



SPRING 1951

THE
TEXACO STAR

CANADIAN NUMBER



McCOLL - FRONTENAC
OIL CO. LTD.

CANADIAN TEAM

This tank truck driver at Saskatoon, Sask., is one of more than 2,000 employees of McColl-Frontenac Oil Company Limited, manufacturers and distributors in Canada of Texaco petroleum products

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Canada's coat of arms is symbolic of its rise as a nation. The crest, shield, and motto ("from sea to sea") honor the English, Scotch, Irish, and French pioneers who wrote the earliest chapters of Canadian history

OUR FRIENDLY NEIGHBORS TO THE NORTH

Our 14,000,000 Canadian neighbors are the best friends any nation could have.

Living side by side in peace, enjoying national cultures that have become closely intertwined across the border, and recognizing that each country is the other's best customer, Canada and the United States demonstrate how nations reap rich rewards by fostering friendship.

Jacques Cartier's voyages in 1534 and 1541 marked the beginning of Canada. Although Cartier and those who followed him did not find what they were seeking—the riches of Cathay—they found a land that quickly produced a fabulous wealth in furs and has since proved to be a treasure-trove of natural resources.

Wrote President J. M. Pritchard of McColl-Frontenac Oil Company Limited (Canadian manufacturing and marketing subsidiary of The Texas Company) in his message to McColl-Frontenac employees last Christmas: "The year 1950 has been a prosperous one for Canada, the sales of our raw materials, farm products, and manufactured goods being larger than ever before. It has also been a year of great progress in our mining industry with further large discoveries of crude oil in Western Canada, and the assured development of the iron reserves in the Quebec-Labrador region."

Mr. Pritchard's words strike a proper keynote for this issue of THE TEXACO STAR. Canada is so vast, so many-faceted, that the following pictures and text of necessity reflect only some of the highlights of Canada and Canadians today in terms of petroleum. The Texas Company feels honored to have this opportunity to salute our friendly neighbors to the north.

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A PUBLICATION OF THE TEXAS COMPANY FOR STOCKHOLDERS AND EMPLOYEES

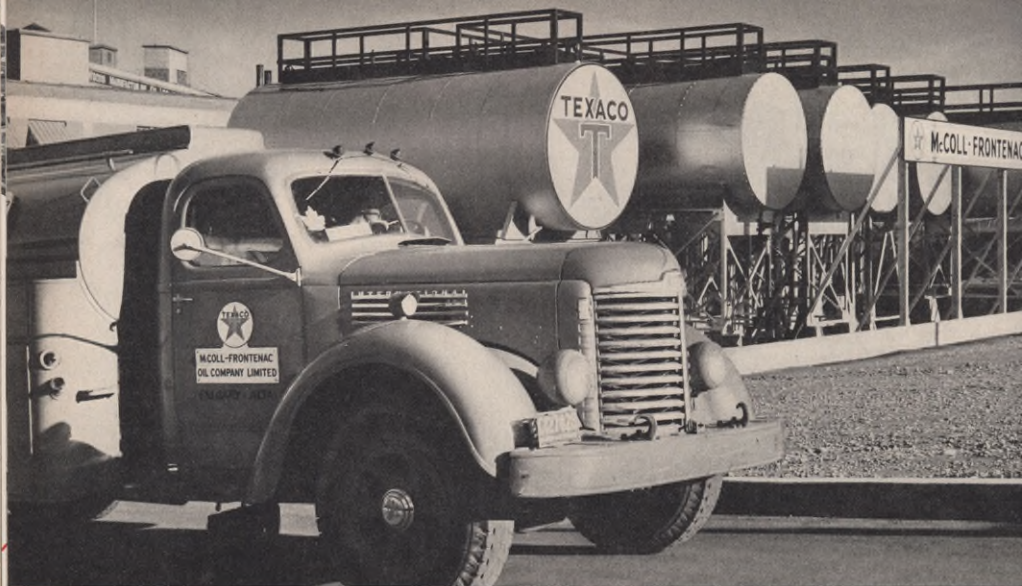
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THE COVER: If you've ever visited Banff, Alberta, you'll recognize this majestic landmark, Mount Rundle—here seen from across Vermilion Lake.



PETROLEUM'S IMPORTANCE in lives of Canadians is symbolized by the automobile. Every second home in Canada has a car, according to a recent survey. Demand for gasoline has doubled in past 10 years. (Above) A tank truck loaded with gasoline pulls out of bulk station of McColl-Frontenac Oil Company Limited in Calgary, Alta.

Growing With Canada



ROOTS OF McCOLL-FRONTENAC go back to early years of Canada's oil industry, when McColl Bros. & Co., Toronto, made and marketed lubricants. For many years McColl-Frontenac products were identified by the "Red Indian" trade mark below



Drive along Canada's highways and you'll see service station signs bearing the Texaco Red Star and the Green T. You'll also see one station after another that looks like Texaco service stations in the United States.

The more than 3,900 places in Canada where motorists can buy Texaco products are supplied by McColl-Frontenac Oil Company Limited, The Texas Company's principal Canadian subsidiary.

McColl-Frontenac (56.39 per cent owned by The Texas Company) manufactures and markets petroleum products throughout the Dominion of Canada almost exclusively under Texaco trade marks. The pre-war coast-to-coast network of distribution facilities shown on Page 8 has roots that go back to 1873, when the partnership of McColl and Anderson was founded in Toronto to engage in the lubricating oil business.

The formation of McColl-Frontenac Oil Company Limited on December 21, 1927, brought together companies that were engaged in refining and distributing

LAST YEAR, McCOLL-FRONTENAC SOLD MORE PRODUCTS TO MORE CUSTOMERS THAN EVER BEFORE

petroleum products: McColl Brothers, Limited (which began with the partnership of McColl and Anderson, a few years later became McColl Bros. & Co., and in 1918 was incorporated as McColl Brothers, Limited) and Frontenac Oil Refineries, Limited.

This is the picture at the time of the merger:

McColl Brothers had a refinery in Toronto and distributed gasoline and lubricants in Ontario and Western Quebec. It distributed lubricants only in the Prairie Provinces—Manitoba, Saskatchewan, and Alberta—and in British Columbia. McColl lubricants carried the "Red Indian" brand name which later identified McColl-Frontenac products and service stations for many years.

Frontenac (which commenced operations in 1926, following reorganization of Nation's Oil Refineries, Limited) operated throughout Western Quebec and in the Ottawa Valley. Its headquarters were in Montreal and it had a refinery at Montreal East.

In 1927, Frontenac acquired the Three Rivers Oil and Gas Company of Three Rivers, Quebec, and during that year also acquired the Tidioute Refining Company of Canada, which had distribution through service stations in the Province of Quebec. Tidioute was founded in 1923 by John McClary Pritchard, who has been President of McColl-Frontenac since 1942.

A little more than a year after McColl-Frontenac began operations, the first annual report issued by the new company informed shareholders that the "Red Indian Trail" extended from coast to coast, that McColl-Frontenac provided "uniform quality and service . . . from Halifax to Vancouver." The company has continued, with increasing success, to serve Canada's growing need for petroleum products and related services.

Texaco products were introduced into Canada—in Alberta, Saskatchewan, and British Columbia—by The Texas Company of Canada Limited, a marketing organization formed in 1928. This company also entered the Eastern Canadian market with lubricants and, later on, introduced Texaco gasoline into Nova Scotia.

Believing in the potential growth of Canada and the Canadian oil industry in general, The Texas Company had acquired, by the end of 1938, a 34.67 per cent interest in the equity shares of McColl-Frontenac. In 1940, The Texas Company sold the assets of The Texas Company of Canada Limited to McColl-Frontenac and received common stock of McColl-Frontenac in payment. These shares, together with shares already held, gave Texaco a substantial interest in McColl-Frontenac. For McColl-Frontenac, the purchase materially improved its network of distribution facilities.



