PROVINCE OF BRITISH COLUMBIA

Department of Trade and Industry

REPORT

For the Year Ended December 31st

1955

VICTORIA, B.C.
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1956

To His Honour FRANK M. ROSS, C.M.G., M.C.,
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, 1955.

RALPH CHETWYND,
Minister of Trade and Industry.

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

The 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, 1955.

I have the honour to be,
Sir,
Your obedient servant,

THOMAS L. STURGESS,
Deputy Minister of Trade and Industry.

Report of the Department of Trade and Industry

For the Year Ended December 31st, 1955

The Departmental activities detailed in this Report took place in a year that was outstanding from the view-point of economic progress within the Province. This statement is borne out by statistics indicating increases in almost every direction, including such important indicators as construction, retail sales, personal income, and industrial employment. Construction activity in British Columbia was at a high level during 1955. The total value of construction put in place during the year is estimated at $521,000,000, up 15.5 per cent over the value of $451,000,000 reported during the previous year. The largest single item in British Columbia construction is residential building; it is estimated that in 1955 it accounted for 46 per cent of the value of building construction and for approximately one-quarter of the total value of all construction. Residential building starts during the year were running 70 per cent above 1954 and completions at 43 per cent above the previous year.

The number of companies incorporated during 1955 was 2,290, compared with 1,869 for 1954. Business activity has been greatly stimulated by a continuation of the expansion programme designed to further develop our forestry wealth, greater intensity in the exploration for mineral and oil resources, heavy outlays on manufacturing-plant expansions, and additions to marketing and service facilities. The gross value of manufacturing is estimated at $1,600,000,000, an all-time high. Contributing largely to this increase were wood and paper products, foods, and beverages, backed up by an increasing variety of other manufactures. A Trade Index, soon to be published by the Department, will list many more companies and products than the 1952 edition.

Departmental files indicate that 1955 was marked by a record number of inquiries from many countries for information leading to industrial and commercial establishment. In addition, many individuals and groups were assisted in first-hand surveys. Certainly British Columbia's reputation as a storehouse of natural resources, including an ever-increasing supply of hydro-electric power plus oil and natural gas, is gaining increasing international favour. A programme of advertising the economic advantages of British Columbia in business publications in Canada, the United Kingdom, and the United States was undertaken, with the result that many requests for information were received and dealt with.

The external trade of the Province shows satisfactory increases in exports and imports, with very little change in the actual direction of our exports or in the proportion between our sales and purchases. Market conditions for our leading exports have been good during 1955, with both domestic and foreign demand showing little sign of slackening. As was the case in 1954, the gains in foreign trade have been largely in the sale of primary-resource commodities—lumber, pulp, non-ferrous metals. At the same time, active internal conditions, with a high level of spending both for consumer and capital goods, has pushed the value of goods imported into British Columbia to record levels. As in past years, the Department continued the policy of assisting British Columbia importers and exporters to locate products and markets.

Research and statistical staff of the Department rendered valuable assistance in the preparation of the British Columbia Government submission to the Royal Commission on Canada's Economic Prospects. Throughout the year this staff rendered an economic research, data collection and tabulation service for business and industry and many government departments in addition to the preparation of periodic reports.

The tourist industry enjoyed a record year, judged not only by the increased number of visitors using the Province's vacation facilities, but by the increased estimated volume

of expenditure. Good roads and good accommodation, including camp-sites, have contributed to this favourable situation. The publicity efforts of the Department were continued and expanded whenever possible. Newspaper, magazine, and radio were used as media for an advertising campaign, with good results.

The activities of the divisions of the Department of Trade and Industry for the calendar year 1955 are described in the following pages of this Report. Included also is the report of the Department's Industrial and Trade Representative at British Columbia House, London.

SPECIAL ACTIVITIES OF THE DEPARTMENT

Regional Development

During the year under review the field representatives located at Nelson and Victoria continued to work closely with industrial establishments, research groups, Chambers of Commerce, and other agencies interested in the industrial expansion of British Columbia.

The regions covered by the fieldmen from their regional offices are as follows: Regions 1 and 2 (East and West Kootenays), Region 3 (Okanagan), and Region 6 (Kamloops and South Central British Columbia) covered by the Nelson office; Region 4 (Lower Mainland), Region 5 (Vancouver Island and Gulf Islands), and Region 7 (Central Mainland Coast) covered by the Victoria office.

Numerous area and regional surveys were undertaken, and assistance was given to several industrial development groups in preparing composite industrial maps.

The close liaison between the field offices and the British Columbia Research Council continued, resulting in the channelling of technical inquiries to that organization. The field representatives also assisted in arrangements for plant visits by members of the Council.

The continued co-operation received from Boards of Trade, Chambers of Commerce, and municipal officials was greatly appreciated by the Department.

British Columbia Research Council

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

The Council was organized 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 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.

To help achieve these objectives, the Council provides extensive research laboratories and an experienced scientific and technical staff. It is gratifying to report that industry has continued to make ever-increasing use of the Council's services. A notable trend

is shown by the fact that individual industries or companies are requesting larger, more comprehensive research studies than in previous years. While short-term trouble-shooting problems are still important, industry is devoting more attention to larger-scale improvements in processes and products.

To meet the growing demand on the Council's services, construction was begun on a new wing for the laboratories, increasing the floor area by nearly one-half to a total of more than 28,000 square feet. Because of the imminent introduction of natural gas to large areas of the Province, and the resulting large demand for gas-burning equipment, the Council has been appointed the testing laboratory for the Province, under the "Gas Act." The ground floor of the new wing will be almost entirely devoted to this work. The upper floors will provide new laboratories for the Division of Applied Biology, whose work on food and agricultural products, forest seeding, the reduction of marine-borer damage, and related subjects is crowding existing space. Other new facilities include new temperature- and humidity-controlled rooms and a larger technical library.

The board of management consists of the following:—

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

Provincial Government—

T. L. Sturgess, Deputy Minister of Trade and Industry.

Wm. MacGillivray, Deputy Minister of Agriculture.

Federal Government—

A. W. H. Needler, Director, 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—

Ian McTaggart-Cowan, Department of Zoology.

A. H. Finlay, Department of Civil Engineering.

C. A. Rowles, Department of Agronomy.

Industry—

J. K. Clarke, Assistant to the Manager, Buckerfield's Limited, foot of Rogers Street, Vancouver 6, B.C.

P. E. Cooper, a Director, Crown Zellerbach Canada Limited, P.O. Box 879, Vancouver 4, B.C.

James S. Eckman, Chairman, Greater Vancouver Metropolitan Industrial Development Commission, 1123 Marine Building, Vancouver 1, B.C.

Aird Flavelle, Timber Consultant, Flavelle Cedar Limited, Division of Canadian Collieries (Dunsmuir) Limited, Port Moody, B.C.

S. J. Hammitt, President, Western Canada Steel Limited, Granville Island, Vancouver 1, B.C.

M. M. O'Brien, Vice-President and General Manager, Bralorne Mines Limited, 555 Burrard Street, Vancouver 1, B.C.

R. V. Robinson, Manager, British Columbia Division of Canadian Manufacturers' Association, 355 Burrard Street, Vancouver 1, B.C.

Paul Walrod, General Manager, B.C. Fruit Processors Limited and B.C. Tree Fruits Limited, Kelowna, B.C.

C. E. Webb, Consulting Engineer, 6162 Churchill Street, Vancouver 13, B.C.

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

General Business Conditions

During 1955 the trading position in Britain improved considerably, but exports to the dollar countries decreased. This decrease was a direct result of the flourishing home market in Great Britain, and steps have now been taken by the British Government to rectify the situation.

United Kingdom-British Columbia Trade

The United Kingdom is an important market for British Columbia products. Since the war we have sold a yearly average of $190,000,000 and have purchased from United Kingdom sources an average of $35,000,000. The balance of trade is therefore very much in British Columbia's favour, but if the figures are examined, it will be seen that British Columbians, *per capita,* purchase seven times as much United Kingdom goods as do the British of British Columbia goods.

The Province stands high in the minds of the British people as Britain's best customer in Canada. This was forcibly demonstrated when it was announced by this office that during the month of October alone special purchases in the United Kingdom by the British Columbia Government and by British Columbia firms amounted to $25,840,000.

Visits from the Province of Government officials, organized buying missions, prominent industrialists, and traders help to create a fund of goodwill throughout the British Isles. British Columbia, therefore, has the best name of all the Canadian Provinces for actively encouraging two-way trade. Typical of this was the speech of Mr. Eric Johnson, M.P. for the Blackley Division of Manchester, during the Budget debate, when he spoke at some length on why Britain should increase her purchases from our Province. Another member, Mr. William Shepherd, of Cheshire, in a House of Commons debate, said: "The present state of trade between Canada and the United Kingdom must give us all cause for concern. . . . In this connection British Columbia has set a high standard. If the same effort were made by all Provinces in Canada, it might go a long way toward putting our trade on a more satisfactory basis and avoid that cut in imports from the dollar area which I fear must be made before very long unless there is a material improvement in the present position."

During 1955 the sale of British Columbia products in the United Kingdom increased, with forest products well in the lead. During the year, lumber shows a small increase over 1954, approximating an amount of $51,000,000. The sale of railway-ties dropped slightly to $1,900,000.

British Columbia plywood shows the most spectacular increase. Total sales in 1953 were approximately $80,000; in 1954, $900,000; and in 1955 deliveries reached a total value of $2,799,006.

Canned salmon and apples from the Province are now available to British distributers on individual specific licence, and the demand for both commodities is steadily increasing. One disturbing element in the situation, however, is the amount of Japanese and Russian salmon presently entering the United Kingdom.

United Kingdom Investment in British Columbia

As sterling became more easily convertible due to the improved dollar position, British investment in the Province increased. Figures for the total investment for 1955 are not available, but typical of this trend was the acquisition by Great Universal Stores, of London, of a department store in Vancouver, at a price approximating $1,000,000.

It is now apparent to United Kingdom firms who wish to sell their goods on a continuing basis that they must establish sales offices, warehouses, or service depots. This

point was continually stressed throughout the year through the medium of the press and trade journals and at meetings with business groups and Chambers of Commerce.

The scope for professional services from Britain is another facet of investment. Typical of this trend was the establishment in New Westminster of the Canadian British Engineering Consultants and also Ewbank & Partners Limited, of London, in their association with Crippen, Wright Engineering Limited, of Vancouver. During 1955 three professional firms made surveys of British Columbia, and announcements of their plans are expected shortly.

Vancouver Board of Trade Buyers' Mission

Fifty-four members of the Vancouver Board of Trade were in the British Isles from April 11th to 23rd on a trade mission concerned primarily with purchasing from British sources on behalf of their various companies. This mission was under the leadership of Mr. Howard N. Walters, president of the Vancouver Board of Trade. Accompanying the delegation was the Minister of Trade and Industry, the Honourable W. R. T. Chetwynd.

Arrangements were made by British Columbia House for the reception and entertainment of this mission during the first five days of their stay in London. These arrangements were made in co-operation with the High Commissioner at Canada House, the Minister of State at the Board of Trade, the Lord Mayor of London, the Dollar Exports Council, the Scottish Council, the Grosvenor Estates, as well as many others in governmental and business circles in Great Britain who have ties with our Province.

The Industrial and Trade Office at British Columbia House maintained throughout this visit a complete secretarial service and report centre for all members of the mission. Contacts were made with British business houses, and visits to factories and showrooms arranged.

This mission was most successful, as it brought forcibly to the attention of the British Government and industrialists the possibilities of trade with British Columbia, and, further, orders totalling $20,000,000 were placed or arranged whilst the mission was in the United Kingdom.

Visit of the Minister of Trade and Industry

The Honourable W. R. T. Chetwynd remained in the United Kingdom after the Board of Trade mission had returned to British Columbia, during which time he had consultations with Ministers of those Government departments concerned with the granting of licences for the purchase of canned salmon, apples, metals, and other British Columbia products.

The announcement made during his stay that the Pacific Great Eastern Railway was purchasing a further large tonnage of rails served to underline the importance and reality of two-way trade. Mr. Chetwynd delivered several speeches to large gatherings of British business-men, notably the Canadian Chamber of Commerce in Great Britain and the Federation of British Industries. He also spoke at a press conference at British Columbia House. The Minister visited several industrial centres in the Midlands before his return to Canada.

Contacts with Other European Countries

The two European countries most interested in trade with British Columbia are the Netherlands and the West German Federal Republic. Both German and Dutch enterprise have already had their impact on the industrial life of the Province with the establishment of such companies as the Canadian Western Pipe Mills Limited, The Pitt Polder Limited, and the Mercantile Bank of Canada.

The position in the Netherlands is that there are vast reserves of capital (mainly withdrawn from the former Netherlands East Indies) now ready for investment in other countries. Further, the productivity of the Netherlands has increased enormously over pre-war standards and the Dutch are looking for export markets.

In Western Germany they are mainly concerned with export markets, but many of the exporters feel that in order to enter the Canadian market it is necessary that branch plants be established. This is felt to be a fairly short-term policy because of the special position of a divided Germany, whereas the financial and industrial position in the Netherlands will be a continuing problem.

Trade between British Columbian ports and other European countries continues to show a favourable balance in our favour.

The Industrial and Trade Representative in London, during 1955, made trips to Germany and the Netherlands and arranged for two West German and four Dutch companies to visit the Province and survey the situation for investment and branch-plant (or servicing-depot) establishment. Continual contact is also kept with the trade attachés at appropriate embassies in the United Kingdom.

Trade and Industry Service

In May of 1955 a new method was instituted for handling inquiries from the Province, from the United Kingdom, and from European countries. This was given considerable publicity through the media of Government departments, Chambers of Commerce, and Canadian commercial counsellors in Europe, under the title of "British Columbia Trade and Industry Service." Since its initiation the following number of cases have been dealt with:—

	From United Kingdom	From European Countries	From British Columbia
Commercial agencies	46	2	12
Commodities and machinery requiring special service	26	1	—
Retail outlets	4	—	—
Branch-plant establishment	8	8	—
Patents and processes	3	—	8
Partial manufacture and assembly plants	2	—	—
Professional services	7	4	—
Totals	96	15	20

The above figures do not include those inquiries from British Columbia which come to this office through the medium of the United Kingdom Trade Commissioner in British Columbia, but now that it has been initiated it is hoped that more of our business-men will avail themselves of this service. Full details can be obtained from the Deputy Minister at Victoria.

Notices of tenders are now received from Government departments and from some municipal and civic offices in British Columbia for installations and machinery required. Appropriate United Kingdom and Continental firms have been informed that specifications and tender documents are available at British Columbia House.

The General Functions of the Office

The year 1955 was a record one for British Columbian visitors, 2,518 being the number recorded by the reception desk. A proportion of these were business-men wishing to be put in touch with ministries, trade associations, and firms in the United Kingdom. Through these contacts many agency representations for British and Continental goods were secured. Inquiries by prospective emigrants from all parts of the British Isles increased. These inquiries include tradesmen, shopkeepers, mechanics, salesmen, scientists, engineers, and business executives, almost all able to move to British Columbia

capital from the normal £1,000 allowance, but much larger amounts in many cases. There were also twelve young men interviewed who wished to enrol for either Commerce or Forestry degrees and put in touch with the Registrar at the University of British Columbia.

All inquiries from British firms who wish representation in Western Canada are carefully considered and, if deemed suitable, forwarded to Victoria for inclusion in the Trade and Industry Bulletin.

INDUSTRIAL AND TRADE OFFICE

This office is responsible for the promotion of new industrial and commercial enterprises throughout the Province. Special attention is provided to industries seeking new plant locations, with specific information being furnished on planned industrial sites zoned for exclusive industrial uses. Assistance is also given to established businesses when required, and promotion of the domestic and export trade is practised.

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, railway industrial agents, and foreign trade representatives in Canada and overseas.

During the year this office arranged itineraries and tours of British Columbia for manufacturers, business-men, groups of Assistant Trade Commissioners, and for delegations from Pakistan working under the Colombo rehabilitation plan.

NEW INDUSTRIES AND PRODUCTS

The numerous new industries established or under way during the year under review contributed substantially to British Columbia's unprecedented economic expansion. While much of the industrial activity centred on huge capital investments for construction of pulp and paper plants, many other types of industries also commenced operation for the first time in British Columbia. Among these was the $7,000,000 steel pipe and tube mill at Port Moody that commenced production of black and galvanized pipe in sizes from one-half inch to four inches. The potential of this mill is more than 60,000 tons annually, and much of the production will find a ready market in the natural-gas field. Construction also began on an $11,000,000 chemical plant in North Vancouver which will produce chlorine and caustic soda to serve the rapidly growing pulp, oil-refining, plywood, and chemical manufacturing industries. Approximately 100 will be employed in this plant upon its completion early in 1957. Preparations are also under way for the construction of a $5,000,000 chemical plant in North Vancouver to produce sodium chlorate, and a $1,000,000 plant is being erected at Marpole to manufacture a chemical from hemlock-bark. This chemical is used as an additive in rock-drilling lubricants.

The new $1,000,000 corrugated-paper box company, reported as under way in 1954 at New Westminster, commenced operation, with an annual capacity of 150,000,000 square feet. Construction of a $4,000,000 paper specialties and box plant was also well under way on Lulu Island. This plant will employ 400 when completed.

Many smaller enterprises were also established during the year, and although they involved lesser capital investments, they contributed substantially to rounding out the economy of our Province.

Among some of these were a new chain-saw plant in Burnaby, a new aluminium-fabricating plant in Vancouver capable of cold-rolling 150 lineal feet per minute, an aircraft-maintenance depot at Patricia Bay Airport in Saanich, and a new plant in South Westminster to manufacture a volcanic aggregate for use in plaster and concrete mixes. Several large chippers and log-barkers were installed in mills throughout the Province, and large dry-kilns were constructed in the Interior at Cranbrook, Lumby, and Nelson.

One of the greatest boons to expansion of new industries and manufacturing of new products was the announcement during the year that a multi-million-dollar natural-gas pipe-line is to be built from the Peace River to Vancouver. This will mean the availability of cheap fuel for Interior points of British Columbia, which in turn will allow a greater diversification of industry. With the advent of natural gas and oil at tide-water, it appears certain that the Lower Mainland will attract new petrochemical industries, and expansion of existing industries can also be expected through this cheap and adaptable fuel.

