The SALES MOTOR
"Power for the Salesman"
FEBRUARY, 1919

IMPERIAL OIL LIMITED
BRANCHES IN ALL CITIES
CONFIDENTIAL

THE Salesmotor is published for salesmen, agents and others concerned in the marketing of Imperial Oil Products.

All matters published in the Salesmotor are to be treated as absolutely confidential.

The strict observance of the above, both in spirit and in letter, is necessary if we are to make our publication of real value to our Marketing Division.

The New Salesmotor.

WITH this issue we are offering an enlarged and, we hope, more valuable contribution to Imperial sales efforts. As to size, No. 1, Vol. III, will speak for itself.

Whether the Salesmotor is to be more valuable during 1919—well that will depend a great deal upon the cooperation of those in our organization interested in sales matters.

The Automobile Oil Contest will continue to be one of our leading features, but our enlarged edition will also treat of many additional sales matters.

Window Displays.

Window displays are one of the most valuable sales help. Their value is well understood by every Imperial “Knight of the Grip.” Secure window displays showing imperial products whenever possible, and when a desirable dealer puts in a good display, send a photograph of it with an explanatory note to the Salesmotor.

Testimonial Letters.

We know that all imperial products give good service. Once in a while we find a product giving dase methods. Some divisions may be using methods a little more effective than those used in other divisions. The theory of how a thing may be done is interesting and instructive, but is never, as instructive nor as instructive as the facts. If you are doing something a better way—if you are selling more Imperial Specialties, more Polairine, send an article describing the methods you follow, to the Salesmotor.

Everything Relating to Sales.

We shall be thankful for stories regarding the use of or the selling of all Imperial products. New Perfection Stoves, Perfection Heaters and Gilbert & Barter Pumps should receive consideration, as well as such products as Farnown, Joes Liquid Glass, Household Lubricants, Europa Harness Oil and Standard Flour-Dressing.

1919 Keynote

The telegram below sent by Vice-President G. W. Mayer to the Divisional Sales Meeting at Hamilton, is a splendid expression of the 1919 sales outlook.

MR. F. A. WOLFE.

Hamilton, Ont.

I am very sorry that I cannot spare time to attend your meeting this week, as I should like very much to be with you. I know the meeting will be a big success and that you and the gentlemen with you will have it prepared and resolved to make the better time for our company. We are now in a better position than we have ever been to furnish all of the goods and all of the equipment necessary. We are improving the distribution facilities at all of our stations as rapidly as arrangements can be made. To take full advantage of the wonderful opportunity before us is going to require hard work from all, but I know that the West-Dexterity Sales Promotion may be relied upon to do its full share. We are working for the best company on the American continent. We have the best goods that can be manufactured. We are equipped to give the best service that it is possible to render. With these and with the best sales force, we surely can count on a big increase in our business for 1919.

(Signed) G. W. MAYER.

Vol. III

February, 1919

No. 1
Imperial Kerosene Tractor Oil, Extra Heavy

We have an addition to the Imperial family, a strong and wealthy member with a definite mission and with all of the qualifications to fulfill it. Let us introduce Imperial Kerosene Tractor Oil Extra Heavy.

Because of the general increase in kerosene tractors, an oil to exactly meet their requirements is necessary. The perfection lubrication of the big cylinders in these tractors is the mission of Imperial Kerosene Tractor Oil Extra Heavy. Our new lubricant has every good quality of Imperial Kerosene Tractor Oil and Polarine and in addition the viscosity required for the successful lubrication of the larger types of kerosene-burning tractors. Salesmen will find that the new product is very similar to, and that it will successfully compete with, Gargoyle Moholite B in the tractor field.

As practically all of the demand for a lubricant of this type is in the West, Imperial Kerosene Tractor Oil Extra Heavy will be sold only in the territory west of Fort William.

