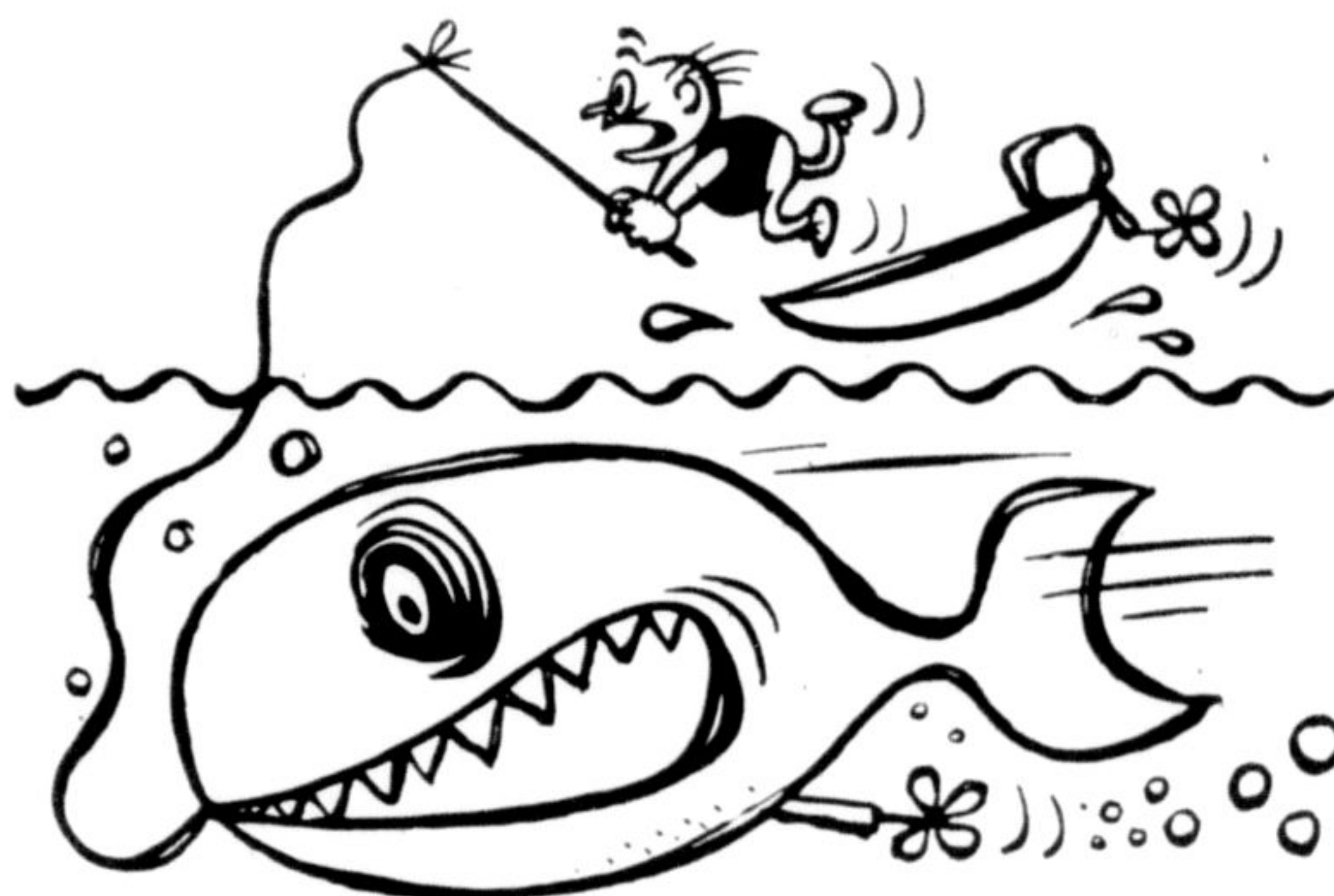


THINKING ABOUT PROFITS?

