

WHITE ROSE NEWS

A magazine for the employees of the Canadian Oil Companies Limited.

Editor

IRA T. PEACOCK, Montreal

Contributing Editors

J. ARNOLD FOSTER.....	Head Office
GEORGE GARDINER.....	Petrolia Refinery
A. W. McLAUCHLIN.....	Toronto
G. A. GRAY.....	London
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C. G. LITTLEFIELD.....	Ottawa
D. F. O'BRIEN.....	Moncton
R. E. HILL.....	Winnipeg
H. AKITT.....	Calgary

DAY DREAMS

We usually think of dreams in terms of the abstract, something elusive and apart from actual facts—fanciful images that come to us during sleeping hours. There are other kinds of visionary thoughts, however—those that are often referred to as “day-dreams”. The latter variety creeps in when we are ambitiously inclined, and it is to this type I now refer.

If we have allowed our imaginations to run away with us, and dwell upon something foolish, impractical and impossible of fulfillment, we have had a “pipe-dream”. On the other hand, if we have sketchily formulated a

plan to achieve a reasonable objective at some future time, and have let it go at that, we have had a “day-dream”.

Any person, no matter what his or her position, who is satisfied to rest upon the oars and drift with the stream, content in the belief that the ultimate has been reached, is a FAILURE!

All “day-dreams” are not possible of fulfillment; but the saner ones can be realized in moderation if the motive force called “will-power” is there in sufficient strength to carry the vision to realization.

The salesman who has visions of securing a larger bonus at the close of the present year, and really means to secure it, PLANS HIS WORK and then WORKS HIS PLAN. This is an excellent example of coupling vision and will-power into a team. The chap in the office who desires advancement, must progress towards it by learning as much as possible about the job ahead of him. It will take will-power to secure that extra knowledge while doing his own work. The plough cannot till the land without the force to move it; and neither can visions become realities without the force of will to see them through.

Let me apply all this to yourself. Try this experiment, and if you faithfully carry on, you will have success. Here is what to do. Search your mind for that one, outstanding, dormant dream of the yesterdays. It must be a reasonable, honest one, not something foolish or impractical. Write it down, and put it into a self-addressed envelope, asking someone to mail it to you a year from the day you wrote it. THEN APPLY YOURSELF VIGOROUSLY TO THE TASK. Do not be deterred through boulders, real or imaginary, impeding the path of your progress. In one year, if you have placed a fair time limit on your objective, you will either have obtained it, or the light of victory has begun to glimmer on the horizon.

IRA T. PEACOCK.

NORTH BAY CONTRIBUTING EDITOR JOINS AIR FORCE!

We are proud to announce the enlistment of our North Bay Contributing Editor, Mr. Lloyd R. Ferris, with the Royal Canadian Air Force.

Mr. Carl Lucenti, Credit Manager at North Bay, in the absence of Lloyd, will act in the capacity of Contributing Editor of the “White Rose News”. Thanks, Carl!

To you, Lloyd, we can only say “Good luck, good health and ‘Happy Landings’”.



RECENT APPOINTMENTS

Upper left: Mr. R. T. Eyre, Chief Engineer, who has been appointed Operations Manager, with headquarters at Toronto. Mr. Eyre has had a wide and varied experience in the oil industry and will capably handle his new and added duties.

Upper right: Mr. Alex C. Morris, formerly Divisional Manager at Toronto, has been promoted to Manager of the newly created Industrial Sales Department.

Lower left: Mr. R. L. Beamish, popular Winnipeg Manager, who has been appointed Divisional Manager at Toronto.

Lower right: Mr. A. Lawrence, formerly Head Office Sales Department special representative, succeeds Mr. R. L. Beamish as Manager at Winnipeg.

White Rose News is happy to extend congratulations and best wishes for further achievement to Messrs. Eyre, Morris, Beamish and Lawrence in their new positions.



THE MARCH OF TIME

Could we but call to halt the march of time
And harness fleeting seconds to our will;
Recapture dormant thoughts of yesterdays—
What dreams of conquest we might soon fulfill.

Yet, time moves on, relentless in her stride,
Bids those who march to keep the ceaseless pace;
While golden dreams out of the distant past
Took precious moments we can ne'er replace.

Still, dreams of yesterdays are wasted not,
Should we desire to make those dreams come true,
The WILL is all we need to bid us start—
The Will to carry on and see things through.

The dynamo of life is “Power of Will”,
A fearless force—a guiding star it gleams,
Yet it would prove a useless, wasted force,
Without inspirations gained from bygone dreams.

Be thankful you have had those wondrous dreams,
Think of them now in terms of their true worth;
Ambitious thoughts, linked with the will to do,
Removes the greatest obstacles on earth!

