



Max Foran's Chevron presentation is a success

Dr. Max Foran addressed the January meeting of the society with a discussion of the early history of Chevron Canada Ltd. His presentation focussed on the career of first president John Galloway, described as a "feisty little guy" who led the company through the early exploratory years in Canada. Chevron went through many corporate incarnations from Standard Oil of California to the California company to Standard Oil of B. C. to Dominion Oil Company and finally to California Standard in this period. Their interest in Canada grew out of a broader world-wide search for new sources of petroleum. Dr.

Foran stressed the importance for many firms like Chevron of the years before Leduc when staff was assembled and many marginal fields were explored. John Galloway had the ability to choose talented employees, many of whom went on to successful careers with Chevron and other firms. Shortly before Leduc, however, Chevron and other companies were thinking of leaving Canada, having had only limited success on the southern plains. The discovery at Leduc by Imperial changed all that and well-established firms like Chevron were well-placed to remain and prosper in Alberta.

PETROLEUM HISTORY SOCIETY ANNUAL MEETING PRESENTATION

John Wirth*

on

The Alberta-California Pipeline Project

Time: 7:30 p.m.

Date: Wednesday, March 9, 1988

Place: Canadian Petroleum Association

3800, 150 - 6 Avenue S.W.

Calgary, Alberta T2P 3Y7

Cost: No charge.

Wine and cheese to follow presentation.

RSVP: Jennifer Thiedemann 269-6721 by March 7.

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Sharing the fame

The Olympics are over, and the crowds have left Calgary. The pride in our city is still there, though, even if the excitement has diminished. We can now talk about the legacy of the Olympics to Calgary -- fine sports facilities, a Canadian Olympic Hall of Fame, precious memories of a job well done.

Calgary also has a legacy of oil and gas history. The industry is still alive and well in Canada and in Calgary. But we must be aware of the vital contributions that thousands of westerners and easterners have made to the petroleum industry during the last century. Awareness is the first step to action. The Petroleum History Society seeks to increase the awareness of Canadians to the valuable legacy we have -- in the artifacts of the oil industry, the records

and photographs of companies and individuals and, finally, the memories of oldtimers.

We urge companies in the oil patch to keep their books, records and photographs, to display them to their staff and the public or to donate them to an institution like the Glenbow. We ask companies to seek professional help in writing their corporate histories, so that a scholarly job can be done on an important part of Canadian history. We seek to get an oral record of the trials, tribulations and triumphs of oldtimers in the industry. In short, we wish to build an awareness in Calgary, in Alberta, and in Canada that will underline that history, and especially petroleum history, is an important legacy we must preserve.

Biography

Historian of Latin America turns to Canada

The Petroleum History Society are honoured to have Dr. John D. Wirth of Stanford University address our annual meeting.

A graduate of Harvard College, Stanford and Columbia, Dr. Wirth has been a teacher and administrator at Stanford since 1965. Among his numerous professional duties has been his membership on the Board of Editors of the Hispanic American Historical Review and the Latin American Research Review. Since 1986 Dr. Wirth has served on the University of California, Berkeley Advisory Committee on Canadian Studies. He was a winner of the prestigious Bolton Prize in 1971 for his first book on Brazilian politics. Professor Wirth's many publications have centered on the history of Brazil in the twentieth century among which is an article on the Brazilian petroleum industry from 1936 to 1953 in a book he edited entitled Latin American Oil Companies. Dr. Wirth has recently turned to a comparative study of aspects of petroleum development in

North America of which his talk on the Alberta-California Pipeline project is a part.

The Publisher

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Submissions on historical topics related to Canada's petroleum industry are welcome. For information on membership or society activities, contact society president W.R. Mclellan (403) 290-2840.

Oil and Gas Development: A geographical Perspective

By Pat Boyle

When we look at the history of the petroleum industry in Canada, it is helpful to have a model that explains its development. The hinterland-heartland concept is a model that geographers use to trace the flows of economic and political interactions between and within regions over time. It is particularly useful in interpreting the rise of the oil and gas industry in Alberta.

