PROVINCE OF BRITISH COLUMBIA

Department of Trade and Industry

REPORT

For the Year Ended December 31st

1956

VICTORIA, B.C.
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1957

To His Honour FRANK MACKENZIE 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, 1956.

EARLE C. WESTWOOD,
Minister of Trade and Industry.

The Honourable Earle C. Westwood,
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, 1956.

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

Report of the Department of Trade and Industry

For the Year Ended December 31st, 1956

The activities of the Department of Trade and Industry detailed in the following pages of this Report encompass a year when practically all economic indicators reached all-time highs in British Columbia.

Such well-known indicators as retail sales, cheques cashed, life insurance sales, electric power consumed, employment, income, and production all showed increases over the previous year, which had also been one of high economic activity.

Undoubtedly one of the highlights of business activity has been the tremendous capital-investment programme. There have been vast capital investments in British Columbia during the past few years, but investment this year reached a new high, with about $1,200,000,000 being invested in new industries and the expansion and repair of existing industry. Another noteworthy feature of this expansion has been its diversity as regards area and type of industry. These large-scale investments have covered primary and extractive basic industries, secondary or manufacturing industries, and tertiary or service industries. These investments have been widely spread throughout the Province, with considerable investments noted in northern areas. The economy of British Columbia, in other words, has shown a tremendous growth and is becoming a more mature economy, whereby it is not dependent on its extractive industries alone nor upon employment in one area for its economic health. The vast road programme, coupled with the extension of the Pacific Great Eastern Railway, has materially assisted in the development of regional areas.

British Columbia consumers have contributed to a record year by pushing retail sales to an all-time high of over $1,550,000,000. Employment reached new highs, wages showed a moderate increase, and the cost-of-living increased slightly.

Both exports and imports continued to increase, with exports reaching an estimated $770,115,000 and imports about $528,891,000. While the total value of exports increased, the value of wood and wood products exported decreased. Dollar shortages, high shipping rates, and increased foreign competition have combined to make our traditional United Kingdom market a difficult one for British Columbia exporters. The non-metallic mineral exports showed the greatest increase over 1955 figures. The increase in exports of crude petroleum and asbestos milled fibres were responsible for most of this increase. An increase in the exports of iron ore, lead, zinc, copper, and aluminium was noticed during 1956. The value of our exports to the United States and Japan showed substantial increases, while our exports to the United Kingdom declined materially. Almost all categories of imports showed increases during 1956. The growth in business activity, especially in the construction, manufacturing, and engineering classifications, called for increases in imports of structural steel, construction and industrial machinery. The value of our imports for the first seven months of 1956 increased from the United Kingdom 57 per cent, the United States 53 per cent, and from Japan 136 per cent over the 1955 figures.

In the transportation field the notable developments have been the completion of the Pacific Great Eastern Railway from North Vancouver to Prince George and its continued development toward Fort St. John and Dawson Creek, the extensive bridge and highway programme, and the progress of the gas pipe-line from the Peace River area to Vancouver.

There were also noteworthy developments in the electric power industry to take care of the rapid expansion taking place in British Columbia. The Aluminum Company of

Canada has added 150,000 horse-power to its installed capacity during 1956. The British Columbia Electric Company Limited has added some 88,000 horse-power, and the British Columbia Power Commission has added 51,500 horse-power to its capacity.

The research and statistical staff of the Department has been active in providing an economic research, data collection, and tabulation service for business and industry and Government departments, in addition to the preparation of periodic reports.

Many inquiries were handled for business, industry, other governments, and individuals, and the volume of industrial establishment and trade inquiries dealt with by the Department shows no signs of slackening. As far as possible, all industrial promotion techniques, including advertising, have been employed.

The tourist industry enjoyed another good year, marked by increased travel by residents of other Provinces to British Columbia and sustained travel within the Province by our own residents. The standard of accommodation is rising year by year, and this, in combination with good food, good roads, and good service, will increase the goodwill British Columbia now enjoys. Every opportunity was taken to publicize the Province through the media of articles, advertising, pamphlets, and films. The foregoing activities of the Department are detailed in the following pages of this Report.

BRITISH COLUMBIA RESEARCH COUNCIL

The Minister of Trade and Industry, in his capacity as Chairman of the Board of Management of the British Columbia Research Council, presided at regular meetings of the Board during the year.

The broad objectives of the British Columbia Research Council are to provide scientific and technical services not otherwise available to the industry of the Province and to conduct basic studies leading to the establishment of new industries and the development of the natural resources of British Columbia. In order to meet these objectives the Research Council, through its laboratories, provides a wide range of services and facilities to industries of all types. The work carried out by the Council generally falls into a number of categories:—

(1) Fundamental or Basic Research.
(2) Product and Process Research and Development.
(3) Industrial Trouble-shooting.
(4) Specialized Testing.
(5) Approvals Testing.
(6) Economic Research and Industrial Survey Studies Related to Scientific and Technical Developments.

During the year the Council completed a new wing of the laboratory building, increasing the floor area to approximately 28,000 square feet. One floor of the new wing is devoted entirely to a new gas-approvals testing laboratory. This laboratory, which was equipped through a special grant from the Provincial Department of Public Works, is the best-equipped laboratory of its kind in Canada at the present time, and as a result British Columbia manufacturers are placed in a very favourable position to secure approvals on newly developed gas-burning equipment and appliances.

The growing importance of the work of the Research Council is indicated by the fact that the volume of project work for industry showed a healthy growth again in 1956. The Research Council continues to make a significant contribution to the industrial development of the Province.

The Board of Management of the Research Council consists of the following:—

The Honourable Earle Cathers Westwood, Minister of Trade and Industry of the Province of British Columbia, Victoria, B.C. (Chairman).

G. S. Allen, Dean, Faculty of Forestry, University of British Columbia, Vancouver 8, B.C.

P. R. Bengough, 3292 West Tenth Avenue, Vancouver 8, B.C.

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

P. E. Cooper, Director, Crown Zellerbach Canada Limited, 1386 Nicola Street, Vancouver 5, B.C.

Ian McTaggart-Cowan, Head, Department of Zoology, University of British Columbia, Vancouver 8, B.C.

K. G. Fensom, Superintendent, Forest Products Laboratory, University of British Columbia, Vancouver 8, B.C.

Aird Flavelle, Director, Canadian Collieries (Dunsmuir) Ltd., 566 Hornby Street, Vancouver 1, B.C.

M. J. Foley, President, Powell River Company Limited, 510 West Hastings Street, Vancouver 2, B.C.

S. J. Hammitt, President, Vancouver Rolling Mills Limited, 490 South-east Marine Drive, Vancouver 15, B.C.

W. C. Koerner, President, Alaska Pine and Cellulose Limited, 1111 West Georgia Street, Vancouver 5, B.C.

R. B. McDonell, General Manager, McDonell Metal Manufacturing Company Limited, 1250 Boundary Road, Vancouver 6, B.C.

William MacGillivray, Deputy Minister of Agriculture, Province of British Columbia, Victoria, B.C.

A. W. H. Needler, Director, Pacific Biological Station, Fisheries Research Board of Canada, Nanaimo, B.C.

H. L. Purdy, Executive Vice-President, British Columbia Electric Company Limited, 425 Carrall Street, Vancouver 4, B.C.

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

E. G. Rowebottom, 2631 Cavendish Street, Victoria, B.C. (Honorary Life Member).

C. A. Rowles, Department of Agronomy, University of British Columbia, Vancouver 8, B.C.

G. M. Shrum, Director, British Columbia Research Council, University of British Columbia, Vancouver 8, B.C.

T. L. Sturgess, Deputy Minister of Trade and Industry, Province of British Columbia, Victoria, B.C.

J. F. Walker, Deputy Minister of Mines, Province of British Columbia, Victoria, B.C.

Paul Walrod, General Manager, B.C. Tree Fruits Limited and B.C. Fruit Processors Limited, 1165 Ethel Street, Kelowna, B.C.

BRITISH COLUMBIA HOUSE, LONDON

Grateful acknowledgment is made of the fine spirit of co-operation tendered to this Department by Mr. W. A. McAdam, C.M.G., Agent-General for British Columbia at London, and by all of his staff.

During the year, the Industrial and Trade Representative, Mr. H. F. E. Smith, formerly a member of the staff of this Department attached to British Columbia House, was transferred to the Agent-General's staff. For some years Mr. Smith reported his activities in the Annual Report of this Department.

Industrial, trade, and settlement inquiries are dealt with in considerable volume between the two offices. Toward the end of the year British Columbia House reported an unprecedented demand for information on this Province and was supplied with extra stocks of literature prepared by this Department.

During 1956 British Columbia House provided facilities for 816 showings of British Columbia films to a total audience of 72,570.

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.

NEW INDUSTRIES AND PRODUCTS

The year 1956 was one of accelerating activity in every phase of industrial expansion. Many new industries reported as under way in 1955 commenced operation during the year, and construction began on numerous other projects. This amazingly large and varied expansion programme took place not only in our densely populated areas, but also in all sections of the Province, thus bringing about a gradual but much-required decentralization of industry in British Columbia. In addition to the establishment of new industries in our Province, our economy was further rounded out by startling expansions in the pulp and paper industry, by construction of the natural-gas line from the Peace River, by the increase in building construction, by extension of the Pacific Great Eastern Railway, and by the unabated development of hydro-electric and diesel-electric projects. The $15,000,000 mill at Duncan Bay—mentioned as under way in last year's Report—commenced operation with an initial capacity of 400 tons daily. This completed the first phase of a $29,500,000 expansion programme, with the remaining portion to be completed in 1957. The same company also constructed a large plant in Richmond Municipality for the production of paper-board boxes, gummed tape, fruit-wrap paper, paper bags, and table napkins. This new factory covers an area of 8½ acres, and is the largest plant of its kind in Western Canada. Other developments in the pulp and paper field included a $63,000,000 newsprint, kraft pulp, paper, and paper-board plant under way at Port Alberni on Vancouver Island, and the commencement of construction of a $36,000,000 sulphate-pulp mill, also on the Island at Crofton, near Duncan.

The laying of the multi-million-dollar gas pipe-line from the Peace River of the Province was well under way during the year, and gas should be flowing through this pipe late in 1957. Construction of a $23,000,000 artery, to carry natural gas to the Okanagan and Interior points, also proceeded at a rapid pace.

The increase in building construction continued throughout the Province, with the values of permits soaring above that of 1955. Construction in the Greater Vancouver area alone was over $86,000,000, making this figure an all-time high.

Capital investments in new hydro-electric, thermal gas, and diesel-electric projects amounted to several million dollars. These additional installations were necessary to meet the challenging requirements of our expanding industries. Some of the new projects announced and under way during the year included a $43,000,000 British Columbia Electric expansion programme for the addition of four new generators at Bridge River, the construction of a second 2½-mile tunnel through Mission Mountain, and the building of a new power station about one-half mile from the present plant. The $25,000,000 7-mile Cheakamus Tunnel, to harness an additional 190,000 horse-power, was well under way and should be completed in 1957. The British Columbia Power Commission commenced construction on a $13,000,000 gas-turbine generating station near Chemainus on

Vancouver Island, to develop an additional 100,000 horse-power for Island industries. When completed this plant will be the largest of its type in the world, and will supplement hydro sources on the Island during peak-load times. Construction of a similar plant by the British Columbia Electric Company, costing $7,000,000, was also under way for the Mainland area. During the year a new underwater cable, with a capacity of 120,000 volts, was laid between the Mainland and Vancouver Island, bringing still more power to the industries on the Island.

Further signs of diversification and rounding-out of our economy were evident with the myriad of other new industries that commenced operation or were under construction at the year's close. Some of these included a $2,000,000 fir-plywood plant at New Westminster with an annual production of 40,000,000 square feet, a plant manufacturing structural glued laminated beams and arches, and erection of a plywood plant near Kelowna employing 150 men.

