PROVINCE OF BRITISH COLUMBIA

Department of Trade and Industry

REPORT

For the Year Ended December 31st

1951

VICTORIA, B.C.
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1952

To His Honour CLARENCE WALLACE, C.B.E.,
Lieutenant-Governor of the Province of British Columbia.

MAY IT PLEASE YOUR HONOUR:

I beg to submit herewith the Report of the Department of Trade and Industry for the year ended December 31st, 1951.

ALEXANDER DOUGLAS TURNBULL,
Minister of Trade and Industry.

Office of the Minister,
Department of Trade and Industry,
Victoria, British Columbia.

Honourable Alexander Douglas Turnbull,
Minister of Trade and Industry, Victoria, B.C.

SIR,—I have the honour to submit herewith the Report of the Department of Trade and Industry for the year ended December 31st, 1951.

I have the honour to be,

Sir,

Your obedient servant,

EDWIN G. ROWEBOTTOM,
Deputy Minister of Trade and Industry.

Report of the Department of Trade and Industry

For the Year Ended December 31st, 1951

The year covered by this Report could be termed outstanding in many ways, particularly in the direction of industrial development. During 1951 construction commenced on the largest single undertaking in the history of British Columbia—the development of power in the Tweedsmuir Park area for eventual production of aluminium at Kitimat. Although this project dwarfs others by comparison, it should not be forgotten that the sum total of other developments either under way or under consideration comes close to equalling the reported over-all cost of the aluminium development. Construction contracts awarded during 1951 amount to an estimated $385,000,000, compared to $81,240,000 in 1950.

One of the chief features of this progress is the fact that areas outside the accepted industrial centres are being opened up in the course of primary-resource extraction and power-development. A natural sequence will be the growth of manufacturing and service industries in new locations throughout the Province.

Significant progress was made during the year by all agencies concerned with the promotion of British Columbia manufactures, in the home market and in the export market. Our products are becoming increasingly better known throughout the world, and any return to normal trading must result in increase in the variety and volume of our exports. Already the stimulus of production for defence is evident, and this factor will have a telling effect in the months to come.

British Columbia has received an unprecedented amount of favourable publicity during the past year in Canadian, United Kingdom, and foreign publications. These unsolicited testimonials reporting developments here have been a welcome addition to the Department's regular schedule of industrial and travel advertising in nationally recognized magazines and newspapers. Many inquiries have been received as a direct result.

Oil discovery occupied the spotlight in the closing months of the year, and while much remains to be accomplished in this direction, it appears certain that another valuable asset has been added to our list of natural resources. Much credit is due to those companies whose foresight and initiative made this development possible.

Following in this Departmental Report is a full account of the activities of the Office of Trade Commissioner, the Bureau of Economics and Statistics, the Regional Development Division, and the British Columbia Government Travel Bureau.

SPECIAL ACTIVITIES OF THE DEPARTMENT

Interdepartmental Industrial Advisory Committee

This Committee meets at the call of the Chair to consider industrial problems which affect various departments of the Government service. The Committee has been extremely helpful in furthering industrial development throughout the Province.

The following is the personnel of this Committee:—

E. G. Rowebottom, Deputy Minister of Trade and Industry (Chairman).
J. V. Fisher, Deputy Minister of Finance (Vice-Chairman).
E. S. Jones, Deputy Minister, Public Works Department.
Dr. J. F. Walker, Deputy Minister of Mines.

J. T. Gawthrop, Director, Regional Development Division, Department of Trade and Industry.
C. Hopper, Assistant Deputy Minister of Lands.
R. Bowering, Public Health Engineer, Branch of Public Health.
Dr. C. D. Orchard, Deputy Minister of Forests.
G. Melrose, Deputy Minister of Lands.
W. H. Robertson, Deputy Minister of Agriculture.
R. S. O'Meara, Trade Commissioner, Department of Trade and Industry.
T. L. Sturgess, Administrative Assistant, Department of Trade and Industry.
G. T. Hatcher, Director, Bureau of Economics and Statistics, Department of Trade and Industry.
Dr. H. Sargent, Chief, Mineralogical Branch, Department of Mines.
G. Alexander, Deputy Minister of Fisheries.
Col. F. T. Fairey, Deputy Minister of Education.

BRITISH COLUMBIA RESEARCH COUNCIL

Under the chairmanship of the Minister of Trade and Industry the Research Council held monthly meetings at which were considered many scientific problems of vital interest to the Province.

Industrial advancement is contingent upon scientific research, and it is very gratifying to the directors of the Council that industry is taking advantage of the services which the Council provides.

The Council was organized in order to perform the following functions:—

(1) To co-ordinate the work of existing and prospective research units within the Province of British Columbia:

(2) To initiate and undertake research work in any field of particular interest to the Province; to apply the results of research toward the development of new products, the improvement of industrial processes, and the establishment of new industries based on the resources of the Province:

(3) To assist in the development of the technical status of the industries in the Province of British Columbia through a fuller utilization of scientific methods and industrial research:

(4) To provide fellowships, scholarships, bursaries, and rewards, and pecuniary and other aids, in order to facilitate and encourage original scientific and industrial research:

(5) To provide for the publication of the results of the research work and to enter into such arrangements as may be necessary with regard to patents arising out of the work done by or for the Council.

During 1951 the board of management consisted of the following personnel:—

Chairman—Hon. Leslie H. Eyres, Minister of Railways, Trade and Industry, and Fisheries of the Province of British Columbia.

Provincial Government—

G. P. Melrose, Deputy Minister of Lands.
Dr. J. F. Walker, Deputy Minister of Mines.
E. G. Rowebottom, Deputy Minister of Trade and Industry.

Dominion Government—

C. E. Webb, District Engineer, Water Resources Division, Department of Resources and Development, Vancouver, B.C.
Dr. R. E. Foerster, Pacific Biological Station, Nanaimo, B.C.

National Research Council—Dr. G. M. Shrum, University of British Columbia.

University of British Columbia—
Dr. W. A. Clemens, professor and head of Department of Zoology.
Professor A. H. Finlay, Department of Civil Engineering.
Dr. G. F. Laird, Department of Agronomy.
Industry—
G. A. Barrat, British Columbia Fruit Board.
S. J. Hammitt, manager, Morrison Steel & Wire Company Limited Vancouver, B.C.
Prentice Bloedel, vice-chairman, Bloedel, Stewart & Welch Limited, Vancouver, B.C.
H. R. MacMillan, chairman, H. R. MacMillan Company Limited, Vancouver, B.C.
James Eckman, Canadian Fishing Company Limited, Vancouver, B.C.
M. M. O'Brien, managing director, Bralorne Mines Limited, Vancouver, B.C.
Labour—H. Neelands, secretary, Typographical Union, Vancouver, B.C.
Ex officio—R. S. O'Meara, Trade Commissioner, Department of Trade and Industry.

To provide improved facilities required by the great demand for services, the Council started construction in the spring of 1951 on the first unit of its permanent laboratories; the new building will be ready for occupancy early in 1952. While plans for a future expansion of the new building called for the inclusion of pilot-plant facilities, the existing huts are being retained for the present to provide the needed space for all larger-scale experimental work. The new building will provide for much more efficient handling of the majority of the Council's activities and, in addition, a safe home for a large part of the valuable laboratory equipment acquired in the years since the Council's formation.

Combined with its better facilities is the ever-increasing background of experience of the Council staff, which is a growing asset to the Province and one in which industry can well place its confidence.

INDUSTRIAL ADVERTISING

The Department continued to advertise the opportunities for new industrial enterprise in the Province. This advertising stressed the natural resources of the Province and their relation to secondary production.

The advertisements were placed in the following selected publications in Canada and United States: Fortune, Newsweek, Time, U.S. News & World Report, Nation's Business, Business Week, Time (Canadian), Canadian Business, Industrial Canada, Saturday Night, and Financial Post.

The results of this campaign have been most gratifying, and from the inquiries received, it is evident that world-wide attention was drawn to the advantages of British Columbia.

CO-OPERATIVE CONTACTS

The Department has consistently co-operated with the British Columbia Boards of Trade, Chambers of Commerce, and the British Columbia Division of the Canadian Manufacturers' Association, and the assistance which these organizations have so willingly and cheerfully provided is appreciated.

NEW INDUSTRIES AND PRODUCTS

The past year has brought additions to British Columbia's fast-growing list of manufactured products, and if inquiries dealt with by the Department are any indication,

the very satisfactory rate of increase will be continued. Mention has been made in previous Reports of the general trend toward full utilization of waste material from primary and even secondary production. Of interest in this connection is the production of boiler compound from cedar waste. Experiments with this new material have proved satisfactory, and it would appear that a use has been found for a by-product formerly burned as waste.

First-class ladies' nylon hosiery is now being produced at Victoria for the first time in British Columbia. Dry-ice production is another item of interest. This product may quite possibly find an important market in the United States. Domestic and commercial lock-sets are now being produced in quantity, with a good market locally and in Eastern Canada. This plant started operation in 1951 on a partial manufacture and assembly basis, but volume of sales has occasioned plans for full manufacture.

An interesting development is the plans of a large plumbing-fixture firm to establish a manufacturing plant in this Province. Of outstanding interest is the coming into production of the high alpha pulp-mill at Port Edward near Prince Rupert. High alpha pulp is the raw material for rayons, plastics, cellophane, and explosives.

Lesser items, but nevertheless important from a production point of view, are novelty lamp-bases, hammers, saws, television equipment, figurines, chemicals, sports-wear, construction equipment, pottery, and lingerie. All these items point to an ever-widening circle of diversified production—a diversity that will stand the Province in good stead if there should be some recession from the high peaks attained in the past few years.

There is continuing interest in basic steel production from British Columbia iron ores, particularly in view of shipments of this commodity to foreign smelters. A steel-mill producing some forms of structural steel would be a great asset to the Province-wide expansion programme.

During trips to Eastern Canada contacts were made by Departmental officials with firms interested in establishing branch plants in British Columbia.

INDUSTRIAL AND TRADE REPRESENTATIVE, BRITISH COLUMBIA HOUSE, LONDON

The work at the London office of the Department of Trade and Industry at British Columbia House maintained a high level of activity for the same reasons as pertained in the previous year. These factors are as follows:—

(1) The interest in the Province as a sphere for industrial enterprise;
(2) The continuing urge of those engaged in trade and industry to transfer their present activities to other parts of the Commonwealth;
(3) The increase in purchases of British Columbia products by British ministries and departments, and those firms who have been authorized to conclude private trading agreements;
(4) The continuing trade and business emigration inquiries from Continental countries.

Business Emigration

Many inquiries were received from prospective emigrants who wish to become established in business or industry in British Columbia.

These inquiries were, in almost every case, made by people of substantial means with a wealth of trading experience or industrial skill and mainly of the managerial type.

The regulations regarding the transfer of sterling to Canada were slightly relaxed in May, 1951, where they affected individual monetary transfers. This helped to a small degree in easing the problems of the business emigrant where the emigration of his family was a factor.

The British Treasury has recently been sympathetic toward the transfer of more substantial blocks of sterling for the actual setting-up of branch plants or new businesses. In the latter part of 1951 some applicants had already received authority for transfers of this kind, and it is expected that more such authorizations will follow.

British Columbia-United Kingdom Trade

The flow of British goods to Canada was somewhat retarded in the first half of 1951 due to the shortage of raw materials created by defence commitments and the uncertainties of the political situation in Britain. However, the London office maintained a constant search for British goods that have sales possibilities in Western Canada. Up to the end of November, 1951, sixty-eight agency offers were forwarded to Victoria for inclusion in the Trade and Industry Bulletin which is issued each month.

The year 1951 showed a substantial increase in the number of British firms who have included British Columbia in their itinerary when making sales surveys of Canada.

During the year a number of representatives of British Columbia firms visited the United Kingdom and the Continent. Introductions were arranged to manufacturers, supply-houses, ministries, etc., to facilitate quick delivery of the supply of raw materials to British manufacturers, so that British Columbia orders could be executed.

The Dollar Convention held at Eastbourne in March, 1951, laid the basis for an increase in purchases for British Columbia food products and manufacture by British ministries and by private traders. Purchases of British Columbia lumber were considerably higher than for 1950. Selected private traders in the United Kingdom were permitted this year to purchase British Columbia apples direct. Indications are that there will be an increase in purchases of metals.

Trade Fairs and Exhibitions

The Festival of Britain was responsible for a large increase in visitors from the Province to London during 1951. Many of these visitors also availed themselves of the opportunity of attending trade fairs and exhibitions in other parts of the country. Tickets were provided and introductions arranged for such visitors.

The Industrial and Trade Representative in London attended all exhibitions and trade fairs which had a bearing on British Columbia trade or requirements. These exhibitions included agriculture, machinery, engineering, food, housing, machine tools, textiles and clothing, public works, industrial management, etc.

New Industries and Branch Factories

The number of inquiries from manufacturers who are interested in British Columbia as a location for a branch plant or the prospects for licence manufacture agreements underlines the fact that the West Coast of Canada is favourably regarded as a sphere for secondary industry.

Applicants of this kind are generally manufacturers of consumer goods which have proved to be readily saleable in Great Britain and the Dominions, but who find that scarcity of raw materials and other restrictions prevent an output sufficient to supply the needs of agents in Canada and other export markets; hence their desire to locate somewhere in the Commonwealth, and the reports of the rapid growth of British Columbia lead them to consider the Province as an excellent sphere for this expansion.

Although the British Treasury is showing a more lenient attitude toward applications for transfers of capital to establish branch factories in Canada, the amounts authorized are still not sufficient to finance the building of factory premises. If building space could be offered to these British firms at low rentals along the same lines as the industrial estates now operating so successfully in Britain and at the Slough Trading Estate recently

established in Ajax, Ont., it is felt that a good number of smaller factories could be established throughout the Province. These factories should be assets to the adjacent community, ensure year-round payrolls, and, as they are mostly the secondary-industry type, fill in the gaps of the economy of British Columbia.

Still the most feasible method for British firms to gain access to the Western Canadian market is to conclude licence manufacture agreements with already-established British Columbia firms. Details of such proposals were forwarded throughout the year to Victoria for inclusion in the Trade and Industry Bulletin.

Inquiries from Continental firms—mainly from Holland and Switzerland—continue to be received. These moves to expand their sphere of interest is prompted by the uncertain European situation and because the post-war shortage of practically all manufactured goods led to a remarkable degree of prosperity and the building-up of capital reserves, especially in Holland, Belgium, Western Germany, and Switzerland. Details of such inquiries were forwarded throughout the year to Victoria.

Liaison with Other Canadian Institutions in United Kingdom

Very close contact was maintained with Canada House, Provincial offices, branches of Canadian banks, and Canadian business institutions. Especially through contacts with banks, the emigration of business or professional men is facilitated. Branches of Canadian banks in the United Kingdom are specializing in affording facilities for industrial and trading moves into Canada.

Visit to the Province

The Industrial and Trade Representative from London visited British Columbia during June and July, 1951. The visit was largely taken up with a group of prospective British investors; the arrangements for this survey were made in the United Kingdom prior to his departure. The visit enabled him to refresh his contacts with Government departments and business organizations throughout the Lower Mainland, Vancouver Island, and the Okanagan Valley.

INDUSTRIAL DEVELOPMENT FUND

Statement of Loans Outstanding at December 31st, 1951

	Principal	Interest
B.C. Livestock Exchange Limited	$3,000.00	$101.71

OFFICE OF TRADE COMMISSIONER

PRIME OBJECTIVES

The office has helped in a co-ordinated effort of detailed planning, as follows:—

(1) For new industrial establishment:
(2) For plant extensions:
(3) For overseas and domestic market surveys:
(4) For practical application of research results:
(5) For adequate regional participation in prime defence contracts and defence sub-contracts:
(6) In selected phases of public relations.

Details under some of these headings are contained elsewhere in the Report.

All the work was carried out in co-operation with other Provincial departments in British Columbia, Dominion Government departments, and departments of other Provincial Governments throughout Canada, and commercial organizations in the Province.

The objectives are definitely related to the functions of the Department's Regional Development Division, and to background statistics and marketing data which are available through the Department's Bureau of Economics and Statistics.

LIAISON WITH DEPARTMENT OF TRADE AND COMMERCE

Some of the liaison work with Ottawa is cleared through the office of the Western Representative of the Dominion Department of Trade and Commerce (Foreign Trade Service) in Vancouver. Other contacts are effected direct. The Vancouver office uses the Office of Trade Commissioner, Victoria, as a central contact to ensure the closest co-operation with Provincial units, and with Commercial Counsellors, Commercial Secretaries, and Trade Commissioners overseas.

OTHER OTTAWA CONTACTS

Reference should also be made to other contacts, as follows:—

(1) Industrial Development Bank:
(2) Export Credits Insurance Corporation:
(3) Canadian Standards Association:
(4) National Research Council and Federal departments concerned with industrial research:
(5) Purchasing Agents of foreign Governments:
(6) Purchasing structure of the Department of Defence Production:
(7) Defence Planning Staff.

NATIONAL PREPAREDNESS PROGRAMME

Contract Awards

The Trade Commissioner continued close liaison with the Canadian Commercial Corporation in the matter of defence contract awards, to protect the interests of British Columbia suppliers.

The Canadian Commercial Corporation, now a purchasing unit of the Department of Defence Production, maintains direct contact with the Trade Commissioner's Office, and general policy of contract awards is discussed and cleared through a small committee, with headquarters in Vancouver and recognized at Ottawa. The Provincial Trade Commissioner is a member of this committee. Effective contact at Ottawa is maintained with the Director, Small Industries Division, Department of Defence Production.

Information Available

The following types of information are now immediately available at Victoria or can be secured on short notice, in co-operation with the committee in Vancouver:—

(1) Prime contracts awarded through the purchasing structure of the Defence Production Department over given periods, where value exceeds $10,000 and listings of " letters of intent " for larger purchases and allocations:
(2) Smaller contract awards, foodstuffs, etc., cleared through the district offices of the Canadian Commercial Corporation, which offices are now known as liaison offices of the Department of Defence Production—one in Vancouver and one for the Island in Victoria:
(3) Information for Canadian sub-contractors on United States procurement in Canada:
(4) Lists of prime contractors who may have sub-contract work available:
(5) Equipment, facilities, etc., in selected plant locations, especially for smaller industries or for proven idle facilities in larger plants:
(6) Selected " invitations to tender "—not published:
(7) Confidential " contract demands " by Department of National Defence:
(8) Information on priorities affected by the controlled-materials plan in the United States:
(9) Information on priorities, controls, etc., for materials supply from Canadian sources:
(10) Samples for inspection by prospective contractors. The most practical way of handling sample displays was under regional consideration at the close of the year:
(11) Charts, etc., covering the set-up of the new Department of Defence Production and the Associated Crown Company, Department of Defence Construction:
(12) A listing of personnel and staff changes in the Department of Defence Production.

Representations

The Office of Trade Commissioner and the Department of Trade and Industry have stressed the following points as far as British Columbia is concerned:—

(*a*) Equitable basis of quotations, to allow prices f.o.b. places of delivery where possible:
(*b*) Allocations to split larger volume purchases so that local deliveries can be handled by local production, where practicable:
(*c*) Procurement of sub-contracting supplies, especially for the ship-building industry and ship-repairs, from local sources.

Price differential has been a deterrent factor.

The Trade Commissioner's Office subscribed to an over-all interprovincial brief presented to Ottawa by the Trade and Industry Council.

Allied to the efforts in connection with war contracts is the work of the Trade Commissioner's Office in assistance to firms to secure equitable allocations of controlled materials for normal operations when the plant is not participating in war contracts.

INTERPROVINCIAL CO-OPERATION

The Trade Commissioner represents the Province of British Columbia through the Department of Trade and Industry on the Provincial Governments Trade and Industry Council, which was created at the Montebello meeting in September, 1950, following an organization meeting at Lindsay, Ont., September, 1949.

A successful meeting of the Council was held at Banff, September 17th to 20th, 1951, when the British Columbia position was reported under a number of headings.

Chief interprovincial items on the agenda included the following:—

(1) Future organization of the Provincial Governments Trade and Industry Council:
(2) Impact of the defence programme on the National economy:
(3) Canadian International Trade Fair:
(4) Special co-ordinated industrial surveys:
(5) Co-operation with chartered banks and with industrial departments of the railways.

Alberta, as host Province, extended many courtesies and full co-operation.

The Trade Commissioner presented a summary report of industrial progress in British Columbia, which is included as appendix in the published proceedings.

EXPORT SURVEYS

A main function of the Office continues to be assistance to industry groups and individual firms in connection with their export problems.

While the charting of our export trade during 1951 shows an all-time high for value total, producers and manufacturers are still facing a number of difficulties, with particular reference to the dollar situation and resultant curb on exports to the sterling area.

The Office of Trade Commissioner during the year made a survey by special letter to a selected list of some 200 manufacturers. From this a table of exportable commodities is being compiled, and assistance and advice have been given in a number of cases where problems have been presented.

INTERNATIONAL TRADE FAIR

Committee Organization

The Trade Commissioner again served during 1951 as co-convener of the Fair committee in charge of all British Columbia arrangements for the Canadian International Trade Fair. This included survey and action for exhibitor, buyer and visitor participation, and for special phases of publicity and public relations connected with the Fair. Reference is made elsewhere in this Report to the Department of Trade and Industry's Departmental exhibit.

Plans for 1952 were well under way at the close of the year.