The people who conduct public opinion polls

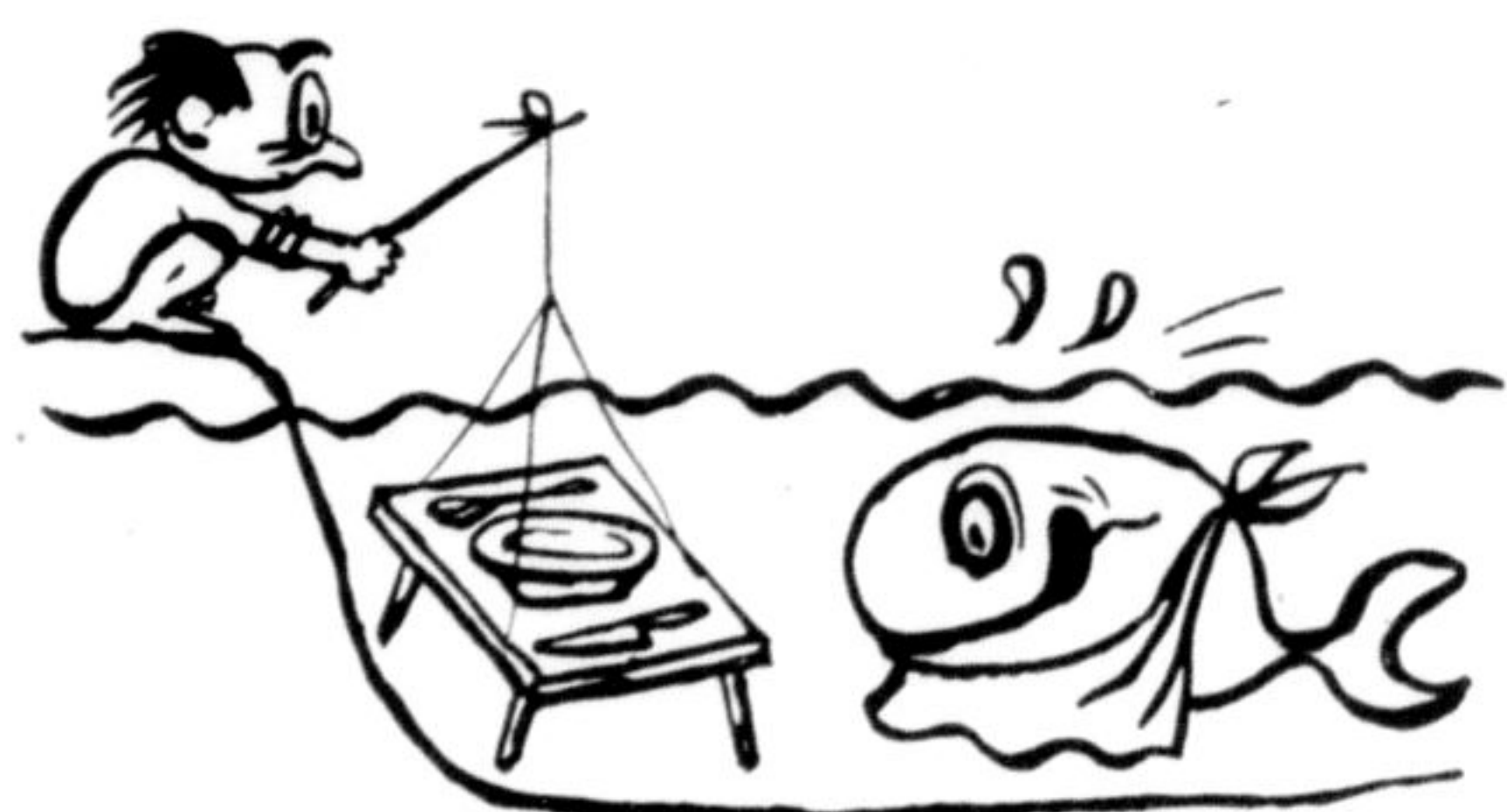


asked a large number of Canadians this question:

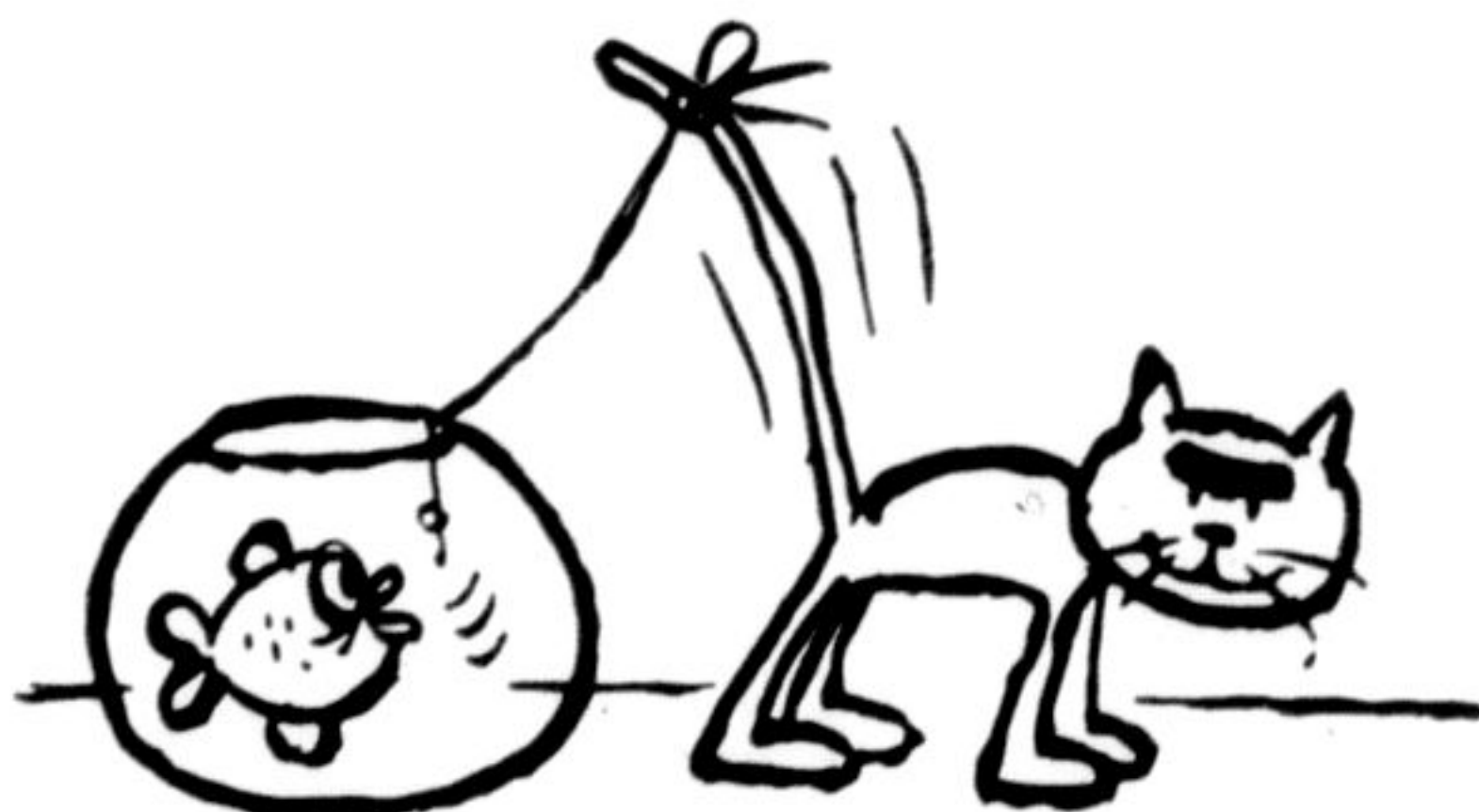


"How big a profit do you think the average Canadian company makes?" Most people thought it was nearly 28% on the income dollar.

Then these people were asked what profit they thought a company ought to make. Most of them thought it was



about half as big as that, or around 16%. Actually, Imperial's profit last year was less



than one-third of what people thought we made, or a little more than 8%. Of this, just over 4% was distributed to Imperial's shareholders.

The rest went back into the business, to help replace worn-out equipment and meet future needs.