DRUMS ALONG THE ST. LAWRENCE, at McColl-Frontenac's Montreal East refinery, are filled with gasoline that will go by river schooner to Mont Louis, Gaspé Peninsula, for use in pulp wood cutting operations. The ocean tanker has discharged a cargo of crude oil from the Middle East for processing at Montreal Works. Tankers from Venezuela save four days' time by unloading crude at Portland, Me., into pipe line that carries oil on final lap of journey to Montreal



COMPANY-OWNED SERVICE STATIONS, such as this one at Grahams Corners, Dartmouth, N.S., are located at important points across Canada. Representative (Resale) John Kilpatrick (left) frequently confers with Dealer Fraser Conrad

PER CAPITA CONSUMPTION OF OIL PRODUCTS IN CANADA IS SECOND ONLY TO THAT IN UNITED STATES

When McColl-Frontenac acquired the assets of The Texas Company of Canada Limited it acquired the right to use the Texaco trade marks. The company introduced Texaco Sky Chief Gasoline at its service stations in 1940. During subsequent years other Texaco brands were introduced and, in 1947, Texaco signs and trade marks were adopted generally.

In January, 1948, when McColl-Frontenac issued subscription rights to new common capital stock, The Texas Company (through its rights and additional purchases) acquired sufficient additional stock to become majority owner of McColl-Frontenac.

The picture McColl-Frontenac presents today is impressive:

Operations are conducted in all the provinces except Newfoundland. Saleswise, the company (with a list of products numbering about 200) is third largest petroleum marketer in Canada. It employs more than 2,000 persons; holders of common stock shares exceed 6,800, and there are more than 1,700 holders of preferred stock.

The company's refinery at Montreal East, which has all up-to-date facilities, including a fluid catalytic cracking and catalytic polymerization unit, can process 40,000 barrels of crude oil a day. Crude oil from the Middle East, South America, and Trinidad reaches Montreal direct by tanker, or by tanker to Portland, Maine, and then from Portland to Montreal by way of a pipe line. A new, modern refinery of 5,500-barrels-a-day capacity is presently under construction at Edmonton, Alberta, and is scheduled to begin operations this Summer.

A lubricating oil blending and grease manufactur-

ing plant at Toronto Terminal produces practically the full line of Texaco lubricating products. Lubricating oils and greases are blended or manufactured there for all of Canada. A lubricating oil blending plant at Winnipeg, Manitoba, supplements the company's lubricating oil requirements in the three Prairie Provinces. Lubricants are manufactured in both plants from stock oils and raw materials obtained in both Canada and the United States.

Seventeen marine terminal storage plants on the Atlantic Coast, the St. Lawrence and Saguenay Rivers, the Great Lakes, and the Pacific Coast provide efficient service in distributing products to bulk stations.

Three wholly-owned subsidiaries own the company's lake tankers, *Texaco Chief*, *Texaco Warrior*, and *Texaco Brave*, which transport products from Montreal Works to marine terminals. The company also has under long-term charter one additional canal-size tanker as well as five others on yearly charter. Crude oil from the Middle East, South America, and Trinidad is transported by ocean tankers operated under both long-term and trip charter.

The company owns about 150 railroad tank cars and operates approximately 500 more under lease.

McColl-Frontenac owns a 20 per cent stock interest in the Portland Pipe Line Corporation and Montreal Pipe Line Company Limited, which operate connecting crude oil pipe lines between Portland, Maine, and Montreal.

Through a wholly-owned subsidiary, the Antilles Petroleum Company (Trinidad) Limited, McColl-Frontenac engages in producing operations in Trinidad, British West Indies. Practically all of the Trinidad production is shipped to Montreal Works. McColl-Frontenac's position in Canada's crude oil and natural gas production picture will be touched on in "Tapping Canada's Oil," beginning on Page 9.

Manufacturing and marketing Texaco products has a number of important advantages for McColl-Frontenac. Tourists come to Canada already acquainted with Tex-



NEW HOMES ARE SPROUTING all over Canada. In mushrooming suburbs of Edmonton, thriving oil city, a road grader relies on Texaco lubricants



"CAT CRACKER" AT MONTREAL WORKS (top, left) is one of several in Montreal East area, where much Canadian refining capacity is concentrated



AT LAKEHEAD, FORT WILLIAM, MCCOLL-FRONTENAC HAS ONE OF ITS LARGEST MARINE TERMINALS

aco products through The Texas Company's nationwide distribution in the United States. Holders of Texaco National Credit Cards are ready-made Texaco customers in Canada, where their cards are honored by all McColl-Frontenac dealers who sell Texaco gasolines.

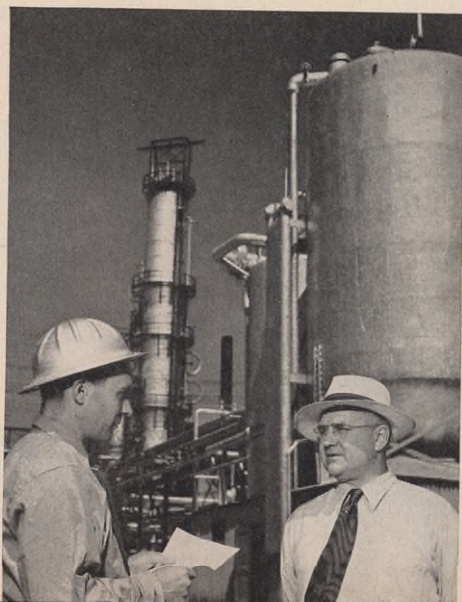
There is a considerable overflow of Texaco advertising into Canada through magazines published in this country and distributed in the Dominion. The world-famous Texaco-sponsored Metropolitan Opera broadcasts are as highly regarded in Canada as they are elsewhere.

The fullest kind of coöperation supports the relationship of McColl-Frontenac with Texaco. The vast technical and research facilities of The Texas Company aid McColl-Frontenac in its refining department operations, for example, thus assuring that products McColl-Frontenac manufactures and markets under Texaco brand names meet all Texaco quality standards.

Expanding in all directions, Canada today—especially under the impetus of petroleum discoveries in Alberta and industrial development now accelerated by defense mobilization—is growing in a tremendous hurry. Petroleum's part in that growth is illustrated by the growth of McColl-Frontenac Oil Company Limited. Indicative of that growth is the sales record made by McColl-Frontenac last year—an all-time peak.

Growing with Canada, McColl-Frontenac may be expected to reach ever-higher peaks of achievement in the future. **END**

PRODUCTION SCHEDULES are topic of conversation for H. M. Bolitho (*right*), Montreal Works Superintendent, and Edward Rosengren, General Operating Foreman. Superintendent Bolitho, who joined McColl Brothers, Limited, in 1926 as a chemist at the Toronto refinery (now inoperative), spends much time in plant. General Operating Foreman Rosengren has been a McColl-Frontenac employe since 1936. Montreal Works processes 40,000 barrels of crude a day, ships finished products by rail, lake tanker, and truck



They Guide McColl-Frontenac



A. A. Magee, C.B.E., K.C.

Chairman of the Board of Directors

Senior member of a Montreal law firm and director of six other Dominion corporations, Mr. Magee comes from London, Ontario. As a General Staff Officer, he won Distinguished Service Order for his service in World War I



J. M. Pritchard

President and Director

Born in London, Ontario, Mr. Pritchard has a background of many years in Canada's oil industry. He is director of nine business firms; president of National Council of YMCA; participates in hospital and other civic activities



T. C. Twyman

Executive Vice President and Director

A Chicagoan of Scotch-Irish-English descent, Mr. Twyman started with Texaco in 1930. He served until 1942, when he joined McColl-Frontenac. He is a director of two other firms, is an active worker in community affairs



Col. Harry T. Klein

Director; President, The Texas Company

President of The Texas Company since 1944, Col. Klein, a Kentuckian, distinguished himself in World War I before joining Texaco's legal staff in 1921. He's been Texaco's General Counsel and Executive Vice President



The Hon. E. L. Patenaude, P.C., K.C.