The hinterland is characteristically a region of abundant natural resource, such as petroleum, fish, forests, minerals or grain. The heartland is the industrialized core of a nation; in Canada, the heartland has historically been Ontario and Quebec.

There is a traditional view of the heartland as the dominant region, one that exploits the natural resources of the hinterland for its own economic purposes. But that view is too simple. Despite its position of economic concentration, the industrialized core is dependent on a hinterland, like the Canadian west, to provide it with raw materials and with a market for its manufactured goods. Moreover, the export of natural resources from the hinterland promotes a more favourable balance of payments for the whole country, thus enriching the economic status of both regions.

This complementarity between the hinterland and heartland would seem, then, to put them on an equal basis. But does that mean that the historical grievances of western Canada versus central Canada are a product of mere near-sightedness? We must shift our focus from an economic to a political level. The reciprocity in the relationship between the hinterland and heartland lies more in the economic sphere than in the political one of critical decision-making. Politically, the industrialized core is clearly dominant. In the context of energy resources, for example, the decisions made to implement the National Energy Program did not reflect Alberta's needs, but rather those of the federal government. Corporate decisions to cancel mega-projects or to move offices have not always reflected the best

interests of the hinterland of Alberta either.

What we have is a skewing of the relationship of the core and peripheral regions to one of inequality, but still of reciprocity. There will not be equality, for example, when the federal government and multinational corporations possess the advantages of choosing from competing hinterlands within a country (Newfoundland vs. Alberta) or outside the country (Indonesia, North Sea vs. Alberta). The industrialized core also has the advantage of acting from a position of concentration of money, political clout and technical expertise. Historically, hinterlands like Alberta have had little choice in where they have obtained needed capital, manufactured goods or technical knowledge.

In sum, the heartland functions as the effective decision-maker in its relationship with the resource-rich hinterland. Although the hinterland may at times reap windfall profits from the sale and export of its resources, it is still dependent on the political and economic needs and decisions of the industrialized core. If it is in the best interests of the heartland to encourage the sale of resources from a hinterland, resulting in their mutual enrichment, then it will facilitate that development. On the other hand, if there is a competing hinterland for the same resources, the heartland characteristically will make decisions based on its own self-interest and choose the hinterland that best promotes the goals of the core. The dependent and vulnerable position of a hinterland region like Alberta is, therefore, obvious.

One other characteristic of the industrialized core is its role as innovator. Most technical change is initiated in the industrialized core where the technical expertise resides. Only when a hinterland like Alberta possesses the necessary combination of technical experience and productive capacity can it move to the more diversified, sophisticated and stable economy of a heartland region. At that time it will become a major source of technological change. Even then, however, poor access to mar-

(Cont'd, p. 5)

Half a Century Strong

Rick Charland, editor; *Nickle's Daily Oil Bulletin: 50th Anniversary Edition*; Calgary, 1988.

With the completion of this special edition, the editors of the *Daily Oil Bulletin* have presented the petroleum industry with is one of the most important works on its history available, and they are to be commended for their efforts.

The DOB, as it's known, has long been the bible of the petroleum fraternity. Beginning with a single page sheet issued on October 1, 1937 founder Carl Nickle created a publication studied every day by thousands of technical personnel and decision-makers in Calgary's oil patch and across the continent. It contains a wealth of information about current exploration and production activity, land sales statistical trends and so on.

The DOB is not a generalist's publication; it is written for the specialist, and goes to pains to reflect the industry's messages to itself clearly by, for example, carrying news releases verbatim. At least in today's issues, the original writing contained in the Bulletin is not easy to read. It is written by petroleum writers for the oilman.