—IRA T. PEACOCK.

On January 5th, 1941, W. H. (Bill) Reid celebrated 38 years with our Company and its predecessors.

It was January 5th, 1903, when Bill Reid first started to work for Union Petroleum Company, Winnipeg. Union Petroleum Company was later taken over by Canadian Oil Company, and in 1908 Canadian Oil Companies, Limited was incorporated.

Mr. Reid recalls the early days at Winnipeg when there were no storage tanks, and kerosene was placed in 5-gallon cans direct from tank cars. The horse-drawn tank wagon had to be filled by dumping the 5-gallon cans. Mr. I. T. Peacock, Montreal, was Winnipeg Manager in these days.

There have been some big changes in the oil business since 1903, but Mr. Reid has taken all the changes in his stride. In 1940 the Company's Branch in the City of Winnipeg was fourth in the “Roll out the Barrels” Contest, and under Mr. Reid's supervision the Company's Branch in the City of Winnipeg expects to lead Class “A” of the “Roll out the Barrels” Contest in 1941.

We salute Bill Reid who is doing a fine job as Superintendent of the Company's plant in the City of Winnipeg.

BILL REID, OLD TIMER



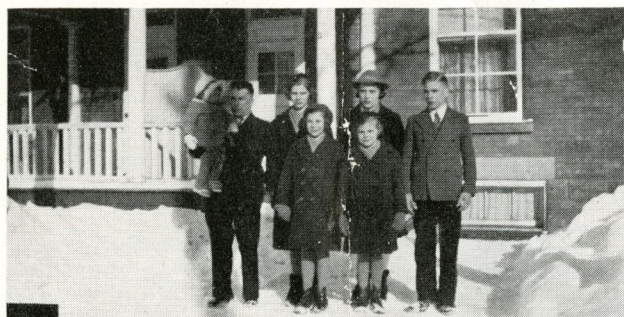
Presenting THE YOUNGER GENERATION...

1. How to fool the Income Tax Collector—Herman Tolle, Ottawa Division Mechanic, and his 'exemptions'. Left to right: Beverley, Herman (Daddy), Dorothy, Evelyn, Helen, Eileen and Harold.

2. Two-year old Carol Anne King, daughter of P. J. W. King, agent at Humboldt, Saskatchewan, starts her third year of life with smooth sailing on a can of White Rose Motor Oil. Jack Wing looks on while Carols says: 'Ain't I just oil right?'

3. Kenneth Robie Hill, only son of Robie Hill, Winnipeg Division Accountant, believes he might like the oil business, too—some day.

4. Barbara Marion Bailey, daughter of Ted Bailey, Ottawa Credit Supervisor, takes hers with water!



and Announcing THE YOUNGEST!

NORTH BAY: To Mr. and Mrs. James McFadden on February 3rd, a seven pound baby boy, Gary James. Jim McFadden is stake truck driver at North Bay Branch and this now makes two of a family—a boy and a girl.

LONDON: To Mr. and Mrs. Graham Spencer, a daughter. Graham is in the Mechanical Department.

MONCTON: Born Christmas day, 1940, Master David Edwin Read. Mr. and Mrs. C. A. Read of Sydney have jingled sleigh bells ever since.

WINNIPEG: Another blessed event. Congratulations to Mr. and Mrs. A. L. Ekdahl of Assiniboia, Sask. Boy or girl?

NORTH BAY: A nine pound boy, James Alan, to Mr. and Mrs. James Jackson. Jim is warehouseman at the North Bay terminal.

Born December 20th, 1940, just five days prior to Master David Edwin Read of Sydney.

LONDON: To Mr. and Mrs. Ken. Wallace, Guelph, a daughter.

MONCTON: Things happen in Sydney! On December 20th, to Mr. and Mrs. R. C. Conrad, a son, Melvin Francis. By a happy coincidence equal honors to Sydney and North Bay!

LONDON: Mr. and Mrs. Reg. Robinson of the Harriston branch announce the arrival of a baby girl.

TORONTO: On February 4, 1941, a daughter, to Mr. and Mrs. Howard May of St. Catharines. The "boss" is to be called Marilyn Doreen.

LONDON: To Mr. and Mrs. John Shore, London, a son. "Shore is a honey!"