Director

In law practice since 1899, Mr. Patenaude has served as Canadian Secretary of State and Minister of Justice, was Lieutenant Governor of Quebec Province for six years. He is president of two banks and one insurance firm



R. L. Saunders

Director; Vice President, The Texas Company

Since 1909, when he took a position as Voucher Clerk, Mr. Saunders, a New Jerseyite, has had but one employer—The Texas Company. He came up from ranks to become Vice President in charge of Domestic Sales in 1945



H. W. Thorp

Director

When not occupied with McColl-Frontenac matters, Mr. Thorp is engaged with duties as president of a Canadian paint company and vice president of another firm. He's from Guelph, Ontario, holds two other directorships



L. O. P. Walsh

Director

Born and educated in Manchester, England, Mr. Walsh is a research chemist by training. His vast technical and business background has brought him board chairmanship with one Canadian firm, directorships in 11 others



W. Zimmerman, K.C.

Director

Head of a Toronto law firm, Mr. Zimmerman is a director of nine business firms, Governor of Western Hospital, and a member of Victoria University's Regents Board. He's from Hamilton, Ontario, has practiced law since 1919

The directors and principal officers of McColl-Frontenac Oil Company Limited, pictured on these pages, bring to their tasks of guiding this large Canadian organization a broad background of experience in Canadian as well as American business. Besides men of proven ability in petroleum operations, the McColl-Frontenac Board includes bankers, lawyers, sales specialists, insurance executives, and men who have served in high government positions. There are also experts in transportation, power, and communications, as well as representatives of firms producing chemicals, cement, paper, and other important commodities. These able men, representing significant aspects of Canadian and American enterprise, provide McColl-Frontenac with outstanding leadership.



J. H. Gundy, C.B.E.

Director

Mr. Gundy heads his own investment banking business, covers a wide scope as director of 15 other firms. He served on top Canadian committees in two World Wars, is ex-president of Investment Bankers' Association of Canada



E. P. Taylor, C.M.G.

Director

President of three firms, board chairman of four, and director of 10 others, Mr. Taylor epitomizes high quality of McColl-Frontenac Board. For meritorious work in wartime posts, he was decorated by Canadian government



G. R. Taylor

Vice President and Director

New Englander G. R. Taylor is a graduate of Massachusetts Institute of Technology. He became McColl-Frontenac's Chief Chemist in 1930, was Manager of Refineries, 1938-1941, was elected as Vice President in 1941



T. V. Anderson

Treasurer and Comptroller

Mr. Anderson, a native of Denmark, is a Copenhagen University graduate, worked for a Far East trading and shipping firm before joining McColl-Frontenac in 1930. He became Comptroller in 1939, and Treasurer in 1945



Fred Hunt

Secretary

Fred Hunt came to Canada from England in 1921, after serving with King's Liverpool Regiment. He's been with McColl-Frontenac and predecessor companies since, became Secretary-Treasurer in 1931, Secretary in 1945



H. H. BRADBURN,

McCOLL-FRONTENAC'S

GRAND OLD-TIMER

Pictured at his island home, Isle of Pines, Lake of the Woods, Director and Consultant H. H. Bradburn started working for McColl Bros. & Co., Toronto, in 1893. He was 21 at the time, and as a "traveler" or salesman rode through sections of Ontario with horse and buggy. In 1897, Bradburn was assigned the job of extending the firm's marketing activities to Western Canada. He resided in Vancouver for six years, then moved to Winnipeg, his headquarters ever since. During the Summer months, he handled selling chores in Manitoba and Saskatchewan with the aid of a bicycle (*below*). He became a Vice President when McColl-Frontenac was formed, served until 1945. He's been a Director for years.





"FROM SEA TO SEA"—Canada's motto describes McColl-Frontenac's field of operations. Although Canada is larger in size than the United States and Mexico put together,

more than half of the country's population lives in a relatively narrow belt, not much more than 100 miles wide, that lies close to the boundary between the two nations and

spans Canada from Atlantic to Pacific. How McColl-Frontenac spreads out along that population belt, with a network of distribution facilities, is shown in the map above.

Tapping Canada's Oil

CANADA'S PRAIRIE
PROVINCES HOLD
IMMENSE RESERVES

Of all the exciting developments in Canada today, oil ranks first. The discovery in 1947 of the Leduc field, 20 miles southwest of Edmonton, Alberta, proved what geologists had long maintained—a bonanza of liquid gold was buried beneath the grain fields of Alberta.

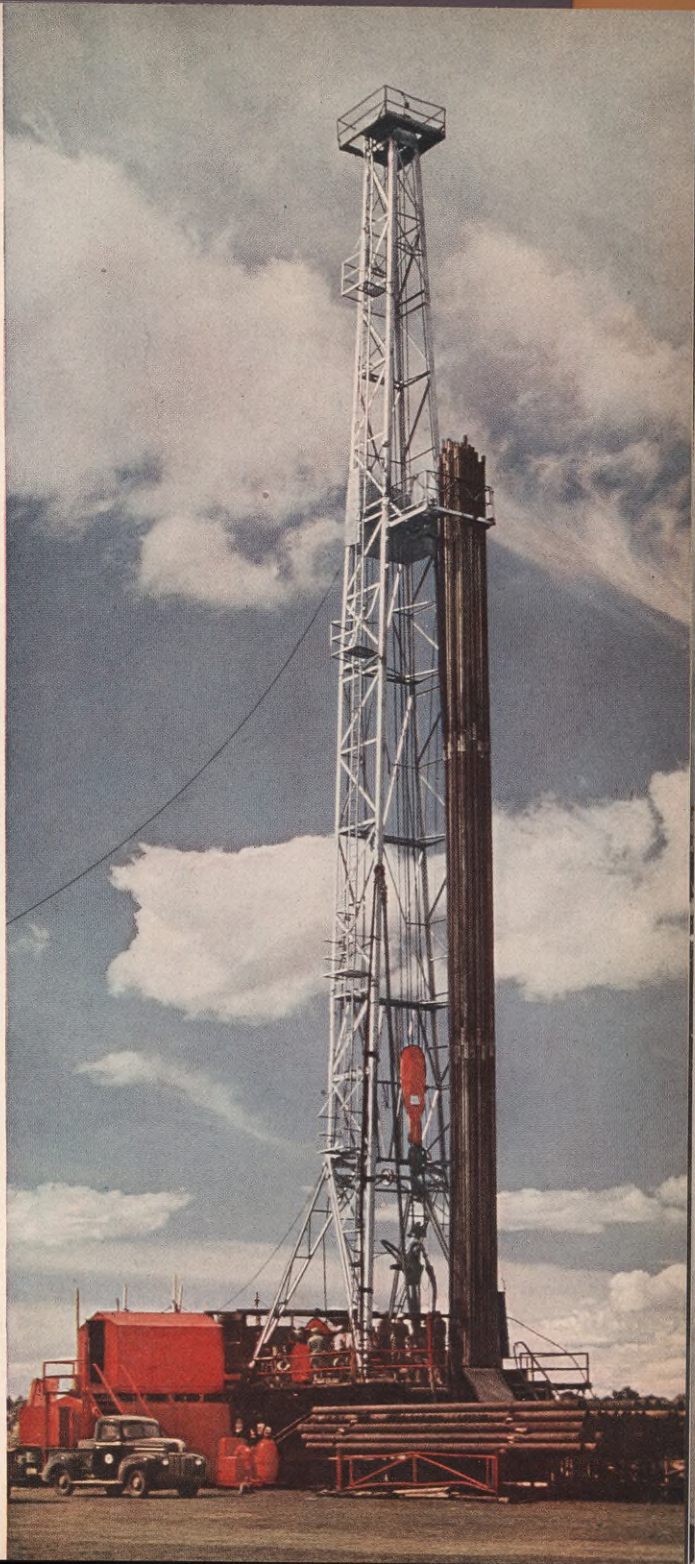
Before the Leduc strike touched off its now world-famous oil boom, the Dominion had only one important oil field—Turner Valley, south of Calgary.