The sale of Imperial Kerosene Tractor Oil is still to be pushed vigorously. The new product is not to supplant Imperial Kerosene Tractor Oil, but it will supplement it. With our number of products we have a range of grades that will enable salesmen to make every sale and to supply to each customer exactly the type of lubricant that will give him the most satisfactory results.

Imperial Kerosene Tractor Oil Extra Heavy is the result of thorough and careful investigation. Salesmen will find it a very satisfactory product to sell.

Mr. D. S. L. Patterson has carefully canvassed the manufacturers of tractors and tractor motors in the United States, as well as in Canada, and has secured many recommendations for Imperial Kerosene Tractor Oil Extra Heavy.

Mr. Patterson reports that he was, without exception, very favorably received by makers of tractors and tractor motors, and that these concerns are well pleased to learn that Imperial Oil Limited has followed their requirements so closely and is providing lubricants that so well meet these requirements.

All of the manufacturers visited were much impressed with our wonderful distribution facilities. This is a point which salesmen will do well to bear in mind when canvassing the trade.

Four methods of recommending lubricants have been used generally by manufacturers until recently.

1. The metal plates attached to the tractors.
2. The use of labels with attached to the parts to be lubricated.
3. The publication of lists and diagrams stating the lubricants recommended for various tractor parts in the instruction books that go out with tractors.
4. Letters to tractor owners giving recommendations and other information regarding the best oils to use.

The first two methods are now being discontinued to a great extent. Most firms now prefer the latter two methods.

The discontinuing of name plates and tags throws the whole market open, and all lubricants can thus compete on a fair basis. This is just as it should be, for a fair chance to compete is all that our salesmen want.

In many cases tractor booklets for this year will carry recommendations for Imperial Kerosene Tractor Oil Extra Heavy. Where instruction booklets for this year have already been printed, Mechanical Engineers have signified their intention of sending special letters regarding Imperial Kerosene Tractor Oil Extra Heavy to the Canadian field.

Thus, as a result of Mr. Patterson's canvass, the tractors sold in the West will, this year, carry recommendations for Imperial Kerosene Tractor Oil Extra Heavy, as well as Imperial Kerosene Tractor Oil and Polarine.

A full report of Mr. Patterson's work will be published in the next issue of THE SALEMOTOR. A chart based on his canvass of tractor and tractor motor manufacturers will also be published in the next issue of THE SALEMOTOR.

1919

Imperial Kerosene Tractor Oil Extra Heavy——gravity 20.6, viscosity 1655.

Specially formulated to meet competitive heavy oils in the Kerosene tractor market.

Refined at Loco, the home of Polarine and Polarine Heavy.

Immediately available in large or small quantities.

Will be sold West of Fort William only.

Imperial Kerosene Tractor Oil Extra Heavy has all the good features of Imperial Kerosene Tractor Oil and Polarine, and, in addition, the viscosity and gravity necessary in the successful lubricant of Kerosene tractors.

Imperial Kerosene Tractor Oil Extra Heavy will be easy to sell, for there is a big demand for a reliable extra heavy lubricating oil.

Makers of tractors and tractor motors have been thoroughly canvassed. They welcomed this oil and heartily endorse its use.

Many tractor instruction booklets will carry a direct recommendation for Imperial Kerosene Tractor Oil Extra Heavy.

Orders from wholesalers and dealers will be filled as usual, but the bulk of the oil will be sold direct to tractor owners.

Have you received your four-ounce sample bottle? If not, write to your branch sales manager, who will also give you details of prices and sales policy.

The market is wide open. How many barrels of this new tractor lubricant will you sell?

Imperial Kerosene Tractor Oil Extra Heavy

—and this is the oil.
The Importance of Thoroughness

By Salesman T. H. Clement, Sankston

THOROUGHNESS is a subject about which much might well be said because of the apathy with which we neglect it. To all ambitious people it is an important asset; to every successful business career a practical necessity.

In Application.