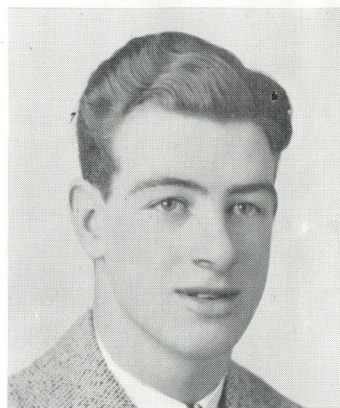
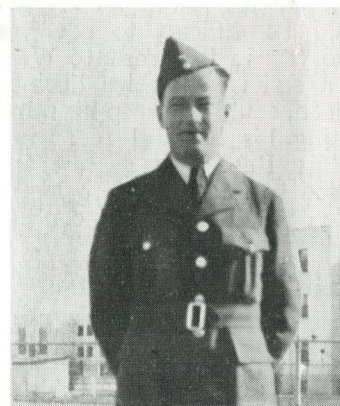
OVER HERE... and OVER THERE!

TOP ROW—Left: Corporal Joseph E. Joyal, R.C.A.F., at an Eastern Training Centre, expects Sergeant's stripes soon. Joe has been associated with the organization since 1927, having operated Kenora Branch and, latterly, Roslyn Road Service Station. Centre: Maxwell C. Wilson, Petrolia Refinery Office Clerk and cornet soloist with the Petrolia White Rose Band, now a pilot with the R.C.A.F. Right: Malcolm (Mac) Dennis, former salesman on the Simcoe territory, now a member of Canada's "New Army".

CENTRE ROW—Left: Robert William Witty, Petrolia Refinery Electrician, now overseas with the Royal Canadian Ordnance Corps. Centre: Jack H. Thompson, Petrolia Laboratory Assistant and former bass soloist with Petrolia White Rose Band, now in the R.C.A.F. Band. Right: Elmer Cole, formerly Warehouse Superintendent at Brantford, Ontario, now with the R.C.A.F. at St. Thomas Training Centre.

BOTTOM ROW—Left: Ray McCaffrey, of the Collection Department of the Winnipeg Office, who is training as a pilot with the R.C.A.F. Before bidding him goodbye and best wishes, the Office Staff presented him with a gold ring, engraved with the Air Force crest. Centre: Earl Wilson, formerly truck salesman with Guelph Branch, now with R.C.A.F. at Toronto. Right: Jean Paul Fournier, "somewhere in England". He greets the boys back home and would like to hear from anyone in the Company. His address: Paul Fournier, R.C.N.V.R., O.N.V. 5943, Fleet Air Arm, c/o Canada House, London, England.

NOT SHOWN—William Kerr, who worked in the coking and reducing stills at Petrolia, and who is now with the Elgin Regiment. Frederick Thomas Stothers, Heavy Oil Filling Department, now with the Royal Canadian Engineers, 2-11 Field Company.





HEAD OFFICE—Social Event: Although still in the future at the time of writing, the Head Office and Toronto Division "At-Home" will have become history by publication date, so mention must be made of it here. This year the At-Home will be held in the Roof Garden of the Royal York Hotel, on Wednesday, March 5th. Based on last year's standards, it is expected that about two hundred employees and friends of the Company will enjoy this social highlight of the year.

WINNIPEG—Hockey News: Port Arthur Canadian Oil Hockey Team (yellow and black sweaters), pictured in this issue, makes a fine showing, and team is really a husky one. "Mac" McCall is managing the team and expects to land on top at the end of the season with his bunch of boys. Incidentally, "Mac" has been with Canadian Oil Companies, Limited for sixteen years.

TORONTO—Under the Weather: We are pleased to note that Mr. R. A. Cox, salesman, Oshawa territory, has made a splendid and complete recovery from a serious appendectomy which took him from his regular sales duties for the month of November.

MONCTON—Leave Taking: On Wednesday afternoon, February 12th, the Maritime Divisional Office Staff was pleased to receive a visit from Mr. and Mrs. J. B. McIlveen who had been married Wednesday morning in Saint John and were en route to Halifax for a short honeymoon. They will take up residence in Fredericton, N.B., Bert being on the staff of the Bank of Nova Scotia there.

Mrs. McIlveen was formerly Margaret (Peggy) O'Leary and had been on our office staff for the past ten years, having been transferred from Saint John when the Saint John and Halifax Divisions were centralized in Moncton.

Before Miss O'Leary left, the members of the White Rose Family in Moncton gathered at the Brunswick Hotel to wish her happiness and express in a tangible manner their best wishes for the future. A very fine tribute was paid to Miss O'Leary by Mr. Conlon in making the presentation.

LONDON—Sincere sympathy is extended to Mr. Harry Page, our Leamington Warehouse Superintendent, in the loss of his wife.

