Growth

The last three years have seen a remarkable increase in the manufacturing and selling facilities of Imperial Oil. In that period four new oil refineries have been constructed and brought into operation. Several new tank ships have been launched. In our various plants, warehouse facilities have been increased by 50 to 200 per cent. Tank stations have sprung up in various parts of the field. New delivery equipment, new service stations and new offices have been installed. All of this development has been undertaken and accomplished during a period in which many oil companies have considered themselves too uninvolved for a large investment of capital.

Far sighted as this great development has undoubtedly been, it is probable that some of it might not have been undertaken at this time except for the unprecedented opportunities which the world is offering. This failure on the part of some of these companies to take advantage of the opportunities is a matter of public consequence.

Our increased manufacturing equipment in Eastern Canada and some of our tank ships have been of direct assistance in carrying on the war.

This increase, this growth in our tangible equipment has taken place at a time when the organization was being depleted by enlistments, making more difficult the well known but much neglected problem of keeping the personnel of the Company apart from its enlarged operations.

That is our problem today. Just as our physical equipment increases, just as the market for our products widens, we are members of an organization that must grow. We must be fully aware of our business; we must recognize our increased responsibilities; we must render to the public a better service than ever before.

Imperial Oil, Ltd., is no longer merely a Company. It is fast becoming an institution on which a large proportion of the Canadian public is dependent for essential products. No business organization can long survive without rendering a service of some nature. Our growth up to the present is attributable to our efforts to serve.

There will always be a certain proportion of every population that will look with disfavor on a large organization of any kind, just because it is large. We know that our growth enables us to give a greater service, to supply a better product at a reasonable price. We must self, therefore, something beside our product. We must add service. We must educate the public and show them that our growth is a benefit to them, not a disadvantage.

How We Can Help

The food world of tomorrow does not stop at the border. The rivers of Canada flow into the seas of the world. Our needs are the needs of all. We are all engaged in a great enterprise.

ORD Rhonda’s words above will perhaps bring home to the people of Canada realization of the food situation as it exists in England today. Few people of this country realize how important are the facts enumerated.

The world has taken very seriously the matter of food supply. The first, it is undoubtedly true that Canadian ships were sunk in the war. The second is true that the people for which a Food Control Board was first established at Ottawa. A large proportion of the public seem to assume that Food Control was established in Canada in order to regulate and reduce prices. Nothing could be further from the truth.

The establishment of a Food Control Board was a war measure, with its chief object the supplying of a greater volume of foodstuffs to the Allies. The results achieved by the Food Control Board have been considerable, but greater effort will be necessary if the individual’s desire of famine is wholly shut off.

Many have questioned some actions of the Food Control Board. Some have asked why regulations permit of greater shipments abroad of Beef, Bacon and Pork, that put into effect. The reason is that these products are easy of transportation, and are rich in fats and proteins. Some have asked why corn was not shipped in greater quantities to Europe instead of wheat. The reason is that there are no mills in France for grinding corn and few in Great Britain. Bakers in these countries have no facilities for using corn. The British and the French are not familiar with corn, and the present is hardly the time to educate them to its use.

In our organization alone, considerable influence can be brought to bear. Our methods and other travelling representatives can be of direct assistance in their visits to restaurants, hotels and on the National Parks. Others can observe the regulations of the Food Control Board in their homes.

As a Unionist, let us decide to stand squarely behind the efforts of the Food Control Board. Observe the following:

1. Practice food conservation yourself. Be an example. If a plate is not enough, use part of it.

2. Обserve strictly the Butter and Breadworth Wednesdays and Fridays. Use up the bread and butter.

3. Acquaint your appetite to aid the Allies by eating and asking for war bread, corn cakes, etc., in which wholesome substitutes for flour are used.

4. Enquire at every hotel you stay at and at every restaurant you patronize what they are doing in the way of food conservation.

5. Speak to your trade, fellow passengers on the trains, friends and acquaintances about food conservation.


during the war; our business was devoted to the production of refined oil. Business rapidly increased and sales were made direct to retailers.