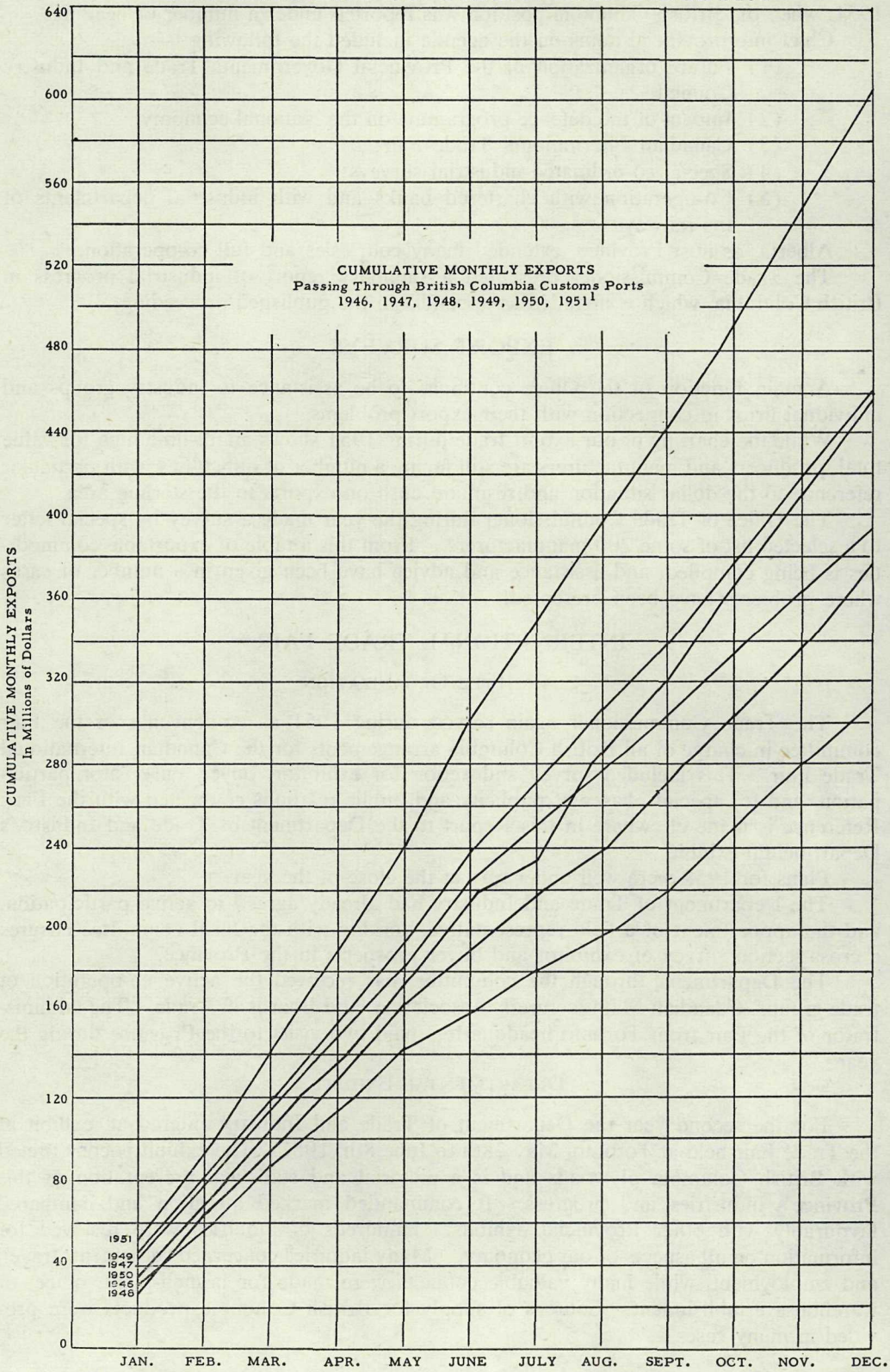
The Department of Trade and Industry had already agreed to active participation, and the appointment of a field representative working with the local committee ensures a cross-section survey of exhibitor and buyer prospects in the Province.

The Department, through the committee, has received the active co-operation of trade groups, Canadian Manufacturers' Association, and Boards of Trade. The administrator of the Fair from Toronto headquarters paid two visits to the Province during the year.

Departmental Exhibit

For the second year the Department of Trade and Industry entered an exhibit at the Trade Fair held at Toronto, May 28th to June 8th, 1951. The exhibit is constructed with British Columbia plywoods and is a pictorial and statistical presentation of this Province's industries and progress. It commanded marked attention and compared favourably with other Provincial exhibits. Hundreds of inquiries were received for information on all aspects of our economy. Many inquiries concerned settlement, travel, and employment, while many valuable contacts were made for branch-plant, office, or warehouse establishment. Sources of supply for British Columbia products were provided in many cases.

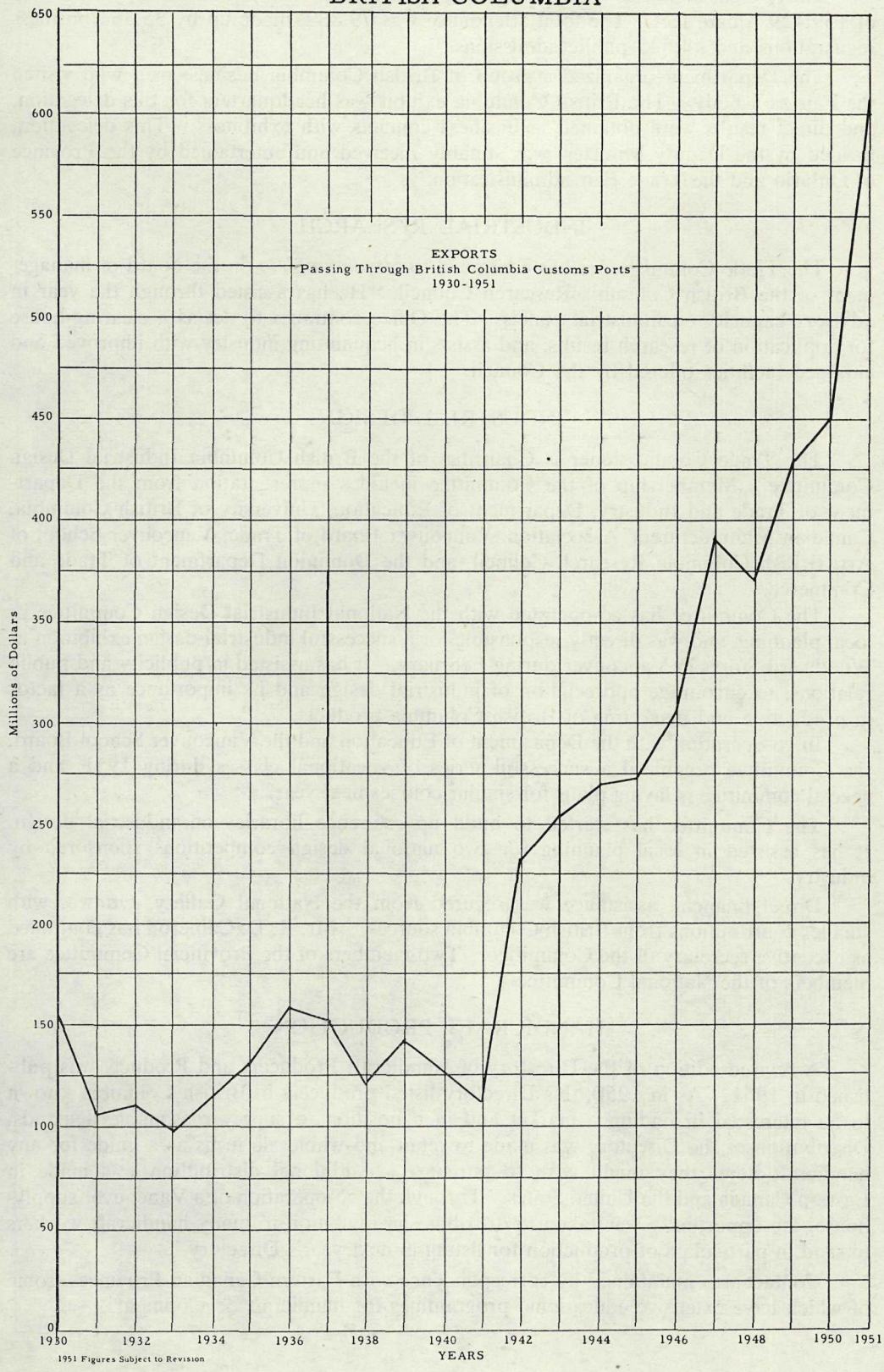
DEPARTMENT OF TRADE AND INDUSTRY



[1] 1951 Figures Subject to Revision

Source: British Columbia Bureau of Economics and Statistics.

BRITISH COLUMBIA



1951 Figures Subject to Revision

Thirty-eight countries were represented by almost 3,000 exhibits, occupying a total of 159,429 square feet. The total attendance was 79,889, made up by 35,364 business registrations and 44,525 public admissions.

The Department organized a group of British Columbia business-men who visited the Fair as a body. The British Columbia exhibit was headquarters for this delegation, and direct results were obtained in business contacts with exhibitors. This delegation, headed by the Deputy Minister, was suitably received and entertained by the Province of Ontario and the Trade Fair administration.

INDUSTRIAL RESEARCH

The Trade Commissioner has continued to serve *ex officio* on the board of management of the British Columbia Research Council. He has assisted through the year in advisory capacity on industrial panels. The Office continues to act as a clearing-house for application of research results, and assists in acquainting industry with improved and enlarged facilities offered by the Council.

INDUSTRIAL DESIGN

The Trade Commissioner is Chairman of the British Columbia Industrial Design Committee. Membership of the Committee includes representation from the Department of Trade and Industry, Department of Education, University of British Columbia, Canadian Manufacturers' Association, Vancouver Board of Trade, Vancouver School of Art, British Columbia Research Council, and the Dominion Department of Trade and Commerce.

The Committee has co-operated with the National Industrial Design Committee in local planning, and was directly responsible for a successful industrial-design exhibition at Woodward Stores in Vancouver during February. It has assisted in publicity and public relations, to encourage appreciation of industrial design and its importance as a factor in production and marketing of British Columbia products.

In co-operation with the Department of Education and the Vancouver School Board, the Committee organized a successful series of vocational classes during 1951, and a special committee is laying plans for similar courses next year.

The Committee has started to build up reference libraries on industrial design. It has assisted in local planning for two national design competitions sponsored by industry.

Direct financial assistance was secured from the National Gallery, Ottawa, with smaller contributions from British Columbia sources. Mr. R. D. Cameron has continued as executive secretary of the Committee. Two members of the Provincial Committee are members of the National Committee.

HANDICRAFT PRODUCTION

A revised edition of the Directory of Handicraft Producers and Products was published in 1951. As in 1950, this Directory listed producers in British Columbia known to be interested in finding a market and in a position to supply reasonable demands. Distribution of the Directory was made to retail and wholesale firms as a guide for any handicraft items they might wish to purchase. Additional distribution was made in Eastern Canada and the United States. Through the co-operation of a Vancouver supply-house, the opportunity was taken to distribute an invitation to many handicraft workers to send in particulars of production for listing in next year's Directory.

Contact was maintained by correspondence with Eastern Canadian Provinces, some of which have extensive educational programmes for handicraft development.

UNITED KINGDOM SURVEYS

The work of the Industrial and Trade Representative at British Columbia House is covered in the general section of this Annual Report.

He reports to the Office of Trade Commissioner direct in a number of phases of his work. In particular, the Trade Commissioner and the Administrative Assistant have cleared the Representative's work under headings of Branch-plant Establishment, Investment Surveys, Special Industrial Surveys, Agency Inquiries, Itineraries, and Introductions.

TRADE AND INDUSTRY BULLETIN

This Bulletin, listing trade inquiries, licence manufacture opportunities, and news of general commercial interest, has been published for the past two years. It has been the means of establishing contact between foreign firms and British Columbia importers and manufacturers. Many of the trade inquiries reach us through our Industrial and Trade Representative at British Columbia House, London, while the majority of licence manufacture opportunities are supplied by the Industrial Development Division, Department of Trade and Commerce, Ottawa.

PUBLIC RELATIONS AND COMMITTEE WORK

Co-operation

The year has been marked by a series of occasions on which the Trade Commissioner represented the Department, including the special trip arranged in June for the dedication of the cellulose plant in the Prince Rupert area.

The Trade Commissioner has attended a number of national and local conventions and meetings, and has continued the effective basis of co-operation with foreign consulates and with the Trade Commissioners of Commonwealth countries. Once again special reference must be made to the happy basis of co-operation with the United Kingdom Trade Commissioner Service and with the offices of the Australian Government Trade Commissioner at Vancouver and Ottawa.

Itineraries and Committees

The Office of Trade Commissioner has been responsible for itinerary and other arrangements for business visitors from Eastern Canada and overseas, and visiting trade missions and special industrial-survey parties. It has worked in direct co-operation with the Foreign Trade Service Office in Vancouver for the arrangements in British Columbia for visiting Trade Commissioners and officials from Ottawa.

The Trade Commissioner is a member of several standing committees of the Vancouver Board of Trade, and the Office has continued financial assistance to the Transportation Bureau of the Board of Trade to help it serve the smaller Boards of Trade in other parts of the Province in a very constructive programme.

REPORT OF THE BUREAU OF ECONOMICS AND STATISTICS

Before proceeding to review the work accomplished by the Bureau of Economics and Statistics during 1951, it may be useful to explain that the Bureau is, as its name implies, a fact-finding and advisory body. It has two primary functions: the first is to provide economic counsel and, when necessary, to conduct investigations into economic questions affecting the Province; the second function is to collect and compile economic statistics of interest to the Province.

In order to carry out these objectives, the Bureau is divided into the following divisions: Economic research, market research, statistical, and mechanical tabulating. To ensure technical proficiency, the Bureau has endeavoured to follow the policy of building up a small corps of professionally trained persons who could be relied upon to perform a variety of difficult economic analyses. It has also been the policy to make the services of the technical personnel continuously available to all other departments of the Government.

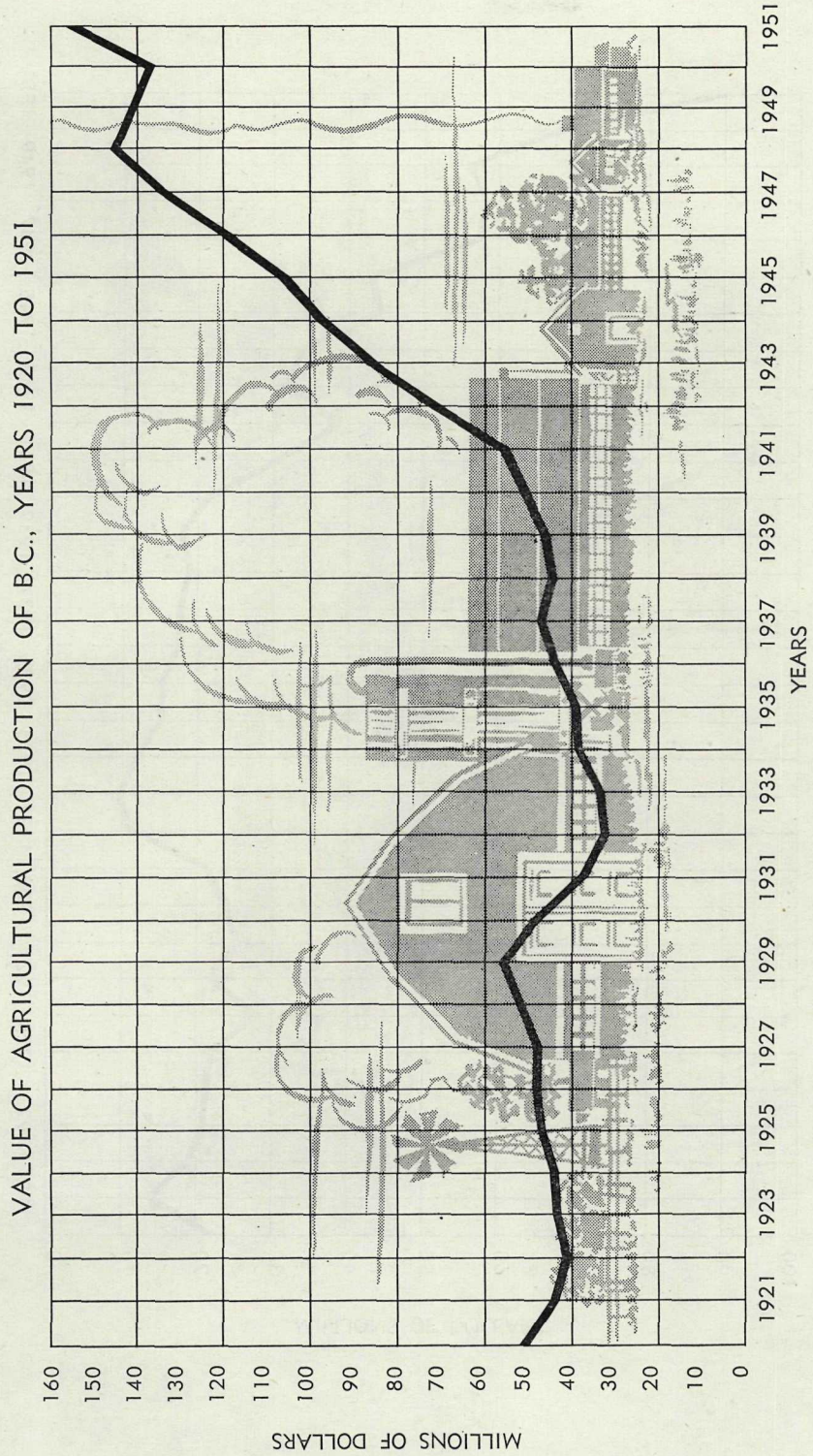
Since other Governmental agencies are also concerned with the collection of statistics, a series of working agreements designed to prevent overlapping or duplication has been arranged in recent years between this Bureau and the Dominion Bureau of Statistics, Ottawa, as well as with the Provincial Departments of Mines, Labour, Provincial Secretary, and Health and Welfare. During 1951 the essential statistical services performed for the other Provincial departments, as well as for the Department of Trade and Industry, were maintained. Before proceeding with a description of the services performed by the various divisions during the year, a brief review of business activity in British Columbia is presented.

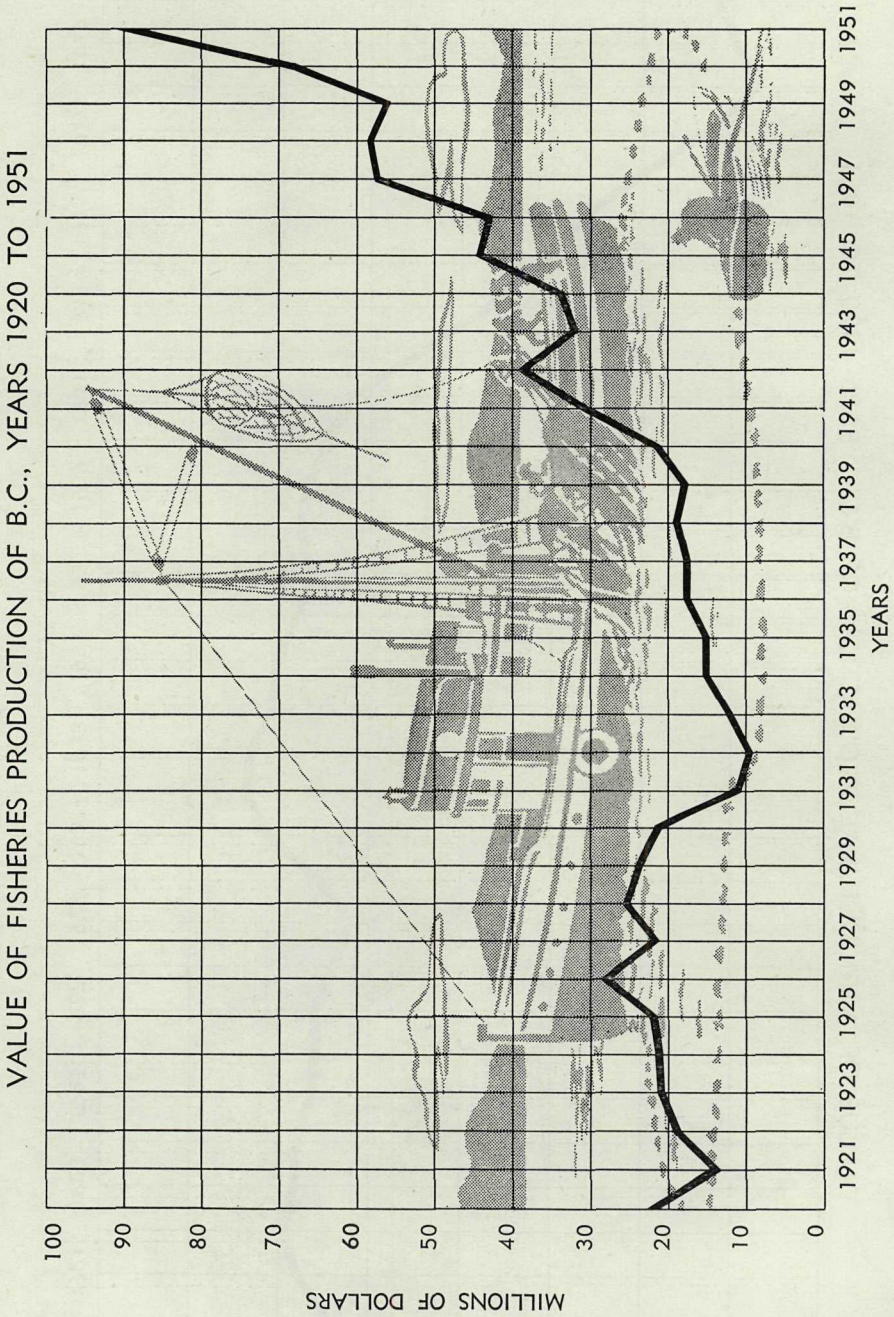
REVIEW OF BUSINESS ACTIVITY IN BRITISH COLUMBIA

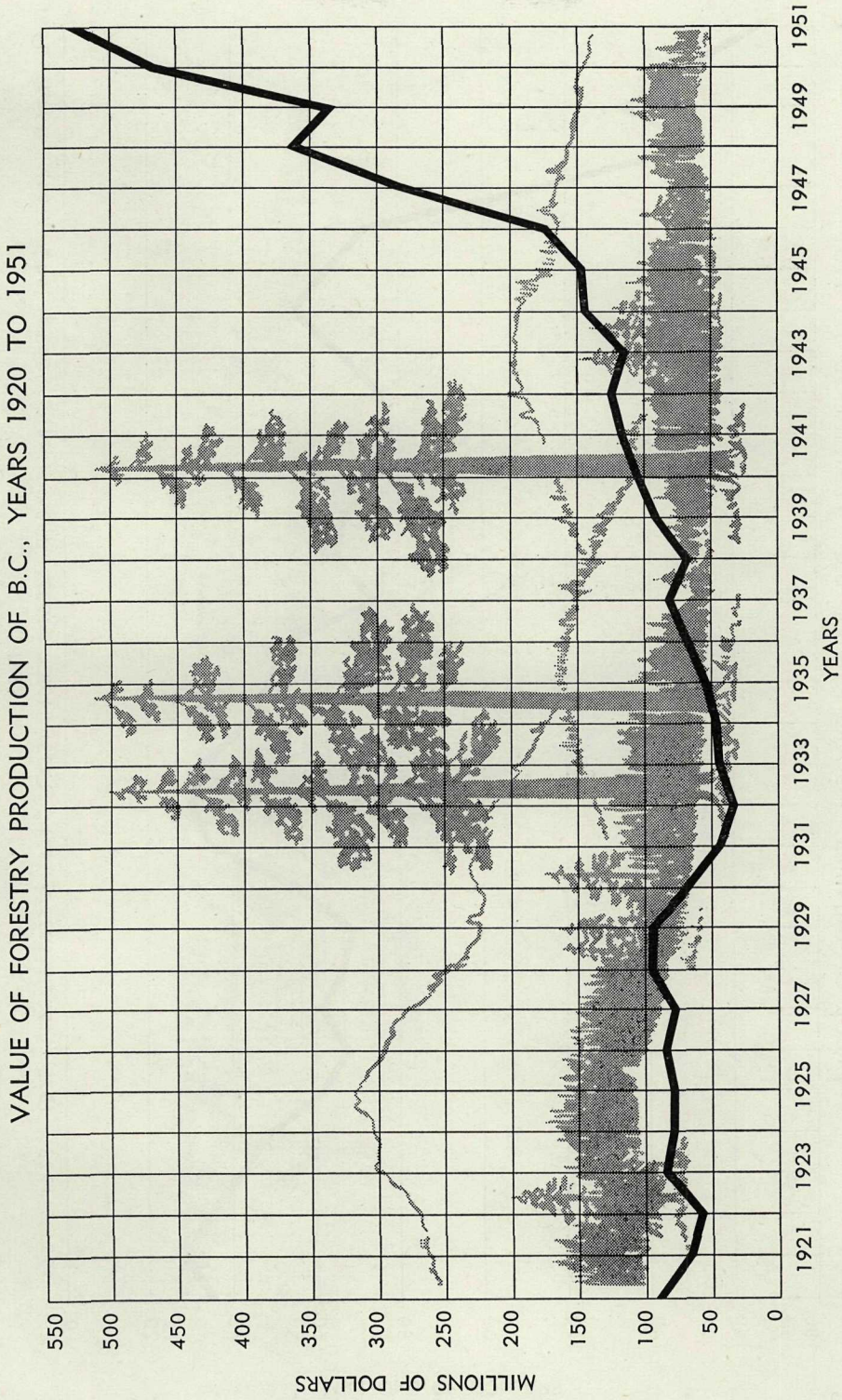
It would appear from preliminary statistical returns that business activity in British Columbia during 1951 continued upward after reaching new highs in 1950. The basic industries will probably show moderate dollar-value gains over 1950 figures. In addition, the dollar value of production in the manufacturing industries will probably run slightly ahead of 1950 statistics. It should be mentioned that price increases have again contributed to most of the gains shown. There has been considerable activity in the heavy-construction industry, with work progressing on many large contracts, such as the aluminium plant, pulp-mills, schools, public buildings, and public utilities.