In the field of electronics, two new plants representing an investment of approximately $500,000 were opened in Vancouver and Burnaby. At Dawson Creek a new $2,000,000 refinery went on stream in May, and contracts were let at Fort St. John for construction of an $18,000,000 natural-gas absorption plant, which will remove sulphur, propane, butane, and other valuable by-products from natural gas. The $1,000,000 plant at Marpole, mentioned as under way in 1955, went into production during the year manufacturing an additive from hemlock bark for rock-drilling. This plant will serve oil and gas fields in Western Canada, the United States, and other markets. The demand for greater and greater quantities of cement resulted in two companies announcing their expansion plans. Construction of a large cement-manufacturing plant by French interests on Lulu Island, involving $14,000,000, was under way, while a Vancouver Island cement firm commenced work on a site on the Mainland for the erection of a million-dollar distributing warehouse.

Completing this picture of unprecedented industrial expansion in 1956 were the reports that a basic steel-smelting industry was proposed for the Lower Mainland, and a $3,500,000 copper plant was proposed to be constructed in the Greater Vancouver area for the manufacture of copper tubing and allied products.

BRANCH-PLANT INQUIRIES

During the year under review there was a considerable increase over 1955 in the number of branch-plant inquiries. These were received from Eastern Canada, United States, England, and Europe, and many of them were the result of the continued selective mailing programme carried out by this office. Response to letters directed to special contacts was most gratifying, with the west coast of the United States showing much more interest in our economic activity than in past years. United States firms requesting information on British Columbia included a large paint and glass manufacturer, a manufacturer of chemicals, men's apparel, wire-manufacturers, paper cups, and a manufacturer of valves for oil pipe-lines. Interest was shown by German firms in the manufacturing of stockings and printing-ink. Eastern Canada contacts provided inquiries on the possibility of setting up branch plants, warehouses, and agencies. These included inquiries from manufacturers of automatic screws, paints and varnishes, sporting-goods equipment, and woollen, asbestos, and cotton driers. Inquiries from England requested information on the possibility of manufacturing weighing-machines, aluminium fabrication, and the manufacture of mercuric oxide and chloride for use in our paper, paint, and leather industries. Personal contact with manufacturers was carried out when possible during the year. At the close of the California State Fair, the Industrial Commissioner spent a week in the San Francisco area making contacts. Several firms requested data on British Columbia, with two companies in particular expressing a keen interest in establishing branch plants.

CALIFORNIA STATE FAIR AND EXPOSITION

For the first time, British Columbia was represented by an exhibit at the California State Fair, held in Sacramento from August 29th to September 9th. This fair is the fifth largest of its type in the United States, and has been running for 102 years. The attendance for the twelve days totalled 823,887, with well over 500,000 visiting the Counties Building, where fifty-eight counties' displays were located, as well as the exhibits of ten foreign countries. Foreign countries exhibiting were Canada (British Columbia and Alberta), United Kingdom, Sweden, Pakistan, Germany, India, Korea, Finland, Japan, and Denmark. Free exhibiting space of 40 by 14 feet was shared between British Columbia and Alberta. Our display featured large mounted photographs depicting the Province's major industries (*see* picture). Centring the exhibit was a large plywood map,

8 by 6 feet, indicating a wide range of information from natural resources, transportation facilities, and geographical features. Coloured slides, both industrial and tourist, were shown daily from 10 a.m. until 10 p.m. through the use of a projectograph. On International Day, Governor Goodwin Knight of California paid a personal visit to the British Columbia and Alberta exhibits. A substantial supply of literature was distributed, including our " Invitation to Industry," " Facts and Statistics," " Trade Index," and tourist pamphlets. Great interest was shown in our exhibit, with hundreds of requests received for information on travel, settlement, business opportunities, and industrial development in British Columbia. With its large attendance and the fact that approximately 14,000,000 people reside in the State of California, it would seems that this fair is one of the best mediums for advertising the potentialities of our Province. The exhibit was manned by a member of this office, ably assisted by British Columbia's representative in San Francisco.

COMPOSITE INDUSTRIAL MAP OF THE LOWER MAINLAND

The demand for this map during the past year has been extremely heavy. Requests for copies were received from manufacturers and industrial planning associates throughout Canada and the United States.

The map proved most useful in answering inquiries on establishment of branch plants in the Vancouver metropolitan area, as it indicates at a glance the occupied and zoned areas for heavy and light industry. Numerous requests for copies were received from real-estate firms, with some firms purchasing twenty-five to fifty copies at a time.

The map can be purchased for $1 per copy, which includes the 5-per-cent social services tax.

HANDICRAFT DIRECTORY

Distribution of the 1955 Directory was continued through the year to retail and wholesale firms, resorts, and other outlets. The Department received several reports of sales being made through listings appearing in this Directory, and also received many additional inquiries from new handicraft producers requesting their names and products be listed in the next edition. Contact was maintained as usual with Eastern Canadian Provinces interested in handicraft development, and with the District Weavers' Guild Exhibition held in London, Ont., for the fifth year. Plans are under way for the Seventh Directory to be published in 1957.

INDUSTRIAL DESIGN

The British Columbia Industrial Design Committee was active during the year in working with designers and manufacturers in promoting good design throughout the Province. The Committee also made arrangements for several lectures on industrial design, with prominent speakers from the United Kingdom, United States, and Canada taking part.

Assistance was also given to the Vancouver Art Gallery, which sponsored a Design Fair from January 24th to February 19th. The fair consisted of four shows on industrial design, featuring (1) Good Design in Aluminium, (2) New French Designs, (3) The Streets We Live In, and (4) Toys.

The British Columbia Industrial Design Committee includes representation from the Federal Department of Trade and Commerce, Provincial Department of Trade and Industry, University of British Columbia, Canadian Manufacturers' Association, Vancouver Board of Trade, Vancouver School of Art, and the British Columbia Research Council.

REGIONAL DEVELOPMENT

During the year the field representatives located at Nelson and Victoria continued their close co-operation with industrial establishments, research groups, Boards of Trade and Chambers of Commerce, and other agencies engaged in the industrial expansion of the Province of British Columbia.

The regions covered by the fieldmen from the Field Service offices are as follows: Regions One and Two (East and West Kootenay), Region Three (Okanagan), and Region Six (Kamloops and South Central British Columbia), covered by the Nelson office; Region Four (Lower Mainland), Region Five (Vancouver Island and Gulf Islands), and Region Seven (Central Mainland Coast), covered by the Victoria office.

Committees of several Boards of Trade were assisted in preparing special industrial and tourist brochures for their respective areas. Numerous business and industrial inquiries were handled by the regional offices during the year, and close contact was maintained with the British Columbia Research Council by the channelling of many inquiries to that organization.

The field representatives assisted in arrangements for regional visits of Commonwealth trade representatives and members of the British Columbia Research Council.

The continued co-operation received from Boards of Trade, Chambers of Commerce, industrial establishments, research groups, and all other agencies interested in the field of regional development was appreciated by the Department and was of great value to the field representatives.

PUBLIC RELATIONS, ITINERARIES, AND INTRODUCTIONS

This field has again proved to be one of the more important functions of the Industrial and Trade Office. Assistance has been given under six main headings where the Industrial Commissioner or the Administrative Assistant has been actively concerned:—

(1) Itineraries and other arrangements for business visitors from Eastern Canada and overseas.

(2) Arrangements for visits of commodity officers and other officials from Ottawa, Department of Commerce, and for tours of Federal Trade Commissioners from different parts of the world.

(3) Arrangements for visits from teams of Immigration Officers, Ottawa, Department of Immigration and Citizenship, on tour of industries prior to overseas postings.

(4) Co-operation with United Kingdom and other trade missions. Practical assistance has been given in their surveys and itineraries.

(5) Arrangements for visits of diplomatic representatives, Department of External Affairs Officials, and High Commissioners of Commonwealth countries, or their staffs.

(6) Co-operation with local consular corps and with offices in Commonwealth and foreign governments. Special reference is made to the happy and effective basis of co-operation maintained with the Vancouver consular corps.

TRADE AND INDUSTRY BULLETIN

This Bulletin has now completed seven years of publication and has proved to be a worth-while contribution to the commercial life of the Province. It reports trade inquiries, licence manufacturing opportunities, new products, publications, manufacturing news, and other information of interest to importers, jobbers, manufacturers, Boards of Trade, and similar agencies. As a check on the acceptability of the Bulletin, a reply card was included with the February Bulletin asking recipients to advise if they wished to be kept on the mailing-list. The percentage of " yes " replies returned was very gratifying. At present some 400 copies are sent out.

Many of the trade inquiries originate with the Industrial and Trade Representative at British Columbia House, London. The majority of United Kingdom firms interested in this market are seeking suitable agents to represent their products in British Columbia.

Other trade inquiries are received from the local consular corps in Vancouver and by direct contact with foreign manufacturers.

Opportunities for licence manufacture are received through the co-operation of the Department of Trade and Commerce, Ottawa, and include the manufactures of many foreign countries.

The Department appreciates the co-operation of the Journal of Commerce in reprinting the Trade and Industry Bulletin as a public service feature.

EXPORT SURVEYS

During the past year this office, in co-operation with the western representative of the Department of Trade and Commerce and the B.C. Products Bureau of the Vancouver

Board of Trade, has undertaken a survey of secondary industries in the Province to ascertain what products could be exported to foreign markets. So far some 100 firms have been visited, and lists of products available for export have been forwarded to Canadian Government Trade Commissioners all over the world.

At the present time, markets are being sought for electronic equipment, cellophane bags, roof trusses, hydraulic and pneumatic machinery, portable sawmills, and specialized chemicals.

It is the Department's intention to continue this service, and it is hoped a greater volume of products from our secondary industries will find their way into overseas markets.

PROVINCIAL GOVERNMENTS' TRADE AND INDUSTRY COUNCIL

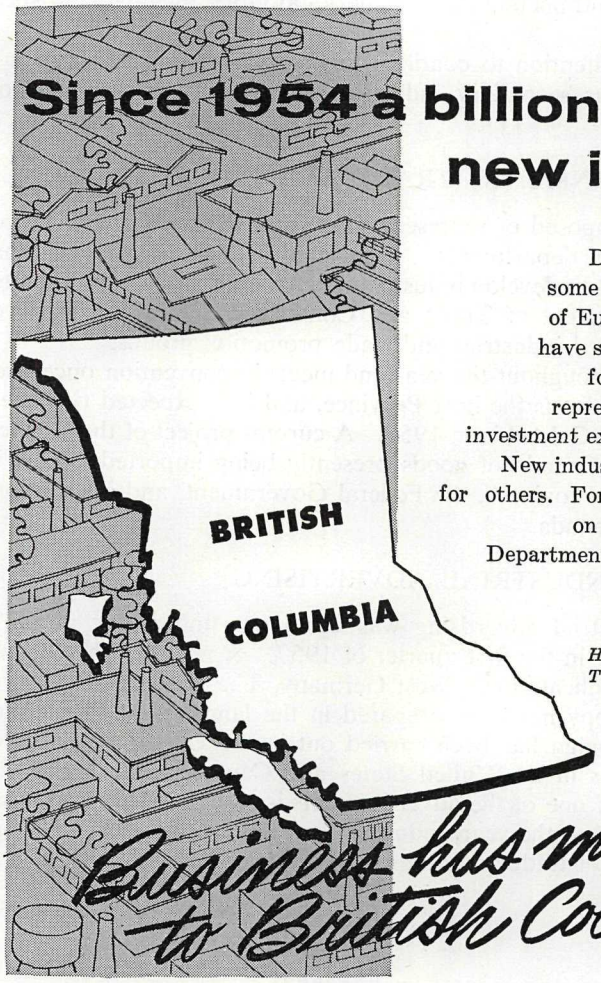
This organization is composed of representatives from the ten Canadian Provincial industrial and trade promotion departments. Associated with the Provincial representatives in this co-ordinated effort to develop industry and encourage trade are other agencies, including the Federal Department of Trade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

This Council is active throughout the year and meets in convention once each year. In 1956 Prince Edward Island was the host Province, and it is expected that the annual meeting will be held in British Columbia in 1957. A current project of the Council is the stimulation of production in Canada of goods presently being imported. This is being done in co-operation with all Provinces, the Federal Government, and associations composed of manufacturers in Canada.