In 1918, an association with other important oil interests was formed, and the name of the business was changed to Samuel Rogers & Company, Toronto, Ont. In 1918, all the marketing interests of Samuel Rogers & Company in Ontario were transferred to the Queen City Oil Company, Ltd., of which Mr. Samuel Rogers became President and General Manager, until his death in 1923. January 16th after the reorganization of the Imperial Oil Company, Ltd., the Queen City Oil Company, Ltd. acquired the marketing branches of that Company including those of the Royal Oil Company Ltd. at Toronto.

On November 1st, 1912, the Company name was changed to The Imperial Oil Company, Ltd., Queen City Division, The Queen City Oil Company, Ltd., in marketing products, as well as products imported from American Companies. Mr. A. S. Rogers, who had been Vice-President and General Manager, and Mr. J. P. Rogers, who was Manager of the Fabricating Department, on amalgamation of Queen City products, was made Manager of the Imperial Oil Company, Ltd.

On October 1st, 1909, the first tank wagon delivery service was introduced to serve the Canadas, and the first tank wagons,
No. 1 and 2, were placed in service in Toronto. The present number of tank wagons in our Eastern Ontario District is 92, with 109 horses. There are also 12 steel, 900-gal. tanks, and 4 motor trucks. Fifty-eight distributing stations have been established where Refined Oil and Gasoline are carried, and at many of these points also a stock of Lubricating Products. Tankage is being installed at six additional points, which will make a total of 64 distributing centers in Eastern Ontario. At each of these places we have an Agent, who takes care of the local sale and distribution of our products. These are now 33 salesmen in our Eastern Ontario District. It is interesting to note that Mr. J. B. Hutchison, Pay Roll Clerk, and Mr. J. W. Mathias, who is in charge of the Mailing in our local Toronto office, were members of the office force of Samuel Rogers in 1880, and Miss J. Viner, of our Toronto office staff, was in the office of Samuel Rogers & Company in 1885.

Of our present sales force in the Eastern Ontario Division, Mr. J. C. Anderson was the city salesman in Toronto in the early eighties and Mr. J. F. Hambley and Mr. F. H. Shortt were among our first salesmen in the Ottawa District. Mr. G. E. Hambley, who is now the Assistant Manager in Eastern Ontario and Mr. J. G. Marshall were also on the sales force in the early days.

In 1887, an office was opened in Ottawa and the Company's business was carried on under the name of the Samuel Rogers Oil Company. Mr. W. D. Morris, the district salesman, was made manager, and admitted into the partnership. In 1895 the firm name was changed to the Rogers & Morris Company, Ltd., the President being the late Mr. Samuel Rogers, with Mr. W. D. Morris, Vice-President and Managing-Director. This Company, in 1896, transferred its interests to the Queen City Oil Company, which later merged into the Imperial Oil Company, Ltd. Queen City Division. Col. E. A. Oliver now overseas, replaced Mr. W. D. Morris as Agent at Ottawa, and in February, 1915, Mr. C. S. Griffith, the present Assistant Manager in our Sackatoon District, became Agent at Ottawa and was succeeded in November, 1918, by Mr. A. G. Greenfield, our present agent at this point, who has been in the employ of the Company since 1893.

When this branch was first opened, there were two railways entering Ottawa, the Canadian Atlantic Railway (now the Grand Trunk Railway), and the Canadian Pacific Railway. The water route was the Ottawa and Rideau Rivers. Considerable oil trade was handled on these water routes, until the closing of the navigation. With the advent of further railway connections, the Ottawa, Argimor and Parys Sound Railway (now included in the Grand Trunk System), the New York Central, and the Canadian Northern Railway, the last trade gradually fell off until only a small portion of the trade is now supplied by these water routes. One interesting incident in connection with transportation is the fact that the Imperial Oil Company's predecessor, the Samuel Rogers Oil Company, was the first shipper on the Ottawa, Argimor & Parys Sound Railway, ten barrels of their Refined Oil being loaded on a flat car and shipped to a customer at Carp, Ont.