The urgent need for oil in World War II spurred a number of oil companies, including McColl-Frontenac, to search for new reservoirs to bolster dwindling production at Turner Valley. A number of small fields were found, but significant discoveries eluded searchers. While all the "rules" told geologists that oil lay somewhere under the prairies, no one could find it. Millions were spent by companies on exploration that for years brought



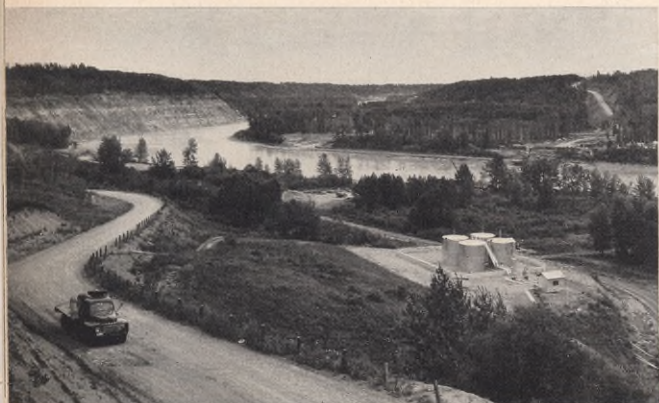
REDWATER FIELD—The Texaco-McColl team's first producing well in Canada was brought in on September 20, 1949, at this spot

TEXACO'S CALMAR NO. 5 HIT OIL





LONG SOUGHT, NOW FOUND: A BONANZA OF LIQUID GOLD BURIED UNDER ALBERTA GRAIN FIELDS



LEDUC FIELD BEGINS ON FAR SIDE of North Saskatchewan River, which will soon be spanned by bridge. Oil-company-built roads, like this one, are a boon to farmers in area



REFLECTION SEISMOGRAPH SURVEY near Wetaskiwin is conducted by Texaco Exploration Company party

OIL-BEARING STRATA EXTEND FROM TEXAS TO THE ARCTIC SEA

nothing but one dry hole after another.

The "one more well" drilled at Leduc in February, 1947, brought to a dramatic close the lean years of unrewarded searching. A great influx of Canadian and American capital, drilling rigs, and exploration crews soon converged on Alberta's wheatlands. Today, exploration has spread from Manitoba to the Pacific.

There are now more than 130 million acres under Crown Reservation or lease in Western Canada. In the "play" are 80 Canadian and 60 American oil firms. Estimated oil reserves discovered in the past three years total about one and one-half billion barrels, plus seven trillion feet of natural gas.

McColl-Frontenac, back in 1939, was among the first to engage in exploratory work that culminated in the present boom. During this exploration, in association with another company, it discovered a substantial natural gas field in the Pakowki Lake area of Alberta, near the Montana border. Negotiations have been concluded for the sale of the field.

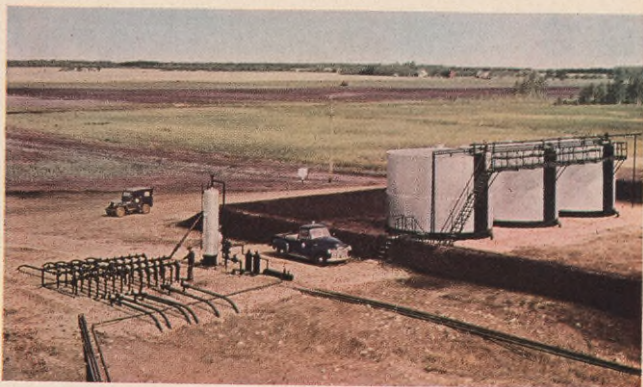
Texaco Exploration Company, a wholly-owned subsidiary of The Texas Company, entered the Alberta "play" as an equal partner with McColl-Frontenac in November, 1947. A stepped-up program of activity ensued, and by the end of 1949, 21 producing wells had been brought in by the Texaco-McColl team. Early in 1950, Texaco took over the entire burden of exploration in Canada. McColl-Frontenac retained a royalty interest and continued to participate to a limited extent in crude oil production.

At the close of 1950, land held by Texaco Exploration and other Texaco subsidiaries and considered prospective for oil and gas totaled nearly three million acres. Forty-one producing oil wells had been completed, 33 in the Redwater field, the rest at Calmar, South Calmar, and South Leduc. McColl-Frontenac's new refinery at Edmonton will process the output of these wells to supply the needs of the Prairie Provinces.

By working together as a team, Texaco and McColl-Frontenac are playing a major part in tapping Canada's oil. **END**



CORE SAMPLE, CUT WITH DIAMOND core bit, shows contact point where oil producing stratum and cap rock join. Core was taken from Texaco Exploration Company well being drilled at Calmar, west of Leduc. A geologist and his assistant are "logging" samples



TWELVE WELLS FEED INTO BATTERY "B" at Redwater field, about 55 miles from Edmonton, Alberta. Crude is excellent for making gasoline as well as lubricants

A FIELD OF OATS IS SETTING for this well "on pump" at Redwater. Production from well will flow to tank battery above. There's only one well to every 40 acres





PARLIAMENT BUILDING AT OTTAWA

Land of Colorful Contrasts

MILLIONS OF TOURISTS SEEK
CANADA'S SCENIC BEAUTY AND
HOSPITABLE RESORTS BY AUTO

It is related by Canadians in Montreal and Quebec City that they have seen automobiles from the States headed for the Laurentians in July (or August) with a pair or two of skis strapped on top. This display of naïveté about Canada, which they claim to have seen, makes them especially eager to have all who live "south of the border" know that the Dominion is a Summer vacationland that rivals the best to be found anywhere.

For the record, the Laurentians are heaven for skiers and tobogganists—in the Winter. In the Summer, you'll find there, and throughout Canada, an abundance of places where you can enjoy all manner of outdoor sports—but, sorry, no skiing, unless you want to climb a peak in the Rockies.

Canada's thriving industrial life is only part of the picture of Canada today. Another part is the country's tourist attractions, to which these and the following four pages are devoted.

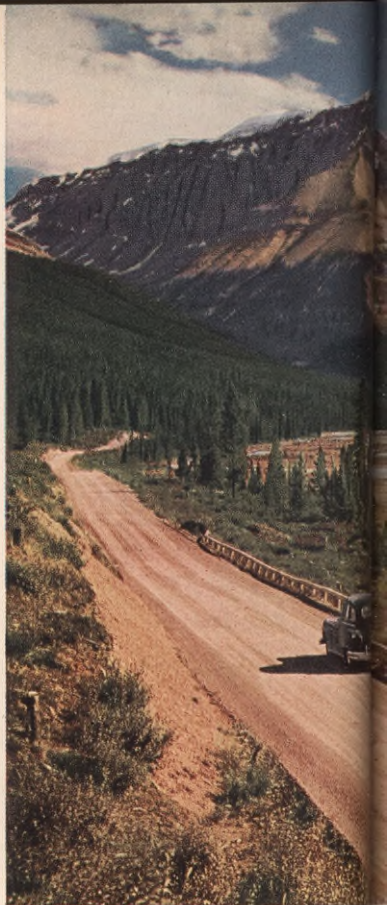
Canada is so large, and its attractions are so varied

and widespread, that the many places to visit and things to see and do in this land of colorful contrasts can only be suggested here.

One thing is certain, though. In all of Canada's provinces you'll find beautiful scenery, friendly people, and an ideal spot to spend a vacation.

