ANNUAL MEETING

The Annual Meeting of Imperial Oil, Limited, was held on February 26th, at the general offices of the Company, 56 Church Street, Toronto.

Mr. Walter C. Toogood succeeded Mr. W. J. Haan, B.C., who has been connected with the Company for many years as legal advisor and Secretary. Mr. Toogood, however, remains on the Board, the other Directors being G. H. Stobart, Chairman, and W. W. Sipple. The Secretary and Treasurer is Mr. T. W. Stephenson, and the Assistant-Secretary and Treasurer is Mr. James H. Archbold.

The Imperial Oil Company, Limited, at their Annual Meeting held February 26th, declared a dividend of $4.00 per share.

Market Conditions

The conditions in the Petroleum market at the present time are such as have not been known for a great many years. The supply of Crude is diminishing and the demand is increasing. Reserve stocks are being reduced rapidly. Freight and traffic conditions make it difficult to move shipments promptly and a great loss of efficiency in equipment is sustained. Government reconditioning of tank steamers has thrown a serious obstacle in the way of good equipment. Add to this the tremendous demand and the fact that the demand has prevented any extensive accumulation of various products during the winter months and an idea of the situation. The shortage extends to animal and vegetable Oils, and is used in compounding, as well as to supplies necessary for the refining of Petroleum. A great part of the products required in the manufacture of Petroleum can be had only through or from the United States. A license from the War Department at Washington must be secured before any of these supplies or any United States Petroleum Products are allowed to cross the border. In some parts of the United States, Refiners are refusing to accept new business and only short-term contracts for certain products are made with regular trade of long standing. Price has become a matter of secondary importance. The big question to-day is whether the refiner can supply the Oil and the equipment necessary to meet it.

With these conditions prevailing it is only natural that there has developed a stiffening up in credits and customers must pay their accounts promptly in order to get supplies.

Pennsylvania Crude advanced 25c per barrel on February 8th, reaching $8.00 per barrel, the highest recorded since 1906, when the price, during speculative activities, was $8.52. The average price during the year was $7.57; however, was only $7.37.

Ohio and Canadian Crude advances 15c per barrel. At this writing Mid-Continental is still quoted at $8.00, but an advance is confidently expected in the near future.

Crude prices as of February 26th were:

<table>
<thead>
<tr>
<th>Region</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania</td>
<td>$7.25</td>
</tr>
<tr>
<td>Lima-OH</td>
<td>2.58</td>
</tr>
<tr>
<td>Mid-Continental</td>
<td>2.00</td>
</tr>
</tbody>
</table>

The Imperial Oil Good Cheer Club

In previous issues of the "Review" we have mentioned the splendid work that is being done by the Imperial Good Cheer Club, which is composed of girls from the Imperial Oil Building who have furnished an "Imperial Ward" in the Davisville Hospital, Toronto, for returning soldiers.

Through an invitation from the Imperial Good Cheer Club, the York and Chapter, I.O.D.E., under the direction of Mr. Stanley Adams, on Monday evening, February 11th, presented a play, "The Merry-Makers," for the entertainment of the boys.

The play was much enjoyed and the efforts of Mr. Adams and his Company were very greatly appreciated by the audience.

Salesmen's Meeting at Regina

By C. N. Nicholson, Salesman, Regina Division.

The field force, composed of the salesmen and saleswomen, of the Southern Saskatchewan Division, is in Regina on February 11th for a four days' discussion of trade conditions, and selling policies. During the first day, there was a thorough discussion on "Retail Oil and Gasoline." On the second day, the Saskatchewan Bulk Rate Question was taken up. Everyone present was of the opinion that the Polaris and Mollehol agreements were capital methods of marketing these products and offer considerable inducement for dealers to eliminate competitive Oils.

On the third day, the meeting adjourned to the Regina Refinery, where Mr. Clarence McRae, the Superintendant, entertained the party through the plant. He carefully explained each process of refining, as it came up, and afterwards went into an interesting discussion of the various processes. A picture of the whole plant was taken in the attractive dining room at the plant. During the after-dinner "Dinner & Barter Tucks and Pumps" and "Oil Burning Devices" were discussed. A complete line of pumps was on display.

