TAKING CARE OF OUR ASSETS

The success of any Corporation or any enterprise depends on the quality of the product, the service, and the personnel. In the case of a Corporation, the personnel is key to the success of the operation. Therefore, it is essential to take care of the assets of the Corporation. The assets of a Corporation include the buildings, equipment, vehicles, and other resources that are necessary for the operation of the business. It is important to ensure that these assets are maintained in good condition to ensure the continued success of the Corporation.

Ten Ways to Conserve Food

1. Cut the bread at the table and as required.
2. Save the crumbs from the bread board. You will be surprised to see how many there are.
3. Take a little less butter than you think you will need. It will probably be the right amount.
4. Eat one more spoonful of soup, one more slice of bread, or one more slice of meat.
5. Eat one more apple, one more carrot, or one more slice of fruit.
6. If you need more sugar, use a sugar bowl and avoid using sugar packets. It is more wasteful to use sugar packets.
7. If you are unsure about the size of the portion, use a smaller plate.
8. Do not use more than one plate at a time. It is wasteful to use multiple plates.
9. Leave a clean plate.
10. Use leftovers efficiently. It is wasteful to throw away food that could be used for other purposes.

WHAT DOES "IMPERIAL SERVICE" MEAN TO YOUR CUSTOMERS?

A neat, well-ordered warehouse and yard at all our Stations is just as valuable an advertisement as any action for which the Corporation is responsible. Our responsibility is to ensure that our service is of the highest quality, and this includes the quality of the product, the service, and the personnel. The success of any Corporation or any enterprise depends on the quality of the product, the service, and the personnel. Therefore, it is essential to take care of the assets of the Corporation. The assets of a Corporation include the buildings, equipment, vehicles, and other resources that are necessary for the operation of the business. It is important to ensure that these assets are maintained in good condition to ensure the continued success of the Corporation.

THE OLDEST AND THE YOUNGEST

The Western Ontario Division operates in one of the most productive parts of Canada. The territory tributary to London is one of the finest agricultural sections in the province and the fruit-growing possibilities of the Niagara Peninsula are well known to all. The Division includes also manufacturing centres of national importance. Agricultural implements, rubber goods, cotton manufactures, steel and many other industries are represented, all forming a market of large proportions for lubricating products and fuel.
of large munition and paper manufactoring. At both of these cities stocks of lubricating oils are carried and plans are under consideration for the consolidating of our plants at both points.

Of the older members of the organization now associated with the Western Ontario Division, mention should be made of Mr. F. Lapp, General Salesman, who started in the Toronto Works Office of the Samuel Rogers Company, November 15th, 1896.

Mr. John Cox, our Agent at Owen Sound, is the oldest employee of the Company in Ontario. He joined the Firm of Samuel Rogers and Company in 1879 and was one of three warehousemen to be employed. He opened the Port Eri plant in 1894.

At that time there was no regular Oil and an American Oil was imported in tank cars, barrelled and shipped to points in Ontario in carload lots, advantage being taken of the "barrel-in-transit" rates then offered by the Railways. Mr. Cox spent two years in Toronto and was appointed Agent at Owen Sound in 1906.

Mr. J. B. Jackson, our Agent at Simcoe, has been associated with us for a long time, being a retail Jobber and buying from the Samuel Rogers Co. nearly thirty years ago.

The 51 Stations in the Western Ontario field are equipped with 135 wagons and drives 166 horses. 11 days, 12 motor trucks and delivery trucks. 13 additional stations are under construction.

There are 164 employees in the division, exclusive of those in the head office accounting Department.

