PROVINCE OF BRITISH COLUMBIA

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# Department of Trade and Industry

## REPORT

For the Year Ended December 31st

1953

VICTORIA, B.C.
Printed by DON MCDIARMID, Printer to the Queen's Most Excellent Majesty
1954

*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, 1953.

RALPH CHETWYND,
*Minister of Trade and Industry.*

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

*Honourable Ralph Chetwynd,*
*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, 1953.

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, 1953**

In reviewing the economic growth of British Columbia, it is apparent that 1953 was a year of consolidation and expansion. Consolidation of the gains resulting from the spectacular developments of the post-war years and expansion in many directions to meet increasing demands for goods and services.

Aside from such outstanding achievements as the completion of the oil pipe-line and the establishment of the usual quota of new industries, possibly the most remarkable feature was the expansion plans carried out in the pulp, paper, and plywood industries, in oil-refining, in hydro-power development, in mining by-products such as chemical fertilizers, in the brewing industry, in the metal trades, and in the distribution and servicing industries.

Of particular interest and pointing up expansion in the accommodation field are surveys undertaken this year by outside interests for increased hotel facilities in the Lower Mainland area. In addition, mercantile banking facilities by other than Canadian banks have entered the commercial life of the Province. This expansion proves conclusively the continuing faith of investors in the future of this Province.

Another notable feature was the increasing number of Eastern Canadian manufacturers who set up distribution and servicing depots in British Columbia. Inevitably, many of these firms will establish branch factories as demand develops, thus adding to the range of products which contribute to the ever-growing value of manufacturing production. In this field, statistics show that British Columbia's contribution to the Canadian economy is consistent and important.

Throughout the year, interest in new industrial development continued at an encouraging level. There was evidence of easing in United Kingdom restrictions on transfer of investment funds for new commercial enterprises. Several new and interesting items of production made their appearance and interest in the possibilities of others was apparent. Inability to transfer working capital is a deterrent to many European firms wishing to establish.

As in past years, the industrial and commercial advantages of British Columbia were pointed up by attractive advertisements in widely circulated national media.

Domestic trade, both retail and wholesale, compared favourably with, and in some lines exceeded, the volume attained in the previous year. In external trade the trend was toward increased imports and decreased exports. The trend to higher import totals may be attributed to the competitive position enjoyed by many foreign countries, coupled with a determined effort on the part of all concerned to bring about a more equitable trade balance. In exports there has been no slackening in the desire to buy B.C. products, but currency difficulties continue to present a difficult situation. In export as well as in import trade, tariff revisions under review are of vital importance.

Tourist trade or the visitor industry has had a record year from the point of view of automobiles entering through customs ports. This valuable industry has been conserved and expanded by a consistent programme of advertising in all practical fields.

Development of regional areas has been maintained by field service and special surveys in several instances. A healthy indication is the steady population growth in most communities throughout the Province.

The activities of the various divisions of the Department are outlined in the following pages of this Report.

## NEW INDUSTRIES AND PRODUCTS

Of particular interest among new manufacturing industries during the year under review is the planning for a steel pipe and tube mill to produce black and galvanized pipe in sizes from one-half inch to 4 inches in diameter and rigid electrical conduit in sizes up to 2½ inches. This mill will produce pipe from imported steel strip and will be located in the Greater Vancouver area.

Paper bags in specialty shapes and sizes came into production in a new factory, financed and managed by Dutch capital. Plastic pipe, which has a great many uses in industry and agriculture, is now being produced in British Columbia. Other new industries produce insulating-glass, aluminium-foil insulation, tungsten carbide, drill-bits, mattress coil springs, men's clothing, prefabricated steel buildings, sawmill machinery, propellors, cardboard containers, and television sets and equipment.

The oil pipe-line from Alberta has been a great stimulus to the whole industry, resulting in a new refinery at Kamloops, expansion of refineries on Burrard Inlet, and a tank-farm in Burnaby. An early and favourable decision on a natural-gas pipe-line would create endless opportunities in the petro-chemical field and in many other fields of industry and commerce.

The hardy perennial hope for a steel industry received encouragement during the year with no less than four groups expressing interest. Smelting of other types of ore, not presently processed in British Columbia, looms as a possibility for the northern section of the Province, and surveys are now under way.

The Department has co-operated in the continuing plans for development of Annacis Island as an industrial estate. This project, financed and promoted by the Duke of Westminster Estates, is expected to make a very worth-while contribution to industrial expansion in British Columbia.

## 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 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.
C. Hopper, Deputy Minister of Lands.
R. Bowering, Public Health Engineer, Public Health Branch.
Dr. C. D. Orchard, Deputy Minister of Forests.
W. H. Robertson, Deputy Minister of Agriculture.
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.
H. L. Campbell, 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.

The board of management consists of the following personnel:—

Chairman—Hon. Ralph Chetwynd, Minister of Railways, Trade and Industry, and Fisheries of the Province of British Columbia.

Provincial Government—

E. G. Rowebottom, Deputy Minister of Trade and Industry.
Dr. J. F. Walker, Deputy Minister of Mines.
W. H. Robertson, Deputy Minister of Agriculture.

Federal Government—

Dr. R. E. Foerster, Principal Biologist, Pacific Biological Station, Fisheries Research Board of Canada, Nanaimo, B.C.
K. G. Fensom, Superintendent, Forest Products Laboratory, University of British Columbia, Vancouver 8, B.C.

University of British Columbia—

Dr. W. A. Clemens, Department of Zoology.
Professor A. H. Finlay, Department of Civil Engineering.
Dr. D. G. Laird, Department of Agronomy.

Industry—

James S. Eckman, chairman, Greater Vancouver Metropolitan Industrial Development Commission, 521 Marine Building, Vancouver, B.C.
M. M. O'Brien, Bralorne Mines Limited, 555 Burrard Street, Vancouver, B.C.
Paul Walrod, general manager, B.C. Fruit Processors Limited, 1165 Ethel Street, Kelowna, B.C.
Aird Flavelle, president, Flavelle Cedar Limited, Port Moody, B.C.
C. E. Webb, 6162 Churchill Street, Vancouver, B.C.
R. V. Robinson, manager, British Columbia Division, Canadian Manufacturers' Association, 355 Burrard Street, Vancouver 1, B.C.

To provide improved facilities required by the great demand for services, the Council started construction of an addition to its new building. The addition will be ready for occupancy by midsummer, and it will provide 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.

With the new buildings and equipment and the ever-increasing background of experience of the staff, the Council 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 the United States: Fortune, Newsweek, U.S. News and World Report, Nation's Business, Dun's Review, Business Week, Time (Canadian), Canadian Business, Industrial Canada, Saturday Night, Financial Post, Financial Times, Monetary Times, Maclean's, Western Business and Industry, Steel, and Canada Review (England).

The results of this campaign have been most gratifying, and from the inquiries received, it is evident that much attention has been 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, the British Columbia Division of the Canadian Manufacturers' Association, and the Greater Vancouver Metropolitan Industrial Development Commission, and the assistance which these organizations have so willingly and cheerfully provided is appreciated.

### Industrial Research

The Department continues to act as a clearing-house for application of research results and assists in acquiring industry with facilities offered by the Council.

### Interprovincial Co-operation

The Deputy Minister represents the Province of British Columbia on the Provincial Government's Trade and Industry Council. This organization works very closely with the Federal Department of Trade and Commerce, the banks, railways, and other interested trade-promotion groups in an effort to further the industrial life of Canada in general and the respective Provinces in particular.

## INDUSTRIAL AND TRADE REPRESENTATIVE IN THE UNITED KINGDOM, BRITISH COLUMBIA HOUSE, LONDON

The year 1953 was by far the best year since the establishment of the Industrial and Trade Office at British Columbia House. British merchants, manufacturers, and industrialists are fully alive to the situation and wish to participate in the industrial growth of Western Canada to an extent that would have been thought visionary during the years 1947 to 1950, when the dollar and materials shortage was so acute.

During 1953 the Bank of England and the Treasury relaxed the stringent regulations which had held back British investment in Canada since the end of the war. Large amounts have been authorized for transfer into the dollar area by British industrialists and manufacturers. This change in the British outlook is most gratifying, as it has been the constant aim of this office to direct United Kingdom enterprise to British Columbia.

Undoubtedly the acquisition by the Westminster interests of Annacis Island and their stated intention to build an industrial estate has done much to focus British interests toward our Province. Many inquiries were received throughout the year at British Columbia House regarding this project, and when factory space is ready to be offered on long-term leases, it will start a steady flow of British industry, some large but certainly many of a secondary nature, to our Province.

One significant move of 1953 was the establishment of John Laing & Son (Canada) Limited in Vancouver. The Industrial and Trade Representative at British Columbia House worked very closely with the directors of John Laing & Son Limited and Mr. Wallace Haughan in making preparations for the establishment of this new company. As has already been announced in the press, this company is undertaking the initial work on Annacis Island.

During 1953 the following businesses became established, or received permission from the United Kingdom Treasury for such a move: John Laing & Son (Canada) Limited, construction; Leslie Pringle Limited, leather merchants; Kalamazoo Limited, book-keeping systems; Industrial Trading Company (B.C.) Limited, machinery sales; Marley Tile Company Limited, floor tiles; F. L. Smidth & Company Limited, cement plant; Tillstrom & Twigg, travel agents; Watson Plant Hire Company Limited, construction equipment; R. L. Welsh Limited, machine-shop; and Austin Motor Company, service depot.

The most significant development during 1953 as far as trade between these Islands and our Province was concerned was the abolition of timber-control and the change-over to private-enterprise buying for lumber, plywood, shingles, and other forest products.

It is expected that in the next few months the Ministry of Food will be wound up completely and the buying of foodstuffs will also revert to private enterprise. The Ministry of Food was approached in the latter part of 1953 by the Fisheries Association of British Columbia, when it was pointed out the serious situation which faced the industry unless orders from the United Kingdom were forthcoming. The fishing interests in British Columbia made a very wise and far-reaching decision in sending over a mission headed by Mr. K. F. Fraser in an endeavour to find sources of supply for all types of commodities used by the fishing industry and which were now being purchased elsewhere, the theory being that if orders could be diverted to the United Kingdom, purchases thus increased would improve the dollar situation. Mr. Fraser's mission was most successful and created a most favourable impression, both in Government circles and throughout industry. The pattern thus developed by the fishing industry could very well be followed by other industries in British Columbia if all participating firms work in concert.

Despite numerous approaches, the Ministry of Food has not placed orders for apples. This situation is being watched very carefully, and it is hoped that some solution will be found.

During 1953 the trade between Britain and the Province received considerable impetus, mainly because suitable publicity was given to the large-scale buying of United Kingdom products by British Columbia Government departments and firms, hitherto not fully realized by the United Kingdom authorities. Such transactions include the British Columbia Government's purchase of steel rails for the Pacific Great Eastern Railway extension, the British Columbia Electric Company's purchase of rails and cables, steel for the new Granville Street bridge in Vancouver, electrical and other equipment for Kitimat-Kemano, etc.

## Agencies for United Kingdom Goods

This office at British Columbia House got into touch with ninety-four British manufacturers who wished to sell their goods or services in Western Canada. These were sent to Victoria and published in the Trade and Industry Bulletin. From these inquiries many successful agencies are secured for wholesalers, retailers, and agency houses in the Province.

Many business-men from the Province called at British Columbia House and were put into touch with British firms. This is a service that the office can give to visitors from the Province. Because of the many contacts that can be made, much time is saved for the visitor.

## Liaison, Trade Fairs

A constant liaison was maintained throughout the year with Canada House, the Provincial Houses, Canadian banks, and other organizations throughout the United Kingdom. The general up-swing in British interests in Canada has made co-operation between the various Canadian Houses in London even more essential.

Emigrants continue to call at this office for advice on how best to become established in business and professional life. This activity takes up a considerable time of each week, the average number of such inquirers for 1953 being eight per week.

Many firms send out sales representatives or survey groups to British Columbia. Letters of introduction were supplied in twenty-four instances to company representatives and to many individuals emigrating from the United Kingdom.

The Industrial and Trade Representative in London attended exhibitions and trade fairs which had a bearing on British Columbia trade requirements. These exhibitions included housing and furniture, textiles, agricultural machinery, business machinery, machine tools, motor-cars, moving and handling machinery, diesel engines, etc. The British Industries Fair, both at London and Birmingham, was well attended by British Columbia visitors, and free admission cards and special introductions to various exhibitors were arranged at short notice.

## INDUSTRIAL AND TRADE OFFICE

The prime objectives of this office are the promotion of new industrial and commercial enterprises throughout the Province, assistance to established businesses whenever required, and the promotion of domestic and export trade.

This work is carried out in co-operation with other Provincial Government departments, Federal Government departments, Boards of Trade, Chambers of Commerce, the British Columbia Division of the Canadian Manufacturers' Association, industrial commissions, departments of other Provincial Governments, and foreign trade representatives in Canada and overseas.

### DEFENCE PRODUCTION PROGRAMME

Throughout the year, liaison was maintained with the Department of Defence Production through the office of the Western Representative, Department of Trade and Commerce, and other agencies concerned. Information was made available to British Columbia producers on type and quantity of goods required for defence purposes and in procurement of necessary raw materials.

At the close of the year it was possible for Ottawa to announce termination of the activities of the Materials Division, Department of Defence Production, due to continuing improvement in the supply of strategic materials. Similarly, the activities of the Small Industries Division were consolidated. This latter Division, through field offices throughout Canada, has given valuable assistance to smaller manufacturers seeking defence business.

### EXPORT SURVEYS

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

### CANADIAN INTERNATIONAL TRADE FAIR

#### Committee Organization

The Department is represented on the committee in charge of all British Columbia arrangements for the Canadian International Trade Fair. This includes 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 1954 were well under way at the close of the year.

The Department of Trade and Industry has already agreed to active participation, and the appointment of a Trade Fair 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.

#### Department Exhibit

For the fourth year the Department of Trade and Industry entered an exhibit at the Trade Fair held at Toronto, June 1st to 12th, 1953. The exhibit 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.

Twenty-seven countries were represented with exhibits. Exhibit space used was the greatest on record.

## INDUSTRIAL DESIGN

The British Columbia Industrial Design 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 Federal Department of Trade and Commerce.

The Committee has co-operated with the National Industrial Design Committee in local planning. 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.

The Committee has assisted in building up reference libraries on industrial design. It has assisted in local planning for National design competitions sponsored by industry.

Direct financial assistance was secured from the National Gallery, Ottawa, with smaller contributions from British Columbia sources.

## HANDICRAFT PRODUCTION

A revised edition of the Directory of Handicraft Producers and Products was published in 1953. As in 1952, 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.

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.

The Department at Victoria has 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 four 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. Foreign trade representatives in Canada also use the Bulletin to clear their trade inquiries.

## INDUSTRIAL DEVELOPMENT

The policy of contacting firms known to be interested in, or considered to be suitable for, branch-plant establishment has been continued, and a great deal of information has been supplied. In addition, many European and United States firms have sought advice on procedure and possibilities of establishing in British Columbia.

## PUBLIC RELATIONS AND COMMITTEE WORK CO-OPERATION

The Department has continued the effective basis of co-operation with foreign consulates and with the Trade Commissioners of Commonwealth countries.

The office 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 office is represented on the Greater Vancouver Metropolitan Industrial Development Commission and on several standing committees of the Vancouver Board of Trade and the Victoria Chamber of Commerce. The Department 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 constructive programme of tariff and freight rates and services information.

## REGIONAL DEVELOPMENT

During the year the promotion of industrial and commercial development in regional areas was carried out by means of special area surveys, assistance to local groups by field representatives of the Department, and by the collection of economic data in preparation for the 1954 edition of the Regional Industrial Index.

This Index has proved valuable in providing a factual background for sound industrial planning on a regional basis.

## REPORT OF THE BUREAU OF ECONOMICS AND STATISTICS

Before proceeding to review the work accomplished by the Bureau of Economics and Statistics during 1953, 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, trade and transportation, 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 1953 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.

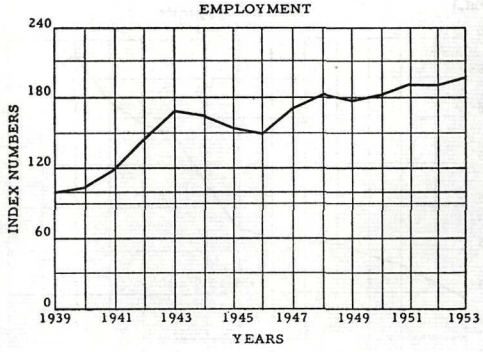
### REVIEW OF BUSINESS ACTIVITY IN BRITISH COLUMBIA

Preliminary statistical returns for 1953 indicate that business activity continued the upward trend of recent years. The basic industries will probably show a slight decrease over 1952, which had shown a decrease over 1951; again, however, the manufacturing and construction industries will show sizeable increases over 1952 figures. Retail prices, as indicated by the Consumer Price Index, decreased during 1953, the first time a decrease has been recorded since 1939. Retail sales continued to increase at a moderate pace and allowing for the increase in population and decrease in price level; *per capita* sales showed a slight increase over 1952.

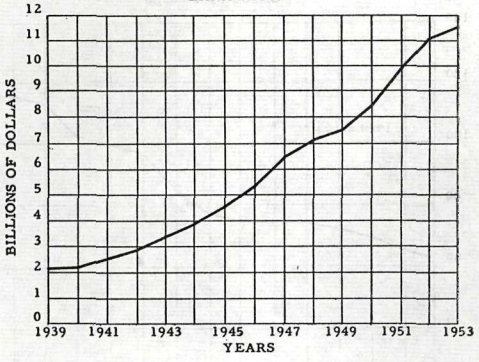
Incomplete returns indicate the net value of production of primary and secondary industries amounted to some $1,315,000,000 in 1952, compared with $1,259,000,000 in 1951 and $971,879,000 in 1950.

