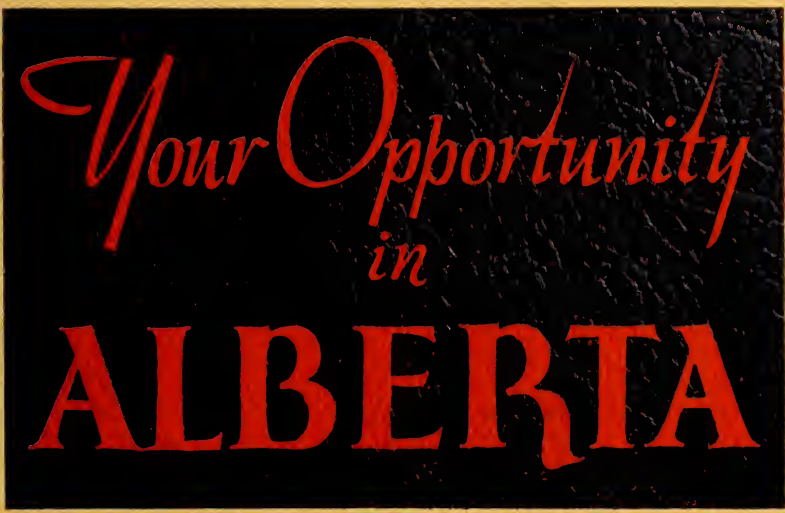


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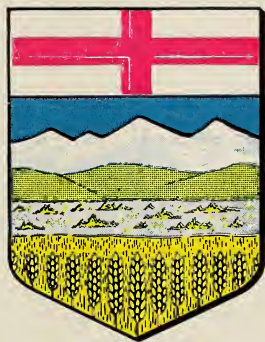
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CANADIAN OPTICAL ASSOCIATION
CONSEIL CANADIEN
DE OPTICIENS OPTOMETRISTES
NATIONAL LIQUOR BOARD NATIONAL BOARD OF LIQUOR



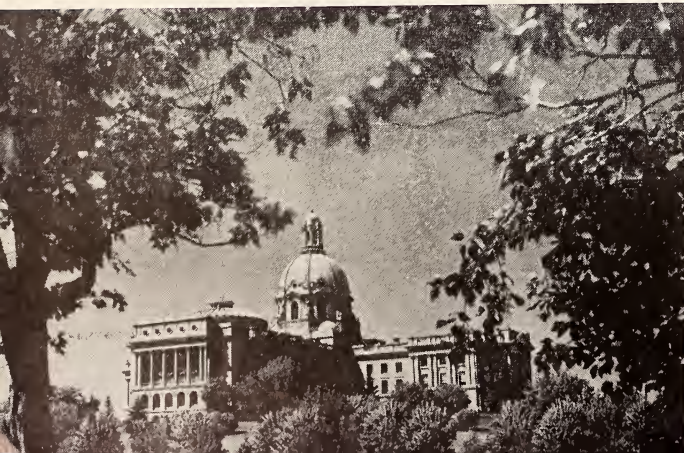
Historical

IN 1867, when four British colonies were welded into the Dominion of Canada, provision was made for other sections of the country to be taken into the union as their development made it desirable.

The idea showed the foresight of the confederation fathers, particularly with regard to the western territories, because at that time little was known of these vast areas except from the incredible tales brought back by trappers and hunters on their way to eastern civilizations.

At that time the vast plain stretching between the Great Lakes and the Rockies was controlled by the Hudson's Bay Company. But the newly formed Canadian Government had other plans. During the first session of the new Parliament, the British Government was requested to hand over Rupert's Land and the Northwest Territories to the infant Dominion. This was done and the rule of the fur traders was ended. Manitoba was formed in 1870. British Columbia was organized the next year. But it was not until 1905 that the territory between these two provinces was given self-government.

In September of that year the Province of Alberta was formed and named after the daughter of England's Queen, Victoria, Princess Alberta.



An Invitation

SINCE September 9th, 1939, when Canada, of her own free will, took her stand at the side of Britain, against the forces of tyranny and aggression, our first thoughts naturally have been to help make our national contribution more effective. Taking men and money as a rough indication of this end we believe we have just cause for pride. Alberta has given her share of men, materials and money to the cause of freedom. In proportion to our population we are among the leading provinces of Canada.

Some of the information contained in this booklet is presented against a background of war-time conditions. But that is not its main purpose. In common with peace-loving peoples all over the world we have been exercising every effort to prepare for the homecoming of our boys to enjoy the peace they so richly deserve. It is our earnest desire that Alberta's contribution to post-war reconstruction will be as great as her contribution to the war effort. Our wheat fields and ranches are capable of providing food for a hungry world. Our forests contain sufficient timber for a million new homes. Our coal could warm the hearths of all Canada. And our oil will drive the wheels of the nation.

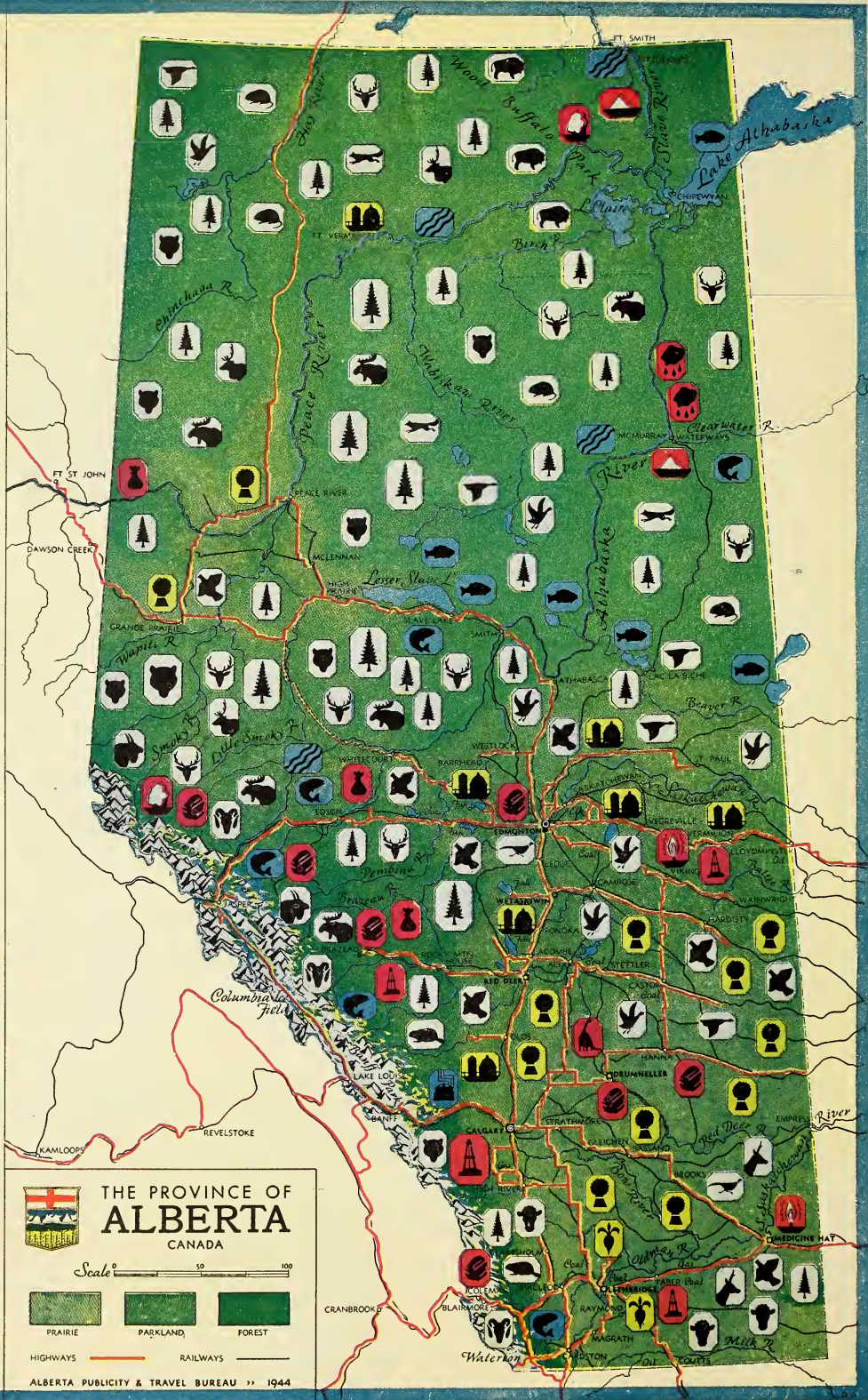
It is to these future years that Alberta is looking. It is for this future we are making ready. It is to tell you of the opportunities to have a share in developing and enjoying such a future in Alberta that we proudly present this booklet.



HON. E. C. MANNING
Premier of Alberta






- ANTELOPE 
- BEAR 
- BEAVER 
- BUFFALO 
- CARIBOU 
- DEER 
- DUCK 
- FISH COMMERCIAL 
- FISH GAME 
- FOX 
- GEESE 
- MOUNTAIN GOAT 
- MOOSE 
- MUSKRAT 
- PARTRIDGE AND GROUSE 
- PHEASANT 
- MOUNTAIN SHEEP 
- TIMBER 
- GRAIN 
- MIXED FARMING 
- RANCHING 
- SUGAR 
- WATER POWER DEVELOPED 
- WATER POWER UNDEVELOPED 
- COAL 
- PETROLEUM 
- NATURAL GAS 
- OIL SANDS 
- SALT 
- GYPSUM 
- PLACER GOLD 
- FOSSILS 



THE PROVINCE OF ALBERTA
CANADA

Scale 0 50 100

		
— HIGHWAYS —	— RAILWAYS —	

ALBERTA PUBLICITY & TRAVEL BUREAU » 1944



ALBERTA AT A GLANCE

Alberta has virtually all the assets for building a great and prosperous community. Coal, oil, natural gas, a fertile soil, an invigorating climate, an abundance of power—all these factors mean progress. There can be no doubt of it—the future greatness of Alberta is assured.

Speaking of coal, we have reserves of 42,562 million tons. With an annual production of about ten million barrels of petroleum this province yields almost all of Canada's oil. Alberta has the largest exposure of oil-soaked sands on earth. From this source alone we can obtain more than 200 billion barrels of oil—enough at the present rate of consumption to supply the world for centuries.

In the matter of agriculture, there is plenty of room for expansion, and further irrigation projects will turn a million more acres into use.

Then there is manufacturing. As yet only in its infancy, this industry produced \$240,000,000 worth of goods in 1944. Raw materials, vast undeveloped power resources, the skill and energy of a progressive people, adequate transportation facilities—we have them all.

THINK IT OVER !

ALBERTA FOR POST-WAR OPPORTUNITIES

WIDE OPEN SPACES

The area of Alberta is 255,285 square miles. In length it is 750 miles. In width it varies from 180 miles along the Montana border to 400 miles at its widest point. This vast expanse contains 158,878,660 acres of land, half of which is suitable for agriculture.

Figures may fail to give a proper idea of the size of our Province. But note this: Alberta is larger than pre-war France. With a population roughly one-tenth that of the city of London, it is more than twice the size of the whole British Isles. The combined area of Montana, North Dakota and Minnesota is little more than the Province of Alberta.

FROM PRAIRIES TO PEAKS

Alberta falls naturally into three sections. In the south there is the true prairie. Flat and treeless, except where great rivers wind through wide valleys, this section is covered with short prairie grass. Then to the west of this benchland our Alberta foothills roll up in growing abandon to the Rocky Mountains, wildest and most majestic spectacle on earth.

Central Alberta is the second division. Extending from the Red Deer River north beyond the city of Edmonton, this section may be described as parkland. The natural grass is longer and coarser. Scrub merges into bluffs of native poplar and Balm of Gilead trees. The soil is darker in color. And there is more rain and snow in season.

North of this we find the wild timberlands of Alberta. Here is a region of great rivers, forests and lakes. Spruce, jack pine, fir and tamarack as well as the broad-leaved species grow tree-to-tree over thousands of square miles. Alberta has more than thirty billion cubic feet of saw material and timber suitable for pulp, fuel and posts. Most of it stands on the rim of the Rockies and extends into the vastness of the north.







RAIN OR SHINE

Generally speaking, our climate is invigorating and healthful. The high altitude gives the air a clear, bracing quality. In winter this means that low temperatures are not as severe as might be expected, while in summer the hottest days always give way before cool, comfortable nights.

You'll like our long twilights, too, Mid-summer daylight lingers till nearly eleven o'clock and returns again a few hours later.

An outstanding feature of Alberta's climate is the chinook wind. Named after an Indian tribe, the chinook is a warm westerly wind that brings balmy weather in the middle of winter. In southern Alberta particularly, when the chinook blows, the snow disappears like magic and temperatures rise rapidly. Weather can change overnight. This applies with particular advantage to our winter season in southern Alberta where the temperatures vary from as much as 40 to 60 degrees in a few hours. This may happen several times during a winter.

Alberta's climate is admirably suited for agriculture. Rains in the early summer ensure the rapid growth of rich crops of grain, grass and roots. Then follows a sharp, dry season which, in wheat develops the gluten instead of the starch. The result is world championship quality.

What of the northland? Its climate is rigorous, of course, but it is healthful. It is kind to crops. For example, at McMurray, 200 miles north of Edmonton, scarlet runner beans have been known to grow eighteen feet tall. At Fort Smith straddling the top of Alberta, grain, potatoes, garden vegetables and crab apples flourish. And out of Alberta, ten miles from the Arctic circle, the gardens of Good Hope yield as high as 393 bushels of potatoes per acre.



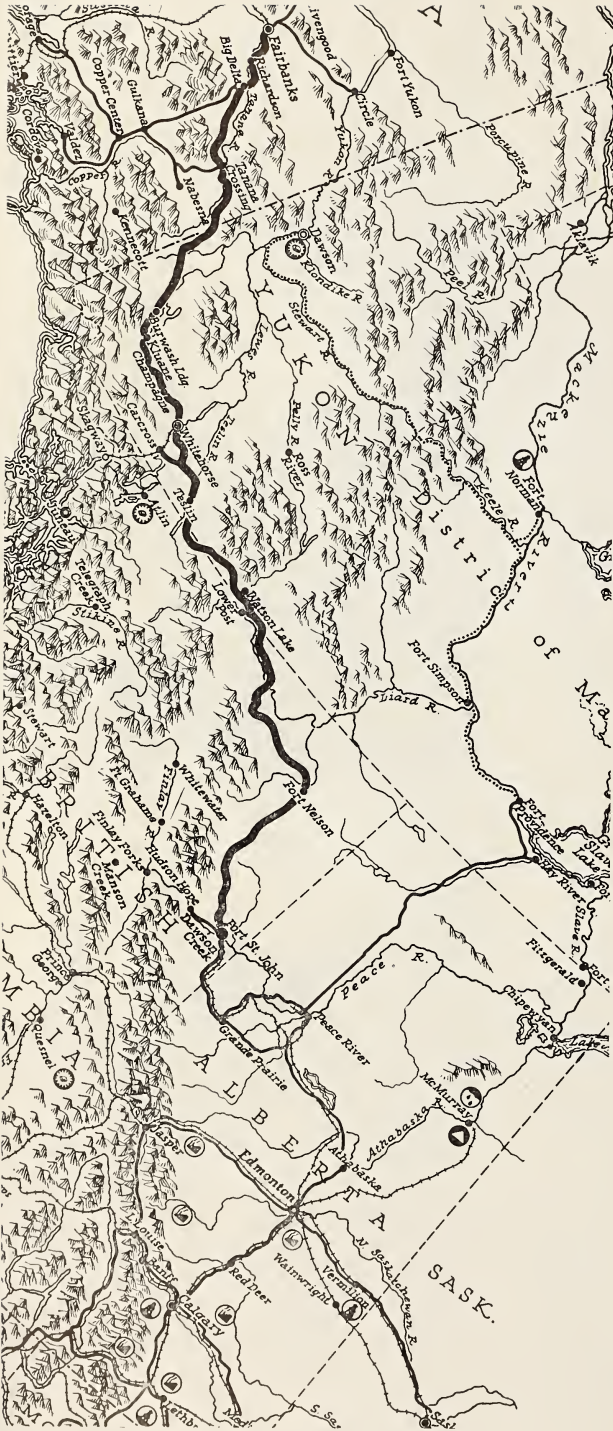
TRAIL OF '42

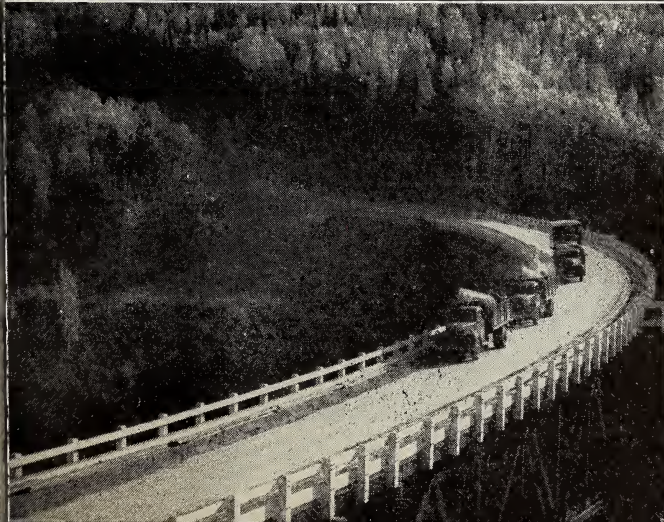
Alberta was closely associated with the building of the Alaska Highway. If anyone doubted the wisdom of this project, he must have been answered when the Japs withdrew from Kiska. By this move alone, the sweat, misery and money involved in the undertaking were repaid many times over.

