

## BP Canada Pioneers New Deal For Gasoline Dealers

Since its inception two and a half years ago, BP Canada has pioneered the field to establish friendly relations between the company and its dealers.

A feature of its dealer relations program, probably the one which appeals most to the dealers, is a life insurance scheme which is paid entirely by the company. BP Canada is the only oil company in this country to extend this type of insurance coverage to its retailers.

Describing the company's attitude toward its dealers, Sales Manager, R. E. Crighton, said it regards them as the people who can make the operation a success. He added that the dealer is in many ways, comparable to the general manager of a small company.



R. E. Crighton  
Sales Manager

"We like to think of our dealers as our most important public relations representatives," said Mr. Crighton.

BP Canada offers its dealers security of tenancy, whereby they get a longer term lease and know from the outset what their rent will be for a fixed period. There is also a uniform allowance, an incentive plan, a simple station accounting system, a co-operative advertisement plan and a "credit on the spot" plan.

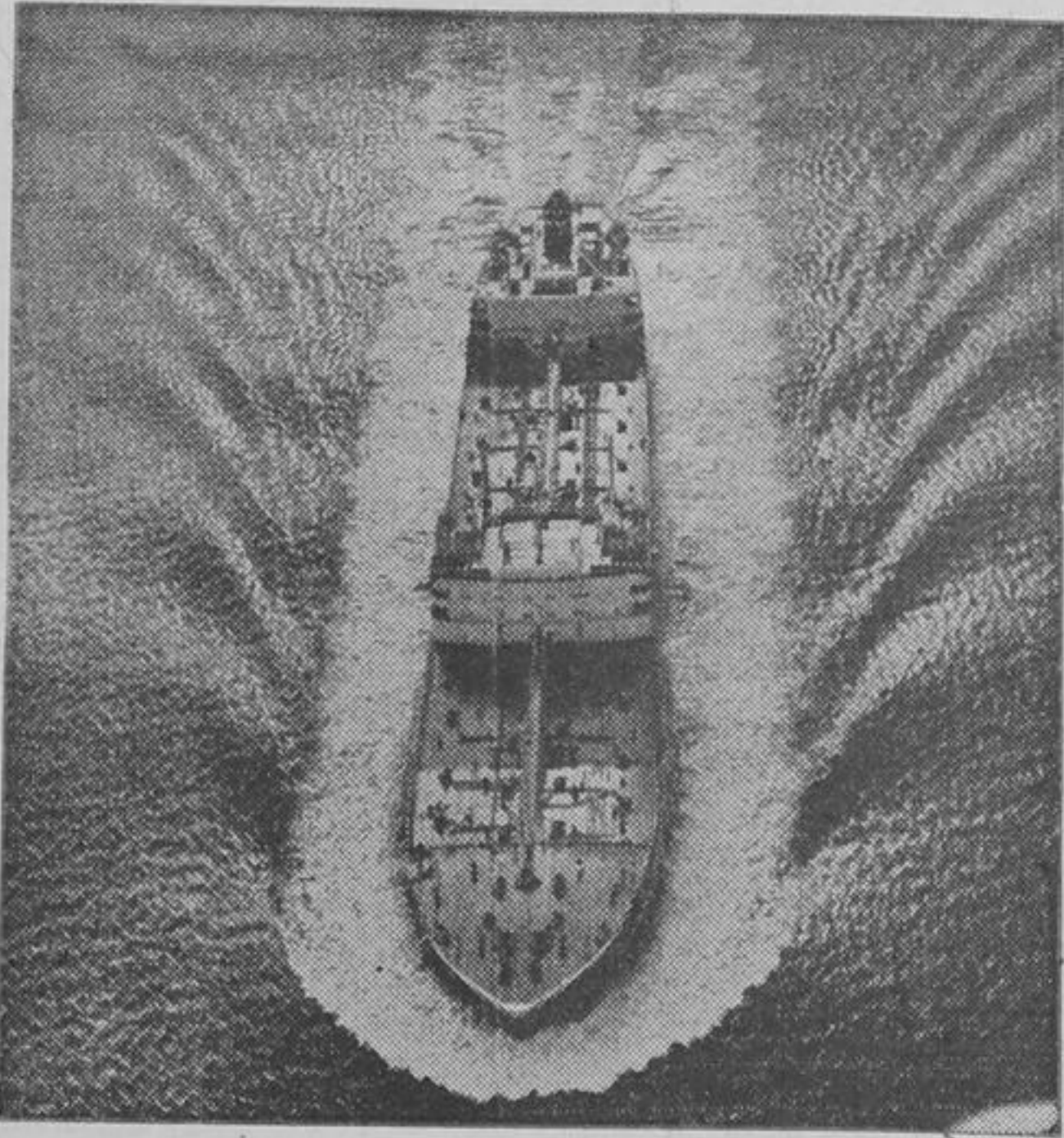
Explaining the reason for the dealer policy, Mr. Crighton said, "We are a Canadian company, a young company, with fresh marketing ideas and what we feel is an entirely new approach in our field, yet we are backed by the British Petroleum Company, one of the oldest and largest oil companies in the world."