With an adequate supply of natural gas, together with our increasing hydro-power potential, British Columbia can be assured of a continued stimulus for further industrial development.

Branch-plant Inquiries

The volume of inquiries through this office continued to increase during 1955. While some of this increase resulted from the natural economic growth of our Province, a great number of inquiries were directed to this branch due to the numerous letters sent to selected industrial contacts throughout the year. The vigorous advertising campaign conducted by the Department and our participation at the Canadian International Trade Fair at Toronto were also responsible for contributing to this growth. Inquiries came from Eastern Canada, the United States, England, and Europe. Among eastern firms contemplating establishing a plant in British Columbia were inquiries on the possibilities of manufacturing industrial heating equipment, manufacturing of plumbing fixtures, manufacturing of dowel pins, taper pins, etc. Several United States firms requested data for possible plant expansion. Some of the reports and surveys submitted to these firms furnished information on the manufacturing possibilities of wire springs, men's apparel, metal-working machinery, and paper-board partitions for paper boxes. Detailed surveys were also made for English firms, including one regarding branch-plant establishment for manufacturing electric motors and another on the opportunities to manufacture metal shelving for storage systems. In addition to servicing inquiries, an aggressive programme of contacting firms considered to be suitable for branch-plant establishment was continued.

CANADIAN INTERNATIONAL TRADE FAIR EXHIBIT

For the sixth consecutive year, British Columbia was represented by an exhibit at the Canadian International Trade Fair held at the Canadian National Exhibition grounds in Toronto from May 30th to June 10th. The exhibit occupied 240 square feet and was located in an excellent spot in the west annex of the Exhibition grounds. Basically the exhibit was similar to last year's, with certain improvements and additions which added to its attractiveness. The exhibit depicted pictorially and statistically the Province's industrial progress.

Twenty-eight countries exhibited and occupied more than 195,000 square feet of exhibiting space. Business visitors were recorded from more than sixty countries. There were a greater number of business-men from British Columbia this year, most of whom made a point of visiting the Department's exhibit. Dr. Ludwig Erhard, Minister of Economic Affairs for West Germany, officially opened the fair and afterwards paid a special visit to the British Columbia exhibit. He expressed keen interest in the Province's industrial development.

There was an increase this year in the number of branch-plant inquiries, with several firms indicating an interest in establishing plants in British Columbia. Among these were a boot-manufacturer, a manufacturer of fire-fighting equipment, and a manufacturer of fibre-glass boats and automatically operated garage doors. Other business inquiries requested data on importing of British Columbia canned and frozen fish to Europe, data on the cost of importing Christmas trees to Eastern Canada and the United States, and numerous requests to act as agents for British Columbia products in other Provinces of Canada. Considerable interest was also displayed in freight-rate costs in shipping goods from British Columbia to eastern points.

More than 6,000 pieces of the Department's industrial and commercial literature, in addition to 1,500 pieces of Boards of Trade pamphlets, were distributed. Our new brochure, " Invitation to Industry," proved most popular and was well received. Two members of the Department's staff were in charge of the exhibit.

COMPOSITE INDUSTRIAL MAP OF LOWER MAINLAND

Several changes were made in the revised edition of this map, which was published early in 1955. The map now indicates the industrial areas occupied by heavy and light industries, the areas zoned for heavy and light industries, and also potential areas suitable for heavy and light industries but at present not zoned. The map covers an area from Vancouver to Port Coquitlam City and includes thirteen municipalities. The requests for copies of this map from business-men and manufacturers have been most gratifying.

CLOSING-DAY PAMPHLET

This pamphlet was revised during the year, and numerous requests for copies have been received. The pamphlet lists the closing-days for retail and wholesale establishments for more than 100 city, village, and district municipalities. It also lists the closing-days for the majority of the larger unincorporated communities.

HANDICRAFT DIRECTORY

The sixth directory of handicraft products and producers in British Columbia was published in 1955. The directory provides a listing for the benefit of shops and other outlets interested in buying and selling handicraft items. Distribution of the directory was made to retail and wholesale firms, resorts, and other outlets. Several producers notified the Department of sales made through the medium of this brochure. The usual contact was maintained with Eastern Canadian Provinces interested in handicraft development.

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 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.

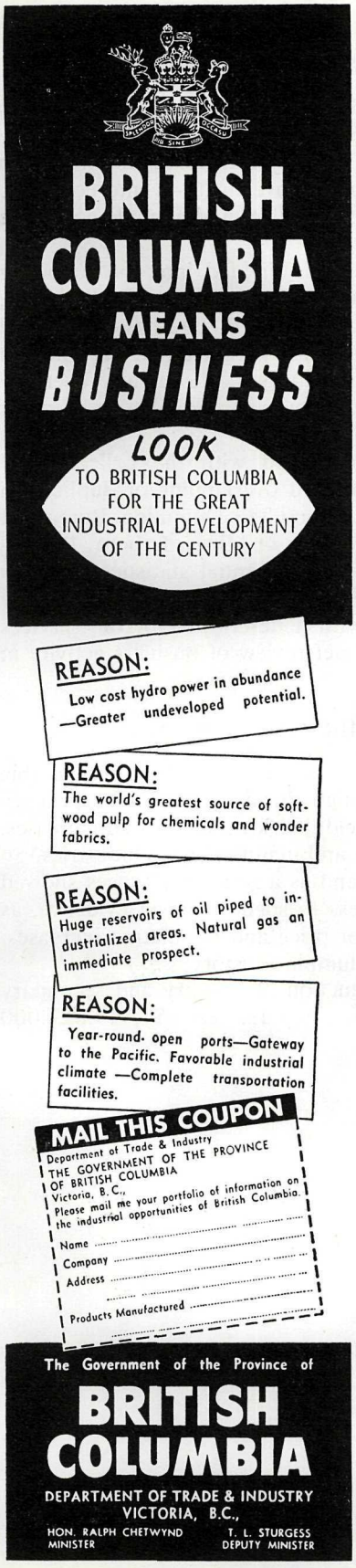
Direct financial assistance was secured from the National Gallery, Ottawa, with smaller contributions from British Columbia sources.

TRADE AND INDUSTRY BULLETIN

This Bulletin, listing trade inquiries, licence manufacture opportunities, and news of general commercial interest, has been published for the past six 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.

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.

PROVINCIAL GOVERNMENTS' TRADE AND INDUSTRY COUNCIL

This organization is composed of representatives from the ten Provincial industrial and trade promotion departments. Associated with the Provincial representatives in this co-ordinated effort to develop industry and encourage trade are other agencies, including the Federal Department of Trade and Commerce, the banks, transportation companies, and other interested industrial and trade promotion groups.

This Council meets once each year, and in 1955 Quebec was the host Province. All Provinces and associated agencies were represented.

INDUSTRIAL ADVERTISING

After a lapse of one year, a programme of industrial advertising was undertaken in the latter months of 1955, and some of the insertions will carry over to the early months of 1956. An illustration of one of the advertisements is shown in this Report, and it will be seen that the theme is a presentation of some of British Columbia's leading resources and a reiteration of the slogan that "British Columbia means business." Among media used were Time Magazine (both United States and Canadian editions), Fortune, Newsweek, U.S. News and World Report, The Economist (London, Eng.), Wall Street Journal, and Financial Post. Many coupons were returned requesting further information, and all inquiries were listed for follow-up.

REPORT OF THE BUREAU OF ECONOMICS AND STATISTICS

Before proceeding to review the work accomplished by the Bureau of Economics and Statistics during 1955, 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 Tabulation. To ensure technical proficiency, the Bureau has endeavored to follow the policy of building up a small corps of professionally trained persons who can 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.

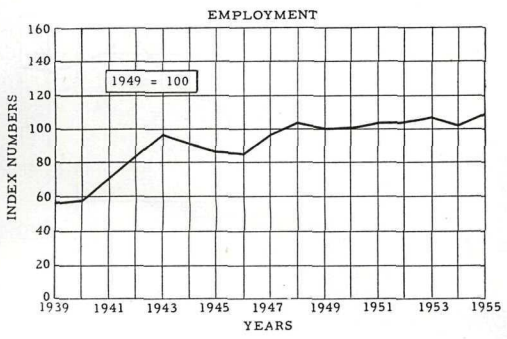
Since other Governmental agencies are also concerned with the collection of statistics, a series of working agreements designed to prevent overlapping or duplication has been arranged in recent years between this Bureau and the Dominion Bureau of Statistics, Ottawa, as well as with the Provincial Departments of Mines, Labour, Provincial Secretary, and Health and Welfare. During 1955 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.

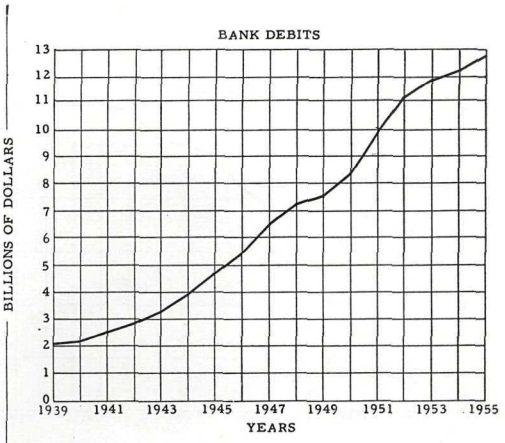
REVIEW OF BUSINESS ACTIVITY IN BRITISH COLUMBIA

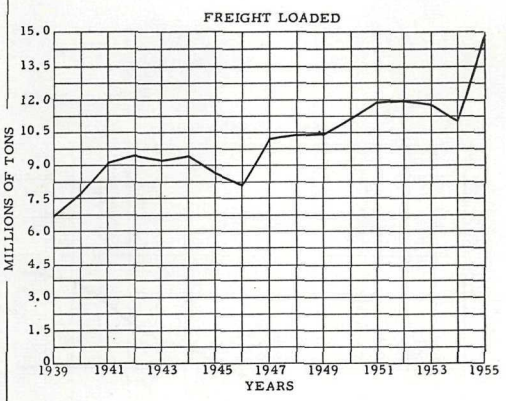
Preliminary economic indicators suggest that business activity in British Columbia continued its upward trend and reached an all-time high during 1955. The primary industries, with the exception of the fisheries industry, held their own or showed increases. The highlights of activity took place in the construction and manufacturing industries.

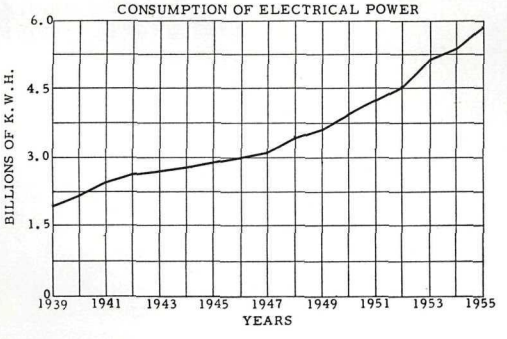
Wages increased moderately, prices only slightly, and as a result real wages showed an increase. The increase in real wages and willingness to spend were in evidence, as retail sales showed a good increase. When adjusted for price and population increases, the *per capita* retail sales were the highest in British Columbia's history.

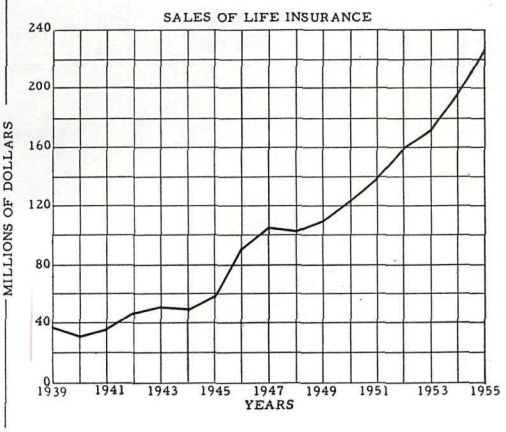
Incomplete returns indicate the net value of production of primary and secondary industries amounted to some $1,312,000,000 in 1954, compared with $1,319,827,000 in 1953 and $1,239,009,000 in 1952.