The first tank wagon service in Ottawa was established in 1889, when tank wagon No. 1 was put into service. At that time, the sale of gasoline, which was only used for lighting purposes, amounted to only a few barrels per year. At the present time, the deliveries of gasoline by tank wagon in the City of Ottawa amount to many thousands of barrels per annum.

Kington was originally opened as

SUNSHINE SERVICE STATION, TORONTO

SUNSHINE STATION AT PRINCES, ONTARIO

SUNSHINE SERVICE STATION, TORONTO

SUNSHINE SERVICE STATION, TORONTO

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SUNSHINE SERVICE STATION, TORONTO

Salesmen, Eastern Ontario Division

1918 THE IMPERIAL OIL REVIEW
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THE IMPERIAL OIL REVIEW

a small warehouse branch of the Standard Oil Company of Canada, under John Morris, our present manager at that company, of Toronto, and in 1916 was transferred to the Queen City Oil Company, Ltd. Oil was shipped to Kingston in tank cars, where it was barged and shipped to eastern points.

Since then, great changes have taken place in the method of handling Oil, the most important being the establishment of the tank wagon system in this district. By this means the distribution of Gasoline and Refined Oil is greatly facilitated to stores, and garages, which supply the farmers, a large percentage of whom own and operate automobiles. Tractors are rapidly coming into favor here as in other parts of Ontario.

At Brockville, which is situated close to the Thousand Islands, we have large bulk storage. Oil and Gasoline are shipped to Brockville from Sarnia, in our own tank steamers, and deliveries are made from there to a number of substations in tank cars. At Brockville we also have a water front filling station for the supplying of the large number of Motor Boats, which are in use in this vicinity.

Our main distributing station is at the mining region of Ontario, which is located at the Hamilton. The building of the Timiskaming and Parry Sound Railway, from North Bay to Coldwater, and the opening of the opened Cobalt Silver Fields in this section, Early in 1910, our passenger and freight service was established as far as Englishtown, and in 1913 the Company created a complete plant at North Bay, which is situated five miles north of Cobalt, and overlooks Lake Timiskaming.

During the big Cobalt boom, business was such that a warehouse and tankage at Cobalt were found necessary, and this was completed in 1919. Until 1919, our business in this district was under the care of Mr. W. C. Andrew, who is now our salesman in the Niagara Falls, Ontario, district. From that time, until just recently, this northern territory has been under the manage- ment of Mr. F. W. Deer, who has since become Assistant Manager in our Western Ontario Division. Our present representative in this section is Mr. B. Jenkins.

In 1916, the great Porcupine Gold Rush started. Although it meant a dump of over 30 miles from the railroad, our salesman was there, needless to say, the Company's plant at Porcupine was busy. When a glance at the map, but fortunately the stock had been moved to Hamilton. In the meantime, all of the machinery was fwd

The mines immediately started to rebuild, and in November, 1916, we opened our South Porcupine warehouse, and in 1916 the most up-to-date branch in the Northland opened at Timmins.

Shortage of labor due to the war has seriously hampered mining operations, but we are reasonably to be expected that after normal conditions return, the output of the mines will at least be doubled. From a farming standpoint, New Ontario is in its infancy, but with the clearing of the large tracts of land after taking off all the pulled, farming in this section is expected within a few years to become an important industry.

Sault Ste. Marie is one of the largest consuming points for the Pool Products, for its size in the Dominion, on account of the steel and other industries located there. We deliver by tank steamers to this point, where considerable breaking of our products is done, and to various dealers at adjacent points, where the large Lumber and Paper Mills are situated. The branch was originally opened under Mr. John Carlson, in 1913, by the Queen City Oil Company, Ltd. Hamilton office, and in 1913 bulk storage was opened and in 1909, Mr. A. F. Smith, who is now on our sales force, in charge of this branch. In January, 1916, the present agent, became our representative in this territory.

Many of the oil tankers and most of the gasoline tankers, have been measuring and inspecting the Oil. It is a mark of the same quality, as was measured at the tank wagon. If there was any fault in the tank storage, the tank and one tank was dumping, or the other is filling, a good idea is to think twice, one can make, to dumping in the even number and tally when dumping the even can. Be sure you are right for fear of disputes. Then, if you are sure, let me once confuse you.