Another factor contributing to BP Canada's happy relations with dealers is its training plan. All dealer recruits, whether experienced or inexperienced, are required to attend a two-part training course. The program for this course was worked out after more than a year of intensive research, and is unique in its method of presentation.

The plan gives the dealer an opportunity to learn fully about the company with which he is doing business, and to adapt himself to improved methods of dealing with the company and the automobile owner.

**AGINCOURT** The \$15,000,000 CPR marshalling yards will be built in Agincourt as planned, the Board of Transport Commissioners announced Saturday.

The board handed down its decision after hearing protests from Agincourt ratepayers and testimony by the railroad supporting the project.



**TRIALS OF BP'S FLAGSHIP OF 42,000 TONS**  
BP Canada's first 42,000-ton tanker "British Duchess" seen at speed during her trials off the Isle of Arran on October 1st, 1958. "British Duchess" was launched in June 1958 by H.R.H. The Duchess of Gloucester — the largest tanker ever launched on the Clyde and the largest to sail under the red ensign. "British Duchess" has an overall length of 710 feet and a breadth of 95 feet. Her single screw driven by steam turbines gives her a loaded service speed of 16 knots. There is air conditioned accommodation for her crew of 70. "British Duchess" is commanded by the fleet's commodore, Captain Hugh McMichael.

## Mayor Tomlin Endorses Observance Jaycee Week

The forthcoming observance of Jaycee Week in Richmond Hill will give all citizens an opportunity to see how teamwork pays off in building a better community, stated Mayor Ken Tomlin.

"The Richmond Hill Junior Chamber of Commerce," he continued, "is a voluntary organization of young men who are working together to build a better community, to develop themselves as leaders and to become better citizens of our community, our province and our country."

Mayor Tomlin said he hoped all citizens would lend their interest, support and co-operation in making observance of Jaycee Week successful in every way.



**ERIC BASCIANO**, of 170 Maple Avenue, who is married and the father of three children, is now established in business as a barber on the Allencourt Shopping Centre. Eric has been married to his wife Margaret for the past six and a half years. Their three lovely children are Ricky, aged 4½, Edele aged 2½ and Michelle aged 1½.

Born and raised in Peterborough, Ontario, Eric is young in years still but an old hand in the hairdressing business. For 16 years now he has been practicing the trade. He started right after school in this type of business and has stuck right with it. For the last seven years he has successfully operated his own hairdressing Salon in Toronto, but when he learned of the opening of the new Allencourt Shopping Centre and the need for a barber to serve a large local public he was very happy to give up his Toronto business to establish in the town of Richmond Hill in which he had made his home.

He says that he likes very much to find himself working close by his home and serving the people of his own town. From the moment he opened his doors here he has been kept busy. He is a golf fan and hopes to join a local club now that having a business so close to home will give him more free time.

