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- CRANKCASE—Drain, flush and refill with Summer Grade B-A Peerless Motor Oil.
- TRANSMISSION—Drain, flush and refill with Summer Grade B-A Transmission Oil.
- DIFFERENTIAL—Drain, flush and refill with Summer Grade B-A All-Purpose Hypoid Gear Lube.
- CHASSIS by Chek Chart—Lubricate with quality B-A Products.
- Repack rear springs—if necessary.
- HOSE CONNECTIONS—Check radiator and hose connections.
- RADIATOR—Drain, clean, refill with clean water and add rust inhibitor.
- BATTERY—Check voltage and hydrometer readings, ground strap and battery cable for corrosion. Clean and grease terminals.
- SPARK PLUGS—Remove, clean and regap for greater efficiency—test plugs.
- Check tires for cuts, cracks, chipping, remove stones and rotate if necessary.

Plus These Extra Services: Replace Oil Filter or Cartridge if necessary . . . Clean Air Filter . . . Check Fanbelt for wear and tension.



THE BRITISH AMERICAN OIL Company Limited

Lenten Guideposts

Personal Messages of Inspiration and Faith

Edited by Norman Vincent Peale

OUR NEW DEPARTMENT—CHRISTIAN RELATIONS By Maurice Smith

A business man, sleepless, tossing in his Pullman berth, wonders if he has done everything possible to improve working conditions in his plant. As a result, the Bristol Manufacturing Corporation of Bristol, R. I., inaugurates a truly Christian experiment. Maurice C. Smith, Jr., president of the corporation, relates the fascinating story of a new departure for a business concern.

"God is our partner" is a reality in the Bristol Manufacturing Corporation.

Our plant recently created a new department—the Department of Christian Relations. Its head and vice president of our company is Rev. Dale D. Dutton who resigned as Pastor of the Central Baptist Church of Providence, R. I., to take the position.

This department will be devoted exclusively to the service of God and to a policy of unselfishness. Our instructions to the Rev. Dale D. Dutton are simply these, "go about doing all the good you can find to do in this world, and look to God for His leadership, not to the directors or officers of our company."

Three men are responsible for this venture: company treasurer William H. Smith, who is my brother and who originally recommended the idea, Rev. Dale D. Dutton and myself.

First, some of the background. In 1931 a large plant in Bristol, R. I. closed, throwing many men and women out of work. I resigned my position with that company and attempted to organize a plant primarily to provide jobs for these unemployed men and women. The plan was unsuccessful. Disillusioned, I moved from Bristol determined to forget sentiment and make money. Soon I was doing just that in another business.

Started By A Sermon

One Sunday I listened to a sermon that brought me up with a start. The minister seemed to look right into my eyes as he pointed out the responsibility and obligation that business men have toward workers and toward God.

"Any man who has the ability to organize and operate a business and thus provide employment must fulfill this obligation," the minister declared. "If such a man falls in this duty," he continued, "he will bump headlong into this scriptural passage: 'Inasmuch as ye have done it unto one of the least of these, my brethren, ye have done it unto Me.'"

I left the church that morning with my thoughts in a turmoil.

But the minister was not through with me. The following Sunday he again struck home with a devastating thrust. The subject of his talk was: "Emancipation from Fear". In a ringing voice he pronounced that man would never accomplish big objectives if he let fear dominate his thinking.

"But," he said, "a man who will take God as his partner will derive more help from this than from any earthly partnership. One plus God is an army."

"Throw Off Fears"

I sat rooted in my pew. God was never more real than at that moment. He was talking to me through this minister. He read the doubts in my mind. He was telling me to throw off my fears and strike but under His partnership. My obligations to Him and to my fellow men were outlined in terms I could never explain away.

I returned to Bristol and organized a new plant with the help of the people of Bristol, many of whom became employees in this new enterprise. Progress was slow, competition keen, profits non-existent for many years, but there was no question this time of quitting. My life's work was dedicated to helping the people of Bristol, 800 of whom are now employees in this plant.

My friendship with the Rev. Mr. Dutton began in 1943. This friendship soon became rather turbulent because until recently we differed strenuously in many of our



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beliefs. The Rev. Mr. Dutton is a dynamic man, a powerful Christian leader who has the ability to move people into action with his sermons. I felt that some of his ideas were wrong and selfishly wanted him to change over completely to my point of view.

Brother's Idea

The idea for creating the Department of Christian Relations came from my brother. One night while tossing in a Pullman berth he reviewed the many steps our plant had taken to improve working and living conditions of employees and their families. In spite of all this, he could not help but feel that business as a whole was selfish institution.

Would it be possible to create a department that would be entirely unselfish in character, a department dedicated to the service of others, not for the sake of more merchandise nor for publicity? He had in mind a department which would operate as did Jesus Christ nineteen hundred years ago when "He went about doing good".

Yes, there were departments for public relations, for human relations, for personnel relations. Why

not a department of Christian Relations under a man who was deeply spiritual and who had a passion for serving others?

As soon as my brother finished outlining his idea I knew there was only one man for the job—the Rev. Mr. Dutton. When he was offered the position he, too recognized the challenge and the responsibility involved.

Amazing Publicity

Our first intention was to give absolutely no publicity to the department. However, as soon as Mr. Dutton resigned his pastorate, the story broke and the resulting publicity was amazing. As we feared, many misunderstood our motives. We were congratulated on developing a smart publicity stunt and denounced as hypocrites in the same breath. Fortunately, many people believed in our sincerity and their letters have been heartwarming.

May I stress once more that this Department of Christian Relations was not intended to be publicized. It was not created to develop

additional business. It was formed to further tolerance and unselfishness and to make Christ alive to men and women.

Mr. Dutton is paid a salary, has an expense account and is supplied secretarial help. His department operates on a budget, sharing the successes and reverses of the company. If we find need for additional funds over and above his budget we feel that God will supply them by giving us these funds from outside sources.

Not A Chaplain

Our plant has a personnel Relations Department devoting its energies to the improvement of conditions and morale among employees. Mr. Dutton does not act as an industrial chaplain. Employees may come to him with their problems if they wish but they must take the initiative. His main job is outside our plant.

From the hundreds of letters which we have received it would appear that his course of action is fairly well charted. There have been some financial appeals, but

for the most part there seems to be a yearning in the hearts of men and women for a deeper spiritual experience. As an official of a college put it: "We have lost our Christian idealism. Will you come and help us recover it?"

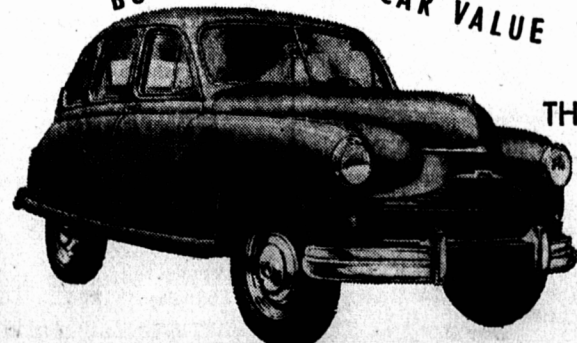
MONDAY — Lowell Thomas, famed radio commentator, describes how the lessons taught him by his remarkable father enabled him to understand the peak experience of his life—a visit to the Holy Land.

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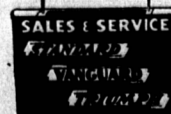


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