MONCTON—War Savings Drive: Recently the Maritime Division took stock of the number of employees participating in the Employer-Employee Fund and were rather disappointed with the standing. However, this condition was soon remedied as far as the office was concerned and the office employees are now participating 100 per cent. The salesmen and tank truck salesmen are coming along well. At present about 75 per cent are participating; and we have every hope that within the next couple of pay periods they, too, will come through with 100 per cent participation.

WINNIPEG—East Meets West: James Bell, Winnipeg Office, made a trip to Toronto during February, at which time he visited Head Office to see "what makes them tick".

TORONTO—Invincible: The spirit of Mr. H. V. Plowman, salesman for Northern Ontario, would be difficult to equal. Mr. Plowman, who was in the Toronto Western Hospital for a serious operation during the Christmas season, could not keep his mind off his job. Visiting his hospital room in the capacity of White Rose News representative, we were amazed to find tacked to his room door, the half page advertisement concerning this Company's war effort.

WINNIPEG—Elected President: George P. Vogan, Salesman, Moose Jaw, Sask., has been elected President of Associated Commercial Travellers, Moose Jaw Club, for the year 1941. Now watch things hum with the A.C.T.!

TORONTO—The sympathies of this organization are extended to Mr. Frank Hastings, Oshawa tank truck man, on the death of his father, January 17, 1941, and to Mr. A. Dubay, warehouseman at Peterborough, Ontario, on the death of his mother, January 18, 1941.

WINNIPEG—Wedding Anniversaries: Mr. and Mrs. Chas. M. Arnold, Winnipeg, 3 years, February 19, 1941; Mr. and Mrs. R. V. Bennett, Winnipeg, 2 years, March 22, 1941.

OTTAWA—Service Note: With both pride and regret, we announce that Harold Jodoin, Ottawa Cashier, has left us to serve in the R.C.A.F. If Harold knocks down a Messerschmitt for every good wish that goes with him, he'll be the Number One Ace of this war. Best of luck, Harold!

WINNIPEG—Bowling News: Port Arthur Canadian Oil Bowling Team (five-pin) is in third place and going strong. Team comprises D. J. McCall, D. Rember, S. Wright, B. Kellough and A. Babcock.

WINNIPEG—En-ar-co Social Club: The following new officers were elected for 1941:—J. Gordon Major, President; R. V. Bennett, Vice-President; Marion Schuppert, Secretary-Treasurer.

MORE OF THE DOPE...

MONTREAL—Celebration: On February 28th, over 150 Canadian Oil employees and friends enjoyed a dinner dance at the Windsor Hotel, to celebrate the permanent winning of the En-ar-co Leadership Cup. It was a well arranged affair, and many novelties were introduced.

WINNIPEG—Overheard: In Winnipeg Division Lunch room:—Bert W. was boasting about his Army band and Howard B. said: "Yes, and one time when Bert was playing 'Carry Me Back to Old Virginia' on his trombone, one old man in the audience started to weep. After the solo was finished Bert went up to him and asked: 'Are you from Virginia?' 'No' replied the man, 'I'm a musician'."



WINNIPEG—Sports News—Curling: On January 28th, the Winnipeg Office Staff held a "Bonspiel" of their own, with six rinks participating, at Elmwood Curling Rink. The winning teams were skipped by J. C. Nixon, D. G. McCormack and Bob Sangster.

OTTAWA—Alibi: In the Ottawa Commercial Bowling League, our team has not yet climbed up from second place. Captain Bob Honeywell claims, "We wuz robbed".

WINNIPEG—Engagement: Kay M. Gibson, stenographer, Winnipeg, is now to be seen wearing a diamond ring, third finger, left hand. Congratulations, Kay!

SPORTS NEWS

Top: Canadian Oil Hockey Team—Port Arthur, Ont. Front Row, Left to Right: Lorne Long, D. Hamilton, D. J. McCall (Captain). Back Row, Left to Right: A. C. Babcock, Jack Winters, Jim McCall, G. Fisher, D. Rember, Chas. Riley.

Centre: Canadian Oil Bowling Team—Port Arthur, Ont. Bottom Row, Left to Right: D. J. McCall, Wm. Kellough. Top Row, Left to Right: "Dutch" Waugh, D. Rember, A. C. Babcock.

Bottom: Patience and good shooting on the part of J. A. E. Begin, agent, Thetford Mines, Que., are rewarded magnificently. Huntsman Begin says: "The kill was made in Gaspesia, at Causapscal. We had to travel 42 miles in the woods. The two moose are males, as it is forbidden to kill the female. One weighed 1650 lbs. and the other 988 lbs. For those who are fond of moose hunting, this part of Quebec affords great opportunities, as moose are plentiful."



SAVE YOUR COPIES OF THE "WHITE ROSE NEWS"

A binder will soon be available, in which you can keep your copies of the "White Rose News" clean and easily accessible. Watch for further details.