Eric has also been active in O. H.A. hockey and O.L.A. lacrosse. He has also been a regular member of church choirs and is a first cousin of Very Rev. Bishop Marrocco of St. Edwards, Willowdale.

Last week Eric donated free haircuts for a month as his contribution to the Shopping Centre's own beauty queen, stating that if the Queen could not use them herself, her husband (if she was married) or her father could receive the haircuts.

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## "Are We Witnessing Enough" —

"Mission of the Uttermost," was the theme of the Fall Rally of York Presbyterian held in Sandford United Church on September 15th. Mrs. R. W. Pollock presided over the morning session and in a few well chosen words made the ladies aware of their duties as W. M. S. members to serve, pray, study and give, in effectual service to Christ's Mission.

Of special interest to this Rally was the presence of Miss Muriel Bamford, daughter of a former Zephyr minister, now a nurse serving as a missionary in India and home on furlough. She illustrated with several incidents how Christianity spreads in India through the family, and also how the Administration and Teaching in hospitals etc., are being taken over by the United Church of North India in a gratifying manner. These young people of India need our prayers.

A piano and organ solo by two Sandford ladies, Mrs. Nelson Oliver and Mrs. Carruthers was much enjoyed.

Following the lunch hour Miss Phyllis Haslam, Executive Direc-

tor of Elizabeth Fry Society gave a very stirring and alarming address on "Penal Reform."

A motion was made that Mrs. G. Sisco and Mrs. M. Jenkinson head a committee to formulate a resolution to go to the Attorney General re care of the girl after her jail term.

Mrs. H. A. Sanders gave an instructive report from Dominion Board using parts from Mrs. Ernest Long's opening address, "His Mission to the Uttermost" as introduction. She told how eleven graduates from the Training School were presented at the Mission-aries and each gave testimonials. Since 89 missionaries are requested this year and only 11 appointed, "Are we as parents witnessing to the uttermost?"



T. GRAEME McLINTOCK, M.B.E.  
Executive Vice-President  
BP CANADA LIMITED

Mr. McLintock was born in Glasgow, Scotland, in March 1920. He obtained his education at Rugby and Cambridge, England, where he was graduated in Economics and Law in 1940.

He joined the Indian Army and served throughout the Second World War in the Middle East and Italy attaining the rank of Major. Mr. McLintock joined The British Petroleum Company Ltd., in 1946 and since then his career has been chiefly associated with distribution and marketing. Prior to coming to Canada, Mr. McLintock was manager of pricing and economics, Co-ordination Branch, London, England.

He was appointed General Manager of BP Canada Limited in 1956, and three years later, in 1959, Mr. McLintock was made Executive Vice-President of BP Canada Limited.

Mr. McLintock is also a Director of The British Petroleum Co. of Canada Ltd., and of BP Refinery Canada Ltd.

## Medical Health Post Graduates Visit District

A group of fifty distinguished visitors came to Richmond Hill and district last Friday morning, when Dr. Robert King, Medical Officer of Health for York County was host to post-graduate students from the Toronto University Department of Public Health. The group was shown many features of local public health supervision; while it toured such local sites as the Richmond Hill Sewage Disposal Plant; the Thornhaven School for Retarded Children, temporarily housed at Wrixon Hall, St. Mary's Anglican Church; and Don Head Farm, where they saw how a modern dairy herd is maintained under the finest sanitary conditions.

A stop-off was made at the Summit View Restaurant, where following a delicious luncheon, the students entered into a conducted study of restaurant operations. Later they drove by chartered bus to Newmarket and saw the York County Child Health Centre and Greenacres. Following a tour around Holland Marsh they had afternoon tea at another restaurant on Highway 400 before returning to Toronto.

Among the post graduates were hospital administrators, dentists and physicians, as well as veterinarians, from many countries of the Commonwealth and Canadian provinces.

The tour was arranged as an educational feature for these post-graduate students.

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