INDUSTRIAL ADVERTISING

A programme of industrial advertising was again put under way in the closing months of 1956 to carry over in the first quarter of 1957. A new field has been tapped in this advertising in that publications in West Germany, The Netherlands, France, and Italy have been used, and copy has been prepared in the language of the country concerned. An expanded campaign has been carried out in the United Kingdom, and, in addition, leading publications in the United States and Canada are being used in this campaign. An illustration of one of the advertisements is shown in this Report.

In addition and throughout the year, industrial and trade promotion advertising has been placed in special issues of trade and other publications.



Since 1954 a billion dollars in new industries

During the past two years some of the ranking industries of Europe and North America have selected British Columbia for new plant location . . . representing a total industrial investment exceeding 1 billion dollars. New industries build opportunities for others. For industrial information on British Columbia, write: Department of Trade and Industry, Parliament Buildings, Victoria, B.C., Canada.

Hon. E. C. Westwood, Minister.
T. L. Sturgess, Deputy Minister.

Business has moved to British Columbia

B.C. 56-2

REPORT OF THE BUREAU OF ECONOMICS AND STATISTICS

Before proceeding to review the work accomplished by the Bureau of Economics and Statistics during 1956, 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 endeavoured 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 1956 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.

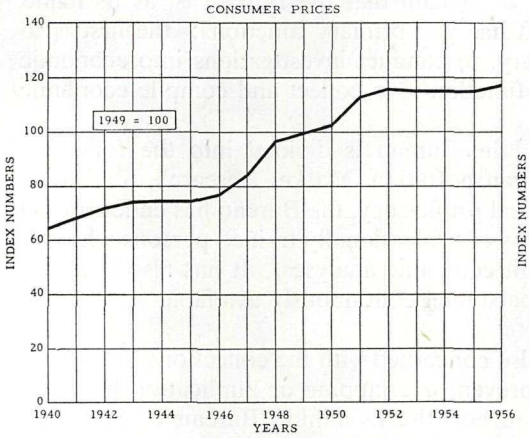
REVIEW OF BUSINESS ACTIVITY IN BRITISH COLUMBIA

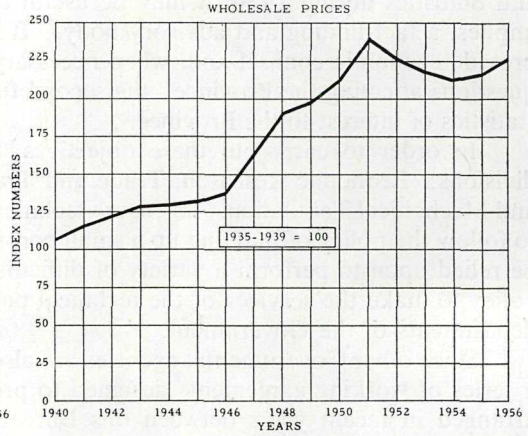
Business and economic activity in British Columbia reached an all-time high during 1956 according to preliminary economic indicators. While economic activity in the primary industries was not much higher in total than during 1955, activity in the secondary industries continued to show spectacular growth.

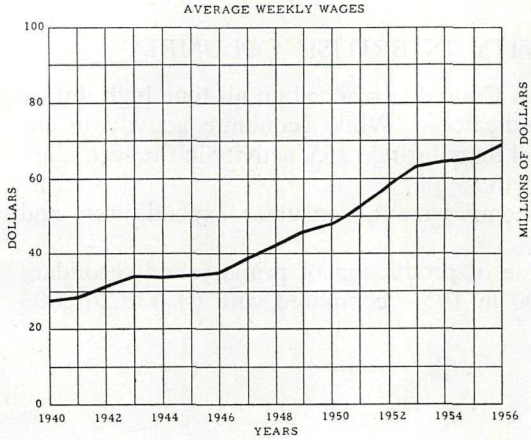
Increases were noticed in production, employment, consumer expenditures, and capital investment.

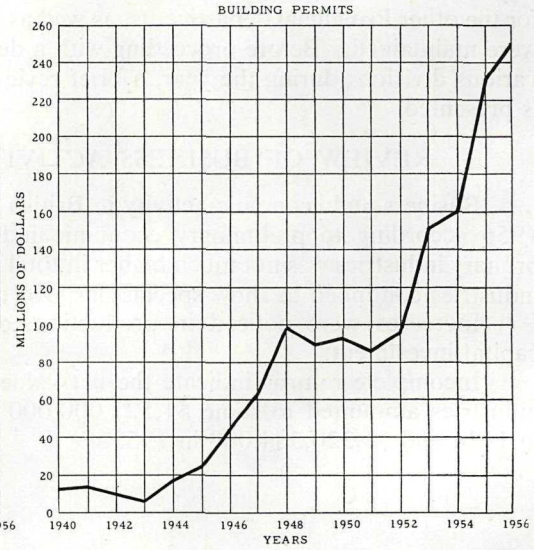
Incomplete returns indicate the net value of production of primary and secondary industries amounted to some $1,527,000,000 in 1955, compared with $1,330,261,000 in 1954 and $1,320,534,000 in 1953.

