

CA2ALEA
A56
1948 c.2

ALBERTA LEGISLATURE LIBRARY



3 3398 00433 3950

LIBRARY
MAY 19 1948

*Legislative
Board*

Alberta Provincial Library



FOURTH ANNUAL REPORT
of the
DEPARTMENT OF ECONOMIC
AFFAIRS
of the
PROVINCE OF ALBERTA
1948



FOURTH ANNUAL REPORT
OF THE
DEPARTMENT OF ECONOMIC
AFFAIRS

OF THE
PROVINCE OF ALBERTA

1948

EDMONTON, Alberta.

TO HIS HONOUR,
J. C. BOWEN,
Lieutenant Governor of the Province of Alberta.

SIR:

I have the honour to transmit herewith the Report of the Department of Economic Affairs for the year ending December 31st, 1948.

I have the honour to be, Sir,

Your obedient servant,

A. J. HOOKE,

Minister of Economic Affairs.

February 15th, 1949.

ANNUAL REPORT, 1948

Edmonton, Alberta,
February 10th, 1949.

TO THE
HONOURABLE A. J. HOOKE,
Minister of Economic Affairs,
Edmonton, Alberta.

SIR:

I have the honour to submit herewith the fourth Annual Report of the Department of Economic Affairs for the period January 1st to December 31st, 1948, in accordance with section nine, The Department of Economic Affairs Act, Chapter 2, R.S.A. 1942.

During the year under review a complete reorganization of the department has been undertaken and the work of the department enlarged. Duties of the Industrial Development Board, formerly attached to the Department of Industries and Labour, were assigned May 8th, 1948, and the staff transferred to this department. Similarly some of the duties of the Audio-Visual Aids Branch of the Department of Education-maintenance and distribution of films-was taken over by us June 9th and that office transferred from the Terrace Building to the Legislative Building.

The Film and Photographic Bureau has been considerably enlarged both as to scope and in staff and a screening room, film room and a dark room for developing have been built. Prior to April 1st, on which date I assumed office, this bureau consisted of three staff only and naturally its activities were curtailed accordingly. The staff now includes a Film Commissioner, an artist, a stenographer, two photographers and three clerks maintaining and shipping films. The latter services are constantly increasing as more and more schools, societies and associations desire the loan of films for educational purposes. This branch is now equipped, apart from the Audio-Visual sphere, to undertake any number of still photographs for Government purposes and a limited supply of motion picture films (16 mm.) at very much less cost than formerly was possible.

A cameraman will be added to the staff April 1st next to assist in directing and filming motion pictures and at least six films should be produced, complete with sound, before the end of the year. It is hoped this branch will be able to carry out all the photographic requirements of the Government.

Progress by the Alberta Travel Bureau was considerable during 1948. It is estimated a total of approximately 800,000 tourists visited Alberta during the year spending no less than in the neighborhood of seventeen and a half million dollars. Two hundred and twenty-five thousand automobiles are said to have entered the province.

A radical change in operation is contemplated in this branch this year, and rather than spend large sums of money on advertising, expenditures will be made instead to provide a more personal contact with the traveller. With your approval, a touring lecturer will be employed to visit the neighboring provinces and the Pacific Northwest States to encourage, by means of addresses and the showing of motion films, tourists

ANNUAL REPORT, 1948

to Alberta. This official will also encourage industry to the province by advertising, by word of mouth and the distribution of literature, Alberta's natural resources, oil, coal, gas and agricultural products, etc. University students (five in number) will be stationed at ports of entry on the United States-Canadian Border to advise and enlighten American tourists on Canadian travel and tabulate complaints, if any, made by returning visitors. It is also intended the Travel Bureau will assist in the inspection of tourist cabins, restaurants and rest rooms with a view to improvements where necessary. The latter are often very much in need of greater supervision and in cooperation with the Department of Industries and Labour, oil companies, garage operators and municipalities, this can and must be accomplished. A new travel booklet is already being printed, mostly made up of picturesque photographs with only limited printed matter. It will be an all color production and should prove the most attractive yet produced by the Department.

With the assistance of the Department of Public Works a tourist cabin is contemplated at the "cross roads" near Macleod, Alberta, where tourist visitors to Alberta can be supplied with information on roads, hotel or cabin accommodation, available entertainment, sight-seeing and other holiday information. The cabin while maintained by the Government will be, if provided, operated by the Pacific Northwest Travel Association. It will be equipped with a teletype machine connecting Calgary and Banff and we hope also Edmonton, if the necessary arrangements can be made in the latter case.

I attended the Pacific Northwest Travel Association Convention at Sylvan Lake, Black Hills, South Dakota, in September in company with Dan E. C. Campbell, Director of Alberta Travel Bureau, and R. D. McLean, Public Relations Officer. The meeting was a successful one and much benefit accrued to Alberta. I was appointed official representative of the Government on the Alberta Section and have since attended all meetings. There was a large attendance at the Sylvan Lake convention and particularly so from Alberta.

The Publicity Branch of the department has also been reorganized with E. S. Bryant, the new Director, in charge. An improved system is being installed and all publicity and advertising (other than legal advertising) will be carefully scrutinized by a committee of three, including myself. Advertising in large lots will continue to be subject to bid. Newspaper and magazine advertising generally however will be, during this year, curtailed to a minimum, and other forms of publicity substituted.

Alberta's industrial promotion in 1948 was recognized as an outstanding campaign, not only in advertising circles but by industrialists and business executives to whose attention it was directed. The 1948 campaign to promote development of Alberta's industries was a continuation of a program begun in 1947. To tell Alberta's story, advertising space was used in leading industrial and business publications in Great Britain, the United States and Canada. Outdoor billboards were used in Eastern Canadian centres and direct mailing pieces were sent to nearly 11,000 executives in Great Britain and in America. A smaller yet intensive campaign is being planned for 1949.

A large exhibit was shown in 1948 at the Canadian National Exhibition and Royal Winter Fair at Toronto and acclaimed an overwhelming success. This comprised a large map of Alberta with flashing lights operated by push buttons indicating the

ANNUAL REPORT, 1948

location of the natural resources in the province, with sound giving a brief history of each as and when depicted on the map. The whole was surrounded in a native wood frame with colored photographs of Alberta. This year it is proposed to exhibit at Toronto at both the National and Agricultural Fair and at local fairs throughout the province and establish a permanent exhibit in the Legislative Building. The Toronto shows will be new in design possibly including colored 16 mm. motion pictures.

A Government publication "Within Our Borders" is now issued monthly through the Publicity Branch, the first release being made on June 15th. This has been especially well received by the public as witnessed by numerous letters of appreciation received, and our mailing list for this publication has more than doubled during the year. I wish to thank Mr. Peter Elliott, Executive Secretary to the Premier, for his assistance in the preparation of "Within Our Borders", he having acted as "Editor." The clipping and information service of the department will in future be under the jurisdiction of the Publicity Branch.