A word as to the future: on account of the south of the Western Ontario the consolidation we are looking to prophecy. Backed, however, by its manufacturing interests and its highly fertile soil, worked by well-to-do farmers, it represents as compact a Division as exists in the Imperial Oil Limited organization. The tractor, well known in the West, but until recently new to Ontario, is fast coming into its own in the Western Ontario field. Scarcity of horses and labor is making the small tractor in great demand on Ontario farms. The tractor will be one of the most important means to "roll more barrels"—one of the slogans and chief aims of the Western Ontario Division.
LUBRICAING THE TRACTOR

By Mr. E. W. Green, Salesman, Calgary Division, before the International Harvester Co.'s Tractor School, Ethridge, 5th February, 1918.

It is the practice in many tractor operations to run the engine with an excess of fuel, and to allow the piston rings and cylinder walls to become hot. This practice may be justified on the ground of economy, but it is not sound from the standpoint of increased engine life.

The practice of running the engine with an excess of fuel results in a higher oil consumption, and the excessive heat in the cylinder walls causes the oil to become thick and reduce the efficiency of the lubrication system. A better practice is to keep the engine running at the normal temperature, and to use a small amount of oil to keep the engine lubricated.

Second, an internal combustion engine engine tends to heat up and loosen the piston rings and cylinder walls. This looseness results in a reduction in the engine's efficiency, a reduction in the output of the tractor, and an increase in the amount of oil consumed. A better practice is to keep the engine running at a steady temperature, and to use a small amount of oil to keep the engine lubricated.

Third, an internal combustion engine engine tends to heat up and loosen the piston rings and cylinder walls. This looseness results in a reduction in the engine's efficiency, a reduction in the output of the tractor, and an increase in the amount of oil consumed. A better practice is to keep the engine running at a steady temperature, and to use a small amount of oil to keep the engine lubricated.

Fourth, an internal combustion engine engine tends to heat up and loosen the piston rings and cylinder walls. This looseness results in a reduction in the engine's efficiency, a reduction in the output of the tractor, and an increase in the amount of oil consumed. A better practice is to keep the engine running at a steady temperature, and to use a small amount of oil to keep the engine lubricated.

Fifth, an internal combustion engine engine tends to heat up and loosen the piston rings and cylinder walls. This looseness results in a reduction in the engine's efficiency, a reduction in the output of the tractor, and an increase in the amount of oil consumed. A better practice is to keep the engine running at a steady temperature, and to use a small amount of oil to keep the engine lubricated.
Organization Changes

Following the appointment of Mr. A. J. Wilson as General Manager of the Sales Department, which was announced in the last Review, the following changes in the sales organization were put into effect:

Mr. J. A. Boyd, formerly Assistant Manager of the Calgary Division, with headquarters at Edmonton, became Sales Manager at Winnipeg.

Mr. F. V. Burley, formerly Assistant Manager at Regina, was made Assistant Manager of the Calgary Division.

Mr. Ernest Teagle, formerly Manager at Windsor, Ontario, was made Assistant Manager at Regina. Prior to his departure for Regina, the station at the Windsor station presented a portfolio to Mr. Teagle and expressed their best wishes for him in his new position.

Mr. J. H. McCauley, formerly at our London, Ontario station, was made Manager at Windsor, Ontario.

Mr. W. D. Drock

We regret to announce the death of Mr. W. D. Drock, on April 18th, at the age of 67 years. Mr. Drock had suffered severe sickness up to the time of his death. We express our sympathy to his family and friends.

Mr. C. F. G. Johnson

Mr. C. F. G. Johnson in charge of lubricating sales at the General Sales Department, Toronto, joined the army in April. Mr. Johnson is now located at Exhibition Camp, Toronto, with the 1st Central Ontario Regiment. His loss to the Lubricating Department of the Company will be recognized by all.

Mr. Johnson joined the Company on December 27th, 1909, at Montreal. He went to St. John's in 1912, coming to Toronto in 1914, when the General Sales Department was established here. Throughout his nearly twenty years of service he has been connected with the lubricating end of the business.