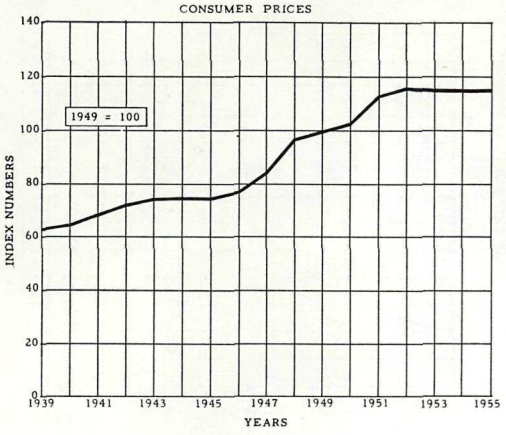




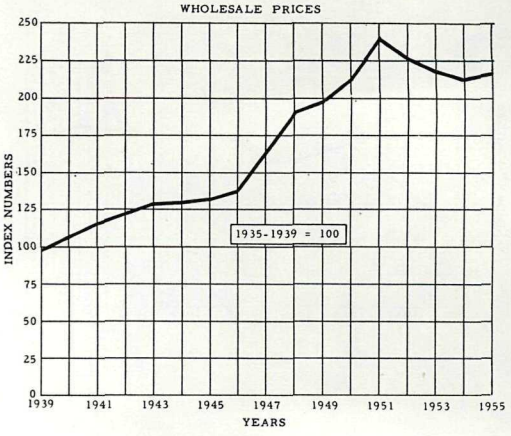


1955 Figures Subject to Revision

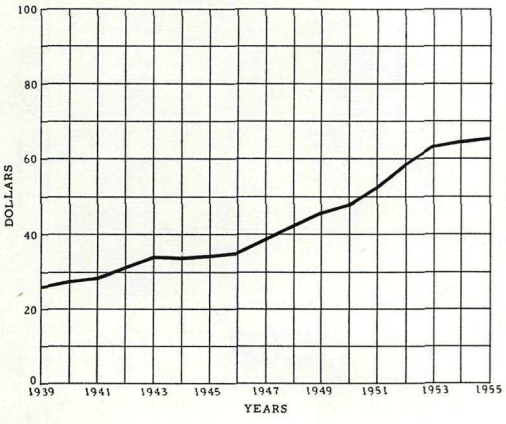
CONSUMER PRICES



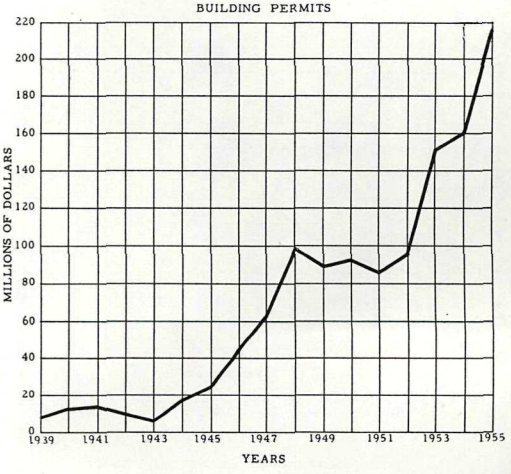
WHOLESALE PRICES



AVERAGE WEEKLY WAGES



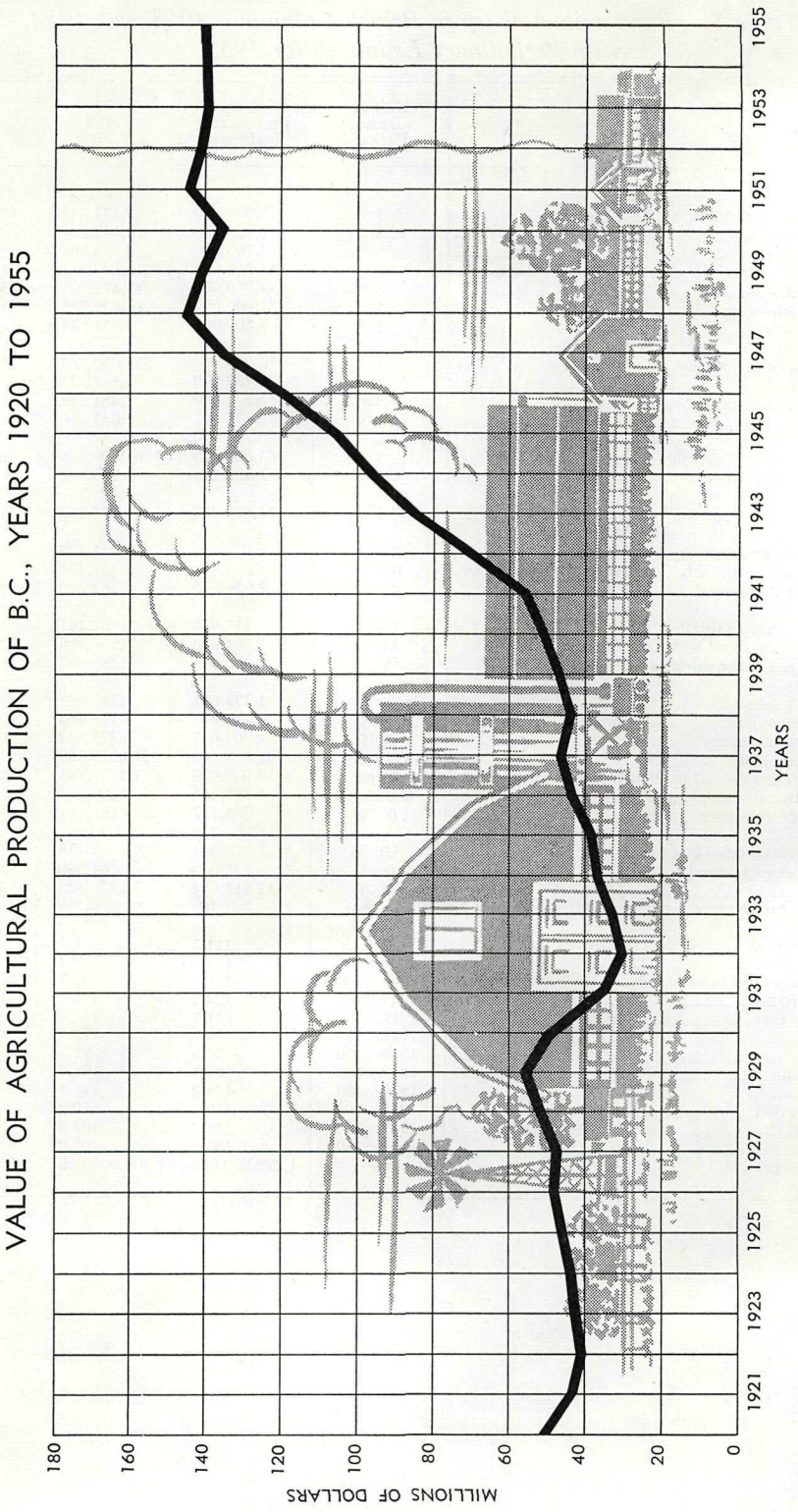
BUILDING PERMITS

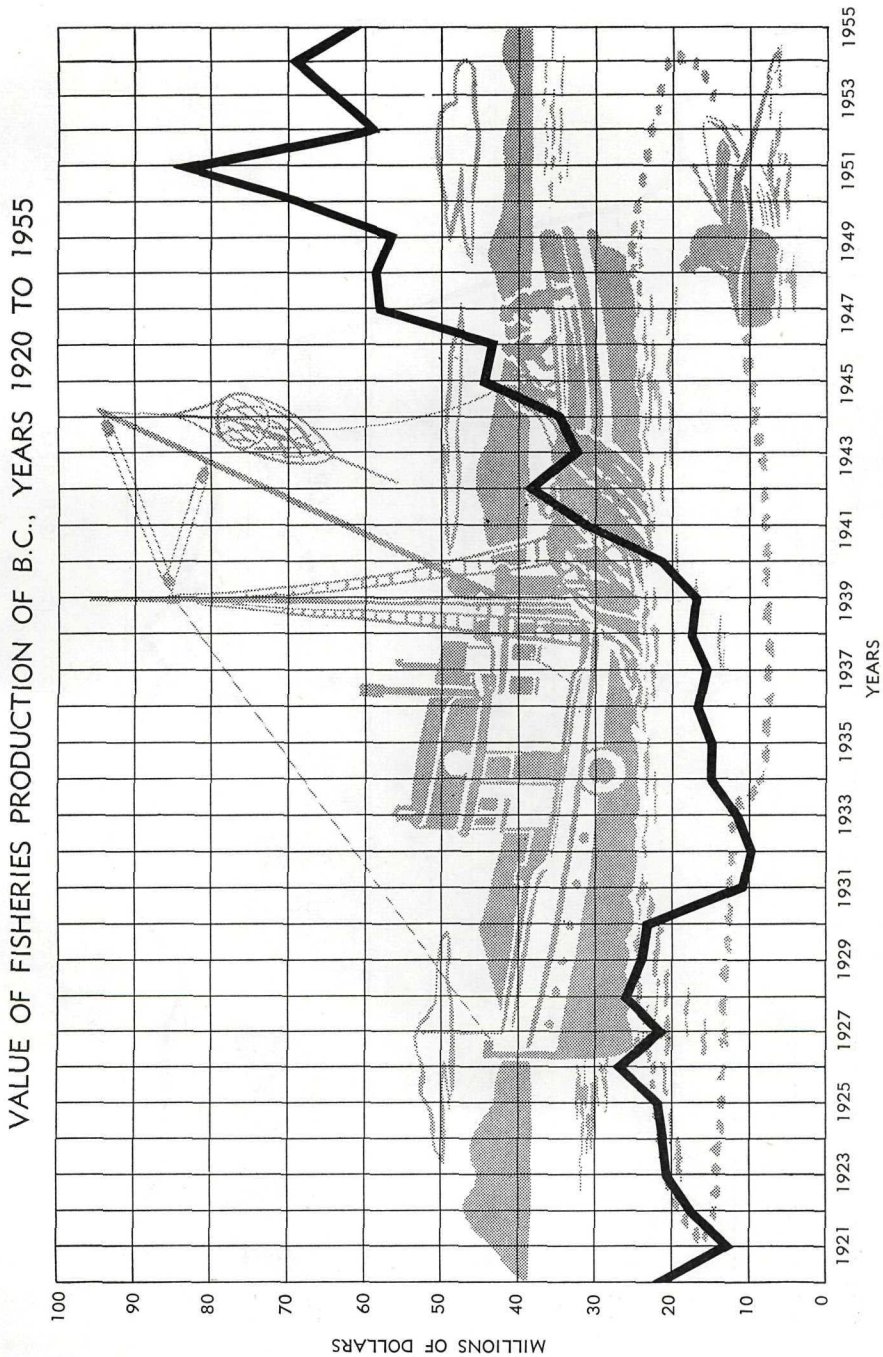


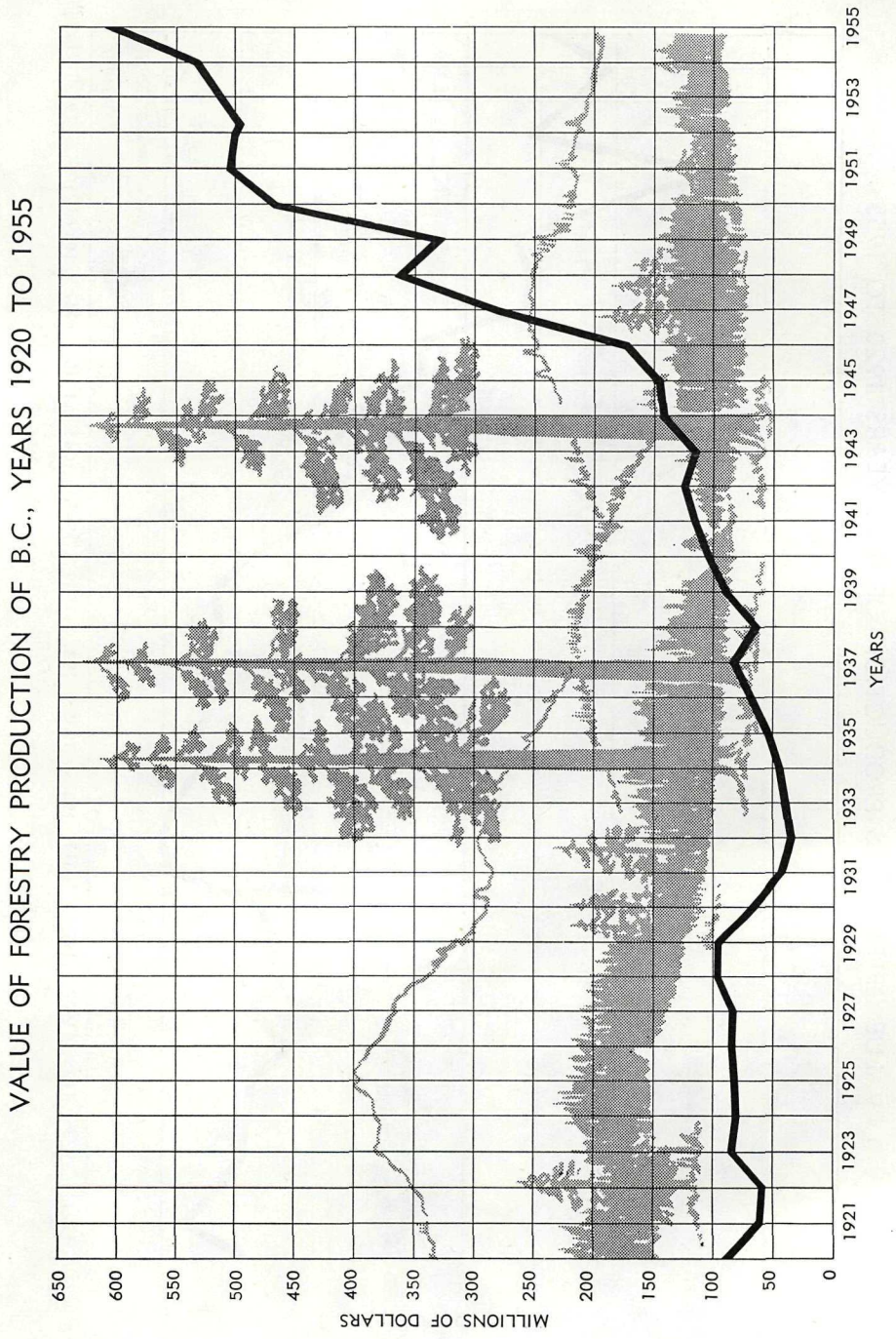
1955 Figures Subject to Revision

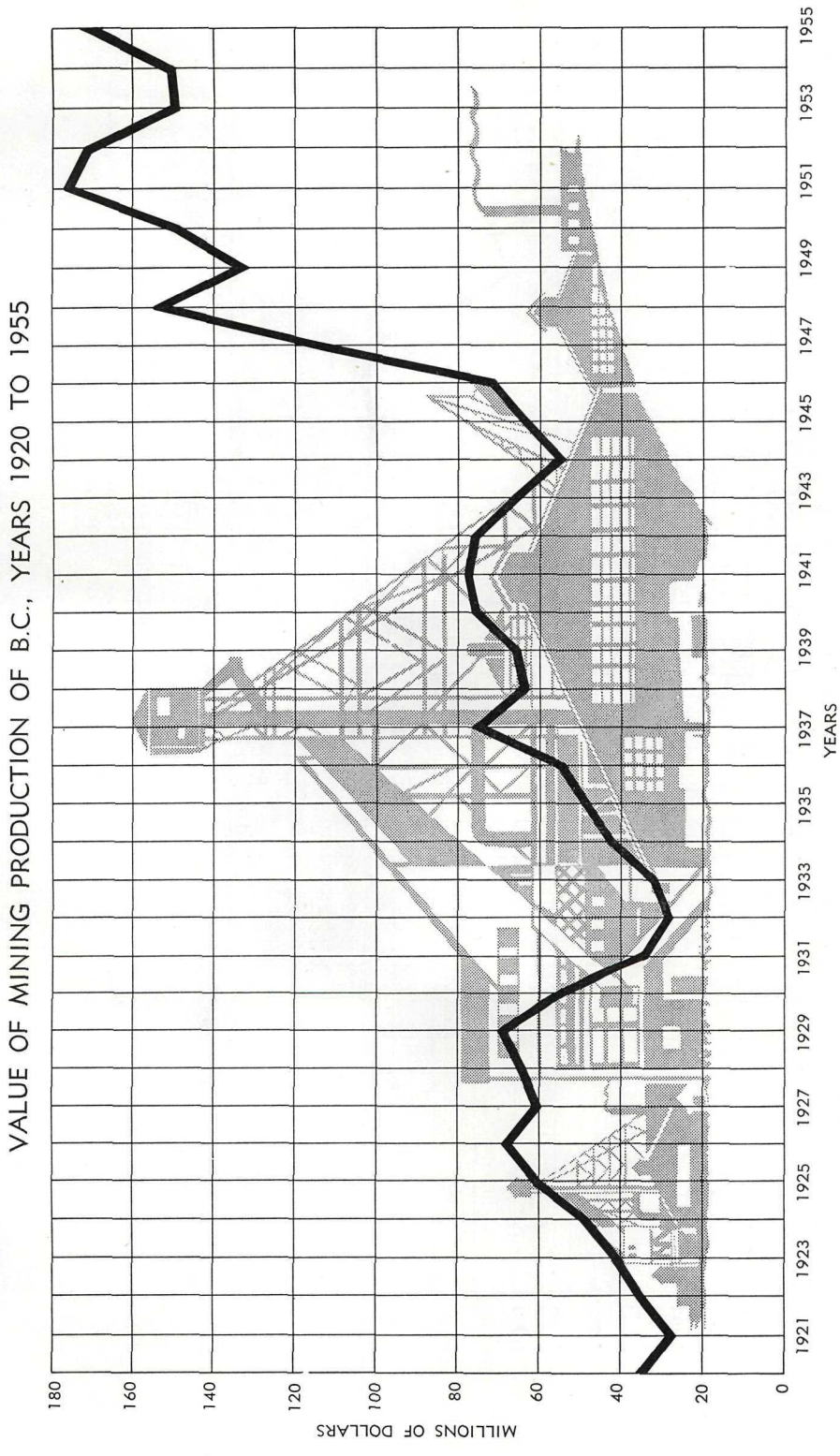
Table 1.—Economic Activity in British Columbia, 1953 and 1954, with Preliminary Estimates for 1955

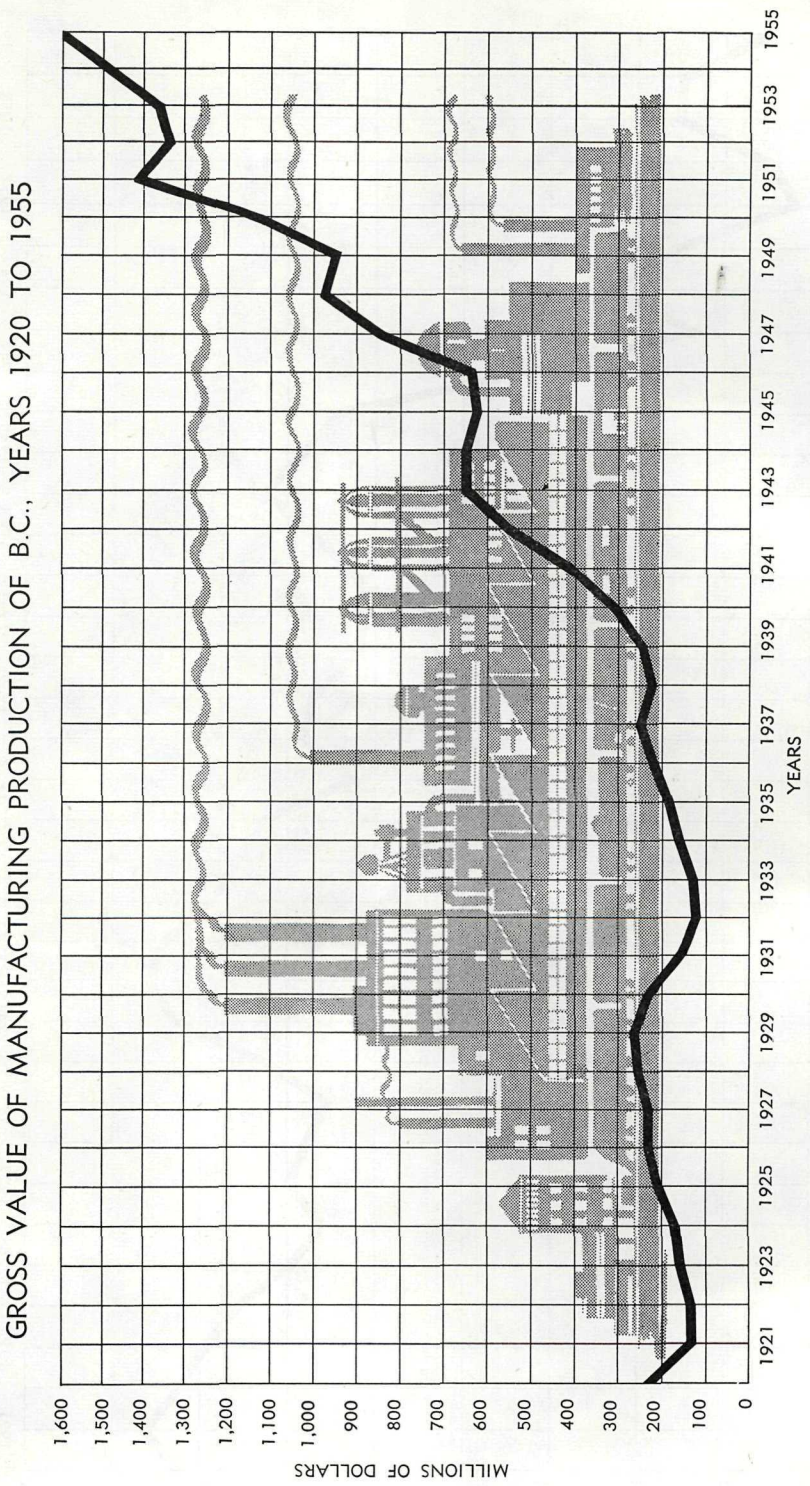
	Unit or Base Period	1955 Preliminary Estimates	1954	1953
Mining—				
Total value of production	$	178,000,000	153,377,315	152,731,181
Gold production	$	8,425,000	9,042,246	9,130,524
Silver production	$	7,300,000	8,153,108	7,017,709
Copper production	$	17,250,000	14,599,693	14,869,544
Lead production	$	44,750,000	45,482,505	39,338,655
Zinc production	$	51,000,000	34,805,755	40,388,346
Coal production	$	9,500,000	9,154,544	9,630,777
Forestry—				
Total value of production	$	610,000,000	528,022,783	512,288,656
Timber scaled	M b.m.	6,480,000	5,567,423	5,291,587
Lumber production	M b.m.	5,270,000	4,481,279	4,045,724
Paper production	Tons	----------	647,117	597,936
Fisheries—				
Total value of production	$	63,000,000	69,400,000	66,259,600
Pack of canned salmon	Cases	1,406,230	1,743,406	1,826,588
Agriculture—				
Total value of production	$	131,000,000	129,177,288	129,537,055
Apples—				
Total shipments	Boxes	----------	4,245,808	4,395,772
Domestic shipments	Boxes	----------	2,263,438	2,630,492
Export shipments	Boxes	2,326,505	1,982,370	1,765,280
External trade—				
Export of canned salmon	Cwt.	455,920	702,261	499,473
Export of planks and boards, Douglas fir	M ft.	1,784,910	1,537,160	1,272,106
Export of red-cedar shingles	Sq.	2,470,903	2,285,907	2,052,877
Internal trade—				
Total retail sales	000$	1,378,681	1,249,499	1,228,231
Department stores	000$	189,302	173,960	156,391
Motor-vehicle dealers	000$	304,637	273,079	252,245
Gasoline consumed	Gallons	246,764,000	220,679,669	210,072,484
Railway freight loaded in British Columbia	Tons	14,000,000	12,359,945	11,845,595
Consumption of electric power	000 kwh.	5,895,295	5,209,683	4,897,335
Sales of life insurance	000$	234,122	198,311	176,899
Construction—				
New residential units completed	Units	14,034	9,158	7,503
Building permits issued	000$	235,000	164,840	149,231
Finance—Bank debits	000$	12,812,854	11,956,325	11,786,823
Tourist trade—Automobile entries on sixty-day permit	Number	283,469	278,376	283,837
Employment—				
All employment	1949=100	111.3	106.2	108.4
Manufacturing	1949=100	118.3	109.2	107.9
Iron and steel products	1949=100	120.8	107.2	113.1
Lumber products	1949=100	124.2	112.5	108.3
Pulp and paper	1949=100	141.3	137.2	123.1
Mining	1949=100	94.9	92.5	104.3
Logging	1949=100	97.8	91.3	92.5
Construction	1949=100	105.1	106.9	127.4
Communication	1949=100	144.2	145.7	139.2
Transportation	1949=100	110.8	110.6	112.3
Services	1949=100	111.2	102.4	98.6
Trade	1949=100	107.8	103.0	102.7
Salaries and wages	$	1,290,000,000	1,200,000,000	1,066,979,019


VALUE OF AGRICULTURAL PRODUCTION OF B.C., YEARS 1920 TO 1955
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
1955


VALUE OF FISHERIES PRODUCTION OF B.C., YEARS 1920 TO 1955
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
1955
YEARS


VALUE OF FORESTRY PRODUCTION OF B.C., YEARS 1920 TO 1955
MILLIONS OF DOLLARS
650
600
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
1955
YEARS


VALUE OF MINING PRODUCTION OF B.C., YEARS 1920 TO 1955
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
1955
YEARS


GROSS VALUE OF MANUFACTURING PRODUCTION OF B.C., YEARS 1920 TO 1955
MILLIONS OF DOLLARS
1,600
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
1955
YEARS

ECONOMIC RESEARCH DIVISION

One of the major functions of this Division is to provide economic counsel to the Government. On a general basis this is done 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 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, which provides an up-to-date summary of business indicators.

