
XVth Olympic Winter Games



CALGARY TAKES ITS HAT OFF TO YOU

A century ago, Calgary was little more than a gathering-place for native Indian tribes at the confluence of the rivers Bow and Elbow, in the heart of buffalo-hunting territory. Today, the city which is hosting the XVth Winter Games is a modern metropolis famous for its cosmopolitan atmosphere, a cluster of skyscrapers standing out against the blue backdrop of the Rocky Mountains.

Founded in 1875 along the grassy banks of the two rivers by the F troop of the North West Mounted Police, taking its name from Calgary Bay in Scotland, Fort Calgary really started to expand with the arrival in 1883 of the first train on the Canadian Pacific Railway, bringing with it a flood of immigrants from all over the world in search of land. Today, with its 640,000 inhabitants, Calgary has become one of the largest and liveliest cities in North America. Like an oasis in a desert, it comprises a cluster of towering office buildings set against the blue line of the Cana-

dian Rockies, surrounded by a series of residential suburbs and rolling parks radiating from the site of the original Fort Calgary.

Three industries have brought the city prosperity : agriculture, energy and tourism. its original agricultural resource was buffalo, valued for its meat, hide and bones by natives and settlers alike. With the gradual disappearance of the buffalo, cattle and grain became increasingly widespread. Calgary rapidly became an important agricultural market, and today, its Exhibition and Stampede with its rodeos and chuck wagon races



are amongst the greatest outdoor shows in the world, attracting a million visitors each summer. At the turn of the century, Alberta's energy resources were tapped, and by the 1950's Calgary was known as the oil city of Canada. Today, most of the major oil and gas companies in Canada have their head offices in Calgary.

Now it is the tourists who have replaced the settlers, and Calgary, gateway to the Rocky Mountains, has become the starting point for many visitors to the National Parks of Banff and Jasper.

But the modern thriving image of the city has in no way diminished the warmth of the "western" welcome, and it is still the cowboy hat which is doffed to greet the visitor. The wide-brimmed white hat with its big letter C has been the official symbol of the city for the past 35 years, to commemorate the centenary, and denoting the qualities of character, change, culture and charm. It is to be found everywhere, printed on the red and white flags; it is offered to you as a sign of welcome, it is sent to you as a token of friendship. Once the Games start, the big hats will be selling like hot cakes !