Captain Henderson Retires

Owing to continued ill-health, Capt. R. W. Henderson, Marine Superintendent, has retired from active service with the Company. His duties as Marine Superintendent have been taken over by Capt. J. W. Wilkins, who has been Assistant to the Marine Superintendent for some time.
CASHING IN ON OUR ADVERTISING
WHY IT REQUIRES THE CLOSE STUDY OF EVERY SALESMAN

This has not yet been brought home strongly enough to all with some retailers. Many dealers are apt to look on this part of the sales work as something in which they have no part to play. On the contrary, every salesman should be fully conversant with our advertising policies on various products, and should constantly make an effort to discover new means by which our advertising can be of help to him in developing sales.

Every advertisement that is issued is carefully planned to carry the sales message that the policy of the General Sales Department has fixed upon for the product in question. The arguments used, therefore, are arguments that the salesman can use. There is a direct benefit when the dealers or consumer get the same message from our salesman as from our advertising messages. We do not want to present a different argument in our advertising from what we want our salesman to use.

As an argument on the retail trade, one advertising should be very strong. The average retailer of today is fully conversant with the faster moving goods in his line and almost constantly engaged. But that some of these commodities will be turned towards his store for the goods. No opportunity should be missed, therefore, to show retailers proofs of the advertisements of our various campaigns. Proofs of all campaigns are sent to each salesman. When such proofs are desired, the salesman should request them, as it is sometimes advantageous to leave sets of the advertisements with some retailers. Many dealers like to display these advertisements in their windows to tie up their stores more prominently with the campaign in progress.

It is just as important, however, for the retailer to study the advertising himself, as any other person. He should not only see it, but read and consider it, with the idea of using the points in our advertising to help his own selling efforts. Many dealers simply turn the pages without making any effort to read the advertisement, or actually read the messages out loud to themselves, in order to get a better idea of their meaning. This is not as good as reading the advertisement and considering the points.

March 1st, 1923.

THE IMPERIAL OIL REVIEW, 36 Church Street, Toronto, Ontario.

Dear Sirs,

Allow me to thank you for the comment you made on our advertisements in your letter of the 29th January. I am glad to hear that you regard our advertisements as valuable and that you have not been able to improve on them. I hope that you will continue to use them and that you will find them helpful in promoting the sale of our products.

Yours truly,

B. G. Marshall
Ex-Salesman Office.

HALIBUT FISHING NEAR PRINCE RUPERT, B.C.

One of the principal industries in British Columbia is that of herring and salmon. Formerly salmon fishing and herring were the only branch of this industry that was extensively developed, but now there is a new branch of this fishing industry that is being developed extensively, that is, Halibut Fishing. This fish is caught in tremendous quantities by hook and line. It is being used for bait. The Banks where they are taken are located North of Prince Rupert and extend as far North as the Alaskan Coast.

The class of boats used in halibut fishing vary from the best steamer of the whaling type to the small thirty-five foot fishing boat, powered by one gasoline engine. The small boats used, of course, cannot venture far out to sea. The intermediate boat is the sealing schooner powered by a gasoline engine. This boat is the one that is used in sealing the small strip of the seal and the other a sealing vessel, with auxiliary engines.

LUBRICATING TROUBLES

By C. I. Garson, Salesman, Hamilton, Ont.

Nothing is more expensive than unpriced work. Oil complaints can be divided into two headings, namely: those that fall under the category of小姐, those that fall under the category of小姐, and those that fall under the category of小姐. In each case it is necessary to follow the complaint through and arrive at a solution or an adjustment. Complaints which are justified readily become evident by proper following up can be discovered. A certain firm, which has its offices for five gallons of Cylinder Oil, sent for its complaint through and arrived at a solution or an adjustment. The barrel of this firm Oil was found untouched behind the boiler, it pays to make sure, even after you are sure.

A large firm had successfully used Atlantic Red Machine
THE GASPE PENINSULA

By H. J. CURRIE, Salesman, St. John, N.B.

Every branch on the Gaspe Shore has its own store, and any one of these stores compare favorably with the best kept and best equipped city stores.