Back issues are out of print!

MANAGERS MEET AT TORONTO FOR 3-DAY ANNUAL CONVENTION

FRONT ROW (Left to Right): R. L. Beamish, A. C. Morris, F. C. West, J. Irwin (President), R. C. West, A. Lawrence.

SECOND ROW (Left to Right): F. Himbury, H. F. Hoecker, W. H. Austin, C. G. Littlefield, Chas. Conlon, Ira T. Peacock, C. D. Ciley, R. T. Eyre, Ross Young.

BACK ROW (Left to Right): E. A. Smith, Chas. Walker, J. F. Kidner, C. H. Tew, G. Conner, Chas. Wilfong, G. S. Middaugh, W. H. Rea.

The annual convention of Divisional Managers was held in the Company's Head Office building at Toronto on February 18th, 19th and 20th.

The highlight of the gathering was the address by the President, Mr. John Irwin, who reviewed at some length the progress of the company, especially during the past year, the finest in its history. The President then unfolded plans aimed at achieving even greater improvement for the present year, and concluded by thanking the Divisional Managers for their co-operation in the past.

Under the able direction of General Sales Manager R. C. West, those attending the affair had no dull moments. It was a gathering where serious minded business men had congregated to learn all that was possible within the limited time available, towards making the year 1941 the finest and most outstanding period in their respective territories.

The decisions arrived at, which are now being released through divisional sales gatherings on each territory, need not be unfolded here; but it was the unanimous opinion of those present that the Company may again anticipate outstanding progress during the current year in every phase of operations.

Apart from discussions on sales problems and objectives, inspiring and informative addresses were given by Vice-President F. C. West, Secretary H. F. Hoecker, Treasurer Chas. Walker, Traffic Manager C. E. Wilfong, Superintendent of Refineries E. A. Smith and others.



Evidently in a happy mood, Mr. Peacock is presented with the En-ar-co Leadership Cup by President John Irwin.



Mr. Austin, London Divisional Manager, and runner-up, poses with Consolation Cup, the reward for a great fight.

Permanent ownership of EN-AR-CO LEADERSHIP CUP won by Montreal Division

It was back in the year 1930 that the Annual competition for the EN-AR-CO LEADERSHIP CUP was instituted. This beautiful large silver trophy was put up by Head Office, and has been competed for annually ever since by all divisions throughout Canada in connection with the increased sale of En-ar-co Motor Oil. In 1940, when White Rose Motor Oil was introduced, the sales of both products were included in the contest. Any division, winning the Cup three times, was to hold it permanently.

At the close of the year 1939, the En-ar-co Leadership Cup had been won twice by Montreal, twice by London, and once by North Bay, Ottawa, Moncton and Calgary. Consequently, at the outset of 1940, the Montreal and London divisions, each having held the Cup on two occasions, were eligible for permanent ownership should either division win the 1940 contest.

1940 was set up as "THE JOHN IRWIN YEAR." Each division was more determined than ever to do an outstanding job. London boasted that they would obtain permanent ownership of the Cup in 1940. Other divisions were optimistic and confident. And so the fight was on! During the closing months of 1940, it was evident that the Montreal division, after getting away to a good start, was well in the lead. Victory was finally secured by this division, beating London, closest "runner-up", by 64 points.

Commenting on the results of the contest, General Sales Manager R. C. West said—"The Montreal Sales Staff, under the leadership of Mr. Ira T. Peacock, has done a most outstanding job in the sales of Motor Oils during the past number of years . . . it is apparent from the increases shown by the Montreal division that they have earned, beyond all shadow of doubt, the right of permanent possession of the Cup."

The En-ar-co Leadership Cup was officially presented by the President, Mr. Irwin, to Mr. Peacock at the Managers' convention in Toronto. Following the presentation, a banquet at the Royal York Hotel was given in honor of Mr. Peacock—a delightful ending to a well fought battle.



9's (NEUFS)

A FASCINATING BRIDGE GAME FOR THREE PEOPLE

If you are short one person for a game of contract, or if you want a change from bridge and have only three people available, here is an interesting game to while away the hours.

After you have mastered the simple rules all you need are three players, an ordinary set of playing cards, and score sheet. You can make up your own score sheets quite easily designating the trump suits by the initials, C, D, H, S and N.T. The sample score sheet shown is double sided, and is made this way to save time and paper. Use the three columns to the left first. If the game is unfinished when you reach bottom, continue scoring on the right hand side of the sheet. Or use the right side for your second game.