The physical difficulties which were overcome in building the road will long be remembered. Through sixteen hundred miles of wilderness, the American army, civilian personnel, aided by Canadians, constructed the road with amazing speed. They dotted the route with serviceable airports. They laid pipelines to carry adequate supplies of fuel to the road. Developments normally taking many years were compressed into space of a few months.

There are some, of course, who predict that this northland tide was a mere war-time emergency, quickly to be forgotten in peace. This need not be true. The Alaska Highway can play an ever-increasing part in the development of the north. In the first place it marks the shortest route from America and eastern centres of population to Alaska and the Orient, and will no doubt attract many people interested in developing this area. Finally, the route will invite a considerable tourist trade, the extent of which the future will tell.

Alberta's skyways already enter into the scheme of world air travel. Alberta's railroads and highways play an important role in international commerce. The Alaska Highway will share in these things.





THE GOOD EARTH

Agriculture in Alberta began seventy years ago with the coming of the cattlemen. Big ranches were located in the southern and foothill country and soon became famous for the quality of livestock they produced. Many of these have been turned into grain farms, it is true, but there still remain vast areas of this Province devoted to the production of cattle, sheep and horses.

There are reasons for the importance of ranching in Alberta. The superiority of Alberta range grasses and the use of best breeding stock are two. Sire exchange policies initiated by the Provincial Department of Agriculture have shown excellent results. Roots and winter forage crops are plentiful and the cost of shelter is low. Finally, selling services through exhibitions, breeders' associations and bull sales, encourage the healthy growth of the industry.

The high standard of Alberta livestock has been proven at national and international competitions. They top the shows and the markets.

North of the ranching country is the dry farming area. Here, too, is the centre of irrigation projects, whose roadside ditches are unique in Canada because, with the exception of a few small projects in British Columbia, Alberta is the only province to use this system of farming. Although 400,000 fertile acres in Alberta are now entirely independent of rainfall, this figure will no doubt be increased several times in the future.

It is in Alberta's irrigated section that we find the sugar beet industry. We have two refineries, located at Raymond and Picture Butte. The combined output of these refineries is about one hundred million pounds of sugar per year.

Grain farming in Alberta is not confined to any one section, but from the prairies where seas of grain stretch beyond the horizon, to the rich parklands of central Alberta, to the great Peace River area, there were produced in 1944, 105,700,000 bushels of wheat, an equal amount of oats, some 51,700,000 bushels of barley and 1,697,000 bushels of rye.



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Alberta's parklands are noted for grain, livestock, poultry and dairy products. Such mixed farming made Alberta Canada's leading province in hog production in 1944 in response to war demands.

Of every three hogs raised that year in the Dominion, one came from Alberta.

Then there is dairying. Fast becoming an industry of major importance, Alberta's dairy production is close to fifty million pounds of butter and four million pounds of cheese per year. In addition to that, Alberta has a co-operative milk concentrating plant which turns out a million cans of the highest quality condensed milk yearly.

The growth of the poultry industry is another bright spot in Alberta's story. Fostered by a comprehensive program under government supervision, the industry has been organized for its proper development and protection. In this connection Albertans point with pride to our two egg drying plants, born of war-time necessity but now a permanent part of the industry. These two plants have a total capacity for drying twelve to fifteen thousand cases, or nearly half a million dozen eggs, per day.

As to the future, who can tell? What new industries will be established which will draw their raw materials from the good earth. Scientific research will find new uses for farm products. This is the plastic age. Plastics and rubber may one day be produced in huge plants in the centre of our farmlands. Manufacturing of new products allied to farm crops will bring a new prosperity to our Province.



ALBERTA LAND TENURE

At the present time in Alberta the leasehold system is restricted to those who have been residents of the Province since January 1944. These restrictions will be lifted after the needs of our veterans have been cared for.

In the ordinary course of events one may lease a half-section of fertile farmland for a period of twenty years, after which the lease may be renewed if desired. At the end of ten years the land may be purchased at its value when the lease was taken out.

Conditions of the Alberta leasehold plan are very simple. If you want land you must be at least 18 years of age. Further, you must be a British subject, or willing to declare your intention of becoming one, and you cannot own other land. Other conditions require you to live on the land for at least six months of each year . . . to build a house worth \$200 within five years . . . and to cultivate half of your leasehold within ten years.

Costing nothing for the first three years, you pay one-eighth of your crop thereafter. In the event that your crops are less than five bushels to the acre your rental payments are cancelled for that year. Under this system accumulating land debts are impossible and sales for non-payment of rentals are a thing of the past.

These are the conditions. If you comply with them, the lease is yours. And what do you get? Three hundred and twenty acres of the finest soil on earth . . . pasture for your live-stock . . . fuel for your fires . . . perhaps even lumber for your dwelling. All this is yours to hold for periods of twenty years, purchasable at the end of ten years or renewable in perpetuity.



BLACK DIAMONDS

In 1944, more than 8,000 workers in the mines of Alberta produced 7,427,433 tons of coal. Even though we stand first among the provinces of Canada for production, this figure is no indication of the almost incredible wealth of our coal resources.

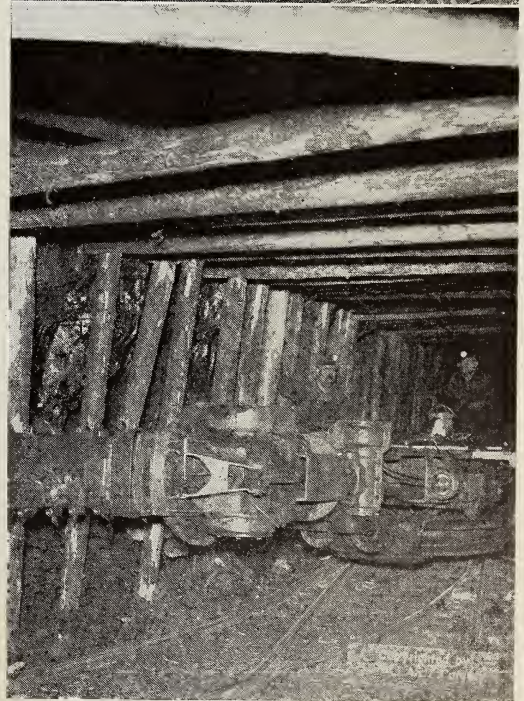
Coal outcroppings occur in almost every part of Alberta. Our three hundred mines are scattered from north to south, from east to west. An estimate of Alberta's accessible coal reserves, together with reserves now considered inaccessible and a deposit not now considered of commercial value, is 46 billion tons.

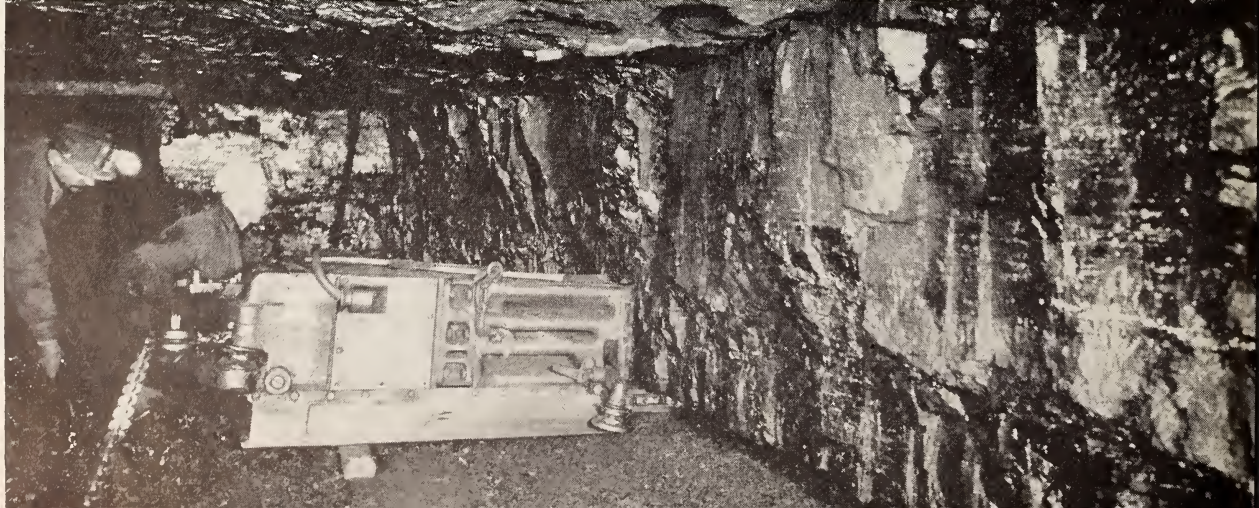
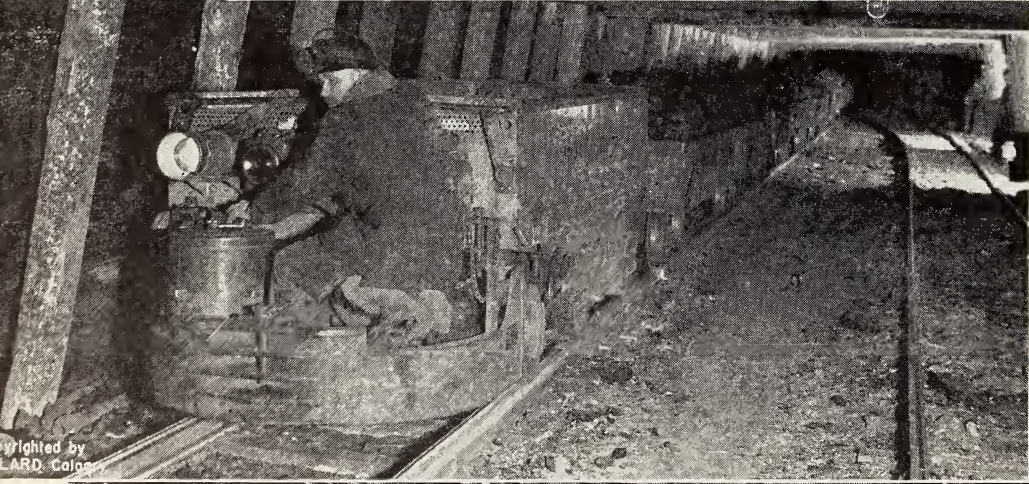
All types of coal are to be found in Alberta. This includes occasional pockets of anthracite but as yet these are not in commercial quantities. A rough classification would show bituminous deposits amounting to 59 percent, sub-bituminous 23 percent and lignite or domestic 18 percent of the total.

Highest grades of coal in Alberta are perhaps those lying just east of Banff, and in deposits in the Sheep Creek district in the southern part of the Province and in the Smoky River in the north.

Other bituminous beds are found at Crowsnest, Canmore, Nordegg, and Mountain Park. Sub-bituminous coal is mined at Saunders Creek, Pincher Creek, Coalspur, Prairie Creek and Pekisko. Lignite, or domestic coal, comes from the Lethbridge, Drumheller and Edmonton areas.

These are some of the chief coal centres in Alberta. In this connection let us remember that there are 126 by-products of coal, each of which is a possible future industry. Such products as perfume, aspirin, acids, dyes, tar, pitch, coke, oil and gasoline are only a few. But these are for future development. In the meantime our miners will continue to provide heat and power for Canadian homes and factories, confident that in Alberta coal we have not one but many great industries, the importance of which has only begun to be realized.





NATURAL GAS

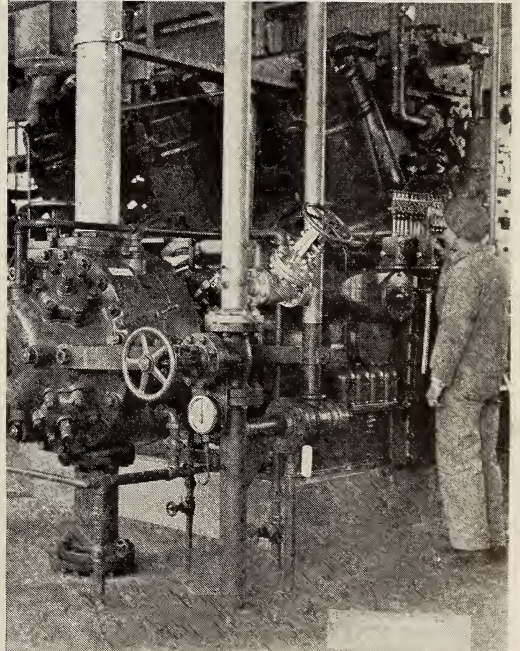
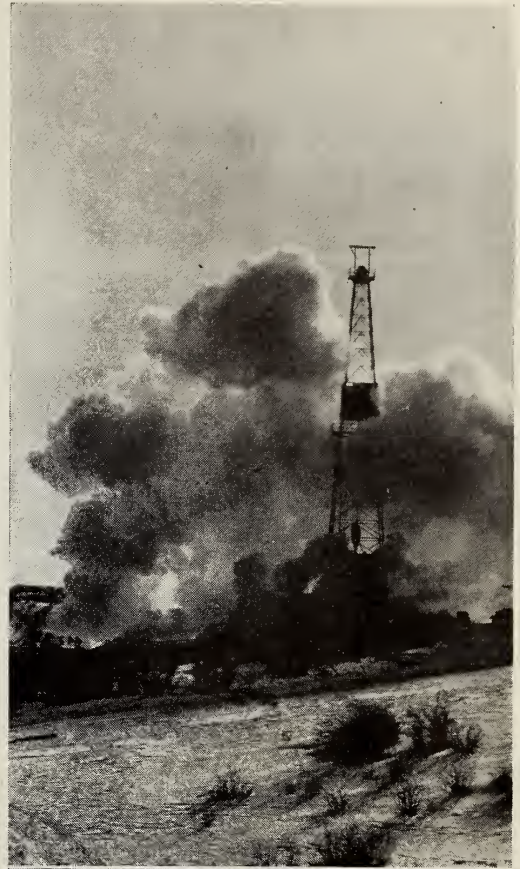
In view of the coal and oil resources of Alberta, one would expect that we produce natural gas for all practical purposes. We do. The fact is, we produce 70 per cent of Canada's total.

Natural gas is one of our oldest mineral resources too, being discovered in 1885 near Medicine Hat. Since that time the homes of the district together with many factories at Medicine Hat and nearby centres have been using this great source of heat and power for all their needs.

Natural gas is not confined to one section only, but occurs throughout the length and breadth of Alberta. Edmonton, a city of more than 100,000 people, is serviced by the Viking field. Calgary's demands are met from the Turner Valley oil fields. Other important gas reserves are found in the south-east corner of the Province, at Tofield, and Athabasca town.

In all, some twenty-eight and a half billion cubic feet of gas are produced yearly from one hundred Alberta wells.

And because rates are so uniformly low this is one of Alberta's great assets for industrial development.