The Dominion's great vacationland is readily accessible by automobile. Yearly, millions of tourists from this country cross the border into Canada by car with a minimum of formality. And wherever you live in the States, your Texaco dealer will secure Canadian road maps and route information for you from Texaco Touring Service.

Here, then, is just a sampling of what you'll find if you head toward Canada on a vacation motor trip—and just about any place you go, you'll be able to buy Texaco products for your car at conveniently-located McColl-Frontenac service stations, identified by the Texaco Red Star with the Green T.





THERE ARE 190 MILES OF SCENIC WONDERS TO SEE ON JASPER-BANFF HIGHWAY IN THE ROCKIES



PARKING IS CONVENIENT at this McColl-Frontenac-served garage on St. Louis Street, in Quebec's "Upper City." It faces historic Maison Montcalm



STEAMERS LIKE THIS ONE, docked at Quebec City (Canada's ancient capital), take tourists down St. Lawrence on the famous Saguenay River trip



OTTAWA—A "MOUNTIE" ON GUARD

CANADA INDELIBLY IMPRESSES ITSELF UPON THE MEMORY OF THE VISITOR. FOR EXAMPLE:

Canada is a Royal Canadian Mounted Police constable, wearing the scarlet tunic you've seen in pictures but never before in reality, on guard duty outside the Parliament Buildings in Ottawa.

Ottawa, Ontario—the Dominion's capital—is said by its enthusiastic residents to occupy the most beautiful setting of any capital in the world. The Province of Ontario, with an estimated two million lakes and streams and more than 100 million acres of forest, is the greatest sportsman's country on the continent. Vacationists can find just the place to please them the year around in this land of lakes and woods where game and fish abound. Annually, millions of Americans choose Ontario for vacation fun.

Canada is a group of French-Canadian boys and girls, on a Saturday evening in August, singing folk songs, miming, and dancing on Dufferin Terrace, the wide



YACHTING IS POPULAR with many residents of Victoria, B. C., on Vancouver Island. These craft belong to members of yacht club at Cadboro Bay

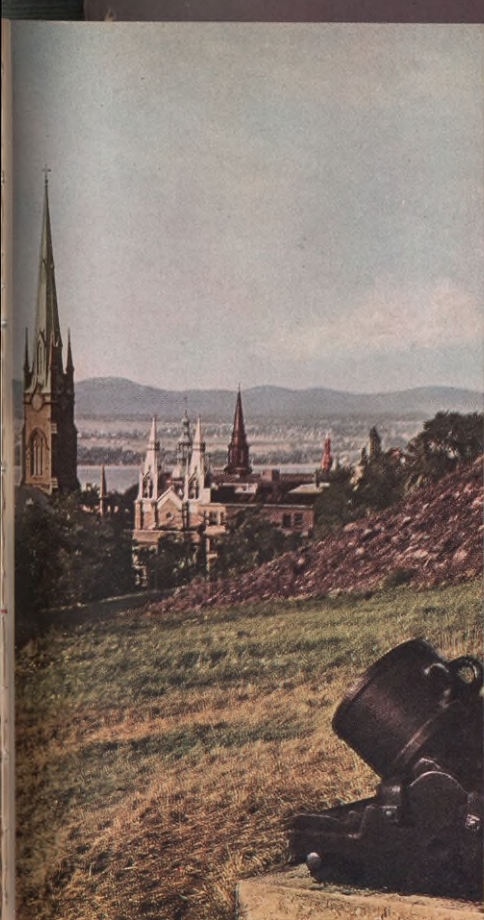


LOGS IN "HOLDING GROUND" at Three Rivers, P. Q., await processing in paper plant, will eventually go, as newsprint, to Chicago, St. Louis "dailies"

promenade "deck" alongside the towering Chateau Frontenac in lovely Quebec City.

In the daytime, from this vantage point, there's a breath-taking view of the mighty St. Lawrence River, which flows beyond Canada's ancient capital for hundreds of miles before entering the Gulf of St. Lawrence. French Canada is picturesque Quebec Province, where the old and the new blend graciously in a region that was originally settled in the earliest days of Canadian history and is now famous for historical landmarks and vacation resorts.

Canada is fishing for salmon, early in the morning, from a small boat lazily chugging back and forth across the mirror-smooth surface of Saanich Inlet, a long, narrow indentation on the eastern coast of Vancouver Island that slices down from the north almost to the outskirts of Victoria, Canada's flower-decked garden city.



OLD WORLD ATMOSPHERE of Quebec City is captured in this view of church spires at sunset. Camera fans note: the picture was taken near the entrance to The Citadel



ATTRACTIVE SHORE LINE of St. Margaret's Bay, near Halifax, N. S., frames whale boats (foreground) which were used to train Royal Canadian Navy



CANADA'S GREAT COSMOPOLITAN CITY, Montreal (above) is where McColl-Frontenac has its executive offices in Royal Bank Building (left of dark cupola)

High above you, to the west, the spectacular Malahat Drive skirts the edge of the inlet's steep side, and (as the morning advances) you see tiny figures of tourists, flanked by imposing totem poles, at a chalet lookout that affords a sweeping view of the mainland. Victoria, the capital of British Columbia, is readily reached by car-carrying ferry from Seattle and Port Angeles, Washington. This beautiful city's mild climate, famous flower gardens, and English atmosphere attract visitors all through the year.

Canada is a walk through Dominion Square in the heart of the great cosmopolitan city of the nation—Montreal. Here, in a metropolis where two races, the French and the English, mingle and where the tapestry of history provides a rich and colorful background for modern living, you are just a step from fine hotels, restaurants, and department stores.

What is now the Island of Montreal was the site of the Huron-Iroquois village of Hochelaga that Breton sea-captain Jacques Cartier visited in 1535. "Montreal" originated in the name he gave the mountain behind the village—"Mont Royal." Today, one of the great highway entrances to Montreal from the south is the Jacques Cartier Bridge.

Canada is a drive along the south shore of Nova Scotia, one of the Maritime Provinces, just after a Summer shower has given way to brilliant sunshine. Along such deep sea inlets as St. Margaret's Bay, the intense greens of forest and field are in vivid contrast to rock-strewn shores of grey and the blue-green water beyond. Colorful contrasts . . . in the Maritime Provinces as elsewhere in the Dominion . . . constantly delight the visitor in Canada. And, as millions of visitors have discovered, a good way to see Canada is by car.



BOW RIVER VALLEY, BANFF—CARES ARE EASILY FORGOTTEN WHEN YOU SEE THIS VIEW

ATHABASKA GLACIER—IT'S ONE OF THE COLUMBIA ICEFIELD'S NINE ICY "TONGUES"





MALAHAT LOOKOUT, VANCOUVER ISLAND

YOU'LL FIND SOME OF NATURE'S MOST SUPERB HANDIWORK IN THE ROCKY MOUNTAINS OF CANADA

More than anywhere else in Canada, nature's majesty is apparent in that renowned vacation paradise of magnificent peaks, valleys, forests, lakes, glaciers, and streams—the Rocky Mountains.