In addition to providing general economic data, as described above, the Economic Research 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 in the past year to the following branches: Department of Labour, Department of Finance, the Hospital Insurance Commission, and the Civil Service Commission.

This Division provides government and industry with various publications designed to keep them informed on current business conditions within the Provincial economy. Three widely distributed publications of this nature are the Monthly Bulletin of Business Activity, the Quarterly Bulletin of Economic Conditions in British Columbia, and the Annual Summary of Business Activity. The monthly publication contains a brief description of current changes in monthly business indicators, such as production, trade, and employment. Statistical tables and charts, including a table showing the imports and exports through British Columbia customs ports, supplement the text of each issue. The quarterly publication is a commentary on changes in economic conditions for each quarter of the year. The annual publication is a record of the past year's performance. In addition to providing a description of recent progress in business and industrial endeavour, it contains numerous charts and historical series illustrating business growth.

A great number of requests for information dealing with the Provincial economy have been received during the past year from private individuals, corporations, trade-unions, newspapers, 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.

Seasonal Unemployment

In the spring of this year the Bureau assigned part of its research staff to a study of seasonal unemployment in British Columbia. While seasonal unemployment is a recurring problem in certain of our major industries (such as logging and construction), it was abnormally high in the winter and spring months of 1953–54.

The survey was based on a study of available statistical information complemented by interviews with senior officials in those industries most severely affected by seasonal contractions, trade-union officials, and other interested organizations. Reports were prepared for the Government incorporating the suggestions received from these sources and recommending possible action which might be taken in an effort to reduce seasonal unemployment.

Wage-rate Surveys

At the request of the Civil Service Commission, the annual study of wage rates in the metropolitan areas of Vancouver and Victoria was again prepared. A questionnaire was sent to all large firms in these areas asking for the going wage rates in selected occupations, as at the last pay period in April, 1955.

As a result of the survey, the Civil Service Commission was provided with comparative wage rates paid by private firms and by the Provincial Government. Considerable demand for the information collected was also shown by other Government branches.

A mimeographed summary of the survey was prepared for distribution to the co-operating establishments and to other interested organizations.

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 comprehensive 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.

Trade-union Statistics

Each year a survey of trade-union locals operating in British Columbia is conducted for the Labour Relations Board. Data collected from each local include the following: Names and addresses of officers, affiliation, membership, and jurisdiction of the local organization. A directory of trade-union locals operating in British Columbia is compiled from the returns and is published in the Provincial Department of Labour's Annual Report.

Reported labour-organization membership in British Columbia (including non-trade-union membership of less than 1,000 members) totalled 186,951 members at January 1st, 1955, compared to 178,533 members at January 1st, 1954, an increase of 4.71 per cent.

Expressed as a percentage of paid workers, organized-labour membership this year reached 53.21 per cent.

A comparison of the 1955 industrial distribution of trade-union membership with the corresponding distribution for 1954 is as follows:—

	Jan. 1, 1954 (Per Cent)	Jan. 1, 1955 (Per Cent)
Wood and wood products	20.44	20.18
Public service	17.65	20.96
Construction	12.58	9.97
Other transportation	9.20	8.60
Foods	7.14	8.32
Railway transportation	6.80	7.09
Metals	7.16	7.09
Mining and quarrying	5.64	5.16
Personal service	4.15	4.36
Light, heat, and power	2.94	3.22
Communication	2.36	2.46
Printing and publishing	1.56	1.53
Clothing and footwear	.58	.59
All others	1.80	.47
	100.00	100.00

As indicated last year, the survey of organized labour in British Columbia is now carried out jointly with the Federal Department of Labour. Advantages of combining surveys of this type are elimination of duplication, increased coverage, and less forms for industry to complete.

TRANSPORTATION AND TRADE DIVISION

Transportation Section

The past year has placed heavy demands on the transportation section of the Bureau of Economics and Statistics, with much consideration given to the preparation of briefs for the Royal Commission on Coastal Trade and the Royal Commission on Canada's Economic Prospects in addition to the normal duties. Equalization of railway mileage

class rates has been virtually completed, but there now remains the task of equalizing the commodity mileage scales. While this is primarily a problem for individual industries, assistance will be offered to any British Columbia firm requiring the research services of the Bureau.

In addition to the above, considerable assistance has been given to and received from the Department of Railways and the Pacific Great Eastern Railway. Close co-operation has also been maintained with the Department of Finance on Federal-Provincial and other fiscal problems pertaining to transportation. The Department of Agriculture and the Bureau of Economics and Statistics are, at the time of writing, jointly engaged in the preparation of a brief protesting the unreasonableness of the spread between export grain rates and those paid on feed by British Columbia farmers.

During the past year several assignments have had to be put aside due to the pressure of work; these include (*a*) suggested revisions to the rates section of the British Columbia " Railway Act," (*b*) studies on the effect of changes in commodity rates which may result from equalization, (*c*) further research into the practicability of applying the " cost of service " principle to rate-making, and (*d*) a further economic survey of the area to be served by the Pacific Great Eastern Railway extension north of Prince George.

External Trade Section

The agreement between this Bureau and the External Trade Branch, Dominion Bureau of Statistics, consumated 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 1944 to 1954. The value of exports in 1954 was 10 per cent higher than in 1953, the highest previous year on record. The value of imports in 1954 declined by 6 per cent from 1953 values.

Preliminary data for the first seven months of 1955 indicate that both exports and imports will exceed 1953 and 1954 values.

Table 2.—Estimated Exports, by Commodity Groups, to the British Empire and Foreign Countries of British Columbia Products, for the Years 1944–54, Inclusive[1] (Excluding Gold)

Commodity Groups	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954
Agricultural and farm products	$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	$37,208,049	$41,307,645
Fish and fishery products	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	31,242,356	41,960,644
Fibre and textile products	3,209	223,737	144,294	53,799	61,480	63,863	101,342	411,269	206,671	371,819	321,802
Wood, wood products, and paper	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	348,060,229	393,409,808
Iron and its products	93,477	272,423	55,417	743,002	1,114,902	885,550	1,148,132	2,557,638	7,206,283	10,185,142	6,210,605
Non-ferrous metals and products	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	92,766,512	87,710,276
Non-metallic minerals and products	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	2,167,634	4,436,157
Chemicals and allied products	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	28,283,500	28,002,910
Miscellaneous products	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	5,005,804	5,715,751
Totals, all products	$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	$555,291,045	$609,075,598

[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 1944–54, Inclusive (Excluding Gold)

Commodity Groups	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954
Agricultural and vegetable products—											
For food	$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	$52,230,835	$60,452,595
Not for food	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	7,043,492	7,194,135
Animals and animal products	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	6,590,663	7,604,470
Fibres, textiles, and products	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	16,919,235	17,470,743
Wood, wood products, and paper	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	12,408,572	13,356,522
Iron and its products	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	105,357,608	102,592,010
Non-ferrous metals and products	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	20,320,844	21,158,861
Non-metallic minerals and products	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	65,788,503	40,219,249
Chemicals and allied products	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	14,842,710	15,899,759
Miscellaneous products	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	44,370,760	37,985,760
Totals, all products	$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	$345,873,222	$323,934,104

Table 4.—Twelve Leading Exports of British Columbia, 1954

Rank	Commodity	Value ($000,000)
1.	Planks and boards, Douglas fir	114.7
2.	Newsprint paper	54.9
3.	Planks and boards, hemlock	54.3
4.	Planks and boards, spruce	43.8
5.	Planks and boards, cedar	34.0
6.	Lead in pigs, refined lead	25.8
7.	Shingles, red cedar	24.0
8.	Zinc spelter	22.0
9.	Copper, fine in ore	13.7
10.	Fertilizers, phosphate	11.5
11.	Salmon, sockeye (canned)	10.4
12.	Nitrogen fertilizer	9.8

The products of the forests and mines of British Columbia dominated the exports in 1954, as they have done in previous years. Six of the twelve leading products exported were lumber and paper products, with mining and fishery products accounting for the balance.

British Columbia's products were sold in almost every area of the world during 1954, reaching markets in over 100 countries. The United Sates and the United Kingdom were again the most important purchasers of British Columbia's products, taking 84 per cent of the total value of goods exported. While the value of exports to the United States was higher for 1954 than in 1953, its value expressed as a percentage of the total exports was smaller than in 1953, dropping from 71.8 per cent to 66.8 per cent. In 1954 the United Kingdom purchased 17.6 per cent of the total exports, compared to 13.5 per cent in 1953. Increased exports of canned salmon, lumber, and pulp brought about this increase. The ten leading countries took over 94 per cent of our exports in 1954. These countries were as follows:—

Table 5.—The Ten Leading Countries to Which British Columbia Products Were Exported in 1954

Rank	Country	Value	Percentage of Total
1.	United States	$407,161,267	66.8
2.	United Kingdom	106,624,631	17.6
3.	Japan	21,372,629	3.4
4.	Australia	12,720,735	2.1
5.	Union of South Africa	8,187,355	1.3
6.	Belgium	4,503,961	.8
7.	Netherlands	4,287,164	.7
8.	New Zealand	3,566,549	.7
9.	Hawaii	2,924,354	.5
10.	Rhodesia Nyasaland	2,324,611	.4
	All other countries	35,402,342	5.7
	Totals	$609,075,598	100.0

Exports of British Columbia products by continental area show that North and Central America and the West Indies purchased 67.9 per cent of our products, while Europe imported 20.5 per cent, Asia 5.3 per cent, Oceania (South Pacific areas such as Australia, New Zealand, Hawaii, etc.) 3.3 per cent, Africa 2.2 per cent, and South America less than 1 per cent.

Table 6.—The Twelve Leading Imports from Foreign Countries for Consumption in British Columbia, 1954

Rank	Commodity	Value ($000,000)
1.	Coffee, green	17.8
2.	Tourist purchases, duty free	13.2
3.	All machinery, n.o.p., and parts	9.1
4.	Sugar, raw, for refineries	6.6
5.	Crude petroleum for refining	6.5
6.	Tractors, internal combustion	5.4
7.	Heavy fuel-oils, Nos. 4, 5, and 6	5.1
8.	Automobiles, passenger, new (under $1,200)	4.8
9.	Casing, gas, water, or oil-well	4.5
10.	Manufactures of iron and steel, n.o.p.	4.3
11.	Tea, black	3.6
12.	Copra, not prepared	3.6

The leading commodities imported in 1954 were, as in previous years, manufactured iron and steel products, agricultural products from the tropics, and petroleum products. Crude petroleum dropped from first place in 1953 to fifth in 1954 because of completion of the oil pipe-line from Alberta. The total value of imports in 1954 was lower than the 1953 value by 6 per cent due to a reduction in the purchase of petroleum products and manufactured iron and steel goods.

British Columbia's purchases from foreign countries originated in over ninety countries in 1954. The United States and the United Kingdom supplied almost 80 per cent of these imports. Imports from the United States decreased to $207,000,000 in 1954 from $246,000,000 in 1953. This decrease resulted from a reduction in the value of petroleum products and manufactured iron and steel products imported from the United States. The United Kingdom supplied 13.6 per cent of the total value of goods imported in 1954, compared to 11.9 per cent in 1953. The ten countries listed below supplied over 90 per cent of all imports in 1954.

Table 7.—Ten Leading Countries from Which British Columbia Imported Products in 1954, for British Columbia Consumption

Rank	Country	Value	Percentage of Total
1.	United States	$206,872,401	63.8
2.	United Kingdom	44,057,790	13.6
3.	Japan	8,697,075	2.7
4.	Brazil	6,496,772	2.0
5.	Colombia	6,034,206	1.9
6.	Fiji	5,797,250	1.8
7.	Germany, West	4,967,776	1.5
8.	India	3,488,441	1.1
9.	Philippines	3,442,712	1.0
10.	Jamaica	3,100,468	.9
	All other countries	30,979,213	9.7
	Totals	$323,934,104	100.0

Of the imports into British Columbia, Europe supplied 18.2 per cent, North and Central America and the West Indies 67.0 per cent, South America 4.6 per cent, Asia 6.5 per cent, Oceania (includes Hawaii, Australia, and New Zealand) 2.9 per cent, and Africa less than 1 per cent.

The gap between our total imports and exports in 1954 was considerably greater than in 1953, as the total value of imports was only 53 per cent of the value of exports, compared to 62.5 per cent of the exports in 1953.

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 1955. The fields of co-operation and 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; (7) Census of Industry Statistics, 1954; (8) Nature of Business Statistics, 1955; (9) Trade-union Statistics, 1955. In addition, copies of Dominion Bureau of Statistics 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 forms, and other services.

Conferences between the Provincial and Federal statistical bureaux are now held annually. As a consequence, it is anticipated that continued progress toward the elimination of duplication in this field will be made.

Conferences are now held periodically with the Federal Department of Labour, and the elimination of duplication is under way, especially in the fields of trade-union statistics and working-conditions statistics. The co-operative agreements have resulted in savings to both Governments, to union secretaries, and to private industry.

Prices Section

Prices during 1955 have been comparatively stable. Retail prices in 1955 as reflected in the consumer price index were slightly higher than 1954 prices, with some variations during the year due to seasonal effects on food, clothing, and fuel prices.

Wholesale prices averaged slightly higher in 1955 than in 1954.

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 enough for their changes in living costs resulting from price changes 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 measures 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 selected British Columbia centres. Information regarding comparative food costs in the various centres is available upon request.

Table 8.—Canadian Consumer Price Index, 1913–55

(Base: 1949=100.[1])

Year	Index	Year	Index
1913	49.2	1935	59.9
1914	49.6	1936	61.1
1915	50.3	1937	63.0
1916	54.2	1938	63.7
1917	63.7	1939	63.2
1918	72.0	1940	65.7
1919	78.8	1941	69.6
1920	90.5	1942	72.9
1921	80.9	1943	74.2
1922	74.9	1944	74.6
1923	75.2	1945	75.0
1924	74.0	1946	77.5
1925	74.6	1947	84.8
1926	75.9	1948	97.0
1927	74.6	1949	100.0
1928	75.0	1950	102.9
1929	75.8	1951	113.7
1930	75.3	1952	116.5
1931	67.9	1953	115.5
1932	61.7	1954	116.2
1933	58.8	1955	116.4
1934	59.6		

[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, 1939–53, and by Months, 1954–55

(1949=100.)