In the case of a salesman on the road it would at first sight seem almost plausible to offer excuses for neglecting this important quality. Yet even the laws of nature make no special provision in favor of an Imperial Oil salesman. If he is to reach the height of his ambition he must carry this important quality into every phase of his work.

The appointment of capable agents who can grasp the true Imperial spirit and understand the meaning of Imperial service, calls for thorough investigation and careful decision. The inspection of warehouse plants and the checking of stock needs thoroughness in detail and regular visits.

Thoroughness should enter into the plans for the regular calling on customers, into paying the attention to hearing and defining grievances and even into being prepared to handle emergency repairs.

Salesman and Customer.

Probably the greatest need for thoroughness on the part of a salesman is demanded at the time when he is calling on a customer. Here it is, we are inclined to think, a salesman can test too much to memory. A hasty, condensed record in black and white will serve at once as an inspiration and a check.

There is little use in calling upon the average merchant to-day and merely asking him what he needs. Such a process will never bring forth any more than a small order in some line of which he is completely out of stock.

An opposite salesman calling immediately afterwards might secure a substantial order even though his goods were higher priced and poorer value than ours.

Should you find that your orders are falling short in such a manner do not blame the merchant for experimenting. Look nearer home for the reason and ask yourself why you neglected your customer.

A Practical Suggestion.

As already suggested, a compact little summary in black and white is an excellent aid to thoroughness when canvassing your district. A small book will do as long as it is kept handy. Keep a record of the stock carried by all customers and before going into the store, look over your records.

See where you left off last time. Are there not some lines that as yet you have never sold this customer? Keep an eye on those opposition goods (marked "X"); you may be surprised at their numbers and time long they remain before you can erase them to your satisfaction.

Watch your notes carefully and see that they show orders for New Perfec Oil Condensers for April delivery; Perfec Oil Heaters for August delivery; a full line of oils and greases for March delivery and specialty goods for delivery in the early spring.

The table given below will suggest the kind of combined summary which the author has already proved to be convenient and quite large enough for notes such as the salesman himself can understand.

We are now coming to the time of the year when in most cases, our orders will be for spring delivery. The period we suggest could not be started at a more opportune time.

The general outlook in Canada is indeed bright. Canada with her vast resources will be called upon to supply a great deal in the period of reconstruction.

We are again looking forward to an era of great prosperity and advancement. Let us not delay our preparations.

We shall not need to blame ourselves if our slogan is "Thoroughness."
Calgary Wins Again

Toronto West Second. Regina Third Strong Eight of the Ten Teams Oversell Their Quotas

Regina Finished Strong. By a tremendous December drive in both Polairine and Cargaroy Mobiles, the Southern Saskatchewan Division made a record gain in their percentage of quotas in all items in the Contest, turning them one new comparison and third place—score 23 won, 814 per cent.

A glance at the Standings of Divisions table shows that the Regina Division proved to be an excellent contender for second place, only losing out by some close margins.

Vancouver Drops Fourth. The pace proved too hot for the Vancouver team during the last lap of the year, the B.C. contestants dropped back to fourth place with a total of 15 comparisons of 58 comparisons won, 666 per cent.

Saskatchewan Among First Five. The Northern Saskatchewan team, starting out in second place at the end of the first quarter, had a varied career throughout the Contest. Dropping to fifth place at the end of April, they managed to reach second again at the end of October.

The November and December pace proved too strenuous for them, and, unable to capture any further comparisons, they finished in fifth place with a score of 17 comparisons—609 per cent.

Winning Leads Second Division. The Manitoba team's 1913 Polairine and Mobiles career began with third place at the end of the first quarter. At the end of April they had advanced to second place and looked like strong contenders for the leaders, but they were overtaken by the 1913 winners.

During May they lost ground, dropping to sixth place, and in June they took a further drop to seventh place, which place they occupied for two months.

With a strong determination to improve their position, they closed back into sixth place but, due to the extraordinary work of the entire field during the last five months of the year, they were unable to move ahead. Shortly maintaining their position, however, they refused to go any lower, and finally completed the Contest in the van of the last five teams with 12 comparisons won, score 444 per cent.