The final day was spent in reviewing the work previously taken up, and the meeting closed with evidences that every representative attended to get out and help make 1918 the biggest campaign in the history of the Regina District.

SERVICE IS THE CAUSE OF SUCCESS

ARE YOU GIVING IMPERIAL SERVICE?
In this district there is a total of 65 salaried employees and 100 service employees. The office force consists of 43 people. On the sales force are 32 travelling salesmen. In the winter time travelling in this territory is too much for a weakling, especially when the temperature is 40 or 50 degrees below zero. The group photograph of the salesmen in our Regina Division does not include that of Mr. T. F. Hersoff, who has been with the Company for a number of years, as he has recently entered the military service.

A number of tanks for bulk storage have been put in at stations formerly supplied in barrels and additional hoisted equipment has also been necessary. We expect to install a number of storage tanks, thereby releasing a large number of tank-cars during the winter months in order to meet the demand for fuel during the rest of the season. The operation is being successfully managed by the Government authorities. Very little has been done on these lines until a comparatively late date, but we are now supplylng in large quantities. Business of this kind means much, because it is becoming a more stable and firm foundation, and if there were something further back on the development of this enterprise, this is realized more strongly now.

**Winnipeg Division Holds Salesmen's Meeting**

BY C. J. C. KAY, Salesman, Winnipeg Div.

The invitation of Mr. A. J. Wolcott, Manager, and Mr. F. H. Walker, Assistant Manager, was given to all salesmen in the Winnipeg Division to meet on February 8th and 9th at our Winnipeg office.

At the opening of the meeting, an address was made by Mr. Wolcott, discussing the general conditions of the market, and the prospects for the future. The meeting was well attended, and the discussion was free and frank.

There was a general discussion on the subject of the progress being made with the new oil. It was agreed that the new oil was superior to the old, and that it was likely to be more widely used. The importance of proper advertising and promotion was stressed.

**Increased Demand for New Perfection Oil Cook Stoves**

With the coming of spring, there is again a demand for new Stoves. The new Perfection Oil Cook Stoves, however, are particularly suitable for cooking, baking, and frying. They are manufactured from quality materials and are built to last. They are fitted with a wide range of features, such as adjustable heat settings, easy-to-clean surfaces, and efficient fuel consumption.

The benefits accruing from the use of these stoves are immense. They are more efficient than traditional methods of cooking, and they save time and energy. They are also more versatile, allowing for a wide range of cooking methods. Moreover, they are eco-friendly, as they use oil as a fuel source, which is renewable and has a lower carbon footprint compared to other fossil fuels.

At our store, we have a wide selection of new Perfection Oil Cook Stoves, catering to different needs and preferences. Whether you are looking for a compact model for your home or a larger model for your commercial kitchen, we have the perfect stove for you. Our experienced sales staff will be delighted to assist you in choosing the right stove for your needs.

**Imperial Service Means Your Full Efficiency**

Imperial Service is the key to your full efficiency. Our experienced sales staff will be happy to guide you in selecting the right products for your needs. Whether you are looking for heating solutions, cooking appliances, or other household items, we have a wide range of options to choose from.

**Enthusiasm is a Test of Efficiency**

Enthusiasm is not just a feeling; it is a test of efficiency. When you are enthusiastic about your work, you are more likely to be productive and successful. Our team is passionate about providing the best products and services to our customers, and we strive to exceed their expectations.

**Tank Station at Shoate, S.D.**

A new tank station has been established at Shoate, S.D., to meet the growing demand for fuel. The station is well-equipped and staffed to provide prompt and efficient service to our customers.

**Our Station at Amherstburg, S.B.**

Our station at Amherstburg, S.B., continues to serve our customers with the same level of excellence. We are committed to providing top-quality products and excellent service, and we are always looking for ways to improve and innovate.

**Increased Demand for New Perfection Oil Cook Stoves**

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CAMOUFLAGE APPLIED TO COMMERCE

Generally speaking, there is no material that so well solves modern road problems as Asphalt. Parties vending inferior articles, therefore, are often tempted to “snatch at straws” as it were, to impress the public with the “superior” qualities of their products.

“Truth will out,” however, and eventually the public learns the facts.

The lower photograph and the following quotations from letters of C. L. Hill, City Engineer of South Pasadena, California, depict the illusions conveyed by the upper photograph, with its wildly circulated advertising matter.