LIQUID GOLD

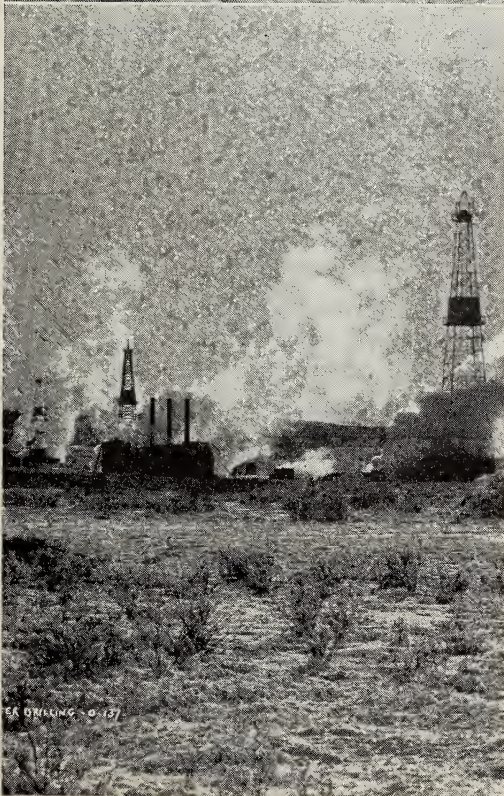
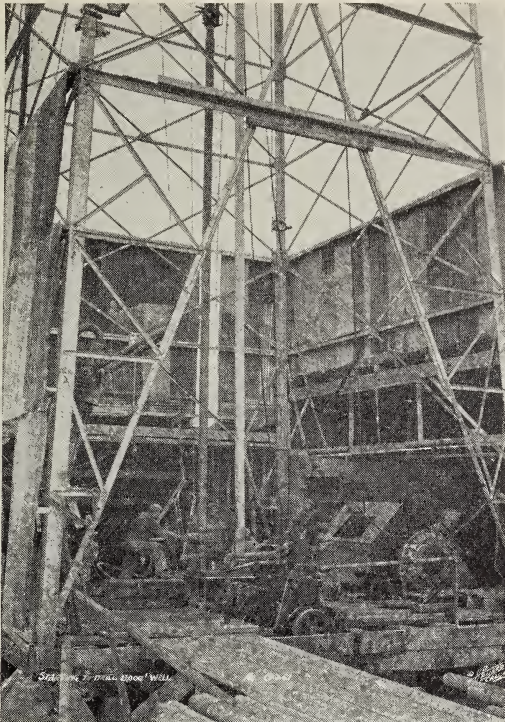
The story of Alberta oil began when early explorers made observations about oil seepages along the banks of some of the rivers. What might be considered the first oil well, however, was a pit dug more than a hundred years later. Oil seeping into this pit was sold to ranchers at a dollar a gallon and was used to grease the axles of early farm machinery.

Drilling for oil began about the same time in the vicinity of Waterton Lake, but the attempts failed until 1902 when a well drilled in this same district was reported to be capable of producing 300 barrels of oil per day. This was enough to encourage the early drillers, and several holes were sunk each year. Some struck gas which was used for heating and power in the city of Calgary, but it was not until 1914 that oil discoveries in Turner Valley by Mr. A. W. Dingman precipitated Alberta's first oil boom.

That was the first stage. Only a few of the newly formed companies found oil and the boom soon subsided. But a dozen years later Canada's most spectacular well, Royalite 4, was drilled by the original company. This one well yielded more than 900,000 barrels of naptha valued in excess of \$3,000,000.

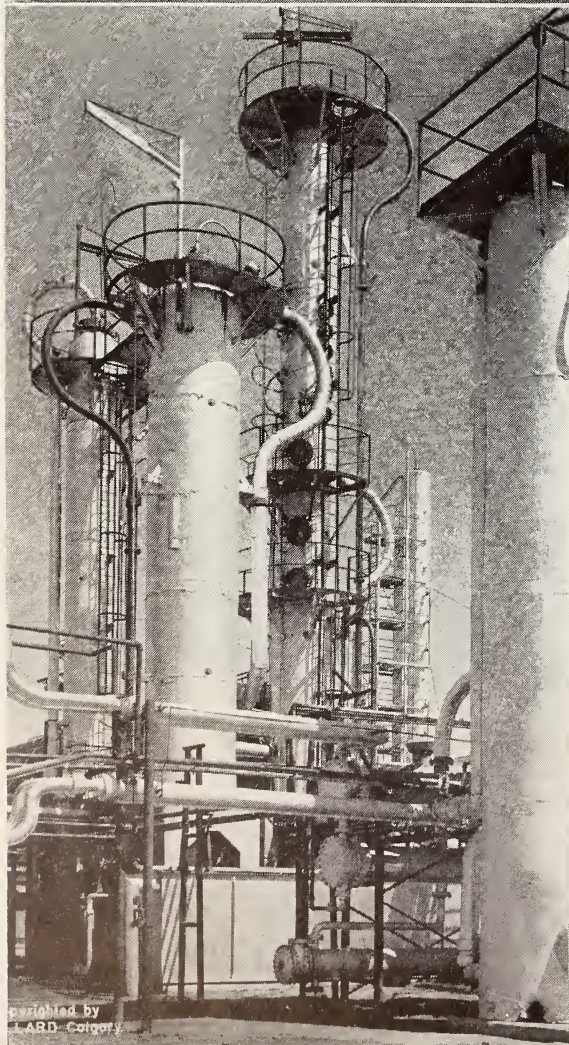
Alberta's importance as a crude producer dates from 1936. That was when Turner Valley Royalties came in at a depth of 6,828 feet and yielded prolific quantities of crude. This lead to activity which today makes Alberta second only to Trinidad in the oil producing areas of the British Commonwealth.

So much for a glimpse at the past. The present picture has far exceeded those early promises. At the end of 1944, Alberta had 347 oil wells which produced 8,788,726 barrels of oil for the year. This brought the recorded production up to a total of more than 75,131,418 barrels since 1914.





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Alberta's oil development goes on with new fields being proven year after year. The Vermilion field was discovered less than four years ago and in 1944 produced some 234,603 barrels of crude. Individual wells in this field have been finished within 36 hours. Then there is the Taber field discovered in 1939 and already the third largest producing area in the Province.

The foothills area, running approximately 100 miles west of the Calgary-Edmonton Railway, has for some time now been under exploration for oil.

At Ram River a test well has already produced small quantities of oil of 41.5° gravity, showing sulphur .136 per cent, natural gasoline 35 per cent, with residue of 65 per cent containing lubricant and distillate stock. A second test well is now completed and reports are awaited as to its productive capacity. The area promises much in the possibility of future commercial production of a valuable oil.

Alberta's oil industry is administered by a Conservation Board, the purpose of which is to assure orderly development and the maximum return per well.

To encourage exploration and development of our rich resources, regulations provide for a waiver of certain fees formerly paid for leases, provided that the amount is spent on the lease itself. In these and many other ways Alberta is safe-guarding the interest of the people.

OIL SOAKED SAND

We shall not attempt to say how this land we call Alberta happens to hold some of the richest resources on earth. Rather let us describe the merest outline of these resources and the opportunities they promise for the future.

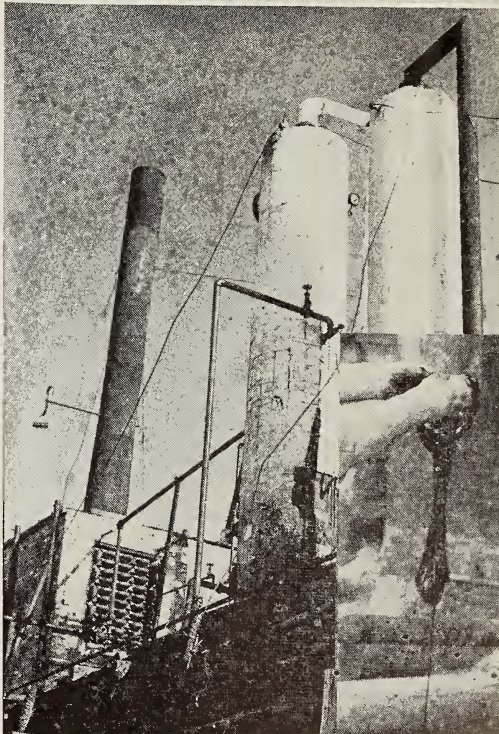
This applies with particular force to our oil sand exposures. Extending along the Athabasca River in the north eastern section of Alberta, there is as much as 30,000 square miles of sand each grain of which is enveloped by a film of soft, sticky bitumen. Seen on the riverbank, the sand is dark brown to black in colour and gives off a strong asphaltic odor.

Processes for the recovery of oil and asphalt products from the sands are past the experimental stage. Already there is a plant at Bitumount, Alberta, with a capacity of 400 barrels of crude oil per 24-hour day. Laboratory tests prove that 23% of this oil can be made into 100 octane aviation gasoline and 17% into 80 octane motor gasoline.

The United States Geological Survey has estimated the proven oil well reserves in the world as some 24,465,000,000 barrels. The United States Bureau of Mines estimates that the bituminous sands of Alberta contains 250 billion barrels.

From these official estimates we draw the amazing conclusion that Alberta's oil sands contain more than ten times the proven reserves of all the oil fields in the world.

In addition to the high test gasoline the products of the sands are tractor, diesel fuels and asphalt. By-products are materials essential for roofing, paint, battery insulation and rubber industries. More than that the sands make hard-surfaced roads of the finest quality.



TALL TIMBER

They call Alberta a prairie province, but the term applies only to a small section of the land. More than three-quarters of the province is covered with trees, much of the growth being of merchantable size. Even in the central parklands scattered bluffs of poplar provide poles and lumber for light building, and willow for fence posts. Here, too, is saw material for much of the fuel needs of the people.

But the real timberlands occur east of the Rockies and in the northern half of Alberta. Here are 59,000 square miles of forests—containing some thirty billion cubic feet of saw and pulp material.

At the present time Alberta's lumbering industry might be said to be in its infancy. With a capital investment of \$4,000,000, the annual production of our mills is 275,000,000 board feet of lumber. There are some four hundred sawmills in operation plus another three hundred portable outfits, altogether employing around 6000 men. The province is sixth in Canada in value of lumber production.

COMMON CLAY

Articles from the largest drain tile to the smallest tea pot are made from Alberta clay. And in between are stoneware crocks and jugs, gracefully turned vases, and gaily colored dishes.

Then there are bricks of all kinds. These are turned out in quantities to build chimneys of the nation, or fine houses all over the land.

Alberta's best known clay products come from the Medicine Hat district. Besides rich deposits of superior clays, this district has natural gas which is used in the baking kilns.

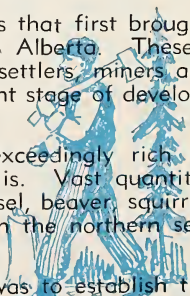
Redcliff, in the same district, is the centre of Alberta's glass industry. Bottles of all types and crystal glassware for various purposes are produced in this district.

FUR TRADE

It was the fur business that first brought the trapper and the trader to Alberta. These were followed by ranchers and settlers, miners and industrialists, until the present stage of development was reached.

The north-west was exceedingly rich in fur bearing animals. It still is. Vast quantities of muskrat, fox, marten, weasel, beaver, squirrel and lynx are trapped chiefly in the northern sections of Alberta every season.

The original practice was to establish trading posts along the water transportation. This enabled the Indians and half-breeds to bring their winter's



catch to the post by canoe where they traded their rich pelts for blankets, guns, ammunition, food and other needed supplies. This was the practice followed by the Hudson's Bay Company and the North West Fur Company, which were amalgamated in 1821, as well as Revillon.

So much for the romantic past, but there are still company trading posts in Northern Alberta. While in many cases the aeroplane has replaced the canoe for transporting the raw product of the trap-line, this is still a rich livelihood for many northern people.

Another modern trend in Alberta is toward fur farming. The Province has in excess of 1,200 successful establishments of this kind, and is now one of the leading fur provinces in Canada.

Altogether producing some 4 million pelts, valued at \$12,458,028, in the season of 1943-44, the fur industry experienced the most successful year in Alberta's history. Not only is this due to the improved quality of furs produced, it also follows the growing interest in fur breeding by Albertans generally.

For the fur industry of Alberta a future of ever-increasing importance can be predicted with confidence.

SALT OF THE EARTH

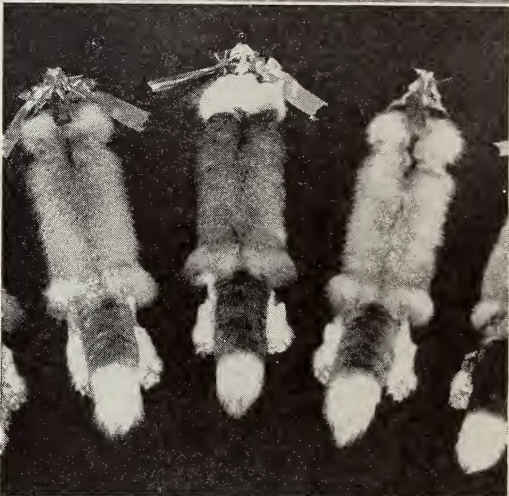
Alberta salt was first processed from brine out of a well originally drilled for oil. This was in the vicinity of McMurray in the north eastern section of the Province. The well was some distance from the railway so another well was drilled some six hundred feet from the end of steel. It had the same salt content.

The salt field established by these and other wells contains an estimated 500,000 tons to the acre. Underlying the town of Waterways and district, the bed is approximately 200 feet thick and lies 700 feet below ground level.

One of the newer uses of common salt is in road building. A mixture of salt, clay and gravel, it forms an excellent surface—smooth, hard and impervious to weather.

Alberta's salt deposits are estimated to hold thirty million tons. This is enough to meet the present demands of the entire Dominion for 60 years. Production in 1944 totalled 25,242 tons of salt. The product tests 98 to 99.57 percent pure and when powdered it is paper white in colour.

Besides coarse and fine iodized salt, future developments will no doubt include production of such products as sodium sulphate, chlorine, caustic soda and hydrochloric acid.





RIVER POWER

It might be said that the supply of power from running water is almost unlimited in Alberta. Generally speaking, our rivers in the mountains rush down through deep gorges to the plains. Alberta has three drainage basins. Rivers flow into the north and east and, to a lesser extent, to the south.

Elevation on the western boundary is higher than 4,500 feet and on the east is 2,100 feet.

Water power sites in Alberta, however, present several problems. The fall in a river is now considered of minor importance. It is the topography of the land and the foundation required which determines the cost of a dam. Further, the flow of water available in winter months and whether or not a low winter flow can be remedied by storage reservoirs, must be considered.

No recent survey of the rivers in Alberta has been made, but an exhaustive study was conducted by a federal commission in 1916. The findings of this body show that there are theoretically 34 power sites in the Province. Of this number only four have been developed and from these four a total of 89,500 horsepower are obtained. The Power Commission established in 1944 is conducting research toward the electrification of Alberta's rural districts.



FISHING INDUSTRY

The fish supply is important for three chief reasons. First, it is a source of food for the local markets. Further, the commercial importance of Alberta fish as an export commodity is considerable. And finally, from the standpoint of sport they hold an unsurpassed attraction.

Our chief fishing wealth is found in the lakes of central and northern Alberta. Lesser Slave Lake, Cold Lake, Buck, Wabamun and Pigeon Lakes all contribute varying amounts of the total catch. Lake trout is the important fish, particularly in Cold Lake, while other species include whitefish, pike, pickerel and tullibee.

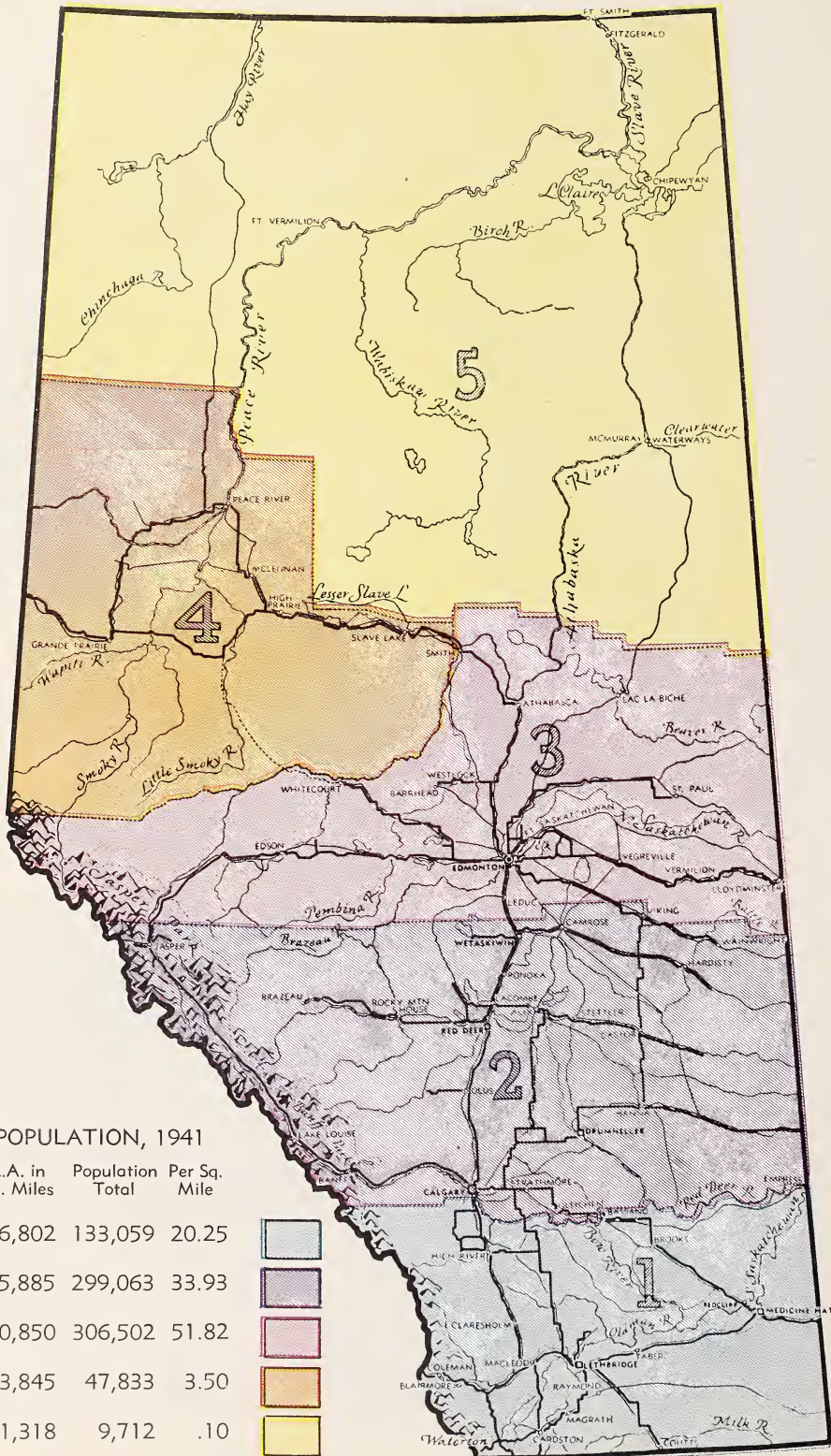
Total catch for the 1944 season was over seven million pounds of fish, valued at nearly a million dollars. Nearly 60 percent of the amount was exported to Chicago, New York and other American centres.