On the country route, the driver has to be alert to distribute all his load equally among his customers, according to their business. If there has been a run on the oil, and all their tanks are empty, he has to stand them off, in a manner that will not offend them, with a quantity less than they desire. If the run has been light between his trips, then he has to use some diplomatic language to get them all to fill to full capacity, so that he can sell his full load. Most of the tank men are adepts in this line of the busi- ness.

This does not apply so much to the men on the city routes, but they have other difficulties which are not so common to men in the county districts. For instance, competitive firms do not go after the outside trade so strongly as they do the city trade. Therefore, the city driver has far keener competition than the country one, and his rule is equal to the occasion.

Many of the storers will ask the driver his opinion on a certain article, the salesman has for sale. The storers are more willing to believe, as he naturally enough, looks on the salesman as being out to make a sale.

It would be a great benefit to the company and the customer alike if there was some method wherein the tank wagon man could get the information and other products of the Company, as well as the Cool Oil and Gasoline.

Such a thing must have in abundance. Take the case of a certain dealer, who has been shut off, so that he has to pay cash in the future. The dealer may be busy with his customers when the driver calls, and he wonders why the Cool Oil man does not fill his tanks as usual. The driver cannot do so without first advising him of the change, and he must not answer it before other people. He has to use tact to get the storekeeper inside and acquaint him with the facts. It is in the credit of all drivers of my knowledge that they have never offended a single customer in this delicate piece of business.

The roads lie heavy on the driver's mind in the Spring and Fall of the year. He may leave the warehouse with a wagon, but when he gets beyond the city, the snow might be too deep for wheels, drivers, who go outside the city limits, ought to take advantage of every fall of snow to make their long trips, even though the total on the sheet, which is sometimes returning late at night, shows it to be "back in bed". He may have his short trips, and be able to get home early for a few nights.

When the day's work is over the tank wagon man has to make out his sales report sheet. His total sales have to conform his sales handsome, his cash with the gallonage, and the cash turned in, to the total on the sheet. A mistake may pass the warehouse man, but if there was any method wherein the tank wagon man could get the information and other products of the Company, as well as the Cool Oil and Gasoline.

TANK WAGON MEN AND THEIR RESPONSIBILITIES

The following article has been written by one of our tankhouse representatives in the Parry Sound, Ontario, and contains thoroughly helpful and practical material, as well as explaining the duties and difficulties of the men in this work, which are perhaps not as well understood in this part of the country as in some other sections. Let us publish his name in this section.

TANK WAGON men have more responsibilities on their shoulders than any other teamsters or motor truck drivers, because their work is nearly all done on their own initiative.

The load of oil or gasoline is charged up to the driver, as he leaves the warehouse, the return is measured when he comes in again, and his sales slips must account for the exact balance between the loading and the return. He has to make out his own slip for the amount he has delivered to the store or garage, putting also the price per gallon or per barrel. As it is very customary to a customer for a driver to go back with a corrected slip, after he has had a chance to look it over, some care must be taken to have everything correct.

Many of the oil tankers and most of the gasoline tankers, have been measuring and inspecting the Oil. It is a mark of the same quality, as was measured at the tank wagon. If there was any fault in the tank storage, the tank and one tank was dumping, or the other is filling, a good idea is to think twice, one can make, to dumping in the even number and tally when dumping the even can. Be sure you are right for fear of disputes. Then, if you are sure, let me once confuse you.

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THE IMPERIAL OIL REVIEW

April

IMPERIAL SERVICE

What Does It Mean to You?

In the past few issues of the Imperial Oil Review, we have published several articles and page footnotes touching on the subject of Imperial Service. Yet, how many of us fully appreciate what Imperial Service really means?

In the first place, what is Service? And, as employees of Imperial Oil Limited, what does Imperial Service expect from each one of us?

Service is merely another word for Efficiency and means everything well and pleasantly done. To determine whether we are truly rendering Imperial Service, we should make the following analysis of ourselves.