“Fair Oaks Avenue, South Pasadena, California, is 7,000 feet in length, was paved in 1914 with a total surface yardage of Sheet Asphalt of 42,500 square yards. The north 4,000 feet is 80 feet wide between curbs, with a double-track rail line in the middle, leaving 26 feet on either side of Sheet Asphalt paving, except that for a distance of about 1,000 feet there was built an 8-foot gutter. (Concrete gutter) on either side.

“There are about 3,200 square yards in this concrete gutter. The portion of the street, where this gutter is placed, is on a 4 per cent. grade. The gutter is marked to a depth of half an inch every ten inches, the longitudinal markings, every two feet, as shown on the photograph, are 1/2 inch deep, as are the transverse. This was done to make a better hold for horses, on the steep grade, on the concrete.

“The asphalt manhole is constructed in the same manner as for the Penetration method. This was built by the Railway Company, and covers a width of 24 feet.” (30,956 square yards.)

“The traffic, in normal times, stays on the asphalt. The gutters only in wet weather. There have been several accidents on account of sludging, but only in wet weather.

“We have streets with similar grades, where Warrenite or Asphaltic Concrete was used. On these streets, we have no gutters; the pavements running to the curb. On these streets we have had no accidents from sludging.”

(Signed) “C. L. HILL,”
City Engineer,
South Pasadena, Calif.

Note that the upper photograph was made by using a camera equipped with a wide angle lens to increase the distortion which was produced by the camera. The lower photograph, on the other hand, is the true one.

The sign of the Street Department of South Pasadena, California, emphasizes the non-qualities of permanent highways of cement! Not in the least. It does, however, clearly demonstrate the following:

CONCRETE CAMOUFLAGE

The above is not an actual size. A tip of a hat used in so many times published and widely circulated cement concrete advertisements.

The distortion of view caused by the use of a camera with a wide angle lens and printing it as on the upper right gutter, is evidenced by the curvatures of the two roads, in the water on the surface of the concrete.

The accompanying captions from the extra advertisement keep pace with the partial distortion.

Do not talk about concrete. Note how the Street Department of South Pasadena, Calif.) tells the truth about concrete. Could you think of any more direct way of emphasizing the non-qualities of permanent highways of cement?!”

IMPERIAL SERVICE DEMANDS

IMPASSEAL TRUTH

Thetruthismadepresentineveryphotograph. It is original in each of the series when the photograph is taken, is an exact copy of right gutter in a 1/2 inch containing only 1,600 feet of the total 7,000 feet of Fair Oaks Avenue. The gutter in the lower photograph is not standard concrete used construction but is deeply paved transversely and longitudinally to make the escape less slippery. The gutter in the lower photograph is identical in every respect for a 1/2 inch wide gutter in wet weather.

And the asphalt and Warrenite concrete used in this construction are standard, cement and asphalt, and are guaranteed by the Imperial Company, as their production, to be the most permanent and stable materials known. They are guaranteed to stand up under any conditions and any amount of wear and tear, and it is stipulated in the guarantee that if there is any trouble with the concrete or asphalt, it will be repaired at the expense of the Imperial Oil Review, at which time the Imperial Oil Review will be responsible for the cost of the repair.

(1) That since a good footfall for horses was needed, standard concrete construction was not used on the 4 per cent. grade. A special type of concrete construction, which was well and deeply grooved to allow for the concrete to be full of water, was used to keep the concrete from being slippery.

(2) That the desired amount of water was used in the concrete to keep it from being too hard and brittle. Water was used to make the concrete soft and pliable, and to make it easier to work with. The water also helps to prevent the concrete from shrinking or cracking.

(3) That the concrete was carefully proportioned and mixed to ensure the best possible quality. The concrete was carefully measured and weighed before being mixed, to ensure that the correct amount of each ingredient was used. The concrete was then carefully mixed to ensure that it was homogenous and free of any air bubbles or other impurities.

(4) That the concrete was carefully laid and compacted to ensure that it was smooth and level. The concrete was carefully laid in layers, with each layer being carefully compacted to ensure that it was smooth and level. The concrete was then allowed to cure for a specified amount of time, after which it was again carefully compacted to ensure that it was smooth and level.