# ECONOMIC INDICATORS IN BRITISH COLUMBIA

## EMPLOYMENT

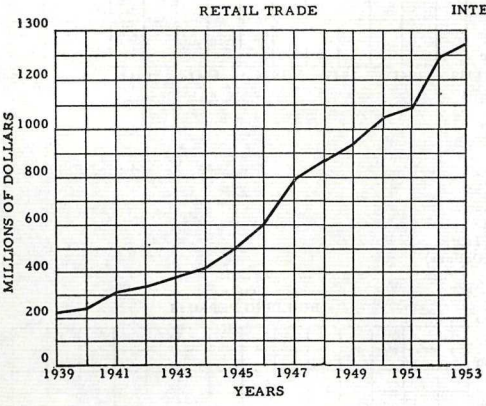



## BANK DEBITS

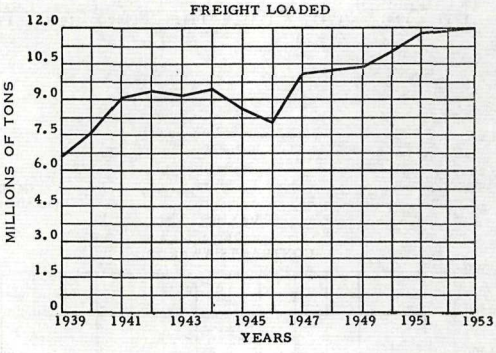



## INTERNAL TRADE

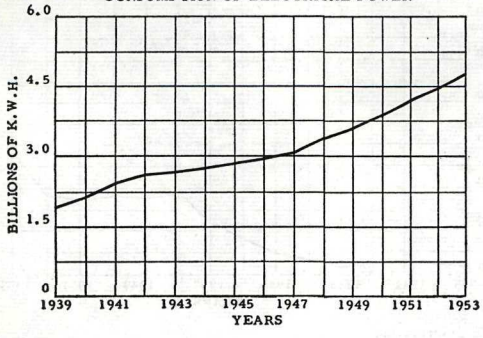
### RETAIL TRADE



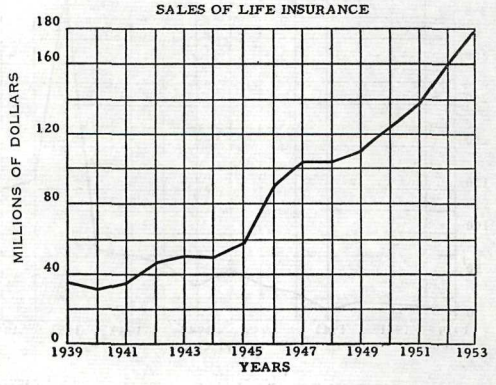

### FREIGHT LOADED




### CONSUMPTION OF ELECTRICAL POWER




### SALES OF LIFE INSURANCE

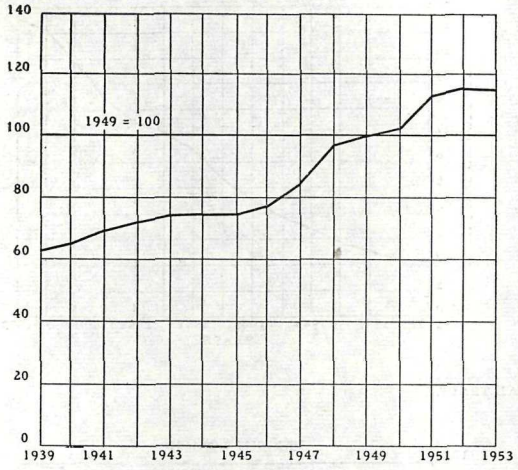



**1953 Figures Subject to Revision**

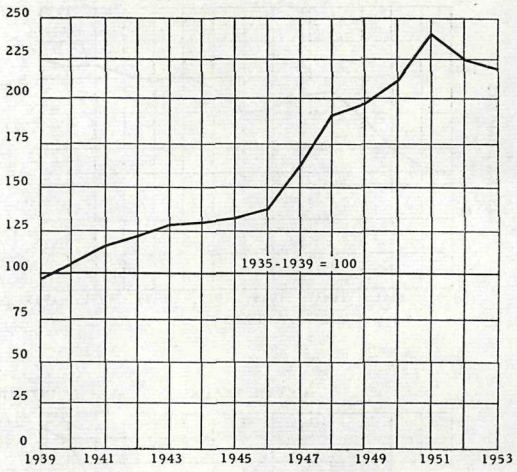
ECONOMIC INDICATORS IN BRITISH COLUMBIA

PRICES
(INDEX NOS.)

CONSUMER PRICES

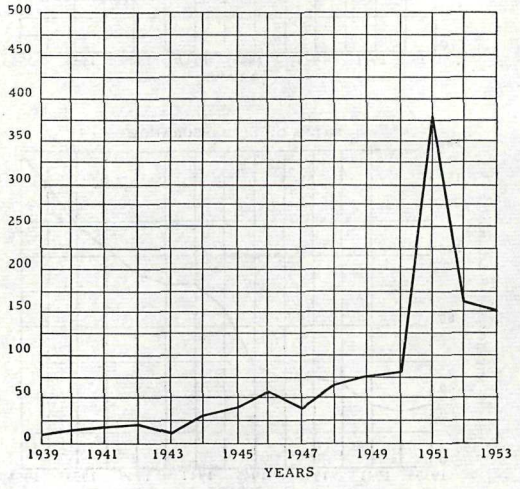



WHOLESALE PRICES

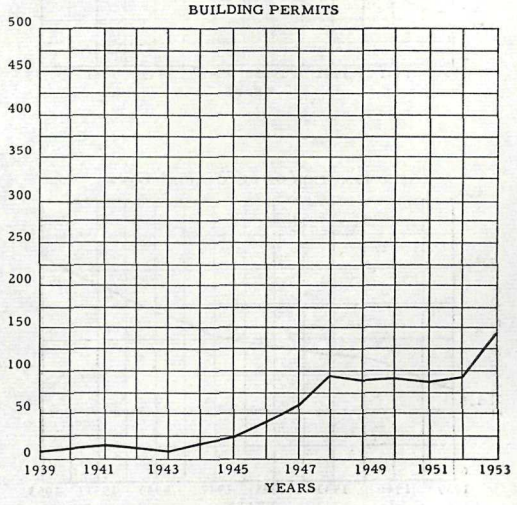



CONSTRUCTION
(in Millions of Dollars)

VALUE
OF
CONTRACTS AWARDED




VALUE
OF
BUILDING PERMITS

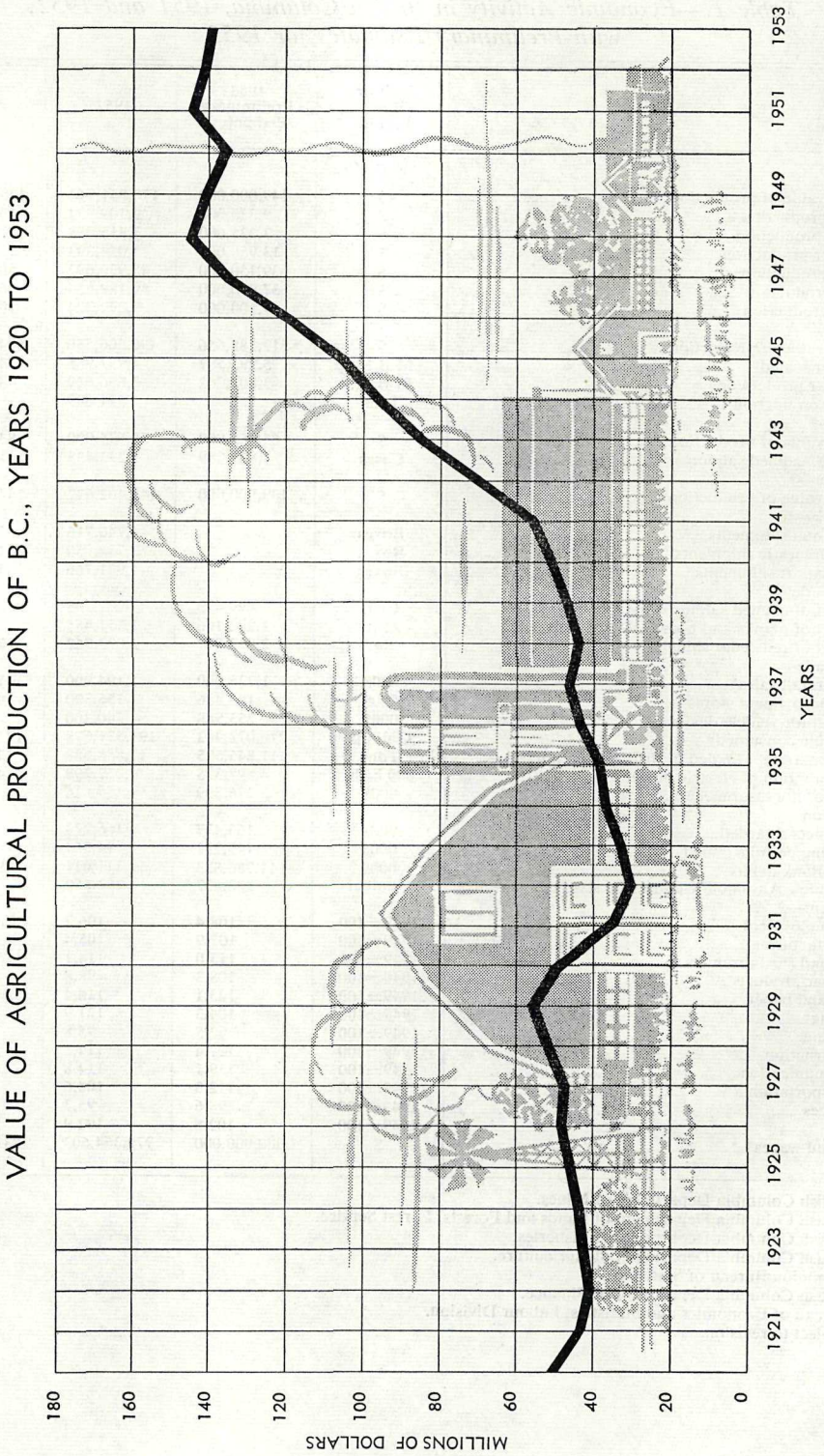


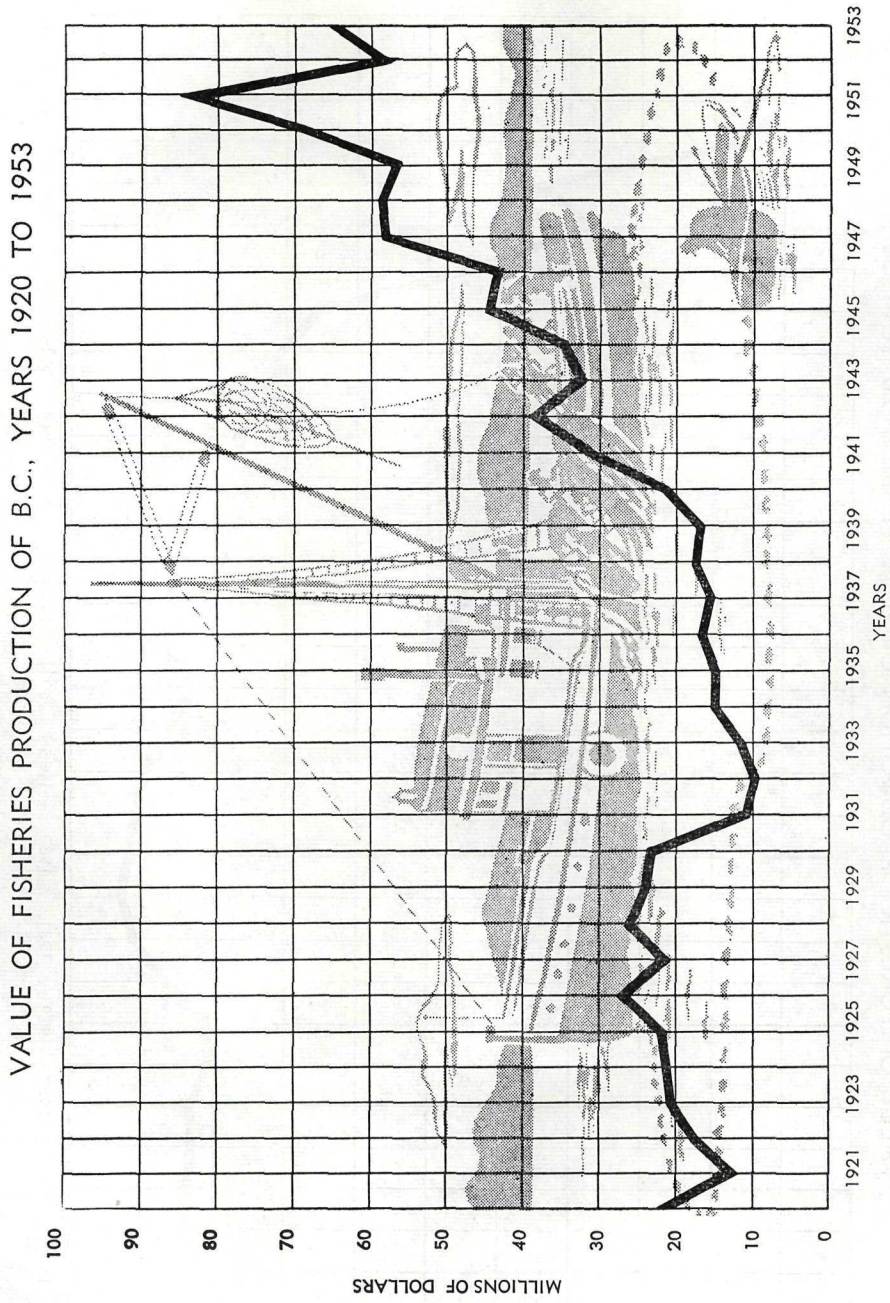

1953 Figures Subject to Revision

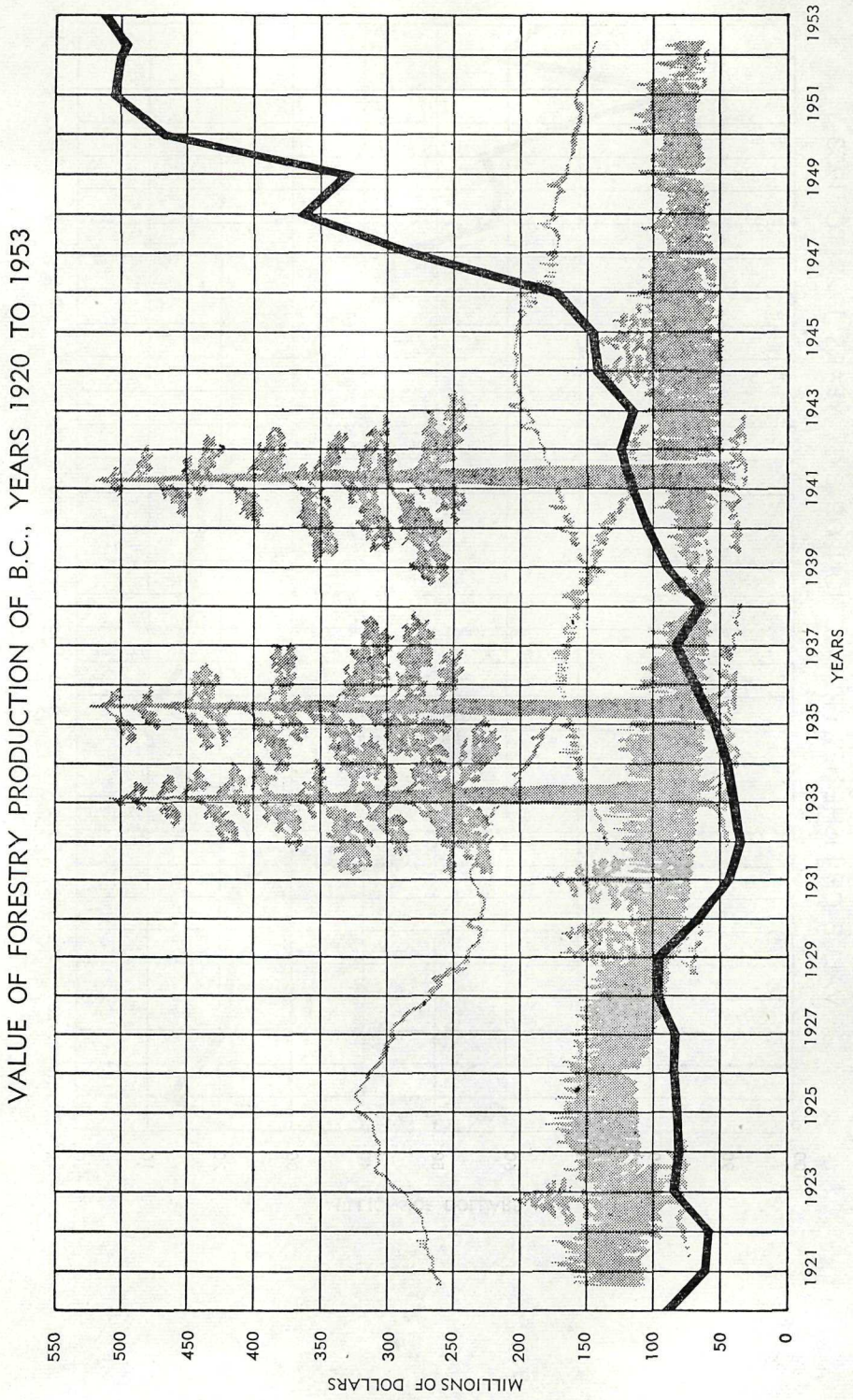
*Table 1.—Economic Activity in British Columbia, 1951 and 1952, with Preliminary Estimates for 1953*