Have we fixed ideas and do we know just what we want to accomplish? If we are salesmen, do we thoroughly understand the various selling policies of the Company? If we are clerks, are we fully familiar with the Company's various forms of record-keeping? If tank wagon drivers, do we have each day's trip and load so planned that the customer's needs are correctly anticipated? Is our work first carefully thought out, before it is undertaken?

Another test of Imperial Service is ability. Do we thoroughly know the various products of the Company? Are we able to demonstrate this knowledge to the dealer, by means of forceful, logical and convincing arguments. As employees of the manufacturing department, are we turning out products which are in every way superior to the demands of the marketing end of the business? There are always records to break. It is easy to make good under perfect conditions, but it requires an able man to make good under imperfect conditions.

Next, comes Loyalty, which is nothing more than common honesty. Loyalty means unbiased service. To derive the greatest benefit from your work, it is necessary to thoroughly believe in it, understand it, and stand by it. Be an Imperial Oil booster. The Company is growing rapidly, yet its future success depends very largely upon the attitude each one of us takes towards his work.

Reliability is a condition of the mind, and if we make up our minds that our work is uninteresting, it will be, and we shall never be enthusiastic about it. Enthusiasm is frequently mistaken for mere bustle. A fly in a bottle might buzz industriously without getting anywhere. Enthusiasm is that spirit of optimism which finds work a never-ending and interesting accomplishment one's purpose.

Imperial Service, therefore, means the three rather important and far-reaching demands, the wide purpose of the work to bring out in every employee of the Company, the very best that he has to offer. Such a man is certainly most desirable, and will mean the most rapid progress for the Company and employees alike.

Mr. A. J. Wolcott

Appointed General Manager, Marketing Department

ANNOUNCEMENT is made of the appointment of Mr. A. J. Wolcott as General Manager of the Marketing Department, effective April 15th.

Mr. Wolcott will make his headquarters at the Imperial Oil Building, Toronto, and all branch offices of the sales organization will report to him.

This appointment is a popular one. Mr. Wolcott is known to a large proportion of the sales organization of Imperial Oil Limited, and is respected and liked by all executives and employees with whom he has come in contact. He has been for some time the Manager of the Winnipeg Division and has built up and developed our business in that territory following a wide and broad experience in the oil business in other fields.

Every member of the Company who has met Mr. Wolcott will approve this new appointment and wish him well in his new work.
INCREASED PROFITS FROM LUBRICATING STORAGE

Next to the ash pile, the oil storage room in the average factory or power plant is inevitably the filthiest place on the premises.

In many factories the Oils are stored in wooden barrels. This old-time storage system means oil-soaked floors, leaky barrels and dirty oil. The waste due to the awkward way of handling the barrels as well as to leakage and overflow of cans is tremendous.

The best grade of Oil that has grit in it will not give as good results as a cheaper and poorer grade of Oil, free from dirt and grit. Again, when the Oil is not clean it requires considerably more Oil to overcome the friction caused by the dirt.

In factories with the Gilbert & Barker Oil Storage system, the store-room will be clean, safe and economically equipped. It will mean no measures or utensils to handle, no splashing or over-flowing of cans, no partially filled cans on the barrel, or the floor to collect dust and grit. The modern oil-storage system eliminates waste as oil, on time, and reduces the fire risk and insurance cost. It will also train the employees to handle the Oil with care.

THE F.C.S. Oil-measuring Gilbert & Barker Outfit, illustrated on this page, can be secured in capacities ranging from 1 to 15 barrels. Several of these Outfits, arranged in battery form, present a very striking appearance.

During the Spring and Summer seasons hundreds of barrels and tanks are stored in store rooms, oil houses and various other places. When so many barrels are used for storage there is a scarcity of barrels during the rush season, which makes it very difficult to make prompt shipments.