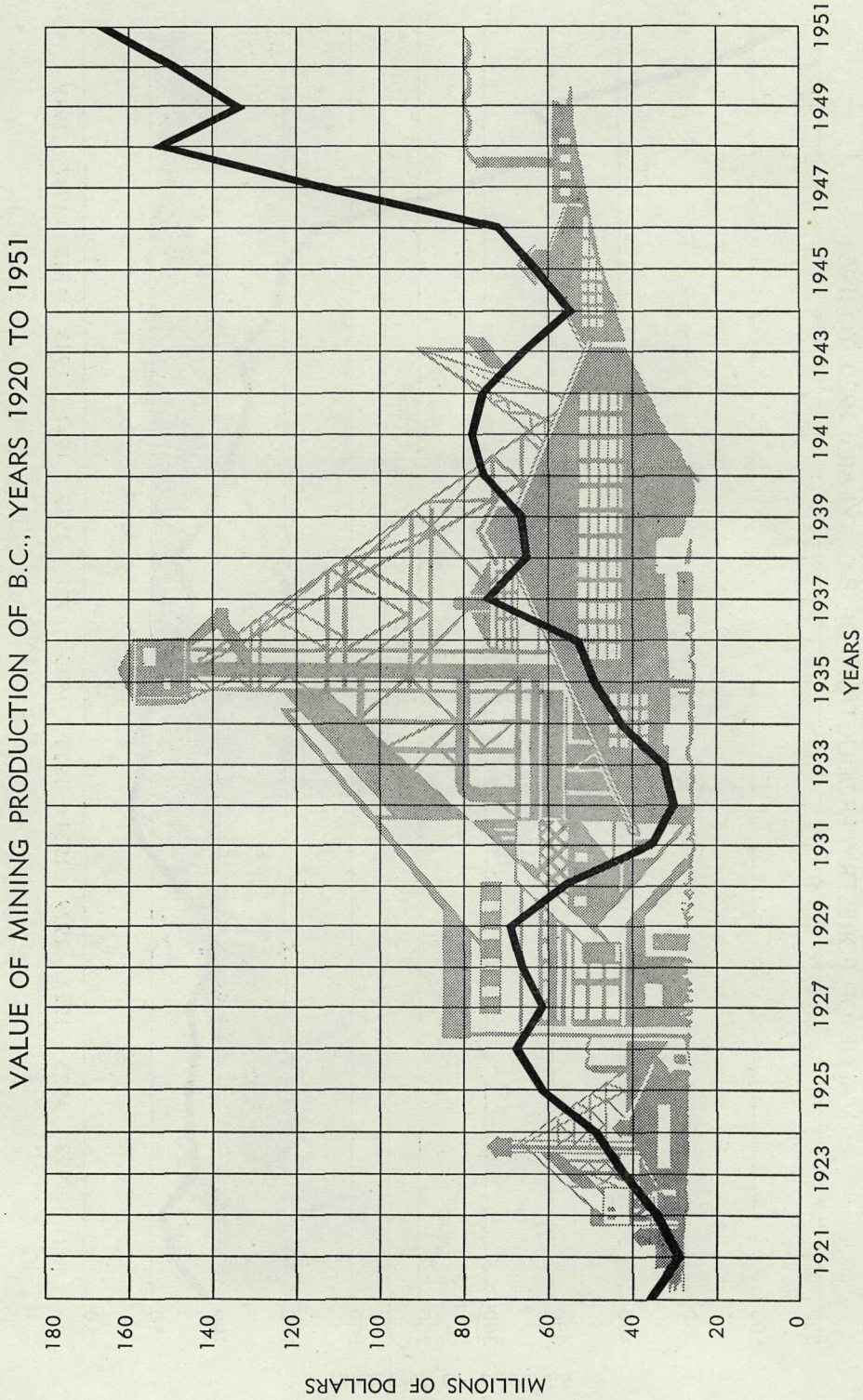
Incomplete returns indicate that the net value of production of primary and secondary industries amounted to some $1,023,000,000* in 1950, as compared with $869,201,000† in 1949 and $891,709,000† in 1948.

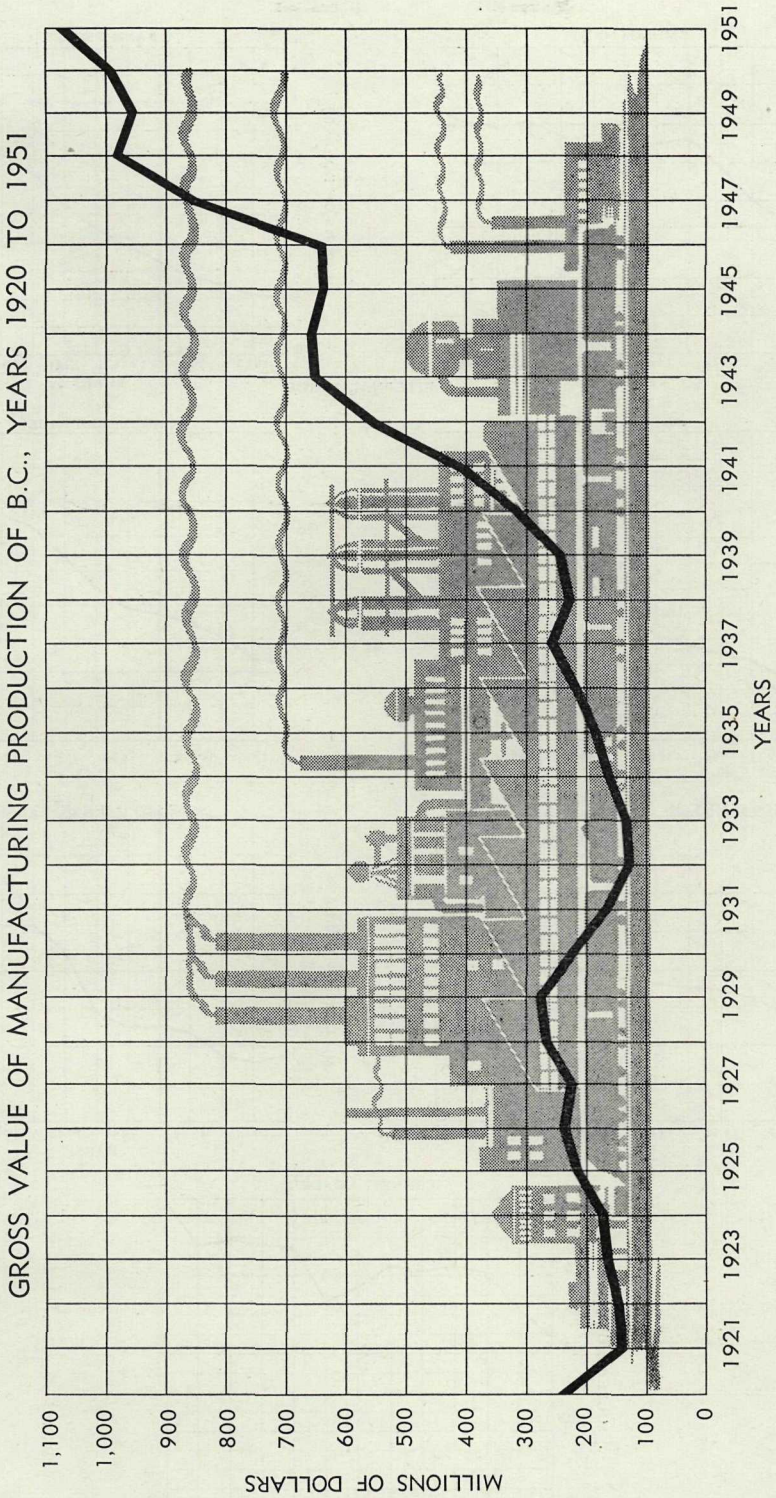
* Preliminary estimate.
† Dominion Bureau of Statistics.


VALUE OF AGRICULTURAL PRODUCTION OF B.C., YEARS 1920 TO 1951
MILLIONS OF DOLLARS
160
150
140
130
120
110
100
90
80
70
60
50
40
30
20
10
0
1921
1923
1925
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
YEARS

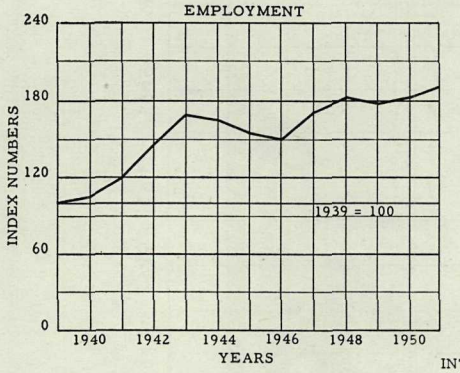

VALUE OF FISHERIES PRODUCTION OF B.C., YEARS 1920 TO 1951
MILLIONS OF DOLLARS
100
90
80
70
60
50
40
30
20
10
0
1921
1923
1925
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
YEARS

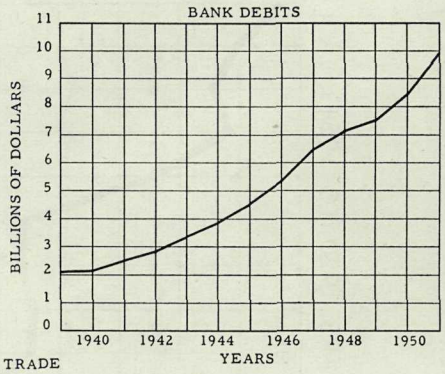

VALUE OF FORESTRY PRODUCTION OF B.C., YEARS 1920 TO 1951
MILLIONS OF DOLLARS
550
500
450
400
350
300
250
200
150
100
50
0
1921
1923
1925
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
YEARS


VALUE OF MINING PRODUCTION OF B.C., YEARS 1920 TO 1951
MILLIONS OF DOLLARS
0
20
40
60
80
100
120
140
160
180
1921
1923
1925
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
YEARS

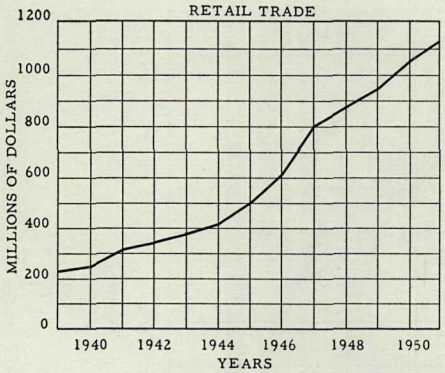

GROSS VALUE OF MANUFACTURING PRODUCTION OF B.C., YEARS 1920 TO 1951
MILLIONS OF DOLLARS
1,100
1,000
900
800
700
600
500
400
300
200
100
0
1921
1923
1925
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
YEARS

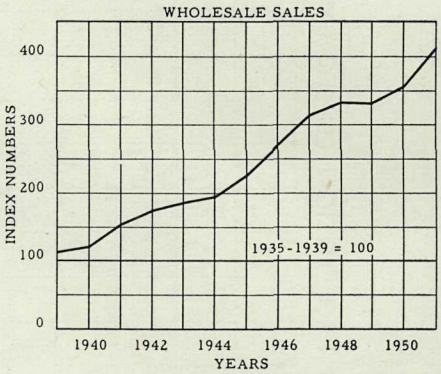
ECONOMIC INDICATORS IN BRITISH COLUMBIA

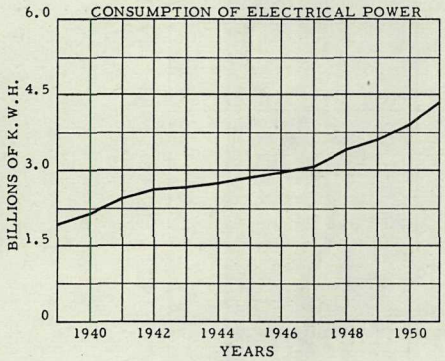


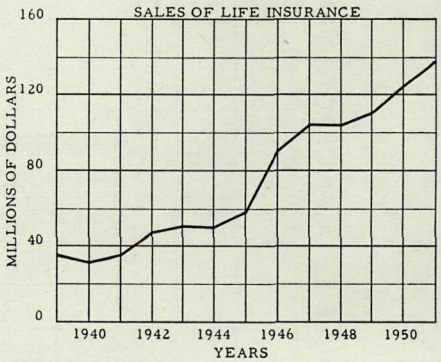


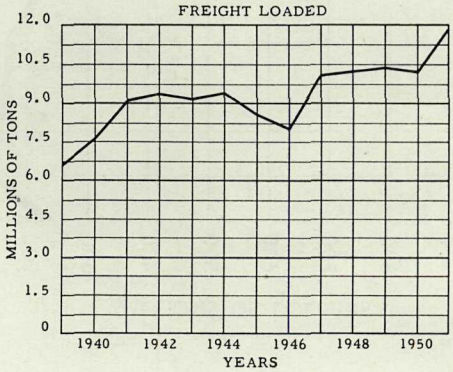
INTERNAL TRADE







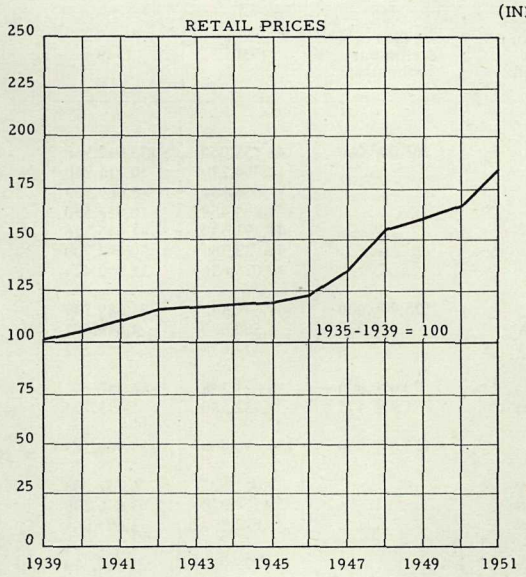


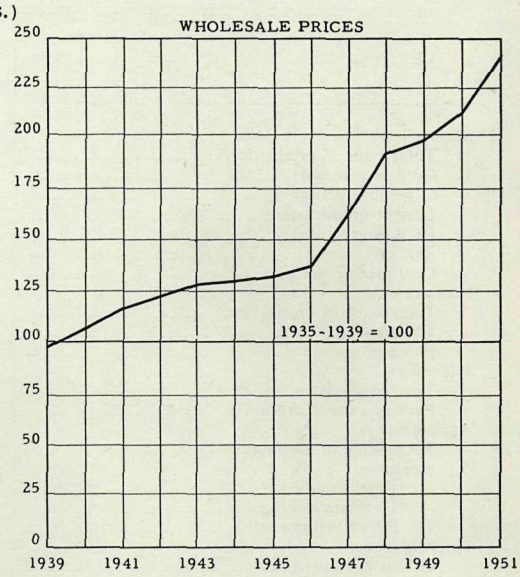


1951 Figures Subject to Revision

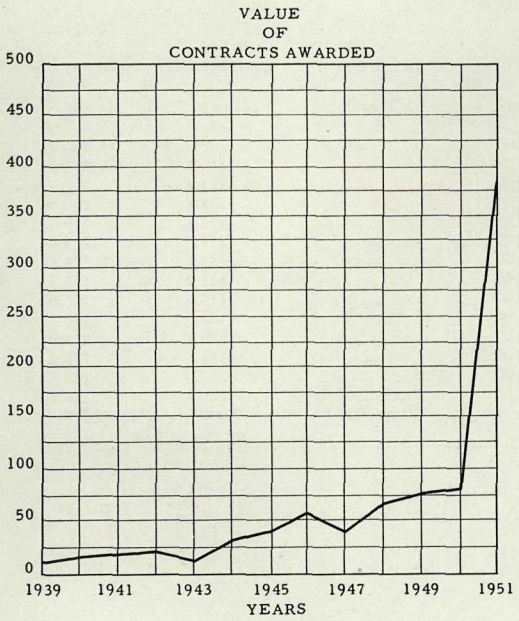
ECONOMIC INDICATORS IN BRITISH COLUMBIA

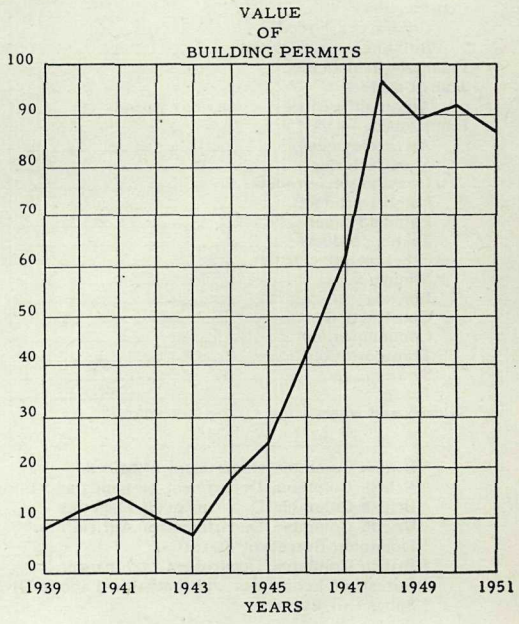
PRICES
(INDEX NOS.)





CONSTRUCTION
(in Millions of Dollars)





1938--58 Municipalities Reporting
1940-1946--204 Municipalities Reporting
1947-1951--507 Municipalities Reporting

1951 Figures Subject to Revision

Table 1.—Economic Activity in British Columbia, 1949 and 1950, with Preliminary Estimates for 1951

	Unit or Base Period	1951 Preliminary Estimates[8]	1950	1949
Mining—				
Total value of production[1]	$	165,000,000	148,155,060	133,012,968
Gold production[1]	$	.....	11,404,270	10,911,780
Silver production[1]	$	.....	7,666,151	5,669,769
Copper production[1]	$	.....	9,889,458	10,956,550
Lead production[1]	$	.....	44,391,530	41,645,726
Zinc production[1]	$	.....	48,882,765	36,604,700
Coal production[1]	$	.....	10,025,626	12,462,424
Forestry—				
Total value of production[2]	$	525,000,000	468,371,142	331,589,549
Timber scaled[2]	M B.M.	4,420,000	4,560,080	4,049,682
Paper production[2]	Tons	.....	477,628	462,282
Fisheries—				
Total value of production[6]	$	90,000,000	68,821,358	56,456,260
Pack of canned salmon[3]	Cases	1,955,475	1,482,560	1,433,723
Agriculture—				
Total value of production[4]	$	155,000,000	136,690,400	139,960,563
Apples—				
Total shipments[4]	Boxes	.....	7,051,622	6,742,203
Domestic shipments[4]	Boxes	.....	3,179,228	3,046,298
Export shipments[4]	Boxes	.....	3,872,394	3,695,905
External trade—				
Export of canned salmon[5]	Cwt.	.....	322,062	414,259
Export of planks and boards, Douglas fir[5]	M Ft.	.....	1,146,805	824,097
Export of red-cedar shingles[5]	Sq.	.....	2,881,584	2,121,636
Internal trade—				
Index of wholesale sales[5]	1935—39=100	401.0	351.3	332.1
Total retail sales[5]	000$	1,130,000	1,050,054	940,030
Department stores	000$	120,000	113,273	108,860
Food-stores	000$	223,000	194,389	186,640
Gasoline consumed[6]	Gallons	172,000,000	155,363,848	142,365,704
Railway freight loaded in British Columbia[5]	Tons	11,840,000	10,834,135	10,394,827
Consumption of electric power[5]	000 Kwh.	4,220,000	3,960,698	3,601,317
Sales of life insurance[5]	000$	136,000	124,280	110,976
Construction—				
Contracts awarded[5]	000$	400,000	81,200	79,429
Building permits issued	000$	85,000	86,644	89,293
Finance—Bank debits	000$	10,250,000	8,446,567	7,540,592
Tourist trade—				
Automobile entries on sixty-day permits[5]	Number	250,000	221,642	214,805
Employment—[5]				
All employment	1926=100	210.0	202.0	200.4
Manufacturing	1926=100	.....	219.5	213.9
Iron and steel products	1926=100	.....	233.4	239.5
Lumber products	1926=100	.....	203.8	190.0
Pulp and paper	1926=100	.....	212.8	219.7
Textile products	1926=100	.....	257.0	241.8
Other manufacturing	1926=100	.....	233.5	228.8
Mining	1926=100	.....	121.9	113.3
Logging	1926=100	.....	174.6	165.0
Construction	1926=100	.....	182.5	195.2
Communication	1926=100	.....	229.5	213.9
Transportation	1926=100	.....	156.7	158.2
Services	1926=100	.....	229.0	243.3
Trade	1926=100	.....	276.7	278.1
Salaries and wages[7]	$	750,000,000	695,000,000	671,980,815

[1] British Columbia Department of Mines.
[2] British Columbia Department of Lands and Forests, Forest Service.
[3] British Columbia Department of Fisheries.
[4] British Columbia Department of Agriculture.
[5] Dominion Bureau of Statistics.
[6] British Columbia Department of Finance.
[7] Bureau of Economics and Statistics, Labour Division.
[8] Subject to Revision.