The Immigration Branch under Mr. J. Ferguson is to be congratulated on the immigration of new settlers to Alberta in conjunction with "Alberta House," London, England. Without precedent hundreds of families from the United Kingdom were established in the province and employment and accommodation found for them with very little dissatisfaction. The wonder is that there were not more complaints considering the difficulties in employment in some cases and the shortage of housing. The greatest difficulty in Alberta's immigration scheme in 1948 was not in obtaining immigrants but in restricting the number and type to those only who could be satisfactorily absorbed into the Canadian way of life. Policy in 1949, according to your instructions, will be a continuation of this practice with even a still more careful check and screening of applicants. Those brought to the province in 1948 were from all walks of life and included tradesmen, technicians, farmers, doctors, teachers and almost all occupational groups.

"Alberta House" in England was officially opened at 37 Hill Street, Berkeley Square, London, April 1st, 1948, with R. A. McMullen, formerly Public Relations Officer in Edmonton, in charge as Agent General.

As already stated the Industrial Development Board with W.H. Thomson in charge was transferred to this department May 8th, 1948, and incorporated with Economic Research. This branch of the service, titled Industrial Development and Economic Research Branch, it is proposed, will be in charge of an industrial engineer but will otherwise function as formerly with however increased activity towards greater encouragement to industry and trade. An economic survey of established industry and of the resources of the province will also be commenced during 1949. Thanks are due members of The Industrial Development Board who in 1948 gave of their time and energy to the advancement of trade in Alberta. Their work is continuing with renewed interest into 1949 with the prospect of brighter possibilities for the development of business, and 1949 should prove an encouraging year with greater facilities in the department towards that end.

Cultural activity was pressed forward wherever possible as time and appropriation permitted with increased grants to libraries by Statute. The report of that branch of the

ANNUAL REPORT, 1948

department is based on the work of four boards and the activities of R. MacDonald, Co-ordinator. The Alberta library Board held three meetings in 1948; the Alberta Music Board three meetings; the Alberta Drama Board two meetings and the Alberta Visual Arts Board two meetings. One meeting was also held of the combined boards comprising music, drama, and visual art. Much credit is due to the untiring efforts of the members of these boards for their valuable work and assistance during the year and for their accomplishments.

The Public Relations Office has fulfilled an important role. During 1948 R. D. McLean, Public Relations Officer, attended eighteen important public functions on behalf of the Government when he, to a large extent, was responsible for the arrangement of them. Many seemingly lesser engagements also received attention. Distinguished visitors were met by the Public Relations Officer and the courtesy of the Government extended to them. Mr. McLean also assists in every way possible in the reception of immigrants and acts as Office Manager for the department.

A synopsis of the individual reports filed by each branch or bureau of the department containing the appropriate information necessary is appended. The entire report of The Geographic Board of Alberta is included. This Board is also to be commended on its work.

A "Geographical Names Act" is being presented for consideration at the 1949 Session of the Legislature.

Adoption or amendment to Legislation in 1948 included the following. The present citation is given for reference.

The Agent General Act, Chapter 4, S. of A. 1948

The Economic Research Bureau Act, Chapter 8, S. of A. 1948

The Public Libraries Act, Chapter 13, S. of A. 1948

In conclusion may I gratefully acknowledge the cooperation and assistance rendered me by members of the staff of the department especially by senior officials, and friendship shown me generally in the Service on assuming my duties as Deputy Minister and for your confidence in me in appointing me to the position.

All of which is respectfully submitted.

RALPH R. MOORE,

Deputy Minister.

ANNUAL REPORT, 1948

ALBERTA TRAVEL BUREAU

Increases over the 1947 figures were recorded in all phases of Alberta's tourist industry for 1948. This applies to the number of visitors to the province, total expenditures of these visitors and the number of automobiles entering Alberta through customs points. The picture for 1949 in these respects will be much better, because most of Alberta's tourist highways will be completely paved or rebuilt by the .

During 1948 tourist camp accommodation in the province increased considerably. One hundred and seven tourist camps with nine hundred and eighty-seven units were licensed at points outside the National Parks, as compared with eighty-five which operated in 1947. Twelve entirely new camps and two hundred additional units are anticipated for 1949. Tourist accommodation in the National Parks was expanded also, and one large fully modern hotel was built in Banff. Nevertheless, an increase in accommodation facilities, especially in Edmonton, is still urgently needed.

In accordance with a program approved by a special committee appointed for the purpose, the promotional efforts of the Travel Bureau for 1948 included a publicity campaign involving newspapers, radio, television and newsreels in the United States; advertising in United States and Canadian magazines and some newspapers; and radio stations in Alberta and in the Pacific Northwest States. An official Alberta road map, prepared by the Highways Branch of the Department of Public Works, a new travel promotion picture booklet, with some color, were published. An information booklet, containing accommodation and rate data, resorts, historic sites, etc., was revised and reprinted.

In addition to these, the Travel Bureau distributed literature produced by the Information Bureau and the Canadian Travel Bureau at Ottawa, as well as folders and booklets published by numerous resorts, dude ranches, etc.

In cooperation with the Pacific Northwest Travel Association the Alberta Travel Bureau participated in travel shows at Detroit, Chicago, New York, Oakland and Los Angeles.

Results of the above publicity media far exceeded expectations. Five short subjects were produced and found complete coverage through forty-four channels which included major newsreel companies and television. Events featured were the summer ski meet at the Columbia Icefields, the Calgary Stampede, Leduc oilfield development, the fire at Atlantic No. 3 well, and the motorcycle hill climbing championship at Calgary.

During 1948, a new record was established for newspaper, news features and pictorial publicity for Alberta. Containing more than half a million lines, this free publicity would have cost nearly a quarter of a million dollars on a minimum cost basis.

Nine travel posters for use on counters and window fronts all over the continent were produced during the year, and two displays, consisting of action-scenic photographs and promotion literature on the province, were staged in the concourse of the R.C.A. Building in New York City.

During 1948, tourist attractions in Alberta were advertised through eleven American publications and twenty-three Canadian publications, as well as nine radio stations covering the

ANNUAL REPORT, 1948

Pacific Northwest. Fifty-seven spot announcements were used by each station.

Coupon advertising during 1948 drew eleven thousand five hundred and twenty-six requests for road maps, literature and other information. In addition twelve thousand six hundred and forty requests were received as a result of publicity, advertising which did not carry coupons, travel bureau and other contacts, to bring the total number of inquiries to twenty-four thousand one hundred and sixty-six.