Every man in the field should therefore do his best to release as many barrels as possible, by installing Gilbert & Barker Oil Storage which will say "SERVICE" and "SAVING"

The Motorist is generally in a hurry when he wants his tank filled, and, therefore, he will not patronize the dealer with the old-fashioned equipment, as long as there is a dealer with facilities for supplying him quickly and without the possibilities of spilling, etc.

By the same token, the Motorist wants to wait until the garage man walks back into his garage and takes time to draw oil from a barrel or an improved tank, "a quart of Oil".

The Motorist stops for a fill of Gasoline and the garage man or more likely his helper, frequently falls to ask him if he needs Petroleum, because he knows it means he must go back to the barrel, which is generally kept in the back part of the garage, all of which takes time, and which he does not think he can spare, when other cars may be waiting for Gasoline.

We therefore curtail our sales of Auto Oils as well as the dealer's, when we fail to sell him the proper storage equipment for his Lubricating Oil.

Sometimes, the dealer feels that he is not able to make as much money on his Gasoline business as he would like, and it is very important that we show him how he can increase his profits by pushing his Sales of Automobile Oils.

Convince him that he will sell more if he makes it easy for his helpers to supply it.

We are picturing here a cut of the new Tri-Portable Lubricating Outfit, which the dealer can wheel out alongside his Gasoline Carb Pump every morning.

What better equipment could a dealer buy that would show the Motorist that he really wants his Lubricating Oil business of the town on a much larger scale than the one that sticks to outdated methods of storing and handling it.

N.B. the garage, which installs a Carb Outfit for handling Gasoline, gets the Gasoline business of the town on a much larger scale than the one that sticks to outdated methods of storing and handling it.

NEW PERFECTION OIL COOK STOVE WEEK

May 6th to May 11th

There is to be an exceptionally large demand for New Perfection Oil Cook Stoves, Ovens and Cabinets during the Spring and Summer months, especially so to the unusual scarcity of coal, and the high prices that are being demanded for fuel of all kinds. New Perfection Oil Cook Stove Week should present a splendid opportunity for dealers to materially increase their "Stove Profits."

During this particular week every effort should be made to have the maximum quantity of New Perfection Oil Cook Stoves, Ovens and Cabinets sold by the maximum number of dealers in the maximum number of towns in every territory.
A further example of how quickly these solids will accumulate is shown by the fact that we have known from about two to three cubic feet of scale accumulated in a 150 HD oil boiler in three weeks time. This, of course, is a high percentage of solids and the boiler feed water in this case was very hard, to show such a heavy deposit.

It is well known among marketers of Lubricating Oils that whenever anything goes wrong in connection with lubrication, the Oil generally and the Alumni are at fault. As a matter of fact, it is very seldom that the Oil is the real cause of the trouble. In the majority of cases there are some outside conditions, such as we have mentioned in the above article, which are really responsible.

Lubricating Problems
By A. E. Haldeman.

The Salesmen selling Lubricating Oils to smoke-stack trade meets with a great many more or less baffling problems which are not catered for in Salomon's Hand Books or in ordinary literature on the subject of lubrication. These problems seem to me to be discussed and answered more through the medium of the Imperial Oil Review and I personally would like to see more space in the Review devoted to lubricating matters. If the Salesmen who meet with and have to overcome these problems of lubrication would write accounts of their experiences and send them to the Review, I am sure it would be of great benefit to other Salomons all over the field, who cannot possibly get together to talk over such matters in person. The writer submits the following:

A large use of Lubricating Oils in the City of Edmonton has two Banks - Armstrong horizontal steam engines, each 125 HD, 250 R.P.M., with crank case - gash control system. At one time they used Renomex. The Engineer for crank case lubrication had to clean it up because it would not hold the oil. The first Oil was Imperial Value Oil and the other oils were tried, with no better success. As the steam was wet, Imperial Value Oil was used, this being an Oil specially made to meet wet steam conditions and which would not be easily washed off the cylinder walls, as was the case with a Cylinder Oil that was used under saturated steam conditions.