Date	Total	Food	Shelter	Clothing	Household Operation	Other Commodities and Services
1939	63.2	50.2	84.6	54.9	66.5	77.2
1940	65.7	52.6	86.6	59.9	70.3	77.9
1941	69.6	57.9	89.2	63.6	73.8	80.0
1942	72.9	63.4	90.7	65.8	76.0	82.0
1943	74.2	65.2	90.9	66.1	76.1	84.8
1944	74.6	65.6	91.2	66.6	75.7	86.1
1945	75.0	66.3	91.4	66.9	74.9	86.4
1946	77.5	70.0	91.8	69.2	77.2	88.7
1947	84.8	79.5	95.1	78.9	86.2	91.6
1948	97.0	97.5	98.3	95.6	96.8	96.5
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	116.5	116.8	120.2	111.8	116.2	116.0
1953	115.5	112.6	123.6	110.1	117.0	115.8
1954 (average)	116.2	111.4	126.5	109.4	117.4	117.4
January	115.7	111.6	125.4	110.1	117.5	116.4
February	115.7	111.7	125.4	110.0	117.5	116.5
March	115.5	110.7	125.6	109.8	117.6	116.6
April	115.6	110.4	125.6	109.9	118.1	117.2
May	115.5	110.2	125.8	109.9	117.3	117.5
June	116.1	112.0	126.4	109.7	117.1	117.5
July	116.2	112.1	126.6	109.6	117.2	117.6
August	117.0	114.4	127.0	109.6	117.2	117.7
September	116.8	113.8	127.2	109.5	117.2	117.6
October	116.8	113.8	127.4	108.4	117.3	117.9
November	116.8	113.4	127.9	108.2	117.2	118.2
December	116.6	112.6	128.2	108.1	117.1	118.2
1955 (average)	116.4	112.1	129.5	108.0	116.4	118.1
January	116.4	112.1	128.4	108.1	117.1	118.2
February	116.3	111.5	128.5	108.1	117.1	118.2
March	116.0	110.7	128.6	108.0	117.0	118.3
April	116.1	111.0	128.7	107.9	116.9	118.2
May	116.4	112.3	128.8	107.9	116.4	118.3
June	115.9	110.0	129.2	107.8	116.1	117.8
July	116.0	111.5	129.6	107.8	115.8	117.7
August	116.4	112.4	129.8	107.8	115.8	118.0
September	116.8	113.7	130.0	107.8	115.9	117.9
October	116.9	113.5	130.2	107.8	116.1	118.1
November	116.9	113.0	130.6	107.9	116.5	118.3
December	116.9	112.4	131.0	108.5	116.6	118.3

Table 10.—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	116.1	112.1	122.1	112.5	122.7	117.0
1954	117.4	111.7	124.9	112.9	125.2	119.2
1955 (average)	117.9	111.6	127.0	112.4	125.1	120.5
January	118.4	111.8	126.1	112.6	125.4	122.4
February	118.3	111.6	126.1	112.6	125.4	122.4
March	117.9	110.0	126.1	112.5	125.6	122.6
April	117.2	109.4	126.1	112.5	125.8	120.6
May	117.2	109.5	126.6	112.2	125.8	120.4
June	116.8	108.6	127.3	112.2	124.9	119.8
July	116.5	109.3	127.4	112.2	122.5	119.6
August	116.8	110.1	127.4	112.2	122.5	119.6
September	118.1	113.5	127.6	112.3	123.7	119.6
October	118.5	114.8	127.6	112.5	123.9	119.6
November	118.6	114.7	127.8	112.6	124.2	119.6
December	120.3	115.9	128.0	112.8	131.0	119.6

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

Table 11.—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	220.7	207.0	228.8	232.3	175.1	263.8	219.5
1954	217.0	204.8	224.2	223.5	162.1	256.2	209.2
1955 (average)	218.9	209.7	224.5	226.0	165.6	245.1	205.3
January	215.7	205.0	222.1	225.9	165.6	248.4	207.0
February	217.4	207.6	223.2	229.0	167.6	245.8	206.7
March	217.4	206.2	224.1	229.9	166.1	241.3	203.7
April	218.5	210.4	223.5	233.1	186.8	238.7	212.7
May	217.8	209.5	223.1	233.2	183.2	243.4	213.3
June	218.7	210.3	224.1	236.2	174.3	250.0	212.2
July	218.4	210.1	223.7	237.1	170.0	249.5	209.8
August	219.6	210.7	225.3	240.6	159.0	250.6	204.8
September	220.9	212.2	226.4	241.4	153.9	251.6	202.7
October	220.0	210.8	225.7	240.7	151.7	241.9	196.8
November	220.7	211.3	226.5	240.8	153.2	240.5	196.9
December	221.4	212.4	226.6	244.2	155.2	239.0	197.1

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

Tourist Trade Section

The volume of tourist travel between British Columbia and the United States decreased slightly in 1954 over 1953, both in the number of tourists entering the Province and in the number of British Columbia residents entering the United States. This decrease in volume was offset by an increase in the Province's share of the total expenditures by United States visitors to Canada. These expenditures were $280,700,000; British Columbia's share of total expenditures—16.2 per cent in 1954, 14.6 per cent in 1953, 15.5 per cent in 1952, and 15.3 per cent in 1951. A table showing United States travel expenditures for the years 1943 to 1954 is given below.

Tables 12 and 13 give a breakdown of tourist travel between British Columbia and the United States for the years 1944 to 1955. The 1955 figures are subject to revision. Preliminary estimates indicate that travel volume in 1955 is slightly greater than 1954.

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 shown in red. In 1954, automobiles originating in California, Oregon, and Washington comprised 85 per cent of the total number of cars visiting British Columbia from the United States. The average length of stay of cars from the above States was 5.66 days and expenditures averaged $14.74 per car per day.

Interprovincial tourist-travel figures are not compiled by the Dominion Bureau of Statistics, but this travel 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
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
1947	241,100,000	1953	282,200,000
1948	267,400,000	1954	280,700,000

Table 12.—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	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
I. Automobile traffic (number of automobile and other vehicles)—												
(1) Non-permit class—local traffic	31,197	41,102	59,776	77,356	89,324	90,211	95,722	105,542	109,917	122,165	120.510	128,583
(2) Traveller's vehicle permit	51,280	107,506	178,595	205,216	191,572	214,805	221,642	247,801	262,550	283,846	278,376	283,469
(3) Commercial vehicles	3,697	5,298	5,836	6,175	7,989	8,538	10,890	14,707	14,606	17,232	22,645	22,234
II. Rail traffic (number of travellers)	67,864	60,987	56,616	49,519	44,077	51,670	47,874	70,421	57,913	50,834	48,121	47,241
III. Boat traffic (number of travellers)	173,325	176,949	197,433	142,161	132,388	134,188	95,719	108,211	122,835	134,717	130,102	115,147
IV. Bus traffic (number of travellers)[1]	23,536	31,740	49,760	38,698	37,355	39,197	39,088	39,861	29,998	27,569	36,247	32,404
V. Aeroplane traffic (number of travellers)	7,059	12,304	16,513	22,522	25,006	27,461	27,403	27,050	28,928	30,603	36,662	42,044

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

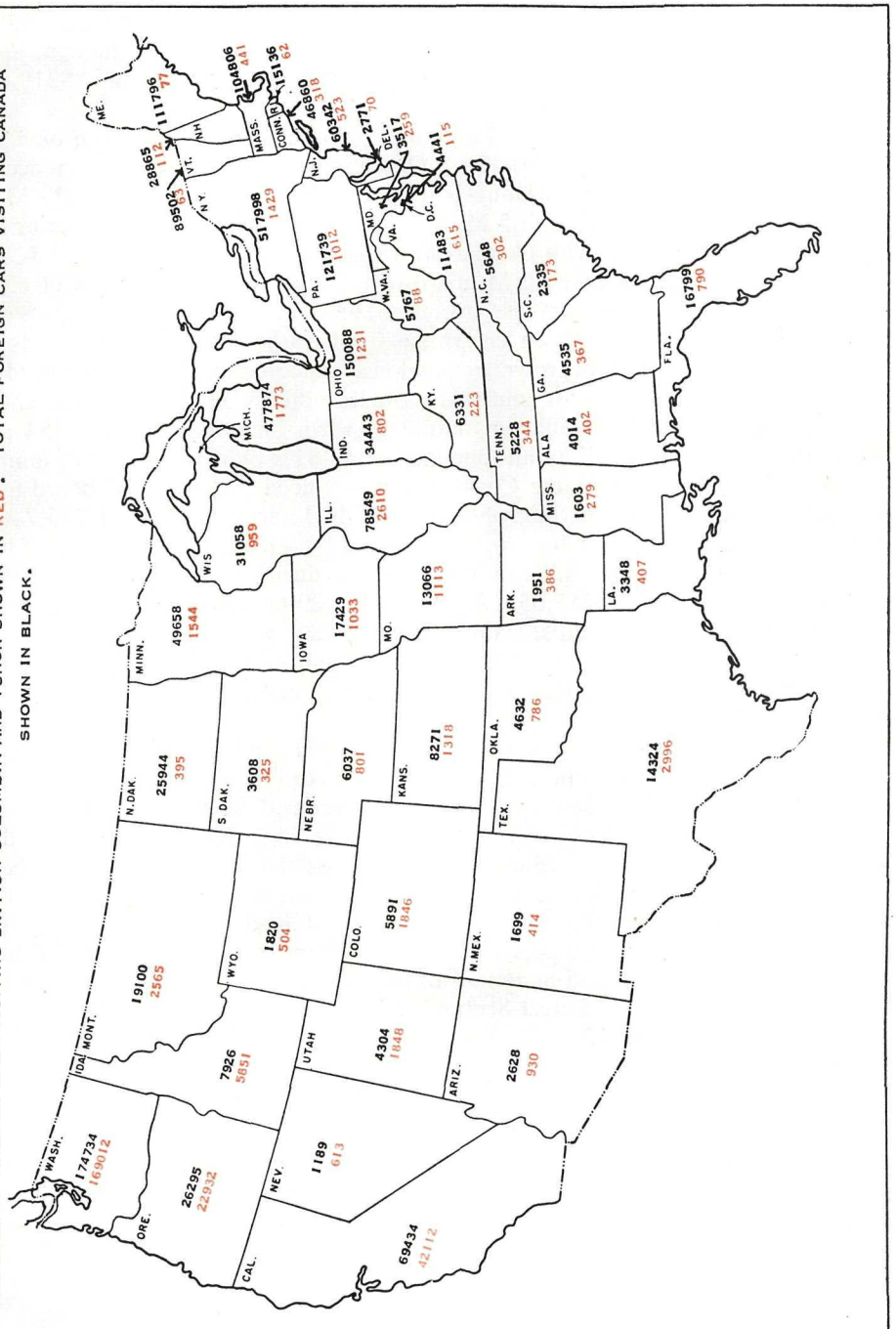
Table 13.—Re-entries of Canadian Tourists Travelling in the United States into British Columbia, Classified by Types of Traffic
(Automobile traffic statistics indicate number of automobiles only; all other types of traffic indicate number of travellers.)

Type of Traffic	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
I. Automobile traffic (number of automobile and other vehicles)—												
(1) Length of stay—twenty-four hours or less	46,111	99,955	202,486	271,816	249,254	278,749	289,452	351,087	465,460	513,797	503,077	534,473
(2) Length of stay—over twenty-four hours	11,528	18,910	34,741	39,555	37,534	79,847	88,644	107,313	141,238	153,443	149,618	186,150
(3) Commercial vehicles	10,627	12,442	13,890	15,942	18,580	17,643	21,533	23,609	28,471	32,910	31,171	31,653
II. Rail traffic (number of travellers)	31,149	38,363	40,146	41,021	28,434	41,272	57,179	80,070	90,091	76,869	71,682	70,210
III. Boat traffic (number of travellers)	17,524	27,562	41,848	26,140	20,462	26,741	17,157	20,955	24,363	28,763	29,320	28,202
IV. Bus traffic (number of travellers)[1]	22,829	35,041	63,396	81,853	77,071	95,460	81,695	78,351	87,801	77,069	76,405	80,818
V. Aeroplane traffic (number of travellers)	1,836	3,397	7,565	12,992	12,382	15,504	16,051	19,244	21,493	24,721	28,851	33,189

[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 1954 SHOWING STATES OF ORIGIN

NUMBER OF FOREIGN CARS VISITING BRITISH COLUMBIA AND YUKON 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 approximately 40 per cent of the net value of production, and in 1954 provided employment for some 61,100 people, who received some $219,000,000 in salaries and wages.

During 1954 the primary industry of logging cut an all-time high of 5,567,423 M board-feet, valued at $209,600,000. Operations in the Coast region accounted for 3,997,981 M board-feet, with Douglas fir the leading species at 1,462,333 M board-feet and hemlock next with 1,234,065 M board-feet. At the same time, Interior regions cut 1,569,442 M board-feet, with Douglas fir again the leading species at 665,528 M board-feet and spruce next at 468,762 M board-feet. The forest cut in 1955 of 6,480,000 M board-feet is a substantial increase over the 1954 cut.

The traditional conversion enterprise for British Columbia timber has been sawmilling. This industry has grown tremendously since its inception a hundred years ago, so that to-day it is the most important single industry in the Province and produces 55 per cent of the total Canadian output of sawn lumber. During 1954 sawmills in British Columbia produced an all-time high of 4,481,279 M board-feet of lumber, valued at $340,200,000. Mills in the Coast region produced 2,705,539 M board-feet of sawn lumber, valued at $238,200,000, while those in the Interior produced 1,775,740 M board-feet, valued at $102,000,000.

The pulp and paper mills of the Province during 1954 used 1,179,896 cords of pulpwood, valued at $28,255,655, as well as 565,290 cords of waste wood (for example, sawmill and veneer-mill chips, slabs, edgings, etc.), valued at $9,247,377. From this material these mills produced 1,277,082 tons of pulp, valued at $99,629,620. Over half of the pulp produced was used in the Province to make 683,384 tons of paper, valued at $79,499,580.

During 1955 the Forest Section prepared a third publication dealing with the forest industries of the Province entitled " Statistical Record of the Pulp and Paper Industry in British Columbia." The first publication in this series, " Statistical Record of the Lumber Industry in British Columbia," released originally in 1953, was revised and published again in 1955. Our forest research assistant was the first witness called before Chief Justice Sloan's present Royal Commission on Forestry which began its hearings in February, 1955. In addition to information contained in the above publications, our forest research assistant also presented evidence from the publication " Statistical Record of the Logging Industry and Summary of the Forest Industries in British Columbia."

During the year the Forest Section prepared the information on forestry contained in the Government's brief to the Royal Commission on Canada's Economic Prospects.

Table 14.—Value of Production in the Forest Industries of British Columbia

Industry	1951		1952		1953		1954 (Preliminary)	
	Gross Value	Net Value	Gross Value	Net Value	Gross Value	Net Value	Gross Value	Net Value
Logging	$214,051,202	$166,343,551	$204,146,915	$165,550,575	$202,364,186	$166,206,830	$209,600,000	$170,000,000
Furniture	$14,310,215	$7,415,149	$14,782,027	$7,512,223	$15,713,015	$7,732,075	(1)	(1)
Sash, door, and planing mills	41,331,453	13,811,839	46,289,457	15,590,699	47,658,772	15,819,252	(1)	(1)
Sawmills	347,147,390	167,001,838	316,723,587	154,069,375	323,474,522	156,345,168	$340,200,000	$164,400,000
Veneers and plywoods	43,202,315	24,806,298	42,176,834	22,108,341	56,503,885	33,132,477	62,700,000	36,800,000
Boxes and baskets, wood	2,150,361	1,116,187	2,168,580	1,194,270	1,909,994	1,099,189	(1)	(1)
Coffins and caskets	820,116	345,712	892,785	361,241	542,865	250,705	(1)	(1)
Woodenware	421,202	219,307	489,767	259,789	495,869	259,833	(1)	(1)
Wood-turning	654,756	278,957	702,951	241,062	668,614	336,253	(1)	(1)
Miscellaneous wood projects (N.E.S.)	11,938,080	4,523,713	13,787,818	5,072,931	11,467,559	4,106,353	(1)	(1)
Beekeepers' and poultrymen's supplies[2]	----------	----------	----------	----------	----------	----------	----------	----------
Excelsior[2]	----------	----------	----------	----------	----------	----------	----------	----------
Flooring, hardwood[2]	----------	----------	----------	----------	----------	----------	----------	----------
Cooperage[2]	----------	----------	----------	----------	----------	----------	----------	----------
Totals, wood products	$462,793,788	$219,875,798	$438,827,553	$206,830,907	$459,251,537	$219,363,064	$488,214,000	$229,158,000
Boxes and bags, paper	$11,653,032	$4,343,437	$12,153,840	$4,547,059	$13,389,625	$4,666,356	(1)	(1)
Pulp and paper	141,503,427	90,824,327	125,290,032	69,635,586	138,883,093	81,452,218	$157,781,577	$90,056,949
Roofing-paper	3,474,016	1,626,429	3,020,972	1,613,484	3,470,103	1,616,238	(1)	(1)
Miscellaneous paper products	10,608,685	3,465,150	11,623,683	4,136,295	11,546,500	3,945,976	(1)	(1)
Totals, paper products	$167,239,160	$100,259,343	$152,008,527	$79,932,424	$167,289,321	$91,680,788	$189,104,000	$102,179,000
Totals, forest industries	$844,084,150	$486,478,692	$752,062,995	$452,658,341	$828,905,044	$477,250,682	$886,918,000	$501,337,000
Net value of production (totals, all industries)	----------	$1,240,224,661	----------	$1,239,008,819	----------	$1,319,826,559	----------	$1,308,125,000

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

Mining Section

The metals, industrial minerals, fuels, and structural materials produced by the mineral industry of British Columbia in 1954 had a combined value of $153,377,315, compared with $152,628,683 in 1953.

Most of the copper produced went to the Tacoma smelter, mainly in the form of concentrates, together with some dross shipped from the lead smelter at Trail for recovery of the copper content. Lead and zinc refined at Trail were shipped to other Provinces of Canada, to Europe, including the British Isles, and to the United States. Additional quantities of lead and zinc were shipped to United States smelters in the form of concentrates.

The value of principal metals produced—gold, silver, copper, lead, and zinc—is $112,083,307, with lead valued at $45,482,505, zinc at $34,805,755, copper at $14,599,693, silver at $8,153,108, and lode and placer gold at $9,042,246.

Miscellaneous metals in 1954 had a value of $11,866,409, compared with $15,588,840 in 1953; the decreased output of iron ore was the main cause of the lower value.

Industrial minerals had a total value of $5,877,881 in 1954, compared with $3,211,748 in 1953, increases being noted in asbestos and sulphur.

The structural-materials group had a value of $14,395,174, compared with $13,555,038 in 1953. The output of coal for 1954 was valued at $9,154,544, compared with $9,528,279 in 1953.

The products of the industry are mainly basic commodities that secondary industry manufactures into products of much greater unit value. In so far as the manufacturing is done in British Columbia, the increase over the value of the basic commodity makes a further contribution to the economy of the Province. An example is the industrial mineral sulphur, to which the value assigned is $2,308,422. Some of the sulphur is used in the production of wood-pulp, and some is sold for use in the manufacture of sulphuric acid, but most of the sulphur is used in plants at Trail and Kimberley in the production of fertilizer that has a market value several times that assigned to sulphur.

The selling prices for most of the metal produced are in United States funds, and the United States dollar was at a discount in Canadian funds throughout 1954. United States prices for copper, lead, and zinc rose moderately during 1954, and the price of silver was constant. The greater discount of 2.6 per cent in 1954, compared with 1.6 per cent in 1953, resulted in somewhat lower average prices for silver, copper, and zinc in Canada, but the price for lead was somewhat higher than in 1953.