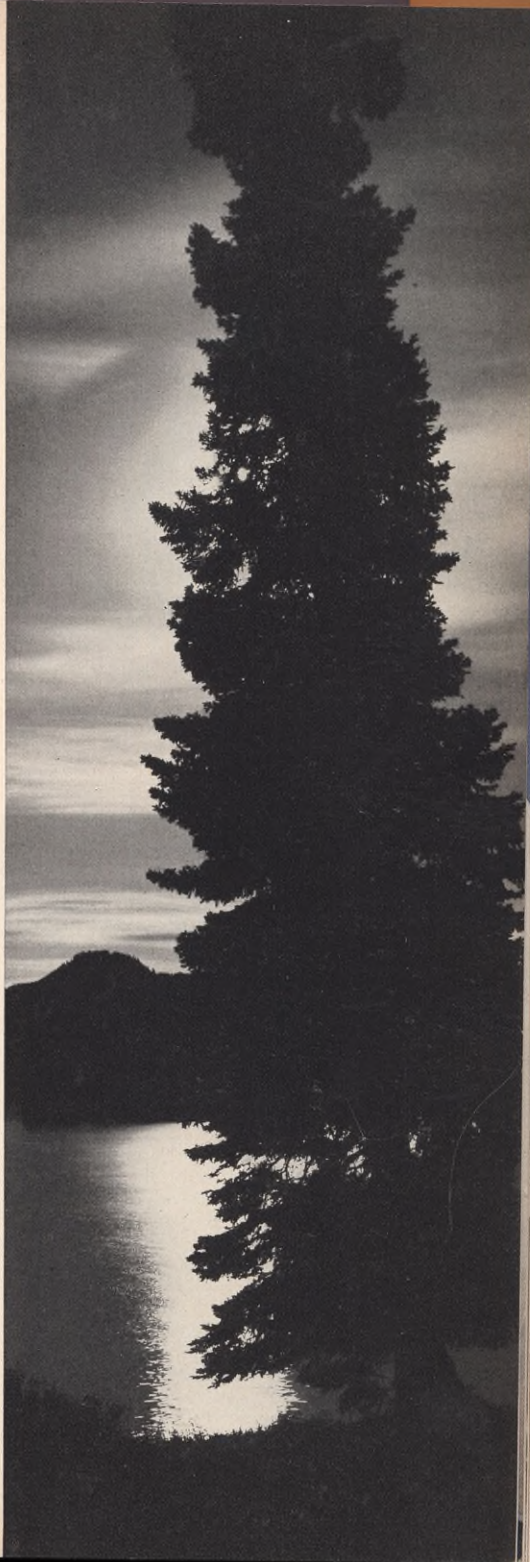
If you want the thrill of a lifetime, take a motor trip through Banff and Jasper National Parks in Alberta. These and other mountain playgrounds are within easy driving distance of the border.

Two of the many unforgettable scenes that await you are pictured at the left. The Bow River valley, as viewed from Banff Springs Hotel at Banff, presents the panorama at the top. Notice the golf course stretching along the river at the right, and the sun bathers (who, incidentally, have a choice of swimming in either an indoor or an outdoor pool) basking in the foreground. Golfing and swimming are typical activities you can enjoy at this and other resorts in the Rockies. If you want to fish, climb a mountain, play tennis, ride a horse, or just relax, you'll find the mountains are also "just right."

Massive remnant of the Ice Age and largest expanse of ice in North America below the Arctic Circle, the Columbia Icefield (one of whose nine glaciers is shown at lower left) is the roof of the Canadian Rockies, the source of rivers that flow through a quarter of this continent. It is one of the many scenic wonders you can see when you drive along the Jasper-Banff Highway.

The vacation you've always longed for is within easy reach in Canada. And if you go by car, you can count on nearly always being within easy reach of a McColl-Frontenac service station. **END**

MOONLIGHT'S SOMETHING SPECIAL IN ROCKIES





From Halifax to Vancouver, this combination of signs stands for friendliness, service, and travel comfort for motorists

...at the Texaco Sign

WHERE MOTORING PLEASURE BEGINS

No matter where they drive in Canada, motorists from the United States can be sure they will encounter courtesy, top-quality Texaco products, and excellent service at McColl-Frontenac service stations. There they will find Sky Chief and Fire-Chief Gasolines, Custom-Made Havoline Motor Oil, and other dependable Texaco products. Marfak Chassis Lubrication, similarly well-known to auto owners in all parts of the States, is also available to motorists in Canada who want to enjoy smooth, "cushiony" driving and longer-lasting protection for their cars. Going the Texaco way, vacationists who head north can look forward to pleasant motoring. As they drive from province to province, from one Texaco sign to another, they will find the best friend their car can have in Canada is the McColl-Frontenac dealer.

TEXACO NATIONAL CREDIT CARDS ARE HONORED WHEREVER TEXACO GASOLINES ARE SOLD IN CANADA

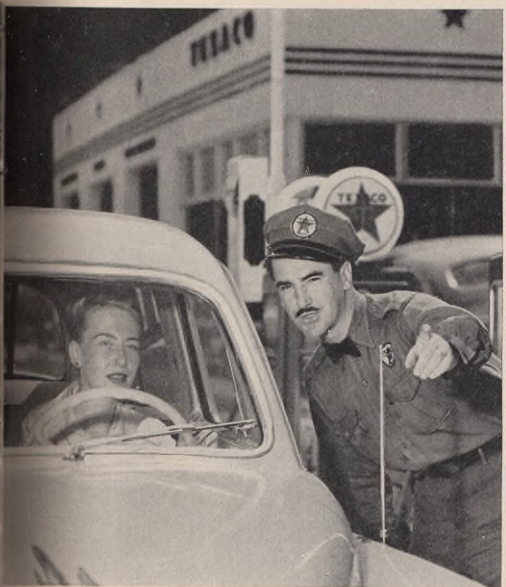




"FRESHENING UP" in spotless surroundings of McColl-Frontenac service stations is appreciated by American motorists who make trips to Canada



TEXACO TOURING SERVICE is provided by McColl-Frontenac. Dealers use their knowledge of local conditions to supplement information on maps



SOME OF CITY'S HIGHLIGHTS are pointed out by French-Canadian Henri Turcot, a McColl-Frontenac dealer on Côte des Neiges Road, Montreal



A PLEASANT "AU REVOIR" sends tourists on their way from Dealer Turcot's station, known for good service as well as high-quality Texaco products

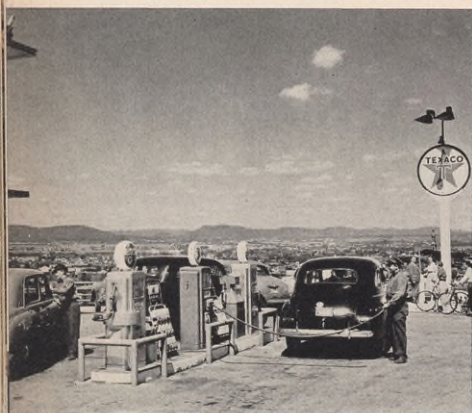


WESTERNMOST McColl-Frontenac service station is located at Port Alberni, Vancouver Island, B.C., about 40 miles from the Pacific Ocean



EASTERN CANADA is represented by station overlooking Bedford Basin, near Halifax, N. S., convoy gathering point in both World Wars

YOU'LL FIND TEXACO ACROSS THE 4,000-MILE BREADTH OF CANADA



PANORAMIC VIEW of world-famous resort playgrounds in the Laurentian Mountains greets you at this station in historic Quebec City



WATERFRONT STATION on Dows Lake, Ottawa, is handy to boat owners. Cruisers can reach it from St. Lawrence by way of Rideau Canal



PYRAMID MOUNTAIN towers over a strategically-located fueling spot for cars at Jasper, in heart of colorful Jasper National Park, Alberta



WHEN THE SUN GOES DOWN and the lights come on, stations like this one in Calgary stand ready to serve night drivers in the Dominion

Serving Canada's Industry



SAFE AND EFFICIENT TRANSPORTATION depends on good petroleum products. Discussing the subject are McColl-Fontenac's J. L. Curran (*left*) and official of firm that operates about 500 buses in the eastern part of Canada

McCOLL-FRONTENAC SERVES INDUSTRY WELL IN THE WORLD'S FASTEST-GROWING COUNTRY

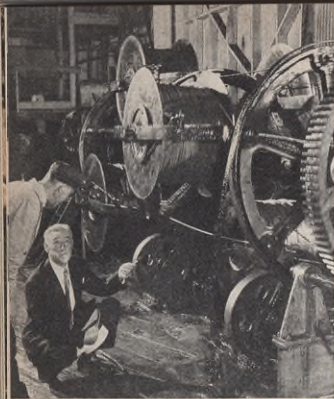
Like the ocean tide rolling in over the coastline, Canada's industry keeps surging ahead.