At the end of the 1947 season some publications on Alberta still remained and these were distributed during 1948. Including the 1947 publications one hundred and eight thousand six hundred picture booklets, fifty-three thousand one hundred and twenty information booklets and one hundred and six thousand one hundred and fifty road maps were distributed in 1948 making a total of two hundred and sixty-seven thousand eight hundred and seventy pieces of literature for the year. Approximately sixty-five thousand windshield stickers were distributed to visiting motorists.

During the summer season, from June 1st to October 1st, a weekly road report was compiled and distributed to approximately one thousand eight hundred tourist bureaus, service station and resort operators, hotels, border points of entry, etc. Prepared in map form this service met with tremendous approval, and it is hoped that it will be continued during 1949.

Numerous requests were received for information, either in the form of special articles or as material from which staff writers on newspapers and magazines might compile their own stories. Fullest cooperation was extended also to Blair Fraser of Maclean's, to representatives of Outdoors Magazine, the Southan Press, Toronto, the Saturday Review of Literature, New York, Holiday Magazine, and the New York Times. All these contacts, and many more, resulted in special feature articles on Alberta, which were published during 1948 or will appear in 1949.

A large number of calls were made on the Director of the Bureau in many and varied capacities. These included speaking engagements at meetings held both in the province and in nearby American States. Assistance and information was given to individuals many of whom followed through with the construction of tourist cabins and related projects in the province. Negotiations were successfully completed for the opening on June 3rd of a tourist information bureau in the Provincial Building under the joint auspices of the City of Edmonton and the Chamber of Commerce. In addition to supplying road and other information to thousands of visitors, it also obtained accommodation in private homes for more than six thousand persons. Other activities of the Bureau included making arrangements for special groups of tourists and parties; one of which was an expedition under James Murphy of Albuquerque, New Mexico, into the Nahanni River Valley; another of which was a scientific party from St. Louis, Missouri; a third being a group of American editors. Travel conventions were attended during 1948, all of which resulted in the establishment of better relations and broader publicity for Alberta.

These are but some of the undertakings carried on by the Alberta Travel Bureau during 1948. Space does not permit a continuation of the activities, but it is hoped that those listed will serve to show something of the way in which Alberta's tourist industry is being built into one of the leading factors of our provincial economy.

PUBLICITY OFFICE

It has been rightly said that the eyes of the world are on Alberta. In many ways this province is one of the most favored places on earth, and because this is so, the task of directing and encouraging greater interest from those who would help in our social, industrial and economic development becomes less difficult.

Along with other branches of the Department of Economic Affairs, the Publicity Office moved into new quarters early in 1948. This enabled facilities to be expanded and greater service to be given. A graphotype, an addressograph and a mimeograph were purchased during the year, and these machines were used extensively for mailing and for duplicating copies of news and other releases.

Throughout the year mailing lists totalling more than twenty five thousand carefully selected names and addresses were built up, all of which are kept constantly up to date.

Apart from Legal Notices, all government advertising is issued to the daily and weekly press and to other periodicals by the Publicity Office. On instruction from the department concerned, the advertisement is prepared and, after it has been approved is sent to the desired publication. In 1948 a fairly constant volume of advertising was handled in this way.

Major publicity pieces of a general nature distributed during the year were Alberta Nature's Treasure House, and Alberta Canada, a new booklet written by C. Fred MacNally primarily for school use. Your Opportunity in Alberta continued to be in demand until stocks were exhausted.

Demand for the 1947 Annual Oil Review was extremely keen, and copies of this booklet, as well as the Semi-Annual Oil Review were soon exhausted. Alberta's Non-Metallic Minerals, while written prior to the year under review, was designed and printed early in 1948. This little booklet, as well as others prepared and distributed by the Publicity Office, is handsomely illustrated with pictures taken by the Film and Photographic Branch of the Department of Economic Affairs.

Within Our Borders, a monthly publication designed to inform the people of government services which are available to them, proved to be extremely popular. Seven issues were distributed to the end of 1948, and the publication was well over eleven thousand copies. The publication has replaced many smaller leaflets which had formerly been prepared for each of various government departments, and greater coverage at less cost has resulted. Information, features and illustrations in this publication have been reprinted by various other papers.

In the field of promoting Alberta's industries and resources, the 1948 campaign was actually the latter half of a two year program. As before, advertisements about opportunities in Alberta were run in six English, seven American and twelve Canadian publications, all of which were carefully selected as reaching the desired market. In outdoor advertising, a total of one hundred and forty-six panels were displayed in Toronto, Ottawa, Hamilton, Windsor, London, St. Catharines, and Mitchell.

Four mailing pieces consisting of folders on coal, oil, natural gas and tar sands, were sent out at regular intervals to nearly eleven thousand leading industrialists in the United States and England. In the case of coal and tar sands, actual

ANNUAL REPORT, 1948

samples of the products were included with the folders.

The display which was set up at the Canadian National Exhibition and again at the Royal Winter Fair in Toronto played an important role in promoting interest in Alberta's resources.

A brief analysis of some of the letters requesting information about Alberta shows that inquiries were received from every State in the Union, every province in Canada, as well as Great Britain, France, Australia, Holland, Ireland, Tunisia, Cuba, India, Spain and Alaska.

One further result of the campaign, linked with spectacular developments in the field of oil, was the tremendous expansion of news coverage given to Alberta during the year. News-gathering agencies and newspaper editors are increasingly aware of what is taking place in this province, with the result that in 1948, literally hundreds of newspapers and periodicals throughout North America ran copy about the Alberta scene. It is true that stories of oil headed the list, but farming and ranching, manufacturing and mining, and many other phases of life in the province were all covered intensively.

Three new displays, one illustrating the advantages of Alberta's large school divisions, and two for industrial promotion, were designed and constructed during 1948. These are of a permanent nature, and it is anticipated they will be used extensively in the future.

In addition to the foregoing a large number of articles were written on requests received from a wide list of publications. These appeared in such leading publications as Western Business and Industry, Clay Products News, Oil Forum, Canadian Finance, Western Pulp and Paper, and others. Information and data were also provided for a number of annual publications and encyclopaedia.

Other assignments completed during the year included radio programs written for regular weekly broadcasts, a script and commentary for motion pictures (a type of work to be greatly expanded during 1949) and a comprehensive description of the province which was prepared and printed for use overseas by the Office of Alberta's Agent General.

The clipping service was carried on as in former years until September 30th, 1948. After that date the Office was reorganized and the service made sufficiently comprehensive to enable it to be enlarged as desired. This necessitated sorting and storing all out-dated files in alphabetical and chronological order, and setting up new files by which the former service would be continued on a greatly expanded basis. The objective of the service is to provide the Ministers each week with all news clippings relating to their respective departments, and to maintain complete files for continuous use. Such information is also clipped as may be of value to all M. L. A.'S and to civil servants.