Economic Indicators in British Columbia



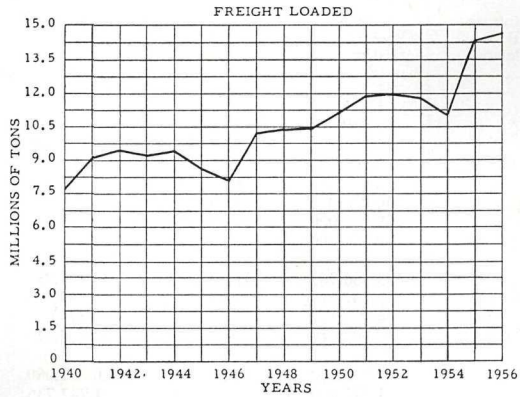


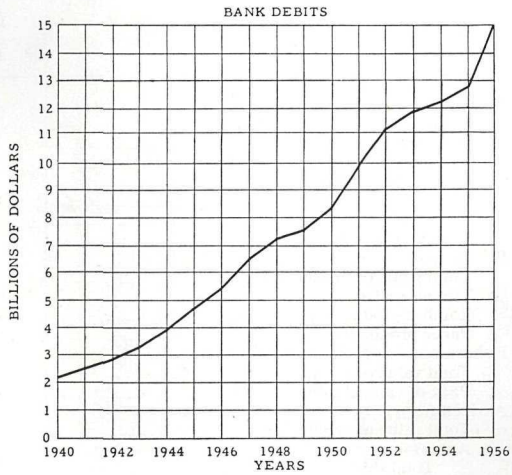


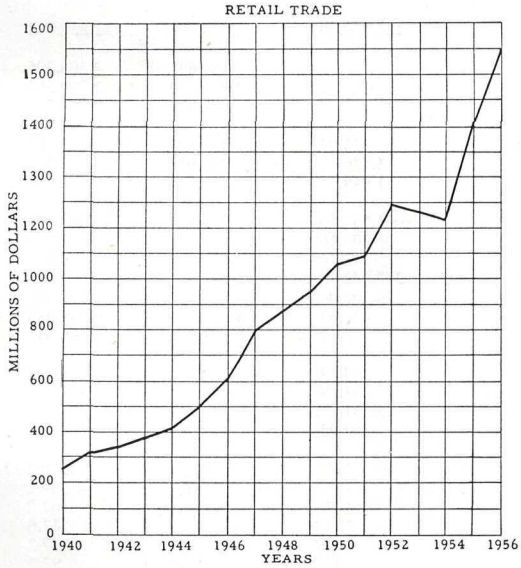


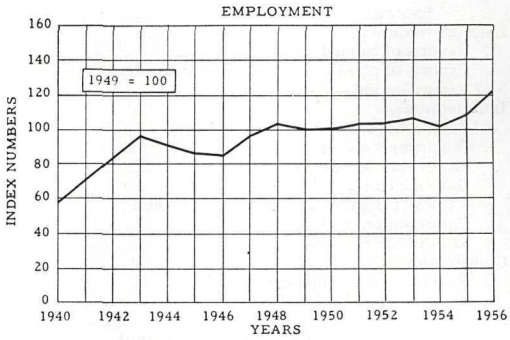
1956 Figures Subject to Revision

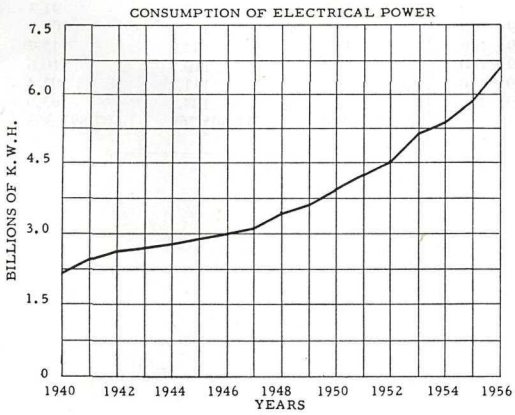
Economic Indicators in British Columbia

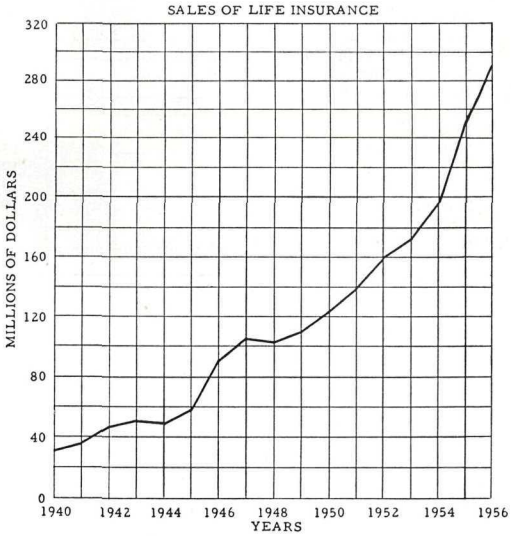








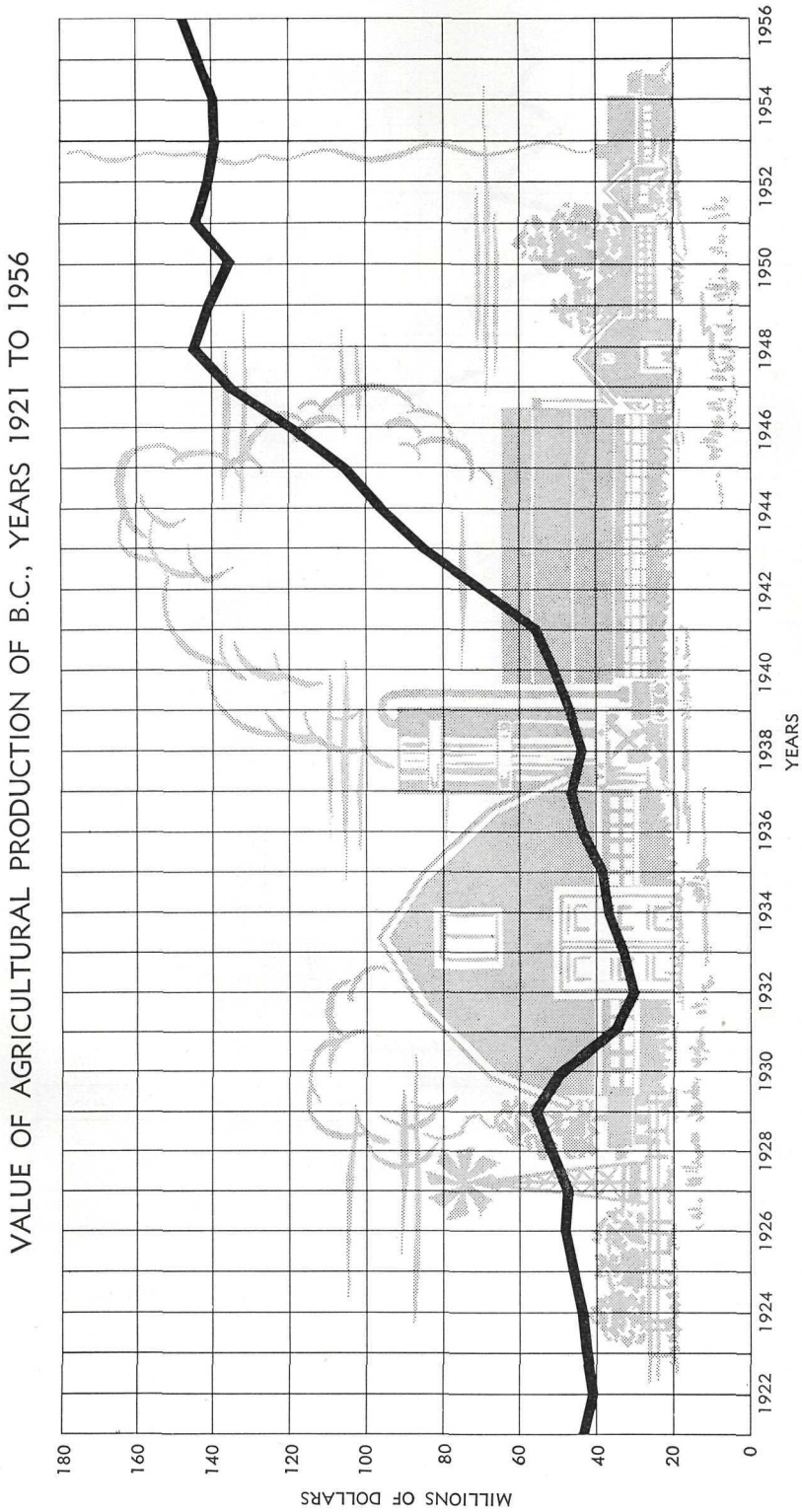




1956 Figures Subject to Revision

Table 1.—Economic Activity in British Columbia, 1954, 1955, and 1956

	Unit or Base Period	1956 Preliminary Estimates	1955	1954
Mining—				
Total value of production	$	190,000,000	174,710,606	153,383,860
Gold production	$	6,800,000	8,587,920	9,042,246
Silver production	$	8,500,000	6,942,113	8,153,108
Copper production	$	17,000,000	16,932,549	14,599,693
Lead production	$	46,000,000	45,161,245	45,482,505
Zinc production	$	59,000,000	52,048,909	34,805,755
Coal production	$	9,950,000	8,986,501	9,154,544
Forestry—				
Total value of production	$	628,586,963	631,699,562	528,022,783
Timber scaled	M b.m.	6,307,319	6,109,202	5,567,423
Lumber production	M b.m.	4,793,122	4,914,285	4,378,695
Paper production	Tons	708,016	688,873	647,119
Fisheries—				
Total value of production	$	67,522,000	60,668,000	70,071,000
Pack of canned salmon	Cases	1,112,830	1,406,100	1,742,736
Agriculture—				
Total value of production	$	125,000,000	127,018,693	132,220,588
Apples—				
Total shipments	Boxes	.....	4,128,691	4,808,306
Domestic shipments	Boxes	.....	2,090,220	2,799,564
Export shipments	Boxes	.....	2,038,471	2,008,742
External trade—				
Exports of canned salmon	Cwt.	323,038	455,920	702,261
Exports of planks and boards, Douglas fir	M ft.	1,526,562	1,784,910	1,537,160
Exports of red-cedar shingles	Sq.	1,959,352	2,470,903	2,285,907
Internal trade—				
Total retail sales	$000	1,557,207	1,411,640	1,249,499
Department stores	$000	209,669	189,220	173,960
Motor-vehicle dealers	$000	342,764	301,186	237,079
Gasoline consumed	Gals.	277,572,000	246,763,000	220,679,669
Railway freight loaded in British Columbia	Tons	14,500,000	14,194,840	12,359,945
Consumption of electric power	000 kwh.	6,422,673	5,895,502	5,209,683
Sales of life insurance	$000	307,223	251,566	198,311
Construction—				
New residential units completed	Units	14,990	14,034	9,158
Building permits issued	$000	253,893	230,545	164,840
Finance—Bank debits	$000	15,231,473	12,812,854	11,956,325
Tourist trade—Auto entries on sixty-day permit	Number	282,926	283,469	278,376
Employment—				
All employment	1949=100	120.9	111.3	106.2
Manufacturing	1949=100	125.9	118.3	109.2
Iron and steel products	1949=100	147.9	120.7	109.2
Lumber products	1949=100	125.6	124.2	112.6
Pulp and paper	1949=100	143.5	141.3	137.2
Mining	1949=100	97.2	95.0	92.5
Logging	1949=100	100.5	97.9	91.3
Construction	1949=100	138.6	105.2	106.9
Communication	1949=100	151.4	144.2	145.7
Transportation	1949=100	116.3	110.7	110.6
Services	1949=100	123.3	111.2	102.4
Trade	1949=100	113.8	107.8	103.0
Salaries and wages	$	1,400,000,000	1,216,605,269	1,107,897,363


VALUE OF AGRICULTURAL PRODUCTION OF B.C., YEARS 1921 TO 1956
MILLIONS OF DOLLARS
0
20
40
60
80
100
120
140
160
180
YEARS
1922
1924
1926
1928
1930
1932
1934
1936
1938
1940
1942
1944
1946
1948
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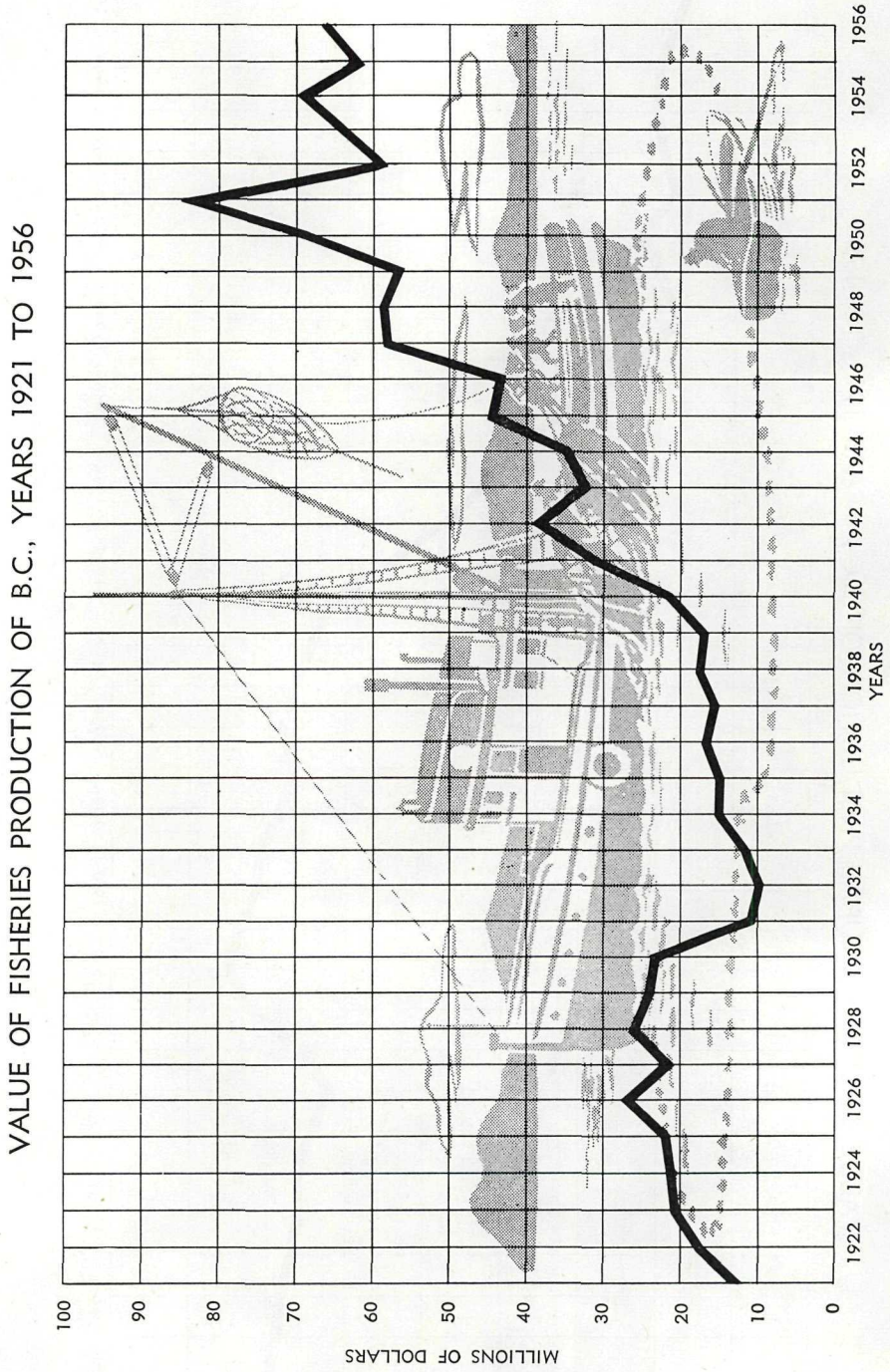
1952
1954
1956


VALUE OF FISHERIES PRODUCTION OF B.C., YEARS 1921 TO 1956
MILLIONS OF DOLLARS
100
90
80
70
60
50
40
30
20
10
0
1922
1924
1926
1928
1930
1932
1934
1936
1938
1940
1942
1944
1946
1948
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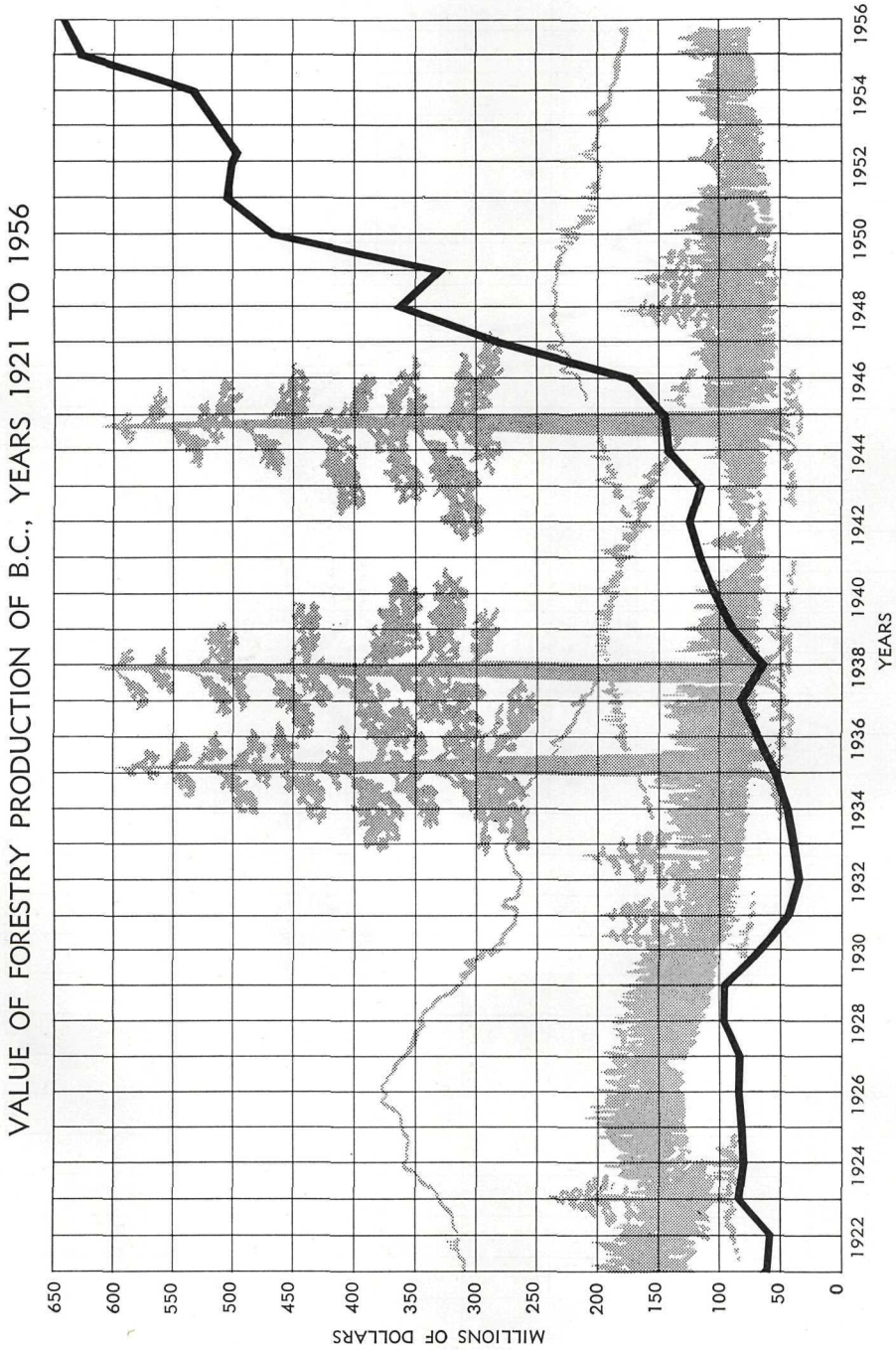
1952
1954
1956
YEARS