Production of refined metal in British Columbia was increased by the production of aluminium, begun at Kitimat in August, 1954. The aluminium is derived from ore mined in Jamaica and does not enter into British Columbia production figures.

The average number employed in 1954 was 14,128, and salaries and wages amounted to $48,702,746. Other major expenditures included: Fuel and electricity, $7,128,669; process supplies, $19,654,724; Federal taxes, $13,692,190; Provincial taxes, $2,443,691; municipal and other taxes, $1,537,067; levies for workmen's compensation (including silicosis), unemployment insurance, and other items, $1,647,642. Dividends amounted to $25,368,262, and the lode-mining industry spent $29,135,673 on freight and treatment charges on ores and concentrates. Expenditure in exploration for petroleum and natural gas in 1954 was $4,266,998.

Table 15.—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	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
	1953	1,472	424	849	142	312	6,199	.....	193,336	197,411	3,085	403,230
	1954	688	111	2,091	1,238	138	4,045	.....	43,038	186,132	1,486	238,967
Gold, lode	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
	1953	4,130	81,644	1,992,367	523,115	4,578	3,728,099	.....	1,668,820	724,541	.....	8,727,294
	1954	10,460	126,911	2,012,242	394,156	.....	3,805,925	.....	1,739,614	706,544	.....	8,795,852
Silver	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
	1953	2,536,593	1,346,454	711,475	80,954	273	22,393	.....	869,541	1,450,026	.....	7,017,709
	1954	3,270,439	1,046,190	613,874	78,489	4,390	19,920	.....	805,554	2,176,728	.....	8,015,584
Copper	1950	.....	428,774	5,980,342	3,425,413	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
	1953	.....	910,071	7,564,180	5,119,825	9,654	.....	.....	29,135	1,236,679	.....	14,869,544
	1954	8,087	5,566	6,944,660	5,167,820	287,733	964	.....	10,927	1,325,859	.....	13,751,616
Lead	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
	1953	27,862,043	8,274,643	40,162	70,094	.....	12,792	.....	457,432	874,829	.....	37,591,995
	1954	36,992,883	6,919,209	41,450	75,156	.....	.....	.....	481,778	708,445	.....	45,218,921
Zinc	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
	1953	21,066,010	8,804,870	40,907	1,515,872	.....	896	.....	484,730	1,900,090	.....	33,813,375
	1954	25,180,018	4,685,736	36,924	1,839,185	.....	.....	.....	456,736	1,681,685	.....	33,880,284
Coal	1950	5,774,509	.....	87,483	.....	4,060,337	9,926	.....	104,790	.....	82,258	10,119,303
	1951	6,413,374	.....	28,094	.....	3,486,615	8,640	.....	206,799	.....	26,095	10,169,617
	1952	6,591,942	.....	48,760	.....	2,749,206	11,493	.....	285,732	.....	42,606	9,729,739
	1953	7,031,158	.....	51,012	.....	2,059,828	10,400	.....	324,986	.....	50,895	9,528,279
	1954	6,648,655	.....	138,080	.....	2,029,099	12,769	.....	292,862	.....	33,079	9,154,544
Structural materials	1950	356,248	282,044	244,061	3,542,651	5,202,601	324,934	$12,910	169,582	70,970	40,938	10,246,939
	1951	103,924	249,584	176,784	3,915,597	5,377,629	388,814	110,234	109,778	103,013	70,691	10,606,048
	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
	1953	284,232	242,390	274,234	4,490,315	7,155,666	414,025	13,550	218,992	378,263	83,371	13,555,038
	1954	343,963	272,945	254,974	5,056,382	7,375,721	421,303	19,977	307,922	273,219	68,768	14,395,174
Miscellaneous metals and industrial minerals	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	.....	1,298,888	163,322	.....	15,376,406
	1953	883,090	6,135,360	130,983	236,396	6,763,105	203,474	.....	1,483,360	1,097,229	.....	16,932,997
	1954	966,741	6,807,155	48,280	326,394	3,757,695	191,878	.....	1,141,220	2,920,751	96,368	16,256,482
Not assigned	1953	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	10,189,222[1]
	1954	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,669,891[1]
Totals	1950	$92,146,224	$12,440,589	$9,487,752	$10,626,985	$9,504,272	$5,216,367	$12,910	$3,377,496	$5,322,918	$154,174	$148,289,687
	1951	106,514,803	18,274,585	10,522,848	15,712,353	10,334,641	4,927,330	110,234	3,824,054	5,289,786	103,059	175,613,693
	1952	84,160,489	31,810,492	10,543,056	13,390,427	13,907,121	4,537,336	45,416	5,405,382	7,296,634	213,076	171,309,429
	1953	59,668,728	25,795,856	10,806,169	12,036,713	15,993,416	4,398,278	13,550	5,730,332	7,859,068	137,351	152,628,683[1]
	1954	73,421,934	19,863,823	10,092,575	12,938,820	13,454,776	4,456,804	19,977	5,279,651	9,979,363	199,701	153,377,315[1]

[1] Includes some lead, zinc, antimony, bismuth, cadmium, and indium recovered at the Trail smelter, which cannot be assigned to a definite area but is credited to British Columbia production.

Table 16.—British Columbia Mines Production, 1953 and 1954

Description		1953		1954	
		Quantity	Value	Quantity	Value
Principal Metals					
Gold—					
Placer	crude oz.	14,245	$403,230	8,684	$238,967
Lode	fine „	253,553	8,727,294	258,388	8,803,279
Silver	„	8,376,953	7,017,709	9,825,153	8,153,108
Copper	lb.	49,021,013	14,869,544	50,150,087	14,599,693
Lead	„	296,559,781	39,338,655	332,474,456	45,482,505
Zinc	„	378,345,159	40,388,346	334,124,560	34,805,755
Totals			$110,744,778		$112,083,307
Miscellaneous Metals					
Antimony	lb.	1,551,043	$570,474	1,302,333	$382,104
Bismuth	„	71,298	157,569	225,351	493,519
Cadmium	„	787,158	1,550,701	680,734	1,123,211
Indium	oz.	6,752	14,922	477	1,281
Iron ore	tons	991,248	6,763,105	535,746	3,733,891
Platinum	oz.			4	408
Tin	lb.	1,092,228	581,746	587,528	280,437
Tungsten (WO_3)	„	2,168,977	5,950,323	2,206,443	5,851,558
Totals			$15,588,840		$11,866,409
Industrial Minerals					
Asbestos			$988,716		$2,920,751
Barite	tons	3,560	52,845	5,056	115,337
Flux (quartz, limestone)	„	37,358	110,698	39,897	40,804
Granules (slate and rock)	„	4,620	59,321	4,541	65,507
Gypsum and products	„	172,665	387,655	175,480	421,734
Mica	lb.	604,000	11,338	284,000	5,326
Perlite	tons	1,112	11,120		
Sulphur	„	151,954	1,590,055	219,999	2,308,422
Totals			$3,211,748		$5,877,881
Structural Materials					
Brick—					
Common	No.	1,382,883	$51,381	1,289,911	$35,550
Face, paving, sewer	„	4,307,894	226,459	5,651,262	316,676
Firebrick, blocks			426,783		372,528
Clays	tons	5,226	31,990	6,609	36,425
Structural tile, hollow blocks			123,469		122,903
Drain-tile, sewer-pipe, flue-linings			627,097		753,297
Pottery—glazed or unglazed			30,012		31,081
Other clay products			19,267		32,697
Cement			5,071,260		4,935,298
Lime and limestone	tons	338,005	1,357,958	317,976	1,555,002
Rubble, riprap, crushed rock	„	770,415	1,122,516	920,707	1,253,856
Sand and gravel			4,388,594		4,850,469
Stone	tons	2,611	78,252	3,055	99,392
Totals			$13,555,038		$14,395,174
Fuel					
Coal	tons	1,384,138	$9,528,279	1,308,284	$9,154,544
Provincial totals			$152,628,683		$153,377,315

Labour Section

The close interdepartmental relationship which exists between the Department of Labour and the Department of Trade and Industry in the matter of the collection and summarization of annual labour statistics has again proved most effective during the past year.

Industrial and business surveys were again conducted on a joint co-operative basis, the factual information resulting from the statistical inquiries being immediately available for use by either Department.

The annual compilations and statistical review of industrial labour information were completed by the Labour Section of the Bureau of Economics and Statistics and prepared

for publication under the heading of " Statistics of Trades and Industries " in the Annual Report of the Department of Labour for 1954.

While completion of the above Annual Report material constitutes the primary work of this Section, many additional projects were completed during the year, including the preparation of regional segregations of industrial employment and payroll information, the current edition of a list of industrial firms arranged in size groups by employment, an alphabetical index of firms reporting in the survey listed by industrial classifications and geographical location, and various analyses of occupational wage-rate information in response to inquiries from industry, business, and other Governmental departments.

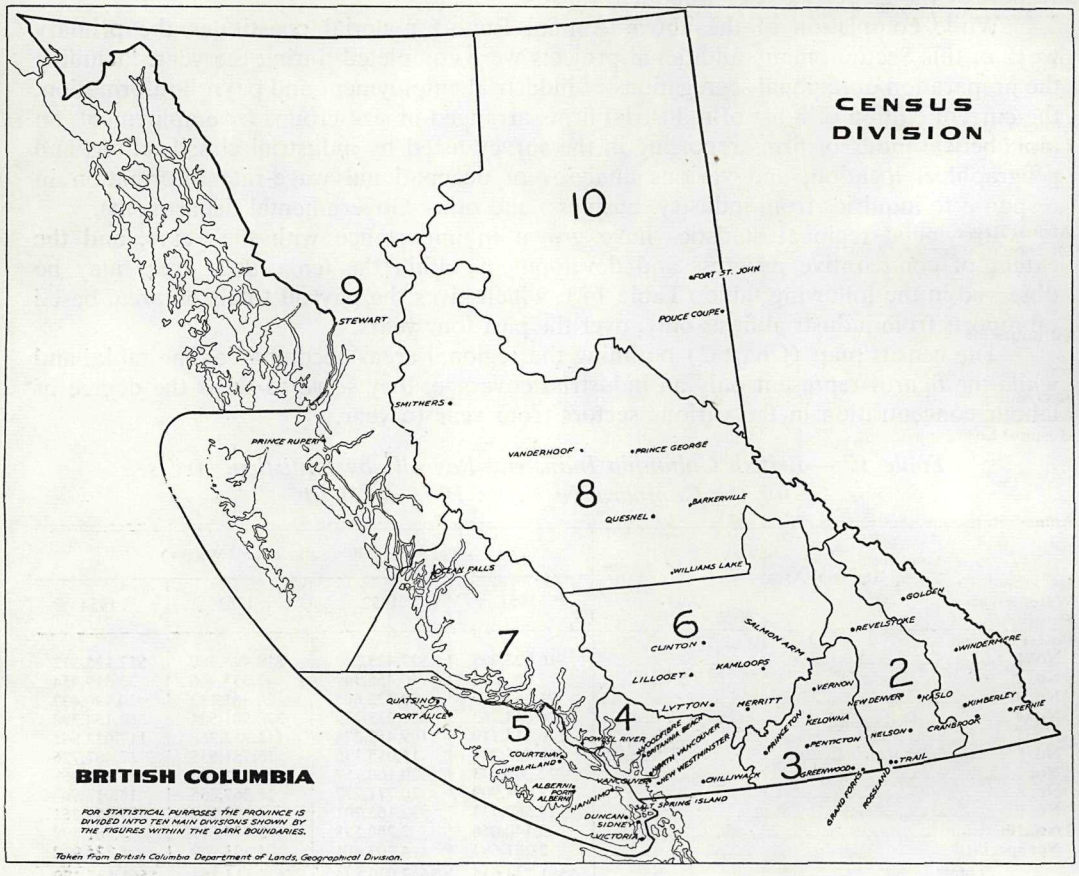
Provincial regional statistics have grown in importance with the years, and the extent of comparative progress and development within the ten census areas may be observed in the following table (Table 17), which gives the payroll totals by area, based on reports from industrial firms only, over the past four years.

The census map (Chart 2) outlining the regional areas accompanies the table, and while the figures represent only an industrial coverage, they serve to show the degree of labour concentration in the various sectors from year to year.

Table 17.—British Columbia Industrial Payrolls by Statistical Areas for the Comparative Years 1951 to 1954

Regional Area	Total Payrolls (Salaries and Wages)			
	1951	1952	1953	1954
No. 1	$16,925,795	$27,425,293	$19,495,380	$17,125,372
No. 2	33,803,674	40,455,349	42,633,966	32,519,954
No. 3	21,563,865	20,422,805	20,361,133	20,790,437
No. 4	326,844,763	358,233,779	370,901,521	389,154,398
No. 5	106,834,119	109,412,278	111,953,368	117,023,841
No. 6	10,905,394	11,015,136	15,781,535	12,487,726
No. 7	22,065,843	20,160,757	21,111,044	22,351,967
No. 8	18,808,909	20,771,777	18,367,655	18,012,903
No. 9	19,560,533	32,163,701	44,702,234	23,458,261
No. 10	2,140,056	2,266,598	3,304,619	3,387,399
Not specified	2,291,684	4,703,401	4,501,909	5,224,932
Totals	$581,744,635	$647,030,874	$673,114,364	$661,537,190

Chart 2.—Census Divisions



MARKET RESEARCH DIVISION

In addition to the usual functions of market and trade studies for business and government, this office (1) represented the Department at the International Trade Fair and Marketing Conference at Seattle, (2) was closely associated with the University of British Columbia and industry on problems affecting market research, (3) loaned personnel to the Department of Finance for special research, (4) assisted in the preparation of material for the Gordon Commission, and (5) prepared industrial and related maps and commentary for resource atlas.

MECHANICAL TABULATION DIVISION

This Division was established to handle mechanical tabulation work for the Bureau and act as service centre for departments of the Government requiring the facilities of punched-card equipment. No charge is normally made to the departments for this service; however, accurate job costs are maintained and are listed below to show the value of work done for each department and branch for the twelve-month period ended October 31st, 1955. Similar figures for two previous periods are included for comparative purposes.

Department and Branch	1952–53	1953–54	1954–55
Department of Agriculture			
Herd Improvement Branch	$1,056.65	$685.20	$1,010.26
Department of the Attorney-General			
Motor-vehicle Branch	$6,049.88	$5,423.86	$5,165.46
Liquor Control Board	27,111.60	33,784.56	38,295.26
Totals	$33,161.48	$39,208.42	$43,460.72
Department of Education			
Annual Report of Schools	$1,124.98	$1,626.06	$1,388.84
Division of Research, Tests, and Standards	.....	1,358.68	714.80
Totals	$1,124.98	$2,984.74	$2,103.64
Department of Finance			
Furniture inventory	$628.94	.....	.....
Department of Health and Welfare			
Accounting Division	$1,678.92	$1,890.94	$1,967.88
Medical Services Division	14,025.22	14,493.50	12,557.36
Hospital Insurance Service	1,236.76	6,986.86	17,867.14
Totals	$16,940.90	$23,371.30	$32,392.38
Department of Labour			
Annual Statistical Report	$3,493.04	$2,627.24	$3,621.80
Department of Lands and Forests			
Geographic Division	$468.40	$288.88	.....
Water Rights Branch	746.18	5,064.96	$7,235.38
Forest Surveys Division	4,196.98	12,880.46	31,130.98
Forest Management Division	2,140.98	971.02	1,220.12
Totals	$7,552.54	$19,205.32	$39,586.48
Department of the Provincial Secretary			
Civil Service Commission	$4,735.54	$4,929.00	$6,918.86
Queen's Printer	12,822.20	11,741.00	11,701.68
Totals	$17,557.74	$16,670.00	$18,620.54
Department of Highways			
Traffic Division	.....	$647.77	.....
Department of Trade and Industry			
Bureau of Economics and Statistics	$5,846.94	$6,747.36	$9,741.20
Mechanical Tabulation Division	8,221.12	5,673.94	5,108.30
British Columbia Government Travel Bureau	.....	.....	549.00
Totals	$14,068.06	$12,421.30	$15,398.50
Grand totals	$95,584.33	$117,821.29	$156,194.32

To meet the diversified demands of the various departments, a complete set of punched-card equipment is rented, which includes alphabetic printers, sorters, reproducing gang summary punches, end printing document punches, an alphabetic interpreter, collator, and multiplying punch, as well as alphabetic punches and verifiers. Here again the job cost records are used to ensure that maximum utilization is obtained from the equipment.

To operate the equipment efficiently, a well-trained staff has to be maintained, and at present it consists of a senior supervisor, assistant supervisor, four senior machine operators, eight machine operators, a senior key-punch operator, twelve key-punch operators, a senior clerk-stenographer, and three clerks. In addition, three members of the Liquor Control Board staff are attached to the Division to maintain liaison and perform necessary clerical functions.

As in previous years, a considerable amount of work was done in the development of new applications and revision of current jobs. Time was also spent in reorganizing the staff to create evenly balanced sections to handle the work of the various departments. At present we have four major sections, each headed up by a senior machine operator:—

(*a*) Liquor Control Board Records Section.
(*b*) Forest Service Records Section.
(*c*) Health and Welfare Records Section.
(*d*) General Statistical Section.

The Liquor Control Section works with the Liquor Control Board staff and is responsible for the mechanical preparation of all statements and reports under the following major headings:—

(*a*) Payroll Cheques and Associated Statements.
(*b*) Warehouse Inventory and Stock Status Reports.
(*c*) Warehouse Reconciliation to Brewery Accounts.
(*d*) Vendor's Inventory and Stock Status Reports.
(*e*) Vendor's Reconciliation of Goods Received.
(*f*) Vendor's Trading Account.
(*g*) Preparation of Purchase Journal.
(*h*) Invoiced Beer Reports.
(*i*) Licensee Beer Reports.
(*j*) Statement of Licensee Sales.

Although we were advised last year that the Vendor's Inventory Control Records established in the Esquimalt and Pender Street Stores as an experiment would be discontinued, the work has been maintained during the year.