The information service was inaugurated in the latter part of the year under the Department of Economic Affairs. This will provide every M.L.A. of Alberta with a copy of news items relating to various departmental activities, together with authentic news relating to the province as a whole.

During the year this Office collected and compiled material for the revision of the booklet, Progress in Alberta, which was subsequently printed in an abridged form entitled, These Are The Facts, and will continue to a much greater degree to formulate similar facts for publication in 1949.

ANNUAL REPORT, 1948.

IMMIGRATION BRANCH

The economic and industrial development which the Province of Alberta has experienced in recent years suggested to the Government a need for the immigration of suitable persons who would bring the technical skill and experience required by such a program of expansion. Furthermore, it was felt that an opportunity should be given to carefully selected individuals and families in Great Britain to establish themselves in the province. An immigration policy was then adopted to promote the movement of carefully selected people from the United Kingdom in particular who, with their skills and experience, would lay the foundation for new industries and enrich the economic and cultural life of the province.

Shortly before the beginning of 1948, an office was set up in London, England, under the personal direction of the Honourable A. J. Hooke, Minister of the Department of Economic Affairs, for the dissemination of factual information about Alberta and for screening prospective immigrants. Interest in the provincial plan was intense with many thousands making application in person or by mail. Of these only a small percentage could be given definite encouragement.

In addition to the essential process of careful selection, three other factors had a direct bearing on the new plan. One was the limitation placed by the Bank of England on the amount of capital which could be transferred from the sterling area to Canada. At first the amount was set at one thousand two hundred and fifty pounds a year for four years, but early in 1948 it was reduced to two hundred and fifty pounds yearly over the same period. This placed a severe handicap on Alberta's newly launched immigration plan, and necessitated even greater care in the selection of prospective immigrants.

In Edmonton, the Immigration Branch was established early in February. Its initial purpose was to deal with correspondence and to assemble information on matters relating to immigration for the London Office. Upon arrival of the immigrants the duties of the Branch included arranging for their reception and to offer advice and assistance where necessary in the establishment of newcomers in employment and accommodation. This service was provided not only to those who came to Alberta under the Government plan but also to numbers who came independently from all parts of the British Commonwealth. In carrying out its duties the Immigration Branch received full cooperation from various professional and trade organizations, as well as the National Employment Offices, and gained valuable assistance from various religious denominations, service and social clubs throughout the province.

No financial aid of any kind was given to any immigrant under the Alberta plan. The applicant had to satisfy officials at Alberta House in London as to character, health, skills, adaptability and necessary funds. He was told that while the Alberta Government does not guarantee either employment or housing accommodation, every effort would be made by the department to obtain both.

Before leaving the United Kingdom every immigrant was made to understand that the housing situation was grave and that if a job were not available in his own trade he must be prepared to accept other employment.

It was on this basis that the plan was operated during 1948.

ANNUAL REPORT, 1948

No change, other than an improvement in screening methods and wider distribution of immigrants over the province, is anticipated for the 1949 season.

CULTURAL ACTIVITIES BRANCH

Under the Cultural Development Act, provision was made for setting up individual committees or boards to foster activities and interest in libraries, drama, music, handicrafts and related cultural subjects. Prior to 1948 organization of a library Board, a Music Board and a Drama Board had been completed. In 1948 a Visual Arts Board was organized, and finally a Provincial Arts Board, consisting of the chairmen from the three Arts Boards already functioning. This completed the organizational work for the year.

Following is the membership of the various Boards associated with the work of the Cultural Activities Branch:

Alberta Library Board

Miss Louise Riley (Chairman)
Miss Marjorie Sherlock
Miss Flora Macleod
Mrs. E. E. Morton
Mr. Duncan Innes

Alberta Music Board

Mr. H. G. Turner (Acting Chairman)
Mr. Clayton Hare
Mrs. G. M. Egbert
Rt. Rev. Arthur E. Sovereign
Mr. Richard Eaton

Alberta Drama Board

Mr. Alan Macdonald (Chairman)
Miss Betty Mitchell
Mrs. David W. Hays
Professor R. H. Orchard
Mr. Gwilym Edwards

Alberta Visual Arts Board

Professor H. G. Glyde (Chairman)
Mrs. P. J. A. Fleming
Mr. E. E. Poole
Mrs. W. Wilson
Mr. P. H. Henson

The Co-ordinator of Cultural Activities acted as Secretary to all boards.

Libraries

In addition to holding three meetings during the year, members of the Alberta Library Board engaged in developing library service throughout the province. Library aids, such as book lists and a manual book on repairing, were prepared and distributed. During the year the Co-ordinator or his assistant visited over half the authorized libraries in Alberta, thus establishing a much closer liaison between them and the Board.

A new Public Libraries Act, which received assent on March 31st, 1948, increased maximum book grants from \$300.00 to \$500.00 per year. Provision also is contained in the Act for the encouragement of regional library service.

At the end of the year under review there were seventy public libraries and six branch libraries operating under the Act. Applications for grants during 1948 showed an increase of more than \$4,000.00 over the 1947 payments. Four library scholarships of \$250.00 each were awarded by the Government of Alberta during the year.

In 1948 rural librarians were again assisted, through payment of travelling expenses, to attend a short course organized by the University Extension Department. Arrangements are now under way to provide for the training of library apprentices,

ANNUAL REPORT, 1948

which will include a summer school short course at the University of Alberta. It is hoped that such measures will provide at least temporary relief for the existing shortage of trained librarians.

Music

During 1948 the Alberta Music Board was concerned with school and district musical festivals. A basic syllabus to be used as a guide for committees interested in this work is being prepared.

Recorded concerts with appropriate program notes were made available to rural communities. Two libraries, one composed of records donated by individuals and organizations, and the other consisting of concerts loaned by the Provincial Institute of Technology and Art, were collected. During the latter part of the year fifteen communities took advantage of this service.

In the early part of 1948 arrangements were completed for the University Mixed Chorus to present two concerts in Calgary. These were much appreciated. A tour of seven centres in the southern part of the province was also arranged, but due to flood conditions, this had to be cancelled.

Drama

Although the Alberta Drama Board had only two meetings during 1948, its work of encouraging interest in drama throughout the province was greatly appreciated. Assistance was arranged by the Board for a drama group to attend the Provincial Drama Festival at Medicine Hat. An exchange of plays between the Calgary Civic Theatre and the Edmonton Community Theatre was promoted, a new venture, which it is hoped, will develop further. Assistance was also extended to Calgary's Workshop 14 and the Edmonton Community Theatre, both of which represented the province at the Dominion Drama Festival held in Ottawa. The festival was also attended by Mr. MacDonald, during which he was appointed to the executive committee of the Board of Governors, the only representative on that body from west of the Great Lakes.