IMPERIAL OIL LIMITED

E. B. CLEMENTS Insurance

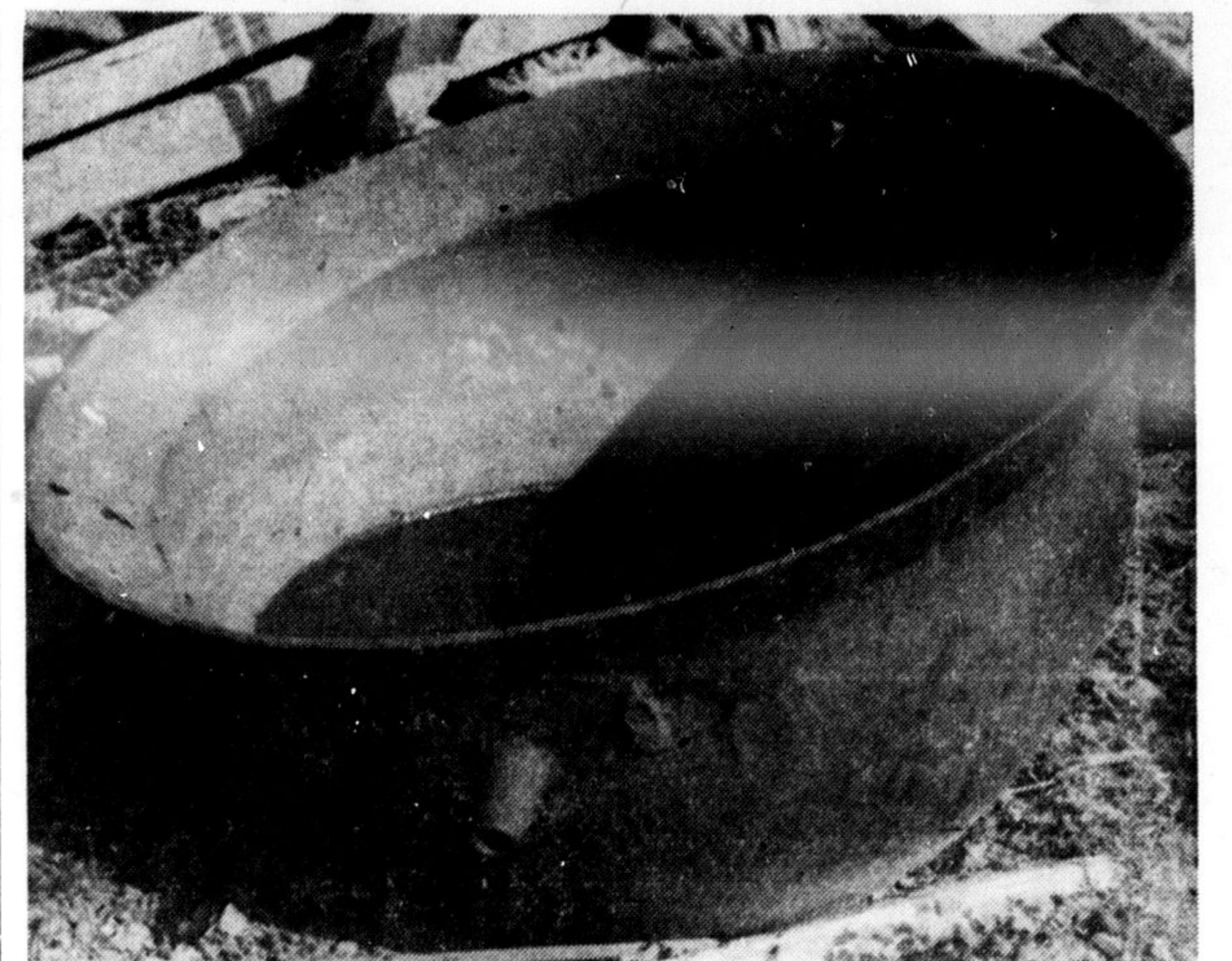
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Halton's Pages of the Past

Peru Might Have Been County Capital, Once Larger Than Milton In Heyday 100 Years Ago

BY GWEN CLARKE
 In the not too distant future there may be raised eyebrows if a person should describe his home as being in the village of Peru, Halton county.

And yet according to local tradition, Peru, in the First and Second Concessions of Esquesing Township, was, a century ago, a village bigger than Milton and so busy that pressure was being exerted in some quarters to have it made the County



IRON SOAP CAULDRONS used by the Center brothers in the last century to boil up soap, were four feet across, three feet deep and three inches thick. One, shown here, still lies on the McGibbon farm in Esquesing where the Brothers made their smelly brown soap and charcoal.

town instead of Milton! This seems somewhat hard to believe as, according to the old Halton Atlas, Peru was never even officially registered as a village nor did it have its own church, school or post office.

It began life as a farming community but gradually developed into an industrial centre after the Donald Robertson Limekilns came into being. The first settlers were the Hills, Robertsons, Centers, Moores, McClarens and Andersons. Originally some of the land was held as Clergy Reserve.