Owing to loose piston rod packing glands on this engine the steam charge with the finely atomized Cylinder Oil, got through the packing into the crank case. Then it combined, adding the compounded Cylinder Oil and moisture to the Renomex Engine Oil in the crank case, resulting in emulsification due to the thinning action of the cranks digging into the Oil at each revolution. It was not economical to use a straight mineral Cylinder Oil for the steam cylinder as an excessive feed would have been necessary to give proper lubrication of the cylinder, due to wet steam conditions. There were no half plate between the crank case and the back of the cylinder, as in the case of the Standard Engine, for example, to prevent any steam or condensation from getting from the crank case. It was also impossible to put on any form of gland outside the packing glands, as there was not much room to do so. It was therefore decided to warn the oil from the packing glands.

The problem in this case was solved by putting a sight-feeding device oiler on the cylinder which is automatically filled from the packing gland. Imperial Crank Case Oil is fed through this oiler, directly down on to the piston rod, this oil seal being fitted and gasketted so as to prevent any steam or condensation from getting into the crank case. It is also impossible to put on any form of gland outside the packing glands, as there was not much room to do so. It was therefore decided to warn the oil from the packing glands.

“Bayer’s Notes:—From the description given above we would say that your letter is very clear, and you are very correct in saying that there is very little, if anything, wrong with the Imperial Value Oil. We have always been of the opinion that Imperial Value Oil is very good and we have always used it in our own plant and it has always given us very good results. We have also had very good results with Imperial Value Oil in other plants.

“Upon the advice of your letter theopherin is being put on the Imperial Value Oil and it is hoped that this will correct the trouble.

“Yours truly,

“W. D. Norval”
SALES LOST AMONG THE GEARS

How to Get the Drive into Your Sales of Transmission Lubricants

Our sales of Transmission Lubricants have never been better, and yet so far as automobiles or tractors are concerned, differential and transmission lubrication needs increase in the same ratio as the number of these engines. If increased registration means a certain increase of Engine Oil consumption it means that the need for transmission and differential lubrication has increased correspondingly. This should mean a parallel increase in both types of lubricants.

But this parallel increase has not been realized or maintained.

A Triple Reason
What is the reason for this? There are three reasons:
1. The motorist’s lack of knowledge in regard to the transmission and differential of his car and his failure to realize the importance of the proper lubrication of these parts.
2. The dealer’s neglect of this important part of his business.
3. Your own lack of appreciation of the importance of efficient transmission and differential lubrication, and your failure to keep Transmission Lubricants right up front in your selling plans.

Educating the Dealer and Motoretist
To sell Transmission Lubricants you must educate the dealer and through him the motorist.

The proper lubrication of the transmission and differential is as vital to full power, long life and high mileage on the fuel as the proper lubrication of the engine.

Consider for a moment how the stress is borne by the teeth of the differential gear. On them is concentrated the full pressure generated by the explosion in the cylinder, multiplied several times by the transmission when running on low gear.

As an example, take the Ford Car. The maximum pressure on the piston reaches about 150 lb. when running with wide open throttle on high gear. The pressure on the gear teeth being approximately 450 lb. If low gear were used, this pressure would be increased nearly three times.

It is to be wondered that so many new owners are heard, when we consider the figures, and the least attention given to this vital mechanism.

In time the motorist learns the penalty in a way he remembers.

It costs money to remove engine parts on the transmission and differential, worn out by poor lubrication.

Therefore your work is only partly done when you advise the owner if you lubricate the gears in the car on your territory and fail to lubricate the chassis.

How to Increase Your Sales

To get your share of the transmission lubricants business you must first give the matter careful study yourself and be sure you have a clear understanding of the importance of the proper lubrication.

Then you must educate the dealer to the importance of using lubricants especially adapted for transmission and differential lubrication.

Point out to him that the proper lubricant for this purpose means money in the motorist’s pocket and money in his own pocket.

What is an Efficient Transmission Lubricant?

There are a great many motorists who, when they need Oil in the transmission of their car, drive into a garage and say “Put in a good heavy Oil.” These motorists, as well as many dealers, have the same belief that any good, heavy, heavy Oil will lubricate the transmission and differential efficiently.

This is not correct.

All good, heavy Oils do not make efficient lubricants for transmission and differential gears.