RULES

1. Use a regular deck of 52 cards, cutting for deal as in any ordinary card game.
2. Shuffle and cut the cards as in Bridge, then deal to the three players, also dealing a dummy hand.
3. Each player picks up his own hand. The dealer has first option of changing his hand for the dummy. Whether or not he exercises this option, the next player to the left of the dealer may change his hand for the dummy, and the third player then has the choice of either keeping his own hand or changing for the then remaining dummy hand.
4. The player to the left of the dealer leads the first card.
5. Trumps change with each deal and are as set down on the scoring pad, starting with clubs, then diamonds, etc. The person keeping the score must declare the trump suit as he deals.

THE GAME

The hands are played exactly as in Bridge. Each player must follow suit whenever possible and the high card takes the trick, unless trumped. If a player cannot follow suit, he may trump with whatever suit is trump at the time. (This does not, of course, apply when playing No Trump.)

The object of the game is for each player to take in as many tricks as he possibly can. A minimum quota of 4 tricks is set against each player for each hand—the 4 tricks being referred to as “the book”. If a player takes more than his book, the surplus number of tricks is deducted from his score. If he takes less than his book, the shortage in tricks is added to his score. All players start at 9 (whence the game derives its name) and the first player reaching 0 wins the game.

NOTE: Although each player is on his own, it is often amusing, and good tactics, for the two highest score players to combine in “sabotaging” the likely winner. Thus, when one player has a low score of, say, 2 or 3, then the two other players can play into each other's hands to force the score of the low player up again.

PLAYER'S INITIALS				PLAYER'S INITIALS		
9	9	9	TRUMPS	9	9	9
			↓			
			♣			
			♦			
			♥			
			♠			
			NO TRUMP			
			♣			
			♦			
			♥			
			♠			
			NO TRUMP			
			♣			
			♦			
			♥			
			♠			
			NO TRUMP			
			♣			
			♦			
			♥			
			♠			
			NO TRUMP			

CONGRATULATIONS TO...



1. Mr. and Mrs. Percy Hammond of Toronto.
2. Mr. and Mrs. J. B. McIlveen of Moncton, married February 12th, 1941, at Saint John. "Oh, Peggy O'Leary was her name."
3. As we go to press, Miss Jean McNeil of the Head Office Stenographic Department is to marry Mr. S. H. Rodbard on March 18th, 1941.
4. Mr. and Mrs. Thomas Armstrong, Toronto. The bride was formerly Miss Mildred Begley of the Toronto Division staff.
5. Mr. and Mrs. Harold Vance of Owen Sound, Ontario, who were married in January, 1941.
6. Jack Marriott, Cashier at Calgary, starts house-keeping with his recent bride, formerly Miss Winnifred Storey.



EVERYONE'S BATTLE

To beat the Axis, pay your taxes—
Do it with a grin.
Keep on working, never shirking;
Higher lift your chin.

Lads in "fighters" blast the blighters—
We can't all be there;
But if backing's never lacking
We'll have done our share.

Let's dig in then, till we win then—
Every job done right;
Through work done better, each go-getter
Helps to win this fight.

—C. G. LITTLEFIELD,
Ottawa.





TWO KINDS OF SALESMEN

By H. G. PAUL, MONTREAL



Salesmen can be divided into two categories—professional and amateur—and in making this division the line between them is a fair one, because a salesman either makes a sale, or does not make a sale. He either gets the prospect's mind in tune with his own, or there is a discord somewhere. Where there is no harmony there is no unison. The art of Salesmanship in simple phraseology is the building up of confidence between buyer and seller, so that doing business together is to their mutual advantage.

What makes Salesmanship complicated is the fact that no two persons are exactly alike, and as a consequence cannot see eye to eye. This demands that a salesman be versatile. He must tune himself to the key in which he finds the buyer, and thus take advantage of each opening as it arises, until the culmination of the sale. "Canned" sales talks have been used with some degree of success by specialty salesmen, but even in this field their success has been extremely limited.

A buyer cannot be an expert in all lines, and therefore must depend upon salesmen for assistance. He has only a limited knowledge of the various commodities he has to purchase. It is therefore of paramount importance that a salesman should understand his own business thoroughly, and so be in the preferred position of being able to give professional assistance instead of amateur assistance. He must also understand the prospect's problems, and so be in a position to offer a wealth of information in a concise and understandable way. Should the salesman have but a slight knowledge of the subject under discussion, he is at a disadvantage at once; then his best course is to be honest and openly confess his limitations. This must be followed up with the statement that he will be back later with the desired information.