The Forest Service Records Section was established during the year to handle the increased work for this department. It is mainly concerned with the preparation of the following work as used for forest inventory purposes:—

(*a*) Volume of Trees, Part I—Gross Volume.
(*b*) Volume of Trees, Part II—Decay Analysis.
(*c*) Volume of Trees, Part III—Standing Tally.
(*d*) Working Plan Special Survey.

In addition to the above, tabulations were made for the Forest Management Division on lumber recovery by mills throughout the Province and figures for an annual report of lumber cut from the Scaling and Royalty files punched in the Vancouver District office.

The Health and Welfare Section was also created during the year to handle the work of the Health and Welfare Department. The major jobs being handled in this Section are:—

(*a*) Hospital Insurance Admission-Discharge Records, Annual Report.
(*b*) Cost of Drugs to Social Welfare Cases, Quarterly Reports.
(*c*) Social Welfare Register of Cases by Category.

The General Statistical Section is actually divided into two groups, one being responsible for daily, weekly, and monthly reports, and the other for annual reports. The work of this section covers the following jobs:—

Department of Agriculture—Herd Improvement.
Department of the Attorney-General—Motor-vehicle Accident Reports.
Department of Education—Annual Statistical Report of Schools.
Department of Labour—Annual Statistical Report.
Department of Lands—
    Maintenance of B.C. Gazetteer.
    Water Rights Billing and Accounting.
Department of the Provincial Secretary—
    Civil Service Personnel Statistics.
    Queen's Printer Job Costs.
Department of Highways—Traffic Surveys.
Department of Trade and Industry—
    Trade Statistics.
    Trade Index.
    Miscellaneous Surveys.

The Water Rights billing job was completely revised during the year so that a transfer poster ledger card may be used. It is felt that this change will greatly simplify the clerical procedure of the job.

Several changes have been incorporated in the Motor-vehicle Accident Reports and complete quarterly and annual tabulations will be made for the Dominion Bureau of Statistics for comparison with other Provinces.

A request has been received from the Department of Agriculture asking that we survey their Dairy Herd Improvement records, with an expansion of work in mind.

Several special surveys were tabulated for the British Columbia Government Travel Bureau during the year for the first time, and it is anticipated that this work will increase now that its value has been established.

The expansion and renovation of our office quarters has relieved the overcrowded conditions and permitted a much more efficient layout of equipment.

The development of electronic data-processing equipment is being watched, as it is felt the use of such equipment is the logical next step in an establishment such as this. There are now approximately a dozen firms manufacturing electronic computers, all with different types of input, storage facilities, and output methods. In view of this and the fact that this is a comparatively new field, and much of the equipment becomes obsolete shortly after it is on the market, it is felt that we would be most unwise to take any definite steps at this time; however, it is strongly recommended that the Government set up a committee to collect and study data on the various types of equipment so that the final decision can be made on carefully assessed facts.

PUBLICATIONS

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

Quarterly Bulletin of Economic Conditions in British Columbia.—This publication is a new release, and in textual form outlines the current economic picture in British Columbia.

Summary of Business Activity in British Columbia.—This publication is a companion of the two above-mentioned publications and, in fact, takes the place of the fourth-quarter Quarterly Bulletin. It summarizes the current year's economic picture and presents historical series relating to business activity in the Province.

External Trade.—Summary of monthly statistics covering external trade are contained in the aforementioned 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.—This publication lists the products manufactured by British Columbia industries. A new issue will be released early in 1956.

British Columbia Regional Industrial Index.—The latest issue of this publication is 1954 and contains statistics on a wide range of subjects covering all areas of the Province.

British Columbia Facts and Statistics.—The ninth edition of this publication will be released in 1956. This publication provides graphic, 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, Mining, Forestry, Manufacturing, Water Power, Tourist and Economic Activity.

Establishing a Business in British Columbia.—This brochure, now being revised, gives to prospective investors information relating to the establishment of a business in British Columbia.

List of Industrial Firms in British Columbia by Number of Employees.—This publication provides an alphabetic listing of industrial firms segregated by size groups according to employment.

Regional Statistics of British Columbia.—Summary of census statistics by regional areas. At the end of 1955 the following area studies were complete: West Kootenay, East Kootenay, Okanagan, Lower Mainland, and Vancouver Island.

Statistical Record of the Pulp and Paper Industry in British Columbia.—An historical summary of statistics relating to the pulp and paper industries of British Columbia.

Current Publications.—A directory of publications released by the Department of Trade and Industry.

In addition to Departmental publications, many confidential reports were prepared for other Government departments.

REPORT OF THE BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU

GENERAL

The value of the tourist industry in British Columbia for 1955 is estimated at $90,000,000. At the end of the 1955 tourist season, admission on travellers' vehicle permits through British Columbia ports reflected the national improvement of more than 3 per cent above the figures of 1954. To the end of October, 1955, visitor vehicle entries for a twelve-month period totalled 286,895, compared with 280,156 for the previous same twelve-month period.

The foregoing figures show a comparatively healthy condition, but a survey of the accommodations and a study of actual business conditions during the season indicate an improvement in British Columbia's tourist industry far beyond that shown by the T.V.P. index. There was every indication that inter- and intra-provincial tourist traffic exceeded all previous records.

CONTRIBUTING FACTORS

There was an unprecedented patronage of camp-sites and more inquiries than ever for information on camping and camping facilities. Observation of the camp-site patronage and also of the patronage of the dude ranches, which catered in 1955 chiefly to the family trade, indicated that families of ex-service men had positively influenced this trend, although the high standards of Provincial camp-sites themselves had undoubtedly fostered and encouraged the usage. Over the season, however, increased camp-site patronage did not adversely affect the over-all tourist accommodation business, but showed, rather, that more people were seeking long and short vacations in the natural surroundings provided.

New and improved rail and air services stimulated the visitor industry considerably, the new transcontinental trains and the advertising and publicity attendant upon them adding particularly to the impetus. There was a marked up-swing in the number of organized tours to and through the Province, and bus traffic also showed improvement over the record of the previous year.

Interprovincial traffic was adversely affected by reports on the condition of the road through the Kicking Horse Pass, the block at Three Valley, and the surface between Yahk and Kingsgate, but notwithstanding these handicaps, stopping-places in the Windermere Valley and the Revelstoke areas report a good season, and the adverse reports on the Banff–Windermere Highway through the National park had no serious effect on traffic to and through Radium. It is felt that the adverse reports on these sections of the highway, which automobile clubs and other travel directors felt bound to pass on to their members, were more than offset by publicity on our general highway programme and the steady and rapid improvements being made all over the system.

Another contributing factor to the growth of the visitor industry has been the improvement in accommodations. The urban areas have benefited from the development of new drive-in hotels, and in the past two years entirely new standards have been established in British Columbia. At the present time, guest-beds are fairly evenly divided between the hotels and the motels, resorts, and other types of accommodation.

ACCOMMODATIONS

In the past six years, auto courts, motels, and resorts catering to the tourist in British Columbia have increased by 388, from 1,057 to 1,445. During the same period the number of hotels decreased from 618 to 545, a drop of 73, but this mortality, as reported by the Dominion Bureau of Statistics, is not necessarily among hotels catering to the tourist trade. In all, British Columbia now has some 1,990 establishments catering to the visitor, with 28,840 rental units containing an estimated 57,920 guest-beds.

On the basis that 22 per cent of the tourist dollar is spent on accommodation, it is further estimated that the direct gross revenue for British Columbia hotels on account of accommodation alone was, in 1955, over $9,000,000, and that the other types of accommodation grossed approximately the same amount. The restaurant business grossed $18,000,000 from the visitors.

Through the co-operation of operators of tourist accommodation in a survey it was learned that of the tourists who patronize our hotels, motels, and resorts, 34 per cent come from the United States and other foreign countries, 19 per cent are from other parts of Canada, and 47 per cent live in British Columbia.

Of total expenditures made by visitors from outside the Province, 22 per cent were made by visitors from Washington, 8 per cent by those from Oregon, and 34 per cent by those from California, or a total of 64 per cent by people of the three Pacific Coast States. During the tourist season, Albertans accounted for 6 per cent of the outside visitor expenditure, and Ontario contributed 7 per cent. The latter figures are drawn from a questionnaire returned by over 2,000 visitors.

THE MARKET

It is seen from the foregoing that the Western States continue to be British Columbia's largest outside market. Population-wise, this market continues to expand as has the ratio of automobiles *per capita*. A Curtis Publishing Company survey of the travel market in 1954 shows, among other things, that 33.3 per cent of United States families have incomes of $5,000 or more, that United States families spent about $10,500,000,000 for recreational travel in 1954, and that 12.8 per cent of United States families with incomes of $5,000 or more live in the Pacific Coast States. On this premise, it is fair to estimate that the people of Oregon, Washington, and California spent $1,340,000,000 on rcreational travel in 1954. Of the $5,000-and-up income families in the three Western States, 1,229,000 or 66 per cent took vacation trips away from home in 1954 (Curtis).

Recognizing the three Western States as British Columbia's prime foreign market and accepting the foregoing figures as being correct, the question arises as to whether the traffic could not be improved. Certainly the return on British Columbia's tourist promotion expenditures is high, particularly in face of the competition from every State in the Union and every free country in the world.

In 1955, advertising in the United States was confined largely to newspaper and magazine advertising in the three Pacific Coast States. This was an attempt to reach as many as possible of the type of patrons who would be interested in the vacation amenities and accommodations offered by the Province. It was kept in mind that the average United States family expenditure for vacation travel is $396, that the average automobile-tourist family covers little more than 1,000 miles on its vacation, and that a large percentage of potential visitors to this Province would have to spend more than the average in money and mileage in order to get here.

TRENDS

If the record number of mail inquiries (33,653) is any criterion, then in 1955 the advertising accent was in the right place. Travel trends change with practically every season, however, and each year's advertising must be adjusted to whatever changes are apparent. The Travel Bureau, for instance, is now studying the traffic situation with a view to anticipating the effect of 10,000,000 additional automobiles on the United States highways over the next five years. Will this increase or decrease the average vacation mileage, and will British Columbia's potential market expand or contract with greater congestion along the route? Will the traffic arteries keep ahead of the flood of new vehicles? These and other problems are vital considerations, and are written into this

report with a view to giving some appreciation of the factors and close study behind the promotional programme.

ADVERTISING

The first advertising impact of the 1955 season was gained through a page in Holiday magazine, run in full colour and in co-operation with the States of Washington and Oregon. This advertisement appeared in January, and coupon returns totalled 3,700 before the season was over. This and Highway Traveller were the only United States magazines with national circulation used by the Bureau. Sunset, National Motorist, Westways, and Fortnight were used on the Pacific Coast to support the newspaper advertising, and of the 33,653 inquiries received by the Bureau, 2,500 were keyed to advertisements. All dailies were used, with a general invitation to visit " British Columbia, the Colour-camera Country."

Five large bulletin-boards, with a traffic count of over 11,000,000, were repainted with a repeat of the invitation. These boards are strategically located and have been maintained for several years in the vicinity of Seattle, Portland, Tacoma, Grants Pass, and Spokane.

With a view to encouraging British Columbians to spend their own vacations in the Province, radio was again used, and it was also used in conjunction with Canadian national magazines and newspapers to encourage more interprovincial traffic. Inquiry response was good, and a large number of settlement inquiries also resulted.

General advertisements were kept to a minimum, in order that the budget could be devoted in its entirety to promotion. Separate advertising agencies handled radio, newspaper, and magazine advertising.

The Bureau continued to handle the placing and checking of advertising for other branches of Government service.

PUBLICITY

Acknowledgment is given to a large number of magazines, newspapers, radio stations, television stations, and trade journals which afforded opportunities to place promotional material without cost to the Bureau. The publicity supplementary to scheduled advertising campaigns added materially to the over-all promotion of British Columbia's tourist interests. A steady flow of articles and captioned photographs was maintained with a high rate of acceptance, requests for material coming in with almost every mail.

This year, for the first time, the Bureau distributed a series of twelve two- and three-column mats to all daily and weekly newspapers in the Province. These mats featured historic, scenic, and vacation attractions of various parts of the Province, and they received a 100-per-cent acceptance. In the interest of further developing intraprovincial tourist traffic, it is hoped to enlarge this programme in 1956.

A similar service was tried in the United States. In this case the Bureau used a commercial mat-distributing service, an investment of $300 bringing a return of 182 clippings from newspapers all over the United States. This service may also be enlarged upon in 1956.

LITERATURE

Over 800,000 pieces of literature were distributed by the Bureau in 1955, the demand far outstripping the estimates. Several of the basic folders appeared under new cover and design, most noteworthy being the Vancouver Island and Vancouver-Sunshine Coast folders, which set a new standard.

Maps also underwent a drastic revision. A continuing problem with maps had been to secure one which had public acceptance, carried full detail and information, folded conveniently, and covered desired areas. One of the major objections to our maps had been the fold, no machinery being available to provide an accordion fold west of Toronto.

Rights to a map with universal acceptance became available in British Columbia early last year, and this was incorporated into a book-fold which proved fairly satisfactory. However, by adjustments within his own plant, the Queen's Printer was able to run an accordion fold, with the result that this useful format later became available to the Bureau for the first time.

The joint Alberta-British Columbia map was run with the new fold, and all maps printed in 1956 will use it.

"Alluring British Columbia" met a very wide public acceptance, and its demand and use was such as to warrant another 50,000 edition, reduced in size to 6 by 9 inches. This publication is a "prestige" piece, which proved very effective as a supplement to convention solicitation.

A need was felt for a publication which would give the traveller some historic and scenic reference points, and to that end the Bureau produced a series of small folders, "Historic Notes Along the Way." These notes were prepared on all trunk highways, with the hope that they would form a base upon which a more comprehensive "picturesque-historic-highways" folder could be built. The "Historic Notes" have been sent to Chambers of Commerce and others concerned for distribution, with request for additions and amendments.

The Bureau is interested in the production of forty publications of various kinds, each designed to serve a particular interest or meet a specific demand in a given market. Distribution is carefully controlled to ensure effective use without waste. All are designed as selling pieces. New productions included a four-page folder in colour designed for use as a convention invitation.

The effectiveness of the Bureau literature is reflected in 2,000 responses to a visitor questionnaire. "Descriptive literature" was a close third to "friends and relations" and "previous visits" in answer to the question, "What first gave you the idea of vacationing in British Columbia?" The alternate routes and circular tours suggested by much of the literature have had a great effect on the length of stay and the mileage driven within the Province.

TOURIST INFORMATION CENTRE, PORT OF DOUGLAS

After several years of planning, a Tourist Information Centre was opened at the Douglas port of entry. Construction was started during August of 1954. By the early part of 1955 the building was ready for occupancy.

The building is strategically located some 1,000 yards from the Canadian customs, and is set on the grassy boulevard bordering the King George VI Highway. The grounds immediately surrounding the building are well landscaped and maintained by the British Columbia Forest Service in conjunction with the Peace Arch Park. A rustic sign in advance of the building, handsomely bordered by miniature evergreens, advises the travelling public of the service available to them. The lofty presence of the Red Ensign beside the building adds to the feeling that the traveller is entering a different land.

Adequate parking facilities are provided by a black-topped area capable of accommodating over forty cars at one time.

The building, 24 by 32 feet, although of modern design, is finished in rustic architecture, with varnished siding and cedar shingles lending to the warmth and hospitality provided by the staff. The rustic trend is carried within the building by the cedar-siding decor on the face of the spacious counter and the dividing-wall between the main lobby and the public washrooms. The two large plate-glass windows in the wall facing the highway, and the two side walls, which are almost entirely glass, add a bright and cheery feeling to the atmosphere.

The plastic-topped counter provides ample working space for the staff to display the various maps and folders that are called for, and to enable them to mark out proposed routes and scenic return journeys. Display racks within reach of the travelling public

carry area and group folders, as well as transportation schedules and literature provided by the various Boards of Trade and Chambers of Commerce throughout the Province.

All Government travel publications are displayed behind the counter, and are distributed by the staff in answer to the varied questions that are put forth.

Accurate statistics are kept, tabulating the number of cars that stop, their points of origin, and the number of people that they contain. The number of trailers that are brought in to British Columbia at this port is also recorded. The number of days that

each party expects to spend within the Province is also tabulated. Separate tallies are made of those visitors with no advance plans, and those pre-routed through auto clubs or other travel bureaux.

One important item recorded is the number of miles the traveller expects to cover during his stay in British Columbia. By describing and pointing out alternate return routes, it is possible for the staff to add considerably to this mileage, which is recorded as "estimated increased mileage." It is possible for the estimated increased mileage to reach 5 per cent of the total mileage planned.

During this first summer's operation, the Centre was kept open for twelve hours a day, from 9 a.m. to 9 p.m., seven days a week. It has been decided to keep the building open throughout the winter months for regular office hours, including both Saturday and Sunday.

A staff of three was capable of maintaining a high degree of service for the first season's operation, but as the service becomes known, a larger staff may be necessary during the months of June, July, and August.

Numerous inquiries are made regarding the areas where good hunting and fishing are available. The Game Commission supplies the Centre with weekly fishing bulletins compiled from reports supplied by the various District Game Wardens. Hunters and fishermen are also advised where they can procure non-resident licences.

The popularity of the British Columbia Forest Service camp-sites is reflected by the number of requests for literature giving descriptions and locations of these well-used recreational havens.

U.S. Army signals are relayed to the Centre from the Travel Bureau, giving weekly reports of the conditions of the Alaska Highway, and the Department of Highways provides information regarding conditions of Provincial roads, which is released in printed form by the Government Travel Bureau and made available to the travelling public.

A visitors' register is maintained, in which visitors from all of the forty-eight States have set their names. Many visitors have registered from as far away as England, Germany, South Africa, Hawaii, and Dutch Guiana. Notes of appreciation of the services provided by the Centre have also been set down in the visitors' register.

Local residents have made use of the Centre in obtaining bus and ferry schedules, rail and air-line information, and many have been helped in planning summer vacations within the boundaries of the Province.

During the first tourist season, to October 1st, the Reception Centre was host to 9,212 cars, containing 25,903 persons who planned on spending 45,677 days in British Columbia. Extra mileage encouraged by the staff was estimated at 597,480.