Peru is on the banks of the Sixteen Mile Creek, so of course it was not long before the early settlers had the power of the Sixteen harnessed for industrial purposes. A sawmill was set up on the banks of the creek, but no one at this date knows who owned it.

Owned Ashery
 The Center brothers, William and Socrates, were of French descent and settled on Lot 2, Concession 1, the farm now owned by Dan McGibbon. Besides farming the brothers owned a large ashery and soap factory—at least it was large for those days. Every winter great quantities of ashes were collected from settlers for miles around. Then began the business of leaching and soap-making in huge iron cauldrons specially made for that purpose.

One of these old cauldrons is still on the McGibbon farm. It is about four feet in diameter, three feet deep, the iron merging to a thickness of three inches at the bottom. How these huge kettles were handled is a mystery.

The old shed where the soap was made was also on the farm at the time the property was bought by McGibbons from Judah Center, son of William. After huge quantities of soap had been made and stacked Socrates used to peddle the soap around Milton and Peru, or sometimes trade soap for ashes. The bars of soap have been described as "very long, very brown and very smelly!"

Burning charcoal was another sideline of the Center family. This was done by digging a shallow pit, over which wood was piled, covered with turf and fired from below, in much the same way as we described it in one of our Lowville columns.

Busy Tannery
 Across the road from the Center farm there was a tannery, owned by John King who did a wonderful business. The stone steps from the rear of the house went all the way down to the creek. The property was later bought by George Pearson and then sold to the present owner, J. Neilson.

Alongside several of the houses there was once a "street allowance" but where the streets led to no one seems to know. The streets were

later absorbed by adjacent property. The Hill family at one time owned land on both sides of the First Line, a part of which remained in their name until a comparatively short while ago.

On the west side of the road there is still standing an 18-room, two-storey house with a full basement. This is built of cut-stone and is well over a hundred years old. This was built by Duncan Robertson, son of the original owner of the Robertson property. Mr. Robertson married a Miss Stuart. There were five sons in the family: Duncan, who became a dental surgeon in Chicago; Donald, the first owner of the Limekilns; Edwin, who became a noted surgeon and pediatrician at the Hospital for Sick Children; Ernest who was killed in World War 1, and Alexander who died in England. Only one member of the family is still living—Miss Lillian Robertson, of Toronto. Another daughter, Miss Isabel, died a few years ago. This information has been particularly hard to get. We hope it is accurate.

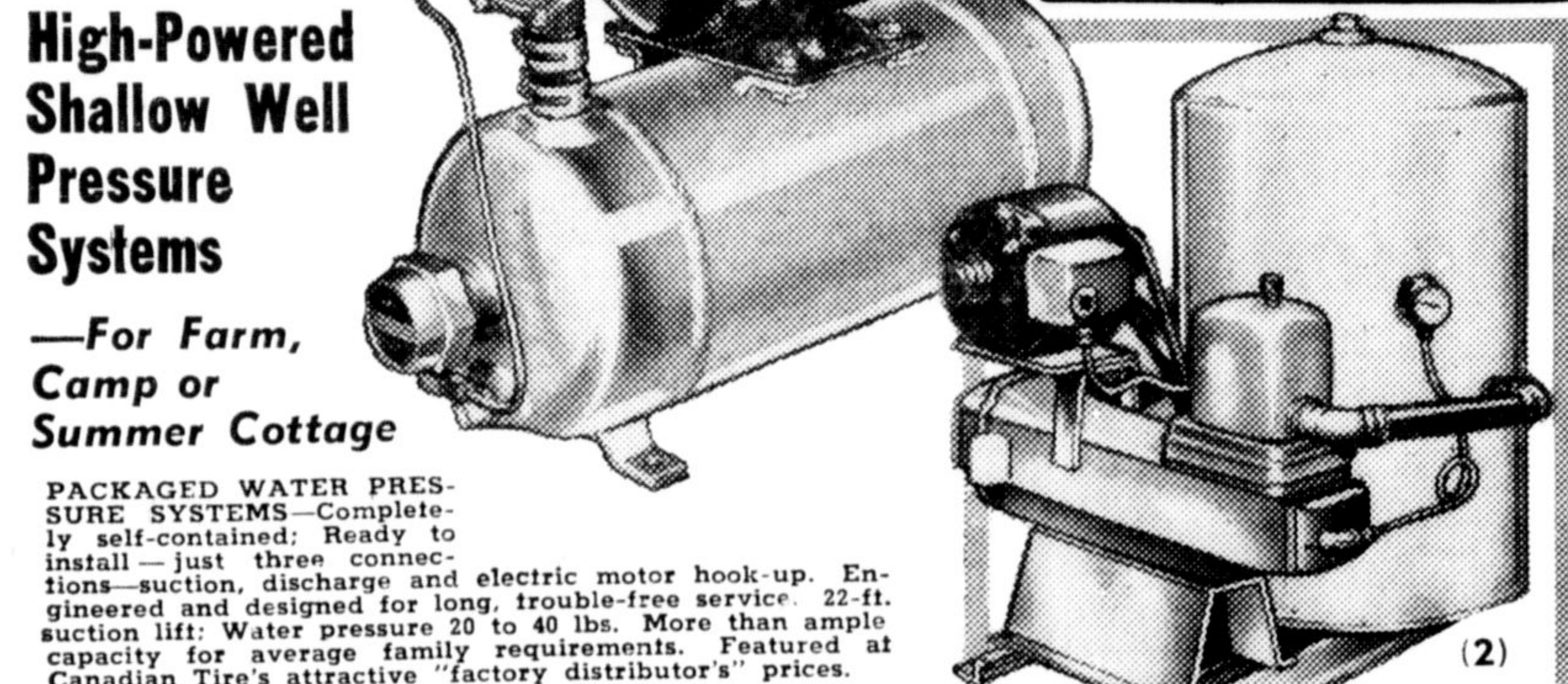
Hero of Disaster
 Edwin Robertson's reputation as a doctor and surgeon is well known. But it was an accident which brought him even greater fame. An accident which proved his outstanding courage, making him the hero of the Moose River Mine disaster, where, in 1936, Dr. Robertson and two companions were trapped for ten days. Three men, trapped hundreds of feet below ground... trapped, while rescue gangs worked day and night to release them... trapped as thousands and thousands of radio fans sat beside the somewhat wierd contraptions of that time, waiting for the latest bulletins from the mine.