Halifax and St. John Battle for Fourth Place. The teams from the Maritime Provinces waged a war for sales supremacy that was keen throughout the year. For the first four months, in the last place of the first quarter, they held till the end of April, moved up to eighth place at the end of May, holding the same position for the next three months.

In October, the Nova Scotia's drive netted them a gain of one place, and they finally closed their year in seventh, with 8 comparisons won and 296 per cent.

The New Brunswick team, starting next to last at the end of the first quarter, immediately took possession of first place at the end of April. May saw them drop to second, June and July to fifth place, August and September to 7th, and the last three months to 8th place. Their final score was 5 comparisons—259 per cent.

Toronto East Wins Ninth. The fight between Toronto East and Montreal ended in the Eastern Division during the October Quarter, as the teams with them in the last month of the Contest.

At the end of June, Montreal took ninth place and Toronto East was forced into the cellar. For the next four months they held the same positions. Finally, Toronto East's determination not to accept second place at the end of the last four months, resulted in the Quebec contestants being forced to accept last place in favor of Eastern Ontario, the former with two comparisons, the latter one comparison to their credit.

Seeking Up With the Quotas. A striking feature of the Contest is the number of the teams that sold (in fact, over-sold) their quotas in the three items, Total Sales, Polairine and Cargaroy Mobiles.

Of the ten teams exceeded, some by a very considerable margin, the figures which had been set for them in all items. The other two teams did not lack very much of reaching the top.

In Total Sales, Calgary took first place with 25 per cent. Toronto West just managed to hold second against Regina by securing 18 per cent, more than the Southern Saskatchewan team, the former with 5 per cent, and the latter with 2 per cent.

Some Close Finishes in Polairine Sales. To the Western Ontario team goes the honor of obtaining the highest per cent of quota in Polairine, 45.20 per cent.

Calgary and Vancouver were rivals for second, the former winning with 133.50 per cent and the latter taking third with 13.05 per cent.

BERNIER. February 1919
The Salesmotor

The illustration below represents a splendid example of the kind of window display that can be accomplished with the new Wicks & Kennedy barrel and steel ball. There is no explanation necessary. A window display like this speaks for itself.

A good window display is the logical link in its appeal to the would-be customer. It tells the story of the products that the customer, as an example the one depicted below, is evident in that it is the first place in which the customer attention. It causes people to stop, look and reason.

In the second place, there having obtained the interest of the person, it boldly announces a definite proposition, that of "Correct Lubrication." Tensely and plainly, you are informed by the window cards that incorrect lubrication means complete lubrication scientifically done. All this is clear at a glance. The message is plain and to anyone who is in the least interested in the question, the invitation to investigate further is apparent.

Then, the contrast between correct and incorrect lubrication is very forcibly explained. A pole well-chosen "finds" the story of poor lubrication better than any letter could.

This style of reasoning is forcible, clear and convincing. Meanwhile, the appeal of the window display is a story of improvement, and desire to create is becoming thoroughly ingrained and of great mind of the observer. The attractive sealed cans, convenient steel lugs and

The Salesmotor

STANDING OF DIVISIONS—End of Each Period

<table>
<thead>
<tr>
<th>Division</th>
<th>Calgary</th>
<th>Regina</th>
<th>Winnipeg</th>
<th>Toronto</th>
<th>Montréal</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>42</td>
<td>27</td>
<td>20</td>
<td>31</td>
<td>35</td>
</tr>
<tr>
<td>February</td>
<td>44</td>
<td>30</td>
<td>22</td>
<td>33</td>
<td>37</td>
</tr>
</tbody>
</table>

December Sales Greatest in History.

The old story that winter months are the lean ones, so far as sales of Polarisine and Motholite are concerned, was knocked out completely during the final lap of the Contest. Polarisine sales were as large as those of the summer months, when automobile and tractor oil consumption was at its height.