(5) That the concrete was carefully finished and finished to ensure that it was smooth and level. The concrete was carefully finished to ensure that it was smooth and level. The concrete was then allowed to cure for a specified amount of time, after which it was again carefully finished to ensure that it was smooth and level.

(6) That the concrete was carefully tested and tested to ensure that it was of the correct quality and strength. The concrete was carefully tested to ensure that it was of the correct quality and strength. The concrete was then allowed to cure for a specified amount of time, after which it was again carefully tested to ensure that it was of the correct quality and strength.

(7) That the concrete was carefully inspected and inspected to ensure that it was of the correct quality and strength. The concrete was carefully inspected to ensure that it was of the correct quality and strength. The concrete was then allowed to cure for a specified amount of time, after which it was again carefully inspected to ensure that it was of the correct quality and strength.

(8) That the concrete was carefully maintained and maintained to ensure that it was of the correct quality and strength. The concrete was carefully maintained to ensure that it was of the correct quality and strength. The concrete was then allowed to cure for a specified amount of time, after which it was again carefully maintained to ensure that it was of the correct quality and strength.

STANDARD TYPES OF HOT MIX ASPHALT

Mineral Aggregate (Stone and Sand Particles): shown Actual Size

(1) Hot Mix Asphalt: (Asphaltic Concrete type) gives ample footfall and grip on grades above stone, as large as one and one-half inches (1½") in size, is used in its construction. The larger stone appears, is what is known as the binder course and does not serve as a wearing surface.

Note the different textures of the standard types of Hot Mix Asphalt as shown in the vertical cross-section and surface-section cuts above. Hot Mix Asphalt (Asphaltic Concrete type) gives ample footfall and grip on grades above stone, as large as one and one-half inches (1½") in size, is used in its construction. The larger stone appears, is what is known as the binder course and does not serve as a wearing surface.

Chris. E. Morrison, A.M., C.E., of Columbia University, states on page 165 in his well-known work, entitled “Highway Engineering,” that Asphalt pavements are generally considered preferable to any other types of construction, for horses, on grades up to and including 5, 6 and 7 per cent.

The Hot Mix Asphalt pavement (Sheet Asphalt or Asphaltic Concrete) is constantly laid under a guarantee of being in perfect shape at the end of ten years. We seldom hear of Portland Cement Concrete being guaranteed for one-third of a year. The reason for this is that Portland Cement Concrete is laid by machine, and is not allowed to cure for the required amount of time before being put into service. If a machine is laid, the concrete is laid on the site and cured on the site. The concrete is then allowed to cure for a specified amount of time, after which it is again carefully finished to ensure that it is smooth and level.

The reason for this is that Portland Cement Concrete is laid by machine, and is not allowed to cure for the required amount of time before being put into service. If a machine is laid, the concrete is laid on the site and cured on the site. The concrete is then allowed to cure for a specified amount of time, after which it is again carefully finished to ensure that it is smooth and level.

BUT for Presto! The Standard Type of Hot Mix Asphalt will do the job. It is now possible to lay the concrete in one operation, and it is then immediately ready for use. The concrete is then allowed to cure for a specified amount of time, after which it is again carefully finished to ensure that it is smooth and level.

A THOROUGH KNOWLEDGE OF YOUR BUSINESS

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Auto motors win out in Prince Edward Island

By E. F. Weaver, Agent of Charlottetown, P.E.I.

The farmers, who represent the chief industry in Prince Edward Island, have been striving for the past 10 years to secure the installation of automobiles on the island and they have certainly carried out a very successful campaign. For up to March, 1917, the auto was only running in Summerside and Charlottetown towns three days per week, namely, Monday, Wednesday, Thursday, and Friday. But now that autos are running for six days of the week, the farmers can rest assured of coming out of the lion's den and enjoying their rights.

The auto is a real boost to the farmers, who have been using it to their advantage for a long time. It has helped them to improve their farms, to transport their produce to market, and to travel more easily to and from the city. The auto has also helped to improve the transportation system on the island, making it easier for people to get around and to access the various farms and communities.

The promotion of the auto as a means of transportation has helped to improve the island's economy. The farmers are now able to sell their produce faster, and the auto has helped to open up new markets for their products. The auto has also helped to improve the island's communication system, making it easier for people to keep in touch with each other.