Art and Handicraft

This new Board, organized to deal with all matters relating to art, handicrafts, etc., got underway in June. In close co-operation with groups such as the Federation of Canadian Artists (Alberta Branch) and the Alberta Society of Artists, plans were made for art exhibition circuits. It is hoped that regular exhibitions will be sent to rural points from Calgary and Edmonton during the coming year.

Two handicraft display trunks, each containing five trays, were made by the Department of Public Works. These will be filled with examples of Alberta art and handicrafts, and with instructive pamphlets covering each of the subjects displayed, will be available to those interested.

General

Issue of a quarterly news letter was undertaken in June. Its purpose was to present a regular report and commentary on the work of the Boards and the Branch generally to all those expressing their interest. Three letters were distributed to a mailing list of over two thousand and much favorable comment was received.

During the summer months the Branch cooperated with the

ANNUAL REPORT, 1948

National Film Board and the Superintendent of Elk Island National Park in the presentation of a series of open-air entertainments. An innovation this year, the concerts were so well received as to guarantee their continuation during 1949.

FILM AND PHOTOGRAPHIC BRANCH

From the first of the year until March 31st, 1948, the Photographic Section carried on as it had for several years past as a part of the general Publicity Branch. Government pictures were taken by one photographer and the negatives were developed and finished by commercial firms. On April 1st the Film and Photographic Branch was organized. Additional staff including a second photographer and a color artist were secured, and a start was made on processing of still pictures, using equipment already in the possession of the department.

Toward the latter part of June the new quarters were ready for occupancy. These consist of a modern fully equipped dark room, a sound-proofed 16 mm. projection room and offices for the Director and staff members. Quarters for the Provincial Film Library were also provided at this time.

As in the past, emphasis during the last seven or eight months of 1948 was placed on the production of black and white still photographs. Those were supplied in large numbers for the use of various Government departments and for publication in newspapers and magazines in Canada and the United States. It was found that costs were cut in half on smaller photographs and even more substantial savings were made on the production of larger sizes by using our darkroom facilities. Additional advantages were found in better quality prints and faster service.

During 1948, over six thousand prints, ranging in size from 5 by 7 inches to 20 by 24 inches were produced. This was in comparison with slightly over three thousand prints for the fiscal year ending March 31st, 1947. In the same period approximately three hundred new negatives were added to the permanent files of the Branch.

Through the cooperation of the Department of Public Works the Branch was able to reduce the cost of framing a picture (11" x 14") from \$6.20 in 1947 to \$3.50 in 1948. One hundred and ten pictures were mounted during the year, of which all but ten were hand tinted.

A considerable number of natural color photographs were taken in 1948. These were supplied to "Holiday Magazine," to the Dominion Fur Breeders' Association and others. The 1949 Tourist Booklet is made up largely of the department's own color photographs, which has resulted in an outstanding production for a substantially lower cost. In this connection it is worthy of note that the Film and Photographic Branch was the second studio in the province to produce natural color photographs by the dye transfer process, one example of interest being that of the World Wheat King for the Department of Agriculture.

The production of motion pictures, also in natural color, was given considerable emphasis during 1948. More than five thousand two hundred feet of film were exposed, either by the Branch itself or under contract. Features included oil activities in Alberta, land clearing, wild life and threshing operations. Two films were well advanced at the end of the year. One of these featured irrigation and forest conservation, and the other

autumn activities in Alberta. These two films, complete with sound, will be released early in 1949.

In regard to motion pictures, it should be noted that all exposed film not used in current productions has been placed in a footage library, to be drawn on for future use. In this regard, too, fullest cooperation has been extended to the National Film Board, both in the use of equipment and films, and in shooting sequences for the Board.

The organization of the Provincial Film Library was begun shortly after April 1st. Two staff members were transferred from the Department of Education, and a start was made on centralizing all films, film strips and slides in one library. At the end of 1948 the library contained approximately one thousand six hundred and fifty films, one thousand three hundred and twenty-five film strips and eighty-four sets of slides. While each department does its own bookings, the work of repairing, reconditioning, shipping and distribution of all library materials has been done by the library staff. From April to December a total of fourteen thousand three hundred and forty-two items were shipped to Alberta schools and other similar audiences. When one considers that every item shipped by the library must be checked and repaired, the amount of work involved becomes impressive.

In addition to the above program, activities of the Film and Photographic Branch during 1948 included twenty-three showings of films to various organizations which have requested this service.

INDUSTRIAL DEVELOPMENT BOARD

The Industrial Development Board is composed of members representing various cities and sections of Alberta. Their work is to discuss with inquirers the industrial possibilities and opportunities of their own particular district and to promote by all possible means the industrial expansion of the province as a whole. Each member is to be commended for the contribution he is making to progress in Alberta.

Membership at the close of 1948 was as follows:

Alderman S. F. Scott, Medicine Hat.
Mayor J. A. Jardine, Lethbridge
Wm. Anderson, Industrial Commissioner, Calgary
J. L. Morgan, C. A., Drumheller
M. M. Cunningham, Red Deer
Graham W. Curtis, Industrial Commissioner, Edmonton
W. H. Thomson, Department of Economic Affairs, Director

In spite of unfavorable conditions which may be said to have existed generally, Alberta's industries experienced unprecedented expansion during 1948. This did not just happen, but was the result of sound advanced planning. A total of thirty-two new industries were established in the province, representing new capital investment of over thirty million dollars, and giving employment to over one thousand two hundred people. In addition to new industries, eighteen already established in the province expanded their operations involving capital expenditure of well over one million six hundred thousand dollars and giving employment to another seventy-five people.

At the end of 1948 the Industrial Development Board was carrying on confidential negotiations with numerous other industrial firms

with every possibility that many more major industries will be established in Alberta as a result. These include tanneries, pulp and paper mills, a plywood factory, chemical plants, a calcium carbide plant and many others.

More than four hundred and sixty-eight inquiries were received during the year. As well as this number by mail over two hundred and twenty-five individuals made personal calls on the Director seeking information and statistical data. Eighteen surveys were made by our Advisory Committee for the Alberta Industrial Corporation, covering applications received by them from new companies requesting financial assistance.

The Director attended the Canadian Manufacturers' Annual meeting at Toronto, the Chemical Engineers' Annual Convention at Montreal, and the World Trade Fair held in Toronto. Contacts made at these meetings were followed up by correspondence.

During the year the Board prevailed upon Mr. G. D. Mallory, Director of Industrial Development for the Department of Trade and Commerce at Ottawa, to visit Alberta. The importance of this visit cannot be over-estimated. Mr. Mallory was greatly impressed with the wealth of Alberta's natural resources and the industrial opportunities which exist in this province. Since his office at Ottawa received inquiries from all parts of the world for information on Canada as a whole, the first hand knowledge which he gained and the cooperation which he has given as a result of his visit will undoubtedly mean incalculable benefits for the industrialization already underway in Alberta.