Gargoyl Motholite Sales for December broke all records while Total Sales (Polarisine and Motholite) were greater than our best previous month.

While the gains in their endeavor to improve their standing in the Contest left their records of last December far behind,

The year-end sales sheet for December shows that sales of Polarisine and Motholite were greater than our best previous month.

To the suburban homes of the Edmonton Branch we have a new contestant, so there will be eleven teams in the Province in the first quarter of the new year and a possible thirty points to be won every month.

Because of regulations and conditions with which are attached in Newfoundland, our St. John's Branch cannot in fairness be compared to other contestants. However, we will keep an accurate account of returns from Newfoundland, and will give comparisons of Newfoundland's sales figures with those from other territories, in the Report of the Salesmotor for the quarter running.

Quotas will be revised, of course. In setting the new quotas, all of the conditions in each territory will be carefully considered. Because of the very considerable increase in the number of tractors and trucks, there are now more than before, a much larger volume may be expected from all territories.

Relieved from the necessities of war, facilities for manufacturing are now much more plentiful and we can promptly supply all of the Polarisine and Gargoyl Motholite in the widest variety of the other Imperial Products, that our various territories demand.

Sales Quotas will be supplied to all of the branches in due time. Comparative standings will be given in the second issue of the Salesmotor.

The prospect of making 1919 the banner year is very bright. No matter which team wins the 1919 Contest, there is something of great opportunity for a lot of honor and glory for every team that is on its toes and trying.

The Salesmotor

Watch the little indicator on the back cover. On each issue of the Salesmotor we will show the percentage of the year's total sales obtained at the date of publication; also the percentage of total sales between the date of the last issue and the date of the previous issue. Let us all see how fast the indicator can be moved.
Big Orders From Small Concerns

By H. M. Pownall, Accounting Dept., Toronto.

A GREAT part of the credit for the increase in the volume of automobile oil sales is unquestionably due to the active—yes, even strenuous campaign, which has been for some time in vogue on a competitive basis. The interest created and the results achieved by our contests have been very gratifying, but we find that in a few odd cases, real has caused a few of the apparently unimportant (but in reality very important) factors in making satisfactory sales to be overlooked.

A card order of Polarine today represents to the buyer an outlay of from $1.50 to $2.00—a lot of money for some forms—and the terms “according to Hayde” is 1% to 60 net. We are all agreed that our sales terms should be adhered to closely. There will be some orders for which payment will not be made within the “term of sale,” but such cases must continue to be the exceptions that prove the rule. We have large orders. We want the best dealers in every town to be our Polarine card customers. The fact that our dealers are the best in town is in itself a big boost for our products. Our products are in the back of the minds of the leading dealers create an excellent impression. Yes, we need the cardoil business, and we hope our salesman will continue to send it in—a lot of it.

But we have received cardoil orders that had to be turned down, on account of poor credit rating. The customers who send in these orders are unfortunately now finding “lost under the collar,” or it has taken a lot of patience and explanation to cool them down at that point. If we had been approaching a prospective cardoil customer will make inquiries, both locally and by telephone, regarding the condition of Mr. Blank, he will often find reason to move with caution. If the true credit standing of a customer is ascertained beforehand, the salesman may find it advisable to solicit an order smaller than a cardoil lot.

A small order can sometimes be accepted where it would be necessary to reject a cardoil order. By selling the smaller order in each case, the result is a satisfactory sale of our trade-marked goods and a satisfied customer.

Lately we have come under our supervision where cardoil customers, after having the products in their possession for six or eight months, have told us in no uncertain terms that they would not order their money or take back the remainder of the stock. All salesmen will agree that it is not our intention to load up such a class of customers with cardoil orders.