The auto is a real boost to the farmers' confidence, and it has helped to improve the island's overall economy. The auto is a vital part of the island's transportation system, and it will continue to play an important role in the future.

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Delays in unloading tank cars

By C. H. Low, Traffic Manager, Toronto

Of their customers in unloading a tank car, the statement was made: "It is not our custom to take up questions of delays with any of our consignees."

It is obvious what complications, confusion and inconvenience result from delays to railway equipment. The greater the delay, the greater is the inconvenience and loss resulting therefrom. In the summer, when the traffic is heavy, there is an opportunity time to call attention to the embargo rules in Railroad Administration Circular, C.3.

The runs No. -1 and No. -2 are equipped with security guards who do not unloading freight promptly or arrive. In the summer, when the traffic is heavy, there is an opportunity to call attention to the embargo rules in Railroad Administration Circular, C.3.

A frequent trip in the Toronto yards

It was a surprise to learn that this particular station had not heard of the serious shortage of tank cars and that no effort had been made by any of the companies involved to find out why the cars were delayed and the delays were still continuing. The cars are being used for the transport of petroleum, which is a vital commodity.

The system of handling tank cars is not up to the standard required. The cars are not being unloaded promptly, and the delays are causing serious problems. The companies involved need to take immediate action to address this issue and ensure that the cars are unloaded promptly and efficiently.

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Warehousing and tankage at Charlottetown, P.E.I.

A ROYALTY TANK SIER FOR CHARLOTTETOWN, P.E.I.

The Imperial Station at Summerside, P.E.I.

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COURTESY IS AS INEXPENSIVE AS A SMILE
PARAFFIN TREATMENT FOR BURNS

The treatment of burns has been a subject of much discussion in recent years. The use of paraffin wax has been recommended by many physicians as a means of preventing infection and promoting the healing of burns. However, the use of paraffin wax in the treatment of burns is not without its drawbacks.

The wound is first carefully cleaned and anesthetized. The paraffin wax is then applied to the wound in a thin layer. The use of paraffin wax has been shown to be effective in preventing the formation of scars and in promoting the healing of burns.

Conclusion

The treatment of burns is a complex process that requires careful consideration of the specific needs of each patient. While paraffin wax has been shown to be effective in preventing the formation of scars and promoting the healing of burns, it is not the only treatment available. Other treatments, such as the use of silver nitrate, have also been shown to be effective in the treatment of burns.

References


IMPERIAL SERVICE

It's Up to Everybody

Nothing but the Company has lost the business.

An order clerk accepts an order to supply a customer.

Correction

Through an error on the part of the Editor, the article entitled "Fighting Towing" published in the February "Review," was the name of Mr. W. H. Dickie as author. Mr. Dickie called our attention to the fact that he was not the author of this article and that it was written and published by Mr. C. J. Dessoulot, of our Traffic Department in Yarmouth, to whom our apologies and thanks are due.

"Chicken," A New Perfection

The Saskatchewan Poultry Association recently held a demonstration at Beaudry on the proper conditions of dressing poultry. An experienced demonstrator was on hand to show the proper way of dressing poultry, which she did with much success. The demonstrator said that she had been taught the proper way of dressing poultry by her mother. She said that the key to success was cleanliness. The demonstrator said that she had been taught the proper way of dressing poultry by her mother.

COMPETE WITH YOUR POSSIBILITIES

In the Imperial Oil Review, March 1918, the following text is presented:

Twelve Things to Remember

1. The value of time.
2. The success of perseverence.
3. The pleasure of working.
4. The dignity of simplicity.
5. The worth of character.
6. The influence of example.
7. The power of kindness.
8. The obligation of duty.
9. The wisdom of economy.
10. The virtue of patience.
11. The improvement of talent.
12. The joy of originating.

In the Imperial Oil Review, March 1918, the following text is presented:

A STONEPORPHIUS began by putting a '6' in where a '6' should have been. That's where the loss of time started and good service was interfered with. Next, the man who wrote the letter signed it without checking the figures in it and of course, that piled up the trouble. This apparent simplicity of error on one person and the carelessness of another caused delays, disputes and legal proceedings which cost hundreds of dollars, loss of business, and in certain quarters damaged the Company's reputation for good service to such an extent that it may never recover the prestige it has lost.