ECONOMIC RESEARCH DIVISION

One of the major functions of this Division is providing economic counsel to the Government. In line with this objective, numerous projects and reports have been completed during the past year for various departments. In particular, considerable assistance was given to the following branches of the Government (involving in some cases loan of staff): Regional Development Division, Department of Finance, Attorney-General's Department, and the Department of Labour.

In addition to work done for Government departments, hundreds of requests of an economic and statistical nature have been received from private individuals, corporations, newspapers and business publications, and Boards of Trade. These requests covered a wide range of topics, too numerous to detail individually. In some cases these inquiries call for the provision of statistical information readily available from our files and library. In other cases they require lengthy tabulations and a considerable amount of research. The helpful co-operation of the staff of the Provincial Library and other departments of the Government is worthy of mention in this regard.

As a means of providing statistical information indicating economic activity and trends in the Provincial economy, this Division publishes the Monthly Bulletin. This publication is circulated to various Government departments, as well as to libraries and newspapers throughout the Province. It is also sent, upon request, to financial institutions and business and industrial firms.

In conjunction with the above publication, The Summary of Business Activity is assembled each year. It presents annual statistics on production and trade within the Province for the years 1920 to the latest available estimates and provides a historical record of economic development within the Province.

Special Surveys

Wage-rate Surveys

Early this year, at the request of the Civil Service Commission, this Division conducted a survey of current wage rates and working conditions to determine the extent to which terms of employment vary within the Province. The survey covered selected occupations in sixteen major British Columbia centres. Questionnaires were sent to the municipalities and a sample of business and industrial firms. Information pertaining to hospital employees was obtained from the British Columbia Hospital Insurance Service.

The returns of the Vancouver Board of Trade Clerical Salary Survey were again compiled by this Division. This survey provides a most useful source of information regarding clerical wage rates in the Greater Vancouver area.

During the past year, arrangements were completed with the Department of Labour to provide us with the latest collective-bargaining agreements. From these we obtain current union wage rates and information on working conditions. The information compiled in this regard is used by many departments.

Comparative Analysis of Provincial Government Expenditures

Again this year a short study was carried out comparing on a functional basis the expenditures of the Canadian Provinces. As a means of improving the research in this field, exploratory work was undertaken by two graduate students working during the summer months. Their work will no doubt prove valuable in refining and extending our research in the field of Governmental expenditures.

As in previous years, this Division has compiled for the Labour Relations Board a directory of trade unions and other employee associations showing their membership and affiliation. An analysis of the distribution of trade-union membership by industrial categories and other significant characteristics of union membership is also provided.

STATISTICAL DIVISION

This Division is responsible for the collection, compilation, analyses interpretation, and publication of statistical information. Also, it is the duty of this Division to assist other departments in the compilation of statistical information and to establish uniform statistical methods throughout the service. In addition, this Division co-operates with other statistical bureaux in the elimination of duplication and answers inquiries relating to statistical data. Following is a brief outline of the statistics compiled in this Division.

External Trade of British Columbia

The agreement between this Bureau and the External Trade Branch, Dominion Bureau of Statistics, consummated in the fall of 1938, has continued in force. Under this agreement the Bureau receives monthly a duplicate set of punch-cards showing in detail the importation and exportation of every commodity normally listed in the Federal trade reports which has been recorded at customs ports located in this Province. While these records do not distinguish the exported merchandise originating in British Columbia nor the imports destined for consumption in this Province from the other goods passing through these customs ports, the records do provide the basis for a very comprehensive annual report on the foreign trade of British Columbia.

Preliminary statements showing the external trade through British Columbia customs ports covering commodities with an aggregate value of $50,000 and over are now published annually. Until June, 1950, detailed monthly statements were also published. For reasons of economy, this publication has now been condensed and combined with an abbreviated form of another discontinued publication, Business Activity, to form the major components of the Bureau's Monthly Bulletin.

The discontinuance of fairly detailed monthly published external-trade figures has resulted in increased requests for import and export information, which has been supplied to all inquirers.

Table 2.—Estimated Exports, by Commodity Groups, to the British Empire and Foreign Countries of British Columbia Products, for the Years 1940–50, Inclusive[1] (Excluding Gold)

Commodity Groups	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950
Agricultural and farm products	$5,507,659	$6,250,457	$5,053,056	$5,650,527	$12,848,393	$19,428,071	$17,248,916	$25,499,726	$24,866,475	$26,640,023	$43,099,098
Fish and fishery products	13,709,207	19,443,919	21,821,813	18,983,186	20,019,322	24,111,478	25,143,476	31,211,168	26,689,885	29,897,437	33,325,929
Fibres, textiles, and products	61,304	99,396	17,162	2,983	3,209	223,737	144,294	53,799	61,480	63,863	101,342
Wood, wood products, and paper	70,033,016	79,970,695	73,101,882	63,598,853	73,415,257	89,306,769	105,644,664	188,126,627	177,770,538	163,276,122	250,164,620
Iron and its products	----------	258,805	189,452	29,376	93,477	272,423	55,417	743,002	1,134,805	885,550	1,148,132
Non-ferrous metals and products	28,398,195	25,739,720	24,721,731	20,605,359	12,784,917	17,199,483	24,808,660	45,608,183	47,611,396	60,152,006	53,013,120
Non-metallic minerals and products	1,046,159	1,079,876	1,740,118	2,818,156	2,990,976	2,365,593	3,255,992	3,143,373	7,792,936	2,953,008	2,773,418
Chemicals and allied products	4,666,574	4,632,100	4,528,284	9,448,812	11,532,206	17,688,983	16,949,685	21,320,073	22,007,808	25,316,424	23,830,342
Miscellaneous products	317,387	385,612	89,888,097	78,659,511	45,898,381	34,048,244	12,463,774	3,774,788	19,209,096	12,956,643	5,019,606
Totals, all products	$123,739,501	$137,860,580	$221,061,595	$199,796,763	$179,586,138	$204,644,781	$205,714,878	$319,480,739	$327,144,239	$322,141,076	$412,475,607

[1] Includes exports through all Canadian ports in the case of some products that are considered to be of British Columbia origin.

Table 3.—Estimated Imports, by Commodity Groups, from the British Empire and Foreign Countries Consumed in British Columbia for the Years 1940–50, Inclusive (Excluding Gold)

Commodity Groups	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950
Agricultural and vegetable products—											
For food	$12,410,798	$13,828,596	$12,454,330	$15,535,624	$19,316,897	$21,065,231	$27,268,593	$35,841,871	$38,649,698	$37,081,290	$52,312,508
Not for food	3,637,982	2,939,494	2,218,636	1,787,668	1,884,698	3,001,536	3,413,959	3,985,098	5,538,556	8,591,641	5,344,846
Animals and animal products	1,967,731	2,043,111	1,776,526	2,123,163	1,815,985	1,843,827	3,109,032	3,768,958	4,260,425	3,828,246	4,242,444
Fibres, textiles, and products	5,237,515	7,475,182	7,409,915	9,868,809	6,152,540	5,571,355	8,246,846	16,585,586	13,568,818	13,198,762	14,294,981
Wood, wood products, and paper	2,607,876	1,896,423	1,866,207	1,926,269	2,341,431	3,081,440	4,082,490	6,004,983	3,642,474	6,753,395	6,919,843
Iron and its products	15,899,915	21,977,216	23,165,299	28,718,679	22,927,614	20,390,512	34,756,633	56,726,803	51,171,899	54,874,267	67,006,441
Non-ferrous metals and products	2,036,435	3,364,231	3,324,563	6,506,451	4,620,713	4,031,379	4,907,370	8,434,714	9,532,504	12,422,855	18,215,106
Non-metallic minerals and products	12,964,078	11,955,289	13,986,279	14,521,734	17,318,339	16,745,503	22,938,014	36,474,816	49,294,400	49,610,986	53,464,923
Chemicals and allied products	3,034,223	3,673,680	2,968,606	3,047,826	3,404,160	3,693,899	4,407,765	6,104,626	6,755,545	6,581,193	8,544,570
Miscellaneous products	4,409,056	7,757,778	18,058,296	32,948,473	38,486,268	29,503,525	9,985,390	15,936,547	9,798,793	15,672,675	15,999,300
Totals, all products	$64,205,609	$76,911,000	$87,228,657	$116,984,696	$118,268,645	$108,928,207	$123,116,092	$189,864,002	$192,413,112	$208,615,310	$246,344,962

Tables 2 and 3 give a brief insight into British Columbia's foreign trade for the eleven-year period 1940 to 1950. The peak year for exports was 1950, there being a slight drop in 1949 over 1948. Imports more than doubled since 1945. Preliminary figures for the first six months of 1951 indicate substantial increases in both exports and imports.

Table 4.—Eleven Leading Exports of British Columbia, 1950

Rank	Commodity	Value ($000,000)
1.	Planks and boards, Douglas fir	83.9
2.	Planks and boards, hemlock	37.2
3.	Newsprint	34.3
4.	Lead in pigs, refined	32.2
5.	Shingles, red cedar	32.1
6.	Planks and boards, cedar	28.7
7.	Cattle	11.8
8.	Zinc spelter	10.1
9.	Ammonium sulphate	8.6
10.	Copper, fine in ore	8.4
11.	Nitrogen fertilizer	8.4

The above table indicates the importance of our lumber, mine, and smelter products, pulp and paper, and live stock.

British Columbia products, exported through all Canadian ports, went to one hundred countries in 1950; however, two of these, the United States and the United Kingdom, bought over 85 per cent of these exports. The shift in our trading pattern with these two nations is brought out by the fact that the United States received 57 per cent and the United Kingdom 19 per cent of British Columbia's exports in 1949. Further, ten countries took over 95 per cent of all our exports. These leading customers are set out as follows:—

Table 5.—The Ten Leading Countries to Whom British Columbia Exported in 1950

Rank	Country	Value	Percentage of Total
1.	United States	$325,079,517	78.8
2.	United Kingdom	34,036,217	8.3
3.	Australia	6,752,297	1.6
4.	Hawaii	6,619,748	1.6
5.	Union of South Africa	5,003,097	1.2
6.	Belgium	4,745,390	1.2
7.	Japan	4,153,150	1.0
8.	India	2,024,330	0.5
9.	Panama	1,911,711	0.5
10.	Hong Kong	1,839,742	0.4
	All other countries	20,310,408	4.9
	Total, all countries	$412,475,607	100.0

A continental breakdown of British Columbia exports shows North and Central America and the West Indies bought 80 per cent, Europe 10 per cent, Oceania 4 per cent, Asia 3 per cent, Africa 2 per cent, and South America 1 per cent.

Table 6.—Eleven Leading Imports from Foreign Countries for Consumption in British Columbia, 1950

Rank	Commodity	Value ($000,000)
1.	Crude petroleum, for refining	21.7
2.	Automobiles, passenger (under $1,200)	15.8
3.	Sugar, raw, imported direct	12.3
4.	Coffee, green, imported direct	10.7
5.	Ores of metals, n.o.p.	8.8
6.	Gasoline, under .8236 specific gravity	5.3
7.	Diesel fuel	4.9
8.	Copra, not prepared	4.8
9.	Logging machinery and parts	4.4
10.	Traction engines, gasoline	4.2
11.	Heavy fuel-oils, Nos. 4, 5, and 6	4.1

The presence of four petroleum products among our eleven leading imports (continuing the 1949 trend) suggests that cheap water transportation is still making it possible for California oil-producers to retain the major portion of the British Columbia market for these items.

Although British Columbia imported from eighty-eight countries in 1950, three-quarters originated in Britain and America. Accompanying the changing 1950 export picture was an increase in our United Kingdom imports, which were 15 per cent of the Province's total imports in 1949, and a decline in imports from the United States, which represented 65 per cent of the total in 1949. The top ten countries listed below provided 90 per cent of all imports.

Table 7.—Ten Leading Countries from Whom British Columbia Imported in 1950

Rank	Country	Value	Percentage of Total
1.	United States	$139,755,005	56.7
2.	United Kingdom	44,248,255	18.0
3.	Fiji	10,151,981	4.1
4.	Brazil	5,761,315	2.3
5.	Philippines	5,029,524	2.0
6.	India	4,420,632	1.8
7.	Peru	3,625,554	1.5
8.	Colombia	2,997,255	1.2
9.	Australia	2,590,430	1.1
10.	Japan	2,456,089	1.0
	All other countries	25,308,922	10.3
	Total, all countries	$246,344,962	100.0

A breakdown of our imports by continents reveals that in 1950 North America supplied us with over 59 per cent, Europe 20 per cent, South America 7 per cent, Asia 7 per cent, Oceania 6 per cent, and Africa under 1 per cent.

The gap between our total imports and exports widened slightly in 1950, compared with 1949; in that year imports were 64.8 per cent of exports, but in 1950 were only 59.7 per cent, although the balance was still closer than in 1939, when the ratio was around 50 per cent.

Transportation and Freight Rates

In February of 1951 the Royal Commission on Transportation submitted its report to the Dominion Government. Some of its recommendations have been placed before

that Parliament for enactment, the most important of which is Bill 377. The implications of this Bill are of extreme importance to British Columbia shippers inasmuch as it effects their transcontinental and terminal rates. Consequently, as much time as could be spared has been devoted to a study of the situation.

The Canadian Railway Association's equalization proposals submitted to the Board of Transport Commissioner's general freight-rates investigation, August 15th, 1951, have also been given consideration, and studies have been made which will assist the legal counsel in presenting the Provincial case before that Board. Other services rendered in this field include the preparation of material for the Province's case in opposing the application of the Railway Association for increases in freight rates.

In line with the Bureau's policy of assisting industrialists where economic research is required, the services of the Research Division have been made available to a group of Victoria manufacturers and business-men who are attempting to have reinstated the former parity in Victoria-Vancouver terminal rates. There has also been reference made to the Bureau's library of freight-rate tariffs for prospective industries with locational problems, etc. In this regard it should be mentioned that the library of over 100 tariffs has proven adequate in dealing with most of the rate problems arising in Western Canada and is available to any interested party. The senior staff man of the Statistical Division was in Ottawa in November and December acting as adviser to British Columbia's legal counsel in the equalization and the freight-rate increase cases.

Co-operative Statistical Agreements

The co-operative statistical agreements with the Dominion Bureau of Statistics and other Federal offices increased during 1951. The fields of co-operation and the dates of the original agreements are as follows: (1) Mining Statistics, 1926 (2) External-trade Statistics, 1938; (3) Cost-of-food Statistics, 1939; (4) Provincial Government Payroll Statistics, 1949; (5) Forecast of Capital and Repair and Maintenance Expenditures for Provincial, Municipal and Other Local Authorities, 1950; (6) Census of Construction Statistics—Building Permits, 1951.

The Cost of Living

In 1952 the Dominion Bureau of Statistics will publish a new series of index numbers measuring changes in price. Theretofore, this measurement of price changes has been called, simply, the " Cost-of-living Index."

To clarify its function and to eliminate the ever-present erroneous idea of measuring standard of living, the new series will be titled the " Consumer Price Index." This Consumer Price Index will remain in character and general purpose the same as the old series, but will be the product of extensive basic revisions conforming with post-war expenditure patterns. Such revisions are necessary to keep the measurement of price changes adequate enough to cover present-day habits in commodity buying. Previous series have been published relating to base periods, 1900, 1913, 1926, and, as at present, 1935–39. A new base period will be adopted to replace the latter interval.

Commodity buying or expenditure patterns are being determined for the new series through tabulation of the information provided by 3,100 representative families contacted throughout urban Canada in 1948 and 1949 concerning the kinds and quantities of goods and services which they purchased. The type and amount of commodities bought in this twelve-month period will delineate appropriate items and weights to be included in the new index.

On the fourth day of each month the Dominion Bureau of Statistics releases the present Cost-of-living Index, and these figures are immediately relayed to a mailing-list of 140 individuals and organizations by the Bureau of Economics and Statistics.

This Bureau still computes quarterly a Cost-of-food Index utilizing British Columbia prices, but has ceased to publish the report in which this information is contained. This series is also undergoing basic change and will be published in revised form in 1952.

Table 8.—Dominion Bureau of Statistics Index Numbers of the Cost of Living in Canada, by Years 1913–51 and by Months in 1951

Date	Adjusted to Base 100.0 for August, 1939	On Base of Average Prices 1935–39=100						
		Total	Food	Rent	Light and Fuel	Clothing	Home Furnishings and Services	Miscellaneous
1913	79.1	79.7	88.3	74.3	76.9	88.0	70.3	
1914	79.4	80.0	91.9	72.1	75.4	88.9	70.3	
1915	81.0	81.6	92.7	69.9	73.8	96.8	70.9	
1916	87.6	88.3	103.3	70.6	75.4	110.8	74.5	
1917	103.7	104.5	133.3	75.8	83.8	130.3	81.5	
1918	117.4	118.3	152.8	80.2	92.2	152.3	91.4	
1919	129.0	130.0	163.3	87.6	100.7	175.1	101.2	
1920	149.3	150.5	188.1	100.2	119.9	213.1	110.3	
1921	131.5	132.5	143.9	109.2	127.6	123.4	112.5	
1922	120.3	121.3	121.9	113.7	122.2	147.0	112.5	
1923	120.7	121.7	122.8	116.6	122.2	145.1	111.7	
1924	118.6	119.5	120.9	117.4	119.2	141.7	109.6	
1925	119.6	120.6	126.3	117.4	116.8	141.3	107.5	
1926	120.8	121.8	133.3	115.9	116.8	139.1	106.1	
1927	118.9	119.9	130.8	114.5	114.4	135.6	105.1	
1928	119.5	120.5	131.5	117.3	113.2	135.5	104.8	
1929	120.7	121.7	134.7	119.7	112.6	134.8	105.0	
1930	119.8	120.8	131.5	122.7	111.8	130.6	105.4	
1931	108.2	109.1	103.1	119.4	110.0	114.3	103.3	
1932	98.2	99.0	85.7	109.7	106.8	100.6	100.4	
1933	93.7	94.4	84.9	98.6	102.5	93.3	98.2	
1934	94.8	95.6	92.7	93.2	102.1	97.1	97.8	
1935	95.4	96.2	94.6	94.0	100.9	97.6	95.4	98.7
1936	97.3	98.1	97.8	96.1	101.5	99.3	97.2	99.1
1937	100.4	101.2	103.2	99.7	98.9	101.4	101.5	100.1
1938	101.4	102.2	103.8	103.1	97.7	100.9	102.4	101.2
1939	100.7	101.5	100.6	103.8	101.2	100.7	101.4	101.4
1940	104.8	105.6	105.6	106.3	107.1	109.2	107.2	102.3
1941	110.8	111.7	116.1	109.4	110.3	116.1	113.8	105.1
1942	116.1	117.0	127.2	111.3	112.8	120.0	117.9	107.1
1943	117.5	118.4	130.7	111.5	112.9	120.5	118.0	108.0
1944	118.0	118.9	131.3	111.9	110.6	121.5	118.4	108.9
1945	118.6	119.5	133.0	112.1	107.0	122.1	119.0	109.4
1946	122.6	123.6	140.4	112.7	107.4	126.3	124.5	112.6
1947	134.4	135.5	159.6	116.7	115.9	143.9	141.6	117.0
1948	153.8	155.0	195.5	120.7	124.8	174.4	162.6	123.4
1949	159.6	160.8	203.0	123.0	131.1	183.1	167.6	128.8
1950	165.2	166.5	211.0	132.9	138.3	182.3	169.2	132.6
1951—								
January	171.1	172.5	220.2	136.4	141.5	187.1	179.8	135.8
February	173.8	175.2	224.4	136.4	141.7	192.4	185.1	137.0
March	178.3	179.7	233.9	137.6	146.5	196.3	188.6	137.8
April	180.4	181.8	238.4	137.6	146.7	198.8	190.7	138.8
May	180.6	182.0	235.4	137.6	146.2	201.5	194.9	140.7
June	182.6	184.1	239.8	139.8	146.2	202.5	197.1	141.0
July	186.1	187.6	249.7	139.8	147.2	202.9	197.4	142.2
August	187.4	188.9	251.4	139.8	148.2	204.6	199.0	143.7
September	188.3	189.8	251.1	142.7	149.5	206.9	199.1	144.0
October	188.9	190.4	249.7	142.7	150.2	213.8	200.1	144.3
November	189.7	191.2	250.2	144.8	150.8	214.6	199.9	144.9
December	189.6	191.1	249.3	144.8	150.8	215.5	200.6	144.9

Table 9.—Food Indexes for Canada and British Columbia

The Dominion Bureau of Statistics food-group index adjusted to the base 1936=100 and the Bureau of Economics and Statistics British Columbia cost-of-food index also on a base of 1936=100 are given below.