VALUE OF FORESTRY PRODUCTION OF B.C., YEARS 1921 TO 1956
MILLIONS OF DOLLARS
650
600
550
500
450
400
350
300
250
200
150
100
50
0
1922
1924
1926
1928
1930
1932
1934
1936
1938
1940
1942
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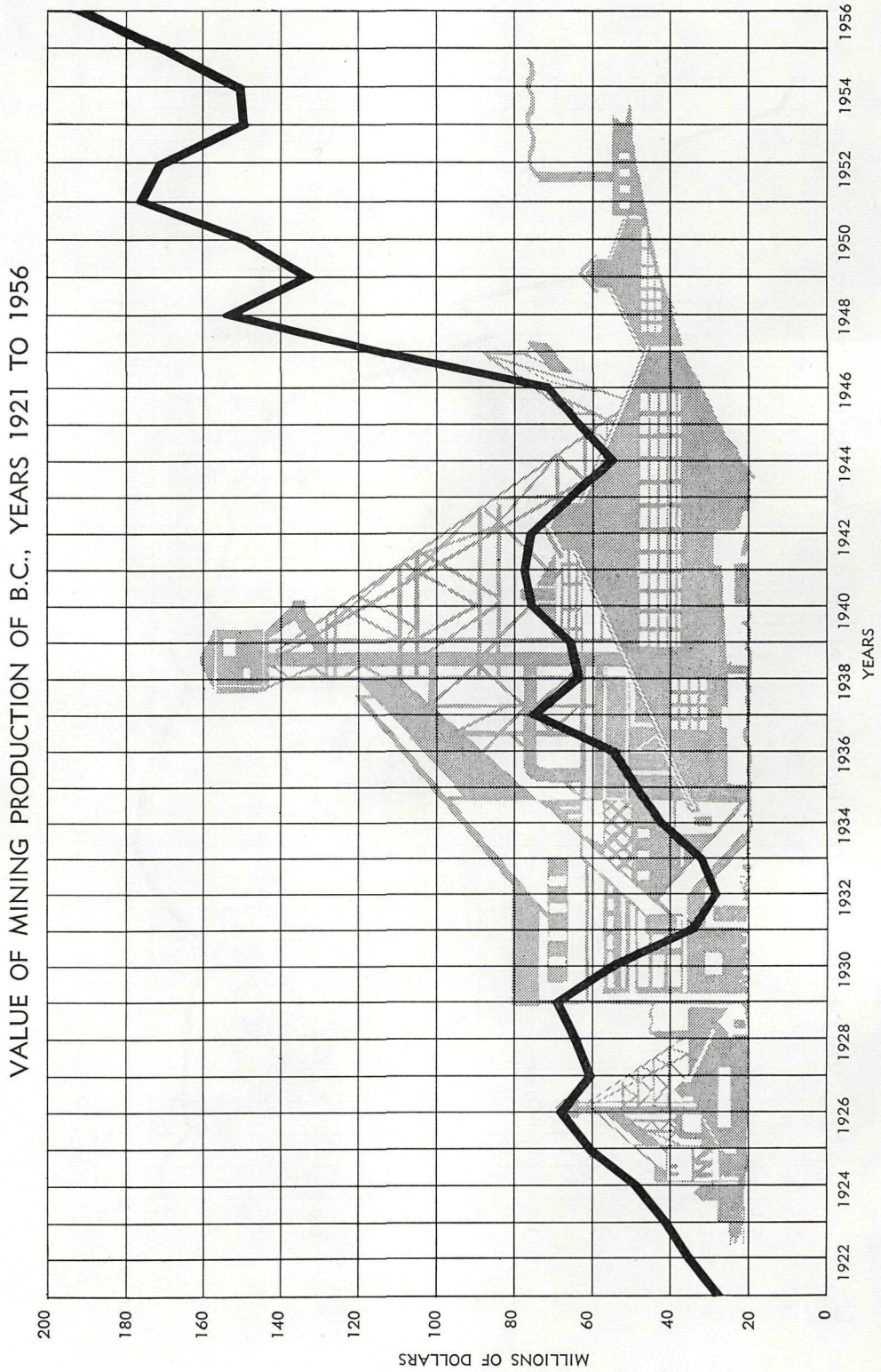
1946
1948
1950
1952
1954
1956
YEARS


VALUE OF MINING PRODUCTION OF B.C., YEARS 1921 TO 1956
MILLIONS OF DOLLARS
0
20
40
60
80
100
120
140
160
180
200
YEARS
1922
1924
1926
1928
1930
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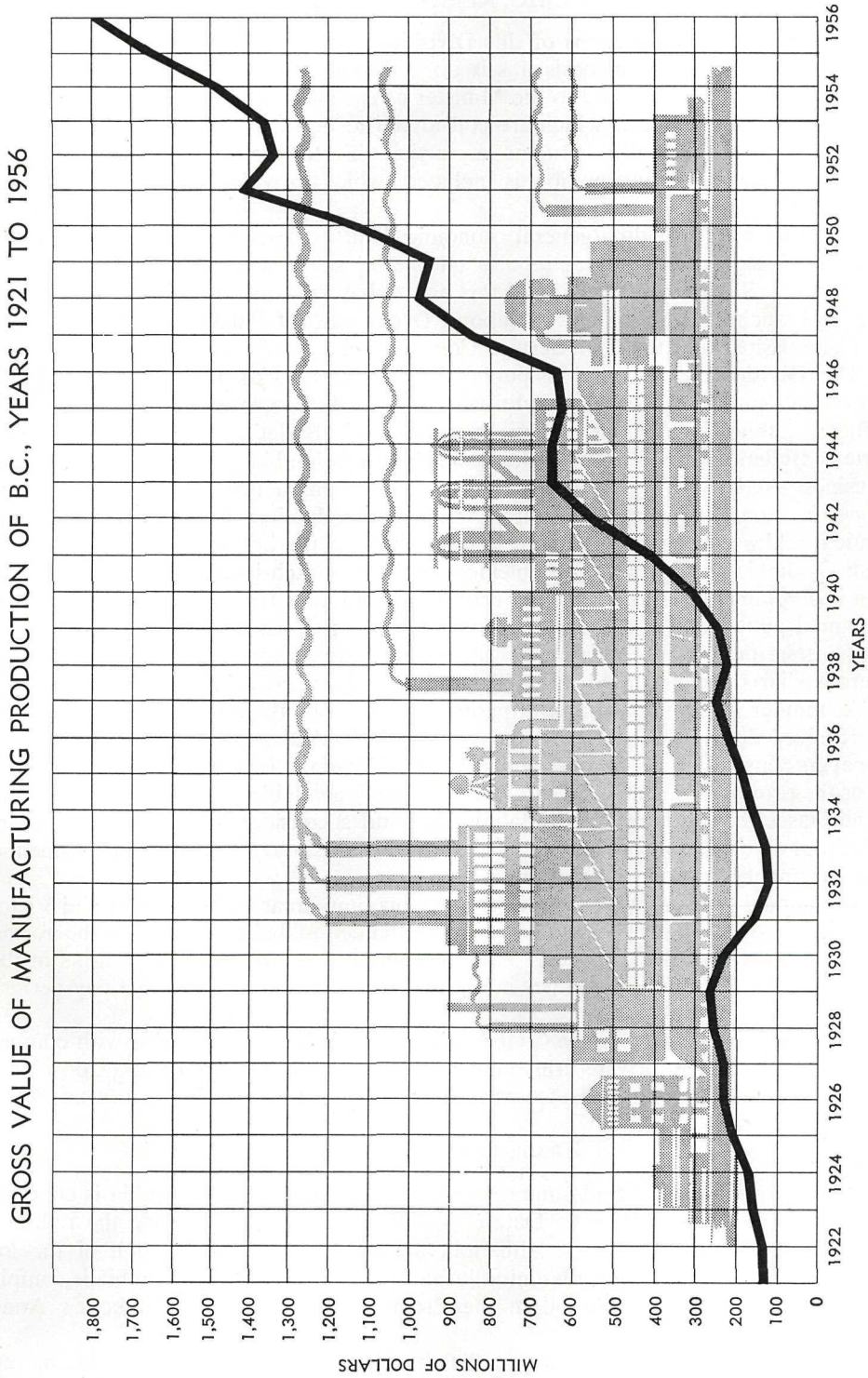
1956


GROSS VALUE OF MANUFACTURING PRODUCTION OF B.C., YEARS 1921 TO 1956
MILLIONS OF DOLLARS
1,800
1,700
1,600
1,500
1,400
1,300
1,200
1,100
1,000
900
800
700
600
500
400
300
200
100
0
1922
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1956
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 an article illustrating trends in our economy. A section of statistical information is included, which provides a current summary of business indicators.

In addition to providing general economic data, as described above, the Economic Research Division also prepares reports on special subjects for 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 prepares various publications designed to keep government and industry 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 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.

The annual study of wage rates in the metropolitan areas of Vancouver and Victoria was again prepared. This year the survey was extended to include centres in the northern and southern areas of the Province. 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, 1956.

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 and by the public.

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 191,952 members at January 1st, 1956, compared to 186,951 members at January 1st, 1955, an increase of 2.7 per cent.

Expressed as a percentage of paid workers, organized-labour membership with the corresponding distribution for 1955 is as follows:—

	Jan. 1, 1955 (Per Cent)	Jan. 1, 1956 (Per Cent)
Wood and wood products	20.18	20.77
Public service	20.96	21.04
Construction	9.97	10.09
Other transportation	8.60	8.44
Foods	8.32	9.90
Railway transportation	7.09	5.17
Metals	7.09	6.54
Mining and quarrying	5.16	5.31
Personal service	4.36	4.73
Light, heat, and power	3.22	3.05
Communication	2.46	2.29
Printing and publishing	1.53	1.55
Clothing and footwear	.59	.61
All others	.47	.50
	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 and increased coverage.

TRANSPORTATION AND TRADE DIVISION

Transportation Section

A wide variety of services were provided in 1956 by the Transportation Section of the Bureau of Economics and Statistics to other Government departments, business, and industry. More particularly, the Transportation Section was actively involved in two major rate cases of importance to British Columbia shippers and consumers. The first case was heard by the Board of Transport Commissioners in Vancouver during February. It dealt with a proposed equalized commodity scale for domestic grain. The Bureau of Economics and Statistics co-operated with producer, consumer, and business organizations in the preparation of submissions to the Board and prepared the main Provincial brief. As a result of the hearing, a proposed 10-per-cent increase was suspended indefinitely and the interested parties given further opportunity to study and prepare a more equitable scale of domestic grain rates, so important to British Columbia agriculture.