In large buying offices, where there is a constant stream of callers, salesmen should be concise and remember the men following them, whose time is as valuable as their own. You do not like to be held up for an hour or so, so why hold up the other fellow? Purchasing Agents who interview thirty to fifty salesmen a day are pressed for time, and appreciate the man who states his business clearly and quickly. Master salesmen know that it is not time spent that makes a sale, but a series of facts unfolded, correlated, and put in such a way that they are assimilated by the buyer, causing willingness to purchase.

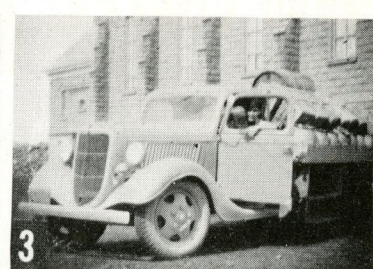
Also, when for some reason or other unknown to the salesman, an interview is declined, it should be taken in good grace. In the event of such a happening, he should then and there endeavour to make an appointment for the near future, with the hope that the buyer at that time will be in a more receptive mood.

I have never believed in overloading a customer; that is, selling him for immediate delivery, merchandise in excess of his present requirements. But I do believe it a good practice to sell sufficient, and look far enough ahead to keep a competitor out of my account. Overloading can be prevented by knowing the customer's potential sales, and combining this knowledge with possible market price fluctuations.

I refuse to believe that any buyer is dishonest in the sense that he would accept what is termed "graft". Years ago, when there was an epidemic of so-called salesmen going around—during that period when anybody who could walk could get a job selling something, and buyers had no time for their other duties—it was customary for buyers to get rid of salesmen by telling them that their price was too high, whether it was or not. Since Salesmanship has developed into a profession there is little of that kind of thing going on now. When a statement to that effect is made it is usually correct, and can be substantiated.

"Smile yourself into a sale, or rile yourself out of a sale" is a pretty good piece of advice. We all wear mirrors on our hearts, in which are reflected the things we see, just as our minds absorb what we hear. Optimism, cheerfulness, pleasant appearance, dignity, sincerity, tact, concentration, loyalty, voice, education, etc., all go towards forming personality and a magnetism that attracts all that it contacts through the eyes and the ears.

I have seen very few salesmen "ride the fence" for any length of time. It is a precarious position and an easy one to fall from. They become either good salesmen or bad salesmen—professional or amateur. The latter are soon deleted from a sales force. If a man possesses the fundamental principles to sell merchandise, and if he has the ability to analyze himself and to apply the knowledge so gained in the right channels, he will eventually become a master salesman and pave the way to obtaining a higher position.



PEOPLE...

1. Ira T. Peacock, Montreal Divisional Manager, poses with office mermaids. 2. Emile Gladu and Tony Seguin put their trust in a snowmobile. 3. Justin St. Pierre, Bathurst tank truck salesman, leaves for the Caracat Coast. 4. Not Frankenstein's Monster—just Charlie Hamilton, Chief Welder at Petrolia. 5. Paul Crawford, agent at Red Deer, holds the trophy which he won for the third time in 1940. 6. Clinton Branch Staff, winners of London Division Branch Trophy for January, 1941, awarded to branch showing largest "White" products increase each month. 7. Moncton Divisional Office Stenographic Staff. Left to right, Peggy O'Leary, Katherine Weldon, Mary Hayes, Patricia Gillespie, Marjorie Pope, Annette Leger, Edith Achurch. 8. Left to right: Charlie Garner, Jack Fortner, Elmer McCullough, Jim Jeffries, Vern Purdon and Jimmie Pollock—all happily smiling after winning the "Roll Out the Barrel" contest for 1940. Absent from picture, Ed. Sherriff—out filling his customers' needs. 9. Peggy Littlefield, 16 year old daughter of Divisional Manager, C. Grant Littlefield, and friend Claude McKenny. 10. Fred Littlefield, Ottawa—considered "hot stuff" on hickory blades. 11. George P. Vogan, Moose Jaw salesman, elected President of the A.C.T.A. 12. Harry C. Passmore, transferred from Deloraine to Winnipeg Office Staff. 13. Mrs. Lilian Caza ably serves gasoline at Abord-a-Plouffe, Que.