The fishing industry in Alberta represents a capital investment of \$350,000.

And then there's sport fishing. In Alberta's mountain-fed streams and in our blue lakes the angler can find some of the finest trout fishing on the continent. Even the best fishing grounds are easily accessible and attract large numbers of sportsmen every year.

Government fish hatcheries are maintained at Banff and Jasper, and Government supervision helps to keep the supply in good condition.





THE FUTURE OF ALBERTA

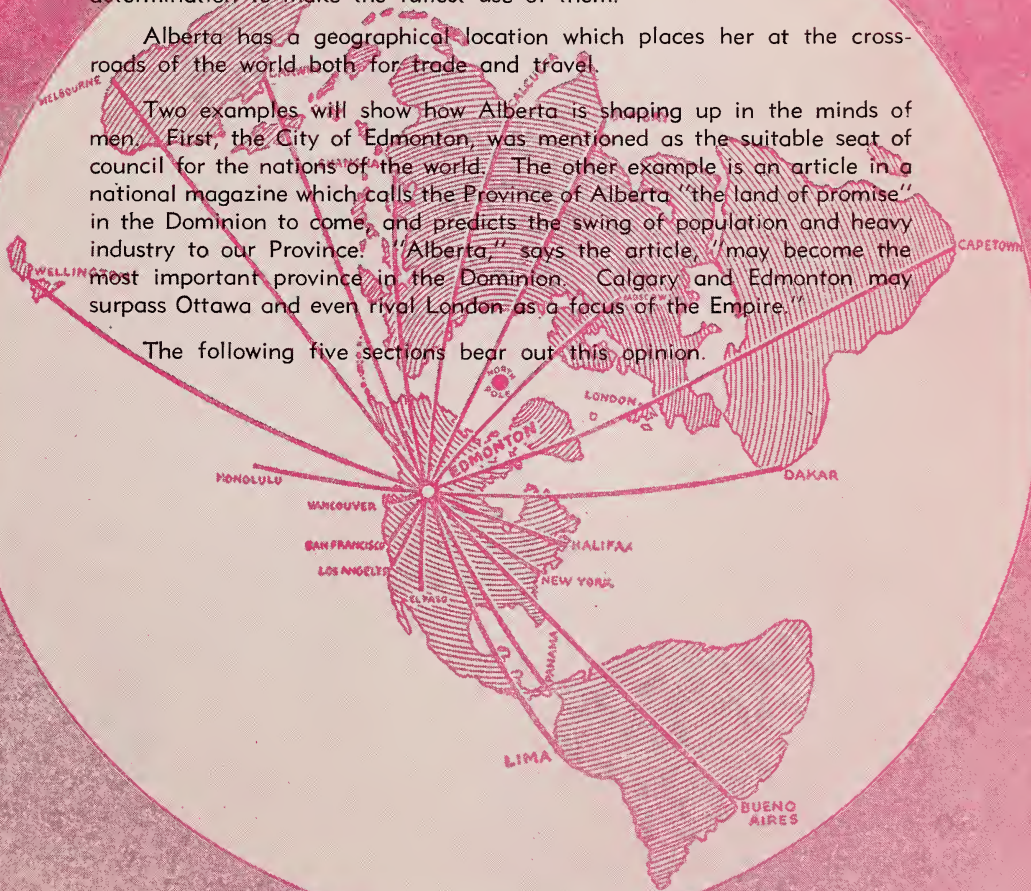
The present development of Alberta has been achieved largely since 1905, the year in which she became a Province. That was only forty years ago, a mere moment as compared with the length of time which has enabled other sections of the world to build up.

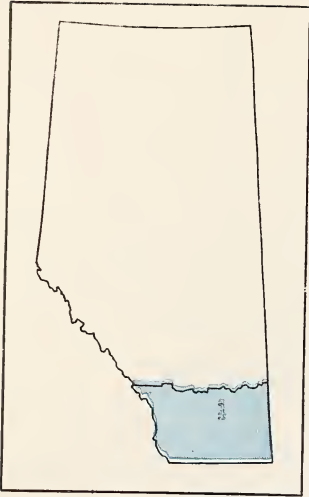
Forty years—and already recognized as holding undisputed leadership in many fields. But while we may take just pride in the past, it is the future to which we look. Why not? Natural resources scattered with almost incredible lavishness. A climate suited to bring forth the best in man or beast. A virgin soil with promise of manifold returns. A people exhilarated by their natural advantages and filled with pride, hope and determination to make the fullest use of them.

Alberta has a geographical location which places her at the crossroads of the world both for trade and travel.

Two examples will show how Alberta is shaping up in the minds of men. First, the City of Edmonton, was mentioned as the suitable seat of council for the nations of the world. The other example is an article in a national magazine which calls the Province of Alberta "the land of promise" in the Dominion to come, and predicts the swing of population and heavy industry to our Province. "Alberta," says the article, "may become the most important province in the Dominion. Calgary and Edmonton may surpass Ottawa and even rival London as a focus of the Empire."

The following five sections bear out this opinion.





MEDICINE HAT—CROW'S NEST

Area—26,802 square miles.

Population—133,059.

Here the southern-most section of Alberta stretches along the American boundary from the Rockies to Saskatchewan. Like all the southern sections of Alberta the surface changes from rugged mountains westward to a bold flat plain on the east.

On the west Blairmore, Coleman and Bellevue is a great coal mining area. Lethbridge has its coal mines also.

Waterton Lakes Park, a world famous beauty spot, lies in the southwestern corner.

Agriculture is an important industry in this section. Gradually smoothing out from the foothills the land is used for stock-raising and farming but toward the east, low normal rainfall must be assisted by irrigation. Centred at Lethbridge the districts around Raymond and Picture Butte annually produce 350,000 tons of sugar beets with the aid of irrigation.

At Brooks, another irrigation centre, there are flourishing grain and dairy farms.

Medicine Hat has used natural gas for light and power for more than fifty years and the supply is apparently undiminished. Factories de-

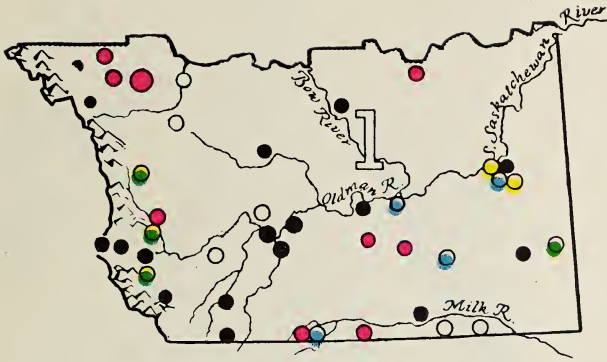
veloping the rich deposits of pottery clay in this same area are powered by this valuable natural fuel.

Further north in this section, adjacent to the towns of High River and Okotoks, is Alberta's famous Turner Valley. One of the greatest oil basins in the British Commonwealth, it now yields nearly ten million barrels of oil per year.

The Crowsnest—Medicine Hat section is serviced by excellent highway and railway facilities. Crossed by the main line of the Canadian Pacific Railway, it has numerous branch lines linking all its towns and cities. Lethbridge is the customs port of entry for aircraft and is the junction for TCA and North-West Airlines, feeder lines linking Lethbridge with Great Falls and U.S. routes to the south and Edmonton and Alaska to the north.

Alberta's No. 1 Highway, starting at Coutts, provides a hard-surfaced road to Lethbridge and on north through Stavely, Nanton and High River.



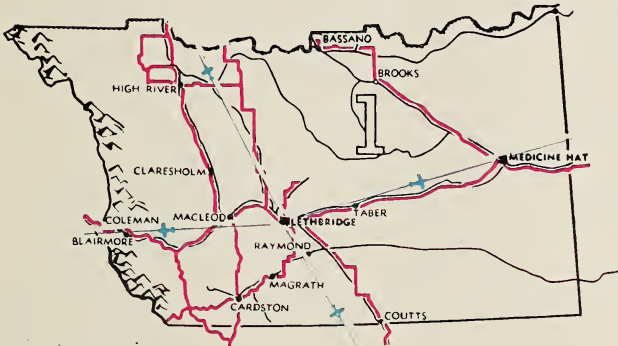


NATURAL RESOURCES

- COAL
- PETROLEUM
- NATURAL GAS
- CLAY
- STONE
- FOREST

INDUSTRIES

- COAL MINES
- ▲ OIL FIELD
- ▲ GAS FIELD
- SUGAR REFINERY
- POTTERY
- BRICK FACTORY

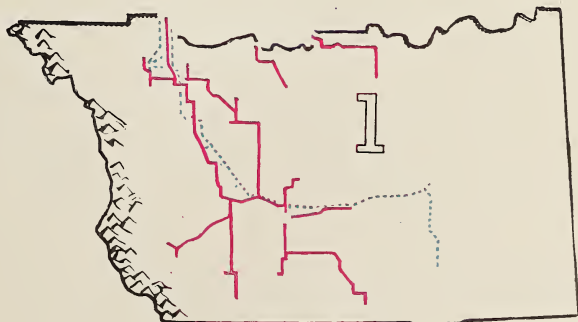


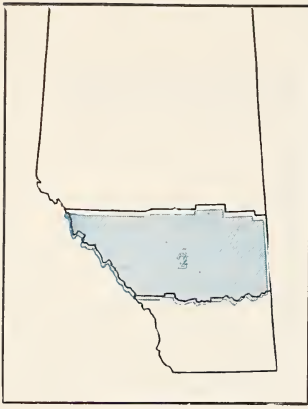
TRANSPORTATION

- RAILWAYS
- HIGHWAYS
- +— AIRWAYS

POWER

- ELECTRIC TRANSMISSION LINES
- - - GAS PIPE-LINES





CALGARY—WETASKIWIN

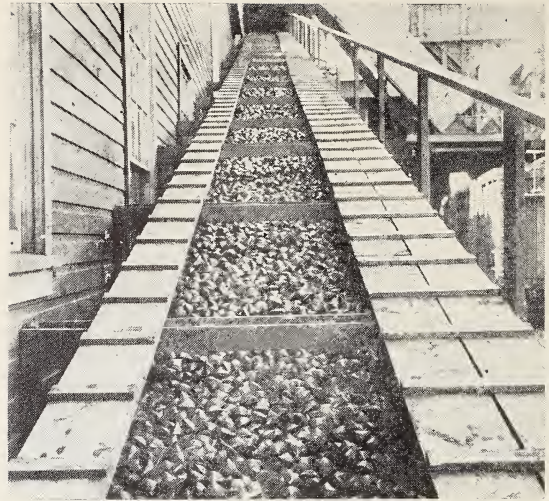
Area—45,885 square miles.
Population—299,062.

This section comprises mountains, timberland, prairie and parkland. Along the eastern slope of the mountains we find the famous Banff-Jasper highway connecting these two resorts through some of the grandest scenery on earth. At Banff, Nordegg and Mountain Park rich deposits of bituminous and sub-bituminous coal are mined. In this same area deposits of gypsum and various kinds of building stone are being exploited.

Drumheller, in the valley of the Red Deer river, is an important centre for the production of domestic grades of coal. These are shipped to markets as far east as Ontario. More than this, many of the smaller towns have their own mines, each providing for the needs of the district.

East from the mountains the land gradually becomes a succession of trees and open prairie. This is the mixed farming area of Alberta. The soil is exceedingly fertile and produces vast quantities of wheat and other grains, much of which is fed to swine and cattle. It is this area which helps to make Alberta the leading hog producing province of Canada.

Dairying is notable in this section, too. With plenty of shelter, pasture and water, conditions are well suited to this type of farming and there are

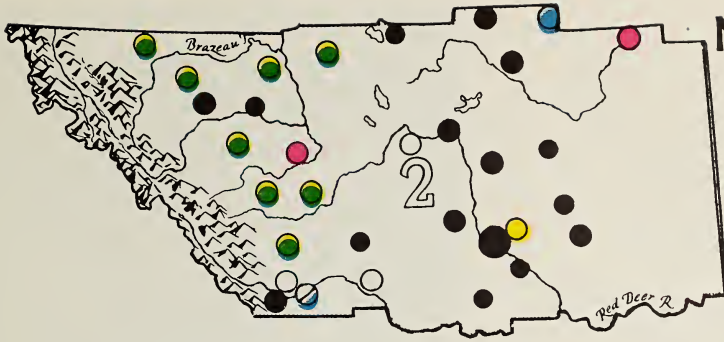


many fine dairy herds as a result. Creameries and cheese factories are located in various centres and at Red Deer there is an important plant for concentrating milk.

In full view of the Rockies, the city of Calgary is a thriving industrial centre. With a population in excess of 100,000, it has important mills, packing plants, railway shops and oil refineries. Wainwright district has a rapidly developing oil field.

The Calgary-Wetaskiwin area has ample facilities for power and transportation. Hydro-electric development west of Calgary supplies power to many of the towns in this section. The main highway north and south is hard-surfaced, while many of the other highways are gravelled. Main lines of transcontinental railway systems cut across the south-western and north-eastern corners of the district while in between branch lines of each system service all the towns.





NATURAL RESOURCES

- COAL
- PETROLEUM
- NATURAL GAS
- FOREST
- STONE
- CLAY
- WATER POWER

INDUSTRIES

- ▣ COAL MINES
- ▲ OIL FIELD
- ▲ GAS FIELD
- ▣ LUMBER MILLS
- ▣ CEMENT KILN
- ▣ HYDRO STATIONS
- ▣ MILK CONDENSERY
- ▣ PACKING PLANTS

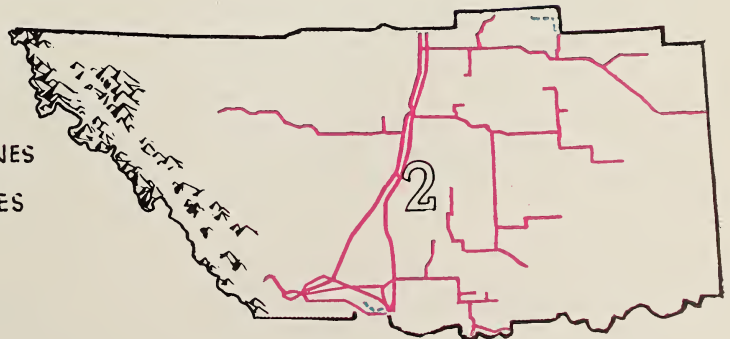


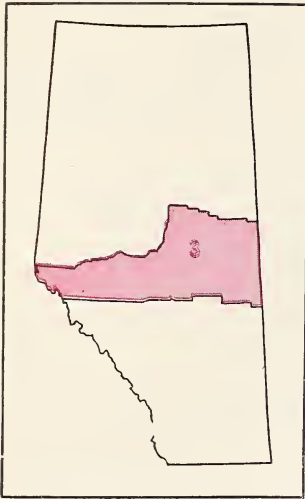
TRANSPORTATION

- RAILWAYS
- HIGHWAYS
- AIRWAYS

POWER

- ELECTRIC TRANSMISSION LINES
- GAS PIPE-LINES





EDMONTON—LLOYDMINSTER

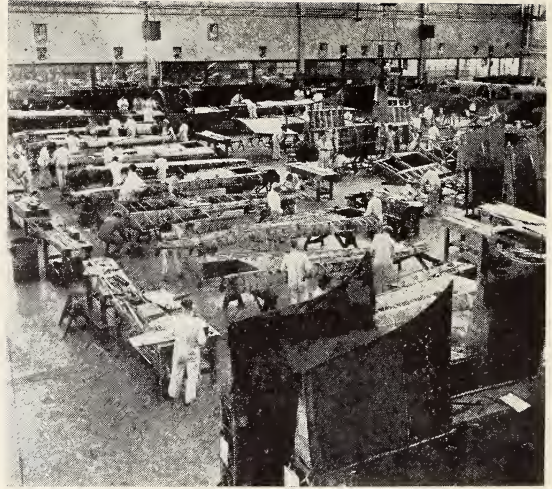
Area—40,850 square miles.