The staff of the Bureau conducted a survey of British Columbia freight movements during the summer months in order to assist the Provincial freight-rates counsel in opposing the proposed 15-per-cent increase in rates requested by the railways.

Much effort has been devoted to research for the Pacific Great Eastern Railway, particularly dealing with traffic projections, economic surveys of the Peace River region, route and rate studies. Briefs and reports were prepared to assist in Federal-Provincial financial discussions relative to the Pacific Great Eastern Railway.

Basic studies were initiated dealing with rail and freight-rate problems pertinent to British Columbia. During the year the Transportation Section received splendid co-operation and assistance from University of British Columbia personnel, Vancouver Board of Trade, Canadian Manufacturers' Association, many trade associations, and numerous business firms, industries, and producer and consumer organizations.

External Trade Section

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

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

The discontinuance of 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 show the trends of British Columbia's commodity exports and imports from 1945 to 1955. The value of exports increased by 15 per cent over 1954. Imports were 20 per cent higher than in 1954.

Preliminary figures for the first eight months of 1956 show that both exports and imports will be considerably higher than they were in 1955 or in any previous year.

Table 2.—Estimated Exports, by Commodity Groups, to the British Empire and Foreign Countries of British Columbia Products, for the Years 1945–55, Inclusive[1] (Excluding Gold)

Commodity Groups	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
Agricultural and farm products	$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	$38,545,934
Fish and fishery products	24,111,478	25,143,478	31,211,168	26,689,885	29,897,437	33,325,929	33,904,050	28,023,281	31,242,356	41,960,644	31,730,198
Fibre and textile products	223,737	144,294	53,799	61,480	63,863	101,342	411,269	206,671	371,819	321,802	136,587
Wood, wood products, and paper	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	460,813,146
Iron and its products	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	6,774,979
Non-ferrous metals and products	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	109,470,707
Non-metallic minerals and products	2,365,593	3,255,992	3,143,373	7,792,936	2,953,008	2,773,418	3,282,786	3,418,362	2,167,634	4,436,157	7,322,574
Chemicals and allied products	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	39,863,871
Miscellaneous products	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	4,309,955
Totals, all products	$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	$698,967,951

[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 1945–55, Inclusive (Excluding Gold)

Commodity Groups	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
Agricultural and vegetable products—											
For food	$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	$59,898,724
Not for food	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	8,352,456
Animal and animal products	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	9,463,960
Fibres, textiles, and products	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	21,273,732
Wood, wood products, and paper	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	19,328,125
Iron and its products	20,390,512	34,756,633	56,726,803	51,271,899	54,874,267	67,006,411	95,199,055	104,740,938	105,357,608	102,592,010	139,811,659
Non-ferrous metals and products	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	25,269,317
Non-metallic minerals and products	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	32,471,292
Chemicals and allied products	3,693,899	4,407,765	6,105,626	6,755,545	6,581,193	8,544,570	10,937,698	11,849,138	14,842,710	15,899,759	18,837,648
Miscellaneous products	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	44,052,542
Totals, all products	$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	$388,758,455

Table 4.—Twelve Leading Exports of British Columbia, 1955

Rank	Commodity	Value ($000,000)
1.	Planks and boards, Douglas fir	137.4
2.	Newsprint paper	59.6
3.	Planks and boards, hemlock	55.7
4.	Planks and boards, cedar	39.2
5.	Zinc spelter	35.3
6.	Planks and boards, spruce	33.4
7.	Shingles, red cedar	28.8
8.	Lead in pigs, refined lead	22.1
9.	Copper, fine in ore	15.0
10.	Fertilizers, phosphate	14.8
11.	Nitrogen fertilizer	13.4
12.	Aluminium in primary form	12.4

The products of British Columbia's forests again were the most important exports. Six of the twelve most important commodities exported were either wood or paper products. Mining products ranked next in importance, with a new export, aluminium (from the Kitimat smelter), becoming one of the top twelve exports for the first time.

The United States, the United Kingdom, and Japan were our most important customers in 1955, taking over 80 per cent of the total value of our exports. The value of exports to the United States increased to $444,000,000 in 1955, from $407,000,000 in 1954. However, the United States purchased only 63.5 per cent of our total exports in 1955, compared to 67 per cent in 1954.

Exports to the United Kingdom were valued at $112,000,000, as against $107,000,000 in 1954. The percentage of total exports taken by the United Kingdom was 16.2 in 1955, compared to 17.6 in 1954. The value of exports to Japan dropped from $21,000,000 in 1954 to $18,000,000 in 1955.

It can be concluded that our exports were more diversified in 1955 than in 1954. The following table shows that countries other than the United Kingdom, the United States, and Japan purchased almost 18 per cent of our exports in 1955, compared to 12 per cent in 1954.

Table 5.—The Ten Leading Countries to Which British Columbia Products Were Exported in 1955

Rank	Country	Value	Percentage of Total
1.	United States	$444,215,365	63.5
2.	United Kingdom	112,499,388	16.2
3.	Japan	18,084,759	2.6
4.	Australia	17,467,037	2.5
5.	Union of South Africa	14,018,439	2.0
6.	New Zealand	5,163,174	0.7
7.	Korea	4,649,185	0.7
8.	Netherlands	4,313,679	0.6
9.	Hawaii	3,748,674	0.5
10.	Belgium	3,656,520	0.5
11.	All other countries	71,151,731	10.2
	Totals	$698,967,951	100.0

The pattern of exports of British Columbia products by continental area shows North America took almost 64 per cent, North-west Europe 18 per cent, the Orient

almost 5 per cent, Africa 3 per cent, Oceania 4 per cent, with Central America, South America, Southern Europe, Eastern Europe, and the Middle East each taking around 1 per cent.

Table 6.—The Twelve Leading Imports from Foreign Countries for Consumption in British Columbia, 1955

Rank	Commodity	Value
1.	Coffee, green	$16,304,368
2.	Tourist purchases, duty free	13,679,214
3.	Logging, machinery and parts	10,288,951
4.	Tractors, internal combustion	10,213,805
5.	Casings, gas, water, or oil-well	8,568,893
6.	Bauxite alumina for refining	8,350,061
7.	All machinery, n.o.p. and parts	7,184,573
8.	Sugar, raw, for refineries	7,151,030
9.	Tractor parts	5,560,006
10.	Heavy fuel-oils, Nos. 4, 5, and 6	5,453,925
11.	Automobiles, new passenger (under $1,200)	5,268,016
12.	Tea, black	3,352,534

The 20-per-cent increase of 1955 imports over their 1954 value was due to increased purchases of iron and steel products, chemicals, and food. It is of interest to note that bauxite alumina imports (by the smelter at Kitimat) now rank sixth in importance among our imports. As usual, citrus fruits, tea, coffee, and sugar were the most important food products imported.

The purchases of goods from the United States, the United Kingdom, and Japan constituted over 80 per cent of the total value of our imports. Imports from the United States increased to $248,000,000 in 1955, compared to $207,000,000 in 1954. This increase pushed the United States share of our imports from 64 per cent in 1954 to almost 67 per cent in 1955. British Columbia's imports from the United Kingdom dropped to $40,000,000 in 1955 from $44,000,000 in 1954, accounting for only 11 per cent of our total imports. Imports from Japan showed a strong increase, rising from almost $9,000,000 in 1954 to $16,000,000 in 1955. The share of Japanese goods in our total imports was 4.4 per cent, compared to 2.7 per cent in 1954. The countries listed in the following table supplied by value 90 per cent of our total imports.

Table 7.—Ten Leading Countries from Which British Columbia Imported Products for Domestic Consumption, 1955

Rank	Country	Value	Percentage of Total
1.	United States	$248,047,100	66.5
2.	United Kingdom	39,897,049	10.8
3.	Japan	16,212,972	4.4
4.	Brazil	7,369,302	2.0
5.	Jamaica	7,110,829	1.9
6.	West Germany	5,172,000	1.4
7.	Fiji	5,015,769	1.4
8.	Colombia	5,008,733	1.3
9.	India	4,054,259	1.1
10.	Belgium	3,319,275	0.9
11.	All other countries	31,583,693	8.3
	Totals	$372,790,693	100.0

A breakdown of the 1955 imports by area of origin shows that North America (except Canada) supplied 67 per cent, North-west Europe 15 per cent, the Orient 7 per cent, Central America 4.2 per cent, South America 3.5 per cent, Oceania 2.4 per cent, with Africa, the Middle East, Eastern Europe, and Southern Europe each purchasing less than 1 per cent of the total value of imports.

The difference in value between exports and imports in 1955 remained about the same as in 1954. The value of imports was approximately 53 per cent of the value of exports.

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 assist in establishing 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 1956. 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 1956 have shown a moderate rise. Retail prices in 1956, as reflected in the Consumer Price Index, were higher than 1955 prices, with some variations during the year due to seasonal effects on food, clothing, and fuel prices.

Wholesale prices averaged slightly higher in 1956 than in 1955.

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 and 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. East 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, 1913–56
(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	1956	118.1

[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, 1939–54, and by Months, 1955–56

(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	102.9	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	116.2	111.4	126.5	109.4	117.4	117.4
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
1956 (average)	118.1	113.4	132.5	108.6	117.1	119.4
January	116.8	111.5	131.3	108.6	116.5	119.0
February	116.4	109.9	131.5	108.6	116.7	119.3
March	116.4	109.1	131.6	108.7	116.8	119.9
April	116.6	109.7	131.9	108.7	116.6	120.1
May	116.6	109.3	132.1	108.8	116.5	120.5
June	117.8	112.5	132.6	108.6	116.7	120.6
July	118.5	114.4	132.7	108.6	116.7	121.1
August	119.1	115.9	133.0	108.4	116.8	121.3
September	119.0	115.5	133.1	108.4	117.1	121.4
October	119.8	117.4	133.3	108.5	117.7	121.6
November	120.3	117.9	133.4	108.4	118.1	122.8
December	120.4	117.5	133.5	108.6	118.6	122.8

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	117.9	111.6	127.0	112.4	125.1	120.5
1956 (average)	119.6	114.4	128.4	112.9	127.8	120.9
January	120.0	114.9	128.0	112.8	130.9	119.7
February	118.5	111.4	128.0	112.8	128.6	119.7
March	118.6	111.4	128.2	112.9	128.6	120.4
April	118.6	111.8	128.2	113.3	128.0	120.2
May	117.7	111.1	128.2	113.5	124.1	120.1
June	118.4	111.9	128.4	113.7	125.0	120.7
July	119.3	113.3	128.7	113.7	127.8	120.7
August	119.6	114.8	128.9	112.5	127.2	120.7
September	120.5	116.6	128.9	112.5	128.8	120.8
October	121.2	118.5	128.9	112.5	128.4	121.6
November	121.5	118.4	128.3	112.5	128.1	122.9
December	121.7	118.4	128.4	112.3	128.6	122.9

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	218.9	209.7	224.5	226.0	165.6	245.1	205.3
1956 (average)	225.6	215.9	231.3	248.2	168.9	246.8	207.8
January	222.0	212.9	227.3	246.1	158.4	235.0	196.7
February	222.2	213.4	227.4	247.2	159.5	232.3	195.9
March	223.3	214.7	228.3	248.8	164.0	231.1	197.5
April	224.5	216.2	229.4	248.9	168.7	232.0	200.4
May	225.3	217.3	230.3	247.8	177.5	238.0	207.7
June	226.5	219.2	231.3	248.5	182.6	251.7	217.2
July	226.6	219.0	231.6	247.4	196.9	256.4	226.6
August	227.0	217.0	233.3	249.2	171.1	257.6	214.4
September	227.4	216.2	234.3	249.5	160.3	259.3	209.8
October	227.1	214.4	232.2	247.7	159.9	256.0	208.0
November	226.6	213.5	234.6	247.7	163.1	255.7	209.4
December	228.1	216.4	235.3	249.3	164.4	256.2	210.3

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

Tourist Trade Section

The volume of tourist travel between British Columbia and the United States increased slightly in 1955 over 1954, both in the number of tourists entering the Province and the number of British Columbia residents entering the United States. The total of United States travel expenditures in Canada reached a new high in 1955, but British Columbia's share in the total was down slightly from 1954. These expenditures were $302,900,000; British Columbia's share of total expenditures was 14.1 per cent in 1955, 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 1945 to 1956 is given below:—

Year	United States Travel Expenditures in Canada	Year	United States Travel Expenditures in Canada
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	283,200,000
1949	267,100,000	1955	302,900,000
1950	259,700,000	1956	308,000,000

Source: Dominion Bureau of Statistics, Ottawa.