Visit their Paspebic Store, and you will find in this small village a store equal to size to a city block, and as well equipped as any store outside of our large cities.

Every R. J. & W. store on the Coast is stocked with the well-known brands of Imperial Oil Limited; Premier Gasoline, Royalite, and Royalite, as well as a full line of Oils and Oils.

The introduction of Perfect Stoves has been slow on this Coast, but, that, too, in time, will come.

The fishermen of this Coast have advanced with the times, and they have necessarily adapted themselves to modern conveniences in their industry. Only a few years ago, the Oil Traveller doing the Shore had but one line to sell, viz., "Huile de Charbon," or Coal Oil.

Even Axle Grease was little used; Fish Oil being the substitute.

In these early days, as you approached any of the fishing villages, as you stood on the shore and looked out over the Bay or the river, the water was dotted with sails, as many hundreds of fishing boats ran with the wind or beat against the breeze, making for their fishing grounds.

Such a thing as a gas engine was at that time unheard of. But, with the advent of the Gas Engine, Imperial Oil Limited was on hand with a fine selection and Polierite, always keeping up with the march of progress.

Since then, the sails of the fishing boats have almost completely disappeared, and it is now conservatively estimated that from Paspebic to Gaspe, a distance of less than one hundred miles, there are over six hundred Gasoline equipped fishing boats and I understand that about one hundred and fifty more will be added this Spring.

Thus, the fishermen have no longer to wait for favoring w.s.

I think I can safely state that the firm of R. J. & W. are among the largest, if not the largest, consumers of gasoline in Canada, as well as the largest retailers of refined oil.

While dealing in this article with the importance of the above firm, I must not convey the idea that they are the only concern of importance doing a fish business on this Coast.

There are such well known firms as Leman & Son's, E. & E. Le Maistre, and L. Leblanc & Son, that about one hundred and fifty more will be added this Spring.

The firm is the largest dry and pickled fish house on the American Continent.

In every town, village and hamlet on the shore, you will find the stores of R. J. & W., where the same excellent service prevails, well kept drying yards, clean, newly painted barrels and outbuildings, you always know you are approaching one of the R. J. & W. branches, and you have seen that well-known sign.

The store of Robb, Jones & Whitman was established in 1796; the head office being at Halifax.

It has thirty-four established branches: twenty-two on the Gaspe Peninsula, two at the head office of Paspebic, the other twelve under the control of the Halifax Office.

LARGEN O R SMALL, EVERY CUSTOMER SHOULD HAVE

LUBRICATING TROUBLES (Continued from page 11)

Oil in crank case of several air compressors. The oil was also pumped from the crank case of a barrel of Cutting Oil. A barrel of Soluble Cutting Oil, or Cutting Oil, was also delivered. The mistake was not discovered until about $50.00 worth of Cutting Oil was pumped out. The mistake was not discovered until about $50.00 worth of Cutting Oil was pumped out. The mistake was not discovered until about $50.00 worth of Cutting Oil was pumped out. The mistake was not discovered until about $50.00 worth of Cutting Oil was pumped out. The mistake was not discovered until about $50.00 worth of Cutting Oil was pumped out.

This was the firm's mistake in not applying the right oil and our mistake in not finding out.

THE BENEFIT OF \"IMPERIAL SERVICE\"
THE IMPERIAL OIL REVIEW

Start a Drive Now on Standard Floor Dressing

Schools will soon be closing for the summer vacation, and the usual overturning and repair work will be undertaken. Now is the time to put a special effort on Standard Floor Dressing sales. With the coming of spring and summer and the increasing dust nuisance, the advantages of Standard Floor Dressing as a dust preventive should be driven home. Standard Floor Dressing actually captures a very large proportion of atmospheric dust.

There is a great big market for Standard Floor Dressing awaiting proper cultivation in the retail stores and shops. The dealer with a bright, clean appearance store attracts customers ahead of competitors greater stores than the dealer whose store is dingy and dusty. Many dealers already have adopted Standard Floor Dressing as a real help to them in promoting sales.