Population—306,502.

The country around the city of Edmonton is the most thickly settled area in Alberta and it is also a very important agricultural district. By way of contrast, this section also contains the most sparsely settled area in the Province, west of Evansburg. Surface, resources and industries present as great a contrast. Coal is mined around Edmonton and west to Luscar and Cadomin. Lumbering engages many of the towns in the northern districts and in the lakes of this section commercial fishing is carried on extensively, lake trout being shipped from Cold Lake and Lac La Biche to the big cities of eastern America.

Edmonton, capital city of Alberta, has a population of about 115,000. "The crossroads of the world," Edmonton, is a centre of air commerce and travel. The wealth of the northland pours through her gates, and great stores for the comfort of northern peoples are gathered at her door from all directions. Moreover, American civil and military authority associated with the Alaska Highway have made this city their headquarters.

An industrial centre of major importance, Edmonton is the site of a large meat-packing industry. Flour and breakfast cereals are produced there. Bedding, garments, and many other important products are made in Edmonton.



East of the city, the Viking gas field supplies Edmonton and intervening towns with natural gas for power and fuel.

Then at Vermilion, south to Wainwright and east to Lloydminster there is a young and increasingly important oil industry. Recovered from shallow wells that can be completed in the course of a week or two, the oil is of a quality suitable for many types of fuels.

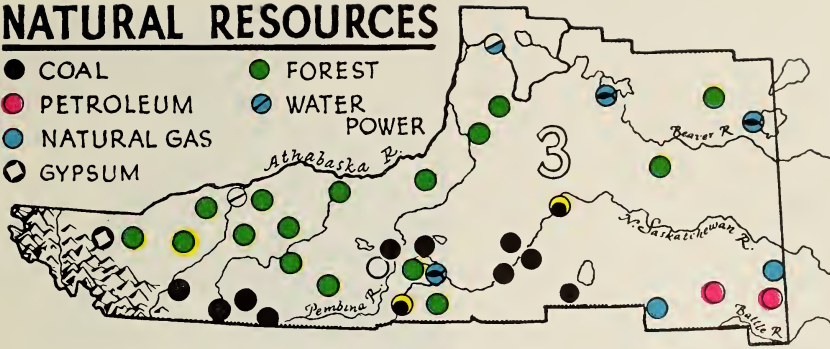


NATURAL RESOURCES

- COAL
- PETROLEUM
- NATURAL GAS
- GYPSUM

- FOREST
- WATER POWER

- FISH
- PLACER GOLD
- STONE



INDUSTRIES

- ▣ COAL MINES
- ▲ OIL FIELD
- ▲ GAS FIELD
- ▣ LUMBER MILLS

- ▣ PACKING PLANTS



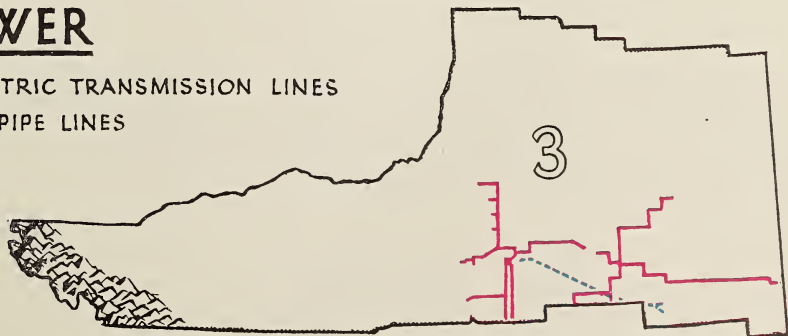
TRANSPORTATION

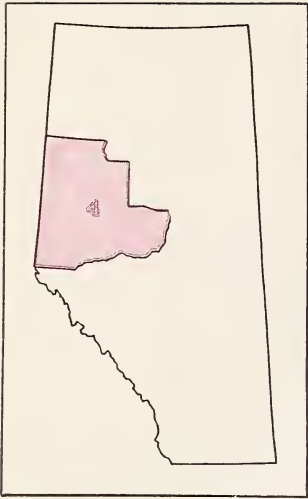
- HIGHWAYS
- RAILWAYS
- AIRWAYS



POWER

- ELECTRIC TRANSMISSION LINES
- GAS PIPE LINES





PEACE RIVER DISTRICT

Area—33,845 square miles.

Population—47,833.

It is no accident that this section of Alberta, drained by the Peace and Smoky Rivers, is famous all over and even beyond our own continent. Samples of wheat, oats, barley and other grains grown in the Peace River district have captured world championship titles at international shows year after year. You have heard, too, of the climate, the fertility of its soil and the abundance of its crops. You have heard, too, of its beauty, with broad rivers, verdant valleys, sweeping prairies and heavily-wooded lands.

The development of this section has hardly begun. Only a small fraction of its fertile acres is under cultivation. Literally millions of acres of raw land are waiting to provide homes and wealth for the coming population. Ideally suited for mixed farming the possibilities of the Peace River district are tremendous, and in the post-war period these possibilities will be grasped by thousands of people seeking new homes where they can enjoy peace, security and freedom.

The Peace River district is noted, too, for its industries other than farming. Lumber mills are located at various centres in all sections of the district. High quality brick and tile products are

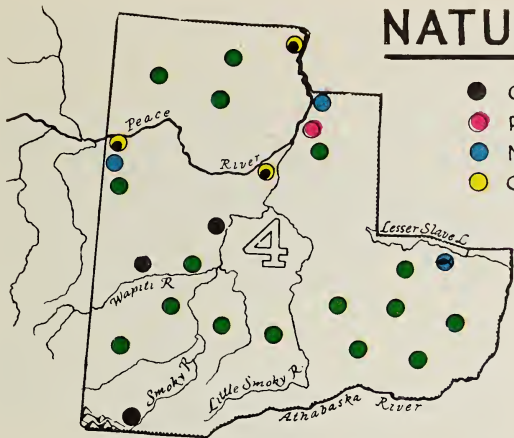


turned out in the Grande Prairie district. Coal and gas occur in commercial quantities in the south and eastern sections.

In regard to transportation, the Peace River district is served by the Northern Alberta Railway. Operated jointly by the Canadian Pacific and the Canadian National Railways, this line runs from Edmonton to Hines Creek and Spirit River in Alberta and to Dawson Creek over the border into British Columbia. Besides the highway to Alaska, which runs through the Peace River district from Edmonton, the all-season, all-weather road extending from the capital to Grimshaw is now in its final stage of construction.



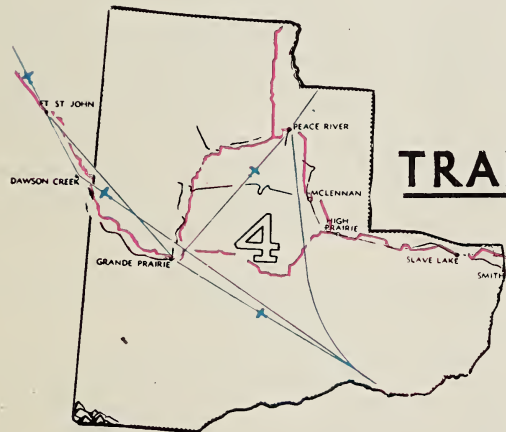
NATURAL RESOURCES



- COAL
- FOREST
- PETROLEUM
- FISH
- NATURAL GAS
- PLACER GOLD
- CLAY

INDUSTRIES

- ▣ COAL MINES
- ▣ LUMBER MILLS

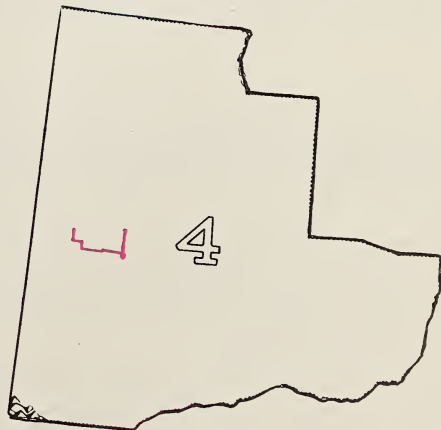


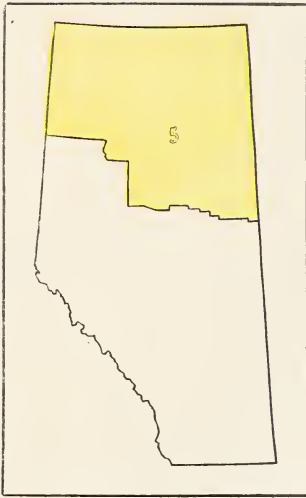
TRANSPORTATION

- HIGHWAYS
- RAILWAYS
- +— AIRWAYS

POWER

- ELECTRIC TRANSMISSION LINES





NORTHERN ALBERTA

Area—101,318 square miles.

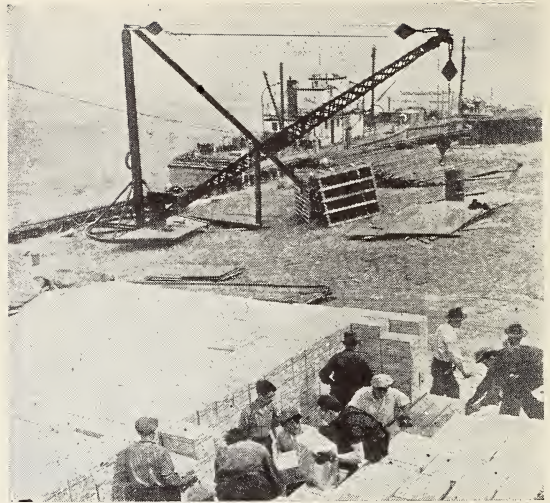
Population—9,712.

Perhaps the best way to gain an impression of Alberta's vast northern area is to take a mental journey over it. From Edmonton we may travel as far as Waterways either by air or by the eastern line of the Northern Alberta Railways. At this point we may tranship by boat or by air down the Athabasca River, through Lake Athabasca, out into Slave River. This is the route and means of transportation for heavy freight shipments. Mail, lighter freight and passengers all travel by air. Trappers, miners and prospectors, seeking the riches of the north, are all familiar with air travel.

It is along the Athabasca River, centering at McMurray, that we find Alberta's oil-soaked sands. As a developing source of gasoline, oil and tar products the wealth of this vast deposit is virtually incredible.

Alberta's salt deposits have also been mentioned before. These are found at McMurray and are producing large quantities of high grade salt both in table and coarser grades.

This section, as well as along the Rocky Mountains, is a hunter's paradise. Big game of all kinds is to be found in abundance. With the



expansion of air travel after the war this will no doubt attract thousands of hunters into the wild northern land from all over the continent.

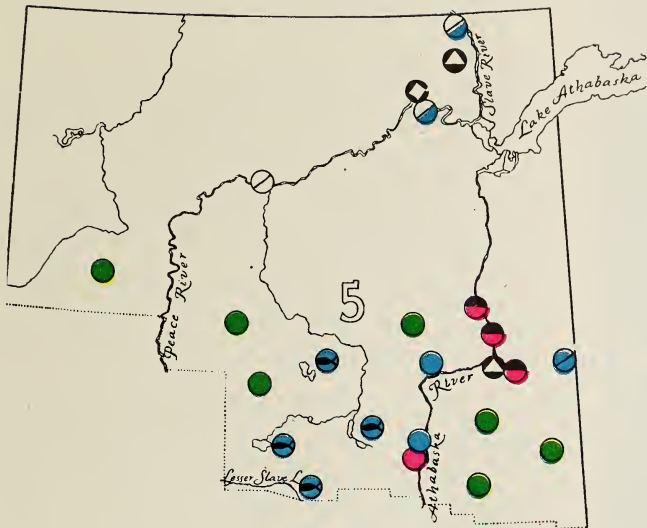
Nothing has been said about the possibilities for development of lumbering and fishing industries in Northern Alberta. Still virtually untouched, both these industries will sooner or later yield valuable wealth to the people of the Province. Millions of acres of merchantable timber are found in this area. Fishing grounds ready to yield vast quantities of the finest fish lie awaiting development.









Mixed farming has been successfully carried on in the Fort Vermilion district.

Apart from its wealth of minerals, furs, timber and fish, Northern Alberta holds great promise for future development of hydro-electric power. Potential dam-sites occur on all northern rivers which will undoubtedly be developed as the country's resources are opened up.






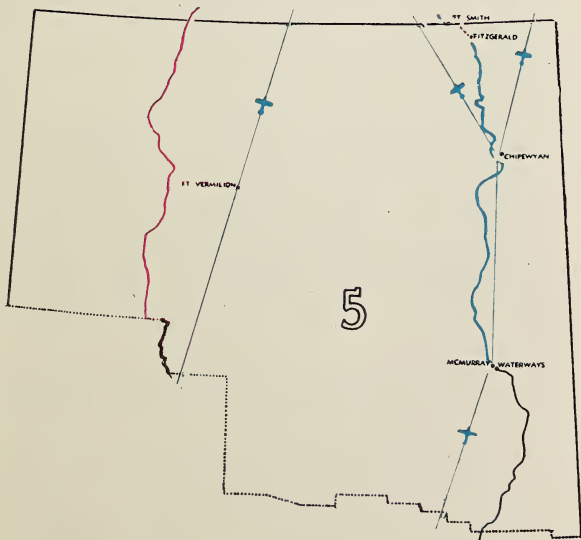
NATURAL RESOURCES







-  FOREST
-  FISH
-  OIL SANDS
-  PETROLEUM
-  GAS
-  SALT
-  GYPSUM
-  WATER POWER

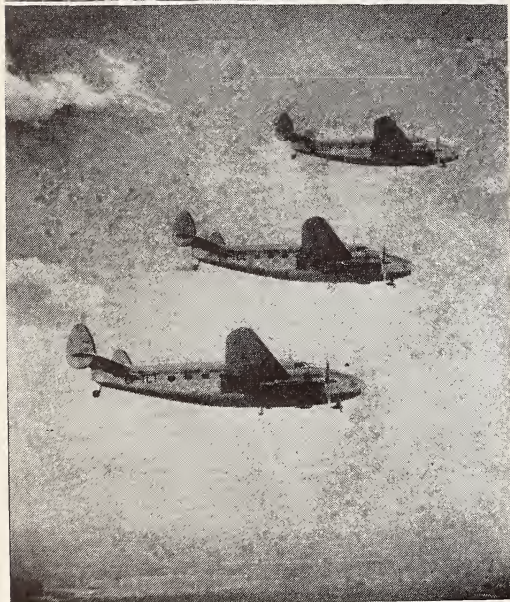
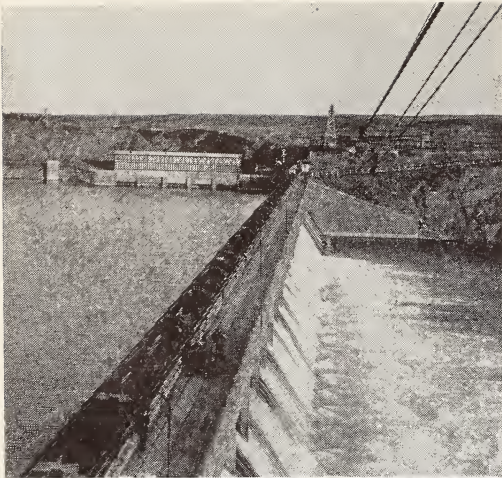
INDUSTRIES

-  OIL REFINERY
-  SALT REFINERY
-  LUMBER MILL



TRANSPORTATION

-  RAILWAYS
-  ROADS
-  AIRWAYS
-  WATERWAYS



MORE POWER FOR INDUSTRY

Two basic factors make a great industrial country. First, there must be raw materials—Alberta has these in abundance. Then there must be power resources. No one denies that in this regard Alberta is also well favoured.

Take your choice: Coal underlying most of the entire province, in grades up to semi-anthracite. Gas both in southern and central Alberta in quantities already proven sufficient to last half a century. Water power at present perhaps only in its infancy, but holding promise of giant growth to electrify gradually every home, every farm, every shop and industry in the Province.

All this and more—gasoline for the finest of motors. Crude oil for the giant movers of industry, or diesel fuel or naphtha straight from the earth to your engine.