The balance of payments on travel account between Canada and other countries has, since 1951, shown a debit balance. This debit balance has increased from $6,000,000 in 1951 to $162,000,000 in 1956. The following table shows the balance of payments for the years 1946 to 1956:—

(In millions of dollars.)

Year	Account with United States			Account with Overseas Countries			Account with All Countries		
	Credit	Debit	Net[1]	Credit	Debit	Net	Credit	Debit	Net[1]
1946	$216	$130	+$86	$6	$6	.....	$222	$136	+$86
1947	241	152	+89	10	15	—$5	251	167	+84
1948	267	113	+154	13	22	—9	280	135	+145
1949	267	165	+102	18	28	—10	285	193	+92
1950	260	193	+67	15	33	—18	275	226	+49
1951	258	246	+12	16	34	—18	274	280	—6
1952	257	294	—37	18	47	—29	275	341	—66
1953	282	307	—25	20	58	—38	302	365	—63
1954	283	320	—37	22	69	—47	305	389	—84
1955	303	363	—60	25	86	—61	328	449	—121
1956[2]	308	391	—83	27	106	—79	335	497	—162

[1] Net credits (+), net debits (—).
[2] Subject to revision.
Source: Dominion Bureau of Statistics, Ottawa.

Tables 12 and 13 give a breakdown of tourist travel between British Columbia and the United States for the years 1945 to 1956. Preliminary estimates indicate that travel volume in 1956 is somewhat higher than 1955.

Chart I 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 1955, automobiles originating in California, Oregon, and Washington comprised 85.5 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 6.03 days and expenditures averaged $13.83 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.

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	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
I. Automobile traffic (number of automobile and other vehicles)—												
(1) Non-permit class—local traffic	41,102	59,776	77,356	89,324	90,211	95,722	105,542	109,917	122,165	120,510	128,583	130,282
(2) Traveller's vehicle permit	107,506	178,595	205,216	191,572	214,805	221,642	247,801	262,550	283,846	278,376	283,469	282,926
(3) Commercial vehicles	5,298	5,836	6,175	7,989	8,538	10,890	14,707	14,606	17,232	22,645	22,234	29,834
II. Rail traffic (number of travellers)	60,987	56,616	49,519	44,077	51,670	47,874	70,421	57,913	50,834	48,121	47,241	43,254
III. Boat traffic (number of travellers)	176,949	197,433	142,161	132,388	134,188	95,719	108,211	122,835	134,717	130,102	115,147	147,547
IV. Bus traffic (number of travellers)[1]	31,740	49,760	38,698	37,355	39,197	39,088	39,861	29,998	27,569	36,247	32,404	34,912
V. Aeroplane traffic (number of travellers)	12,304	16,513	22,522	25,006	27,461	27,403	27,050	28,928	30,603	36,662	42,044	46,598

[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

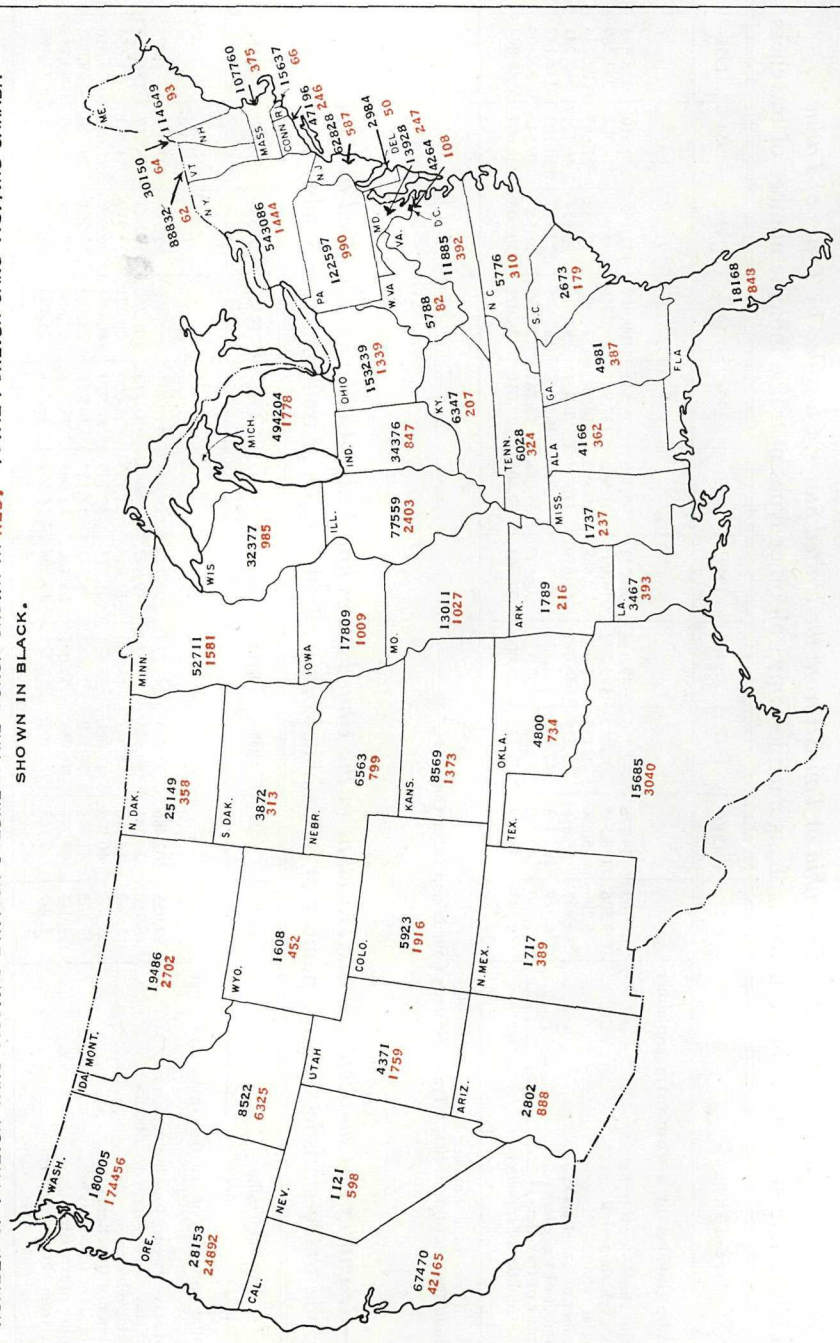
(Automobile traffic statistics indicate number of automobiles only; all other types of traffic indicate number of travellers.)

Type of Traffic	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
I. Automobile traffic (number of automobile and other vehicles)—												
(1) Length of stay—twenty-four hours or less	99,955	202,486	271,816	249,254	278,749	289,452	351,087	465,460	513,797	503,077	534,473	569,786
(2) Length of stay—over twenty-four hours	18,910	34,741	39,555	37,534	79,847	88,644	107,313	141,238	153,443	149,618	186,150	203,723
(3) Commercial vehicles	12,442	13,890	15,942	18,580	17,643	21,533	23,609	28,471	32,910	31,171	31,653	31,297
II. Rail traffic (number of travellers)	38,363	40,146	41,021	28,434	41,272	57,179	80,070	90,091	76,869	71,682	70,210	65,745
III. Boat traffic (number of travellers)	27,562	41,848	26,140	20,462	26,741	17,157	20,955	24,363	28,763	29,320	28,202	32,563
IV. Bus traffic (number of travellers)[1]	35,041	63,396	81,853	77,071	95,460	81,695	78,351	87,801	77,069	76,405	80,818	84,223
V. Aeroplane traffic (number of travellers)	3,397	7,565	12,992	12,382	15,504	16,051	19,244	21,493	24,721	28,851	33,189	38,774

[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 1955 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 1955 provided employment for some 69,000 people, who received some $247,000,000 in salaries and wages.

During 1955 the primary industry of logging cut an all-time high of 6,109,202 M board-feet, valued at $235,260,000. Operations in the Coast region accounted for 3,931,642 M board-feet, with Douglas fir the leading species at 1,426,961 M board-feet and hemlock next with 1,145,694 M board-feet. At the same time, Interior regions cut 2,177,560 M board-feet, with Douglas fir again the leading species at 954,661 M board-feet and spruce at 649,331 M board-feet. The forest cut in 1956 of 6,150,000 M board-feet is substantially the same as the 1955 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 60 per cent of the total Canadian output of sawn lumber. During 1955 sawmills in British Columbia produced an all-time high of 4,840,000 M board-feet of lumber, valued at $337,000,000. Mills in the Coast region produced 2,742,000 M board-feet of sawn lumber, valued at $211,100,000, while those in the Interior produced 2,098,000 M board-feet, valued at $125,900,000.

The pulp and paper mills of the Province during 1955 used 1,582,960 cords of pulpwood, valued at $32,042,173, as well as 666,503 cords of waste wood (for example, sawmill and veneer-mill chips, slabs, edgings, etc.) valued at $12,973,056. From this material these mills produced 1,363,761 tons of pulp, valued at $107,637,777. Over half of the pulp produced was used in the Province to make 725,096 tons of paper, valued at $86,193,930.

During 1956 the Forest Section prepared the information on forestry contained in the Government's submissions to the Royal Commission on Canada's Economic Prospects. Assistance was given the Royal Commission on Forestry as well as other Government departments and agencies, for example, Forest Service, Pacific Great Eastern Railway, and the Power Commission. In addition, numerous requests from industry were handled. A research assistant (forestry) with the Bureau, presented a paper at the Ninth British Columbia Natural Resources Conference entitled "Forest Utilization in British Columbia—Past, Present, and Future." During the year further information was prepared for the Natural Resources Atlas.