In conclusion it is of interest to note a recent editorial appearing in the Medicine Hat News regarding the work of the Industrial Development Board. An excerpt follows:

"Concluding a two-day conference in Medicine Hat today is a group of men who play a considerable part in the unfolding industrial era. As members of the Province's Industrial Development Board they give leadership in pointing out to industrialists and business men the advantages and opportunities to be found in Alberta. Their primary task is a selling job, to make certain that the story of Alberta and its future is made known in the proper circles in the proper corners of the earth."

TECHNICAL DEVELOPMENT BRANCH

When Alberta's immigration plan was adopted, need arose for information pertaining to employment and housing accommodation available in the province. This was to be used by officials at "Alberta House" in London and by others interested. To this end considerable data was provided by Alberta Boards of Trade, but to complete the survey, questionnaires were prepared and representative industries and individuals in the province. Of the eight thousand five hundred questionnaires sent out, two thousand eight hundred and seventy-five were returned after which the information they contained was then compiled.

During the year, the services of this Office were made available to many persons who were thinking of establishing themselves in Alberta. Inquiries by mail and in person were received in substantial numbers, all of which sought technical data about industries and replies were dispatched according to information available.

The Director, also, through the cooperation of the Chief Inspector of Mines, arranged an itinerary for a representative of a British firm which was interested in strip coal mining, and accompanied him on a two thousand mile inspection trip of Alberta mines. This and several other inspection visits of a similar nature has resulted in numerous inquiries concerning the establishment of industry in Alberta and a greater knowledge of the provincial potentiality. Cooperation was also extended the United Kingdom Engineering Mission during their visit here, while a booklet showing pertinent data was prepared for them.

The practice established in the past of reviewing leading technical and trade publications has continued, to acquaint the department with full statistical information on industry and industrial progress.

In addition to the foregoing, the Director visited thirty-six Alberta plants, made twenty-nine inquiries and twenty-eight reports, and attended thirty-five meetings of the Industrial Development Board Advisory Committee.

PUBLIC RELATIONS OFFICE

The function of the Public Relations Office is to promote and maintain good relations between the public and all departments of the Government. Every effort was made during 1948 to carry out this responsibility as effectively as possible.

Much of the work of the Office was to attend meetings and conventions which were of interest to some department of the Government, and to assist in their arrangement. Included in such functions was a series of dinner meetings by the Canadian Manufacturers' Association held in four Alberta cities, the Macdonald Brier Dominion Curling Championship Bonspiel which was held in Calgary and the ceremonies opening the new highway between Coutts and Lethbridge.

In June, the 34th Annual Convention of the National Retail Credit Association was held at Banff. This was the first time the convention was held in Canada, and so Alberta was honored in being chosen host province. The main address delivered by Premier Ernest C. Manning was enthusiastically received by more than one thousand two hundred delegates who attended from all points in Canada and every state in the Union. Booklets on Alberta were distributed and many contacts to the advantage of the province were established.

During the summer the Dominion Convention of Fire Chiefs was held at Lethbridge; and again, arrangements were completed for organizational meetings of the United Emergency Food for Britain campaign. A group of leading travel editors from the United States made a tour of Alberta and were very favorably impressed with their visit, with the result that many fine articles on this province were widely circulated in the United States. Further, the Alberta Weekly Newspaper Editors were entertained during their annual convention at Calgary. The Inter-Provincial Mines Ministers held their conference at Jasper during the latter part of the summer. The responsibility of the Office on this occasion was to arrange accommodation for one hundred and fifty delegates who attended.

Full cooperation was given to the Immigration Branch in their work with British immigrants who arrived during the year. To many of these, as to many distinguished visitors from Great Britain, Australia and other countries of the world, this Office was privileged to extend a warm welcome on behalf of the people of Alberta. In

all ways it has been the aim of this Office to make their visits to the Province as memorable as possible, so that they will return to their homelands remembering something of the hospitality for which Alberta is justly famous.

OFFICE FOR SOUTHERN ALBERTA

During 1948 this Office continued to represent each branch of the Department of Economic Affairs in the southern areas of the province. Close liaison was maintained with Edmonton during the year, and fullest cooperation was extended in the many and varied activities of public service.

Duties in connection with Alberta's immigration scheme were of major importance. The main flow of immigrants was divided between Edmonton and Calgary, and assistance in securing employment and housing accommodation was given wherever possible.

Work in connection with cultural and industrial development was undertaken. Libraries in the southern part of the province were inspected and encouraged, and the Supervisor also served in an executive capacity on the United Emergency Food for Britain Committee.

GEOGRAPHIC BOARD OF ALBERTA

The Geographic Board of Alberta met monthly, or as occasion demanded, during 1948 to consider questions relating to geographical names within the Province. In addition, two of its members, Mr. Holloway and Mrs. Gostick, while in Ottawa on other Government business, were able to attend meetings of the Geographic Board of Canada. The personal contacts thus established have helped members of the Alberta Board to obtain a better understanding of the problems and policies of the national Board, have enabled the Alberta viewpoint on various questions to be presented more effectively, and have served to promote the cooperation between the Boards which is so desirable in carrying on their common work.

GEOGRAPHIC BOARD OF CANADA

While in Ottawa on departmental business Mr. J.H. Holloway, Director of Surveys for the Province, was able to attend the annual meeting of the Geographic Board of Canada which was held on February 6th, 1948. Among other things the policy of naming topographical features after members of the Armed Forces was discussed and it appeared that, at that time, Alberta was the only province which had taken steps to secure information regarding Canadians who had served in the Imperial Forces. Mr. Holloway reported that the Geographic Board of Canada would probably take steps in the near future to obtain from the War Office in London the names of all Canadians in the Imperial Forces who had been decorated. This information will be of material assistance to the Alberta Board.

Mr. Holloway also took up the question of the reference to the Alberta Board of the suggested names for new post offices within the Province, a problem which was referred to on page 29 of the report of the Alberta Board for 1947. The Secretary of the national Board agreed that such reference would be possible if the Alberta Board could deal with the names within a day or two of receiving them. This procedure has subsequently been followed and seems to have worked to the satisfaction of both Boards.

In June, 1948, when Mrs. Gostick was attending the convention of the Canadian Library Association in Ottawa, the Geographic Board of Canada very kindly postponed its monthly meeting from the 3rd to the 9th of June to permit her to be present. On this occasion nine Alberta place names were considered, all of which have since been officially adopted by both Boards. Among these were the new Jensen Dam and Reservoir and the return to the spelling of Athabasca with a "e" instead of a "k", which is referred to elsewhere in this report. At the request of the Alberta Board Mrs. Gostick also brought up for discussion at this meeting the project of a Gazetteer of Alberta Place Names and the revision in certain respects of the Regulations, Principles of Nomenclature and By-Laws of the Canadian Board.