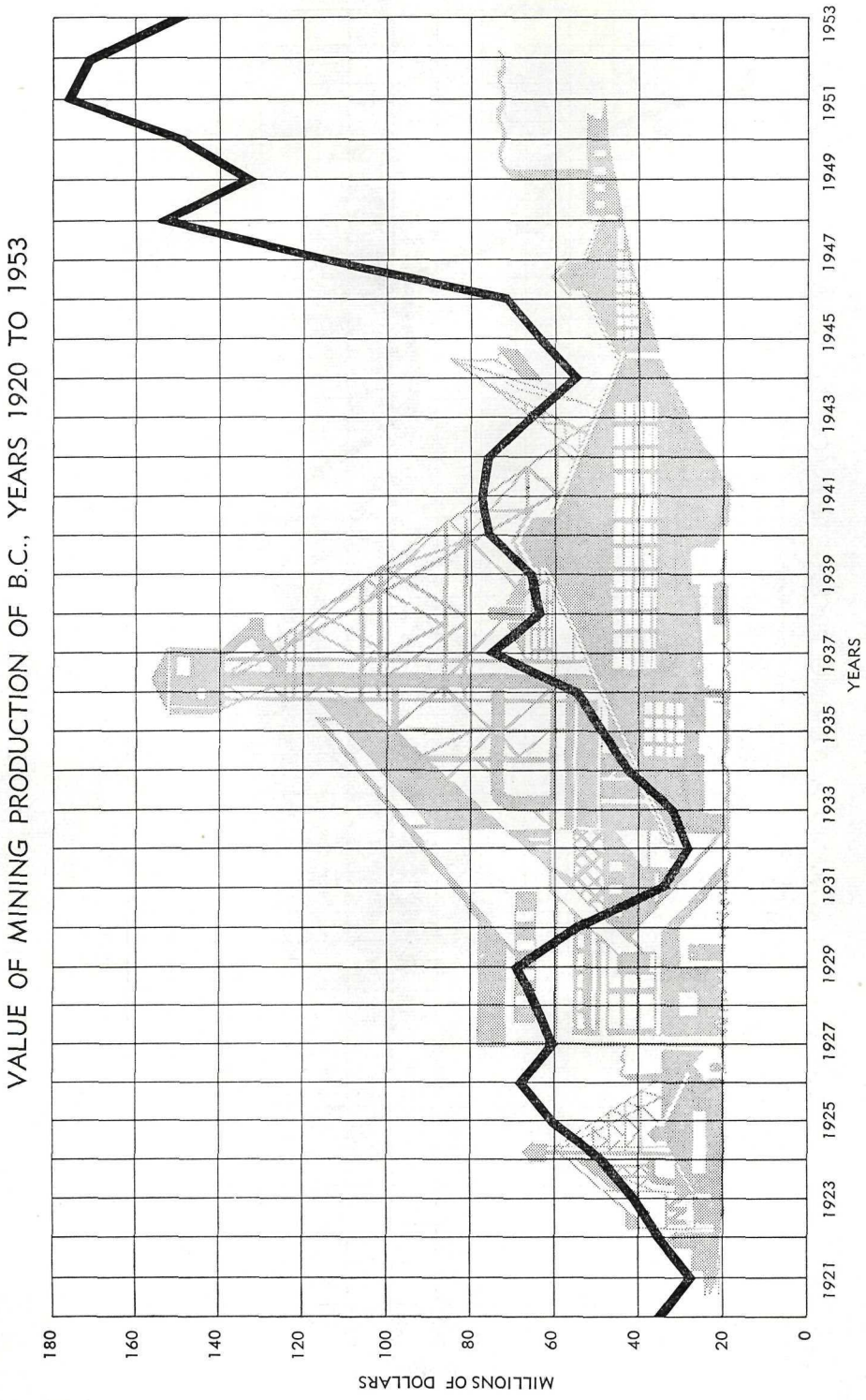
| | Unit or Base Period | 1953 Preliminary Estimates[8] | 1952 | 1951 |
|---|---|---|---|---|
| Mining—[1] | | | | |
| Total value of production | $ | 149,000,000 | 170,851,914 | 175,659,591 |
| Gold production | $ | 9,320,000 | 9,109,994 | 10,345,858 |
| Silver production | $ | 7,225,000 | 7,315,088 | 7,768,118 |
| Copper production | $ | 13,950,000 | 13,054,893 | 11,980,155 |
| Lead production | $ | 39,150,000 | 45,936,692 | 50,316,015 |
| Zinc production | $ | 37,950,000 | 59,189,656 | 66,448,242 |
| Coal production | $ | 9,100,000 | 9,272,224 | 10,233,353 |
| Forestry— | | | | |
| Total value of production[2] | $ | 512,288,656 | 496,506,550 | 504,807,930 |
| Timber scaled[2] | M B.M. | 5,291,587 | 4,937,965 | 4,696,347 |
| Lumber production[5] | M B.M. | 3,807,262 | 3,696,629 | 3,723,877 |
| Paper production[2] | Tons | ..... | 521,609 | 484,581 |
| Fisheries—[3] | | | | |
| Total value of production | $ | 65,455,000 | 56,635,000 | 83,813,000 |
| Pack of canned salmon | Cases | 1,821,269 | 1,293,435 | 1,955,475 |
| Agriculture—[4] | | | | |
| Total value of production | $ | 139,000,000 | 141,402,677 | 144,380,443 |
| Apples— | | | | |
| Total shipments | Boxes | ..... | 4,740,716 | 3,884,213 |
| Domestic shipments | Boxes | ..... | 2,758,950 | 1,986,455 |
| Export shipments | Boxes | ..... | 1,981,766 | 1,897,758 |
| External trade—[5] | | | | |
| Export of canned salmon | Cwt. | 499,473 | 292,185 | 321,796 |
| Export of planks and boards, Douglas fir | M ft. | 1,272,106 | 1,151,485 | 1,281,467 |
| Export of red-cedar shingles | Sq. | 2,052,877 | 2,093,767 | 2,563,585 |
| Internal trade— | | | | |
| Total retail sales[5] | 000$ | 1,225,000 | 1,194,900 | 1,099,000 |
| Department stores | 000$ | 163,486 | 156,300 | 140,600 |
| Motor-vehicle dealers | 000$ | 253,988 | 240,300 | 210,900 |
| Gasoline consumed[6] | Gallons | 210,072,483 | 191,531,678 | 172,742,019 |
| *Railway freight loaded in British Columbia*[5] | Tons | 11,845,595 | 11,888,688 | 11,600,237 |
| Consumption of electric power[5] | 000 kwh. | 4,897,335 | 4,457,298 | 4,186,972 |
| Sales of life insurance[5] | 000$ | 176,899 | 159,826 | 135,971 |
| Construction—[5] | | | | |
| Contracts awarded | 000$ | 163,477 | 166,273 | 381,548 |
| Building permits issued | 000$ | 149,231 | 94,264 | 87,344 |
| Finance—Bank debits[5] | 000$ | 11,786,823 | 11,111,011 | 9,945,579 |
| Tourist trade—Automobile entries on sixty-day permits[5] | Number | 283,837 | 262,550 | 247,801 |
| Employment—[5] | | | | |
| All employment | 1949=100 | 108.4 | 106.7 | 106.1 |
| Manufacturing | 1949=100 | 107.9 | 105.4 | 110.3 |
| Iron and steel products | 1949=100 | 113.0 | 114.1 | 115.6 |
| Lumber products | 1949=100 | 108.3 | 98.8 | 112.9 |
| Pulp and paper | 1949=100 | 123.1 | 116.4 | 107.5 |
| Mining | 1949=100 | 104.3 | 121.9 | 107.6 |
| Logging | 1949=100 | 92.5 | 95.8 | 122.2 |
| Construction | 1949=100 | 127.4 | 114.2 | 93.3 |
| Communication | 1949=100 | 139.1 | 114.8 | 127.8 |
| Transportation | 1949=100 | 112.3 | 104.6 | 110.1 |
| Services | 1949=100 | 98.6 | 95.7 | 96.6 |
| Trade | 1949=100 | 102.8 | 102.9 | 102.2 |
| Salaries and wages[7] | $ | 1,000,000,000 | 979,364,603 | 831,884,887 |

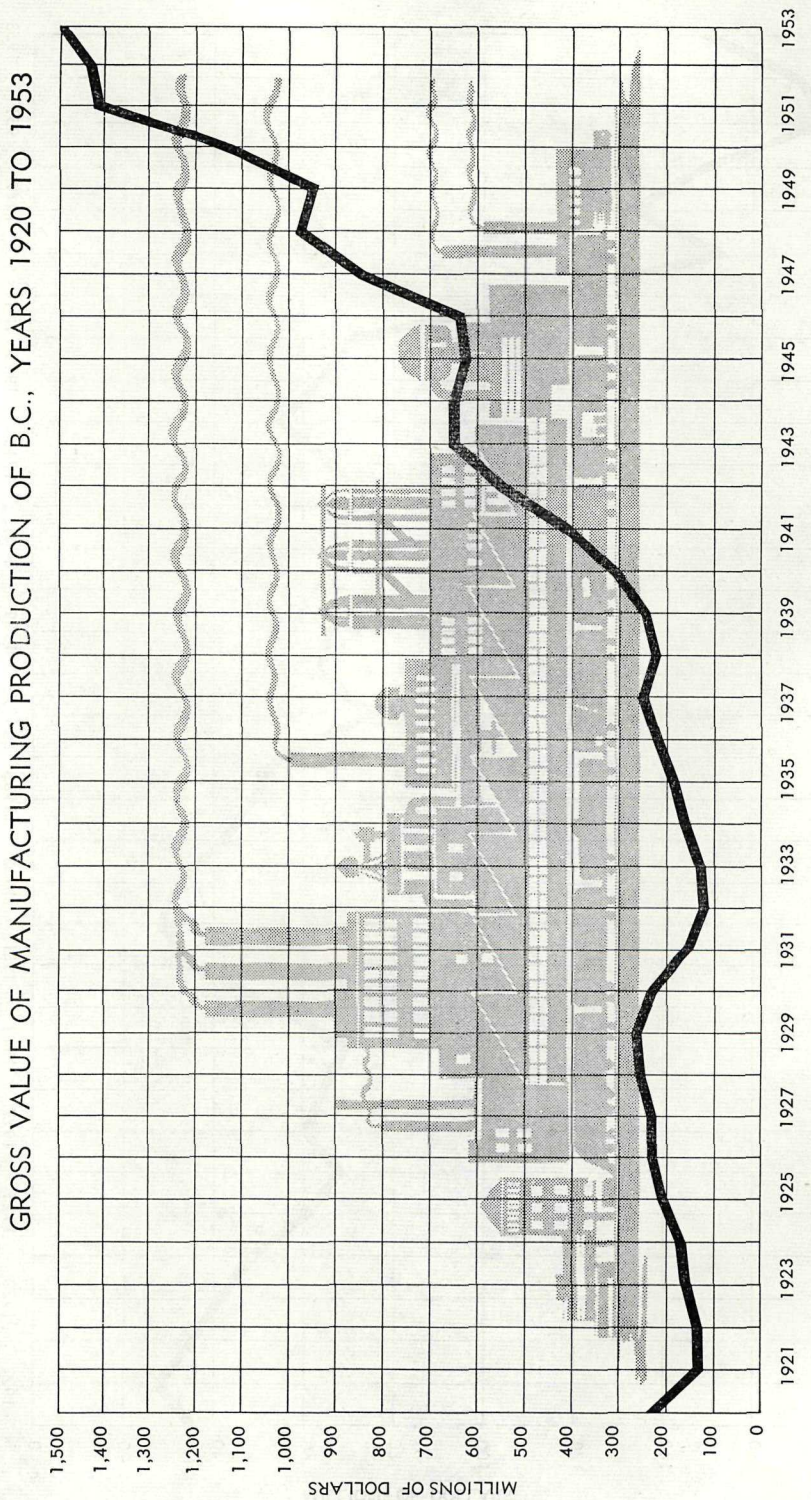
[1] British Columbia Department of Mines.
[2] British Columbia Department of Lands and Forests, Forest Service.
[3] British Columbia Department of Fisheries.
[4] British Columbia Department of Agriculture.
[5] Dominion Bureau of Statistics.
[6] British Columbia Department of Finance.
[7] Bureau of Economics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


VALUE OF AGRICULTURAL PRODUCTION OF B.C., YEARS 1920 TO 1953
MILLIONS OF DOLLARS
180
160
140
120
100
80
60
40
20
0
1921
1923
1925
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
1953
YEARS


VALUE OF FISHERIES PRODUCTION OF B.C., YEARS 1920 TO 1953
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
1953
YEARS


VALUE OF FORESTRY PRODUCTION OF B.C., YEARS 1920 TO 1953
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
1953
YEARS


VALUE OF MINING PRODUCTION OF B.C., YEARS 1920 TO 1953
MILLIONS OF DOLLARS
0
20
40
60
80
100
120
140
160
180
YEARS
1921
1923
1925
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
1953


GROSS VALUE OF MANUFACTURING PRODUCTION OF B.C., YEARS 1920 TO 1953
MILLIONS OF DOLLARS
1,500
1,400
1,300
1,200
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
1953
YEARS

## ECONOMIC RESEARCH DIVISION

During the past year this Division has continued to provide economic counsel to the Government. This is done on a general basis through the medium of a weekly report sent to the Premier's Office and to the Minister of each Department. The report contains a review of current economic events which are considered to be of particular significance to the Province. The report also contains charts chosen to illustrate trends in our economy. A section of statistical information is also included, to provide an up-to-date summary of current business conditions in the Province.

In addition to providing general economic data, as described above, the Division has also been requested to prepare reports on special subjects by many branches of the Government. Technical assistance of this nature has been given to the following branches: Attorney-General's Department, Department of Labour, Department of Finance, the Hospital Insurance Commission, and the Civil Service Commission.

This Division receives hundreds of requests during the year from private individuals, corporations, trade-unions, newspapers and business publications, and Boards of Trade. In some cases such 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.

One of the aims of the Division is to keep government and industry informed on current business conditions in the Province. This is accomplished, in part, through the distribution of a publication entitled "The Monthly Bulletin," which contains a written summary of changes in the economy as shown by the latest available statistical indicators. It also contains a detailed statistical review which supplements the text. Another feature of the Bulletin is a monthly report on the external trade passing through our customs ports.

### Special Surveys

#### *Wage-rate Surveys*

At the request of the Civil Service Commission the annual study of wage rates and working conditions in the metropolitan areas of Vancouver and Victoria was prepared. The questionnaire was sent to all large firms in these areas, and asked for their policy in respect to days and hours worked per week, vacation policy, sick-leave policy, and wage rates for selected occupations. The response of the firms was very good, and useful information was provided both to the Civil Service Commission and to this Division from the survey. Considerable demand for the report was also shown by non-governmental bodies, and a mimeographed summary was prepared for distribution to the co-operating establishments and other interested organizations.

Many reports showing occupational wages were prepared for the Department of Labour during the past year. The information was compiled from sources such as the wage-rate study referred to above, collective-bargaining agreements, and statistical returns from industrial firms which are filed with this Bureau.

The clerical-salary survey of the Vancouver Board of Trade was again tabulated and analysed by this Division. The results of the survey were published in a comprehensiive report showing salary ranges and average salaries for thirty-three office occupations within the Vancouver area. The publication also includes a section outlining the policies of the participating firms with respect to working conditions.

Assistance was also given to the Vancouver Board of Trade in preparing two small surveys. One of these dealt with wage rates and working conditions of warehouse and shipping-room employees in the Vancouver area, while the other was a survey dealing with reimbursing of salesmen for automobile expenses.

*Trade-union Statistics*

As in previous years, a directory of trade-union organizations was compiled by this Division for the Labour Relations Board. Reported labour-organization membership in British Columbia (including non-trade-union membership of less than 1,000 members) totalled 174,894 members at December 31st, 1952, compared with 170,036 members at December 31st, 1951, an increase of 2.86 per cent. Organized-labour membership was 48.93 per cent of the paid working force in non-agricultural occupations in British Columbia as at December 31st, 1952.

A study of union membership by industrial categories showed the following distributions:—

| | Per Cent |
|---|---|
| Wood and wood products | 20.90 |
| Public service | 17.95 |
| Construction | 11.38 |
| Foods | 8.08 |
| Mining and quarrying | 7.11 |
| Other transportation | 7.04 |
| Steam-railway transportation | 6.45 |
| Metals | 6.15 |
| Personal service | 5.48 |
| Light, heat, and power | 2.97 |
| Communications | 2.41 |
| Printing and publishing | 1.42 |
| Clothing and footwear | 0.55 |
| All others | 2.11 |

## TRANSPORTATION AND TRADE DIVISION

### Transportation and Freight Rates Section

The year 1953 has been important in the transportation and freight-rates field. On January 1st, 1953, a general increase of 9 per cent was permitted by the Board of Transport Commissioners, and on March 16th a further 7 per cent was granted. This latter increase was appealed, without success, to the Governor-General in Council on May 1st, 1953. Effective November 15th, however, the Board ordered, as a part of the equalization process, a 5-per-cent reduction on class rates in Western Canada and permitted a 10-per-cent increase in the East. This action was substituted for the implementation of a single class-rate scale for all of Canada, originally ordered to come into effect on January 1st, 1954, but now delayed by one year. It is estimated that the 5-per-cent reduction will save British Columbia class-rate shippers and receivers over half a million dollars annually.

Depending on the rate scale selected, the complete equalization of class rates should relieve British Columbia traffic of an annual burden of between one and a half to two and a half million dollars.

For the past few years the Royal Commission on Transportation and the Board's equalization proceedings have required a great deal of the Bureau's attention, and it would appear that this function will be increasingly important when the equalization of commodity rates begins; this will be after a basic class-rate scale and a new classification has been decided upon. Eighty per cent of British Columbia's traffic moves on commodity rates; therefore, every attention will be directed toward obtaining just and reasonable rates for this important sector of the traffic. Other problems which require study, such as the reinstatement of the subsidy on long-haul lumber shipments and certain needed revisions to the Federal "Railway Act," indicate considerable future activity for this Division of the Bureau.

With the increased use of agreed charges by the railways, it is necessary to maintain a complete file of these tariffs to see that the interests of British Columbia industry are looked after. This file, along with the Bureau's regular tariff library, is available to anyone interested.

In co-operation with the Provincial counsel, the Bureau also prepared British Columbia's successful case for the removal of the mountain differential on passenger rates. Instead of 4½ cents per mile, travellers in British Columbia now pay the same basic 4-cent rate as anywhere else in Canada.

Interdepartmentally, the technical assistance of the Bureau in the field of transportation economics has been considerable. This is especially true of the assistance given to the Department of Finance in preparing for Federal-Provincial negotiations. Similarly, assistance has been given to the Railway Department and the Pacific Great Eastern Railway in rate matters. Reciprocally, much valuable help and advice has been received from these Departments in other fields.

Finally, the efforts of the Bureau are co-ordinated with the needs of practical traffic managers in commerce and industry through the Assistant Director, who acts as secretary and conducts research for the Advisory Committee on Freight Rates.

## External Trade Section

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 been combined in an abbreviated form with 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.

Tables 2 and 3 give a brief insight into British Columbia's foreign trade for the eleven-year period 1942 to 1952. The peak year for exports was 1951, there being a slight drop in 1952. Imports have tripled since 1945, and exports are more than two and a half times as great. Preliminary figures for the first six months of 1953 indicate a slight decrease in the value of exports and a small increase in the value of imports.