Month	Canada[1]	British Columbia
	First of Month	Fifteenth of Month
1939—		
August	101.53	94.48
September	101.64	103.90
October	108.69	104.38
November	111.15	104.74
December	111.55	101.51
1940—		
January	106.85	100.43
February	106.85	100.97
March	107.16	101.22
April	107.16	102.53
May	106.75	101.77
June	106.13	101.51
July	107.67	103.47
August	107.78	103.84
September	107.77	103.33
October	108.49	104.92
November	111.15	106.30
December	111.55	107.39
1941—		
January	112.17	107.03
February	111.25	108.93
March	111.45	109.02
April	112.58	111.42
May	112.17	111.81
June	115.03	116.09
July	119.22	117.07
August	124.03	120.55
September	126.07	121.10
October	125.97	121.24
November	128.22	123.93
December	126.58	121.57
1942—		
January	125.05	120.99
February	125.87	122.55
March	126.48	123.71
April	126.48	.....
May	127.10	125.12
June	129.04	.....
July	133.23	.....
August	132.53	128.39
September	131.39	.....
October	132.72	.....
November	135.38	134.63
December	135.79	.....
1943—		
January	130.16	.....
February	129.55	.....
March	130.57	134.19
April	131.60	.....
May	132.82	.....
June	133.84	135.46
July	134.76	.....
August	136.20	.....
September	136.50	132.45
October	135.90	.....
November	136.09	.....
December	135.69	132.05
1944—		
January	134.46	.....
February	133.84	.....
March	134.05	128.28
April	134.46	.....
May	134.66	.....
June	134.05	128.42
July	134.97	.....
August	134.46	.....
September	134.15	128.06
October	133.74	.....
1944—*Continued*		
November	134.56	.....
December	133.23	127.95
1945—		
January	133.13	.....
February	133.54	128.82
March	133.95	.....
April	133.95	.....
May	134.66	129.33
June	136.40	.....
July	138.65	.....
August	139.26	130.96
September	137.22	.....
October	136.30	.....
November	137.01	130.17
December	137.32	.....
1946—		
January	135.79	.....
February	135.48	127.87
March	136.09	.....
April	138.14	.....
May	140.80	134.98
June	145.30	.....
July	147.44	.....
August	147.96	138.43
September	146.42	.....
October	149.80	.....
November	149.90	144.64
December	144.69	.....
1947—		
January	148.77	.....
February	150.31	152.43
March	152.04	.....
April	155.01	.....
May	158.38	159.38
June	161.25	.....
July	163.39	.....
August	164.21	166.07
September	169.02	.....
October	175.15	.....
November	177.51	182.36
December	182.72	.....
1948—		
January	186.30	.....
February	190.29	189.10
March	190.08	.....
April	191.00	.....
May	195.50	198.97
June	198.26	.....
July	205.83	.....
August	207.16	207.38
September	208.49	.....
October	210.02	.....
November	209.30	209.12
December	206.54	.....
1949—		
January	206.75	.....
February	204.91	205.57
March	203.58	.....
April	202.97	.....
May	203.99	208.61
June	207.46	.....
July	211.86	.....
August	213.91	209.77
September	211.66	.....
October	209.61	.....
November	207.87	205.82
December	206.44	.....

[1] Adjusted to base 1936=100.

Table 9.—Food Indexes for Canada and British Columbia—Continued

Month	Canada[1]	British Columbia	Month	Canada[1]	British Columbia
	First of Month	Fifteenth of Month		First of Month	Fifteenth of Month
1950—			1951—		
January	203.89	.....	January	225.15	.....
February	205.83	204.88	February	229.45	227.11
March	208.59	.....	March	239.16	.....
April	209.10	.....	April	243.76	.....
May	209.20	208.18	May	240.70	235.63
June	213.70	.....	June	245.19	.....
July	219.12	.....	July	255.32	.....
August	221.57	219.02[2]	August	257.06	247.53
September	223.72	.....	September	256.75	.....
October	225.05	.....	October	255.32	.....
November	223.52	216.12	November	255.82	251.16
December	223.72	.....	December	254.91	.....

[1] Adjusted to base 1936=100.
[2] Revised.

Table 10.—Index Numbers of the Cost of Living at Vancouver, B.C., by Years 1940–51 and by Months in 1951

(Base: August, 1939=100.)

Date	Total	Food	Rent	Fuel	Clothing	Home Furnishings and Services	Miscellaneous
1940	103.7	105.9	99.6	108.8	108.8	104.3	100.4
1941	109.1	117.0	99.8	109.5	114.8	109.5	103.4
1942	114.2	128.8	100.6	111.5	119.2	112.9	105.2
1943	117.3	134.8	102.0	111.3	121.6	114.1	107.8
1944	117.9	133.5	103.4	114.2	123.6	115.7	108.7
1945	119.2	136.0	104.8	114.2	125.5	115.7	108.8
1946	123.0	142.2	106.2	116.1	128.9	122.1	111.1
1947	134.9	161.9	109.4	128.6	146.6	137.0	115.8
1948	155.6	198.7	112.1	135.1	182.5	157.4	126.2
1949	162.0	208.7	113.9	139.5	192.7	161.3	131.3
1950	167.8	218.2	122.7	141.0	191.0	163.7	135.8
1951—							
January	172.6	225.7	125.4	142.6	195.2	173.2	137.7
February	175.8	230.6	125.4	145.7	201.1	178.6	139.2
March	179.2	236.6	127.4	145.7	206.4	181.2	140.1
April	182.6	244.6	127.4	145.7	208.9	183.6	142.0
May	182.9	240.0	127.4	162.1	209.5	187.8	143.7
June	185.3	245.5	129.4	162.1	210.8	189.9	143.7
July	188.8	255.5	129.4	162.6	211.6	190.0	144.8
August	189.8	255.2	129.4	162.6	215.7	192.1	146.5
September	190.2	252.7	130.8	166.6	220.0	192.2	146.5
October	190.0	250.9	130.8	167.2	224.5	193.0	146.5
November	192.0	255.5	131.9	167.2	226.7	193.1	146.8
December	192.8	257.7	131.9	169.2	227.2	192.9	146.7

Source: Canada, Dominion Bureau of Statistics, "Prices and Price Indexes."

Mining Statistics

This section collects and compiles mining production statistics with the exception of coal, and same are made available to the Provincial Department of Mines, the Dominion Bureau of Statistics, and to the Bureau of Economics and Statistics. The information, when collected, is made available for general use in a form which preserves the confidential aspects of individual company's or operator's returns when it is requested. Mining statistics in detail will be found in the Annual Report of the Minister of Mines. Many special compilations dealing with data not readily available were provided to other departments and outside agencies. Contact is maintained at all times with the officials of the Department of Mines, consulting with and providing much data for special bulletins

issued by that Department. This Division also maintains up-to-date records on mining statistics, which are kept in the Central Records Branch of the Department of Mines. These records represent years of research and compilation by the Mining Division, and are considered to be an integral part of a most comprehensive Departmental source of information on the production from every British Columbia mine reported to have shipped ore for treatment at a smelter or refinery.

The Division continues to provide the mineral production value on a census-division basis (*see* Chart 1), and Table 11 shows the production for the years 1947, 1948, 1949, and 1950 on the several regions involved. In order to provide a handy reference, the essential mineral production statistics as originally published in the Department of Mines Annual Report are given in Table 12. A brief recapitulation of mineral production figures discloses that the value in 1950 was $148,155,060, which is greater than any previous year except 1948, for which the value was $152,524,752. The product of greatest value in 1950 was zinc, valued at $48,882,765, followed by lead at $44,391,530, lode gold at $10,805,553, and an additional value of $598,717 for placer gold. Copper production had a value of $9,889,458. Miscellaneous metals, minerals, and materials had a total value of $5,689,271, and structural materials had a value of $10,205,989. Coal, with a production of 1,542,404 tons, was valued at $10,025,626.

The average number employed in all branches of the mining industry in 1950 was 16,612. Some of the larger expenditures in the industry were for salaries and wages, $42,738,035; fuel and electricity, $6,775,998; process supplies, $17,500,663; freight and treatment on ores, etc., $22,113,431; Dominion taxes, $14,877,802; Provincial taxes, $3,442,932; municipal and other taxes, $540,620; workmen's compensation, silicosis, unemployment insurance, and other levies, $1,670,252. Dividends paid amounted to $34,399,330.

Table 11.—Value of British Columbia Mine Production by Census Divisions

Commodity	Year	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10	Total
Gold, placer	1947	$777	$115	$720	$633	.....	$4,749	.....	$96,709	$74,000	$22,882	$200,585
	1948	1,497	57	33,301	.....	$345	2,562	.....	203,922	322,562	20,954	585,200
	1949	829	415	22,234	1,273	207	3,938	.....	313,522	168,544	18,562	529,524
	1950	688	375	23,469	125	939	3,285	.....	148,600	390,258	30,978	598,717
Gold, lode	1947	140	347,270	1,850,520	357,035	480,830	2,939,650	.....	1,315,825	1,223,600	.....	8,514,870
	1948	.....	741,090	2,280,670	409,430	420,955	3,468,570	.....	1,395,065	1,320,270	.....	10,018,050
	1949	.....	680,436	2,179,764	359,316	133,956	4,129,704	.....	1,478,016	1,421,064	.....	10,382,256
	1950	.....	316,386	2,152,755	511,050	73,779	4,283,973	.....	1,553,886	1,913,724	.....	10,805,553
Silver	1947	3,257,641	176,648	540,594	48,341	15,515	15,197	.....	2,929	52,673	.....	4,109,538
	1948	3,882,482	306,103	696,558	44,501	5,137	19,880	.....	37,827	46,104	.....	5,038,592
	1949	2,910,590	494,121	824,235	60,199	7,843	20,735	.....	279,226	1,072,820	.....	5,669,769
	1950	3,658,464	558,674	704,142	74,620	4,138	22,395	.....	714,212	1,929,506	.....	7,666,151
Copper	1947	.....	720,345	4,354,661	3,406,458	35,473	2,787	.....	17	.....	.....	8,519,741
	1948	.....	138,227	5,966,251	3,497,129	14,567	.....	.....	.....	.....	.....	9,616,174
	1949	.....	159,650	7,171,465	3,529,141	96,294	.....	.....	.....	.....	.....	10,956,550
	1950	.....	428,774	5,980,342	3,425,513	54,829	.....	.....	.....	.....	.....	9,889,458
Lead	1947	41,173,597	314,920	40,860	49,554	1,493	1,616	.....	105	302,832	.....	41,884,977
	1948	59,125,993	666,980	74,014	44,656	687	.....	.....	10,764	149,448	.....	60,072,542
	1949	39,550,422	1,799,704	79,961	75,321	.....	.....	.....	91,488	48,830	.....	41,645,726
	1950	40,996,186	2,420,319	57,410	103,273	65	110	.....	240,120	574,047	.....	44,391,530
Zinc	1947	28,422,964	1,216,387	36,994	407,382	60,305	54	.....	19	2,934	.....	30,147,039
	1948	38,111,651	2,232,153	64,115	782,897	.....	.....	.....	30,249	13,538	.....	41,234,603
	1949	30,958,886	3,875,429	70,321	1,499,294	.....	.....	.....	195,902	4,868	.....	36,604,700
	1950	38,333,440	6,777,547	68,024	2,818,667	.....	9	.....	440,665	444,413	.....	48,882,765
Coal	1947	5,812,130	.....	220,195	.....	2,469,990	10,090	.....	48,110	.....	26,865	8,587,380
	1948	7,735,110	.....	299,154	.....	2,690,490	10,668	.....	66,906	.....	51,780	10,854,108
	1949	8,050,744	.....	324,389	.....	3,921,437	11,518	.....	73,970	.....	80,366	12,462,424
	1950	6,824,740	.....	109,096	.....	2,921,061	7,443	.....	81,659	.....	81,627	10,025,626
Structural materials	1947	117,645	170,558	126,668	2,031,530	3,241,901	62,941	$34,324	76,594	14,814	19,828	5,896,803
	1948	66,474	218,645	870,581	2,934,206	4,341,503	255,071	85,350	123,733	54,819	17,840	8,968,222
	1949	307,563	274,123	494,885	3,076,902	5,112,193	316,754	85,759	181,968	57,671	48,072	9,955,890
	1950	356,248	282,044	244,061	2,955,304	5,202,601	324,934	593,521	169,582	36,756	40,938	10,205,989
Miscellaneous metals, minerals, and materials	1947	2,427,379	1,915,691	135,254	272,048	59,146	525,091	.....	25,712	.....	.....	5,360,321
	1948	2,388,494	2,697,857	250,544	210,435	32,913	546,707	.....	10,311	.....	.....	6,137,261
	1949	2,312,904	1,327,291	175,281	322,469	73,539	588,007	.....	6,638	.....	.....	4,806,129
	1950	3,026,689	1,656,470	170,066	151,086	107,584	571,735	.....	5,641	.....	.....	5,689,271
Totals	1947	$81,212,273	$4,861,934	$7,306,466	$6,572,981	$6,364,653	$3,562,175	$34,324	$1,566,020	$1,670,853	$69,575	$113,221,254
	1948	111,311,701	7,001,112	10,535,188	7,923,254	7,488,597	4,303,458	85,350	1,878,777	1,906,741	90,574	152,524,752
	1949	84,091,938	8,611,169	11,342,535	8,923,915	9,345,469	5,070,656	85,759	2,620,730	2,773,797	147,000	133,012,968
	1950	93,196,455	12,440,589	9,509,365	10,039,638	8,364,996	5,213,884	593,521	3,354,365	5,288,704	153,543	148,155,060

Table 12.—British Columbia Mine Production, 1949 and 1950

		Quantity, 1949	Quantity, 1950	Value, 1949	Value, 1950
METALLICS				$	$
Antimony		.....	.....	61,020	216,229
Bismuth		.....	.....	210,972	369,138
Cadmium		.....	.....	1,364,170	1,535,274
Copper	lb.	54,856,808	42,212,133	10,956,550	9,889,458
Gold, lode	fine, oz.	288,396	283,983	10,382,256	10,805,553
Gold, placer	crude, oz.	17,886	19,134	529,524	598,717
Indium	oz.	.....	.....	1,550	12,132
Iron ore		.....	.....	27,579	.....
Lead	lb.	263,580,549	307,122,803	41,645,726	44,391,530
Platinum		.....	.....	7,468	9,239
Silver	oz.	7,636,053	9,507,225	5,669,769	7,666,151
Tin	lb.	.....	.....	633,047	828,259
Tungsten concentrates		.....	.....	.....	281,160[1]
Zinc	lb.	276,324,451	324,263,778	36,604,700	48,882,765
Totals		.....	.....	108,094,331	125,485,605
FUEL					
Coal (2,000 lb.)	tons	1,917,296	1,542,404	12,462,424	10,025,626
NON-METALLICS					
Barite, diatomite, and mica		.....	.....	19,783	22,925
Fluxes—limestone, quartz	tons	108,531	144,325	213,773	268,411
Granules—slate and rock	tons	5,941	7,886	79,661	104,590
Gypsum and gypsum products		.....	.....	616,490	620,108
Iron oxides		.....	.....	23,301	.....
Sodium carbonate	tons	.....	.....	517	.....
Sulphur	tons	160,435	143,343	1,546,798	1,421,806
Totals		.....	.....	2,500,323	2,437,840
CLAY PRODUCTS AND OTHER STRUCTURAL MATERIALS					
Clay Products					
Brick—					
Common	No.	3,220,000	3,910,500	95,075	103,840
Face, paving, sewer brick	No.	509,560	1,974,380	24,793	54,503
Firebricks, blocks		.....	.....	135,391	254,262
Clays	tons	.....	.....	22,339	32,264
Structural tile—hollow blocks		.....	.....	145,512	191,016
Drail tile, sewer-pipe, flue-linings		.....	.....	265,098	428,418
Pottery—glazed or unglazed		.....	.....	5,176	5,860
Other clay products		.....	.....	9,676	11,335
Totals		.....	.....	703,060	1,081,498
Other Structural Materials					
Cement		.....	.....	3,029,425	3,088,296
Lime and limestone	tons	179,400	221,454	1,295,087	1,133,776
Sand and gravel		.....	.....	3,967,132	3,723,487
Stone	tons	2,287	26,758	44,345	188,675
Rubble, riprap, crushed rock	tons	1,112,272	1,164,049	916,841	990,257
Totals		.....	.....	9,252,830	9,124,491
Total value		.....	.....	133,012,968	148,155,060

[1] Tungsten: 1950 sale of products accumulated before 1949.

LABOUR STATISTICS

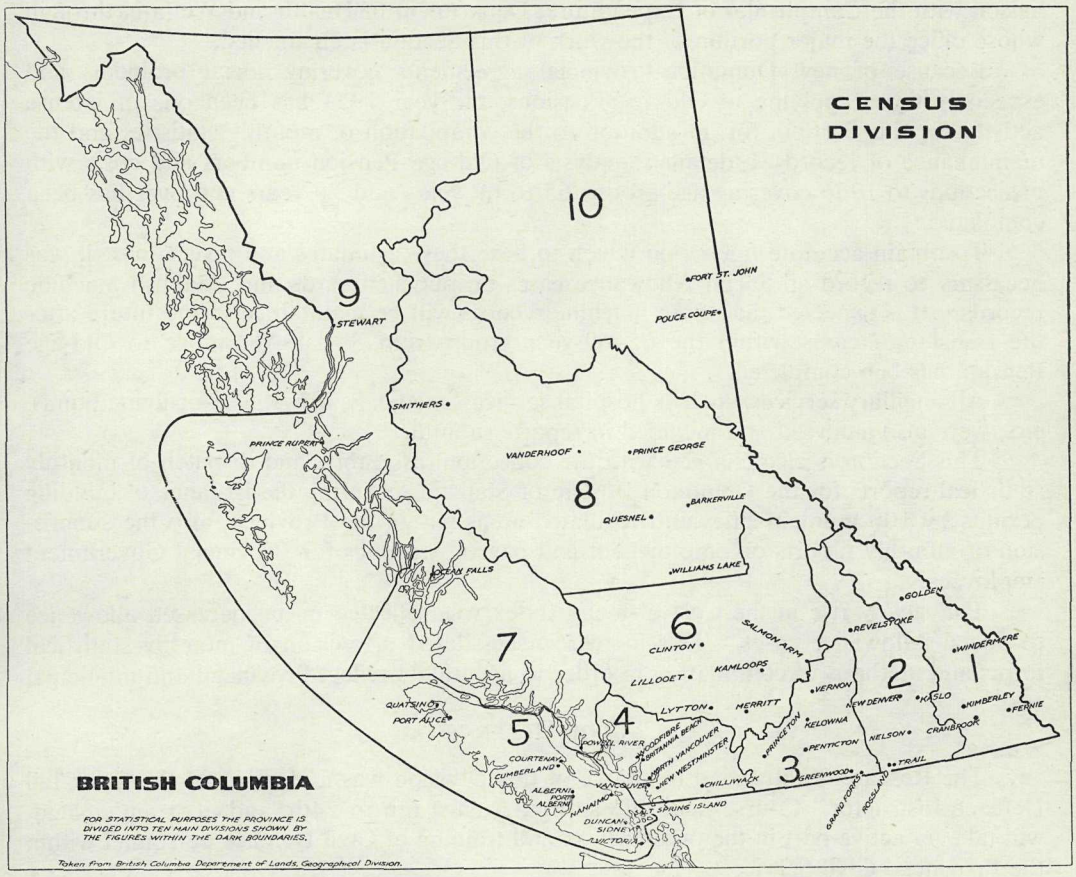
Under the terms of a continued interdepartmental arrangement the Labour Section of the Bureau of Economics and Statistics was again responsible for the collection and compilation of the annual labour statistics for the Provincial Department of Labour. A summarization of the 1950 data resulting from this survey is published under the heading of "Statistics of Trades and Industries" in the Annual Report of the Department of Labour for that year.

As a valuable source of information relative to labour and its problems, the Labour Section continues to prove of assistance to the Bureau in the handling of the many inquiries and requests for labour information received from industry and business. In addition to the routine preparation of Department of Labour statistics, the work of the Section also includes such special assignments as the completion of current reports and

Table 13.—British Columbia Industrial Payrolls by Statistical Areas for the Comparative Years 1946 to 1950

Regional Area	Total Payrolls (Salaries and Wages)				
	1946	1947	1948	1949	1950
No. 1	$8,792,650	$13,089.910	$13,731,856	$14,196,272	$14,730,880
No. 2	15,409,997	20,065,572	23,578,250	25,465,483	28,152,569
No. 3	11,047,243	15,407,310	16,857,531	17,162,800	17,986,918
No. 4	158,098,206	196,814,172	245,729,208	268,168,929	276,660,854
No. 5	52,609,451	73,305,625	85,360,435	69,824,047	87,321,304
No. 6	4,477,339	7,068,034	6,070,725	6,709,107	7,793,958
No. 7	10,680,963	14,091,695	15,593,568	13,991,506	17,053,224
No. 8	4,132,464	7,287,683	8,009,315	7,109,097	11,492,745
No. 9	5,592,647	8,260,298	7,170,882	7,793,375	9,749,718
No. 10	1,279,858	8,385,552	1,557,047	2,586,330	1,352,763
Not specified	835,686	2,421,303	2,731,389	1,156,849	2,139,119
Totals	$272,956,504	$366,197,154	$426,390,206	$434,163,795	$474,434,052

Chart 1.—Census Divisions



statistical tables for various business interests, banking institutions, Boards of Trade, and other Governmental departments.

Periodic surveys of occupational wage rates in various industries enable the Bureau to keep pace with the demand for information as to rates currently in effect, and a file is maintained to include the latest information obtainable dealing with union agreements, wage-scales, and conditions of work. With the co-operation and assistance of the inspection staff of the Department of Labour in this work, much valuable data has been obtained and placed on record, to be made available to the proper authorities as required.

Regional development throughout the Province as reflected in the industrial payroll is presented in the attached Table 13 showing the comparative annual totals attributable to each of the ten census divisions (*see* Chart 1) for the years 1946 to 1950. The totals are of necessity restricted to an industrial coverage only, and as such must not be considered as representing the extent of all salaries and wages paid in British Columbia. The comparative yearly record, however, serves as an indication of gradual changes which occur in the concentration of the labour force in each section of the Province.

Health and Welfare

In October, 1949, arrangements were completed with the Department of Health and Welfare to transfer to the Bureau of Economics and Statistics the compilation of monthly statistics covering the disbursement of Social Allowance and the maintenance of records for all phases of Social Assistance.