On April 2nd 1948, Mr. L.G. Chipman, a member of the Geographic Board of Canada, made a brief visit to Edmonton in the course of which he called on Mrs. Gostick and Mr. Holloway. Unfortunately the time at his disposal was too brief to permit him to meet the other members of the Alberta Board. However, the Board wishes to record the pleasure afforded by the personal contacts which have been established with members of the Canadian Board and its appreciation of the courtesies that have been extended to its members in Ottawa.

It seemed clear from the beginning that the Canadian Board with its long experience and extensive records could be of the greatest help to the Alberta Board and it was hoped that the latter through its closer touch with, and expression of, local and provincial sentiment would prove to be of assistance to the national body. After three years of experience it would appear that a workable relationship has been established between the two Boards, under which all new Alberta place names originating with the Canadian Board are referred to the Alberta Board for a consideration to which due weight is given, while the proposals of the Alberta Board with respect to new names or the revision of old ones are similarly treated in Ottawa. As the continuance of this helpful cooperation is dependent on mutual understanding and cordial personal relationships it is desirable that members of each Board should, whenever possible, attend meetings of the other. It will be of especial value if the Province can be represented regularly at the annual meeting of the Canadian Board, either by Mr. H. F. Brownlee, Provincial Statistician and for many years Alberta representative on the Geographic Board of Canada or by a member of the Geographic Board of Alberta.

The Canadian Board on Geographical Names

By a Dominion Order-in-Council of August 3rd, 1948, (P.C. 3397) the name of the Geographic Board of Canada was changed to "The Canadian Board on Geographical Names." This title indicates more clearly the function which the Board was created to perform and raises the question whether a similar change of name is desirable in the case of the Geographic Board of Alberta.

ANNUAL REPORT, 1948.

The Spelling of "Athabasca"

The problem presented by the spelling of this name, sometimes with a "c" and sometimes with a "k" has been referred to in the Reports of the Board for 1946 and 1947. It is a pleasure to record that this matter appears at last to have reached a satisfactory settlement.

The view of the Geographic Board of Alberta was admirably stated in the following brief submitted by Mr. Duncan Innes at the meeting of the Board held on January 17, 1948.

"Athabasca" is the name of a town in Alberta, a river, a lake, a glacier, a mountain and a mountain pass. The adjective Athabascan or Athapascan, is used in writings on linguistics and ethnology.

Athabasca is the English form of a Cree Indian word. The Cree word was formerly represented in English in a variety of ways depending on the ears and spelling standards of the early explorers. Eventually the spelling Athabasca became generally accepted. The river, the town and one of the four districts of the Northwest Territories were known as Athabasca, spelled with a C. In 1902 the Geographic Board of Canada abandoned the well-established spelling in favor of Athabaska, with a K.

The change in the spelling of Athabasca as ordered by the Geographic Board of Canada was made for only one reason; the belief that the spelling should conform to the rules of the Royal Geographical Society for the transliteration of non-English names. To that decision it may be objected that by 1902 the name Athabasca was fully anglicized and no longer a non-English name in any real sense. Further, it may be observed that Athabaska with a K gives the word a non-English appearance, the opposite of what was intended.

The consequence of the order has been added confusion. The departments of the Federal Government, as required by law, accepted the change. Various periodicals, gazetteers and text books have adopted the official spelling. But in Alberta, where the name is of most concern, the official ruling has been almost completely ignored. The Town of Athabasca insists on the traditional spelling of Alexander Mackenzie and other writers of, and about, the country. The departments of the Government of Alberta continue to use the C spelling in all official letters, maps and publications. The Hudson's Bay Company continues the traditional spelling of Athabasca for its fur department of that name. Its house magazine, the Beaver, shows the prevailing confusion by using both spellings. The Church of England uses the C spelling in its official publications and usages. The Catholic Church does likewise. In 1938 the Champlain Society published Simpson's Athabasca Journal and properly retained the old spelling. The Encyclopaedia Britannica uses the C spelling because of its international acceptance. The list of confusion could be extended.

ANNUAL REPORT, 1948.

The importance of the point at issue is a matter of opinion. The commercial loss resulting from the confusion is difficult to estimate. The delay in postal service may not be great, but the confusion is irritating. Certainly, the difference leads to extensive debate in offices of commercial firms and to time-consuming checking with authorities which do not agree. The better business firms do try to spell the names and addresses of their correspondents correctly. It is puzzling to see an envelope with the name of the town printed one way while the cancellation stamp of the post office shows a different spelling.

A solution is necessary. A proper solution requires uniform spelling for the town name and all the geographical features of that name. The choice lies between the desires of the people most vitally concerned and the application of a rule of doubtful validity in this instance. To drop one or the other will undoubtedly be difficult, but the abandonment of the K spelling offers much less trouble."

On the basis of this brief the Alberta Board unanimously adopted the spelling of Athabasca with a "e" as official. At its June meeting the Geographic Board of Canada accepted this spelling but since Lake Athabasca lies partly within the Province of Saskatchewan it was necessary to secure the concurrence of its government in order to make the spelling of the word uniform. After a lengthy correspondence this was obtained. Finally as a result of the agreement of the two Provinces and the considerations stated in Mr. Innes' brief the Canadian Board on Geographical Names took appropriate action. This is recorded in the minutes of its meeting of December, 1948, as follows: "The recent correspondence regarding the name Athabaska was read and the spelling Athabasca for the river, lake, town, falls, mountain and glacier was adopted. This decision will also include any other minor geographical features wholly within the Province of Alberta that are brought to the attention of the Board."

The establishment of uniformity in the spelling of this widely applied name is a source of satisfaction to the members of the Board and they wish to express their sincere appreciation for the cooperative spirit displayed in this connection by both the Canadian Board on Geographical names and the officials of the Saskatchewan Government.

Other Special Names

In addition to the spelling of Athabasca three other place names dealt with during 1948 deserve special mention.

Mount Allan ✓

On the suggestion of Mr. M.B.B. Crockford, M.Sc., the name Mount Allan was given to a hitherto undesignated mountain in the Kananaskis area of the Province. The reasons for this action will be apparent from the Board's press release which follows.

"The Geographic Boards of Canada and Alberta have concurred in honoring Dr. J.A. Allan, Professor of Geology in the University of Alberta, by giving his name to a fine peak in the Rocky Mountains. Mount Allan is about

ANNUAL REPORT, 1948

9,150 feet in elevation and occupies a rather commanding position in the vicinity of the Kananaskis River and in the valley which reaches from the Bow River to the Kananaskis River. The peak is unique in the district in that it is composed of sandstones and shales of cretaceous age whereas surrounding peaks are made up of Paleozoic limestones and quartzites. The mountain, also, has important coal seams at its base and at the present time these are being prospected and exploited.