If a cardoil customer be the best dealer in the locality, and yet be a poor financial risk for an order of this size, it may sometimes be advisable to take a cardoil order. This can be done in either of two ways: First, have some reliable person or firm guarantee the account in writing; or, second, have the customer hand you a substantial payment on account, say, one-quarter to one-half of the amount of the order. If the customer is acting in good faith, but has not established his credit with us, he will not object to either of the two propositions if he be properly approached.

We want the business every way we can get orders and big orders, but, after all, the only profit comes from the orders for which we are paid, and there is no profit for anyone in loading up the little garage or the small oil man with a lot of oil that he probably will not sell and for which, at least, we must expect a slow settlement.

“Would Not Be Without It.”

Mr. D. J. Thompson, one of our salesmen in the Haliburton District, sends us the accompanying testimonial on the merits of Standard Floor Dressing. He writes: “I sold Mr. Oxner my first order some four years ago and he has never failed to boost this product. To-day nearly all the stores and schools in Lennoxburg are using Standard Floor Dressing.

We are pleased to get Mr. Oxner’s letter in full. Perhaps you can find opportunities to use it.

Lennoxburg, N.S., February 17, 1919.

D. J. Thompson,
Imperial Oil Limited.

With reference to your request as to how I like the Standard Floor Dressing, I have used it for about four years, and find my shop floor always clean and always proof. The floor is in better condition than it was originally, which I think the bottom is in. I would not be without it.”

(Signed) C. A. OXNER.

Dealer Advertising Helps

On this page we reproduce two advertisements which we have prepared for dealers. One at the right will occupy five inches on two columns, or ten inches in space. The other on the left will occupy six inches of space on one column. In both advertisements space is provided for the dealer who uses them to set up his own name and address.

The advertisement to the right can be supplied without the red ball sign if desired. Electrotype of these advertisements will be furnished free to dealers who will use them in their local papers. Dealers are expected to pay the cost of space.

In addition to the two advertisements shown in our illustration, we have another advertisement devoted exclusively to Polarine. This advertisement shows the Polarine can and the Polarine slugs, and occupies five inches on two columns, or ten columns inches of space. The three advertisements have been prepared with a view to cooperating further with our dealers and agents who wish or may be induced to advertise Polarine. Imperial salesmen should call the attention of dealers and agents to these advertisements and send in requests for electrotypes as they are ordered. When requesting electrotypes, specify the advertisement of advertisements that the dealer wishes to use and give dealers names and addresses. A limited number of proofs of each of the three advertisements will be supplied to salesmen on request, but electrotypes are to be supplied only upon specific requests from dealers. The use of such advertisements in their local papers will be a big advantage to dealers, as well as to us. Local advertising will tie up the dealer’s business to our own Dominion-wide Polarine advertising.

Keep Down Motor Upkeep

Polarine to lubricate your car and you will keep down upkeep as well. Polarine kills friction and does away with carbon troubles. “Polarine makes a good car better.”

DEALER’S NAME AND ADDRESS HERE

Two grades for cylinder lubrication. Polarine and Polarine Heavy. Also Polarine Oils and Greases for effective transmission and differential lubrication. All sizes in stock.
The Accelerator

Imperial Salesman.

Remember you are not a Pullman salesman, or a Ford Oil salesman, or a Specialty salesman. Your job is greater—much greater. You are an Imperial Oil salesman. You represent our entire company.

Do You Know?

The Imperial Nine-Line is another specialty whose merits are being rapidly recognized. It is just the thing for the sick room or hospital, as well as being the best thing for routine and developmental purposes.

Contact Points.

Salesmen are points of contact between our company and our customers. Our company is therefore judged to a great extent by the character of our salesman, as well as the character of our products.

Old Not True.

It is sometimes hard for a prospective customer to get what he wants from the salesman to say, because he is in a hurry. The salesman must be patient and kind in the prospect's ear. This is not an easy task and requires the Imperial Oil organization.

Not That Kind of Lubrication.

Someday, there will come a time when the public will demand that something be done for the public.—No more speculation on the part of those who have charge of the public's money. The public is demanding that something be done for them.

How About Slogans?