Actually, the Dominion's business outlook has expanded steadily for the past 100 years, but it was not until a dozen years ago that industrialization began on a really big scale. The present industrial boom was largely inspired by the needs of World War II, gathered momentum in the early postwar period, and now appears

likely to continue unabated for many years to come.

Canadians have shown indomitable spirit in wringing their success from rugged terrain. They have worked hard and long to produce food from soil and sea, to reap the forest harvest, and blast minerals from beds of solid rock. Their efforts have raised the Dominion to seventh ranking among the industrial powers of the world, with present volume of production reaching 80 per cent above that of 1939.

Canada is now third in world trade, being topped only by the United States and the United Kingdom. On a per capita basis, she is today a larger importer than even the United Kingdom, and three times larger than the United States. All this in spite of the fact that our



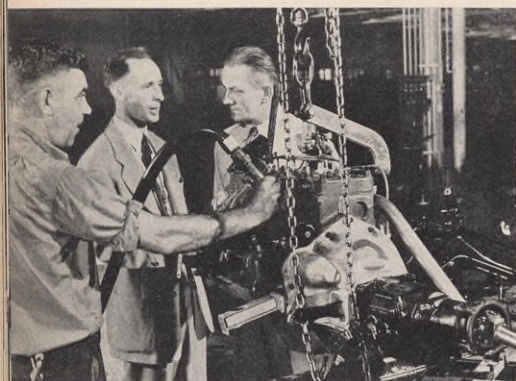
VANCOUVER—McColl-Frontenac serves Dominion's largest wire rope producer



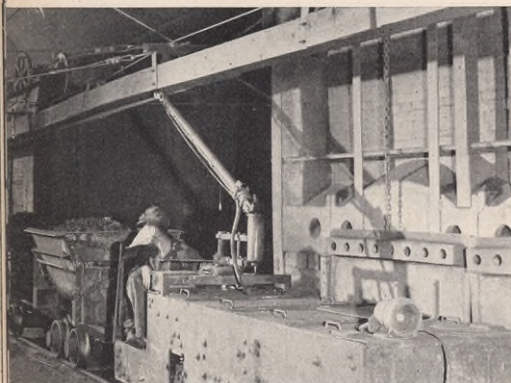
SASKATOON—Rural electrification and other power supply projects mark Canadian progress all over the nation



VANCOUVER ISLAND—Texaco Diesel is used in engine hauling these Douglas fir and cedar logs to lumber



TORONTO—Crankcase of auto engine on assembly line is being filled with "drive-away" oil, one of Texaco products McColl-Frontenac supplies here



SUDEBURY—Texaco lubricants perform rugged chores in the nickel mining and smelting operations that are concentrated in this rocky region of Ontario

MUCH OF CANADA'S WEALTH STRO

neighbors to the north make up less than one per cent of the world's population.

From "A for asbestos" to "Z for zinc," the tremendous industrial growth which the Dominion is currently experiencing is based on harvesting her natural resources.

In power and mineral output, Canada has become twice as large a producer in the past 12 years. Steel production is two and one-half times greater, and aluminum output five times what it was in 1939.

In wood pulp production, Canada is second only to the United States, and provides 80 per cent of all the newsprint required in the United States. She also furnishes Uncle Sam with 97 per cent of the nickel and 96 per cent of the asbestos he needs. Her deposits of uranium, titanium, gold, iron, lead, copper, and coal further increase Canada's importance in a fast-moving atomic age, as North Atlantic Treaty nations strive together to build the democratic arsenal.

Today, Canada stands at a higher level of prosperity than in any other year of her history. Oil has done much to make this possible.

The country's recently-discovered Western abundance of fuel in the form of oil and gas will stimulate further rapid development, with an attendant rise in population, establishment of new factories and power plants, and gradual transformation from an agricultural to a more diversified and stable economy.

Canada's national income in 1950 was \$14,000,000,000, which represents a 226 per cent rise from \$4,289,000,000 in 1939. Her gross national production, or the sum of all goods and services, was \$17,500,000,000 in 1950, a rise of 213 per cent from the 1939 figure of \$5,598,000,000.

As the industrial tide sweeps forward, McColl-Frontenac Oil Company Limited is expanding its marketing



HALIFAX—The McColl-Frontenac man goes aboard a Texaco-lubricated sealing and fishing craft that is in port



BAMBERTON, B. C.—At this cement plant, Crater (for exposed gears) is among Texaco products that are in use



WINNIPEG—This meat packing firm also uses Texaco industrial oils in the plant

FROM INDUSTRIES PICTURED HERE

activity in the industrial fields. Texaco petroleum products for industry are available to Canadian consumers through the nearly 200 strategically-located McColl-Frontenac distribution points in Canada.

Already one of the largest marketers of industrial lubricants in the Dominion, the company serves about 1,700 industrial enterprises.

McColl-Frontenac's service to Canadian industry parallels The Texas Company's service to industries in the United States.

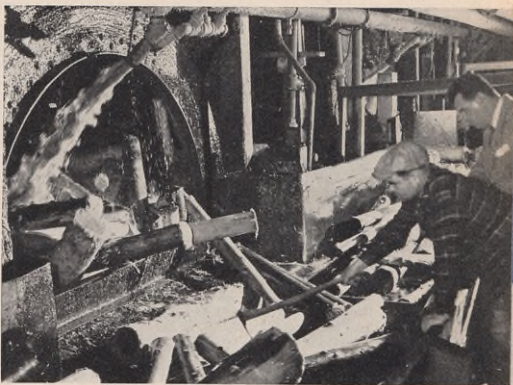
McColl-Frontenac lubrication experts stand ready to lend a helping hand wherever it may be needed. They scrutinize a firm's lubrication problems from all angles, make recommendations on the basis of conditions in a particular plant or establishment.

These lubrication experts are equipped with thorough technical knowledge and experience in the fields in which they operate. Throughout their work, they draw on the wide technical and research resources of The Texas Company.

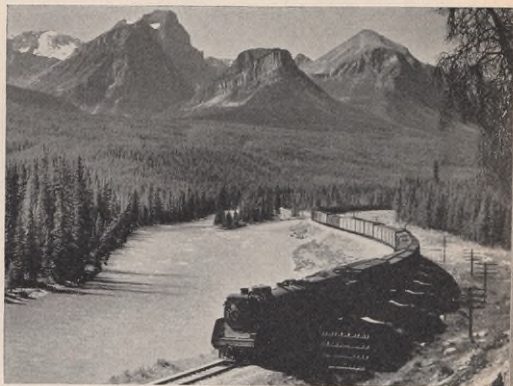
They find, too, that manufacturers' recommendations of Texaco products in the United States back up the McColl-Frontenac organization in its marketing of Texaco products for industry in all parts of Canada.

One has only to examine the map on Page 8 to know where McColl-Frontenac is active in Canada. With a careful eye on the tide of development, the company follows closely the expansion of the country's industrial frontiers.

Whether in a mine at Sudbury, where the world's largest concentration of nickel is located; aboard a Diesel-powered fishing vessel in Halifax; or in a wire rope factory in Vancouver, McColl-Frontenac lubrication experts—and Texaco petroleum products—are serving Canada's industry. **END**



THREE RIVERS—Lubricants have to be tough to withstand constant water wash in this revolving drum where bark is knocked off logs of pulp wood



ROCKY MOUNTAINS—Canada's great transcontinental rail lines are among the vital industries that McColl-Frontenac has ably served for many years

BRIEF AND TO THE POINT—ABOUT CANADA

ACROSS THE BORDER

Best proof that the American visitor is welcome in Canada is the fact that border regulations for tourists between the United States and the Dominion have a minimum of red tape.