During the year 1950 the many intricate factors covering Social Assistance were co-ordinated and the above Section established within the Bureau to maintain close liaison with the Comptroller of Expenditure, Department of Health and Welfare, through whose office the major portion of the work of this Section is channelled.

Because of new Dominion-Provincial agreements covering social problems and especially those applying to Old-age Pensions, the year 1951 has been one of intense activity for this Section, for, in addition to the compilation of monthly statistics and the maintenance of records, a detailed analysis of Old-age Pension numbers and costs with projections to 1956 covering age-groups 65 to 69 years and 70 years and over has been completed.

To obtain accurate figures on which to base these estimates and projections, it was necessary to record all Social Allowance cases on punched cards and establish machine records. It is expected that these machine records will be maintained in the future after the transfer of cases within the 65–69-year group from Social Allowance to Old-age Pension has ben completed.

All ancillary services, such as hospital services, medicals, drugs, cost-of-living bonus, etc., were also analysed and included in reports submitted.

This Section is also charged with the collection, assembly, and dispatch of monthly statistical reports for the Dominion Bureau of Statistics covering the issuance of building permits by 100 municipalities and regulated areas within the Province, also the submission of monthly reports on employment and payroll statistics for Provincial Government employees.

The steady rise in the Cost-of-living Index was reflected in an increased allowance to Social Allowance cases. This increase necessitated a revision of monthly statistical forms and methods of compilation in order to accurately reflect Provincial and municipal costs.

Civil Defence

The Research Statistician in charge of this Division was a member of the first Civil Defence Instructors' Course held in Victoria, August 6th to 24th, and, it is anticipated, will take an active part in the organization and training of Civil Defence personnel within the Provincial Civil Service.

Tourist Trade

The tourist movement to British Columbia has continued the general upward trend of the post-war years to an all-time record in 1950.

For convenience in statistical analysis, these tourists have been divided into the following four categories, of which the first and second are of major importance because this travel across the International Border is in greatest volume and lends itself to thorough research: (1) From the United States in automobiles; (2) from the United States by rail, steamer, and air; (3) via ocean ports; (4) interprovincial, via trains, highways, and air.

The reciprocal tourist trade between Canada and United States is undoubtedly greater than that between any other two countries in the world, with a substantial net income accruing to Canada. In order to accurately measure the magnitude of this important source of revenue, the Dominion Bureau of Statistics has systematcially collected data and periodically published its reports in its brochure, currently called " Travel between Canada and Other Countries." By consulting the following revenue figures, we find that a fairly consistent rise is evident for Canada as a whole to a peak in 1948, with a slight reversal in trend for 1949 and 1950.

Year	Expenditures in Canada	Year	Expenditures in Canada
1941	$107,000,000	1946	$216,100,000
1942	79,000,000	1947	241,100,000
1943	87,000,000	1948	267,400,000
1944	116,600,000	1949	267,100,000
1945	163,300,000	1950	259,700,000[1]

[1] Subject to revision.

Extensive programmes of highway construction and greatly increased and improved tourist accommodation have done much to speed up the growth of tourist travel in British Columbia to a point where it has become one of the Province's great " service " industries.

Available figures take into account only those tourists entering British Columbia from the United States but take no cognizance whatever of the influx by interprovincial movement, which has never been measured by the Dominion Bureau of Statistics because the money they spend on tour has been earned in Canada and does not admit of ready evaluation. However, this source of revenue is important to the individual Provinces and British Columbia in particular.

Preliminary estimates of the number of tourists entering British Columbia from the United States, based on statistics for the first few months of the year, seem to indicate that the total for 1951 will exceed that of 1950 (*see* Table 14).

Chart 2 shows the distribution of American tourists visiting this Province in red figures as compared with those visiting Canada in black figures, by State of origin.

Table 14.—Entries into British Columbia of Tourists from the United States, Classified by Types of Traffic

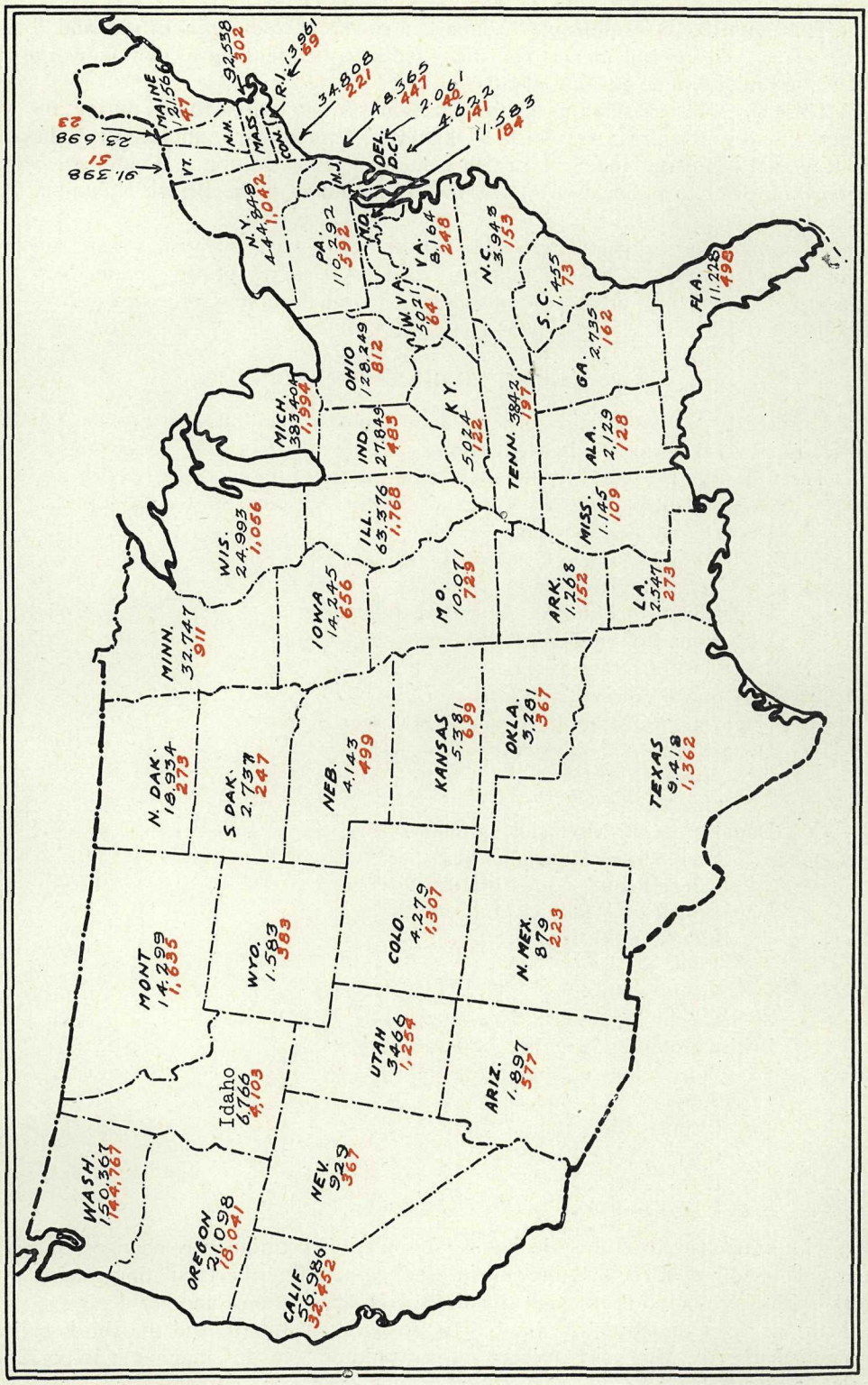
(Automobile traffic statistics indicate number of automobiles only; all other types of traffic indicate number of travellers.)

Types of Traffic	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951[1]
I. Automobile traffic (number of automobiles and other vehicles)—											
(1) Non-permit class—local traffic	58,298	36,223	27,547	31,197	41,102	59,776	77,356	89,324	90,221	95,722	107,459
(2) Traveller's vehicle permit	92,048	55,947	38,724	51,280	107,506	178,595	205,216	191,572	214,805	221,642	252,131
(3) Commercial vehicles	5,478	5,179	4,140	3,697	5,298	5,836	6,175	7,989	8,538	10,980	16,184
II. Rail traffic (number of travellers)	27,756	36,360	71,523	67,864	60,987	56,616	49,519	44,077	51,670	47,874	87,201
III. Boat traffic (number of travellers)	128,003	76,091	131,082	173,325	176,949	197,433	142,161	132,388	134,188	95,719	98,667
IV. Bus traffic (number of travellers)[2]	16,701	18,445	21,202	23,536	31,740	49,760	38,698	37,355	39,197	39,088	33,256
V. Aeroplane traffic (number of travellers)	6,386	4,417	6,309	7,059	12,304	16,513	22,522	25,006	27,461	27,403	28,351

[1] Estimated, subject to revision.
[2] Exclusive of local bus traffic betweent border communities.
Source: Dominion Bureau of Statistics, " Travel between Canada and Other Countries."

Chart 2.—Foreign Automobiles Entering Canada from the United States on Sixty-day Permits, 1950, Showing States of Origin

Number of foreign cars visiting British Columbia and Yukon shown in red. Total foreign cars visiting Canada shown in black.



MARKET RESEARCH DIVISION

This Division is responsible for market research studies, industrial and location surveys, the collection of market statistics, and statistics relating to new industries, new plants, and additions to existing plants.

This Division assisted in the preparation of two publications during the year, namely: Industry and Markets in the Okanagan, Similkameen, and Kettle Valleys and the Regional Industrial Index of British Columbia, 1951 edition. In addition, work is progressing prior to publication of the 1950–51 edition of the British Columbia Trade Index.

Also many miscellaneous requests pertaining to market statistics were answered. Preliminary work has been done relating to a market survey of the Greater New Westminster area and also for the establishment of annual surveys of operating results of various retail businesses.

MECHANICAL TABULATION DIVISION

During 1951 the Mechanical Tabulation Division continued to provide tabulating service for several Government departments.

The following list sets forth the diversified nature of the work carried out:—

- Department of Attorney-General—Motor Accident Statistical Reports.
- Department of Education—
  - Statistical Report of Pupils and Teachers.
  - Teachers' Records.
- Department of Finance—Furniture Inventory.
- Department of Health and Welfare—
  - Cost of Drugs Survey.
  - Social Allowance Statistics.
- Department of Labour—Annual Statistical Report.
- Department of Lands and Forests—
  - Forest Inventory.
  - Gazetteer Files.
- Department of Provincial Secretary—
  - Civil Service Personnel Statistics.
  - King's Printer Job-cost Records.
- Department of Trade and Industry—
  - Labour Statistics.
  - Trade Statistics.
  - Trade Index File.
  - Special Surveys.
- British Columbia Liquor Control Board—
  - Warehouse Audit Control.
  - Store Audit Control.
  - Licensee Beer Records.
  - Payroll.
  - Price Lists.
  - Interdiction Lists.

The organization of the Mechanical Tabulation Division was changed during the year and is now divided into three main sections handling the tabulating section of the work. One is reserved for statistical and research applications, another deals exclusively with the work of the British Columbia Liquor Control Board, and the third section is concerned directly with new projects and procedures. In this manner it is possible to maintain established routines while still providing service to new tabulating projects.

The personnel establishment of the Division is composed of a supervisor, three senior machine operators, eight machine operators, a senior key-punch operator and eight key-punch operators, a senior clerk-stenographer, and two clerks. Two members of the staff of the British Columbia Liquor Control Board are attached to the Division, acting in an advisory capacity.

The Division is equipped with a complete set of tabulating-machines, including alphabetic tabulators, sorters, reproducing gang-punches, an end printing document punch, a collator, an interpreter, and an automatic multiplying punch, as well as alphabetic key-punches and verifiers.

It is anticipated that with the present equipment and level of staff efficiency the existing projects can be augmented and the service extended to other Government departments not at present using mechanical tabulating methods.

Mention should also be made of the fact that the Mechanical Tabulation Division of this Bureau co-operated with the Dominion Bureau of Statistics in the processing of the 1951 Census.

PUBLICATIONS

Monthly Bulletin

This publication has been continued, with an ever-increasing demand from businessmen, universities, and libraries. It contains a statistical summary of business indicators relating to British Columbia's economy.

External Trade

Monthly statistics relating to external trade are contained in the Monthly Bulletin. A statement of external trade through British Columbia customs ports and covering commodities with an aggregate value of $50,000 and over is published annually.

British Columbia Trade Index

Work is progressing on a new edition of this publication, which will be released in 1952.

British Columbia Facts and Statistics

This publication was first issued in 1948; the fourth edition was released early in 1951. A second printing of the 1951 edition was required to meet the demand for this publication. This publication provides general facts and statistics relating to British Columbia under the following headings: Population, education, government, banking, transportation, communication, retail sales, agriculture, fisheries, forestry, mining, manufacturing, tourist, and economic activity.

REPORT OF REGIONAL DEVELOPMENT DIVISION

Industrial development projected in British Columbia and under way at the close of 1951, embracing new industry in all regions of the Province, reached the impressive total of approximately one billion dollars. Of this sum, over $350,000,000 of new construction has commenced during the year under review, the largest annual figure recorded in the Province's industrial history.

Industrial expansion on a scale of this magnitude has focused widespread attention on British Columbia, which has resulted in a surge of industrial inquiries from all parts of the world. It has been the continuous concern of the Department, through the Regional Development Division, to keep abreast of the rapidly changing industrial scene by taking effective measures to record our industrial growth and to provide factual information on the pattern of resources, industrial facilities, and services available in each community.

Industry location is becoming more and more highly competitive and complex and is governed by well-defined basic location factors. Regional areas seeking to keep in the forefront of industrial expansion must take cognizance of these factors and provide up-to-date information, which can only be portrayed by comprehensive area surveys, mapping, and analyses. Industry to-day looks to official channels for this information and service, and to keep pace with these demands the Division launched during the year the first of a series of area surveys, at the same time initiating the second phase of its programme of regional development in the Province.

FIELD OFFICES

The augmented industrial expansion in the Province during the year has resulted in greatly increased activity being reported from the field offices of the Division, which have been called upon to handle a large volume of inquiries and to render a wide diversity of assistance to industry. The field offices have continued to grow in importance and value in co-ordinating and furthering industrial inquiries within the Provincial service and various branches of Government.

The regional offices of the Division are located as follows:—

Nelson: Region 1—East Kootenay; Region 2—West Kootenay.

Kelowna: Region 3—Okanagan; Region 6—Kamloops and South Central British Columbia.

Prince George: Region 8—Central British Columbia; Region 9—North Coastal Area (Prince Rupert and Queen Charlottes); Region 10—Peace River.

Victoria: Region 4—Lower Mainland; Region 5—Vancouver Island and Gulf Islands.

FIELD SURVEYS

Nelson Office—Region One (East Kootenay) and Region Two (West Kootenay)

Industrial development in the Kootenays during the year continued to gain momentum. Announcement of a $75,000,000 pulp and paper mill at Castlegar only slightly overshadowed the $62,500,000 expansion programme announced by Consolidated Mining and Smelting Company of Canada. Both developments will have far-reaching effects on the mining and forest industries in the region. Despite shut-down of the forests due to fires, the sawlog scale for the district is expected to increase approximately 10,000 M B.M. over last year.

Mining activity in the area continues to show healthy growth, with a number of new mines being brought into production during the current year and total mining production in the area increasing approximately 15 per cent over 1950 production.

A number of executive meetings of the Regional Advisory Committee were held during the year. The Committee continued its efforts toward exploring the possibility of increasing tourist travel by the development of parks, camp-sites, and vistas in the Kootenay regions. A report was prepared for the visit of the Vancouver Board of Trade Transportation and Communications Bureau on industrial development in Regions One and Two for the past three-year period.

Specific Assistance to Industry

The Nelson field-service office has reported the following assistance to industry during the current year.

Hop-growing.—The establishment of a substantial hop-yard in the Creston area was reported in 1950, and our field office has continued to assist this industry in obtaining information concerning available labour, frost data, and location of materials for this operation.

Manufacture of Ceramics.—Furnished data and information through Federal channels at Ottawa regarding the proposed establishment of a small ceramics industry in the Nelson district.

Manufacture of Pencils.—Information and data supplied through the Technical Information Service of the National Research Council regarding the establishment of a pencil-factory utilizing local cedar.

Lino-cut Pictures.—This industry was established in late 1950 and additional information was obtained relating to the procurement of picture-frames.

Cranberries.—Data and information supplied to a party interested in cranberry-growing in the Creston district.

Manufacture of Charcoal.—Information supplied regarding the establishment of a small charcoal plant.

Peppermint.—Arrangements made for an experimental plot of 2 acres on the Creston flats, and information supplied to determine feasibility of establishing a peppermint industry.

Drive-in Theatre.—Information obtained from trade for proposed drive-in theatre for the Trail-Rossland area.

Field Surveys in Course of Completion

(*a*) A survey was conducted to determine the probable additional labour-supply required by the recent industrial expansion in the region.

(*b*) A report was completed for the International Columbia River Joint Engineering Committee following a two-year survey of industrial relocation on the British Columbia side of the Border and related to the proposed hydro-development in Washington and Montana.

(*c*) Survey continued on industrial potentialities of the region in co-operation with the Associated Boards of Eastern British Columbia.

Our field office maintained close liaison with other Departmental officials in the region and with other field offices in contact work as between the respective regional areas. Conduct of several parties throughout the territory was arranged, including the Colombo Plan party mentioned elsewhere in this report, the United Kingdom Trade Commissioner, and the Trade Representative of the Department from British Columbia House, London, England, who visited the area during the summer months. Our field official attended hearings of the International Joint Commission on the proposed dam at Libby, Mont., and the Waneta Dam south of Trail.

PROVINCIAL LIBRARY,
VICTORIA, B. C.

Kelowna Office—Region Three (Okanagan)

The Regional Advisory Committee has continued its surveys during the year covering the third phase of an over-all study of the region related to park areas and camp-sites. Thirty camp-sites were investigated and recommended, and twelve additional sites are awaiting further inspection. The Committee has implemented its report on park areas in the southern portion of the region in the Oliver-Osoyoos district.

The Committee has co-operated actively with the Okanagan Agriculture Club on a special study initiated by the club on diversified agriculture. Studies have also been made on increasing the output of small fruits and vegetables in the fruit-growing areas of the region. A brief on the power situation relating to industry is in course of preparation and will be completed early next year, and the Advisory Committee proposes to give early consideration to certain phases of public health in the region as related to the tourist industry.

Additional matters considered by the Committee during the year were furtherance of the Grandview Flats irrigation project, soil conservation, Black Mountain new ditch project, berry culture, regulations pertaining to eating establishments, acquisition of Indian reserve property at Kaleden for establishment of a fruit-demonstration booth, etc.

Irrigation Survey. — The brochure entitled " Facts about Irrigation and Irrigable Lands in the Tree Fruits Area of the Okanagan and Similkameen Valleys," published by the Division in 1950, has been in continuous demand. The annual irrigation survey conducted by our field office has added considerable data, covering forty-four improvement districts. This year a further survey of the Kettle Valley River area has been undertaken and 143 individual water-licence holders contacted. As time and staff limitations allow, the irrigable areas under survey will be extended to Region Six. Data secured under this heading is of vital importance to the study of power requirements, sources of water, estimate of pumping costs, etc., for the important agriculture industry in this region.

Trade Waste.—Our field office has actively co-operated with other departments in bringing together sections of industry in the chief centres of the region to study problems related to trade waste and the utilization of waste materials surplus to the fruit-processing industry. Good progress has been made toward a solution of cannery problems under this heading. A meeting of all interested concerns will be called early in 1952 to consider plans of a leading organic-fertilizer company which is contemplating entering this field.

Specific Assistance to Industry

The volume of industry inquiries through the Kelowna office during the year has maintained a high level, and basic and secondary industry assisted under a wide diversity of headings. A cross-section follows.

Fine Pulp from Apple Prunings.—A number of meetings were held with Eastern interests and investigations undertaken leading to the installation of a pilot plant for the manufacture of fine pulp used in cigarette-paper making.

Pasteurization Plants. — Various data assembled and meetings held with dairy industry and Dairy Inspection Branch. A plant has now been installed at Grand Forks, and further plants contemplated at Princeton and elsewhere.

Brick-making.—Efforts were made to revive this industry in the Falkland district.

Boat-building.—Assistance in solving material-supply problems to this industry have been continued and sources of yellow cedar located.

Burners for Stoves.—Investigation of export difficulties made for a firm manufacturing this article.

Grape-growing.—Manufacturing and market data secured for a grape-grower.

Cold Storage.—Contacts were made with the meat-packing trade regarding off-season use of fruit cold storages.

Ceramic Industry.—Samples of clay from the Giscombe deposit were forwarded to Luxembourg for testing, and negotiations continued with a large European china-manufacturer contemplating locating in British Columbia.

Canneries.—Possibilities of new plants at Revelstoke and Westbank were discussed with representatives of a large canning industry. Discussions were also held regarding a community cannery in the southern part of the region.

Zircon Deposit.—Information supplied to interests in Armstrong.

Our field office continued to maintain close relations with all the Boards of Trade throughout the region and, during the period of activity of the Division since 1947, has built up a very satisfactory relationship with these agencies. Several monthly and quarterly sessions were attended by our field representative and assistance given many local Boards under a variety of industrial headings, and particularly in connection with the compilation of individual brochures in some localities, and providing Departmental mailing-lists for distribution.

Work on the economic survey of the region, dealt with elsewhere in this report, entailed considerable time and effort of our field office in this region in arranging contacts with, and canvassing of, industrial and business concerns throughout the region, and the assembling of a vast quantity of material for the market survey of the area. Contacts with industrial firms concerned in defence contracts were made, and information circulated to appropriate firms on "Nine Helpful Hints *re* Defence Contracts."

Many distinguished persons visited the Okanagan region during the course of the year, including the High Commissioner for Australia, His Excellency the Ambassador for the Free State, and several groups of industrialists and engineers. Appropriate industrial tours of the region were arranged by our field office.