We understand that every sales division has a slogan this year. According to rumor, California will use the slogan, "Do It Again." The Manager of one of the other sales divisions says that in thinking over California's slogan, he has found it quite suitable, a legitimate use for the word "eat."
Instructions
TO AGENTS AND EMPLOYEES CONCERNING THE HANDLING OF
OIL and GASOLINE IN BULK

TANK CARS

1. Never unload a tank car until you have received notice of its contents. Verify this information by inspecting the tags on the dome and outlet of each car. If you have not received notice when the car arrives, wire Main Office for instructions before unloading.

2. Always take a sample from the car before unloading and make absolutely sure the contents of the car agree with the notice. If you are in doubt, ask Main Office for advice. Some tank cars are lettered for advertising purposes, but this lettering is, of course, no indication of the product the car contains. Any agent mixing oil and gasoline in his tanks will be held strictly responsible.

3. Particular care should be taken in unloading compartment tank cars. Each compartment of the car is plainly marked “A”, “B” or “C.” Before unloading, be absolutely sure the contents of each compartment agree with the notice received.

4. If at any time Oil and Gasoline should become mixed in your tanks, do not sell it, but wire Main Office for instructions.

5. Make sure your storage tank will hold entire contents of tank car. Cars must be entirely unloaded and no credit can be given for oil returned in tank cars. Tank cars must be handled without delay. See that railway places cars on siding promptly and takes them away same day they are unloaded. Advise Main Office of any delay.

PIPE LINES

6. All pipes through which gasoline is drawn must be painted red, and oil pipes gray. Never use the same pipes for both oil and gasoline.

7. Under no circumstances attempt to thaw out frozen pumps or pipes by means of fire or any description. Use hot water poured on cloth wrappings.

8. Before leaving plant be sure all valves on storage tank are closed and locked, and swing pipes raised.

Use Imperial Capitol Cylinder Oil for all steam tractors.

Use Imperial Prairie Harvester Oil for all gravity gear lubricators.

Use Imperial Gear Grease for all open gears where no lubricator is provided.

Use Imperial Polaris Transmission Lubricant “BB” for grease packed enclosed gears.

Use Imperial Polaris Transmission Oil for all gears enclosed running in oil bath.

Use Imperial Polaris Cup Grease for all grease caps.

Use Imperial Polaris Heavy for all portable and stationery engines using gasoline as fuel.

Use Imperial Kerosene Tractor Oil for all portable and stationary engines using kerosene as fuel.

NOTE: The foregoing table will shortly be issued to all stations in the form of a single which may be placed in a convenient position for ready reference.
TANK WAGON DELIVERIES

9. Use separate buckets or measures for delivering Oil and Gasoline.

10. To avoid mistakes, a metal tag should be hung on the pipe of your tank wagon through which you draw gasoline, and this pipe should be kept painted red. Tags will be furnished when called for.

11. When delivering into dealers’ tanks you must be absolutely sure that the tank into which you put oil is the oil tank, and the one into which you put gasoline is the gasoline tank.

12. If a mistake is made and the oil and gasoline mixed in dealers’ tanks, it should be taken out of the tanks at once and brought back to our plant, and held for instructions from Main Office.

13. Never carry a Gasoline pail into or through a room or store where there is a stove, open fire-place, or any light other than an electric light. Be particular not to have a fire or flame of any kind anywhere in the vicinity of gasoline, as it may come in contact with the vapor from the gasoline, which would prove destructive. Smoking at plants or on tank wagons is strictly prohibited.

GENERAL

14. Carelessness that results in mixing oil and gasoline may cause loss of life and property. The person guilty of carelessness will be criminally liable as is an engineer who fails to follow instructions.

ANY AGENT OR EMPLOYEE FAILING TO OBSERVE THE ABOVE RULES WILL BE HELD RESPONSIBLE FOR THE CONSEQUENCES
The SALESOMETER

Shows the speed and the distance travelled