"TOURIST ACCOMMODATION REGULATION ACT"

The Travel Bureau is concerned with filling over 2,000,000 guest-beds every month, and while the Province boasts magnificent scenery, good fishing, and all resort and recreational attractions, it early came to the realization that British Columbia's tourist industry would never be any better than its accommodations. That was why, in 1945, the Regulations Governing Tourist Accommodation and Trailers were brought down, and why the star rating of tourist accommodation was later instituted. In the year following the establishing of the star rating system, the accommodation directory showed the rating of each establishment. It was the listing of these star ratings which caused this folder to become one of the most potent and widely referred to travel directories in North America.

Star rating enjoyed several years of stability and recognition from 1949 to 1953. Physical and economic conditions surrounding the travel industry remained much the same. While a continued improvement in the existing accommodation was apparent, the nature of building and operating did not change and the stars became recognized as reliable symbols. In 1953 and 1954, however, a new look became evident in the tourist field; popular demand and completion began to be met by new standards, recognized both in new accommodations and in the renovation of existing property. The standards appreciated so rapidly as to render the current star rating formula obsolete.

In January last, representatives of the four Western Provinces met for the purpose of creating a uniform grading system which could be applied throughout British Columbia, Alberta, Saskatchewan, and Manitoba. At that meeting a formula was designed to meet modern requirements, and the Provinces agreed to experiment with this during the next season. The objective was to eliminate any defects from the proposed chart and meet again in September with a view to arriving at an agreement on a unified formula. On September 11th and 12th last the interprovincial committee met again, and during the two-day conference the policy of grading tourist accommodation was reviewed, its effect on the industry and the operators carefully considered, and the star rating formula

discussed in minute detail. The weight of experience of the grading officers from the travel bureaux and the health and licensing departments of the four Western Provinces, concentrated on this document, resulted in the unanimous adoption of a new formula, which will be used in 1956 for publication of results in 1957. During the past year, star rating of tourist accommodation was conducted under the old system, with the results as tabulated herewith.

Number of Auto Courts Graded and Ungraded

Rating	1955		1954		1949	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
Four stars	456	37	395	35	168	22
Three stars	271	22	255	23	185	24
Two stars	187	15	175	16	134	18
One star	130	11	123	11	138	18
No star	178	15	166	15	132	18
Total graded	1,222	100	1,114	100	757	100
Ungraded	223	----	226	----	------	----
Grand total	1,445	----	1,340	----	------	----

The following grades were raised in 1955:—

Twenty-two raised from three to four stars.
One raised from two to four stars.
Nine raised from two to three stars.
One raised from one to three stars.
Three raised from no star to three stars.
Fourteen raised from one to two stars.
Seven raised from no star to one star.

The following grades were lowered in 1955:—

Six lowered from four to three stars.
Six lowered from three to two stars.
One lowered from three to one star.
Four lowered from two to one star.
Four lowered from one to no star.

Auto courts initially graded in 1955 were as follows:—

Four stars	36
Three stars	18
Two stars	7
One star	7
No star	14
Total	82

New listings in 1955 amounted to ninety-seven.

Fifty auto courts ceased operating in 1954 and twenty-eight in 1955.

SETTLEMENT

Again in 1955, settlement inquiries were received in considerable volume, a large number being inspired by the press coverage of British Columbia's great industrial developments, actual and proposed. A large number of people who had failed to establish themselves in Ontario and other Provinces, to which they had originally migrated, hoped to find a home in British Columbia; there were also a large number of retired Canadians seeking a happy place in which to spend declining years. A heavy mail was also received from prospective agricultural settlers. In disposing of these inquiries, the Bureau acknowledges the assistance of the Department of Agriculture, Department of

Citizenship and Immigration, and other authoritative sources of factual information and advice. The National Employment Service in Vancouver and Victoria helped the Bureau on many occasions, and the Agent-General for British Columbia and the Canadian Department of Labour in London, England, were important references.

The Bureau does not solicit immigration, but the expanding economy of the Province naturally invites inquiry. Such inquiries as are funnelled to the Travel Bureau are given the information and references most suitable and helpful, but any finalizing is left to the Canadian or Provincial department most directly concerned.

Appreciative acknowledgment has been received from many countries.

TOURIST COUNCIL

The sixteenth annual meeting of the Tourist Council was held in Vancouver on October 20th and 21st, with the Deputy Minister in the chair. Operations of the Government Travel Bureau over the past year were reported upon and reviewed by the Council. Regional reports were given by members, and discussions led to several resolutions and recommendations for the help and guidance of the Bureau and the general welfare of the visitor industry.

FIELD WORK

The travel promotion programme through personal contact with travel information offices followed a different pattern in 1955.

A new full-time travel promotion service in the United States was established in April of this year under the joint sponsorship of the Provinces of British Columbia and Alberta. Both Provincial travel bureaux long recognized the value of promotion through personal contact and the need for increased activity in this direction. A travel trade representative is now located in the United States, headquartered in San Francisco, Calif. With him rests the responsibility for carrying on the contact work for the two Provinces in the eleven Western States. No office is maintained, but greatly appreciated assistance received from the staff of the Canadian Consulate-General in San Francisco has been most helpful when needed.

Benefits from this increased service have been acknowledged by many travel information agencies, and their excellent co-operation throughout the entire area has been most encouraging.

An important approach to this contact work is the maintaining of close liaison with automobile club headquarters, with follow-up visits to their branch offices, in addition to keeping in close touch with travel agents, transportation companies, and the travel promotion departments of major oil companies. Of considerable significance is the work with travel and outdoor editors of newspapers and magazines, which is closely associated to the demand for planning tours and arranging appointments for writers seeking subject material for magazine articles. The commercial motion-picture field has been helped in a similar manner. Speaking to groups and the showing of films plays an important part in this type of promotion. The Government travel films have had an acceptance by the television stations that is very gratifying.

The Pacific Northwest Travel Association operated a booth at the Los Angeles Sport and Travel Show, and the travel trade representative assisted in the staffing of this display. This form of travel promotion works well in some areas, and future participation in selected shows with one display for the two Provinces, as is planned, should prove profitable. Experiments with placing small displays at large conventions worked well this year, and it is hoped that this approach can be continued in the future.

Four senior travel counsellors of major automobile clubs in the West Coast States travelled 3,500 miles on a conducted automobile tour of Alberta and British Columbia as guests of the Provincial travel bureaux. The group expressed hearty enthusiasm over the many tourist attractions, and each now feels in a much improved position to direct

travel into the Provinces. The combined memberships of the clubs represented approximately 900,000, and each member received a report on the tour through his club periodical.

Through the avenues opened up by these personal contacts, it is expected that the publicity and dissemination of travel information, including large quantities of tourist literature, will provide a valued aid to planning British Columbia and Alberta vacations.

EXHIBITIONS

The Bureau did not take space in any of the sport shows in 1955, but in April Mr. Peers represented this Province and Alberta at the Pacific Northwest Travel Association booth in the Los Angeles Sport Show. At the same time Mr. Walter Fuller, of Alberta, represented both Provinces at the Minneapolis Sport Show, at and en route to which he distributed a quantity of pertinent literature.

The Canadian National Exhibition at Toronto offered rental space in the Avenue of Provinces during the period of the exhibition, and all other Provinces being represented, the Bureau staffed a booth, distributing literature and furnishing information to many thousands. The Avenue of Provinces was not enclosed and the conditions not all that could be desired, but development of the national theme in an enclosed area is now being promoted by the exhibition authorities, and any future participation would be on a more suitable basis. Meanwhile, from the report of Miss P. Hamilton, who had charge of the booth for the Travel Bureau, it is felt that, notwithstanding the lateness of the exhibition, considerable traffic can be encouraged and general publicity for the Province accented by such participation.

CO-OPERATIVE ACTIVITIES

Under this heading must come a little more than mere acknowledgment of co-operation. Elsewhere in this report, mention has been made of the joint Alberta-British Columbia sponsorship of a travel officer with headquarters in San Francisco, and also of the joint production of a map-folder and the co-operation, with Saskatchewan and

Manitoba, in connection with establishment of a star rating formula. While these expressions were dictated by mutual interest, the British Columbia Government Travel Bureau appreciatively acknowledges an interest on the part of the Deputy Minister of Economic Affairs for Alberta and the Director and staff of the Alberta Government Travel Bureau far beyond what is ordinarily called for.

Mention should also be made here of the staff meetings, the second of which was held at Banff in September, at which the travel counsellors, fieldmen, and other officers of the Saskatchewan, Alberta, and British Columbia travel bureaux discussed mutual problems in the interest of betterment of service and advancement of knowledge of the tourist industry. These exchanges have proven very beneficial to all concerned.

The Province has also been served most generously by the automobile club of Southern California, the national automobile club, and the state automobile associations of California, Oregon, and Washington.

Without exception, the oil companies' travel bureaux have co-operated very closely, particularly in respect of dissemination of road reports. The regional and community travel bureaux at Kamloops, Nanaimo, Hope, Vernon, New Westminster, Chilliwack, Trail, Kimberley, Kelowna, Revelstoke, Nelson, Cranbrook, Courtenay, and a score of other centres, 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 gave a tourist service extending beyond their immediate interests and were in turn furnished folders and promotional material for distribution. A special credit should be given the British Columbia Automobile Association for a fine spirit of co-operation, and also the British Columbia Hotels Association and Auto Courts and Resorts Association of British Columbia.

The co-operation at all times of the Canadian Customs and Immigration Officers at border points is greatly appreciated by the Bureau, as it is by the visitors. Without exception, visitors to the Province have been courteously received, a fact which has been very frequently commented on.

Particularly friendly liaison has been maintained between the Bureau and the Canadian Government Travel Bureau in Ottawa, its offices in New York and Chicago, and the Canadian Consulates in Los Angeles, San Francisco, and Seattle. At all times the resources and facilities of these offices have been placed at the disposal of the Bureau and the travel representative, and frequently taken advantage of.

The Bureau also acknowledges that its promotional task would be much more difficult without the full co-operation of the press and radio interests.

SURVEYS

During the year the British Columbia Government Travel Bureau conducted two surveys with a view to securing more and up-to-date data on the patterns of tourist traffic within the Province, the nature of the traffic, and other statistics which might assist in planning promotions.

One questionnaire was distributed to visitors by travel bureaux, Chambers of Commerce, hotels, motels, etc., in all parts of the Province. Fifteen thousand forms were distributed, and the returns approximating 2,000. Response to selected questions was tabulated at the end of the season, some findings being incorporated into other sections of this report.

An interest in securing reliable statistics on the visitor industry was expressed by Professor E. D. McPhee, of the Faculty of Commerce, University of British Columbia, who called a meeting to discuss the problem. In June he met with Dr. N. H. Engle, Director of the Bureau of Business Research, University of Washington; Dr. J. A. Guthrie, Director of the Bureau of Economics and Business Research, State College of Washington; Professor S. Oberg, of the University of British Columbia; Deputy Minister T. L. Sturgess; James Hughes, Executive Vice-President of the Vancouver Tourist Asso-

ciation; George I. Warren, of the Victoria and Island Publicity Bureau; and Ernest Evans, Commissioner of the British Columbia Government Travel Bureau. A meeting of the Canadian members of the committee was called by the Deputy Minister a month later, when it was agreed that Mr. Sturgess would discuss the problem at the Federal-Provincial Conference, and that the committee would analyse the results of the surveys currently being conducted. The University authorities offered to co-operate in outlining and conducting further surveys in another year if necessary.

At the end of the season all operators of tourist accommodation were contacted, and response to questionnaires gave an exceptionally large and comprehensive sample upon which to base a study.

The following are a few preliminary tabulations of interest, submitted without comment.

How the Tourist Dollar Was Spent

	1951[1]	1955[2]
Retail and department stores	25¢	19¢
Food and restaurants	22¢	22¢
Accommodation	17¢	22¢
Transportation	19¢	20¢
Entertainment and recreation	9¢	9¢
Roadside purchases, refreshments and souvenirs	8¢	8¢

[1] Dominion Bureau of Statistics figures.
[2] British Columbia Government Travel Bureau figures.

Hotel Survey, 1955

Tourist guests were composed of—	
British Columbians	55.5%
Other Canadians	22.3%
United States visitors	22.2%
	100.0%
Percentage of overnight trade	53%
Average number in party	2
Average length of stay (days)	2
Guests who made reservations	20%
Percentage of repeat business	26%

Motel and Resort Survey, 1955

Guests were composed of—	
British Columbians	47%
Other Canadians	19%
United States visitors	34%
	100%
Percentage of overnight trade	55%
Percentage of repeat trade	36%

In some areas the demand for housekeeping ran as high as 80 per cent and in others as low as 40 per cent. The over-all average for British Columbia, etc., was 70 per cent. The average length of stay for all types of accommodation was four days, while the average number of persons in each party was 3.5. These figures include resorts and other stopping-places where bookings often run to fourteen days and parties of five and six are not uncommon.

British Columbia scenery is still the greatest attraction to visitors. In answer to the query " What desirable factors prompted your visit? " 1,458 replied scenery; 786, rest and relaxation; 490, climate; 356, visited friends and relations; 315, fishing; and 327, shopping. Other factors were out of the running.

The value of scenery to British Columbia is also reflected in the fact that of the people stopping at the Douglas Reception Centre, over 65 per cent carried a camera.

The majority of visitors to British Columbia found our accommodations good (ratio, 4 to 1 against fair), our prices moderate, our restroom facilities only fair. Half of the visitor's " shopping " money was spent on souvenirs and chinaware; clothing and woollens came next on the list; jewellery was fifth on the list of specified purchases; linens next; and sports equipment last.

HISTORIC SITES

Three historic sites were marked by plaques furnished by the Bureau in 1955, two being unveiled on the occasion of the opening of the road through to Bella Coola. One of these plaques marks the spot where caterpillar tractors, working from the east and the west, met at a point a few miles west of Anahim. The other plaque marks the spot where Alexander Mackenzie reached tide-water.

A plaque commemorating the first high school in British Columbia was unveiled on the grounds of the new junior high school on Fort Street, Victoria.

Whenever opportunity has offered, the Commissioner has encouraged local historic societies in their work and projects and emphasized on all possible occasions the value of local historic references. In this respect it is encouraging to note the increased amount of historic reference in regional and community folders.

Inquiries and correspondence received by the Bureau also reflects a greater interest in historic references on the part of the visitor.

REPRESENTATION

During the year the British Columbia Government Travel Bureau was represented at conventions of the Canadian Tourist Association, Okanagan-Cariboo Trail Association, British Columbia Hotels Association, British Columbia Auto Courts and Resorts Association, and at several regional meetings of the latter. The Bureau was also officially represented at the May meeting of the Pacific Northwest Trade Association and at the annual meetings of the Vancouver and Victoria tourist associations. Membership was maintained in the National Association of Travel Organizations. At the Federal-Provincial Tourist Conference, the Bureau was represented by the Deputy Minister.

At all of these gatherings the various aspects of the tourist industry were discussed, the Bureau's contribution being to the general advancement of the industry on the various levels concerned and the improvement of British Columbia's tourist economy in particular.

PHOTOGRAPHIC BRANCH

Still Assignments

Photographers in the field covered the Chilcotin District from Williams Lake to Bella Coola. This was the first time that our photographers had worked in that area.

Many new photographs were obtained of the Cariboo District, and a side trip was made to the Bowron Lake chain of lakes for new coverage.

Another still photographic trip covered the area adjacent to Highway No. 3 from Hope to Crowsnest Pass, thence north in the Kootenay-Columbia Valley to Kootenay and Yoho Parks. From there new photographs were taken along the Trans-Canada Highway to Kamloops and the Fraser Canyon.

New photographs were also obtained from a trip through the Lower Fraser Valley, and continued on to the Okanagan where the Kelowna Regatta was covered.

Other photographs were taken of Vancouver Island and the Sechelt Peninsula.

Motion Pictures

Photography was completed on the new industrial film, sequel to "Johnny's Heritage" and to be entitled "Forward."

New material was obtained covering the Chilcotin and Cariboo Districts with a view to replacing the "Romantic Cariboo," now badly outdated. This new film will have sequences showing the Williams Lake Stampede and also game photography in the Bowron Lakes area.

A film showing the Provincial polio services was completed for the Department of Health and Welfare, entitled "Road Home." The film shows the services provided from the admission to hospital to the final rehabilitation of the patient.

Remarks

The continued widespread use of our photographs by newspapers and magazines is gratifying. Almost twice as many were sent out this year for this purpose as compared to last year. The resulting publicity value is very great.

Particular attention has been paid to producing photographs slanted to meet the requirements of the Departmental publicity campaigns in connection with the tourist industry, as set by the Commissioner.

A print from our files this year won the Latimer trophy, one of the highest awards in Canada to professional photography. It also won the Ansco award for outstanding excellence in its class.

Many of the films in the motion-picture library are becoming worn and outdated. Despite this, the demand for films is still increasing. A system of grading the condition of films has been installed so that we are able to judge which prints are suitable for television and other major shows.

Added to the film library this year were ten prints of a thirty-minute film, "British Columbia, Canada's Evergreen Playground," which were made available through the courtesy of the Standard Oil Company of Canada.

The National Film Board distribution office in Chicago continues to give good results in releasing and placing our films in the United States. Their co-operation is greatly appreciated, and it is hoped that we will be able to make still greater use of their service in the future.

A list showing production and distribution follows.

Motion-picture Shows

To various organizations in Victoria and environs	20
Preview shows in the Branch theatre	33

Motion-picture Circulation

Total audience in British Columbia	72,855
Total audience in other Provinces	1,449,960
Total audience in United States	104,611
Total audience in England	107,203
Total audience	1,734,629

Still Photos

During the year, photographs were sent complimentary to writers, publishers, and advertising agents as follows:—

British Columbia	3,833
Other Provinces	1,188
United States	1,010
Foreign	731
Total	6,762

Darkroom Production

Total number of negatives processed	4,940
Total number of prints	15,343

Still Photography

During the year the Photographic Branch accepted and completed still assignments for the following departments: Agriculture, British Columbia Hospital Insurance Service, British Columbia Power Commission, British Columbia Resources Conference, Health and Welfare, Lands, Lands and Forests, Mines, Provincial Archives, Provincial Museum, Provincial Secretary, Public Works, and Queen's Printer.

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