Yes, take your choice—Alberta has plenty of power for all.

THE CROSSROADS OF COMMERCE

The first requirement of any community is to provide for its own people. Then when local needs are satisfied the true surplus of goods produced naturally and easily within the community should be traded for an equal value of other goods which other communities produce in excess of their own needs.

That is the basis of trade on any scale from the individual to the nation. And that is the trade policy of Alberta. Industries, both new and old, are encouraged in every way possible, and home markets are sought FIRST. Then our surplus products are shipped to swell the total that makes Canada one of the leading trading nations in the world today.

There they go—trainloads of butter, cheese and condensed milk . . . millions of dozens of eggs, both fresh and powdered . . . huge quantities of the world's finest bacon . . . world championship grains and flour . . . coal, oil and gasoline . . . fish, furs and wool . . . live stock and lumber . . . clay products and building stone . . . salt and sugar . . . potatoes and poultry . . . and much more . . . out of Alberta's abundance, her gifts to Canada and the world.

BROAD HIGHWAYS TO PROGRESS

It might almost be said that roads and highways have a direct bearing upon the literacy of a community. Where good roads are built, good farms and prosperous towns and a happy, substantial people are found. A system of highways paves the way for progress.

From north to south and from east to west, Alberta roads give each centre of population a way to markets and means of communication.

The following figures will not apply next year or next month, for the process of road building goes on year after year. However, here are the mileages at the moment:

Hard surfaced highways, 521.38 miles.

Gravelled highways, 2,699.15 miles.

High grade market roads, 14,338 miles.

GOOD SCHOOLS MAKE GOOD CITIZENS

Alberta's school system has been recognized as outstanding on the North American continent. Teaching methods are being reformed so that young citizens of Alberta learn by living as well as by listening. Problems of citizenship come right into the school instead of waiting for graduation. That, we believe, is as it should be.

Some years ago the entire province was re-organized into large units called school divisions. This change is steadily bringing a high school education within reach of every rural scholar in Alberta.

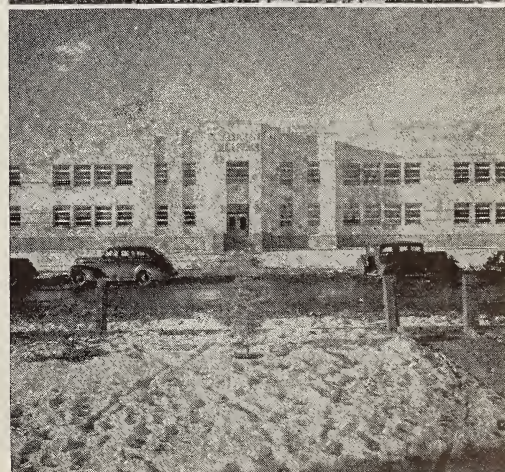
A new conception of the reasons for education . . . a better system of teaching . . . a modernized course of study . . . a stream-lined mechanism to bring education within the reach of all . . . these points help to explain the pre-eminent position of Alberta schools.

WHERE THOSE WHO WORK MAY PLAY

No spot in Alberta is more than an hour's drive away from a popular resort. Blue lakes and picturesque rivers are found from the mountains to the parklands and the prairies. These afford facilities for swimming, boating, fishing and picnicking. Many city dwellers send their families to the nearby resort for the summer and join them for week ends. Most farm folk spend some of their free time at a nearby lake or river. No one misses an annual holiday because they have too far to go.

Some of Alberta's resorts are world famous. Such centres as Banff, Lake Louise, Jasper Park and Waterton, in peace time, attract holidayers and tourists from all over the world. Other playgrounds like Elk Island Park, Wabamun Lake, Gull Lake, Pigeon Lake, Lac Ste. Anne, Sylvan Lake and many more, while not large, are still notable for their beauty and charm.

Alberta seasons invite recreation. Her resorts make it possible.



RELATIONS IN INDUSTRY

The year 1944 will long remain in our memory as one in which momentous events took place. Slowly, but surely, the Allies were moving towards victory. On the home front, labour was faced with a tremendous responsibility to assure the fighting forces that the materials of war would continually flow from industry. The achievements of both employers and workers in this Province have reached a high peak in production. It is convincing testimony of the common sense, intelligence, ability and fairness of both employers and workmen that Alberta has enjoyed a year of industrial peace.

There are several factors that contribute to this attractive situation. Alberta, since 1935, has placed upon its Statutes several enactments providing for maximum hours of labour, minimum rates of wages and conditions of labour, and enactments establishing the principles and rights of employees to organize in order to better their working conditions.

During the past year strikes have occurred in many parts of the Dominion of Canada. This has not been so in Alberta, where, during the year of 1944, there were no strikes and no cessation of work.

The Industrial Conciliation and Arbitration Act, which provides to the employees the benefits of collective bargaining, also assures employers that industrial peace will be maintained throughout negotiations. The procedure outlined in the Act protects the employer against impulsive and unwarranted action and gives the employers the opportunity to remove the causes for friction by discussing problems with employees in a friendly manner and to the mutual satisfaction of the parties concerned.

Alberta, in its administration of the Industrial Conciliation and Arbitration Act, has adopted a very intelligent attitude in the handling of many labour disputes. While fully affirming the rights of labour and management to bargain collectively, violation of the law is not permitted.

A great deal of credit for settling disputes before strike action has taken place is due to the respect and confidence placed in the Government and the Board of Industrial Relations, a branch of the Department of Trade and Industry, by both labour and management.

Out of the sixty-one labour disputes which developed in the Province last year, the Board of Industrial Relations successfully conciliated sixty of the said disputes. One dispute concerning a jurisdictional union problem went to a board of arbitration and was settled by the ward of the board. Thus, Alberta enjoyed a year of industrial peace.

A study of the labour laws affecting industry shows that Alberta's standing is above the average for both Dominion and other Provinces in the regulations concerning the employment of labour.

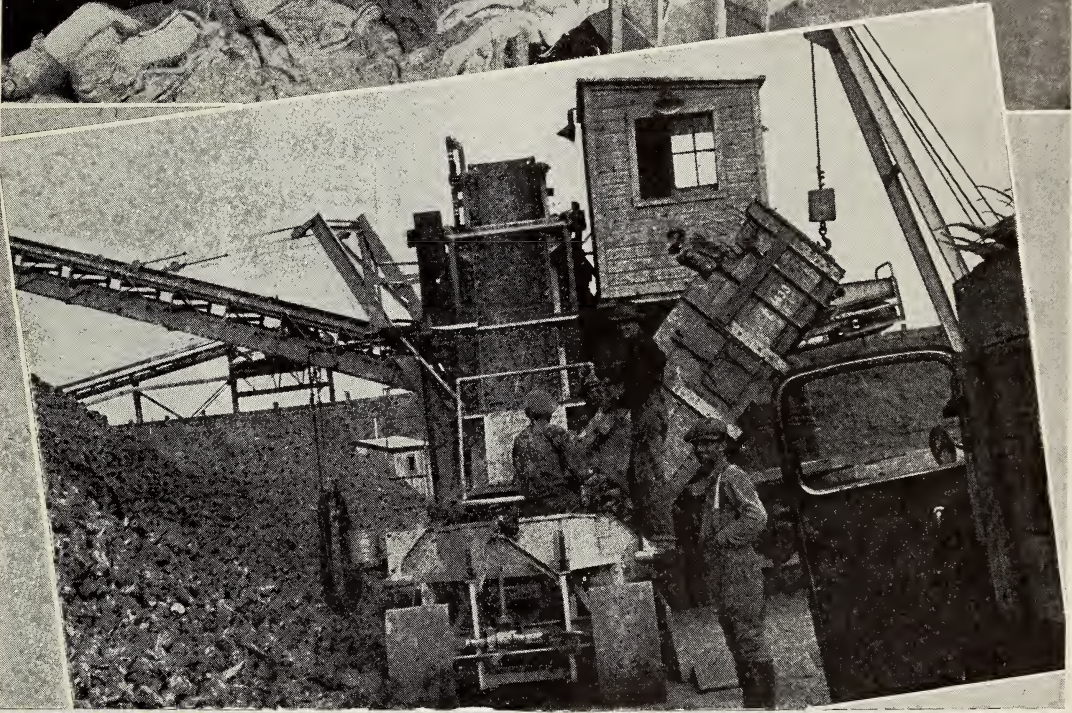
The Hours of Work Act, Female Minimum Wage Act and Male Minimum Wage Act, which are applicable to all employers and employees in the Province, other than persons employed as farm labourers or domestic servants in private houses, have been administered with equal fairness to both employers and employees. Since the minimum wage orders are applicable mainly to labour and employers throughout the entire Province, management and labour agree that this policy has had a beneficial bearing on good business ethics in the Province as all employers realize that a minimum labour cost is established, thus doing away with a great number of unfair labour practices.

For a number of years the maximum limitation for hours of labour for female employees has been eight hours a day and forty-eight hours in a week. The maximum limitation for male employees has been nine hours in a day and fifty-four hours in a week. At the present time the Legislature is considering changing the limitation of hours of labour for male employees to eight in a day and forty-eight in a week, so that a standard working week will be established for both male and female employees.

Conditions of labour in the Province have greatly benefited from the Labour Welfare Act. The said Act deals with the welfare and conditions of labour of employees engaged in any industry, and it has been found that where conditions of employment are improved, production and efficiency of staff are greatly improved.

As a result of the careful administration of Labour Legislation, Labour realizing that it cannot enjoy good wages and steady employment unless industry prospers; and Management realizing that industry cannot operate successfully without the satisfaction and contentment of employees, the many problems arising in the critical years of War have been met and solved. It is realized today that the post-war era will bring forth many different problems which must be met with the same sense of fairness and equity as that shown during the war years. Thus, both employers and labour in the Province of Alberta look forward to a programme of Post-War Reconstruction, knowing the industry of the Province can advance far when the relationship between management and labour is one of understanding and both work for the advancement of the interests of both employer and employee.





WORKMEN'S COMPENSATION IN ALBERTA

There is within the Province a system of workmen's compensation, the effect of which is to relieve employers from liability for accidents arising out of and in the course of their employment. This is effected by the enactment of a Workmen's Compensation Act which provides workmen so injured with compensation in lieu of what otherwise would be their right of action in damages for injury so suffered.

Under the system there exists a Commission to which all claims are referred and if the claim qualifies the Commission pays the compensation. There is no individual liability on the employer for the compensation, it being furnished out of an accident fund maintained by assessments on industry generally, and the employer of an injured workman bears no greater part of the cost of the accident than do the other members of his class, all being assessed for the accident cost of the class in proportion to their respective payrolls, according to rates fixed by the Commission designed to meet the requirements of the class for the accident cost of the class.

In the scheme of compensation in effect there is, however, provision for both merit and demerit ratings. So that the employer with a bad accident experience in proportion to his payroll pays more and the employer with a good accident experience in proportion to his payroll pays less than the average rate of the class thus making it of interest to the employer to provide against preventable accidents.

Besides providing compensation for injured workmen, the Act provides for compensation benefits to the dependants of fatally injured workmen to the extent that such dependants are "members of the family," as in the Act specially designated.

The Commission is by the Act vested with an exclusive jurisdiction in compensation matters, thus from its findings there is no appeal, judicial or otherwise. Therefore questions of compensation, classification, assessment or other matters with which the Commission has to do cannot be brought into the field of judicial litigation.

In Alberta, workmen's compensation operates automatically. It is brought into operation without the necessity of employer or employee applying for enrollment, or anything of the kind. It operates the moment a workman engages in employment in an industry to which the Act applies and it applies in practically all industries. When an industry, to which the Act applies, is established, commenced or recommenced, the employer is required to notify the Board of the fact and furnish it with an estimate of the probable amount of his payroll for the remainder of the year and such further information as the Board may require, verified by a statutory declaration, and pay the amount of his assessment within fifteen

days after notice thereof has been given him. The assessment will consist of a percentage of his payroll, according to the rate in effect for his class.

The system works well and smoothly, without constituting anything of a serious burden on individual employers such as an individual employer liability often does and, as aforesaid, apart from the feature of merit and demerit rating according to accident experience, bears equally on the employers in the respective classes in proportion to their respective payrolls.

The benefits provided by the Alberta Workmen's Compensation Act may be stated as follows:

TO EMPLOYER: Immunity from action by a workman or his dependents against his employer for or by reason of any accident happening to him while in the employment of the employer;

Immunity from action by a workman or his dependents or the employer of the workman against any employer in any industry within the scope of the Act in respect of the personal injury suffered by the workman as a result of accident to which the Act applies.

TO WORKMEN: Such medical or other remedial attention as the Board may deem reasonably necessary at the time of the injury and thereafter during the disability to cure and relieve from the effects of the injury;

Compensation for loss of earnings at the rate of 66% percent thereof.

Benefits are payable for duration of the disability, or life, whichever is the state.

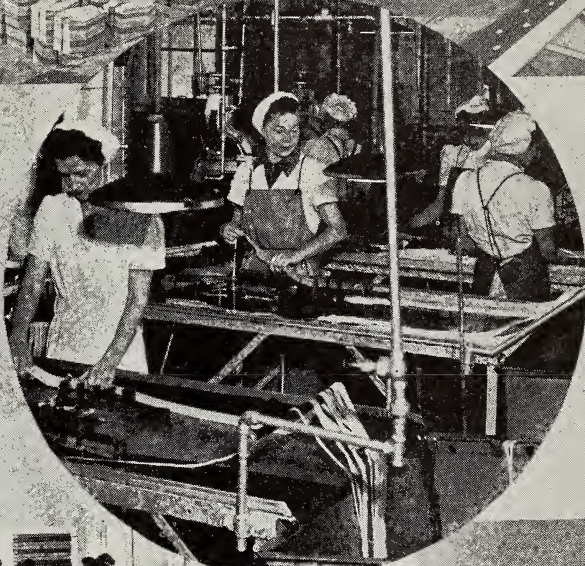
TO DEPENDENTS OF FATALLY INJURED WORKMEN: Widows, a monthly payment of \$40.00; pre-burial expense up to \$100.00.

Widows in necessitous circumstances because of illness of themselves or their dependent children under the age of 18 years, such additional amount as the Board may see fit up to \$15.00 a month, to the extent that a special fund for that purpose may provide;

A child or children up to the age of 18 years a monthly payment each of \$12.00.

TO ORPHAN CHILDREN: Monthly payments each of \$20.00.

OTHER DEPENDENTS (where they are the only dependents): A sum reasonable and proportionate to the pecuniary loss to such dependents occasioned by the death, to be determined by the Board, not exceeding \$35 a month to a parent or parents, and not exceeding in the whole \$75.00 a month.



McKENNEDY & CO. LIMITED
EDMONTON, ALBERTA

RECONSTRUCTION AND REHABILITATION

When war broke out in September 1939, the Province of Alberta was already engaged in a program of post-depression reconstruction, designed to improve the living and working conditions of all citizens of the Province, and to promote the intelligent use of her natural resources.

The Interim Program, as it was called, introduced an innovation in the form of the Consumer Bonus, a device for increasing the purchasing power of those who bought goods made in Alberta. The increased demand for Alberta goods stimulated by the bonus created greater opportunities for Alberta manufacturers and workers alike, and intensified a home market demand for primary products, all of which had a beneficial effect on the provincial economy.

By means of the Treasury Branch system and the Alberta Marketing Board, the program was carried out on a successful and growing scale up to the outbreak of war. The reversal of economic conditions brought about by the war, with intensive demands for labour and goods of all kinds, resulted in the Government carrying on the program on a moderate scale, so that the organization would be ready for further expansion in the post-war period.

As the war progressed, the Government took steps to prepare for the conditions expected at the end of hostilities, and the Alberta Post-War Reconstruction Committee was organized to carry out special studies in this connection. At the same time, the Research Council of Alberta was re-organized and placed on a more active basis, with instructions to carry out special assignments.

The Post-War Reconstruction Committee was composed of members representing the whole Legislature, the University of Alberta and the War Veterans' organization, and its subcommittees were composed of men and women representative of all shades of opinion and endeavour.

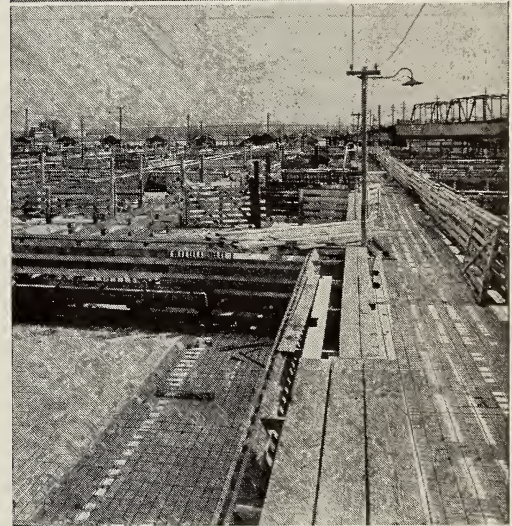


Subcommittees were assigned the following major subjects for study: Agriculture, Land and Soldier Settlement; Education and Vocational Training; Finance; Industry; Natural Resources; Public Works and Social Welfare. A special subsidiary body was the Post-War Survey Management Committee, which conducted a Province-wide investigation of post-war buying intentions among farmers, householders, businessmen, manufacturers and local governments. Another important assignment, namely, Rural Electrification, was conducted for the Committee by the Research Council.