*Table 2.—Estimated Exports, by Commodity Groups, to the British Empire and Foreign Countries of British Columbia Products, for the Years 1942–52, Inclusive[1] (Excluding Gold)*

| Commodity Groups | 1942 | 1943 | 1944 | 1945 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Agricultural and farm products | $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 | $47,636,849 | $36,753,781 |
| Fish and fishery products | 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 | 33,904,050 | 28,023,281 |
| Fibre and textile products | 17,162 | 2,983 | 3,209 | 223,737 | 144,294 | 53,799 | 61,480 | 63,863 | 101,342 | 411,269 | 206,671 |
| Wood, wood products, and paper | 73,101,882 | 63,598,853 | 73,415,257 | 89,306,769 | 105,644,664 | 188,126,627 | 176,770,358 | 163,276,122 | 250,164,620 | 321,661,941 | 291,464,456 |
| Iron and its products | 189,452 | 29,376 | 93,477 | 272,423 | 55,417 | 743,002 | 1,114,902 | 885,550 | 1,148,132 | 2,557,638 | 7,206,283 |
| Non-ferrous metals and products | 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 | 76,782,587 | 90,800,932 |
| Non-metallic minerals and products | 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 | 4,282,786 | 3,418,362 |
| Chemicals and allied products | 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 | 23,067,739 | 26,742,253 |
| Miscellaneous products | 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 | 4,934,175 | 3,937,820 |
| Totals, all products | $221,061,595 | $199,796,763 | $179,586,138 | $204,644,781 | $205,714,878 | $319,480,739 | $326,124,336 | $322,141,076 | $412,475,607 | $515,239,034 | $488,553,839 |

[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 1942–52, Inclusive (Excluding Gold)*

| Commodity Groups | 1942 | 1943 | 1944 | 1945 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Agricultural and vegetable products— | | | | | | | | | | | |
| For food | $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 | $58,715,318 | $54,190,437 |
| Not for food | 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 | 6,425,288 | 6,603,404 |
| Animals and animal products | 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 | 9,639,646 | 6,021,544 |
| *Fibres, textiles, and products* | *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* | *17,716,545* | *15,839,483* |
| Wood, wood products, and paper | 1,866,207 | 1,926,269 | 2,341,431 | 3,081,440 | 4,082,490 | 6,004,983 | 3,742,474 | 6,753,395 | 6,919,843 | 10,811,558 | 10,154,824 |
| Iron and its products | 23,165,299 | 28,718,679 | 22,927,614 | 20,390,512 | 34,756,633 | 56,726,803 | 51,271,899 | 54,874,267 | 67,006,441 | 95,199,055 | 104,740,938 |
| Non-ferrous metals and products | 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 | 22,678,724 | 27,222,042 |
| Non-metallic minerals and products | 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 | 59,475,239 | 56,542,939 |
| Chemicals and allied products | 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 | 10,937,698 | 11,849,138 |
| Miscellaneous products | 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 | 27,294,507 | 35,634,058 |
| Totals, all products | $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 | $318,893,578 | $328,798,807 |

*Table 4.—Twelve Leading Exports of British Columbia, 1952*

| Rank | Commodity | Value ($000,000) |
|---|---|---|
| 1. | Planks and boards, Douglas fir | 99.7 |
| 2. | Planks and boards, hemlock | 44.0 |
| 3. | Lead in pigs, refined lead | 41.6 |
| 4. | Newsprint | 40.3 |
| 5. | Zinc spelter | 28.0 |
| 6. | Planks and boards, cedar | 22.5 |
| 7. | Shingles, red cedar | 19.8 |
| 8. | Pulp sulphite, dissolving | 12.7 |
| 9. | Wood-pulp, sulphite kraft | 10.0 |
| 10. | Copper, fine in ore | 9.8 |
| 11. | Nitrogen fertilizer | 9.6 |
| 12. | Beef and veal, fresh | 8.9 |

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

British Columbia products, exported through all Canadian ports, went to over 100 countries in 1952; however, two of these—the United States and the United Kingdom—bought 80 per cent of these exports. Since the end of the war the United States has taken an increasing proportion of our total exports until 1950, when it reached 79 per cent. By 1952, however, this had dropped to 59 per cent. The United Kingdom, which took 8 per cent of British Columbia's exports in 1950, took 27.2 per cent in 1952. Ten countries took over 96 per cent of all our exports. These leading customers are set out as follows:—

*Table 5.—The Ten leading Countries to which British Columbia Products Were Exported in 1952*

| Rank | Country | Value | Percentage of Total |
|---|---|---|---|
| 1. | United States | $286,971,658 | 58.7 |
| 2. | United Kingdom | 132,887,679 | 27.2 |
| 3. | Japan | 17,729,108 | 3.6 |
| 4. | Australia | 8,418,061 | 1.7 |
| 5. | Hawaii | 5,667,471 | 1.2 |
| 6. | Union of South Africa | 4,285,010 | .9 |
| 7. | Belgium | 3,863,603 | .8 |
| 8. | Italy | 2,715,971 | .6 |
| 9. | New Zealand | 2,447,323 | .5 |
| 10. | France | 1,729,961 | .4 |
| | All other countries | 21,837,994 | 4.4 |
| | Total, all countries | $488,553,839 | 100.0 |

A continental breakdown of British Columbia exports shows North and Central America and the West Indies bought 59.5 per cent, Europe 29.9 per cent, Oceania 3.5 per cent, Asia 5.1 per cent, Africa 1.3 per cent, and South America 0.7 per cent.

*Table 6.—The Eleven Leading Imports from Foreign Countries for Consumption in British Columbia, 1952*

| Rank | Commodity | Value ($000,000) |
|---|---|---|
| 1. | Crude petroleum for refining | 18.9 |
| 2. | Ores of metals, n.o.p. | 15.7 |
| 3. | Coffee, green | 14.0 |
| 4. | Pipe, wrought, over 10½ inches | 11.8 |
| 5. | Sugar, raw, imported direct | 10.3 |
| 6. | Gasoline, under .8236 specific gravity | 8.6 |
| 7. | Heavy fuel-oils, Nos. 4, 5, and 6 | 6.1 |
| 8. | Angles, beams | 5.8 |
| 9. | Automobiles, passenger (under $1,200) | 5.4 |
| 10. | Clothing, tourist | 5.4 |
| 11. | Logging machinery and parts | 5.3 |

The presence of three petroleum products among our eleven leading imports shows that California oil-producers can still compete effectively in the British Columbia market. This situation may be altered now that the pipe-line from Alberta has been completed.

Although British Columbia imported from eighty-six countries in 1951, three-quarters originated in the United Kingdom and the United States. United Kingdom imports dropped from $39,000,000 in 1951 to $32,000,000 in 1952, while imports from the United States rose from $201,000,000 to $220,000,000 in 1952. The top ten countries listed below provided over 90 per cent of all imports.

*Table 7.—Ten Leading Countries from Which British Columbia Imported Products in 1952, for British Columbia Consumption*

| Rank | Country | Value | Percentage of Total |
|---|---|---|---|
| 1. | United States | $220,187,043 | 67.0 |
| 2. | United Kingdom | 31,612,975 | 9.6 |
| 3. | Peru | 7,566,846 | 2.3 |
| 4. | Brazil | 6,943,800 | 2.1 |
| 5. | Fiji | 6,473,877 | 2.0 |
| 6. | Japan | 6,067,094 | 1.8 |
| 7. | Belgium | 5,604,970 | 1.7 |
| 8. | Philippines | 4,592,408 | 1.4 |
| 9. | Colombia | 4,013,312 | 1.2 |
| 10. | India | 3,236,575 | 1.0 |
| | All other countries | 32,499,907 | 9.9 |
| | Total, all countries | $328,798,807 | 100.0 |

A breakdown of our imports by continents reveals that in 1952 North America supplied us with 70 per cent, Europe 13.1 per cent, South America 7.6 per cent, Asia 5.9 per cent, Oceania 3 per cent, and Africa less than 1 per cent.

The gap between our total imports and exports narrowed slightly in 1952 compared with 1951, in that imports were 61.9 per cent of exports but in 1952 were 67.3 per cent. The balance is still closer than in 1939, when the ratio was around 50 per cent.

## 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, it 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.

## Co-operative Statistical Agreements

The co-operative statistical agreements with the Dominion Bureau of Statistics and other Federal offices increased during 1953. 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. In addition, copies of Dominion Bureau of Statistics annual Census of Industry forms and monthly reports on Production, Shipments, and Stocks on Hand in British Columbia Sawmills have been received since 1948. Commencing in 1953 the Dominion Bureau of Statistics agreed to supply this office with duplicates of their Operations in the Woods forms. In return, the Bureau assists the Dominion Bureau of Statistics by checking mailing-lists, estimating production of delinquent firms, and other services.

Conferences between the Provincial and Federal statistical bureaux are now held annually. As a consequence, it is expected that within the next few years there will be considerable progress toward the elimination of duplication in this field.

## Prices Section

The year 1953 was a year of relatively stable prices. The Consumer Price Index (Tables 8 and 9) showed a tendency to decline slightly during the first half of the year and turned upwards the last half. The Consumer Price Index for December 1st, 1953, stood at 115.8, the same as for December, 1952.

Wholesale prices (Table 12) also showed little variation from month to month over the year, although, of course, individual items were subject to wider price changes.

### *Consumer Price Index—Description*

In October, 1952, the Dominion Bureau of Statistics began publication of the Consumer Price Index, which is the successor to the old Cost-of-living Index.

The new index remains, in character and general purposes, the same as the old Cost-of-living Index. However, the goods and services selected for purposes of computing the new index conform with post-war expenditure patterns and should reflect more realistically current changes in living costs due to prices.

In order to determine the items and proportions to be used in the new base budget, the Dominion Bureau of Statistics conducted a survey of family expenditure covering some 3,600 urban Canadian families. The survey covered the year ended August 31st, 1948. It was decided that the central core of family types whose expenditure patterns were similar enough for their changes in living costs resulting from price change to be adequately represented by one index could be defined as those families (*a*) living in twenty-seven Canadian cities with over 30,000 population, (*b*) ranging in size from two adults to two adults with four children, and (*c*) with annual incomes during the survey year ranging from $1,650 to $4,050.

Detailed information on expenditures was submitted by 1,517 families with these attributes.

The year 1949 is the base period of the new Consumer Price Index. This index will measure the percentage change in prices between 1949 and, for example, January, 1952, rather than between January, 1952, and 1935–39, as in the case of the old Cost-of-living Index. Calculations of the percentage change between any two points in time will yield exactly the same result regardless of the base period used.

Publication of the old Cost-of-living Index ceased after September 1st, 1953. Each month the Bureau of Economics and Statistics releases the latest Consumer Price Index figures to a mailing-list of some 180 individuals and organizations.

*British Columbia Cost of Food*

During the year this Bureau continued to calculate its quarterly Cost-of-food Index covering British Columbia centres. Information regarding comparative food costs in the various centres is available upon request.

*Table 8.—Canadian Consumer Price Index, 1913–53*

(Base, 1949=100.[1])

| Year | Index | Year | Index |
|---|---|---|---|
| 1913 | 49.2 | 1934 | 59.6 |
| 1914 | 49.6 | 1935 | 59.9 |
| 1915 | 50.3 | 1936 | 61.1 |
| 1916 | 54.2 | 1937 | 63.0 |
| 1917 | 63.7 | 1938 | 63.7 |
| 1918 | 72.0 | 1939 | 63.2 |
| 1919 | 78.8 | 1940 | 65.7 |
| 1920 | 90.5 | 1941 | 69.6 |
| 1921 | 80.9 | 1942 | 72.9 |
| 1922 | 74.9 | 1943 | 74.2 |
| 1923 | 75.2 | 1944 | 74.6 |
| 1924 | 74.0 | 1945 | 75.0 |
| 1925 | 74.6 | 1946 | 77.5 |
| 1926 | 75.9 | 1947 | 84.8 |
| 1927 | 74.6 | 1948 | 97.0 |
| 1928 | 75.0 | 1949 | 100.0 |
| 1929 | 75.8 | 1950 | 102.9 |
| 1930 | 75.3 | 1951 | 113.7 |
| 1931 | 67.9 | 1952 | 116.5 |
| 1932 | 61.7 | 1953 | 115.5 |
| 1933 | 58.8 | | |

[1] The Consumer Price Index prior to January, 1949, is the Cost-of-living Index, inclusive of all tobacco taxes, linked to the Consumer Price Index, 1949=100.

*Table 9.—Total and Main Components of the Canadian Consumer Price Index, by Years, 1949–53, and by Months, 1952–53*

(1949=100.)

| Date | Total | Food | Shelter | Clothing | Household Operation | Other Commodities and Services |
|---|---|---|---|---|---|---|
| 1949 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1950 | 102.9 | 102.6 | 106.2 | 99.7 | 102.4 | 103.1 |
| 1951 | 113.7 | 117.0 | 114.4 | 109.8 | 113.1 | 111.5 |
| 1952 (average) | 116.5 | 116.8 | 120.2 | 111.8 | 116.2 | 116.0 |
| January | 118.2 | 122.4 | 118.3 | 114.9 | 116.4 | 115.5 |
| February | 117.6 | 120.8 | 118.3 | 113.5 | 116.3 | 115.8 |
| March | 116.9 | 117.6 | 119.1 | 112.9 | 116.9 | 116.4 |
| April | 116.8 | 117.2 | 119.4 | 112.5 | 116.8 | 116.6 |
| May | 115.9 | 115.5 | 119.6 | 112.3 | 116.2 | 115.6 |
| June | 116.0 | 115.7 | 120.4 | 111.8 | 115.9 | 115.7 |
| July | 116.1 | 116.0 | 120.6 | 111.7 | 115.9 | 115.6 |
| August | 116.0 | 115.7 | 120.6 | 111.6 | 115.8 | 115.8 |
| September | 116.1 | 115.8 | 121.2 | 110.9 | 116.0 | 115.8 |
| October | 116.0 | 115.1 | 121.5 | 109.9 | 116.2 | 116.4 |
| November | 116.1 | 115.7 | 121.4 | 109.8 | 115.9 | 116.6 |
| December | 115.8 | 114.1 | 122.2 | 109.7 | 116.1 | 116.6 |
| 1953 (average) | 115.5 | 112.6 | 123.6 | 110.1 | 117.0 | 115.8 |
| January | 115.7 | 113.5 | 122.3 | 109.7 | 116.5 | 116.7 |
| February | 115.5 | 112.7 | 122.5 | 109.6 | 116.6 | 116.7 |
| March | 114.8 | 111.6 | 122.5 | 109.7 | 116.7 | 115.2 |
| April | 114.6 | 110.9 | 122.7 | 109.7 | 116.9 | 115.0 |
| May | 114.4 | 110.1 | 122.9 | 110.1 | 116.6 | 115.1 |
| June | 114.9 | 111.4 | 123.6 | 110.1 | 116.6 | 115.1 |
| July | 115.4 | 112.7 | 123.9 | 110.3 | 117.0 | 115.2 |
| August | 115.7 | 112.8 | 124.1 | 110.4 | 117.2 | 115.8 |
| September | 116.2 | 114.0 | 124.2 | 110.4 | 117.4 | 115.9 |
| October | 116.7 | 115.5 | 124.5 | 110.3 | 117.5 | 116.0 |
| November | 116.2 | 113.4 | 125.0 | 110.3 | 117.4 | 116.3 |
| December | 115.8 | 112.1 | 125.2 | 110.2 | 117.4 | 116.3 |

*Table 10.—Dominion Bureau of Statistics Index Numbers of the Cost of Living in Canada, by Years, 1913–52, and by Months, 1952–53*

| Date | Adjusted to Base 100 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 | 131.2 | 183.1 | 167.5 | 128.8 |
| 1950 | 165.2 | 166.5 | 211.0 | 132.9 | 138.3 | 182.3 | 169.2 | 132.6 |
| 1951 | 183.1 | 184.5 | 241.1 | 140.0 | 147.1 | 203.1 | 194.4 | 141.3 |
| 1952 | 186.0 | 187.5 | 237.4 | 147.4 | 151.1 | 209.4 | 197.8 | 147.6 |
| January | 190.0 | 191.5 | 250.0 | 144.8 | 151.2 | 215.3 | 201.1 | 145.7 |
| February | 189.3 | 190.8 | 248.1 | 144.8 | 151.3 | 213.0 | 200.1 | 146.5 |
| March | 187.6 | 189.1 | 241.7 | 146.3 | 152.5 | 211.2 | 200.8 | 146.9 |
| April | 187.2 | 188.7 | 240.2 | 146.3 | 152.5 | 210.4 | 200.5 | 147.9 |
| May | 185.2 | 186.7 | 235.3 | 146.3 | 150.6 | 210.1 | 198.2 | 147.4 |
| June | 185.8 | 187.3 | 237.0 | 147.9 | 149.8 | 209.3 | 197.2 | 147.4 |
| July | 186.5 | 188.0 | 239.5 | 147.9 | 149.8 | 209.1 | 196.7 | 147.4 |
| August | 186.1 | 187.6 | 238.0 | 147.9 | 150.1 | 208.6 | 196.0 | 147.8 |
| September | 185.0 | 186.5 | 234.2 | 148.9 | 150.3 | 207.7 | 195.8 | 147.8 |
| October | 183.5 | 185.0 | 229.3 | 148.9 | 150.9 | 206.7 | 195.9 | 148.5 |
| November | 183.3 | 184.8 | 229.0 | 148.9 | 151.1 | 205.5 | 195.5 | 148.8 |
| December | 182.7 | 184.2 | 226.1 | 149.9 | 152.7 | 205.4 | 195.3 | 148.8 |
| 1953— | | | | | | | | |
| January | 182.9 | 184.4 | 226.2 | 150.2 | 153.9 | 205.3 | 196.0 | 148.9 |
| February | 183.4 | 184.9 | 227.4 | 150.5 | 154.3 | 205.2 | 196.1 | 149.0 |
| March | 182.7 | 184.2 | 225.7 | 150.7 | 154.4 | 205.5 | 196.3 | 147.9 |
| April | 182.4 | 183.9 | 223.5 | 150.9 | 155.5 | 205.5 | 196.8 | 148.7 |
| May | 182.1 | 183.6 | 222.8 | 151.0 | 153.2 | 206.3 | 196.2 | 149.0 |
| June | 182.3 | 184.8 | 225.7 | 152.5 | 152.6 | 206.4 | 196.2 | 149.0 |
| July | 184.5 | 186.0 | 229.2 | 152.9 | 153.5 | 206.5 | 196.0 | 149.2 |
| August | 184.9 | 186.4 | 229.5 | 153.3 | 153.6 | 206.7 | 159.9 | 150.0 |
| September[1] | 184.8 | 186.3 | 228.6 | 153.4 | 153.9 | 207.0 | 196.0 | 150.2 |

[1] Cost-of-living Index discontinued beyond September 1st.

*Table 11A.—Index Numbers of the Cost-of-living at Vancouver, B.C., by Years, 1940–52, and by Months in 1953*

(Base: August, 1939=100.)

| Date | Total | Food | Rent | Fuel and Light | 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 | 185.2 | 245.9 | 128.9 | 158.3 | 213.1 | 187.3 | 143.7 |
| 1952 | 190.3 | 244.9 | 134.6 | 175.8 | 221.9 | 194.5 | 151.2 |
| 1953— | | | | | | | |
| January | 188.2 | 236.8 | 136.9 | 176.9 | 217.1 | 195.1 | 152.9 |
| February | 187.5 | 234.6 | 137.2 | 176.9 | 216.5 | 195.1 | 152.9 |
| March | 187.1 | 233.5 | 138.0 | 177.3 | 216.2 | 195.4 | 152.0 |
| April | 187.2 | 232.4 | 138.2 | 177.7 | 216.2 | 195.4 | 153.5 |
| May | 187.5 | 232.6 | 138.4 | 177.7 | 217.1 | 195.0 | 154.1 |
| June | 187.6 | 233.0 | 139.0 | 174.3 | 217.2 | 194.8 | 154.1 |
| July | 188.8 | 236.5 | 140.0 | 174.3 | 217.2 | 194.8 | 154.1 |
| August | 188.0 | 233.5 | 140.0 | 174.3 | 217.2 | 195.3 | 154.3 |
| September[1] | 188.2 | 233.9 | 140.1 | 174.3 | 217.4 | 195.0 | 154.4 |

[1] Cost-of-living Index discontinued beyond September 1st.