An American citizen entering Canada does not need a passport. However, since he must present proof of American citizenship upon re-entry into the United States, he should have with him a certified copy of his birth certificate, a baptismal record, a voter's certificate, military discharge, or some other form of positive identification



The first to operate in Western Canada, this locomotive was brought to Winnipeg from the United States in 1877, by barge on the Red River. Winnipeg, a great rail center, has the largest marshaling yards in the world

as a citizen of the United States.

Naturalized citizens of the United States should carry naturalization certificates, while non-naturalized United States residents must have re-entry permits.

For his personal transportation, a visitor to Canada may bring his car into the country duty-free. In the Dominion, as in the United States, he should be sure to carry his car registration and driver's license at all times.

Tourist permits may be extended up to six months from date of entry. Personal effects, sports gear, and other equipment to be used on vacation are also permitted in Canada, duty-free. Such equipment must be checked in with the Canadian Customs officer at the point of entry, and checked out through Customs upon departure.

Each resident of the United States who has been in the Dominion for 48 hours may bring into the United States—duty-free—articles aggregating \$200 in value. After 12 days' residence in

Canada, each returning American citizen may bring back articles whose aggregate value is \$500. In both cases, the articles must be for personal or household use, and must not be intended for resale.

No deposit is required for the entry of dogs and other animals, but a licensed veterinarian's certificate showing a dog has been rabies-inoculated within the past six months must be presented.

WESTWARD HO!

During the past decade, tremendous population shifts have occurred in Canada, with people moving from rural to urban areas, and from one section of the country to the other.

As in America, the trend has been toward the Pacific. British Columbia, like the American states of Oregon, Washington, and California, has recorded a population rise nearly three times the percentage population increase in the whole of Canada.

WHAT A SURPRISE

Like everything else in Canada in 1951, the story of McColl-Frontenac, one of the Dominion's leading petroleum refining and marketing companies, reflects how wrong was the observation made by a historian less than 100 years ago, that "seven-eighths of this immense surface . . . are doomed to eternal sterility from the excessive severity of the climate, which yields only a scanty herbage to the reindeer, the elk, and the musk ox."

How surprised would be this same historian if he could know what vitally-



The oldest house in Canada, the Jesuit House at Sillery, near Quebec, was recently transformed into a museum, is located near bluff where Wolfe launched historic attack against Montcalm in the year 1759



Life-size models of Brontosaurus (above) and other prehistoric animals which roamed Alberta plains millions of years ago are features of natural history exhibit at St. George's Island Park in the city of Calgary

needed natural resources—nickel, asbestos, lead, platinum, copper, zinc, uranium, petroleum, iron ore—have been found in that "seven-eighths." He would be astounded by the Dominion's record as a producer of lumber, wood pulp, fish, newsprint, livestock, and grains, and by the contribution Canadian industry is making in the great build-up of military strength in the North Atlantic Treaty nations.

He was proven wrong by his failure to consider the Canadians themselves. A people of complex background, they have worked hard to bring Canada to the fore. Their ability to build a strong nation has won an important place for Canada in the international scene.

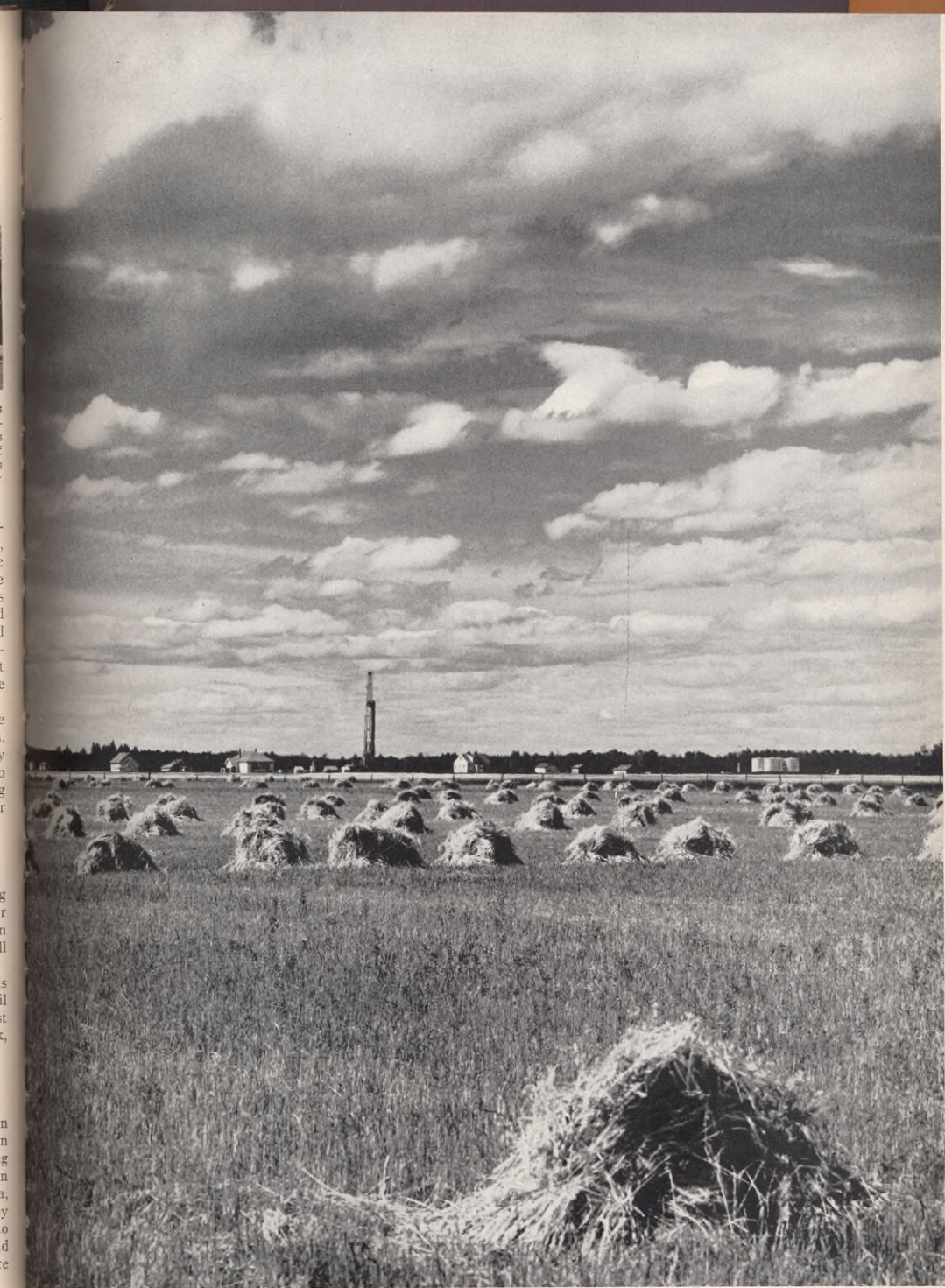
CANADA'S FIRST WELL

The Dominion's first oil well was dug in "gum beds" at Oil Springs, near Petrolia, Lambton County, Ontario, in 1858, a year before the Drake Well was drilled in Pennsylvania.

The gummy substance from this Canadian well produced a light oil when boiled in a retort. Canada's first flowing well was drilled at Black Creek, near Oil Springs, in 1862.

HINT TO VACATIONISTS

Persons who desire information on what to see and where to stay in Canada can get full details by writing a letter or post card to the Canadian Government Travel Bureau, Ottawa, indicating, if possible, the district they plan to visit. If you're planning to drive and want to obtain specific road information, there's no better source than your Texaco dealer.



DRILLING RIG AT CALMAR

Portable drilling rig, under contract to Texaco Exploration Company, is a lone sentinel on far side of this Alberta farmland dotted with stooks of barley