Dr. Allan was born at Aubrey, near Howick, in the Eastern Townships in the Province of Quebec, and received his scientific training at McGill University and the Massachusetts Institute of Technology. He came to the University of Alberta in 1912 to organize the Department of Geology, of which he is still head. Previous to 1912 he had spent several seasons at geological work in the Rocky Mountains and since then some portion of almost every summer has been devoted to field work in the mountains and other parts of the Province. Dr. Allan has given a great deal of attention to the surveying of Alberta's coal resources and it is especially fitting that the peak in question should be named after him in recognition of a lifetime of distinguished geological work. Among the honors which have been conferred upon Dr. Allan are the Presidencies of the Canadian Institute of Mining and Metallurgy, the Geological Section of the Royal Society of Canada, the Alberta Association of Professional Engineers and the Alberta and North West Chamber of Mines. He has also been the Regional Vice President for North America of the Society of Economic Geologists."

Sanson Peak ✓

The peak of Sulphur Mountain on which the Dominion Observatory is situated has been named Sanson Peak after Mr. Norman Sanson of Banff Alberta. Mr. Sanson has been a resident of Banff Townsite for a great many years and has been prominent in various activities in the National Park. He has been connected closely with the Skyline Trail Hikers Club and other organizations, and for many years was the official meteorologist at Banff. The duties of his position required him to make a trip each day over the trail leading to the summit of the northern peak of Sulphur Mountain where the Observatory is located. In addition he was always available to furnish visitors to the Park with information concerning wild life, flora and natural features. Mr. Sanson is now 86 years old.

Jensen Dam and Reservoir

These were named after Mr. Christian Jensen, who was Chairman of the Board of Trustees of the Magrath Irrigation District for more than twenty years. He has also been prominent in the activities of the wheat pool.

War Heroes Honoured

During 1948 the Board has continued to pursue the policy, referred to in the Report for 1947, of honouring citizens of the Province who served Canada and the Empire with distinction in the First and Second World wars by giving their names to physical features and new settlements within the Province. While it has been easy to obtain from Ottawa details regarding all such Albertans who served in the Canadian forces it has been impossible to secure similar information from London with respect to those who served in the Royal Navy, the Imperial Army and the Royal Air Force unless their names are made known to the Board by next of kin or others. Fortunately a letter sent to the Press early in the year by Professor M. H. Long, Chairman of the Board, asking for this information, met with a generous response from the public. As a consequence the Board's file of the names of veterans which may suitably be applied to settlements and natural features has been steadily growing.

In accordance with the above policy the following war heroes were honoured during the past year by having the geographical features indicated below named after them.

Moberly Creek Sheet

✓ BURY RIDGE Lat. 53° 34'N. Long. 118° 29'W.
In honour of Major W. G. Bury D.S.O. Edmonton

✓ MOUNT HUNTER Lat. 53° 34'N. Long. 118° 26'W.
In Honour of F/L R. H. Hunter, D.F.C. Westlock

HIGHTOWER CREEK Lat. 53° 44'N. Long. 118° 05'W.
In Honour of P.O. C.E. Hightower, D.F.C. Beverly

JACKSON CREEK Lat. 53° 30'N. Long. 118° 19'W.
In honour of P.O. H.N. Jackson, D.F.C. Edmonton.

(Location of above features approximately twenty to thirty miles N.W. of Miette.)

RUTTAN LAKE Sections 8,9,16 - Township 65, Range 2,
west of the 5th, 4 miles N. W. of Kilsyth.
In honour of Pte. Wilmot Ruttan, Flatbush, whose
homestead adjoined the section in which the lake is
situated.

Other New Place Names, 1948

Following are other new place names adopted by
the Board during the past year.

CREEKS

Blueberry	Fox	Lone Teepee	Vixen
Braeburn	Hamelin	Lorette	West Wind
Bromner	Hines	Marmot	Wind
Deep	Howard	North Ribbon	
Dunvegan	Hunting	Pigeon	

ANNUAL REPORT, 1948

LAKES

Athabina Paul Peter Plum

MOUNTAINS

Hoff Ridge

POST OFFICES

Devon Linden Snug Cove Truman

RIVERS

Leith Pine Saddle
(Little Burnt) (Burnt)

STATIONS

Valesso

TRAILS

Lower Wildhay

CORRECTIONS

Edgerton Railway Station not Edgerton Station Railway Station
Lac la Biche Village " Lac la Biche Station Village
Manville P.O. " Manville P.O.

DELETIONS

BROOKS Braeburn, Fox, Vixen

CREEKS Bear, Efoncho, Pine, Polocat, Racing
Rat, Shrew, Swamp and Teepec.

LAKES East Lake, Lake Paul and Lake Peter.

MOUNTAINS Minny Ridge and Tip Top Mountain.

POST OFFICES Bouvier, Flat Creek and Stocks.

RIVERS Hines.

STATIONS Delgany, Dewar.

TRAILS Berland and Mountain.

ANNUAL REPORT, 1948

Gazetteer of Alberta Place Names.

In 1928 the Geographic Board of Canada published a booklet entitled "Place Names of Alberta." This has been a most serviceable compilation but some inaccuracies have been revealed in it and because of the rapid growth of the Province it has become progressively incomplete. Partly with a view to the publication of a "Gazetteer of Alberta Place Names" which will supplement the earlier work the Board has begun a card index of the place names of the Province. For this much information was obtained during the past year through the courtesy of Mr. J.M. MacArthur, General Manager of the Northern Alberta Railways Company who made available to the Board a list of Station Names on the Northern Alberta Railways with information regarding their origin.

We were also fortunate enough to obtain through the courtesy of Mr. Hal Yerxa and Mr. Rolfe Barnes of CJCA the files of the Alberta Wheat Pool and "The Story Behind the Name", a broadcast sponsored by Henry, Graham and Reid. To these gentlemen and firms the Board wishes to express its thanks for their valuable cooperation.

Advisers to the Board

The Board wishes to acknowledge most cordially the interest shown in its work by Mr. Ralph R. Moore, Deputy Minister of Economic Affairs and Mr. Richard Macdonald, Co-ordinator of Cultural Activities, and also the valuable assistance received from Mr. H.P. Brownlee, Provincial Statistician, who has since 1936 been the representative of Alberta on the Geographic Board of Canada.

The Work of the Secretary

The Geographic Board of Alberta has now been in existence for nearly three years. During this time the ever-growing burden of correspondence and detail has been borne by the Secretary, Mrs. Gostick, in addition to her responsibilities as Provincial Librarian. The other members of the Board wish to express their great appreciation of the faithfulness and efficiency with which its secretarial duties have been performed.