Probably few people outside of Halton know of the little village of Peru yet it should have some recognition as being the birthplace of the famous Dr. Edwin Robertson.

Practically on the edge of Peru there is another farm property, originally owned by William Anderson, who with his wife and five children came to Canada from Scotland, the voyage lasting over six weeks. Mrs. A. was a great hand at making the real old oat griddle cakes. This the sailors discovered when only a few days out from shore, so for the rest of the voyage Mrs. Anderson was kept busy making oatcakes for the crew as well as her own family.

Soon after the family settled near Peru a fifth daughter was born to Mrs. Anderson, and then the unfortunate woman lost her husband. The mother, her five daughters and one son, George, decided to remain on the farm. As the girls grew up two of them took in dress-making; two of them worked on the farm and the fifth one, Lizzie, acted as hostess, as the family became well-known for

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60-cycle **74.50** 25-cycle **79.50**

(2) PACKAGED PISTON PUMP WATER PRESSURE SYSTEMS
 Single Piston and Double Piston Pressure Systems—Fully automatic—Easily accessible and completely self-oiling. Engineering features include: One-piece iron foundation permanently aligns moving parts; Case-hardened steel shafts and pins eliminate friction; Manel Piston Rod is non-corrosive; Bronze Valve Seats are die-cast in one piece for long life, even in bad water. Designed to supply convenient running water under 20 to 40 lbs. pressure for suburban homes, summer cottages, farms, etc., for kitchen, bathroom, laundry and moderate lawn and garden requirements. Complete with Hot Galvanized Tank—14 Imperial gallon capacity; 1/4 h.p. 110-volt motor with overload protection. Pressure Gauge, Air Volume Control and Automatic Pressure Switch to start at 20 lbs. and cut out at 40 lbs. pressure; Pressure Relief Valve; Built-in Strainer. Overall dimensions—height 24 1/2", depth 27", width 25 1/2".

Single Piston Pump System—Capacity 200 wine gal. per hour. Cylinder 1 1/4" bore x 1 1/2" stroke. Suction 3/4"; Discharge 1/2".
 Double Piston Pump System—Capacity 360 wine gal. per hour. Cylinder 1" bore x 1 3/4" stroke. Suction 1"; Discharge 3/4".

60-cycle **119.75** 60-cycle **138.75**
 25-cycle **124.50** 25-cycle **143.25**

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