heaters. Most dealers have made prominent displays of heaters this winter, but, when two or three attractively lettered display cards are also placed in the window, the sales results in the way of increased sales have been accomplished. It has frequently been found desirable, on especially cold days, to have a lighted heater stand just inside the doorway of the store. The form of suggestion has been responsible for many sales, which otherwise would not have been realized.

Many dealers are also making use, to good advantage, of the newspaper inserts and letterers slips, which are available, free of charge, upon application.

We want every dealer firmly "behind the line," not merely because there is a large demand for Perfecion Heaters, but rather so that he may secure a share of these "increased heater profits."

New Use for Parowax

Mr. A. C. Taylor, salesman of the Calgary Division, writes that his attention has been drawn to another use for Parowax which is not generally known.

Another way which would be more convenient and more economical would be to apply the hot Parowax with a soft brush.

THE IMPERIAL OIL REVIEW

February

THE FINAL RESULTS OF THE MOTOR OIL CONTEST

At the close of the year the standing of the Motor Oil Contest showed Calgary the winner, with Regina second and Vancouver, Halifax, Saskatoon, Toronto, Montreal, and Winnipeg in the order mentioned.

The Contest has proven a decided success, in that a great interest was stimulated by the friendly rivalry of the different divisions.

In 1918 there will be more two motors, the other two representing the former Toronto field. At present there are three items in the Contest—Polarine Sales, Medirol Sales, and Total Sales. Several other items will be added, which should considerably increase the interest of the Contest.

There has been an increase of sixty-five per cent in the automobile registrations in Canada, and the prospects point to a great or a greater increase for 1918.

There will also be a heavy increase in the number of internal combustion tractors, and these factors assure a much larger market for motor oils in 1919 and afford a wonderful opportunity to secure new business.

STANDING OF DIVISIONS—DECEMBER 31ST, 1917

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Newest of Imperial Service

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NEW IDEAS

To get a better result with the same labor or the same result with less labor is a step forward on the path of progress.

New ideas are the basis of progress. Without new ideas the world would be practically what it was a hundred years ago.

If someone had not thought of trying to fly there would be no airplanes to-day. But someone did. He didn't fly himself, but his idea started something. Others worked at the problem. Each one made some improvement, and now man has conquered the air.

Consider the Petroleum industry. Where would we be if we relied on wooden barrels alone to transport our large quantities of oil? Instead we use pipe lines, tank steamers, tank cars, etc. All these benefits are the result of new ideas.

We are surrounded by evidences of progress, but very few of us have contributed anything to the general improvements we enjoy. Is this because we never look outside of ourselves or our work, merely jogging along the same old path? Perhaps.

Every Imperial man or woman has one or more allotted daily tasks. With the successful performance of these and with their various intricacies and difficulties he or she is most familiar. Therefore who is better able to suggest improvements, to achieve the same results in a better way?

If you can think of a better way to do the work which you are doing, take it to your immediate superior. Tell him about it, show him how it works, how it will save time, labor or material. He will listen, for he is always on the lookout for improvements. If the idea is practical you will have accomplished something for yourself and for others.

Someone else may take your idea, add to it, alter it or adapt it to other purposes. It may even go around the world, but if there is no idea to start with, there is no Progress.