Region Four (Lower Mainland), Region Five (Vancouver Island and Gulf Islands), and Region Seven (Central Coast)

During 1951 industrial activity in Regions Four, Five, and Seven centred principally on the tremendous expansion of the pulp, paper, and forestry industries. Highlighting this development was the $16,000,000 expansion programme of the pulp industry at Nanaimo, the allocation of $6,000,000 for modernization of the dissolving sulphite mill at Port Alice, and the expected completion by early 1952 of the $40,000,000 newsprint-mill at Duncan Bay near Campbell River. Added to this activity were the $12,000,000 modernization plan of the pulp and paper plant at Powell River and $5,000,000 expansion of the pulp-mill at Port Mellon. During the year, construction of a $2,000,000 plywood-factory in Victoria was commenced, which will employ approximately 225 men. In Port Alberni, plans were revealed for construction of $1,500,000 plywood plant. A new $1,500,000 Swedish gang-saw unit, one of the most modern in British Columbia, also commenced operation in Port Alberni. The economy of the coastal regions was further stimulated by the proposed expansion of the hydro-electric plant at Campbell River, the $2,000,000 expansion project of the cement plant at Bamberton on Vancouver Island, and by an extensive industrial building programme in the metropolitan areas of Vancouver, Victoria, and New Westminster.

Business Inquiries

During the year an increase in the number of inquiries directed to this office was noted. Some of the inquiries handled are listed hereunder:—

(1) An Eastern manufacturer of waxed-paper containers requested information on availability of paper-board in British Columbia. This company

is interested in establishing a plant on the Pacific Coast, but plans are temporarily held in abeyance due to the current shortage of bleached sulphite.

(2) Request for information on the possibilities of establishing a woollen-sock industry in Victoria. Complete information on markets, supply of wool, and manufacturing methods were supplied.

(3) Inquiry concerning possibilities of obtaining special grade Western red cedar for construction of racing-shells. Various business firms interviewed, and the interested firm was placed in touch with a source of this material.

(4) Inquiry from an Eastern manufacturer requiring a supply of special paint and varnish to finish manufacture darticles. Contacts of paint-manufacturers arranged, and necessary information forwarded.

(5) Inquiry from United States interests wishing information to establish in British Columbia in the lumber business. Inquiry referred to appropriate forestry officials, and other special contacts arranged.

(6) Inquiry from a United States citizen wishing to establish a business in the Yale district. Complete details on the entire district and also on Hope were sent forward.

Itineraries were arranged and data supplied to several business executives and industrialists visiting the coastal regions during the year. A group of industrialists from England, interested in Vancouver Island and Mainland centres, was furnished with comprehensive reports on the localities in question, and business contacts and personally conducted tours of the areas arranged.

Region Six (Kamloops and South Central British Columbia) (under Kelowna Office)

The Industries Committee continued its study of several matters of concern to the region already outlined in the Annual Report for 1950. The Committee is maintaining a close interest in the activities of the Fraser River Basin Board as applied to the upper reaches of the Fraser, with particular reference to a survey of the Clearwater watershed and a power route to the Nicola District.

The Committee has again stressed the importance of a survey being undertaken on Region Six of irrigable lands as a prelude to an over-all expansion of the agriculture industry in the region.

The Committee has had under review during the year the subject of country killing and central meat-inspection depots, and recommendations have been referred to the appropriate authority for consideration. Recommendations have also gone forward from the Committee on the desirability of establishing a plan of restaurant rating and inspection. Close liaison has continued with officials of the P.F.R.A. administration and Dominion and Provincial agriculturalists in the region, and valuable assistance has been given to the Committee and our field office from these sources. Our field representative during the year has made regular visits to this region, dealing with a substantial increase of inquiries and personal interviews.

Region Eight (Central British Columbia), Region Nine (North Coastal Area, Prince Rupert, and Queen Charlotte), and Region Ten (Peace River)

General

The entire development and activity in Regions Eight and Nine have been stimulated by the Alcan Development. All centres in these areas are showing marked growth as a result. Hotels and auto courts have enjoyed capacity business and have not depended on the tourist traffic in the past year.

Transportation facilities in the region have been greatly improved during the year. The Canadian National Railways has increased passenger service on the Jasper–Prince Rupert line to a daily (except Sunday) service. Freight service has been increased as required, affecting all railway points, and employment of railway-workers is high. Central B.C. Airways has inaugurated a daily return service from Prince George to Terrace, and there is now a bus service from Prince George to Burns Lake, as well as increased freight trucking services. All of these are largely the result of increased travel and shipping originating from the aluminium development.

A detailed inspection trip was made during the summer of the Alcan project activities at Burns Lake and south, and the Nechako Dam site, 67 miles south-west of Vanderhoof. Officials of the Alcan project have welcomed the interest and co-operation of the Department in this vast industrial undertaking.

Many new settlers have come to these areas, not only labourers and workers on the various construction projects, but others seeking to establish themselves in a new and growing district.

This has resulted in increased retail business at all points but has emphasized an acute housing shortage over the entire region.

Prince George and District

In the Prince George district, logging conditions continued good during the past year, and prices, while experiencing some recession, are still satisfactory. This condition is reflected in the growth of the city and surrounding district. Many fine new homes are under construction, and retail sales remain at a high level.

Municipal improvements continue, and cement sidewalks have been installed on most of the down-town streets, and all roads between Third Avenue and Seventh Avenue are now paved, between Vancouver and George Streets. This has greatly improved the appearance of the city.

The school population continues to show marked increase. New rooms were provided this year at Central and Connaught Schools, and three rooms connected with the high-school dormitory are in use as elementary-school accommodation. Connaught School recently burned to the ground, throwing 230 children on to the already crowded facilities of King George V, and necessitating a shift system being put into effect for Grades III to VI, inclusive. A new school of twelve rooms to replace the seven-roomed school destroyed is planned.

Vanderhoof district has shown great activity. Property values have increased considerably, and retail business has boomed. The contractor on the Nechako Dam project has built prefabricated houses for some of its employees, but the housing shortage is still acute.

There are some sixty mills in operation in the district, and prices have been good and work steady in the camps and mills.

Construction in the village, while showing an increase, has not kept pace with the needs of the community.

Burns Lake

Burns Lake is booming; a road has been built from the Francois Lake Road to the eastern end of Tahtsa Lake, and supplies are barged to the western end of the lake, where the Alcan tunnel operations are going on, and all supplies and equipment are taken in over this road. Contractors for the project have established headquarters here.

Lumbering and logging operations in this district continue at a high level of production. Farming, while not producing the financial return of the lumber industry, is forging ahead and may take precedence over lumber and logging as the population increases and agricultural markets develop.

Smithers-Telkwa

At Telkwa the local coal mine has stepped up its capacity to 150 tons per day, supplying the cellulose operation on the coast.

In the Smithers district several new mining operations are being opened up, and some older developments are showing signs of life, indicating that great interest is still being shown in the mining possibilities of this area.

Terrace-Hazelton

Terrace is enjoying a great measure of prosperity as the headquarters of logging operations for the cellulose plant at Port Edward. Terrace is situated some 42 miles from Kitimat, the townsite of the Alcan project, and a road will be built connecting the two points in the near future. Railway surveys between Kitimat and Terrace are now under way, and a connection will be made to the townsite of Kitimat, scene of the Alcan undertaking.

Real-estate values in Terrace have doubled, and a settlement scheme under way about a mile from the village is opening up very well. Land is being sold in acre lots, and homes are under construction.

Due to a considerable increase in population in the area, agriculture activity is increasing. A number of small farms are starting up, with the expectation that farm produce can now be sold advantageously, due to proximity of the Alcan operation. Some farm produce is disposed of in Prince Rupert, but there is not sufficient market for the quantities which could be grown, as the land and climate conditions are ideal for small mixed farms.

Efforts have been made by our field office to interest suitable persons in the Lake Lakelse hot springs. The lake is 12 miles south of the Village of Terrace, on the road to Kitimat, and it is ideally suited for a luxury hotel.

Prince Rupert

The city is taking steps to improve its facilities for industry by undertaking a survey of possible industrial sites. This action follows discussions with city authorities by our field official during the year. Certain advantages will most certainly accrue to this northern port through the current large-scale industrial programme taking place at its door. A gradual increase in population may be expected, and it is anticipated the already acute housing shortage will become aggravated unless steps are taken to provide housing for industrial workers. After many idle years, the 1,250,000-bushel-capacity grain-storage elevator is again in operation, and vigorous efforts are being made by local agencies to ensure permanency of operation by handling a portion of Western Canada's grain-crop through the port. Our field representative was on hand at the official opening of the cellulose plant, which highlighted the year's industrial activity in this area, and was attended by a large number of leading industrialists. The plant is now in full operation.

Dawson Creek and Fort St. John

The district has shown little activity for two years past, and population of the area has decreased. With recent oil-developments the picture will now change very rapidly. The reported oil-strike at Peace River Crossing recently has prompted a tremendous flurry of lease-buying, and practically the entire country surrounding the well-site has been blanketed. Several oil companies have indicated intention to test out their holdings, and an all-out drilling campaign seems imminent for this district. Gas is now being piped into Dawson Creek from Alberta, cutting fuel costs to 25 per cent, and a full servicing of the area is to be completed in 1952. Opening of the Hart Highway is awaited anxiously by

residents of the district, but tourist accommodation is required both along the highway and in the Peace River to provide for the traffic expected to travel this new route.

Cariboo

Several centres in the Cariboo have experienced steady growth and increased industrial activity during the year under review. This is especially applicable to Quesnel, where the logging and lumbering industry is showing rapid expansion. Numerous planer-mills are active, employing up to 500 men, and the plywood plant with 200 employees. Cattle-raising both here and in the Williams Lake district, nevertheless, still plays an important part in the district's economy, and cattle sales reached a high figure during 1951. Drilling for oil has been added to the district's activities, and power-development on a major scale and linking up of transportation and rail facilities will transform the industrial picture in this section of the Province within the next few years.

NEW INDUSTRIES

The substantial volume of large-scale industrial construction commenced during the year under review and referred to earlier in this report has been supplemented by numerous smaller industries reported by our field offices in all regions of the Province. A partial list is appended:—

Region One (East Kootenay)

Cranbrook: (*a*) Lumber-conditioning kiln; (*b*) sawmill; (*c*) auto courts; (*ca*) automatic electric-welding plant.

Fernie: (*d*) Oil-drilling in Flathead area; (*e*) sixty new houses under construction for coal company; (*f*) hotel and beer-parlor (enlargement).

Golden: (*g*) Sawmill operation employing thirty-five men; (*h*) auto court.

Kimberley: (*i*) Fertilizer plant costing $9,000,000, employing 150 men; (*j*) 150-ton mill, estimated cost $300,000; (*k*) 50-ton base-metal mill, estimated cost $150,000; (*l*) power-line construction, Riondel to Kimberley concentrator.

Windermere: (*m*) Auto court and hotel; (*n*) new Federal aquacourt at Radium, $1,000,000.

Region Two (West Kootenay)

Castlegar: (*a*) Pulp and paper mill, $75,000,000 (projected, construction to start in 1952); (*b*) automatic telephone exchange, estimated cost $110,000.

Creston: (*c*) Auto court; (*d*) power-line, Kootenay Bay to Creston, costing $375,000 (*e*) concrete-block factory, employing five men.

Kaslo: (*f*) Construction of Riondel townsite and 500-ton mill estimated at $3,000,000; (*g*) 100-ton base-metal mill, estimated cost $150,000; (*h*) 150-ton lead-zinc mill, estimated cost $200,000; (*i*) dry-ice pilot plant established.

Nakusp: (*j*) Sawmill; (*k*) Whatshan power project commenced operation 1951; (*l*) several logging and pole operations.

Nelson: (*m*) Mine-development and mill-construction estimated at $2,750,000; (*n*) tungsten mine and townsite and 350-ton mill, estimated cost $1,000,000; (*o*) mine and 50-ton mill, estimated cost $50,000; (*p*) bus depot, $37,000; (*q*) mining and equipment company; (*r*) janitors' supplies manufacturing plants; (*s*) power-line project to Kimberley, estimated cost $2,850,000.

Rossland-Trail: (*t*) Hydro-electric power plant and dam (Waneta) on Pend d'Oreille River, estimated cost $30,000,000; (*u*) modernization of lead-smelter, $12,000,000; (*v*) zinc-plant enlargement, $3,200,000; (*w*) newspaper-plant enlargement, $75,000.

Revelstoke: (*x*) Sawmill; (*y*) 60-ton mill, estimated cost $100,000; 150-ton mill, power plant, mine buildings, projected, cost estimated at $2,000,000.

Region Three (Okanagan)

Grand Forks: (*a*) Dairy, Keremeos; (*b*) box-lumber manufacturing.

Kelowna: (*c*) Specialty house; (*d*) cabinet-shop; (*e*) grocery warehouse (expansion).

Osoyoos: (*f*) Machine-shop.

Penticton: (*g*) Bakery; (*h*) sawmill; (*i*) cannery (expansion).

Princeton: (*j*) Frozen-food plant; (*k*) lumber plant; (*l*) brewery (expansion).

Vernon: (*m*) Lumber company; (*n*) ice-cream plant.

Region Six (Kamloops and South Central British Columbia)

Ashcroft: (*a*) Ten new lumber plants; (*b*) feed and seed supply-house; (*c*) cannery (expansion).

Clinton: (*d*) Shoe and saddlery shop; (*c*) bakery.

Kamloops: (*f*) Sash- and door-manufacturing plant; (*g*) roofing plant; (*h*) frozen-food plant; (*i*) seed plant.

Merritt: (*j*) Sawmill, Lytton; (*k*) sawmill.

Lillooet: (*l*) Hop-yard; (*m*) electric shop; (*n*) two sawmills.

Salmon Arm: (*o*) Planing-mill; (*p*) sawmill; (*q*) co-operative dairy (expansion).

Region Four (Lower Mainland)

Burnaby: (*a*) Glazed-fruit factory; (*b*) coffee-milling plant.

Chilliwack: (*c*) $397,000 departmental store (under construction); (*d*) Yarrow fruit- and vegetable-processing plant.

Milner: (*e*) Factory manufacturing neon signs and baked enamel signs.

Mission City: (*f*) Furniture-factory.

New Westminster: (*g*) Factory manufacturing aluminium precision instruments (proposed); (*h*) carbide-tipped saws plant; (*i*) sash and frames factory.

Port Coquitlam: (*j*) 15-acre factory-site cleared.

Steveston: (*k*) Boat-building plant.

Surrey: (*l*) Factory manufacturing prefabricated houses, farm buildings, etc.; (*m*) bumperettes and bulldozer-blades plant.

Vancouver: (*n*) Lock manufacturing and assembly plant; (*o*) printing-supply manufacturing; (*p*) tire-recapping plant; (*q*) hammer-manufacturing plant; (*r*) bleach and soap factory; (*s*) umbrella plant.

Region Five (Vancouver Island)

Courtenay: (*a*) Fish-plug factory.

Crofton: (*b*) Oyster-packaging plant.

Tofino: (*c*) Crab-meat packing company.

Victoria: (*d*) Nylon-hosiery factory; (*e*) veneer plant, $300,000; (*f*) office equipment and furniture plant; (*g*) artificial-ice company plant; (*h*) plywood plant, estimated cost $2,000,000.

Region Eight (Central British Columbia) and Region Nine (North Coastal Area)

Prince George: (*a*) Eight-unit motel; (*b*) propane-gas storage plant; (*c*) first unit of large dairying operation, $200,000; (*d*) variety store; (*e*) hotel expansion, $15,000; (*f*) hardware warehouse; (*g*) equipment warehouse.

Quesnel: (*h*) Plywood-plant expansion.

Burns Lake: (*i*) Hotel expansion; (*j*) equipment yard and warehouses (Alcan project); (*k*) airways floats; (*l*) mechanical garage.

Smithers and Hazleton: (*m*) Several new mining operations.

Terrace: (*n*) Four new mining operations opened in 1950.

Region Ten (Peace River)

Dawson Creek: Natural-gas installation and distribution.

ECONOMIC AND INDUSTRIAL SURVEY OF REGIONAL AREAS

The report of the Division's activities during 1950 made reference to the decision to undertake certain economic and industrial surveys by regional areas as a follow-up to the analysis and cataloguing of industrial facilities and resources of the Province as outlined in the Regional Industrial Index. The first of this series of area analyses was commenced in Region Three (Okanagan) in October, 1950, and completed during the year under review. Extensive market surveys were carried out in co-operation with the Boards of Trade and other agencies in the various centres of the region, whose help and assistance proved of considerable value to the success of the survey. The survey embraced an intimate study of industrial-location factors, the manufacturing industries of the region and their markets. A wealth of data was also assembled on employment, wages, and production; income and purchasing power; labour-supply; transportation and power. This material, gathered from all centres in the region, was forwarded through our field office to Victoria for analysis by a special staff assigned to the survey and assisted by the Department's Bureau of Economics and Statistics, and later compiled in an economic-survey report and published under the heading " Industry and Markets in the Okanagan, Similkameen, and Kettle Valleys—Region Three." Following wide distribution of the report, most favourable comment has been received from all branches of industry and business concerns across Canada, urging further studies of this kind be made in other regional areas. Extension of these regional surveys will be given early consideration as time and staff permit.

INDUSTRIAL MAPPING OF REGIONAL CENTRES

In the Annual Report, reference was made last year to the completion of the composite industrial map of the Lower Mainland and maps covering the three Okanagan centres of Vernon, Kelowna, and Penticton. This series of maps was especially designed to define existing and potential industrial areas in the larger cities of the Province, with information outlining the acreages available for light and heavy industry, rail terminals, highway routing, and other data. Publication of these industrial maps has filled a gap in certain essential information, concerning the larger cities, of special value to industry, judging by the numerous requests received for the maps from all sections of industry and business following their initial distribution. Further distribution of the Lower Mainland map will be made by inclusion of this map in the next issue of the Industrial Index.

A key industrial map of the Lower Fraser Valley, covering the area from the eastern boundary of Greater Vancouver to Hope, is now under preparation by the draughting office of the Division, to be published in conjunction with the report of the industrial survey of communities in the Lower Fraser Valley carried out by the Division during the current year.

REGIONAL INDUSTRIAL INDEX

Over several months of the year our field offices have been engaged in a revision of all data pertaining to the seventy-nine districts covered by the Index. A revised edition

of the Index (1951–52), with factual and statistical information relating to the industrial facilities and natural resources of the Province broken down by all seventy-nine district areas, will be published toward the end of 1951.

The demand for this publication has been steadily increasing over the past two years, many business firms ordering several copies for branch establishments, and the supply of the 1950 edition of the Index has long been exhausted. A large number of advance requests for the revised edition have been received, with a particularly heavy demand from Eastern Canada, indicating a national interest in the current industrial progress of British Columbia. A considerably augmented printing of the next edition will therefore be necessary. The revised edition will incorporate several new features and will contain a series of industrial maps of several of our larger cities, which should prove a valuable guide for industry to many of our industrial areas.

REPORT OF THE BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU

GENERAL

The British Columbia Government Travel Bureau reports another record year in recreational travel to and through the Province in 1951. Twelve per cent more vehicles entered Canada through British Columbia Border points than in 1950, accenting a trend which has been constant since 1948. In 1951, 247,712 traveller's vehicle permits were issued to visitors staying forty-eight hours or more, compared with 221,642 in the previous record year of 1950.

In addition to the foregoing, some 110,000 car entries were made under the non-permit class; 242,000 persons who might be classed as tourists made direct entry into the Province by rail, steamship, bus, or air, and approximately the same number destined for British Columbia vacation areas entered Canada through customs ports in other Provinces, crossing the Alberta Boundary by private or public carrier.

Thus, with an average of three persons admitted with each car, British Columbia played host in 1951 to close to 1,500,000 visitors, and, basing estimates on figures determined through several official surveys, it is very conservatively held that British Columbia's tourist industry benefited the Province to the following extent:—

Those entering on traveller's vehicle permits spent an estimated	$28,640,000
Visitors arriving direct by public carrier	20,817,000
Visitors arriving indirectly, domestic and interprovincial tourists	13,542,000
Total tourist expenditures (estimated)	$62,999,000

While tourist traffic in British Columbia showed an increase of approximately 12 per cent over 1950, this increase is not reflected in the estimated dollar return (1950, $60,000,000). The visitor industry is a natural barometer of the continental economy, and the average visitor, having less to spend than in previous years, was more rate-conscious and more conservative in his purchases. There was a marked increase in the number of inquiries with respect to camping. Generally, however, tourist accommodation in the larger urban centres or on main through-travel routes enjoyed an excellent year.

That British Columbia is able to review the tourist-year with a degree of satisfaction may be attributed in large measure to the continuity of its advertising and the cumulative effect behind the current campaigns. A great deal is also due to appreciation by the Automobile Clubs and oil-company direction bureaux of the improved highways and accommodations, to which considerable publicity has been given. It is also interesting to note that while only modest gains were made in the first five months of the year, April falling off very slightly, the June returns on the traveller's vehicle permits showed a traffic improvement of 32 per cent over 1950. At this time the full impact of the national and regional advertising would be felt.

The local tourist or information bureaux throughout the Province and the Canadian Customs offices at Border points, where the Bureau maintains folder-racks, were again very co-operative in the programme designed to encourage longer stop-overs and increased mileage within the Province. Up-to-date road reports were furnished all tourist contact points, and the Bureau's travel extension work was only limited by the quantity of regional folders and other directional aid available.

Once again the Bureau carried on a modest campaign to encourage British Columbians to see their own Province first, and there was every indication through the resort areas that this programme has proven successful to a noticeable degree. Special seasonal

events which were promoted at home and abroad by local interests at Chilliwack, Mission, New Westminster, Revelstoke, Nelson, Vernon, Kelowna, and Penticton, and to which the Bureau was able to extend helpful co-operation, were also given considerable advance publicity, which encouraged attendance from a wide circle.

The tremendous increase in the industrial population of the Western States has widened British Columbia's market among those who enjoy vacations with pay. Most of our resort areas are able to cater to this new business, and the steady increase in traffic over the past few years is due in no small degree to the population increases of the west-coast States. This market, however, has been appreciated by other tourist areas, and of the more than $35,000,000 spent in community, travel, and transportation advertising in the United States annually, a very large amount must be considered directly competitive with British Columbia in this particular field.

In the main, British Columbia's resorts and tourist accommodations have been flexible enough to adjust themselves to the changes in vacation trends and the requirements imposed by competitive areas, but in anticipation of any future levelling off in tourist traffic, and in view of the increasing intensity of our competition, the Bureau proposes to encourage, with all facilities at its disposal, the development of a different Canadian atmosphere, the restoration and preservation or marking of historic sites, the development of Canadian cuisine, and local features and attractions which may be blended into a composite but distinct appeal.