*Table 11B.—Consumer Price Indexes, Vancouver, B.C.*

(1949=100.)

| Date | Total | Food | Shelter | Clothing | Household Operation | Other Commodities and Services |
|---|---|---|---|---|---|---|
| 1949 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1950 | 103.6 | 104.5 | 107.7 | 99.1 | 101.4 | 103.3 |
| 1951 | 114.3 | 117.8 | 113.2 | 110.6 | 115.3 | 109.4 |
| 1952 | 117.4 | 117.3 | 118.2 | 115.1 | 122.2 | 115.1 |
| 1953 (average) | 116.1 | 112.1 | 122.1 | 112.5 | 122.7 | 117.0 |
| January | 116.2 | 113.4 | 120.2 | 112.6 | 122.7 | 116.4 |
| February | 115.7 | 112.4 | 120.5 | 112.3 | 122.7 | 116.4 |
| March | 115.5 | 111.8 | 121.2 | 112.1 | 123.0 | 115.7 |
| April | 115.6 | 111.3 | 121.3 | 112.1 | 123.1 | 116.8 |
| May | 115.7 | 111.4 | 121.5 | 112.6 | 122.9 | 117.3 |
| June | 115.8 | 111.6 | 122.0 | 112.7 | 122.1 | 117.3 |
| July | 116.5 | 113.3 | 122.9 | 112.7 | 122.1 | 117.3 |
| August | 116.0 | 111.8 | 122.9 | 112.7 | 122.3 | 117.4 |
| September | 116.2 | 112.0 | 123.0 | 112.8 | 122.1 | 117.5 |
| October | 116.7 | 112.7 | 123.2 | 112.6 | 123.2 | 117.5 |
| November | 116.5 | 112.6 | 123.2 | 112.6 | 123.3 | 117.4 |
| December | 116.3 | 111.3 | 123.5 | 112.7 | 123.4 | 117.4 |

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

*Table 12.—Principal Wholesale Price Indexes, Canada*
(Base: 1935–39=100.)

| Date | General Wholesale Price Index | Raw and Partly Manufactured | Fully and Chiefly Manufactured | Industrial Materials | Canadian Farm Products | | |
|---|---|---|---|---|---|---|---|
| | | | | | Field | Animal | Total |
| 1913 | 83.4 | 85.1 | 86.2 | ..... | ..... | ..... | ..... |
| 1920 | 203.2 | 194.7 | 208.2 | ..... | ..... | ..... | ..... |
| 1926 | 130.3 | 129.1 | 133.0 | 144.3 | 158.5 | 130.2 | 144.4 |
| 1929 | 124.6 | 126.1 | 123.7 | 132.8 | 137.2 | 144.4 | 140.8 |
| 1933 | 87.4 | 79.3 | 93.3 | 78.3 | 69.3 | 69.2 | 69.3 |
| 1938 | 102.0 | 99.4 | 103.5 | 95.8 | 100.9 | 104.8 | 102.9 |
| 1939 | 99.2 | 94.9 | 101.9 | 99.0 | 83.7 | 101.5 | 92.6 |
| 1940 | 108.0 | 103.1 | 109.9 | 113.3 | 85.4 | 106.7 | 96.1 |
| 1941 | 116.4 | 114.4 | 118.8 | 125.2 | 88.9 | 124.4 | 106.6 |
| 1942 | 123.0 | 123.0 | 123.7 | 135.1 | 109.7 | 144.6 | 127.1 |
| 1943 | 127.9 | 131.1 | 126.9 | 140.0 | 129.0 | 161.8 | 145.4 |
| 1944 | 130.6 | 134.4 | 129.1 | 143.1 | 144.5 | 166.1 | 155.3 |
| 1945 | 132.1 | 136.2 | 129.8 | 143.2 | 162.5 | 170.2 | 166.4 |
| 1946 | 138.9 | 140.1 | 138.0 | 148.6 | 177.9 | 181.2 | 179.5 |
| 1947 | 163.3 | 164.3 | 162.4 | 187.0 | 184.1 | 200.2 | 192.2 |
| 1948 | 193.4 | 196.3 | 192.4 | 222.7 | 200.6 | 263.7 | 232.1 |
| 1949 | 198.3 | 197.1 | 199.2 | 218.0 | 191.9 | 265.4 | 228.7 |
| 1950 | 211.2 | 212.8 | 211.0 | 244.6 | 191.9 | 281.4 | 236.7 |
| 1951 | 240.2 | 237.9 | 242.4 | 296.1 | 200.4 | 336.9 | 268.6 |
| 1952 | 226.0 | 218.7 | 230.7 | 252.6 | 223.0 | 277.5 | 250.2 |
| 1953 (average) | 220.7 | 207.0 | 228.8 | 232.3 | 175.1 | 263.8 | 219.5 |
| January | 221.5 | 209.4 | 229.0 | 240.2 | 186.4 | 266.4 | 226.4 |
| February | 221.1 | 208.0 | 228.8 | 238.4 | 196.6 | 263.1 | 229.6 |
| March | 221.9 | 209.8 | 229.2 | 237.5 | 191.9 | 264.3 | 228.1 |
| April | 219.5 | 205.6 | 227.8 | 232.9 | 187.6 | 255.8 | 221.7 |
| May | 220.0 | 206.4 | 228.2 | 234.2 | 185.2 | 263.2 | 224.2 |
| June | 221.5 | 207.2 | 230.2 | 234.0 | 184.5 | 268.7 | 226.6 |
| July | 221.0 | 207.2 | 229.3 | 231.7 | 187.7 | 265.3 | 226.5 |
| August | 222.2 | 210.1 | 229.7 | 231.4 | 157.2 | 269.9 | 213.6 |
| September | 221.2 | 207.1 | 229.8 | 228.8 | 154.0 | 263.7 | 208.9 |
| October | 220.4 | 205.9 | 228.8 | 227.0 | 151.7 | 265.3 | 208.5 |
| November | 218.7 | 203.3 | 228.0 | 225.8 | 151.7 | 258.0 | 204.9 |
| December | 219.0 | 204.4 | 227.6 | 225.8 | 151.9 | 261.6 | 206.8 |

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

## Tourist Trade Section

The volume of tourist travel to British Columbia from the United States in 1952 increased slightly over 1951. Over the same period the number of Canadian tourists returning from the United States through British Columbia ports increased considerably.

Tables 13 and 14 give figures for tourist travel between British Columbia and the United States. Chart 1 gives a breakdown of automobiles visiting Canada from the United States by State of origin, with the number visiting British Columbia and the Yukon indicated in red.

Expenditures of United States travellers in Canada during 1952 showed a slight decrease over 1951. However, British Columbia continued to receive an increased share of the total—from 13.5 per cent in 1950 to 15.3 per cent in 1951 to 15.5 per cent in 1952. Interprovincial tourist travel is not measured by the Dominion Bureau of Statistics, but it is undoubtedly important and adds considerably to the total of tourist expenditures in British Columbia.

| Year | United States Travel Expenditures in Canada | Year | United States Travel Expenditures in Canada |
|---|---|---|---|
| 1941 | $107,000,000 | 1947 | $241,100,000 |
| 1942 | 79,000,000 | 1948 | 267,400,000 |
| 1943 | 87,000,000 | 1949 | 267,100,000 |
| 1944 | 116,600,000 | 1950 | 259,700,000 |
| 1945 | 163,300,000 | 1951 | 258,000,000 |
| 1946 | 216,100,000 | 1952 | 257,000,000[1] |

[1] Subject to revision.

Preliminary figures for British Columbia for 1953, based on the first months, indicate that United States tourists have increased in number over 1952. Rail and bus traffic have decreased, but all other methods of travel have increased more than enough to compensate.

*Table 13.—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.)

| Type of Traffic | 1942 | 1943 | 1944 | 1945 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953[1] |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| I. Automobile traffic (number of automobile and other vehicles)— | | | | | | | | | | | | |
| (1) Non-permit class—local traffic | 36,223 | 27,547 | 31,197 | 41,102 | 59,776 | 77,356 | 89,324 | 90,211 | 95,722 | 105,542 | 109,917 | 122,165 |
| (2) Traveller's vehicle permit | 55,947 | 38,724 | 51,280 | 107,506 | 178,595 | 205,216 | 191,572 | 214,805 | 221,642 | 247,801 | 262,550 | 283,846 |
| (3) Commercial vehicles | 5,179 | 4,140 | 3,697 | 5,298 | 5,836 | 6,175 | 7,989 | 8,538 | 10,980 | 14,707 | 14,606 | 17,232 |
| II. Rail traffic (number of travellers) | 36,360 | 71,523 | 67,864 | 60,987 | 56,616 | 49,519 | 44,077 | 51,670 | 47,874 | 70,421 | 57,913 | 50,834 |
| III. Boat traffic (number of travellers) | 76,091 | 131,082 | 173,325 | 176,949 | 197,433 | 142,161 | 132,388 | 134,188 | 95,719 | 108,211 | 122,835 | 134,717 |
| IV. Bus traffic (number of travellers)[2] | 18,445 | 21,202 | 23,536 | 31,740 | 49,760 | 38,698 | 37,355 | 39,197 | 39,088 | 39,861 | 29,998 | 27,561 |
| V. Aeroplane traffic (number of travellers) | 4,417 | 6,309 | 7,059 | 12,304 | 16,513 | 22,522 | 25,006 | 27,461 | 27,403 | 27,050 | 28,928 | 30,603 |

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

*Table 14.—Re-entries of Canadian Tourists Travelling in the United States into British Columbia, Classified by Types of Traffic*

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

| Type of Traffic | 1942 | 1943 | 1944 | 1945 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| I. Automobile traffic (number of automobile and other vehicles)— | | | | | | | | | | | | |
| (1) Length of stay—twenty-four hours or less | 42,657 | 34,475 | 46,111 | 99,955 | 202,486 | 271,816 | 249,254 | 278,749 | 289,452 | 351,087 | 465,460 | 513,797 |
| (2) Length of stay—over twenty-four hours | 10,448 | 8,220 | 11,528 | 18,910 | 34,741 | 39,555 | 37,534 | 79,847 | 88,644 | 107,313 | 141,238 | 153,443 |
| (3) Commercial vehicles | 10,181 | 7,925 | 10,627 | 12,442 | 13,890 | 15,942 | 18,580 | 17,643 | 21,533 | 23,609 | 28,471 | 32,910 |
| II. Rail traffic (number of travellers) | 10,192 | 19,644 | 31,149 | 38,363 | 40,146 | 41,021 | 28,434 | 41,272 | 57,179 | 80,070 | 90,091 | 76,869 |
| III. Boat traffic (number of travellers) | 9,271 | 11,977 | 17,524 | 27,562 | 41,848 | 26,140 | 20,462 | 26,741 | 17,157 | 20,955 | 24,363 | 28,763 |
| IV. Bus traffic (number of travellers)[1] | 14,675 | 12,883 | 22,829 | 35,041 | 63,396 | 81,853 | 77,071 | 95,460 | 81,695 | 78,351 | 87,801 | 77,065 |
| V. Aeroplane traffic (number of travellers) | 1,160 | 1,452 | 1,836 | 3,397 | 7,565 | 12,992 | 12,382 | 15,504 | 16,051 | 19,244 | 21,493 | 24,721 |

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

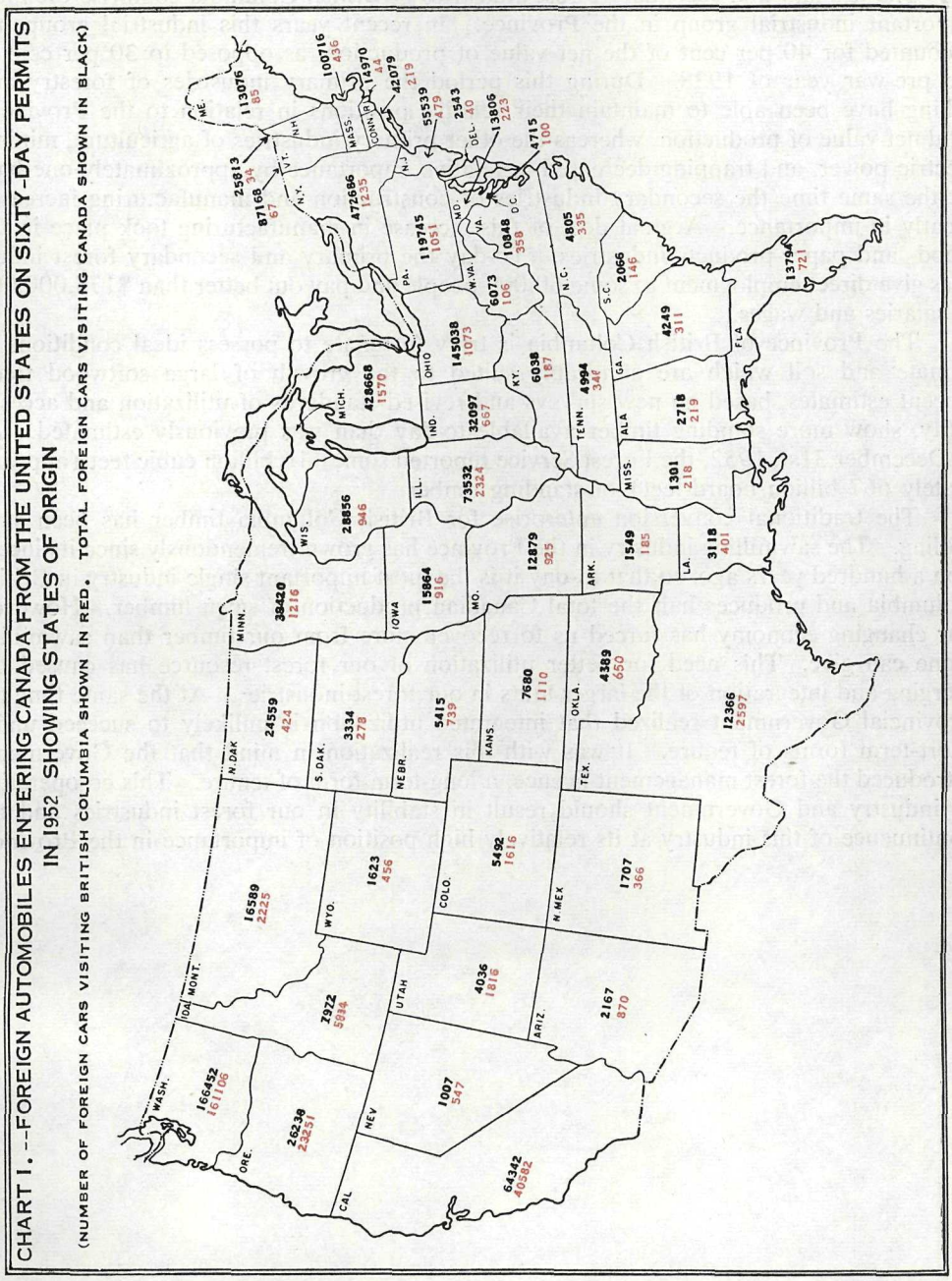



CHART I.--FOREIGN AUTOMOBILES ENTERING CANADA FROM THE UNITED STATES ON SIXTY-DAY PERMITS IN 1952 SHOWING STATES OF ORIGIN

(NUMBER OF FOREIGN CARS VISITING BRITISH COLUMBIA SHOWN IN RED. TOTAL FOREIGN CARS VISITING CANADA SHOWN IN BLACK)

## Forest Section

The primary and secondary forest industries of British Columbia comprise the most important industrial group in the Province. In recent years this industrial group has accounted for 40 per cent of the net value of production, as opposed to 30 per cent in the pre-war year of 1938. During this period the primary industries of forestry and fishing have been able to maintain their relative positions in relation to the Provincial total net value of production, whereas the other primary industries of agriculture, mining, electric power, and trapping decreased in relative importance by approximately one-half. At the same time the secondary industries of construction and manufacturing increased greatly in importance. A great deal of this increase in manufacturing took place in the wood- and paper-products industries. To-day the primary and secondary forest industries give direct employment to some 60,000 people and pay out better than $175,000,000 in salaries and wages.

The Province of British Columbia is truly fortunate to possess ideal conditions of climate and soil which are admirably suited to the growth of large softwood trees. Recent estimates, based on new surveys and revised standards of utilization and accessibility, show more standing timber available to-day than was previously estimated. As of December 31st, 1952, the Forest Service reported some 116 billion cubic feet (approximately 667 billion board-feet) of standing timber.

The traditional conversion enterprise for British Columbia timber has been sawmilling. The sawmilling industry in the Province has grown tremendously since its inception a hundred years ago, so that to-day it is the most important single industry in British Columbia and produces half the total Canadian production of sawn lumber. However, our changing economy has forced us to recover more from our timber than sawmilling alone can give. This need for better utilization of our forest resource has caused the merging and integration of the larger units in our forest industries. At the same time the Provincial Government realized that integrated utilization is unlikely to succeed under short-term forms of tenure. It was with this realization in mind that the Government introduced the forest management licence, a long-term form of tenure. This co-operation of industry and Government should result in stability in our forest industries and the continuance of this industry at its relatively high position of importance in the Province.

*Table 15.—Value of Production in the Forest Industries of British Columbia*

| Industry | 1938 | | 1950 | | 1951 | | 1952 (Preliminary) |
|---|---|---|---|---|---|---|---|
| | Gross Value | Net Value | Gross Value | Net Value | Gross Value | Net Value | Gross Value |
| Logging | $42,894,803 | $33,636,883 | $170,759,943 | $133,898,784 | $214,051,202 | $166,343,551 | $210,300,000 |
| Furniture | $2,183,934 | $1,215,809 | $13,502,308 | $6,695,137 | $14,310,215 | $7,415,149 | $14,800,000 |
| Sash, door, and planing mills | 4,181,381 | 2,028,105 | 34,070,701 | 11,485,054 | 41,331,453 | 13,811,839 | 43,500,000 |
| Sawmills | 46,986,133 | 19,575,124 | 293,022,294 | 148,286,160 | 347,147,390 | 167,001,838 | 316,723,587 |
| Veneers and plywoods | (1) | (1) | 30,047,542 | 16,094,945 | 43,202,315 | 24,806,298 | 42,176,834 |
| Boxes and baskets, wood | 2,088,182 | 1,009,623 | 2,684,420 | 1,131,150 | 2,150,361 | 1,116,187 | (2) |
| Coffins and caskets | 87,389 | 59,331 | 722,267 | 300,509 | 820,116 | 345,712 | (2) |
| Woodenware | (3) | (3) | 337,777 | 174,993 | 421,202 | 219,307 | (2) |
| *Wood-turning* | *211,734* | *96,668* | *606,630* | *258,396* | *654,756* | *278,957* | (2) |
| Miscellaneous wood products (N.E.S.) | 670,719 | 313,314 | 8,137,973 | 2,584,078 | 11,938,080 | 4,523,713 | (2) |
| Bee-keepers' and poultrymen's supplies | (3) | (3) | (3) | (3) | (3) | (3) | (3) |
| Excelsior | (3) | (3) | (3) | (3) | (3) | (3) | (3) |
| Flooring, hardwood | (3) | (3) | (3) | (3) | (3) | (3) | (3) |
| Cooperage | 117,987 | 41,187 | (3) | (3) | (3) | (3) | (3) |
| Totals, wood products | $58,036,069 | $24,996,965 | $383,899,507 | $187,392,993 | $462,793,788 | $219,875,798 | $440,000,000 |
| Boxes and bags, paper | $1,125,979 | $539,815 | $10,263,180 | $3,765,897 | $11,653,032 | $4,343,437 | $12,153,840 |
| Pulp and paper | 12,004,843 | 7,495,177 | 86,886,870 | 54,234,983 | 141,503,427 | 90,824,327 | 125,290,032 |
| Roofing-paper | 562,267 | 287,250 | 3,583,204 | 1,842,335 | 3,474,016 | 1,626,429 | (2) |
| Miscellaneous paper products | 2,476,821 | 700,442 | 9,353,881 | 3,214,189 | 10,608,685 | 3,465,150 | (2) |
| Totals, paper products | $16,169,910 | $9,022,684 | $110,087,135 | $63,057,404 | $167,239,160 | $100,259,343 | $151,500,000 |
| Totals, forest industries | $117,100,782 | $67,656,532 | $664,746,585 | $384,349,181 | $844,084,150 | $486,478,692 | $801,800,000 |
| Net value of production (totals, all industries) | | $228,572,747 | | $973,109,773 | | $1,212,253,561 | |

[1] Included in sawmills.
[2] Not available at publication date.
[3] Less than three firms reporting; however, their values are included in the totals.
Source: Dominion Bureau of Statistics, Ottawa.