Again—many motorists have been led to believe that grease is the proper lubricant for this purpose and then they make the mistake of sacrificing lubricating efficiency by using Grease instead of a Transmission Oil.

We all know that it is the Oil in your Grease that really lubricates, but it is used in Transmission and Differential lubrication it is usually left to the heat of friction to bring out the Oil.

Almost all manufacturers of automobiles and tractors recommend a good grade of Transmission Oil. A Grease should only be used where conditions do not permit the proper application of Oil.

Getting Distribution of the New Polarine Transmission Oil

To put you in a position to get your share of transmission and differential lubricants business we have recently added to the Polarine line a New Oil to be known as Polarine Transmission Oil.

It is especially adapted to this class of work and will be put up in the One and Four Gallon Lidded Graphite Sealed Cans, also Barrels and half-halves. Instead of the usual lip spout the Polarine Transmission Oil cans will be fitted with a wide mouth screw cap, large enough to enable the motorist to insert a Grease Gun into the can when filling the differential.

It is important that we get, as quickly as possible, a wide distribution of the New Polarine Transmission Oil among the Garages and Hardware Dealers.

Every day we have a demand for Transmission Oil and almost all of them keep a barrel or half-barrel of it on hand for filling the cars of their clients, who prefer to have the work done at the garage.

There are still many owners who keep their cars at home and who prefer to fill the transmission and differential themselves and consequently, there is a market for the One and Four Gallon Cans, which the motorist will buy from the Garages, Accessories or Hardware Dealer, to keep at home.

See That Your Dealers Have Stocks of Polarine Transmission Oil

You should therefore make a systematic canvass of your dealers and especially those who are now carrying the Polarine Motor Oils and see that a stock of One and Four Gallon Cans of the new addition to the Polarine family is on the shelves of everyone of them.

Keep in mind that an automobile with a new engine needs a new Oil in the transmission and differential.

Every dealer in lubricants will have calls for Transmission Oils, and if you don’t sell them your Oil, your competitor may very quickly see that it is the only Trade Oil on the market.

Keep in mind that your next customer may be a potential customer.

When this happens he has a wedge in and may eventually get all the dealers’ business. Again we say: If you lubricate the engine of the car, you are the man to the territory and fail to lubricate the chassis.

Steam Cylinder Lubrication

ROBERT W. CALDWELL, Engineer in Charge, Imperial Oil Company, Toronto

The run on the consumption of oil has been so tremendous during the past winter that we have had to increase our rates of production. The new cylinder size is 24 in diameter by 32 in stroke and run 150 R.P.M. with a steam pressure of 125 lbs. saturated.

The Oil was fed into the steam line about 15 degrees below the throttle valve by a mechanical forced feed lubricator.

When we went into the plant a well known competitive Cylinder Oil was being used and the feed of Cylinder Oil per twenty-four hours run amounted to a consumption of 1 qts. per 12 hours. Imperial Valve Oil was started on the same engine and in a two weeks’ run the consumption had been reduced to 1 qts. in 34 to 36 hours and valves and cylinders were well lubricated. While we do not recommend such a low feed of Cylinder Oil as this, we go to show just what can be accomplished with the judicious use of a suitable Cylinder Oil for the prevailing conditions.

This worked out at about 2.5 lbs of oil per 1,000,000 cubic feet of cylinder surface passed over by the piston and does not include the surfaces of the valves, this is a very good performance and one that would be hard to beat with any Cylinder Oil.
AIM HIGH

Progress is usually the result of well-planned effort. Ambitions are not realized unless some definite aim is set for achievement. The person who works and thinks only from day to another lacks either ambition or the foresight to provide an opportun-unity for that ambition.

Imagination is a powerful factor in ambition and coupled with proper planning it brings results in advancement.

It is just as easy to aim high, once the habit of looking ahead is cultivated.

We should study ourselves. We should analyze our abilities and our disabilities. We should match this knowledge of ourselves with our opportunities and direct our line of effort accordingly.

No progress, either for the individual or the organization, is possible without planning.