While fishing is a strong attraction to the Province, the improved highways and other factors have made this a less important consideration over all, and there is a growing awareness through the tourist industry in British Columbia that " romance " coupled with full resort amenities must be furnished if the full potential of the industry is to be realized. The romance of the Cariboo country, for instance, is considered ripe for appreciation and capitalization. In other words, that era has passed when catering to the tourist meant merely providing bed and board for people who were content to enjoy the scenery or do a little fishing along the way. More accent must now be placed on the æsthetic, cultural, and historic features, which can be used to give distinctive colour to our promotions and satisfaction to the visitor who, with his colour-camera and notebook, seeks the odd, indigenous, and different in his vacation travels.

With its limited budget, the Bureau does not propose to embark upon any ambitious programme, but to encourage the appreciation of this facet of tourist-development among local organizations, whose consciousness of it will go a long way toward the further development of a distinctive British Columbia atmosphere and appeal.

ADVERTISING

As in 1950, the 1951 advertising was influenced by the fact that the majority of American tourists now visit Canada for touring and sightseeing. This is very definitely indicated by a survey of tourist travel which revealed that the American tourist comes to Canada to do the following: Fishing, 17 per cent; hunting, 5 per cent; cruising and sailing, 3 per cent; resort relaxation, 13 per cent; touring and sightseeing, 51 per cent; and city-visits, 11 per cent.

The campaign laid some emphasis on the totem theme, which was used to a limited extent last year to emphasize the different or foreign features which are of importance to tourist-and-sightseeing visitors, and also to establish a symbol. This supplemented the invitation " Visit Beautiful British Columbia."

The schedule of magazine and newspapers was developed after a careful analysis was made of all data available. It included both small-space advertisements in leading United States magazines and a regular newspaper appropriation for the Western States.

Approximately 84 per cent of United States visitors to Canada are classed as short term (stay was less than three days), but the total travel expenditures in Canada of this

group is only 19 per cent of the total. The long-term group (16 per cent of the total) accounts for 81 per cent of all expenditures.

The majority of short-term visitors (especially week-end tourists) are from the State of Washington. For this reason a special regional campaign directed to Washington dailies promoted short holiday trips to British Columbia at times when most people were thinking of taking a short trip—before Memorial Day, before the Fourth of July, before Labour Day, and before Thanksgiving. In other States such as Oregon, California, Texas, etc., daily newspapers were selected in the larger centres. This advertising at the community level supplemented that placed in high-circulation magazines. It was designed to reach the lucrative long-term vacation group. Here again copy themes were appropriately designed to appeal to this particular potential.

Altogether some forty-eight newspapers were used with a total circulation of 5,892,000, and a total of 22,460,000 impressions was purchased. Sixteen national magazines with a gross circulation of 16,000,000 were used to give a total of 33,950,000 impressions. Thus a total of over 56,000,000 impressions was secured, the newspaper copy running from April through to July, with the bulk of the magazine impressions being made in the April, May, and June issues.

In addition to the foregoing, the stream-lined painted bulletins which had been strategically placed under contract, in the vicinity of Seattle, Portland, Tacoma, Grants Pass, and Spokane, were repainted with fresh design and the message "Visit Alluring British Columbia —— miles north!" Gross traffic count past these boards approximates 11,680,000.

A winter advertising campaign was conducted through the Prairie Provinces and Eastern Canada as in previous years and following a similar pattern. Inquiry returns from this promotion were quite as high as in 1950 despite economic factors which, it was expected, would lessen the interest in British Columbia as a haven for winter months. Here again it is felt that the continuity of our advertising has had a cumulative effect, as the interest shown was out of proportion to the small amount invested.

During the height of the season, inquiries in response to advertising averaged 325 per day, with the highest day's mail reaching 731. The Bureau endeavoured to respond to each letter within twenty-four hours of receipt, and in all cases answers were made within forty-eight hours, additional help being acquired for this purpose and all efforts of the entire staff being devoted to this end.

The preparation and ordering of general advertising, including special editions, are also undertaken by the Bureau, which further acts as a clearing-house for all Government advertising, checking advertising invoices for all departments.

RADIO

For the purpose of encouraging British Columbians to spend their own vacations to a greater extent within the Province, a series of thirty-two spot announcements was begun early in the season and concluded with every indication that this was a contributing factor to an increase in domestic travel. Stations used were CHWK, CJDC, CKOV, CKLN, CJAV, CKOK, CFJC, CKNW, CKPG, CFPR, CJAT, CJOR, CKMO, CKWX, CJIB, CJVI, CKOA, CKDA, and CHUB.

In addition to carrying the scheduled spot announcements, most of the stations gave supplementary ones without billing, and all of them supported the programme with announcements and features of their own which complemented the basic message. Sponsors of the commercial programmes were also encouraged to adopt the theme where practical, and the measure of co-operation from radio-station management generally deserves a very special mention in this report.

LITERATURE

Last year more than half a million pieces of informative and promotional literature were distributed through various channels into the hands of potential and actual visitors. Some thirty standard folder publications were revised, in addition to a number of miscellaneous pieces, such as road reports, hotel listings, and calendars of events, which were run off from time to time as required. The standard publications cover general informative literature, regional promotional pieces, maps, and two pieces of particular interest to settlers.

New publications included one featuring the " Okanagan-Fraser Canyon Loop." " Vancouver Island " was revised and appeared in an improved format. While quantities ordered were as generous as the budget would allow, supplies again fell short of demands, which were particularly heavy. Automobile Clubs and other directional bureaux in the United States made an unprecedented demand for regional and general literature on British Columbia, and there were heavily increased requests for supplies from Border points and Travel Bureaux in the Interior, where Chambers of Commerce and other interests support the Government Travel Bureau in its efforts to encourage extra days and extra mileage within the Province.

While the Bureau has concentrated on the production of practical rather than prestige pieces, " British Columbia, Canada," a booklet which discusses all phases of British Columbia's life and economy, has been revised in context and format to serve the multiple purposes of encouraging industrial development and investment, settlement, and tourism, as well as being a generally informative publication with universal interest.

With the co-operation of the Department of Public Works, the Bureau was able to produce a series of current road reports in map form, which had an acceptance beyond anticipation. These reports carried detours and surface conditions in a secondary colour over a base map. Automobile Clubs throughout Canada and the United States made very effective use of them. Travel counsellors in every State requested additional copies of each issue, and every oil company received supplies which enabled them to keep their service-stations informed. The reports were issued at intervals, usually bi-weekly, during the tourist season commencing May 21st. The King's Printer afforded forty-eight-hour service on this production, with the result that all reports were timely when they reached their ultimate destination.

Apart from a small folder on the Cassiar region, no new literature is contemplated for 1952, but all current material will be revised as required and every effort made to introduce colour into those pieces which are competitive.

PHOTOGRAPHIC BRANCH

Two new 16-mm. colour-sound films were added to the film library during the year; " Vancouver Island," a revision of an old original, and " Peachtime in the Valley," featuring the Hope–Princeton Highway and Penticton. Both of these were produced by the Chief Photographer. In addition, four films were readied for editing—" West by Nor'-West," covering the west coast of Vancouver Island, " Peace River and Alaska Highway," " B.C.'s Potato Industry," and the " Inside Passage," highlighting the Mainland coast from Vancouver to Ketchikan.

A 16-mm. special film was taken of the election of the Primate of the Church of England in Canada; another film was taken of the visit of Princess Elizabeth and the Duke of Edinburgh to Victoria and Nanaimo; and work was almost completed on a film featuring British Columbia's basic and secondary industries.

Approximately 172,000 people viewed the Bureau's films in 1951 through audiences distributed as follows: British Columbia, 90,000; other Provinces, 2,000; United States, 40,000; and United Kingdom, 40,000.

The office of the Agent-General in London screened twenty-two films to a total of 435 showings at British Columbia House, Tourist Bureaux, clubs and schools, and at private showings for commercial firms and other interests.

The still-photograph production totalled 55,900 prints. Of these, 9,700 were forwarded to writers, publishers, advertising agents, and others for publicity and illustrative purposes. The balance represents prints made for stock purposes and a large volume for other departments, notably Archives, Public Works, Health, and Agriculture.

This work for other departments also accounted for a large proportion of the 3,900 negatives which were also processed. Those negatives which were exposed in the Department's own interest cover practically every industrial, scenic, and recreational interest, and have added to a very comprehensive library of many thousands of pictures depicting all phases of life in the Province.

FIELD WORK

The Assistant Commissioner made a two-month contact trip in the spring of the year through the States of Washington, Oregon, California, Arizona, and Nevada. This annual trip enables a personal contact to be maintained with numerous travel counsellors and others actively engaged in the industry. Of the wide variety of offices called on, particular attention was given to the Automobile Clubs, touring departments of oil companies, transportation companies, Travel Bureaux, and Chambers of Commerce. In addition to the foregoing, considerable time was spent with staffs of Canadian and British consulates and other groups, all of whom, during the course of their duties, require up-to-date knowledge of travel conditions and facilities in our Province. Arrangements were made with most of the large daily newspapers for the publishing of articles and pictures on British Columbia's vacationing features. The principal tourist directional organizations, Automobile Clubs and oil companies noticeably, were especially interested in particulars on highway conditions and accommodations available.

Exhibits at the travel and vacation shows in Los Angeles, San Francisco, and Seattle were sponsored by the Canadian Government Travel Bureau. The Assistant Commissioner attended these shows, assisting the personnel accompanying the exhibits in answering the heavy volume of inquiries on British Columbia. Approximately half a million persons paid admission to the three shows.

In the early summer further work was carried out in Washington State by calling on travel counsellors of Automobile Clubs and travel agencies. The large amount of detailed travel information required on British Columbia in this area was supplied and brought up to date at that time.

Information centres, travel agents, customs ports, and interprovincial border-crossing points within the Province and Alberta were called upon, with the British Columbia points receiving a number of visits.

With the continual increase in the Province's tourist traffic, particularly on the highways, information centres are increasingly popular, and the communities supplying this facility received excellent returns. The Assistant Commissioner was able to correlate many of the valuable services rendered on a community level and also advise with respect to pertinent matters affecting the travel industry on Provincial and international levels.

Meetings with the Auto Courts and Resorts Association and other local and Provincial groups connected with the tourist industry proved most beneficial.

The field work of the British Columbia Government Travel Bureau, coupled with the interest, understanding, co-operation, and assistance of the many local Chambers of Commerce, Boards of Trade, and service clubs, plus that of the larger Province-wide organizations, such as British Columbia Automobile Club and the Auto Courts and Resorts Association of British Columbia, have been large factors in producing a new record year in vacation travel.

CO-OPERATIVE ACTIVITIES

Operating as it does almost entirely on a Provincial level, the Travel Bureau must rely a great deal on local and regional organizations, international agencies of various kinds, and other official bodies to extend its interest to the potential and actual visitors.

It is with pleasure and gratification, therefore, that recognition is given in this report to the many individuals and organizations without whose full co-operation British Columbia's annual investment in tourist promotion would not make such handsome returns. In one field, particular reference should be made to the intelligent interest in British Columbia shown by the officers and staff of the Automobile Club of Southern California, the National Automobile Club, and the California State Automobile Association. The Oregon and Washington State Automobile Associations also co-operated with the Bureau to the fullest possible extent. They all were very careful to see that the information passed on to their members and patrons was accurate and detailed, and it is felt that much of the gain in motor traffic previously reported is due to the appreciation of our highway system by the associations mentioned.

The British Columbia Automobile Association also co-operated very closely with the Bureau, and its secretary-manager, H. F. Bird, found many occasions to discuss mutual problems with the Commissioner and to offer timely counsel.

While its general promotions are designed to encourage visitors to the Province, the Travel Bureau is also definitely interested in what happens to them when they get here, in seeing that they are properly advised and treated, and in encouraging longer stays and extra mileage. In this interest the support and co-operation of local and regional organizations have been invaluable. As they have developed in number and size over the past few years, so have they broadened their own fields of activity and their measure of co-operation with one another and with the Government Travel Bureau, thus making a great contribution to the advancement of tourism throughout the Province. In this connection the Victoria and Island Publicity Bureau and its staff, under the direction of George I. Warren, and the Vancouver Tourist Association personnel, under M. McCormick, warrant particular recognition for an interest in the tourist trade which is Province-wide, and for a tourist service extending far beyond their local or regional concerns.

The visitor industry has gained such recognition and appreciation that virtually every Board of Trade and Chamber of Commerce in the Province is now equipped to give tourist advice, and it is difficult to single out any for special mention. At centres close to the Border entry points and at main highway junctions, such as New Westminster, Penticton, Osoyoos, Kamloops, Chilliwack, Kimberley, Revelstoke, Nanaimo, and Courtenay, the local interests have done a great job and rendered useful and effective service to many thousands of visitors. The same holds true for a score of other centres whose co-operation with the Bureau has enabled it to round out a more comprehensive programme of promotion and service.

At all Border points the Canadian Customs and Immigration Officers have also worked as closely with the Bureau as their duties will permit, and their co-operation and appreciation of the value of the visitor industry have also contributed in no small way to its development.

Through its Provincial and regional officers the British Columbia Auto Courts and Resorts Association has extended much assistance to the Bureau, and the relationship between the Bureau and this representative body is a source of keen gratification. Any problems arising were met with a mutual desire to serve the tourist industry best, and Dr. A. H. Bayne, president, and his officers devoted considerable time and effort to matters concerning the business as a whole.

While British Columbia maintains but a token membership in the Evergreen Playground Association, the Department has had a voice in the advertising placed by the

association which features the Pacific Northwest. As in the past, every courtesy and consideration has been extended by the officers of the association.

With the Canadian Government Travel Bureau, a continuous exchange of corresdence is maintained, and British Columbia's interest in Canada-wide promotions originating in Ottawa has been well protected. Statistical material and large quantities of literature dealing with immigration and customs matters and the National Parks have been made readily available, and through conference and correspondence, many basic problems affecting Canadian and Provincial tourist traffic have been brought to successful conclusions.

The Canadian Consul-General and his staff in San Francisco and the Canadian Trade Commissioner in Los Angeles have at all times placed the facilities and resources of their offices at the disposal of the Bureau. Calls upon their services were frequent, but in every case the response was prompt and whole-hearted.

The tourist industry has many and constantly varying problems and complexities. It deals, more than any other, with personalities and human relations. It is, therefore, a source of keen gratification to the officers of the Bureau that its relationship with all those associated in the development of the industry has been maintained at a high co-operative level.

TOURIST COUNCIL

The annual meeting of the advisory body, held in February under the chairmanship of the Deputy Minister, discussed a heavy agenda and was productive of many constructive suggestions and recommendations. The current situation in the tourist industry was reviewed by the Chairman, the advertising programme for 1951 approved, and general policy considered at length.

Major recommendations arising out of the meeting dealt with road-signs, proposed amendments to the Tourist Camp Act, park utilization, and the establishment of tourist information bureaux or reception centres under Government auspices.

The Bureau was able to implement all recommendations of the Council except the latter, which was also supported from time to time by resolutions and letters from Boards of Trade and other organizations. However, expansion of service through reception centres, which has proven profitable to other Provinces and States of the Union, has been deferred by budget considerations in view of the capital investment required.

During the meeting regional problems were discussed, but regional members of the Council had co-operated with the Travel Bureau throughout the year when any problems were given immediate attention, and the Council was able to devote the major part of the session to matters of Provincial scope.

The personnel of the Council was as follows:—

Full Membership.—James T. Hunter, Kamloops Board of Trade; George I. Warren, Victoria and Island Publicity Bureau; Howard Faulkner, Kelowna Board of Trade; C. D. Orchard, Deputy Minister of Forests; F. R. Butler, Commissioner, British Columbia Game Commission; J. V. Fisher, Deputy Minister of Finance; E. G. Rowebottom, Deputy Minister of Trade and Industry; Superintendent G. H. Archer, Royal Canadian Mounted Police; Ernest Evans, Commissioner, Government Travel Bureau; Neil McCallum, Assistant Chief Engineer, Department of Public Works; P. E. Robertson, Prince George Board of Trade; T. D. Rosling, president, Nelson Board of Trade; Dr. C. H. Worthington, Vancouver Tourist Association.

Associate Members.—Earle Dickey, Revelstoke Board of Trade, Revelstoke; J. Pound, Auto Courts and Resorts Association, Vancouver; J. S. Brown, Burns Lake Board of Trade, Burns Lake; E. Ely, British Columbia Hotels

Association, Vancouver; D. F. Shaw, Chilliwack; Les Young, manager, Odeon Theatres, New Westminster; Ralph Williamson, Dawson Creek Terminal Company, Dawson Creek; H. Kraupner, Prince Rupert Chamber of Commerce, Prince Rupert; W. H. Wilson, Associated Boards of Trade of East and West Kootenay, Cranbrook; Dr. A. H. Bayne, Williams Lake and District Board of Trade, Williams Lake.

THE CANADIAN TOURIST ASSOCIATION

The Bureau supported the Sixth Tourist Service Educational Week campaign sponsored by the Canadian Tourist Association in May, and a large amount of editorial material contributed by the press emphasized the value of the tourist trade to the Province and did much to awaken a greater public tourist consciousness.

At the annual meeting of the association in September, which was attended by the Honourable Robert H. Winters, Minister of Resources and Development, particular emphasis was laid on interprovincial travel and its development, and also on matters concerning the actual catering to visitors. A number of resolutions were passed which, when acted upon, will have the effect of keeping the Canadian tourist dollar at home and of encouraging longer stays in Canadian vacation areas.

" TOURIST ACCOMMODATION REGULATION ACT "

At the last regular session of the Legislative Assembly the " Tourist Camp Regulation Act " was amended to cover all accommodations catering to the tourist other than those regulated by the " Government Liquor Act " or operated by welfare or charitable organizations. The original Act, applying only to tourist camps or premises equipped with cabins, was considered discriminating in that competitive establishments were not inspected under the same regulations. The revised Act and regulations are designed to assure clean and sanitary standards in all types of tourist accommodation.

Full implementation of the regulations has not yet been achieved, but it is hoped that by the end of 1952 a greater percentage of accommodation will be inspected and approved. A major obstacle to the complete coverage under the regulations is the fact that certain cities issue rooming- or lodging-house licences to premises catering to tourists.

While the municipalities are responsible for the enforcement of the Tourist Accommodation Regulations, to recognize a large number of rooming-houses as transient accommodation would be to admit tacitly that commercial enterprises were being conducted in restricted zones. In some cases the situation can be relieved only by amending the zoning by-laws.

The Bureau's interest in the Act is the protection of the tourist in respect to sanitation, etc., the maintenance of reasonable standards, and the encouragement of improved standards. It is felt, however, that the minimum requirements should be met throughout the tourist industry, and every effort will be made to see that all premises posting a " tourist " shingle are approved by civic inspectors or inspectors appointed under the Act.

Appointment in October of a Tourist Accommodation Inspector has not relieved the Assistant Commissioner of responsibility in this connection but has assured a continuity of the work throughout the year and a quicker response to requests for classification and for inspections prior to licensing.

During the calendar year over 65 per cent of premises licensed or registered were inspected once or more by officers from the Bureau or by district sanitarians. It is hoped that in 1952 and thereafter all premises catering to the tourist will benefit from an annual inspection. In some instances it has been found necessary for the Inspectors to check premises more than once during the season, but standards have generally improved to the point where only two licences or registrations were suspended for any period in 1951.

At present 1,196 tourist accommodations are licensed or registered under the Act. In addition, some eighty-four permits covering new construction are outstanding. Of these premises, 27 per cent rate four stars, 23 per cent three stars, 17 per cent two stars, 15 per cent one star, and 18 per cent, while approved, do not qualify for a star rating. Reinspections during the year improved the rating of twenty-one premises and lowered the standing of four, the majority of accommodations maintaining standards with their star ratings unchanged.

The turn-over in tourist accommodation is perhaps greater than in any other business. In one wide resort area all but two auto courts and resorts changed hands at least once in one eight-month period, and over 70 per cent of premises listed have had at least one new owner in the past two years.

As very few of the new operators have had any previous experience in the business, the work of the Inspectors in the educational field and in the maintenance of standards is continuous throughout the year. However, notwithstanding adjustments which many operators had to make, complaints from the travelling public were very few and, on the other hand, many complimentary letters were received by the Bureau on the standards achieved.

SETTLEMENT

Settlement inquiries were handled by the Bureau in unprecedented volume in 1951 and ranged in interest from homesteading through practically every trade and profession. About a third of the inquiries were from the Prairies and Eastern Canada, and a high percentage of these were addressed by new Canadians who had first settled elsewhere and wished to pioneer in a country which, they thought, would offer greater opportunities.

It was quite obvious from the inquiries originating in the East that the advantages of British Columbia's social legislation have been discussed in wide circles. Schools, hospital insurance, and old-age pensions featured many letters, but a large proportion were from skilled tradesmen who could contribute a great deal to the development of British Columbia. From Africa, India, and South America a steady flow of inquiries came from the executive and professional fields. Most of the applicants are younger men who wish to establish themselves in an Anglo-Saxon community with economic stability, but there is also a great interest among those who are approaching retirement.

Inquiries from Britain reflect the interest of agricultural workers, unskilled and young skilled tradesmen. Many ask about any available scheme of passage assistance. The difficulties associated with the transfer of sterling discourage many potential settlers from the British Isles.

The Canadian Immigration Branch is actively interested in settlement work of all kinds and, once the prospective settler from overseas has been satisfied in respect of matters which are purely Provincial in scope, is able to render complete service. Thus the Bureau has more and more confined its interest to furnishing such facts and figures as might be requested, the Immigration Branch doing any finalizing. The Bureau is not always appraised of ultimate settlement action on the part of prospective immigrants to the Province. In a large number of cases, however, both in connection with inquiries originating in Canada and abroad, a chain of correspondence is carried on which indicates positive action on the part of the inquirer.

In the furtherance of settlement interests of all kinds, the Bureau has been pleased to co-operate with the Canadian Immigration Department, the National Employment Service, and the Colonization Departments of the Canadian National and Canadian Pacific Railways. In England the office of the Agent-General for British Columbia has supported our work in this field, as has the London office of the Canadian Department of Labour. The Bureau has also been advised by the Department of Agriculture and the Department of Lands and Forests in Victoria, and all agencies mentioned have co-operated to the end that the prospective settler has been given all information and all assistance authoritatively and speedily.

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