## Mining Section

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 officials of the Department of Mines, consulting with and providing much data for special bulletins issued by that Department. This Section also maintains up-to-date records on mining statistics, copies of which are kept in the Central Records Branch of the Department of Mines. These records represent years of research and compilation by the Mining Section, 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 Section continues to provide the mineral-production value on a census division basis, and Table 16 shows the production for the years 1948, 1949, 1950, 1951, and 1952 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 17. The 1952 Report of the Minister of Mines makes available to the public comprehensive statistics of mineral production for 100 consecutive years. The total gross value of mineral products to the end of 1952 is slightly more

than three billion dollars. The value of all mineral products in 1952 was $170,851,914, some $4,800,000 less than 1951. In 1952 iron ore, having a value of $5,474,924, was mined on Vancouver Island and Texada Island, most of which was exported to Japan. Production of tungsten was begun late in 1951, none being shipped that year, but in 1952 the value of tungsten concentrates shipped was $4,565,024. Of the by-product metals, antimony had a value of $1,028,025, an increase of about $405,378, and bismuth and cadmium both showed reductions, as did the quantity of tin.

Silver, lead, and zinc were produced in greater quantity in 1952 than in 1951, the approximate increase being for silver 7 per cent, for lead 4 per cent, and for zinc 11 per cent of the 1951 output. However, the lower prices gave a reduced value to the 1952 production of each of these metals, and the sum of the three values in 1952 was $112,441,436, compared with $124,532,375 in 1951.

Although silver, lead, and zinc were produced in large quantities in 1952, silver-lead-zinc mining in British Columbia experienced a serious setback. The sharp fall in prices and the discount on United States funds affected all producers, and restricted acceptance of concentrates at the Trail smelter affected those shipping to that smelter.

Since 1936 the entire copper output of British Columbia has been exported for smelting, refining, and marketing.

The number employed in all branches of the mining industry of British Columbia in 1952 was 18,257. Major expenditures by the industry include salaries and wages, $62,256,631; fuel and electricity, $10,131,272; process supplies, $27,024,500; freight and treatment of ores and concentrates of metals, $30,444,575; Federal taxes, $19,202,-325; Provincial taxes, $1,824,221; municipal and other taxes, $1,135,952; levies for workmen's compensation, silicosis, and unemployment insurance, $2,075,491. These items amount to $154,094,967. Dividends paid in 1952 amount to $32,603,956.

*Table 16.—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 | 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 |
| | 1951 | 636 | 273 | 485 | 364 | ---------- | 1,060 | ---------- | 172,182 | 536,638 | 6,273 | 717,911 |
| | 1952 | 1,550 | ---------- | 1,043 | ---------- | ---------- | 6,032 | ---------- | 236,245 | 247,265 | 2,621 | 494,756 |
| Gold, lode | 1948 | ---------- | 741,090 | 2,280,670 | 409,430 | 402,955 | 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 |
| | 1951 | 442 | 57,044 | 2,106,752 | 538,710 | 188,230 | 4,340,746 | ---------- | 1,571,357 | 824,666 | ---------- | 9,627,947 |
| | 1952 | 2,364 | 90,644 | 2,061,169 | 365,627 | 8,019 | 4,003,250 | ---------- | 1,537,113 | 547,052 | ---------- | 8,615,238 |
| Silver | 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 |
| | 1951 | 3,074,568 | 730,500 | 835,150 | 170,222 | 27,074 | 27,751 | ---------- | 839,711 | 2,063,142 | ---------- | 7,768,118 |
| | 1952 | 2,502,479 | 1,156,545 | 467,905 | 77,270 | 376 | 14,292 | ---------- | 816,146 | 2,280,075 | ---------- | 7,315,088 |
| Copper | 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 |
| | 1951 | ---------- | 361,951 | 7,068,248 | 4,326,661 | 189,555 | ---------- | ---------- | ---------- | 33,740 | ---------- | 11,980,155 |
| | 1952 | ---------- | 368,739 | 7,544,800 | 4,361,154 | 5,498 | ---------- | ---------- | 91,919 | 682,783 | ---------- | 13,054,893 |
| Lead | 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 |
| | 1951 | 44,494,709 | 4,203,468 | 66,439 | 374,293 | 12,916 | ---------- | ---------- | 357,321 | 806,869 | ---------- | 50,316,015 |
| | 1952 | 35,375,424 | 8,725,100 | 30,526 | 213,999 | ---------- | 6,453 | ---------- | 439,465 | 1,145,725 | ---------- | 45,936,692 |
| Zinc | 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 |
| | 1951 | 48,075,713 | 11,086,219 | 88,568 | 5,596,038 | 120,765 | ---------- | ---------- | 559,221 | 921,718 | ---------- | 66,448,242 |
| | 1952 | 37,130,114 | 15,502,181 | 34,176 | 3,864,802 | ---------- | 1,442 | ---------- | 606,615 | 2,050,326 | ---------- | 59,189,656 |
| Coal | 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 |
| | 1951 | 7,422,623 | ---------- | 25,617 | ---------- | 2,578,446 | 5,843 | ---------- | 180,030 | ---------- | 20,794 | 10,233,353 |
| | 1952 | 7,054,228 | ---------- | 40,989 | ---------- | 1,902,076 | 7,404 | ---------- | 242,476 | ---------- | 25,051 | 9,272,224 |
| Structural materials | 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 | 3,084,309 | 5,112,193 | 316,754 | 25,753 | 181,968 | 110,270 | 48,072 | 9,955,890 |
| | 1950 | 356,248 | 282,044 | 244,061 | 3,501,701 | 5,202,601 | 324,934 | 12,910 | 169,582 | 70,970 | 40,938 | 10,205,989 |
| | 1951 | 103,924 | 249,584 | 176,784 | 3,897,759 | 5,377,629 | 388,814 | 110,234 | 109,778 | 103,013 | 70,691 | 10,588,210 |
| | 1952 | 192,703 | 524,488 | 213,023 | 4,163,301 | 5,669,098 | 347,738 | 45,416 | 93,259 | 180,086 | 167,849 | 11,596,961 |
| Miscellaneous metals and industrial minerals | 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 |
| | 1951 | 4,351,437 | 1,585,546 | 152,328 | 790,468 | 931,857 | 160,319 | ---------- | 7,685 | ---------- | ---------- | 7,979,640 |
| | 1952 | 2,363,913 | 5,442,795 | 141,654 | 344,274 | 5,474,924 | 146,636 | ---------- | 1,295,647 | 163,322 | ---------- | 15,376,406 |
| Totals | 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 | 8,931,322 | 9,345,469 | 5,070,656 | 25,753 | 2,620,730 | 2,826,396 | 147,000 | 133,012,968 |
| | 1950 | 93,196,455 | 12,440,589 | 9,509,365 | 10,586,035 | 8,364,996 | 5,213,884 | 12,910 | 3,354,365 | 5,322,918 | 153,543 | 148,155,060 |
| | 1951 | 107,524,052 | 18,274,585 | 10,520,371 | 15,694,515 | 9,426,472 | 4,924,533 | 110,234 | 3,797,285 | 5,289,786 | 97,758 | 175,659,591 |
| | 1952 | 84,622,775 | 31,810,492 | 10,535,285 | 13,390,427 | 13,059,991 | 4,533,247 | 45,416 | 5,362,126 | 7,296,634 | 195,521 | 170,851,914 |

*Table 17.—British Columbia Mine Production, 1951 and 1952*

| Description | 1951 | | 1952 | |
|---|---|---|---|---|
| | Quantity | Value | Quantity | Value |
| ***Principal Metals*** | | | | |
| Gold— | | | | |
| Placer, crude ..... oz. | 23,691 | $717,911 | 17,554 | $494,756 |
| Lode, fine ..... oz. | 261,274 | 9,627,947 | 251,393 | 8,615,238 |
| Silver ..... oz. | 8,215,884 | 7,768,118 | 8,796,720 | 7,315,088 |
| Copper ..... lb. | 43,249,658 | 11,980,155 | 42,005,512 | 13,054,893 |
| Lead ..... lb. | 273,456,604 | 50,316,015 | 284,949,396 | 45,936,692 |
| Zinc ..... lb. | 333,910,764 | 66,448,242 | 372,871,717 | 59,189,656 |
| Totals ..... | ..... | $146,858,388 | ..... | $134,606,323 |
| ***Miscellaneous Metals*** | | | | |
| Antimony ..... lb. | 1,310,836 | $622,647 | 2,333,239 | $1,028,025 |
| Bismuth ..... lb. | 191,471 | 451,872 | 142,246 | 312,941 |
| Cadmium ..... lb. | 1,164,933 | 3,122,021 | 726,172 | 1,561,270 |
| Indium ..... oz. | 582 | 1,368 | 404 | 889 |
| Iron ore ..... tons | 113,535 | 790,000 | 900,481 | 5,474,924 |
| Platinum ..... oz. | 22 | 2,085 | 2 | 176 |
| Tin ..... lb. | 346,718 | 495,807 | 212,113 | 250,293 |
| Tungsten ($WO_3$) ..... lb. | ..... | ..... | 1,434,640 | 4,565,024 |
| Totals ..... | ..... | $5,485,800 | ..... | $13,193,542 |
| ***Industrial Minerals*** | | | | |
| Asbestos ..... | ..... | ..... | ..... | $23,000 |
| Barite ..... tons | 1,248 | $16,244 | 848 | 13,408 |
| Diatomite ..... tons | 8 | 223 | 12 | 240 |
| Flux (quartz, limestone) ..... tons | 144,235 | 292,100 | 55,588 | 141,478 |
| Granules (slate and rock) ..... tons | 5,727 | 73,767 | 1,610 | 21,026 |
| Gypsum and products ..... tons | 124,729 | 263,072 | 91,112 | 235,453 |
| Mica ..... lb. | 606,000 | 7,462 | 314,000 | 3,001 |
| Sulphur ..... tons | 194,874 | 1,840,992 | 182,627 | 1,745,258 |
| Totals ..... | ..... | $2,493,840 | ..... | $2,182,864 |
| ***Structural Materials*** | | | | |
| Brick— | | | | |
| Common ..... No. | 1,353,000 | $41,820 | 830,815 | $28,248 |
| Face, paving, sewer ..... No. | 3,127,888 | 153,575 | 2,566,540 | 121,254 |
| Firebrick, blocks ..... | ..... | 380,742 | ..... | 435,681 |
| Clays ..... tons | 14,786 | 60,255 | 11,483 | 51,797 |
| Structural tile, hollow blocks ..... | ..... | 171,481 | ..... | 60,273 |
| Drain-tile, sewer-pipe, flue-linings ..... | ..... | 410,206 | ..... | 468,110 |
| Pottery—glazed or unglazed ..... | ..... | 4,695 | ..... | 6,536 |
| Other clay products ..... | ..... | 10,393 | ..... | 11,296 |
| Cement ..... | ..... | 3,311,439 | ..... | 3,603,273 |
| Lime and limestone ..... tons | 241,723 | 1,251,327 | 321,710 | 1,552,772 |
| Rubble, riprap, crushed rock ..... tons | 972,178 | 1,145,072 | 739,504 | 982,792 |
| Sand and gravel ..... | ..... | 3,355,693 | ..... | 3,839,965 |
| Stone ..... tons | 4,837 | 309,350 | 122,308 | 434,964 |
| Totals ..... | ..... | $10,606,048 | ..... | $11,596,961 |
| ***Fuel*** | | | | |
| Coal ..... tons | 1,574,362 | $10,233,353 | 1,426,496 | $9,272,224 |
| Total value ..... | ..... | $175,677,429 | ..... | $170,851,914 |

## Labour Section

Constituting a regular annual project of main importance for the Labour Section, the collection and compilation of labour statistics was again completed for the Provincial Department of Labour, a summarization of the 1952 survey being published under heading of Statistics of Trades and Industries in the Annual Report of the Department of Labour for that year.

The rapid growth of industrial development throughout the Province places increasing emphasis on labour and its problems, and the need for labour information, facts, and figures of interest and concern to both employer and employee.

As a means to deal constructively with the growing number of inquiries concerning industrial payrolls, employment, occupational wage rates, hours of work, and similar matters, the Labour Section provides a constant source of information through the medium of annual surveys. Under a co-operative agreement in effect for some years between the Department of Labour and the Department of Trade and Industry, information thus obtained is made jointly available to both Departments.

Supplementary projects completed during the year included regional breakdowns of industrial employment and payroll information, the current edition of a list of industrial firms in size groups, an industrial index of reporting firms, and routine statistical analyses of Provincial labour data in response to periodic inquiries from outside interests, business and banking institutions, Boards of Trade, and other Governmental departments.

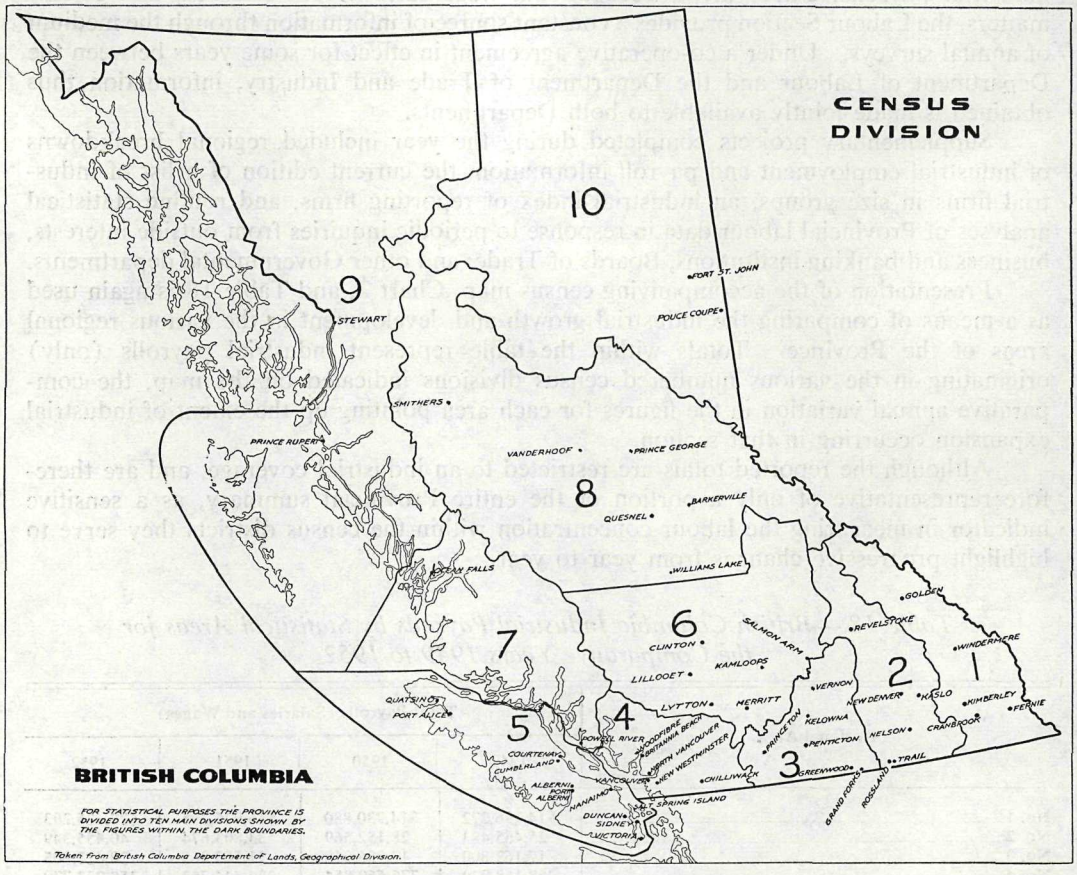
Presentation of the accompanying census map, Chart 2, and Table 18 is again used as a means of comparing the industrial growth and development in the various regional areas of the Province. Totals within the table represent industrial payrolls (only) originating in the various numbered census divisions indicated on the map, the comparative annual variation in the figures for each area pointing up the extent of industrial expansion occurring in that section.

Although the reported totals are restricted to an industrial coverage, and are therefore representative of only a portion of the entire Provincial summary, as a sensitive indicator in measuring the labour concentration within the census districts they serve to highlight progressive changes from year to year.

*Table 18.—British Columbia Industrial Payrolls by Statistical Areas for the Comparative Years 1949 to 1952*

| Regional Area | Total Payrolls (Salaries and Wages) | | | |
|---|---|---|---|---|
| | 1949 | 1950 | 1951 | 1952 |
| No. 1 | $14,196,272 | $14,730,880 | $16,925,795 | $27,425,293 |
| No. 2 | 25,465,483 | 28,152,569 | 33,803,674 | 40,455,349 |
| No. 3 | 17,162,800 | 17,986,918 | 21,563,865 | 20,422,805 |
| No. 4 | 268,168,929 | 276,660,854 | 326,844,763 | 358,233,779 |
| No. 5 | 69,824,047 | 87,321,304 | 106,834,119 | 109,412,278 |
| No. 6 | 6,709,107 | 7,793,958 | 10,905,394 | 11,015,136 |
| No. 7 | 13,991,506 | 17,053,224 | 22,065,843 | 20,160,757 |
| No. 8 | 7,109,097 | 11,492,745 | 18,808,909 | 20,771,777 |
| No. 9 | 7,793,375 | 9,749,718 | 19,560,533 | 32,163,701 |
| No. 10 | 2,586,330 | 1,352,763 | 2,140,056 | 2,266,598 |
| Not specified | 1,156,849 | 2,139,119 | 2,291,684 | 4,703,401 |
| Totals | $434,163,795 | $474,434,052 | $581,744,635 | $647,030,874 |

*Chart 2.—Census Divisions*




## 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, in co-operation with the University of British Columbia marketing classes, completed a survey of the vacation travel habits of Greater Victoria and Vancouver residents. This survey covered the following topics relating to Greater Victoria and Vancouver tourist habits: Expenditures, destinations, length of stay, average size of party, method of travel, type of lodging used.

Considerable progress was made in the preparation and revision of the Regional Industrial Index of British Columbia which will be released in 1954.

A companion publication to the British Columbia Trade Index, released in 1952, Wholesale Directory was in the final stages of preparation and will be released early in 1954.