1940 CONTEST RESULTS

En-Ar-Co Leadership Cup

MONTREAL.....	Permanent Winner
LONDON.....	Big "runner-up"
1. Montreal.....	185 Points
2. London.....	121 "
3. Ottawa.....	98 "
4. Winnipeg.....	98 "
5. Toronto.....	97 "
6. Moncton.....	82 "
7. North Bay.....	62 "
8. Calgary.....	45 "

"Roll Out the Barrels"

TORONTO.....	First place
MONTREAL.....	Second place
1. Toronto.....	4690 Points
2. Montreal.....	4338 "
3. Petrolia.....	2967 "
4. Winnipeg.....	2820 "
5. London.....	1769 "
6. Ottawa.....	1675 "
7. Three Rivers.....	1647 "
8. Hawkesbury.....	1609 "
9. Trenton.....	1558 "
10. Windsor.....	1401 "
11. Clinton.....	1375 "
12. Guelph.....	1366 "
13. Cornwall.....	1275 "
14. Quebec.....	1220 "
15. Regina.....	1164 "



Dan Menard, Ottawa accepts a cheque for \$250 from Divisional Manager C. Grant Littlefield.
HUSH! Dan collected an extra \$50 when Mr. Littlefield and Mr. Ab. Lawrence each added \$25 to the pot.



EN-AR-CO LEADERSHIP CUP—won "for keeps" by Montreal Division.

"Topnotchers"

15 winners headed by F. Bowie, Moncton. (5 winners in the Winnipeg Division)	
1. F. Bowie (Moncton).....	2266 Points
2. E. Kraft (London).....	2161 "
3. R. Powell (London).....	1953 "
4. G. Provost (Montreal).....	1854 "
5. H. L. Jackson (London).....	1753 "
6. G. Dibb (Toronto).....	1739 "
7. R. Demorest (North Bay)...	1719 "
8. W. R. McCaughey (Winnipeg).....	1707 "
9. W. D. McLean (North Bay).....	1702 "
10. C. Leslie (Winnipeg).....	1674 "
11. G. Vogan (Winnipeg).....	1656 "
12. {A. J. Stewart (Winnipeg)....	1609 "
{L. D. Jones (North Bay)....	1609 "
14. K. B. Daley (Moncton).....	1580 "
15. G. R. Archibald (Winnipeg)...	1559 "

"On to New York"

OTTAWA.....	Winner
MONTREAL.....	Runner-up
1. D. Menard.....	Ottawa
2. G. Provost.....	Montreal

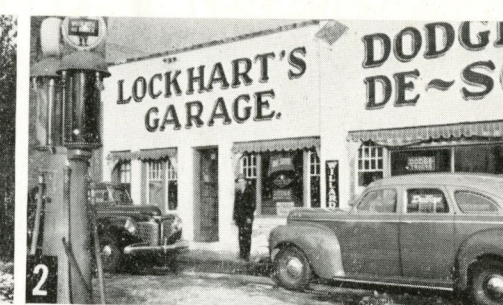
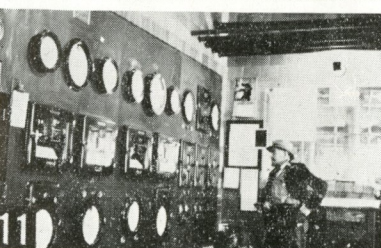
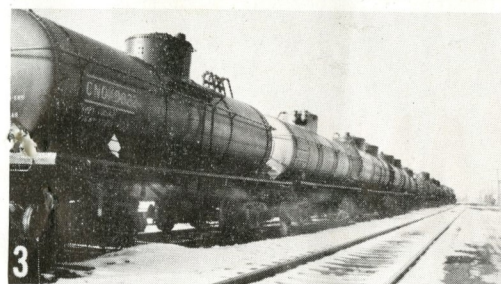
In Memoriam

SERGEANT PILOT JEAN PAUL BRUNELLE

WHO GAVE HIS LIFE IN THE
SERVICE OF HIS COUNTRY

CALGARY ALTA. JANUARY 25, 1941

"Per Ardua ad Astra"



PLACES...

1. Bush country, near Ottawa: big lumber company endorses White Rose products (note oil drum!) 2. Toronto: Clarence Lockhart in front of his Collingwood garage. 3. Petrolia: Daily scene of outgoing 'White' products. 4. Near Ottawa: Bill McKenny looks for business back in the bush. 5. Montreal: Miss P. Morrow and Emile Major working on Lubrication Surveys. 6. Los Angeles, California: Bert Viau, Three Rivers salesman, picks a grapefruit on January 1st, 1941. 7. Montreal: Thousands daily see the new White Rose display on Beaver Hall Hill. 8. Bush country in Northern Ontario: Salesman Bill McLean stopped his car to snap this moose. 9. Ottawa: George McLaren, Ottawa Supervisor, is not swept off his feet even by a snow plough! 10. Orangeville: Orval Wain and Harold Van Wyck of Orangeville Sub-station prove they have snow to contend with. 11. Petrolia: Robert Harrison looks over new 'Chart Room'. 12. Toronto: Window attractively dressed with White Rose Motor Oil. 13. Uxbridge, Ont.: Wide-awake dealers McIlmurray and Merrick pose in front of their station.