As men and women of Alberta began to return from the armed services, it was evident that preparations should be made to assist them on their return, and accordingly, on the recommendation of the Reconstruction Committee, there was established the Veterans' Welfare and Advisory Commission with offices in the Administration Building, Edmonton.

At the 1945 Session of the Legislature, the Post-War Reconstruction Committee submitted its final report, which was adopted and approved unanimously. At the same Session, there came into being the Department of Economic Affairs, charged with the duty of implementing the various recommendations of the report, and of carrying forward the work initiated in the Alberta Interim program. Honourable A. J. Hooke, Chairman of the Reconstruction Committee, was appointed Minister of the new department. The duties of the Department of Economic Affairs is to further and encourage orderly economic, cultural and social development for the betterment of the people of the Province.

Alberta is already assisting her returned men and women to establish themselves, through university and trade training, land grants and civil service preference. As the new program develops, greater opportunities will be created for those who have served Canada during the war.

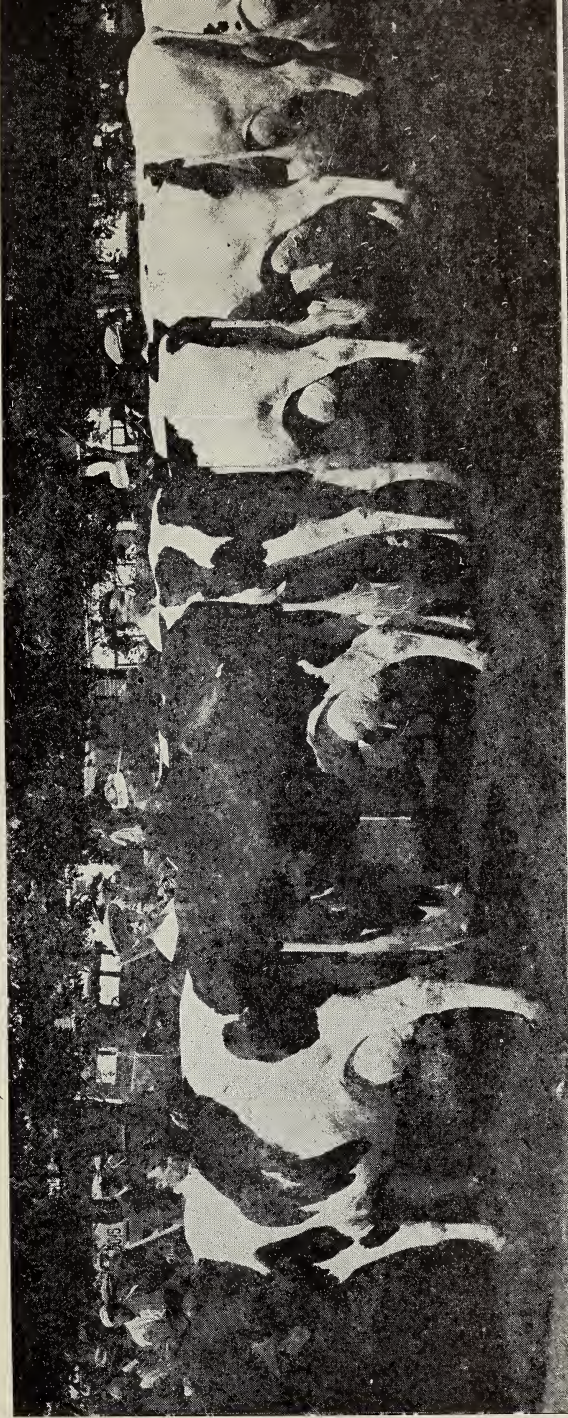


VALUES OF PRODUCTION IN ALBERTA BY INDUSTRIES

(Dominion Bureau of Statistics/ Figures for 1941, 1942, 1943 and 1944, the Remainder is Based Partly on Provincial and Dominion Estimates)

INDUSTRY	1941			1942			* 1943			* 1944		
	Gross \$	Net \$	Gross \$	Net \$	Gross \$	Net \$	Gross \$	Net \$	Gross \$	Net \$	Gross \$	Net \$
Agriculture and Trapping	205,755,287	163,539,287	380,468,636	308,906,636	369,838,722	295,000,000	412,066,306	340,000,000				
Forestry	9,330,156	6,474,131	10,249,943	6,573,763	10,728,080	7,000,000	11,000,000	7,300,000				
Fisheries	440,444	440,444	492,182	492,182	814,954	814,954	928,820	928,820				
Mining	39,779,583	36,167,469	45,341,016	40,604,704	48,941,210	43,000,000	51,376,959	45,400,000				
Electric Power	6,721,358	6,322,557	7,200,736	6,686,179	7,500,000	6,700,000	7,800,000	7,000,000				
TOTAL—												
Primary Production	262,026,828	212,943,888	443,752,513	363,263,464	437,822,966	352,514,954	483,172,085	400,628,820				
Construction	35,295,959	15,798,441	33,389,725	16,908,496	34,000,000	18,000,000	35,000,000	19,000,000				
Custom and Repair	10,605,420	7,195,991	11,324,000	7,684,000	11,500,000	7,800,000	12,000,000	8,300,000				
Manufacturers	142,651,493	45,958,219	178,103,011	57,479,536	200,000,000	79,000,000	240,000,000	110,000,000				
TOTAL—												
Secondary Production	188,552,872	68,952,651	222,816,736	82,072,032	245,500,000	104,800,000	287,000,000	137,300,000				
GRAND TOTAL	450,579,700	281,896,539	666,569,249	445,335,496	683,322,966	457,314,954	770,172,085	537,928,820				
LESS DUPLICATION	7,403,842	4,998,362	8,496,852	5,522,787	8,500,000	6,000,000	9,000,000	6,500,000				
NET GRAND TOTAL	443,175,858	276,898,177	658,072,397	439,812,709	674,822,966	451,314,954	761,172,085	531,428,820				

* Estimated.



AGRICULTURE

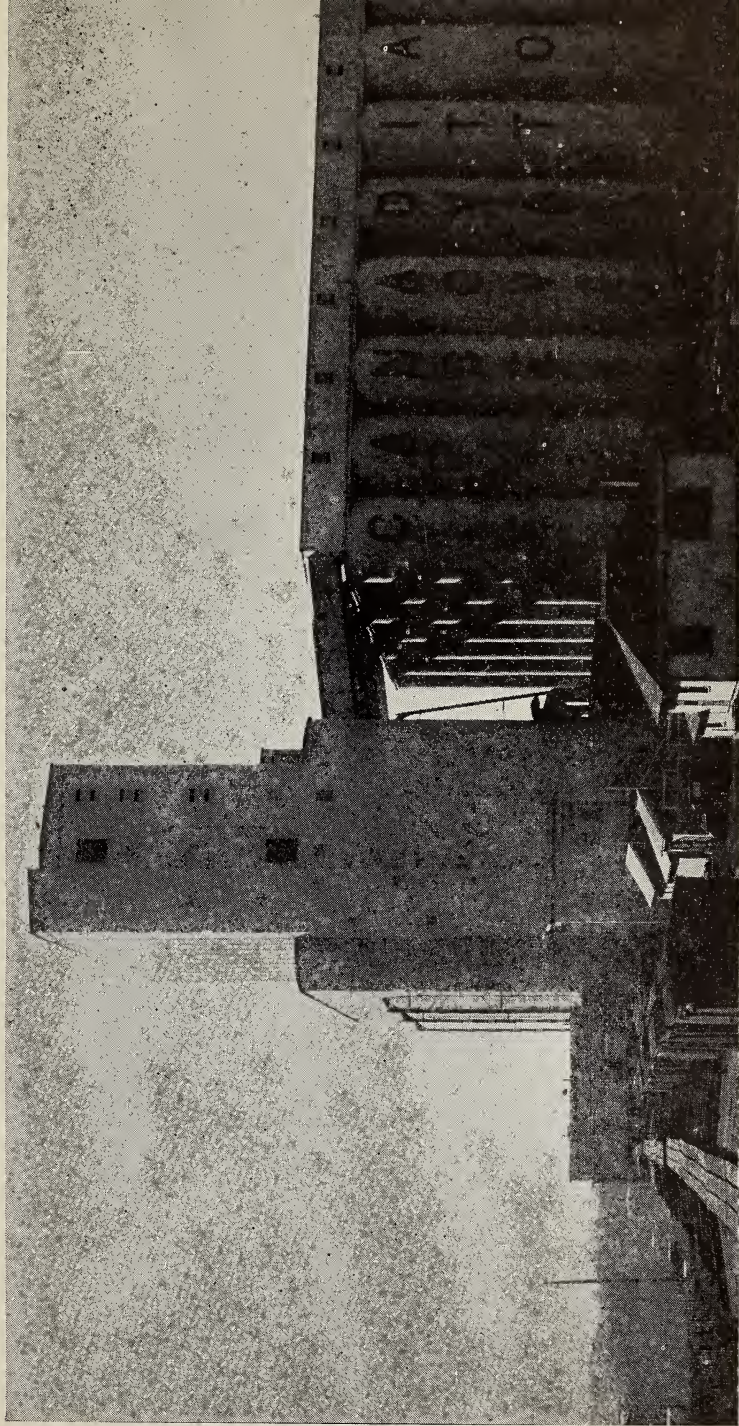
CURRENT VALUE OF AGRICULTURE CAPITAL, ALBERTA, 1944

Lands and Buildings.....	\$550,000,000
Implements and Machinery.....	125,000,000
Livestock.....	150,000,000
TOTALS—1944	\$825,000,000
1943.....	\$800,000,000
1942.....	777,035,000
1941.....	714,357,000
1940.....	613,303,000
1939.....	599,484,000
1938.....	561,028,000

GROSS VALUE OF AGRICULTURAL PRODUCTION—ALBERTA—1938-1944

PARTICULARS	1938	1939	1940	1941	1942	1943*	1944*
	\$	\$	\$	\$	\$	\$	\$
Grain Crops.....	107,985,000	111,986,000	119,361,000	83,036,000	214,653,000	192,178,000	205,397,000
Root Crops.....	3,076,000	4,006,000	4,067,000	4,848,000	6,631,000	6,985,000	5,774,000
Fodder Crops.....	11,144,000	10,965,000	13,144,000	13,672,000	17,837,000	19,638,000	22,451,000
Dairy Products.....	18,587,918	18,069,733	19,532,344	27,376,800	31,574,900	34,428,900	35,330,300
Poultry-Products.....	6,000,000	6,283,500	7,618,900	9,279,900	14,768,000	17,878,400	18,250,600
Animals Slaughtered and Sold.....	27,169,074	33,087,702	45,134,000	65,478,500	75,729,300	92,092,900	118,180,000
Wool.....	344,610	362,250	640,200	623,600	856,000	1,015,000	1,227,400
Honey.....	178,200	150,000	244,420	374,400	362,500	551,000	769,500
Fur Production.....	1,156,013	1,345,130	2,514,878	2,806,073	2,806,073	5,071,522	4,686,506
TOTAL	175,640,815	186,255,315	212,256,742	207,495,273	365,217,773	369,838,722	412,066,306

* Estimated.



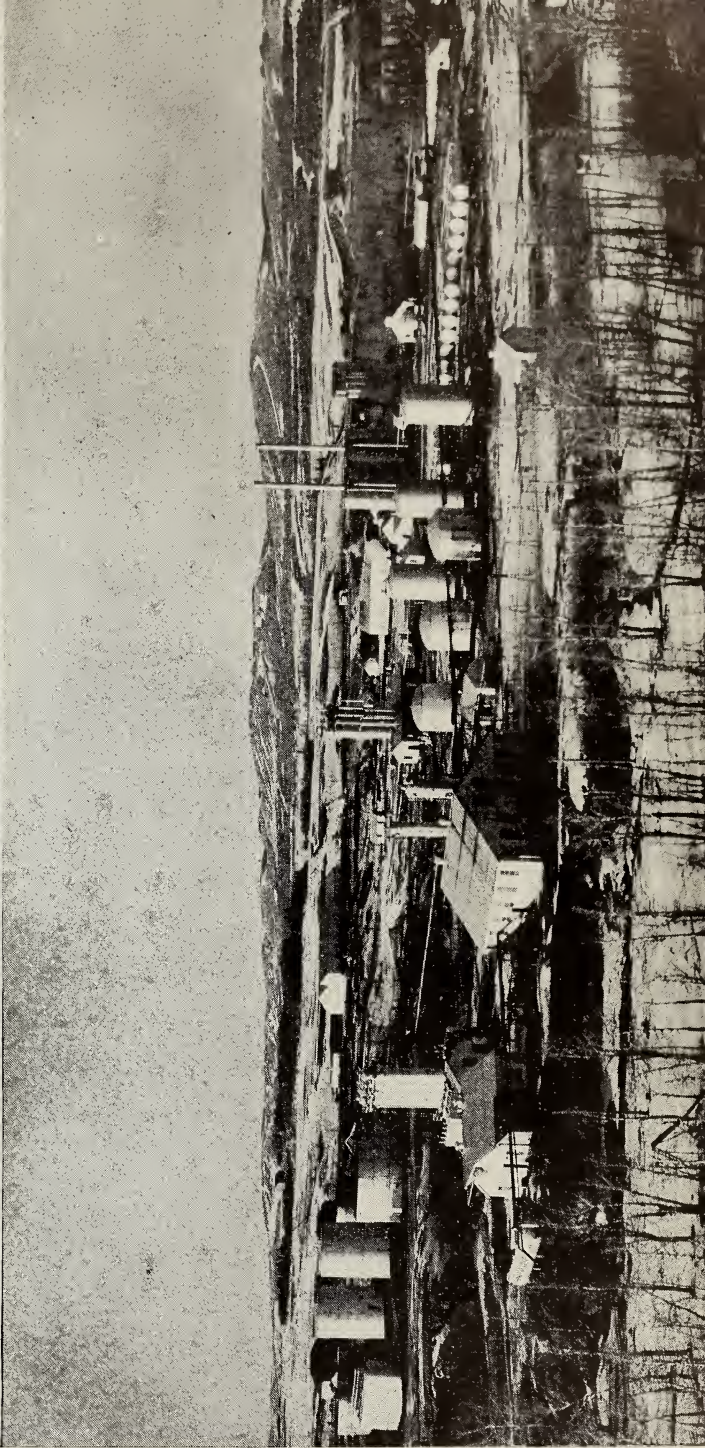
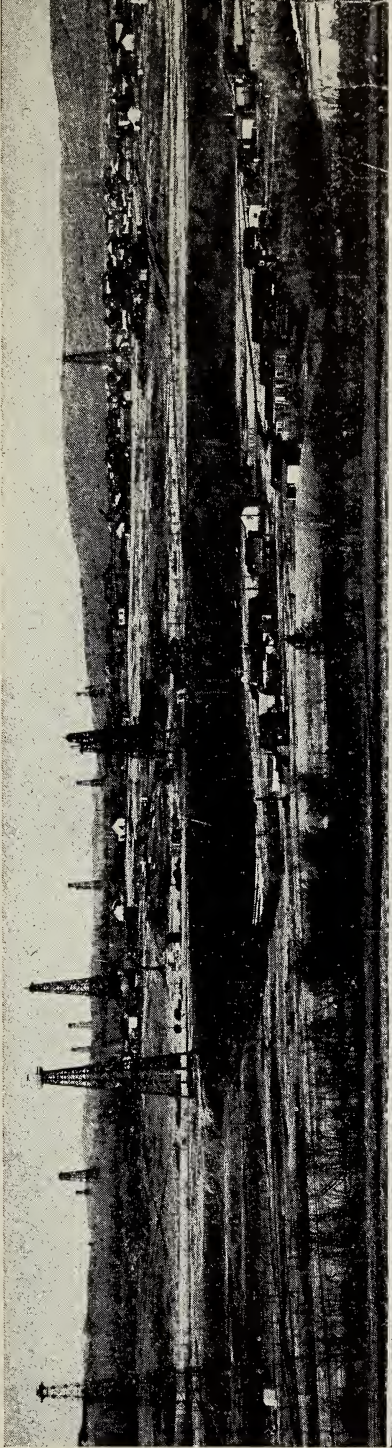
GROSS VALUE OF PRODUCTION BY INDUSTRIES

	1936	1941	1942	* 1943	* 1944
Agriculture and Trapping.....	\$148,770,906	\$205,755,287	\$380,468,636	\$369,838,722	\$412,066,306
Forestry.....	4,452,459	9,330,156	10,249,943	10,728,080	11,000,000
Fisheries.....	309,892	440,444	492,182	814,954	928,820
Mining.....	22,461,422	39,779,583	45,341,016	48,941,210	51,376,959
Electric Power.....	4,945,917	6,721,358	7,200,736	7,500,000	7,800,000
Construction.....	9,611,860	35,295,959	33,389,725	34,000,000	35,000,000
Custom and Repair.....	5,670,960	10,605,420	11,324,000	11,500,000	12,000,000
Manufacturers.....	74,052,010	142,651,493	178,103,011	200,000,000	240,000,000
GRAND TOTAL.....	\$270,275,426	\$450,579,700	\$666,569,249	\$683,322,966	\$770,172,085
LESS DUPLICATION.....	9,640,279	7,403,842	8,496,852	8,500,000	9,000,000
NET GRAND TOTAL.....	\$260,635,147	\$443,175,858	\$658,072,397	\$674,822,966	\$761,172,085

* Estimated.