Several area studies of a confidential nature were undertaken to determine the economic potentialities of specific regions. It is planned to make several market and industrial-area studies during 1954.

This Division assisted in the preparation of material for the Federal-Provincial Conference held in December.

In addition, many miscellaneous requests, principally relating to regional statistics and marketing, were answered.

## MECHANICAL TABULATION DIVISION

During the year 1953 the Mechanical Tabulation Division continued to operate as a service bureau for those departments of the Government which do not operate a punched-card installation. Departments and branches taking advantage of this service are listed below, showing the value of work done for each at cost for the twelve-month period ended October 31st, 1953. No charge was made to the departments for this service, except the Liquor Control Board, which agreed to pay a fixed monthly rate.

| | | |
|---|---|---|
| Department of Agriculture—Herd Improvement Branch | | $1,056.68 |
| Department of the Attorney-General— | | |
| Motor-vehicle Branch | $6,049.88 | |
| Liquor Control Board | 27,111.60 | |
| | | 33,161.48 |
| Department of Education—Annual Statistical Report | | 1,124.98 |
| Department of Finance—Furniture inventory | | 628.94 |
| Department of Health and Welfare— | | |
| Accounting Division | $1,678.92 | |
| Medical Services Division | 14,025.22 | |
| Hospital Insurance Service | 1,236.76 | |
| | | 17,940.90 |
| Department of Labour—Annual Statistical Report | | 3,493.04 |
| Department of Lands and Forests— | | |
| Geographic Division | $468.40 | |
| Water Rights Branch | 746.18 | |
| Forest Surveys Division | 4,196.98 | |
| Forest Management Branch | 2,140.98 | |
| | | 7,552.54 |
| Department of the Provincial Secretary— | | |
| Civil Service Commission | $4,735.54 | |
| Queen's Printer | 12,822.20 | |
| | | 17,557.74 |
| Department of Trade and Industry— | | |
| Bureau of Economics and Statistics | $5,846.94 | |
| Mechanical Tabulation Division | 8,221.12 | |
| | | 14,068.06 |
| Total | | $96,584.36 |

There was a considerable amount of development work undertaken during the year. For the Department of Lands and Forests, the following new jobs were started:—

Water Rights Branch: Water Rights Rental Billing.

Forest Surveys Division: (*a*) Aerial Reconnaissance Survey; (*b*) D.B.H. Tally Records; (*c*) Volume of Trees Survey.

Forest Management Division: Lumber Recovery Survey.

For the Water Rights Branch we were required to punch and verify 45,000 cards which will form a permanent billing file for some 15,000 rental accounts. From this file the 1954 bills were automatically prepared, together with a numeric listing and an alphabetic cross-index of accounts. As accounts are paid, cards will be pulled and transferred to a " paid-up file " so that statements can be prepared showing paid or unpaid accounts as required. This job was developed in close co-operation with the Comptroller-General's office.

In the early part of the year we were asked to make a special tabulation of Aerial Reconnaissance Survey records for the Forest Surveys Division. This survey was designed to produce an estimate of the lumber acreage and volume throughout the Province.

To attain this, cards were punched for each status and timber class in each of the 9,000 compartments, and additional cards were punched to show a distribution of mature timber by species and others for a distribution of age-classes for immature timber. Predetermined acreage volumes and species percentages were punched into the cards, and by using the multiplying punch the area was multiplied by the average volume to obtain total volume figures. In the same way the volume by species was determined by multiplying species percentage by total volume. A similar operation was used to determine area by age-groups.

In December the punching of some 75,000 cards was started for a special survey based on the diameter of trees at breast height. In this survey, diameters are recorded in one-tenth inches, and is designed to group the results in 2-inch-diameter classes. This survey is due for completion early in January of the new year.

In December another large-scale job was started for the Forest Surveys Division, when we undertook to punch some 250,000 cards for its Volume of Trees Survey. This job, which is scheduled for completion in April, will involve a considerable amount of multiplier time, as we will be required to calculate the total volume for each tree by squaring both the bottom and top diameters, which will be added together and multiplied by the length and a predetermined factor. By doing this operation mechanically, it is obvious that a tremendous amount of time will be saved.

Another interesting job was the Lumber Recovery Survey for the Forest Management Division. In this case we punched from the scaling records for individual mills and calculated by means of the multiplying punch the estimated lumber recovery in 1-inch, 2-inch, and dimensional groups. These were used by Forest Service officials to compare with the actual recovery records to determine the operating efficiency of the mills concerned.

The Forest Inventory job, which has been in operation for about seventeen years, was revised and considerable detail eliminated, which has made it possible to record the vital information on three instead of eight cards, as previously used. Tabulations for this survey are printed directly on to Duplimat masters by the alphabetic printer, which makes it possible to run thirty-five copies of each tabulation.

In the Department of Agriculture we punched individual milking records for the Ayrshire and Guernsey breeds and calculated average production records, by sire, daughters, and daughter-dam pairs. While this was not a large-volume job, the number of calculations that had to be performed made it a worth-while tabulating operation.

One of the biggest expansions was undertaken for the Liquor Control Board in the latter part of the year, when the punched-card system in use in the Esquimalt store on an experimental basis was instigated in the Pender Street store in Vancouver. The system was put into effect December 1st and successfully withstood the heavy Christmas and New Year rush, during which some 312,000 cards had to be handled for this store alone.

A survey was also started but has yet to be completed on a plan to combine cost-of-drug statements with those of the Medical Services Division of Vancouver for Social Assistance cases.

Preliminary talks were held with officials of the Department of Public Works concerning a plan to tabulate its traffic records, which it is understood would involve 35,000 cards in the initial tabulation.

A survey was made for the Queen's Printer and a system using pre-punched mark sensed cards was recommended for their job-time records; this has, however, not yet been put into operation.

A discussion was held with an official of the Poultry Branch on the possibility of tabulating turkey-breeding records.

To meet the diversity of the work handled, the Division is equipped with a complete set of tabulating equipment, including alphabetic tabulators, sorters, reproducing gang

summary punches, end-printing document punches, alphabetic interpreters, a collator, and a multiplying punch, as well as alphabetic punches and verifiers.

The staff is composed of a senior supervisor, assistant supervisor, three senior machine operators, seven machine operators, a senior key-punch operator, three verifier operators, four key-punch operators, a senior clerk-stenographer, and three clerks. In addition, two members of the Liquor Control Board staff are attached to the Division to maintain liaison between the two departments.

During the year there was an exodus of machine operators to the United States, which noticeably affected our senior positions, and we experienced considerable difficulty in holding or replacing trained personnel.

The Chief Supervisor was honoured by being selected for a one-year assignment with the United Nations to install a punched-card system for the Burmese Government; however, the staff situation prevented granting of the necessary leave.

## PUBLICATIONS

*Monthly Bulletin.*—This publication has been continued and expanded. Special articles have been included at various times throughout the year covering topics of current interest. Included are statistical summaries of business indicators relating to British Columbia's economy.

*External Trade.*—Monthly statistics covering 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.*—There are a few copies remaining of this publication, released in November, 1952. The Wholesale Index is now being revised and will be published during 1954.

*British Columbia Industrial Index.*—This publication is being revised and will be released during 1954.

*British Columbia Facts and Statistics.*—This publication was first issued in 1948; the seventh edition will be released early in 1954. This publication provides general and historical facts and statistics relating to British Columbia under the following headings: Population, Education, Government and Finance, Judiciary, Banking, Transportation, Communication, Retail Trade, Agriculture, Fisheries, Forestry, Mining, Manufacturing, Water Power, Tourists, and Economic Activity.

*Summary of Business Activity in British Columbia.*—This publication is a companion of the monthly bulletin and provides a compact source of annual statistics relative to the economy of the Province.

*A Survey of the 1952 Vacation Travel Habits of Greater Victoria and Vancouver Residents.*—This survey was done in co-operation with the marketing classes of the University of British Columbia and covers such items as expenditure, mode of travel, type of lodging used, destination, and average size of party as they relate to Greater Victoria and Vancouver residents.

*Establishing a Business in British Columbia.*—The above is a new brochure published by this Bureau and gives to prospective investors information relating to the establishment of a business in British Columbia, such as government regulations, facilities and services, etc.

*Statistical Record of the Lumber Industry in British Columbia.*—An historical summary of statistics relating to the forest industry of British Columbia.

*List of Industrial Firms in British Columbia by Number of Employees.*—An alphabetic listing of firms segregated by size groups according to employment.

*Current Publications.*—In addition to Departmental publications, other studies were completed but not released for general consumption and covered such topics as tourist expenditures, wage rates and working conditions in Vancouver and Victoria, and industrial expansion by census divisions.

# REPORT OF THE BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU

## GENERAL

The year 1953 proved an unparalleled tourist year for British Columbia. Month after month the number of travellers' vehicle permits issued at the Provincial border eclipsed the record-breaking figures of the year before.

Percentage-wise, visitors coming by automobile through the customs ports were up over 8.1, more than 850,000 United States visitors crossing the line, compared with approximately 787,000 in 1952. Interprovincial and domestic holiday traffic appeared to be proportionately heavy, and a final estimate should show the Provincial cash register recording close to $70,000,000 on the Visitor Industry Account.

Including those who arrived by public carrier or entered the Province via the Alberta boundary, British Columbia played host to over 1,700,000 visitors.

That British Columbia's " visitor " figures hold up so well in face of increased competition for the tourist dollar is something we may congratulate ourselves upon. Last year there was a general trend toward more expenditures authorized for tourist promotion. Florida alone doubled the State advertising appropriation, as did Montana and Vermont. Southern California, Hawaii, the West Indies, Mexico, Britain—all tourist-conscious countries and communities—stepped up their promotions, but perhaps part of British Columbia's success in more than holding its own may be found in the results of a questionnaire survey made by the Canadian Government Travel Bureau: " The advice of friends was the greatest influence in persuading people to come to Canada. This accounted for 37.5 per cent, advertising 23.6 per cent, etc."

From this we take it that those who visit us return home satisfied; that we have given good accommodation, good food, courtesy, and that our scenery, highways, and amenities have measured up to our promises. While British Columbia's tourist promotions have been sustained and every encouragement must be given the prospective visitor both on Provincial and local levels, it is obvious that the wider public recognition and appreciation of the tourist industry is also having a beneficial effect.

Other factors contributing to the steady increase in the tourist industry of British Columbia are the improved highways, the superior accommodation in all price brackets, and the effects of the Game Branch programme, which has resulted in the balance of nature in wildlife being largely maintained in spite of the heavy harvest taken annually by anglers and sportsmen.

We were fortunate last year in that there was no adverse publicity on floods, fires, or other catastrophic events, real or otherwise, to discourage travel, but the resort areas were affected by seasonal weather conditions, which made for some early fluctuations in the occupancy graph.

We found this year that a larger percentage of the inquiries received were for the less expensive type of vacation, and that the parks and camp-sites were extremely well patronized. (In the East Kootenay National Park alone there were 120,283 visitors in the period April 1st to July 31st, an increase of 24,242.) While there was little indication that the British Columbian was making fewer trips to points south of the border, there was every indication that the British Columbia family was taking more advantage of those facilities afforded by the Province for the enjoyment of the outdoors.

Our own observations coincide with those of the Canadian Government Travel Bureau, in that the average length of stay appears to be shorter. According to the Dominion Bureau of Statistics, the average length of visit dropped from 5.28 days in 1948 to 4.62 in 1952. Our thought on this, however, is that the decline in average stay is not due to the lesser number remaining a week or more in British Columbia, but to

the greater number of those from our large Washington market who, having normally a five-day week, can take advantage of this and of the longer week-ends over statutory holidays to take brief excursions into Canada.

## ADVERTISING

The advertising investment in 1953 followed a slightly different pattern from previous years. Some space was taken in national magazines with a high travel interest—Highway Traveller, Holiday, National Geographic, Sunset, Time—and space was also taken in the Travel Agent, a trade publication. These advertisements are supported throughout the West by newspaper space in all major centres through the eleven Western States, with schedule emphasis in California, Oregon, and Washington. The copy theme was an invitation to " Enjoy a Coronation Year Vacation in British Columbia."

A promotional innovation for British Columbia was the use of television. An investment of approximately $10,000 was made in specially prepared one-minute telecasts over two stations in Seattle, two in Los Angeles, three in San Francisco, and one in Spokane. These television spots were made in April and May, reaching an audience conservatively estimated at five million.

The five painted bulletins, which have proven so effective in past years, were repainted with the Coronation Year invitation. In the vicinity of Seattle, Portland, Tacoma, Grant's Pass, and Spokane, traffic count past these bulletins was in the vicinity of eleven million.

With a view to (1) encouraging British Columbians to spend their own vacations in British Columbia and (2) stemming the flow of Canadian dollars in the pockets of British Columbians to the United States, the Department again engaged in a programme of spot announcements over eighteen British Columbia radio stations. These announcements were given at effective times through June, July, and August, and were given generous support by radio-station management generally, and by sponsors of commercial programmes. While it is extremely difficult to key this type of advertising, from the reaction and comments of resort operators through the country the Department is convinced that the campaign was effective and gave a good rate on the dollar investment.

The theme " Know British Columbia Better " was also carried through large numbers of general advertisements which appeared in various newspapers and miscellaneous publications in the Province through the season.

Interprovincial traffic was encouraged through the use of Canadian national magazines and newspapers with wide distribution, and the winter traffic was stimulated by a special campaign through the Prairie Provinces and Eastern Canada which, from the point of view of inquiries received, more than justified the modest investment. This campaign again had the effect of stimulating a large number of settlement inquiries, particularly from Easterners who are retired or approaching retirement.

While the basic tourist advertising campaigns are prepared and placed through an agency, the Bureau staff prepared 190 general advertisements, including special editions, issued orders for 2,420 advertisements for other departments, and checked all advertising invoices for every branch of Government service.

## INQUIRIES

All told during 1953 the Bureau staff handled 23,517 inquiries by mail. During the height of the season—April, May, and June—more than half the inquiries were attributed to the current advertising campaign. The Bureau was again fortunate in having a staff of young ladies, all of whom are qualified by their training in the Bureau, to handle this volume expeditiously. With very few exceptions, inquiries are given response within twenty-four hours of receipt. Many letters expressing appreciation of services and information given were received by the Bureau.

GREEN-GARBED GIRLS BOOST EVERGREEN PROVINCE

Visitors to this evergreen Province now find that official travel information comes garbed in appropriate fashion. Five travel counsellors, who believe in doing their job in the right style, are wearing smart forest-green blazers as they dispense information at the British Columbia Government Travel Bureau on Superior Street in Victoria. Civil Servants can also be colourful, the girls decided, when they voluntarily purchased their identical outfits. Grey flannel skirts and white blouses complete the costumes. Pictured above, all ready to give a good impression of their service as well as travel information, the Travel Bureau " girls-in-green " are, left to right: Joan Young, Lois Moir, Pat Hamilton, Yvonne Christopher, and Pat I'Anson. Staff writer Harry Harrod completes the picture. (These girls have handled up to 800 inquiries through the mail in a single day.)

## FIELD WORK

Of the Bureau's promotional activities, the personal-contact trips play a most important part. In the months of March and April such a trip was made through the eight Western States. Washington, Oregon, and California, in particular, were given special attention, as the volume of traffic from these three States is heavier by comparison than that from other States. The larger populated areas on the West Coast continue to function as focal points for publicity and are the principal distributing centres for promotional material, their value as such being indicated by the increased travel inquiries and calls for greater quantities of tourist literature from these places.

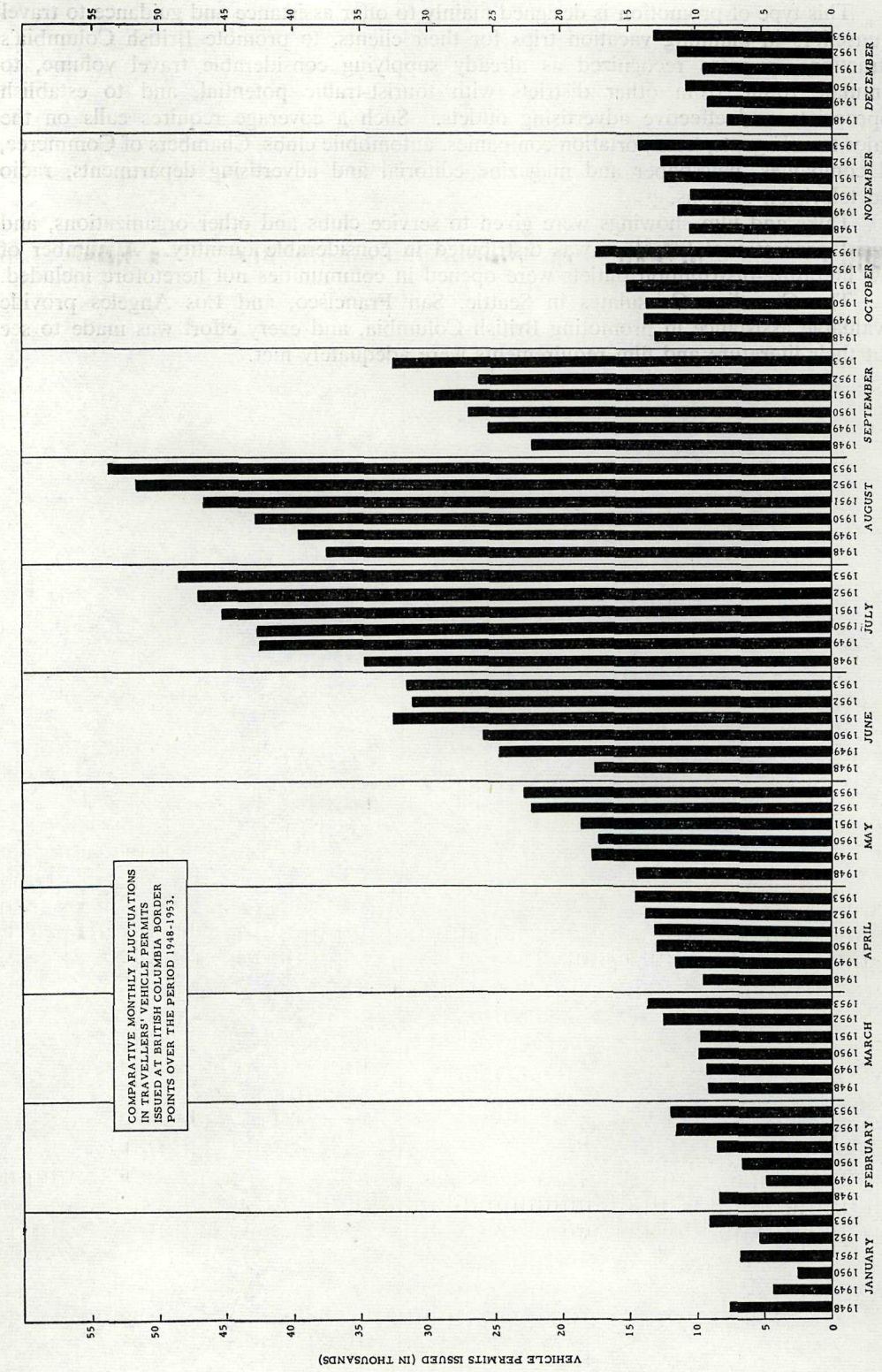
A few cities of approximately 25,000 population which had not had complete coverage on previous contact trips were visited, and the response was excellent. These smaller urban areas, in which much of our summer traffic has its source, could be given more attention to good advantage should more time be allotted to this phase of tourist promotion.