A warehouseman, branded a harel of wild oil with the wrong stencil. It was shipped as "Motor Oil." A taxiboy company used it. The result was the taxpayer of their cars. They complained and a dishonest investigation was made. But the time the complaint reached the proper authorities the Company had made a contract with a competitor. In this case we not only lost business but were unable to convince the manager burns and wounds can be healed by this method is surprising.
KEROSENE STORAGE

On account of the shortage of fuel of various kinds, there has been an unusually large demand for kerosene this winter. It is hardly necessary to remind the men in the field of the steel helmet situation, for the present scarcity and high prices of all kinds of total containers are much talked-of subjects today. Conditions have never been more favorable for promoting the sale of Gilbert & Barker kerosene storage outfits.

The T-244-K Gilbert & Barker outfit, illustrated above, is one of the best designed and newest outfits on the market today, for the handling of kerosene. The T-244-K self-measuring pump takes up very little floor space and can be installed in almost any part of a hardware, grocery, or general store. One turn of the handle will deliver one imperial pint. The pump is equipped with a recording meter and discharge gauge. It records in Imperial gallons and puts the total amount of kerosene pumped up to 1,000 gallons, and then automatically repeats. The total number of gallons sold each day, week or month is easily determined with the meter.

One of the best features of the T-244-K outfit, is that the storage tank may be placed underground, outside the building. This arrangement permits the tank wagon driver to deliver the kerosene with little expenditure of time and labor and reduces the spill to a minimum. The fire hazard incident to the storage of kerosene above ground is also avoided.

Kerosene Fuel for Fishing Boats

A question has been raised in connection with Mr. D. G. Thompson’s article under this heading in the January "Review" about the comparative sizes of gasoline and kerosene storage installed in the fishing boats referred to.

While storage for 100 gallons of gasoline and 200 gallons of kerosene on each vessel may seem out of proportion, it really is not, as the following reasons will show:

1. The run to the lobster traps is made on kerosene. On arrival gasoline is used for the short trips between the traps for the picking up of crabs, etc., on account of the quicker starting of the engines. The run home is made on kerosene.
2. On a fishing trip, if the vessel has her deck full of small boats out, gasoline is used when crossing around to get the dories back home in the dark.

board, as a skip in the starting of the engine might mean the smashing up of a boat.

No doubt in time someone will turn out an engine that will start as easily on kerosene as on gasoline, but in the meantime a certain amount of gasoline must be used, for the reasons above stated.

It’s the Long, Blue Chimney

A notable and impressive way of quickly demonstrating to the dealer or the general public that it really is The Long Blue Chimney, which makes New Perfected Oil Cook Stoves smokeless and odorless, has already been adopted by some coalsellers and dealers. The method is as follows:

After the uncovering of a New Perfected Stove has been filled with oil, remove the collar, frame, spreader and the Long Blue Chimney (the three vital parts of the stove) from one of the burners. Turn the wick just slightly above the top of the wick tubes and light. A yellow and somewhat smoky and odorous flame will result, indicating very poor combustion, which occurs when kerosene is burned under the worst conditions.

Now, while the flame is still burning, drop the flame spreader into its place. The flame will immediately become less yellow, and will have a slight tinge of blue. It will also give off less smoke and odor because the flame spreader better regulates the air currents that reach the flame from the inside. Then, place the collar in its position on the burner. The air currents are now better regulated from the outside of the flame and combustion is improved. More of the oil is converted into heat and less into smoke and smell in all burners in that firm which use the Long Blue Chimney.

It was necessary to have the "Reginalite" proceed from Collingwood to Montreal without a cargo, as she had been built the full size of the Westland Canal and drew in ballast 4 feet, which is the deepest draft that can get through the locks. As a matter of fact, she had only two inches to spare in the breathing of the locks, and it was quite an undertaking to get her to Montreal without doing any damage.

The "Reginalite" has already made several trips between Halifax and the Gulf of St. Lawrence and is proving herself a first-class seagoing vessel. She is commanded by Capt. E. K. Stann and the Chief Engineer is Mr. A. Fleming.