This background should make it clear why the 50th anniversary edition is so important. It is a collection of nearly 600 pages of writing gleaned from the more than 150 000 pages produced in during the DOB's first 50 years of reporting on the industry. DOB reporting has traditionally been recognized for its technical accuracy and for covering the burning issues of the day. Thus, the 50th anniversary Edition outlines issues with which the industry has been grappling for half a century. From that perspective, this book is the historian's dream.

While the DOB today does not usually contain inspired writing, that has not always been the case. Carl Nickle is himself a good writer, and some of his early efforts are a good read. His report on the test of Imperial Leduc #1, dated February 14 1947, for example, contains this opening passage:

...In the small hours of this morning I shivered in a raw wind while my hand on the flow pipe recorded the steady pulsating of oil heading for the storage tanks and gas heading for the flare....

Not Shakespeare, exactly, but this and the balance of that story do justice to one of the landmark events in Alberta's history.

Charland and his team at the *Daily Oil Bulletin* attended to detail throughout the book: To the extent that the book has chapters, they consist of pages from a year's issues of the Bulletin. Each year begins with a memorable quote from the publication. (My favourite is this one: "No point in getting excited. I've waited 36 years for this day and I reckon the oil will keep for another hour or two until I've had my lunch.") Each year also has a summary of the highlights of that year, so that the reader could get a bird's eye view of the industry's history by simply reading these one-page summaries.

Almost as importantly, the book begins with four excellent essays by DOB staff: One -- somewhat grandly entitled "The Bulletin Tradition" -- recounts the DOB story, and includes important biographical information on Carl Nickle. Another on "Oilpatch issues" is subtitled "The more things change..."; the subtitle gives you the gist.

A delightful essay entitled "A 'Cautiously Optimistic' Review" covers 50 years of industry forecasts. The final essay in this series, entitled "From Doodlebugs to 3D" is a fairly serious study of a half century of technological advances. A small collection of historical photos is the only part of the book which is not outstanding.

Whether you consider the book for its content or for its size (the book is nearly 2 inches thick and uses the legal size format which the Bulletin has adopted since the beginning,) the DOB's 50th Anniversary Edition will be an important addition to any serious petroleum historian's bookshelf.

Peter McKenzie-Brown
Canadian Petroleum Association

The Oral History Project

Completion of the Society's Oral History Project is one of its main priorities. Begun about eight years ago on an informal basis, it acquired serious momentum and focus with substantial funding from the Devonian Foundation, supplemented by interested oilpatch groups. The results were 221 taped interviews, of which 30 were transcribed.

Since oral history, by definition, is first-person reminiscences, the 1980-85 tapes have a kind of "you are there" quality. Topics include: accounts of the Leduc discoveries (and mishaps) from the standpoint of drillers, engineers, and geologists; insights into the Canol Project; plus the implicit impressions of the polyglot background of the Patch that come across through the varied accents and expressions recorded.

Good interviewers also collect added bonuses - photos and documents to enhance the raconteur's impressions of people and events. The Texas History Center's collection of 500 petroleum-related photos is a direct result of its 1952-58 Oral History Project.

But there are still more memories to be recorded of other milestones and discoveries in the Canadian Oilpatch. Also, once all the interviews are transcribed, indexed and cross-referenced, we can establish a cohesive data network with other centres specializing in petroleum history. A man who starts out in Turner Valley, Alberta, may turn up in Swift Current, Saskatchewan, as well as Midland, Texas, or Bogota, Colombia. Researchers anywhere should be able to compare notes for biographic reference, career and company development, as well as technological evolution.

We're ready to go on Phase II - all we need is the money!

Betty Daly
Oral History Project Chairman

Membership

NEW MEMBERS

December 18, 1987 to February 23, 1988

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Axford, Donald
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Mahaffey, Raymond
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Palmer, Howard
Worfor, John

Geography

(Cont's from p. 3)

kets, because of long distances, may hinder the full development of its industrial and technological potential.

**Know Anyone Else
Who Believes
Petroleum
History is Important?**

**Have him or her become a
member. See the Member-
ship Form on Page 6**