A new advertising campaign will start shortly in Hardware and Metal: Canadian Gleaner and Retail Gleaner, also in Le Pro Curiant, the French trade paper of Montreal. 12 full pages will be run between the first of June and the end of the year in Hardware and Metal and Canadian Gleaner. Proofs of the campaign will shortly be forwarded to all salesmen. Salesmen should note particularly that the Imperial Floor Oiler is not mentioned in this series as it has been determined that sales are more easily made when dealers and other prospects are shown that Standard Floor Dressing can be applied and quickly applied with an ordinary floor sprayer.

THE PRACTICAL FEATURES OF OUR PLAN FOR INCREASED PROFITS FOR HARDWARE SCHOOLS AND STORES

R. M. BIRCE

The practical features of our plan for increased profits for hardware schools and stores is evidenced by the accompanying letter. This dealer has made good use of the Eureka Har- ness Oil circular letter and has found it a satisfactory means of securing attention of Eureka Harness Oil dealer's have been made to the various hardware stores in the city that if they used Eureka Harness Oil they would be in a position to offer their customers a superior product. The letter has been found to be a valuable aid in closing sales and has resulted in increased sales of Eureka Harness Oil.

The circular letter which this dealer used and which is available for all similar dealers is included in the April issue of the REVIEW.

Salesmen should make full use of this letter in their work on the harness trade.

Standard Floor Dressing sales have been repeatedly emphasized on many occasions. This is a good time to get behind this product and educate hardware dealers, who are, after all, the people who use the products and how they are sold in the marketplace. The product that can compete with Standard Floor Dressing in all-around satisfaction.

MRS. BIRCE

Imperial Oil Limited
36 Church Street, Toronto

Dear Miss Birt: Will you say to the members of the Imperial Gold Cheer Club how much I appreciate the gift of six boxes of Standard Floor Dressing and the drop cloth and spray gun that I received. I have always given you much pleasure and I am glad that I can now give you the same pleasure in return.

Sincerely yours,

Mr. J. C. Anderson

THE IMPERIAL OIL REVIEW

Dirty Oil and Its Causes

By C. D. Logan

SALISBURY, CAVENDISH DIVISION

There were two watch containers among the various substitutes for the dirty oil. One, Royalty Oil, and the other Perma Oil, running clear and clean. What then, are the reasons for receiving complaints from customers regarding dirty oil or gasoline? Are our warehouses or agents avoiding their duties or overloading the dealer’s offices and not cleaning the steel barrels properly? It may be that in the busy season they need a "clear" on this point, but it has been generally found that employees have the Company's interest at heart and are doing their work conscientiously.

It is a common thing to see Black Oil and Lubricating Oils put into steel barrels, to avoid losses from leaky wood barrels. It has also sometimes been found that this practice makes the oil dirty. The water is then mixed with the oil and the oil becomes dirty. If we keep our barrels clean and dry, then the oil in them will be clean and clear.

All your contributions have been placed on file here and have also been sent to Ottawa for the records there. Everything that has been given by your members has been so much appreciated and of such definite value. Will you please convey to your members the acknowledgment of these gifts and with best wishes for the success of your work in the future. Believe me yours sincerely,

(End)
YOU MAY WELL HAVE

PRIDE!

Let your pride have full sway, for you are doing
your part in a necessary, a vital work.

You are a part of an industry essential to the
successful prosecution of the War.

An industry that is lubricating the farm machines
which make greater food production possible.

An industry that is giving power to a million
motors and more, speeding up manufacture and
increasing efficiency.

An industry whose oils make possible a continuous
supply of munitions.

An industry whose products help to build ships and
then to drive them across the seas.

An industry bringing light and heat to armies at
home and abroad.

An industry heart and soul in the service of the
Allies.

You may well have pride—for you make this service
possible—and by your application to the task at hand
shall this industry continue to serve.