NEW ENGINEERING

Launched at Confederate

By Capt. J. Wilcox, Assistant Superintendent, Marine Department

The latest addition to the fleet of Imperial Oil Limited is the S.S. "Reginalite," built by the Collingwood Shipbuilding Company at Collingwood, Ont., a ship of 5,500 tons with a carrying capacity of 1,173,000 gallons of refined oil in ballast. She is the largest tank steamer ever built in Canada, her dimensions being:

| Length | 250 feet |
| Beam | 43 feet |
| Depth | 25 feet |

She was built solely for the Company's own trade and is classed to trade to any part of the world.

It was necessary to have the "Reginalite" proceed from Collingwood to Montreal without a cargo, as she had been built the full size of the Westland Canal and drew in ballast 4 feet, which is the deepest draft that can get through the locks. As a matter of fact, she had only two inches to spare in the breathing of the locks, and it was quite an undertaking to get her to Montreal without doing any damage.

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Launching of S.S. Reginalite

NEW ENGINEERING
A Peruvian "Balsa"

The interesting photograph herewith represents a "Balsa," which is a sort of sailing raft used in Peruvian waters for the transportation of freight up and down the coast. These Balsas vary in size and are from eight feet by sixteen feet to thirty feet by forty feet. They are made of three layers of logs tied together, having one mast exactly in the centre. The sails are usually made of old kerosene bags, which constitute quite an advertisement for the manufacturers of the rafts.

Mr. J. J. Palin, who sends us this photograph, says that the Balsa shown arrived at Talara, Peru, for a cargo and was loaded with cases of kerosene destined for Paita.

THE IMPERIAL OIL REVIEW

SELLING THE DEALER AN IDEA

Did you ever stop to consider how much every dealer is looking for ideas, especially those that will expand his business and increase his profits?

Here is a picture of a window display of Polarine Motor Oils and Greases in the window of Rice, Lewis Hardware Company, Toronto, Ont.

This very attractive display is the result of an idea which one of our salesmen recently sold them.

The Rice, Lewis Hardware Co. is one of the oldest hardware concerns in Canada. They do a large business, both wholesale and retail, in hardware of all kinds, sporting goods and electrical appliances.

They had not thought of stocking Automotive Oils until the Imperial Oil salesman called and impressed them with the big business opportunity our dealer's proposition on Polarine Motor Oils and Greases offered them to increase their profits.

They promptly placed an order for 25 barrels of the various grades of both the Motor Oils and Transmission Lubricants in all sized packages.

The Rice, Lewis window display illustrates how effectively the idea of selling Automotive Oils can be sold to hardware dealers.

It illustrates the drive that you can get your dealers to make for you in going after the motorist's oil business.

There is no doubt that window displays sell oil and they are the most valuable space in their store.

What part of a store costs the most in rent? The front—of course!

Most real estate brokers lose store rentals on a price per foot front. House owners would be glad to sell if they could get a good price.

Your part of the store should be wisely used so that dealers can be sold to at a good profit. In other words sell them the idea of building an Automotive Oil business.

POLARINE

Oils will
Lubricate
All motors efficiently,
Reduce friction,
Increase power and eliminate
Needless repairs, keeping down
Expense of upkeep.

HE IS AFFECTED BY IMPERIAL SERVICE
CO-OPERATION

CO-OPERATION is the lubricant of business. It is that which oils the working parts of the business organization, makes them run smoothly and all together, in proper relation. The working parts of a business are its employees. The larger the number of employees the greater the number of working parts, and the more complicated is the problem of smooth and efficient operation.

In a machine, each unit or working part has its particular use or duty to perform, and the lubricant makes it possible to operate the machine without friction. One unit working out of time with the rest causes friction and retards the whole machine, with loss of power to all the other units.

So it is with a business. There must be co-operation, if the duties of the employees, who are the units, are to be easily and satisfactorily accomplished. One unit working against the rest unjustly throws a burden on all the others, which they must overcome. If not, the whole organization slows down and finally stops.

The wear and tear of friction in any form is a deteriorating and destructive influence. This can be eliminated from our work and from our lives by cultivating in ourselves the habit of helpfulness and thereby stimulating in others the same force which will help us; by consideration for the viewpoints and difficulties of others, and by being fair and square, open and above-board with all the people with whom we come in contact.

It is only by developing the co-operative spirit that we are able to live or work harmoniously with our fellow-beings and so achieve happiness and success.