INDUSTRY ON THE MARCH

	1936	1941	1942	* 1943	* 1944
VOLUME OF TRADE					
Wholesale Sales.....	\$ 72,436,000	\$ 120,627,436	\$ 133,242,458	\$ 150,934,005	\$ 170,000,000
Retail Sales.....	138,853,000	214,748,200	245,000,000	290,000,000	325,000,000
Bank Clearings.....	538,913,234	656,777,923	741,657,907	958,263,300	1,147,802,212
Bank Debts.....	1,096,155,091	1,654,889,535	1,799,614,115	2,334,248,809	2,741,476,861
Construction.....	6,297,400	15,598,800	14,401,100	18,529,300	19,501,900
Customs Receipts.....	1,594,532	2,799,328	2,561,696	2,824,809	2,777,991
MANUFACTURING					
No. of Establishments.....	905	1,108	1,115	1,200	1,210
Capital Invested.....	70,224,578	95,676,318	101,401,133	105,000,000	110,000,000
No. of Employees.....	11,756	16,761	18,397	18,500	19,000
Payroll.....	12,328,471	20,151,705	23,992,613	26,784,000	27,000,000
Value of Products.....	74,052,010	142,651,493	178,103,011	203,572,000	240,000,000



PRINCIPAL STATISTICS OF 15 LEADING INDUSTRIES, 1940 TO 1944

INDUSTRY—MANUFACTURING	Year	No. of Establishments	Capital	No. of Employees	Salaries and Wages	Cost of Materials	Gross Value of Products
Slaughtering and Meat Packing	1940	13	\$ 9,342,654	2,181	\$ 2,993,112	\$25,686,113	\$31,356,894
	1941	13	11,628,072	2,630	3,664,173	39,169,683	46,655,412
	1942	13	13,588,601	3,170	4,595,338	55,670,644	64,668,103
	1943*	13	14,677,839	3,463	5,283,695	67,139,267	82,212,081
	1944*	13	15,000,000	3,500	5,500,000	65,000,000	100,000,000
Butter and Cheese	1940	111	4,433,108	1,106	1,241,004	6,883,263	9,619,719
	1941	110	4,972,705	1,198	1,366,185	11,264,164	14,320,370
	1942	112	5,468,468	1,348	1,548,593	13,359,196	16,976,089
	1943*	116	6,945,280	1,500	1,700,000	15,000,000	18,000,000
	1944*	118	6,957,260	1,502	1,712,000	15,102,000	18,412,000
Sawmills and Planing Mills	1940	273	3,095,087	1,845	1,309,892	1,945,492	4,412,294
	1941	277	3,966,187	2,698	2,004,565	2,708,895	6,589,720
	1942	289	4,157,026	2,666	2,244,096	3,369,441	7,671,906
	1943*	297	5,000,000	2,000	2,600,000	3,500,000	7,800,000
	1944*	300	5,200,000	2,030	2,700,000	3,800,000	8,600,000
Flour, Feed Mills and Bakery Industries	1940	253	9,332,477	1,670	1,873,347	10,325,248	15,347,500
	1941	256	10,664,391	1,758	2,031,410	12,454,753	17,581,519
	1942	246	10,656,104	1,818	2,282,130	13,674,871	19,581,983
	1943*	250	11,400,000	1,900	2,500,000	15,900,000	21,000,000
	1944*	252	12,000,000	2,000	2,700,000	16,000,000	23,000,000
Petroleum Refineries	1940	9	6,764,414	482	817,467	6,890,155	11,897,374
	1941	7	6,574,472	455	849,600	8,902,106	14,329,999
	1942	8	8,732,477	614	1,096,303	10,291,247	18,060,711
	1943*	8	9,000,000	698	1,300,000	11,000,000	19,000,000
	1944*	9	9,100,000	699	1,312,000	11,024,000	19,092,000
Clothing, Manufacturers, etc.	1940	22	1,359,980	648	581,477	1,078,946	2,121,840
	1941	24	1,681,395	748	716,923	1,548,342	2,790,515
	1942	25	1,861,206	880	876,929	2,290,753	3,726,114
	1943*	27	2,000,000	900	900,000	2,500,000	4,000,000
	1944*	28	2,034,000	908	900,101	2,512,000	4,008,000
Iron and its Products	1940	43	10,251,044	1,916	2,592,668	2,544,665	5,813,965
	1941	43	11,071,076	2,056	3,070,780	3,081,213	6,981,843
	1942	61	12,142,245	2,497	3,919,010	3,204,441	9,164,743
	1943*	70	12,200,000	2,600	4,200,000	3,500,000	12,000,000
	1944*	71	12,210,000	2,623	4,210,000	3,510,000	12,100,000
TOTAL LEADING MANUFACTURING INDUSTRIES	1940	724	44,578,764	9,848	11,408,967	55,353,882	80,569,586
	1941	730	50,558,298	11,543	13,703,636	79,129,156	109,249,378
	1942	754	56,606,127	12,933	16,562,399	101,860,593	139,849,649
	1943*	781	61,223,119	13,061	18,483,695	118,539,267	164,012,081
	1944*	791	62,501,260	13,262	19,034,101	136,948,000	185,212,000
GRAND TOTAL—ALL MANUFACTURING	1940	1,068	78,440,506	14,191	16,824,993	67,429,671	107,313,964
	1941	1,087	79,323,383	16,580	19,892,754	93,688,368	141,704,450
	1942	1,115	101,401,133	18,397	23,992,613	117,617,490	178,103,011
	1943*	1,200	105,000,000	18,500	26,784,000	139,260,000	200,000,000
	1944*	1,210	110,000,000	19,000	27,000,000	165,000,000	240,000,000

* Estimated.

365-DAY PRODUCTION OF
Alcatraz Gerben *World's Champion*
BUTTERFAT 1409 lb. REPRESENTS 1761 lb BUTTER

Completed MARCH 24, 1945.



1944 PRODUCTION BY
ALCATRAZ GERBEN CO.
177
— 100 LB. BUTTER



MINING

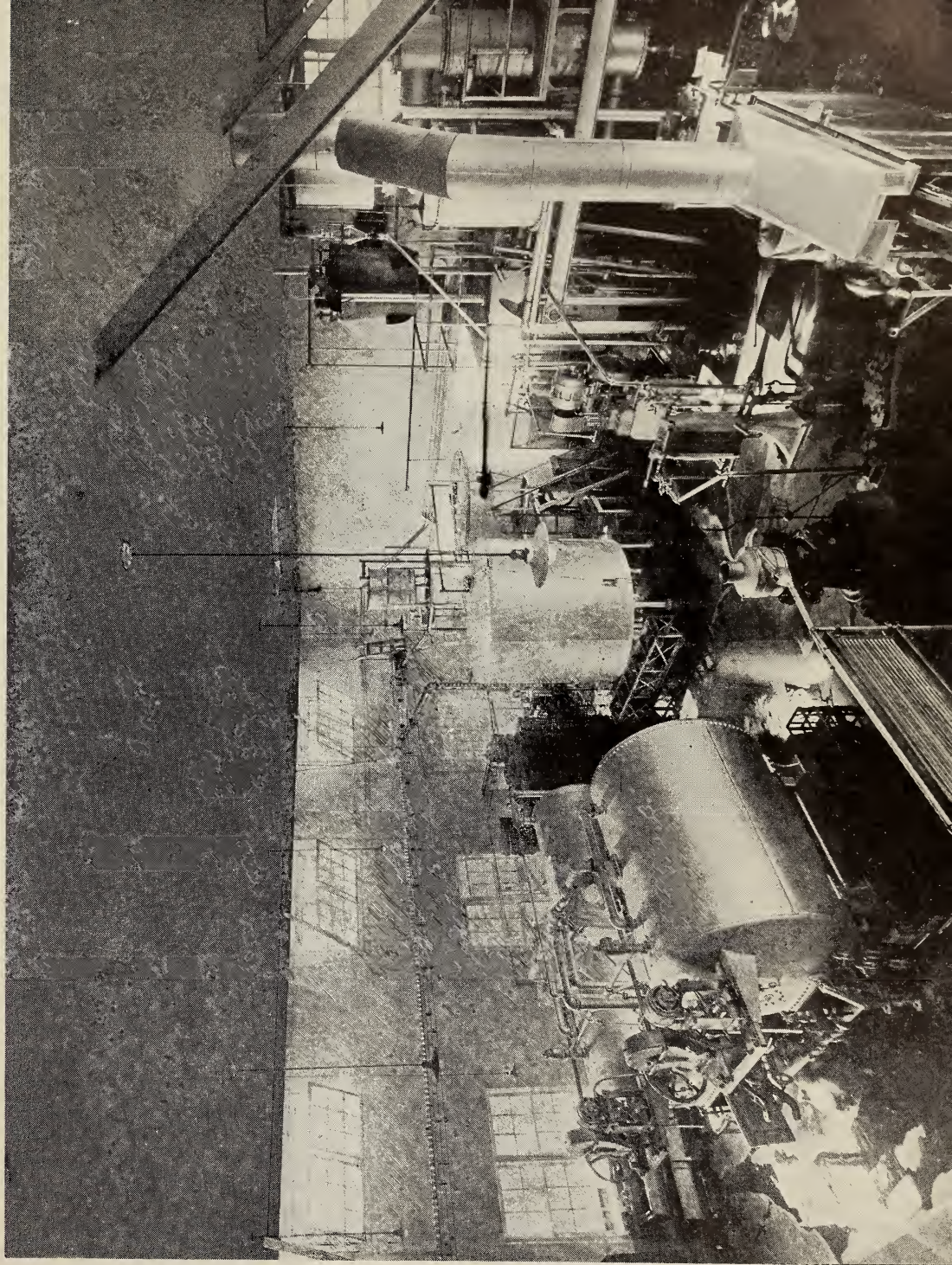




PRIMARY INDUSTRIES, ETC.

OTHER INDUSTRIES	Year	Mines, Wells or Plants	Capital	Employees	Salaries and Wages	Quantity	PRODUCTION	Value
Coal	1940	289	\$34,386,747	7,946	\$10,282,743	Tons	6,205,088	\$16,334,323
	1941	246	36,763,515	8,068	12,247,966	Tons	6,970,064	19,337,420
	1942	205	37,438,483	8,544	14,706,763	Tons	7,754,279	22,562,352
	1943*	203	37,480,616	8,531	16,049,357	Tons	7,677,982	24,035,121
	1944*	205	37,482,612	8,538	16,312,398	Tons	7,427,433	26,741,357
Petroleum	1940	231	51,460,580	1,463	2,635,785	Barrels	8,493,237	10,504,669
	1941	248	56,718,262	1,657	3,106,464	Barrels	9,908,643	13,809,708
	1942	267	52,043,823	1,640	3,189,958	Barrels	10,143,270	15,517,265
	1943	270	55,000,000	1,700	3,500,000	Barrels	9,674,548	15,609,197
	1944	272	55,103,000	1,723	3,587,000	Barrels	8,788,726	14,468,061
Natural Gas	1940	145	26,967,881	540	789,818	M. Cu. Ft.	26,402,229	4,923,469
	1941	147	28,166,141	511	757,328	M. Cu. Ft.	28,305,429	5,175,364
	1942	144	28,972,979	514	871,024	M. Cu. Ft.	32,443,588	6,146,146
	1943*	150	29,000,000	525	930,000	M. Cu. Ft.	34,161,548	6,241,815
	1944*	151	29,100,000	527	930,101	M. Cu. Ft.	38,459,326	7,211,124
Total Minerals	1940	722	120,090,434	10,722	14,530,179			35,092,337
	1941	746	129,681,543	11,141	17,065,351			41,364,385
	1942	723	126,642,796	11,435	19,628,105			47,359,831
	1943*	750	130,000,000	11,500	21,000,000			48,941,210
	1944*	751	130,111,000	11,402	21,078,000			51,376,959
Commercial Fisheries	1940		317,133	2,676		Lbs.	7,199,511	450,167
	1941		319,265	2,294		Lbs.	6,853,767	442,450
	1942		294,285	1,897		Lbs.	6,184,879	492,176
	1943*		366,894	2,398		Lbs.	6,809,808	814,954
	1944*		370,000	2,400		Lbs.	7,632,553	928,820
Fur	1940					No. of Pelts	3,977,118	2,514,878
	1941					No. of Pelts	2,601,424	2,806,073
	1942					No. of Pelts	11,713,686	5,162,636
	1943*					No. of Pelts	2,468,306	5,071,522
	1944*					No. of Pelts	11,513,927	4,686,506
Fur Farms	1940	846	2,328,461			No. of Pelts	74,557	907,601
	1941	858	2,519,927			No. of Pelts	59,095	852,001
	1942	716	2,239,087			No. of Pelts	97,599	1,072,262
	1943*	800	2,500,000			No. of Pelts	100,000	1,200,000
	1944*	802	2,500,000			No. of Pelts	109,000	1,500,000
Forestry including Sawmills	1940		3,500,000	6,295	2,972,625	Ft. B.M.	170,381,332	3,498,126
	1941		4,443,772	7,288	3,318,874	Ft. B.M.	272,345,129	7,684,235
	1942		4,952,218	6,887	3,932,504	Ft. B.M.	228,703,425	7,526,638
	1943*					Ft. B.M.	182,407,992	7,090,065
	1944*					Ft. B.M.	203,386,563	8,316,139

*Estimated.



COMMERCIAL FISHING, ALBERTA, 1941-1944

KINDS	1941		1942		Exported Lbs.:
	Lbs.	\$	Lbs.	\$	
Whitefish.....	2,601,567	302,746	2,005,181	339,145	90%
Trout.....	89,486	11,593	30,341	6,675	95%
Pike.....	760,925	35,413	441,593	28,230	50%
Pickeral.....	319,430	26,747	275,734	34,844	85%
Perch.....	60,245	4,324	59,882	6,516	
Tullibee.....	2,671,073	55,617	3,207,548	73,439	
Miscellaneous.....	351,041	6,010	164,600	3,327	
TOTALS	6,853,767	442,450	3,078,391	492,176	2,289,018

KINDS	1943		1944		Exported Lbs.
	Lbs.	\$	Lbs.	\$	
Whitefish.....	2,163,593	501,091	2,481,382	566,693	
Trout.....	18,556	5,938	21,716	5,646	
Pike.....	558,689	58,123	489,018	43,872	
Pickeral.....	727,684	114,503	1,048,552	144,020	
Perch.....	102,755	15,073	143,030	21,989	
Tullibee.....	3,107,335	115,278	3,256,054	142,568	
Miscellaneous.....	131,196	4,948	192,801	4,032	
TOTALS	6,809,808	814,954	2,862,738	928,820	3,389,652

TRADE AND COMMERCE

Year	Wholesale		Retail	
	Lbs.	\$	Lbs.	\$
1935.....	\$72,436,000	\$130,633,000	
1936.....	78,790,000	138,853,000	
1937.....	86,023,000	152,408,000	
1938.....	88,433,000	161,491,000	
1939.....	92,843,000	164,211,000	
1940.....	104,060,368	177,537,000	
1941.....	120,627,436	214,748,200	
1942.....	133,242,458	245,000,000	
1943*.....	150,934,005	290,000,000	
1944*.....	170,000,000	325,000,000	

* Estimated.



*Alberta
Beckons
You!*



GOVERNMENT OF THE PROVINCE OF ALBERTA

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HON. C. E. GERHART
Minister
Trade and Industry



HON. A. J. HOOKE
Minister
Economic Affairs

Compiled by
L. P. DANIS, Director
Promotion of Alberta Industries
Department of Economic Affairs

For Information write to
DEPARTMENT OF ECONOMIC AFFAIRS
Legislative Buildings, Edmonton, Alberta.

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