

On the Trail...

OXO

invigorating stimulating



ALBERTA

Free Enterprise
Healthy Climate
Wholesome Home Life
Modern Schools
Mountain Playgrounds
Sportsman's Paradise
World Crossroads

Empire's Second Largest Oilfield
Canada's Richest Coalfield
Home of World Champion Grains
Abundant Natural Gas
Immense Electrical Power Reserves
Diverse Natural Resources
Thriving Industries

"Alberta Has What Your Business Needs"

DEPARTMENT OF ECONOMIC AFFAIRS

HONOURABLE A. J. HOOKE, *Minister*

RALPH R. MOORE, *Deputy Minister*