A trip of shorter duration was made in June to the customs ports and major cities of the Border States and through the Province of Alberta. This publicity work, which continued throughout the summer within British Columbia, was included in part of the duties of the Assistant Commissioner. All travel in connection with the field work was done by automobile.

This type of promotion is designed mainly to offer assistance and guidance to travel counsellors in planning vacation trips for their clients, to promote British Columbia's attractions in areas recognized as already supplying considerable travel volume, to stimulate traffic from other districts with tourist-traffic potential, and to establish appropriate and effective advertising outlets. Such a coverage requires calls on the major travel agents, transportation companies, automobile clubs, Chambers of Commerce, oil companies, newspaper and magazine editorial and advertising departments, radio and television stations.

Talks and film showings were given to service clubs and other organizations, and tourist promotional literature was distributed in considerable quantity. A number of new literature-distribution outlets were opened in communities not heretofore included.

The Canadian Consulates in Seattle, San Francisco, and Los Angeles provide invaluable assistance in promoting British Columbia, and every effort was made to see that their literature and film requirements were adequately met.


COMPARATIVE MONTHLY FLUCTUATIONS
IN TRAVELLERS' VEHICLE PERMITS
ISSUED AT BRITISH COLUMBIA BORDER
POINTS OVER THE PERIOD 1948-1953.
VEHICLE PERMITS ISSUED (IN THOUSANDS)
0
5
10
15
20
25
30
35
40
45
50
55
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER
1948
1949
1950
1951
1952
1953

## PUBLICITY

The Bureau continued to exploit the possibilities of free publicity in a wide range of periodicals, including general magazines, week-end and daily newspapers, trade journals, business publications, and house organs.

Articles dealing with the tourist attractions of the Province were supplied to The Edmonton Journal, Spokane Spokesman-Review, Hawaii Advertiser, Çà et Là, World Travel, Canadian Geographical Journal, Travel Magazine, the National Automobile Association publication, Pacific Travel Handbook, The Rudder, and Sicks' Enterpriser, while source material for the writing of stories and articles was supplied to editors and writers of Fortnight, Sunset, Authenticated News Service, The Union Signal, The Edmonton Journal, New York Journal of Commerce, Spokane Daily Chronicle, and Moncton Times and Transcript.

Bureau services were also aimed at encouraging interest in the Province as a land of industrial opportunity. To this end, articles were written for Western Buyers' Market, The Financial Post, The Monetary Times, The Railway Review, The Canadian Mixer, The Jewish Post, Williams Lake Tribune, Cariboo Observer, Modern Transport, Imperial Review, Canadian Industrial Index, and the programmes of the B.C. Products Fair and the Pacific National Exhibition.

Factual material for editorial use was forwarded on request to Encyclopedia of Canada, Southam newspapers, Quick Canadian Facts, Seattle Times, Year, and the Bank of Montreal's Canada Today.

## LITERATURE

Of the twenty-eight pieces of promotional literature in active circulation last year, over half a million folders and booklets were distributed. All the material was distributed on personal request, except at entry ports, where limited amounts of folders are kept in racks accessible to visitors as they cross the border. Otherwise, the folders are handled by the Bureau and by auto clubs, travel agencies, and other directional bureaux where inquiry is made. Every effort is made to ensure that the folders are used effectively and with a minimum of waste, each piece of literature being designed to support a definite sales objective, meet a particular need or requirement, or support a definite objective in a specific market. Requests for literature from the United States, other Canadian points, and travel interests within the Province were unprecedented. The Department continued with the publication of the road reports, for which it now has a mailing-list of approximately 1,000 auto clubs, oil companies, radio stations, newspapers, travel bureaux, etc. This is produced with the co-operation of the Department of Public Works and the Queen's Printer, who provides a twenty-four-hour production service.

British Columbia's highway map appeared in a new form, and the map design now follows the general pattern adopted by the oil companies, to which the public has become accustomed. This has proven a very popular and basic piece of literature. The next publication in order of its importance and acceptance is the Auto Courts and Resorts folder which, in 1954, will list hotels and camp-sites as well as resorts and motels. The demand has been such that the print order on the 1954 edition is 100,000.

Interest in the British Columbia route to Alaska dictated the production of a folder, "The Great North Road through British Columbia," which replaced the John Hart Highway folder. Another new folder, "Fascinating Facts about British Columbia," was designed to answer the thousands of general inquiries, at a low cost.

In addition to the general and regional folders, the Bureau was also able, as in previous years, to assist in the development of convention traffic through the insertion or overprint of messages in standard literature. The Bureau also assisted a number of regional promotions by printing and contributing folders covering special events and

regional attractions in Chilliwack, Revelstoke, Dawson Creek, Mission, Nelson, Creston, White Rock, and Kelowna. The British Empire Games were also subject of a special promotional folder.

During the year the Department was charged with the continued production of the Provincial Parks folder and the Roadside Campsites folder, previously published by the Forest Service. These are popular and informative folders which, in 1954, will also include the National parks in British Columbia.

During the year the Department produced a series of twelve very attractive posters, 18 by 23 inches, which have proven most acceptable, and which are being used very widely for display purposes across Canada and through the United States. These posters, in one colour, are fine examples of lithographic art, and have been subject of a great deal of favourable comment.

A new folder under production will feature the Vancouver-Howe Sound-Sechelt-Powell River area, which is being further developed tourist-wise by the new highway-ferry links.

In co-operation with the Province of Alberta, the Bureau also produced a map folder covering Alberta and British Columbia for the particular benefit of through travellers and in the interests of development of interprovincial traffic.

## CO-OPERATIVE ACTIVITIES

The British Columbia Government Travel Bureau appreciates and acknowledges other and great factors contributing to the development of the tourist industry of British Columbia. Its officers also appreciate the splendid spirit of co-operation which pervades the industry generally. The exchanges between the Bureau and the Automobile Club of Southern California, the National automobile clubs, and the State automobile associations of California, Oregon, and Washington have all reflected a genuine interest in the visitor to the Pacific Northwest, regardless of his destination or place of origin.

By these organizations, as by the oil company travel bureaux without exception, British Columbia highways, facilities, attractions, and amenities have been treated most truthfully. To their officers and staff the Bureau is much indebted for a comparatively trouble-free year in that all of them have gone to great lengths to assure factual information for their clients and patrons.

The British Columbia Automobile Association also co-operated very closely with the Bureau.

During the year, community and regional travel bureaux throughout British Columbia became more firmly established and rendered exceptional service to the traveller. The activities of these organizations reflect a growing community appreciation of the tourist industry, which is expressed in many ways. Information centres at Kamloops, Nanaimo, Hope, Vernon, New Westminster, Chilliwack, Trail, Kimberley, Kelowna, Revelstoke, Nelson, Cranbrook, Courtenay, and a score of other centres rendered useful and effective service to many thousands of visitors and, in co-operating with the Bureau, enabled it to round out a comprehensive programme of promotion and service.

The Victoria and Island Publicity Bureau and the Vancouver Tourist Association, as through many preceding years, rendered a tourist service extending far beyond their immediate local and regional concerns.

The co-operation at all times of the Canadian Customs and Immigration Officers at border points was greatly appreciated by the Bureau. These busy officers took time, as opportunity offered, to give factual information as requested and to handle such literature as the Bureau was able to afford the ports of entry. It is felt that the co-operative and helpful attitude on the part of the Canadian border officials has contributed in no small way to the development of the tourist industry in British Columbia.

The Bureau also appreciatively acknowledges the co-operation of the United States Immigration Officers stationed in Victoria and the Canadian Superintendents of Immi-

gration and Customs, all of whom have co-operated very generously on matters pertaining to their respective fields.

In another section of this report, mention has been made of the liaison between the Bureau and the Auto Courts and Resorts Association. The officers of the association have given considerable time to matters concerning the industry as a whole, and both the Provincial and regional associations have extended much assistance to the Bureau.

As in the past, every courtesy and consideration has been extended to the Bureau by the officers of the Evergreen Playground Association, in which British Columbia maintains token membership.

Particularly friendly gestures have been made by the officers of the San Francisco Sport Show, where, notwithstanding that the Bureau has not taken space for a number of years, the Province is given programme advertising without cost and extended many courtesies.

British Columbia's interest in the Canada-wide promotion of the Canadian Government Travel Bureau has been well protected, and the directors and staff of the Ottawa Bureau have been very ready at all times to discuss the many problems affecting tourist traffic. An exchange of literature and information provides the Bureau with material on immigration, customs, and extra-provincial matters, while British Columbia's literature is made available to the Canadian offices in New York, Chicago, Los Angeles, and San Francisco.

The Canadian Consuls-General and their staffs in San Francisco, Los Angeles, and Seattle at all times placed the resources and facilities of their offices at the disposal of the Bureau, which facilities were frequently taken advantage of. These offices were particularly helpful to the Assistant Commissioner on his spring tour.

*Number of Auto Courts Star-rated and Ungraded*

| | 1953 | | 1952 | | 1951 | | 1948 | |
|---|---|---|---|---|---|---|---|---|
| | Number | Per Cent | Number | Per Cent | Number | Per Cent | Number | Per Cent |
| Four stars | 334 | 33 | 311 | 30 | 261 | 24 | 70 | 11 |
| Three stars | 249 | 25 | 249 | 25 | 231 | 23 | 158 | 25 |
| Two stars | 160 | 16 | 166 | 16 | 166 | 17 | 112 | 17 |
| One star | 124 | 12 | 130 | 13 | 147 | 15 | 141 | 23 |
| No star | 147 | 14 | 165 | 16 | 179 | 18 | 151 | 24 |
| Total star-rated | 1,014[1] | 100 | 1,021 | 100 | 984 | 100 | 632 | 100 |
| Not rated | 288 | ..... | 218 | ..... | 212 | ..... | ..... | ..... |
| Totals | 1,302 | ..... | 1,239 | ..... | 1,196 | ..... | ..... | ..... |
| Permits | 55 | ..... | 82 | ..... | 84 | ..... | ..... | ..... |
| Grand totals | 1,357 | ..... | 1,321 | ..... | 1,280 | ..... | ..... | ..... |

[1] Total accommodation star-rated in 1953 is less than year previous, as there was a considerable number of premises of low grade being improved at the time of inspection and they were placed in the ungraded category pending reinspection for up-grading in 1954.

The following grades were raised in 1953:—

Three grades raised from three to four stars.
One grade raised from two to four stars.
Seven grades raised from two to three stars.
Two grades raised from one to three stars.
One grade raised from no star to three stars.
Three grades raised from one to two stars.

The following grades were lowered in 1953:—

One grade lowered from four to three stars.
One grade lowered from three to two stars.

Auto courts initially graded in 1953 were as follows:—

| | |
|---|---|
| Four stars | 27 |
| Three stars | 5 |
| Two stars | 2 |
| One star | 3 |
| No star | 2 |
| Total | 39 |

Auto courts that ceased operating in 1952 numbered 40, and in 1953 also numbered 40.

New licences issued in 1953, 103, and cancelled (health O.K.), 3.

## "TOURIST ACCOMMODATION REGULATION ACT"

The figures in the accompanying tabulation cover the Bureau's physical activities under the "Tourist Accommodation Regulation Act." These figures indicate that there was a still further improvement in British Columbia's high standard of accommodation in 1953. This year, however, the inspection work had to be carried out entirely by the Assistant Commissioner in addition to his other field work, and the percentage of reinspections was low. All operators who asked for a regrading were given one, but with the staff limitations it was impossible to provide the satisfactory minimum of one call each year on each establishment.

The star-rating system is very much appreciated by the public and by the Auto Courts and Resorts Association, but the fact that general standards in British Columbia have so greatly improved since the regulations were first enforced now calls for some revision of the grading formula, particularly in respect to the width of the four-star bracket. The Auto Courts and Resorts Association has had a committee studying this problem for some time, and the officers of the Bureau have also given the problem considerable study. No new formula has yet been adopted, but it would now appear desirable to permit operators with more than one type of accommodation to advertise the star range of their premises.

Sanitarians attached to the health units through the Province have assisted the Bureau by furnishing reports on various establishments, and the interest of the Public Health Branch has very largely supplemented the field work of the Assistant Commissioner.

Officers of the Travel Bureau had frequent opportunities and occasion during the year to co-operate with, and in many ways assist, operators of tourist accommodation, individually and through their association. The resources of the Bureau in respect to data concerned with the economics and management have been fully taken advantage of. The liaison between the Bureau and the Auto Courts and Resorts Association has been a very pleasant one. The Commissioner and Assistant Commissioner at various times attended regular meetings of the association and also attended the annual convention, at which time the Bureau's very active interest in the tourist industry was demonstrated.

## SETTLEMENT

During 1953 the Bureau continued in the receipt of a large volume of inquiries from people who desired to settle in the Province. There was a large number of inquiries from farmers in the United States who wished to establish here. There was also a considerable volume from new Canadians in the Prairies and Ontario particularly who, for one reason or another, wished to migrate farther west. There was a considerable volume of inquiries from Canadian artisans and trades people in Eastern Canada who were also attracted by the advantages of living in British Columbia.

As in previous years, the Province also held an attraction for people with respiratory problems and other health-seekers. A few inquiries from professional people in the United States, South Africa, Australia, and Eastern Canada were also received each month.

The Bureau largely confines its interests to the furnishing of facts and figures and the direction of prospective new-comers to the proper authorities, but the information and advice with which official material has been supplemented by the Department is often appreciatively acknowledged.

Acknowledgment should be given here of the full co-operation offered by the Department of Agriculture and the Department of Lands and Forests in Victoria, the offices of the Department of Citizenship and Immigration of Victoria and Vancouver, the offices of the National Employment Service in both places, and the Agent-General for British Columbia and the Canadian Department of Labour in London, England.

## TOURIST COUNCIL

The fourteenth annual meeting of the Tourist Council was held in Vancouver on April 20th, with the Deputy Minister in the chair. The regional problems as well as Provincial matters were fully discussed, and the 1953 advertising programme was approved as submitted by the agency.

At this meeting it was resolved that the policy of gathering interprovincial tourist statistics be continued; that the Government of the Province of British Columbia be asked to provide the necessary funds for the establishment of reception centres at the border; that the Department of Trade and Industry continue its efforts with the Federal Government to the end that Canadian Travel Bureau offices be opened in Los Angeles and San Francisco; and that every step be taken to sizeably increase the present amount of funds for the operation of the British Columbia Government Travel Bureau.

Action on the foregoing resolutions was initiated by the Deputy Minister, who has also furthered the Tourist Council's interests in having historic sites properly marked, at the Federal-Provincial Tourist Conference and at the Canadian Tourist Association Convention.

## HISTORIC SITES

The interests of the British Columbia Government Travel Bureau in the marking of historic sites was expressed through the presentation of several bronze plaques, which were installed by local authorities.

## CANADIAN TOURIST ASSOCIATION

In October the Province was host to the Canadian Tourist Association for its twenty-first convention and nineteenth annual meeting, in Vancouver and Victoria. The convention was attended by 140 official delegates from the ten Canadian Provinces, representing all public tourist interests and the chief transportation and catering interests. Major discussions revolved around the travel trends, extension of Canada's vacation season, the standardization of highway signs, preservation of historic sites, and conservation. Stimulation of interprovincial traffic was also given full discussion.

The Canadian Tourist Association, in which the Department holds a membership, is concerned with the promotion, research, and educational work in such fields as conservation, improvement of services to travellers and vacationists, encouragement of a distinctively Canadian approach to the development of cultural and other attractions, continuous study of travel and vacation trends, and the development of public recognition of the visitor industry as an important factor in national, regional, and community prosperity.

As a past president of the Canadian Tourist Association, the Deputy Minister was able to contribute considerably to the discussions and the movement.

## PHOTOGRAPHIC BRANCH

Activities of the Photographic Branch are summarized as follows:—

*Motion-picture Shows.*—To various organizations in Victoria and environs, 64; preview shows in the Branch theatre, 31.

*Motion-picture Circulation.*—Total audiences: British Columbia, 63,380; other Provinces, 35,630; United States, 452,000; United Kingdom, 112,230; grand total, 668,220.

*Still Photographs.*—During the year, photographs were sent complimentary to writers, publishers, and advertising agents, as follows: British Columbia, 3,273; other Provinces, 1,011; United States, 684; foreign, 410; total, 5,378.

*Darkroom Production.*—Total number of negatives processed, 4,291; total number of prints, 13,612.

*Still Photography.*—During the year the Photographic Branch accepted and completed still assignments for the following departments: British Columbia Hospital Insurance Service, Provincial Archives, British Columbia Natural Resources Conference, Travel Bureau, Health Education, Public Works, Queen's Printer, Lands and Forests, Legislature, Fisheries (Industrial), Thunderbird Park reconstruction, Agriculture, Canadian Good Roads Association Convention, Canadian Travel Association Convention.

*Still Assignments.*—Four photographers were in the field during the months from May to October, photographing various districts of the Province, covering new highways (construction, etc.), industrial and scenic attractions.

The Branch also prepared 110 16- by 20-inch enlargements for display at the Canadian Good Roads Association Convention.

*Motion Pictures.*—Motion pictures were taken of progress at Thunderbird Park from the start of carving totem-poles to the erection of the Kwakiutl house and resulting potlatch ceremonies. Further progress movies will be taken under the supervision of Mr. Wilson Duff, British Columbia Anthropologist.

Motion pictures were made of the 1953 Kelowna Regatta, the final operations of coal-mining at the Bright mine, Cedar, and the last use made of the mine railway operation at Nanaimo, for historical records. Further material to be filmed when weather permits.

Also filmed were the opening ceremonies of the new section of the Vernon–Falkland Highway and the opening of the Savona–Kamloops Highway.

Motion-picture footage was taken of the pack-train tour of Cathedral Lakes area, east of Manning Park, in co-operation with the British Columbia Automobile Association.

*Completed Films.*—Editing was completed on "Johnny's Heritage" (industrial) and "Land of Tomorrow" (Peace River Block), and six prints of these colour-sound productions were released for general distribution, as also was a 400-foot short titled "Beautiful British Columbia."

Three films are in the final stage of editing—"Quality Plus" (certified seed-potato production in British Columbia), "Lady of the Lake" (Kelowna Regatta), and "Northward Bound" (British Columbia section of Alaska Highway from Dawson Creek to Lower Post)—and are scheduled for release prior to March 31st, 1954.

*Television.*—A short television film was prepared by the Branch from stock material.

Twenty 16-mm. colour-sound subjects were supplied to and televised by KXLF-TV in Butte, Mont., and KXLF-TV in Spokane, Wash. The films are sent direct to the television station in Butte, which, after televising them, forwards them to its Spokane station, which, in turn, televises the same programme. Each station estimates audiences upwards of 25,000 per showing.

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