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

Industry	1952		1953		1954		1955 (Preliminary)	
	Gross Value	Net Value	Gross Value	Net Value	Gross Value	Net Value	Gross Value	Net Value
Logging	$204,146,915	$165,550,575	$202,364,186	$166,147,786	$219,448,210	$177,602,325	$235,263,000	$190,401,000
Furniture	$14,782,027	$7,512,223	$15,713,015	$7,732,075	$16,797,448	$8,093,058	(1)	(1)
Sash, door, and planing mills	46,289,457	15,590,699	47,658,772	15,819,252	54,164,602	17,832,401	(1)	(1)
Sawmills	316,723,587	154,069,375	323,474,522	156,345,168	347,883,651	166,672,420	$394,657,000	$189,017,000
Veneers and plywoods	42,176,834	22,108,341	56,503,885	33,132,477	56,082,562	32,086,578	82,500,000	47,400,000
Boxes and baskets, wood	2,168,580	1,194,270	1,909,994	1,099,189	1,722,957	959,040	(1)	(1)
Coffins and caskets	892,785	361,241	542,865	250,705	619,651	295,357	(1)	(1)
Woodenware	489,767	259,789	495,869	259,833	522,512	263,006	(1)	(1)
Wood-turning	702,951	241,062	668,614	336,253	526,781	244,019	(1)	(1)
Miscellaneous wood projects (N.E.S.)	13,787,818	5,072,931	11,467,559	4,106,353	9,115,537	2,915,655	(1)	(1)
Beekeepers' and poultrymen's supplies[2]	.....	.....	.....	.....	.....	.....	.....	.....
Excelsior[2]	.....	.....	.....	.....	.....	.....	.....	.....
Flooring, hardwood[2]	.....	.....	.....	.....	.....	.....	.....	.....
Cooperage[2]	.....	.....	.....	.....	.....	.....	.....	.....
Totals, wood products	$438,827,553	$206,830,907	$459,251,537	$219,363,064	$488,408,251	$229,715,315	$574,157,000	$266,417,000
Boxes and bags, paper	$12,153,840	$4,547,059	$13,389,625	$4,666,356	$14,604,817	$5,389,589	(1)	(1)
Pulp and paper	125,290,032	69,635,586	138,883,093	81,452,218	157,781,577	90,056,949	$167,909,000	$88,556,000
Roofing-paper	3,020,972	1,613,484	3,470,103	1,616,238	3,878,629	1,785,316	(1)	(1)
Miscellaneous paper products	11,623,683	4,136,295	11,546,500	3,945,976	12,841,088	4,886,913	(1)	(1)
Totals, paper products	$152,088,527	$79,932,424	$167,289,321	$91,680,788	$189,106,111	$102,118,767	$199,409,000	$100,302,000
Totals, forest industries	$795,062,995	$452,313,906	$828,905,044	$477,191,638	$896,962,572	$509,436,407	.....	$557,120,000
Net value of production (totals, all industries)	.....	$1,239,008,819	.....	$1,320,534,000	.....	$1,330,261,000	.....	$1,477,848,000

[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 mineral production of British Columbia in 1955 had a value of $174,710,606, which ranks next to the record value of $175,613,693 reached in 1951. The 1955 value exceeds that of 1954 by $21,000,000, and was generally brought about by higher prices for the principal metals, a substantial increase in zinc production, and a higher valuation for miscellaneous metals, industrial minerals, and structural materials. The value for fuel is slightly less than in 1954, and in the main represents the output of coal but includes a small production of natural gas.

The price for newly mined Canadian gold as paid by the Royal Canadian Mint, Ottawa, was higher in 1955 than in 1954 because the United States dollar was at a lesser discount. The prices for silver, lead, and zinc were higher than in 1954, but lower than the 1951 prices. The price for copper in 1955 was an all-time record. Prices for the principal metals are averages for the year in Canadian funds.

The value of principal metals produced—gold, silver, copper, lead, and zinc—was $129,455,122, zinc leading the group with a value of $52,048,909, followed by lead, $45,161,245; copper had a value of $16,932,549; lode gold was valued at $8,370,306, silver had a valuation of $6,942,113, and placer gold showed a decrease at $217,614. Miscellaneous metals—antimony, bismuth, cadmium, indium, iron ore, mercury, tin, and tungsten (WO_3)—had a total value of $12,935,887, compared with $11,866,409 in 1954. Cadmium and indium, both recovered as by-products at the Trail smelter, set records for production and had a combined value of $2,909,622. The remainder of the group had an aggregate value of $10,026,265, with tungsten (WO_3) leading all miscellaneous metals with a valuation of $5,460,967.

Industrial minerals had a total valuation of $7,798,098 and included asbestos, $4,265,971, and sulphur, $2,624,171. The remainder—barite, diatomite, fluxes, granules, gypsum and products, and mica—made up the balance of $907,956.

Structural materials also exceeded their value for any previous year, with increases in most items. The increase in the production of common brick is a notable contrast to the previous five years, in which the production of concrete brick and clay brick imported from Alberta had apparently to a great extent replaced British Columbia common brick. Fine brick, blocks, cement, and lime and limestone added substantially to the total of $15,299,254 for structural materials.

Dividends from all classes of mining operations in British Columbia for the calendar year 1955 amounted to $35,071,583.

The valuation of natural gas is noted as $18,130 for 1955 and $6,545 for 1954. The production reported is of natural gas sold in Fort St. John, where commercial distribution was started in 1954.

The average number employed in 1955 was 14,102 in all branches of the industry. Major expenditures covered by placer-mining, lode-mining, coal-mining, industrial minerals, and structural-material mining included: Salaries and wages, $51,890,246; fuel and electricity, $5,632,549; process supplies, $24,643,057; Federal taxes, $18,591,258; Provincial taxes, $5,576,066; municipal and other taxes $907,645; levies for workmen's compensation (including silicosis), unemployment insurance, and other items, $1,647,642. The lode-mining industry expended $30,696,044 in freight and smelter treatment charges on ores and concentrates. Expenditures recorded in exploration for petroleum and natural gas in 1955 was $8,529,964.

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	1951	$636	$273	$485	$364	.....	$1,060	.....	$172,182	$536,638	$6,273	$717,911
	1952	1,550	.....	1,043	.....	.....	6,032	.....	236,245	247,245	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
	1955	994	.....	1,419	114	.....	2,782	.....	59,073	152,238	994	217,614
Gold, lode	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
	1955	11,564	101,489	1,576,529	378,650	.....	4,123,241	.....	1,453,533	720,329	.....	8,365,335
Silver	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	80,854	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
	1955	2,708,155	1,076,037	586,550	75,425	1,746	22,286	.....	228,832	2,136,798	.....	6,835,829
Copper	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
	1955	88,383	2,372	7,949,508	6,257,095	141,795	.....	.....	18,443	1,800,288	.....	16,257,884
Lead	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
	1955	34,459,211	8,243,704	37,918	101,138	.....	2,232	.....	129,013	847,589	.....	43,820,805
Zinc	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
	1955	28,694,808	10,366,329	39,770	2,032,763	.....	852	.....	159,295	2,109,474	.....	43,403,291
Coal and natural gas	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	6,545	33,079	9,161,089
	1955	6,564,544	.....	379,511	.....	1,769,682	12,904	.....	227,010	18,130	32,850	9,004,631
Structural materials	1951	103,924	249,584	176,784	3,915,596	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	7,373,721	421,303	19,977	307,922	273,219	68,768	14,395,174
	1955	326,325	387,627	428,674	4,673,155	8,014,302	627,432	10,837	336,736	364,353	129,813	15,299,254
Miscellaneous metals and industrial minerals	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
	1955	1,483,191	7,852,255	236,139	384,504	3,237,410	225,466	.....	23,761	4,368,056	.....	17,810,782[1]
Not assigned	1953	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	10,189,222[1]
	1954	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,669,891[1]
	1955	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	13,695,181[1]
Totals	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	317,351	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	9,985,908	199,701	153,383,860[1]
	1955	74,337,175	28,029,813	11,236,018	13,902,844	13,164,935	5,017,195	10,837	2,635,696	12,517,255	163,657	174,710,606[1]

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

Table 16.—British Columbia Mines Production, 1954 and 1955

Description		1954 Quantity	1954 Value	1955 Quantity	1955 Value
Principal Metals					
Gold—					
Placer	crude oz.	8,684	$238,967	7,666	$217,614
Lode	fine ,,	258,388	8,803,279	242,477	8,370,306
Silver	,,	9,825,153	8,153,108	7,902,145	6,942,113
Copper	lb.	50,150,087	14,599,693	44,328,031	16,932,549
Lead	,,	332,474,456	45,482,505	302,567,640	45,161,245
Zinc	,,	334,124,560	34,805,755	429,198,565	52,048,909
Totals		.....	$112,083,307	.....	$129,672,736
Miscellaneous Metals					
Antimony	lb.	1,302,333	$382,104	2,021,721	$667,776
Bismuth	,,	225,351	493,519	160,767	356,903
Cadmium	,,	680,734	1,123,211	1,593,591	2,677,233
Indium	oz.	477	1,281	104,774	232,389
Iron ore	tons	535,746	3,733,891	610,930	3,228,756
Mercury	lb.	.....	.....	75	250
Platinum	oz.	4	408	.....	.....
Tin	lb.	587,528	280,437	391,228	311,613
Tungsten (WO_3)	,,	2,206,443	5,851,558	1,914,000	5,460,967
Totals		.....	$11,866,409	.....	$12,935,887
Industrial Minerals					
Asbestos		.....	$2,920,751	.....	$4,265,971
Barite	tons	5,056	115,337	9,465	238,825
Flux (quartz, limestone)	,,	39,897	40,804	111,759	208,198
Diatomite	,,	.....	.....	14	280
Granules (slate and rock)	,,	4,541	65,507	6,355	73,858
Gypsum and products	,,	175,480	421,734	149,719	383,934
Mica	lb.	284,000	5,326	505,300	2,861
Sulphur	tons	219,999	2,308,422	216,520	2,624,171
Totals		.....	$5,877,881	.....	$7,798,098
Structural Materials					
Brick—					
Common	No.	1,289,911	$35,550	4,853,940	$232,139
Face, paving, sewer	,,	5,651,262	316,676	3,901,866	248,913
Firebrick, blocks		.....	372,528	.....	578,578
Clays	tons	6,609	36,425	8,033	46,757
Structural tile, hollow blocks		.....	122,903	.....	144,460
Drain-tile, sewer-pipe, flue-linings		.....	753,297	.....	801,019
Pottery—glazed or unglazed		.....	31,081	.....	38,035
Other clay products		.....	32,697	.....	55,514
Cement		.....	4,935,298	.....	5,474,875
Lime and limestone	tons	317,976	1,555,002	318,152	1,711,348
Rubble, riprap, crushed rock	,,	920,707	1,253,856	890,613	962,272
Sand and gravel		.....	4,850,469	.....	4,886,890
Stone	tons	3,055	99,392	26,079	148,454
Totals		.....	$14,395,174	.....	$15,299,254
Fuel					
Coal	tons	1,308,284	$9,154,544	1,332,874	$8,986,501
Natural gas	M c.f.	60,883	6,545	168,651	18,130
Provincial totals		.....	$153,383,860	.....	$174,710,606

Labour Section

Completion of the current yearly statistical review of industrial labour information for the Department of Labour was again the primary work of this Section during the year, the summarization and presentation of factual material relating to 1955 being published under heading of "Statistics of Trades and Industries" in the Annual Report of the Department of Labour for that year.

Close co-operation between the Department of Labour and the Department of Trade and Industry in the collection and compilation of annual labour statistics has again proven the value of the existing plan of mutual assistance in effect between these two departments.

The growing concentration of industrial weight in newly developed areas and the spread of city coverage to include adjoining municipalities and districts under common headings of "Metropolitan Areas" has necessitated changes in the presentation of relevant statistical information, and such changes and improvements are made from year to year in line with new growth and development noted in the surveys.

Many additional projects completed by the Labour Section for 1955 include an alphabetical index of firms reporting in the survey on the basis of industrial classification and geographical location, the preparation of regional segregations of industrial employment and payroll data, the current edition of a list of industrial firms arranged in size groups by employment, and various supplementary projects resulting from requests for statistical information from industry, business, and other Governmental departments.

For purposes of reference and comparison, the census map (Chart 2) is again presented, together with a table (Table 17) showing the industrial payroll totals by area for the last four years. In conjunction with the regional totals showing the degree of growth and expansion in the census divisions, a separate table (Table 18) is included which outlines the coverage of the metropolitan areas of Vancouver and Victoria, together with the computed industrial payroll of these areas on the basis of the 1955 survey.

Table 17.—British Columbia Industrial Payrolls by Statistical Areas for the Comparative Years 1952 to 1955

Regional Area	Total Payrolls (Salaries and Wages)			
	1952	1953	1954	1955
No. 1	$27,425,293	$19,495,380	$17,125,372	$18,197,303
No. 2	40,455,349	42,633,966	32,519,954	35,044,981
No. 3	20,422,805	20,361,133	20,790,437	25,599,069
No. 4	358,233,779	370,901,521	389,154,398	417,102,635
No. 5	109,412,278	111,953,368	117,023,841	127,543,124
No. 6	11,015,136	15,781,535	12,487,726	15,313,185
No. 7	20,160,757	21,111,044	22,351,967	26,336,337
No. 8	20,771,777	18,367,655	18,012,903	23,336,723
No. 9	32,163,701	44,702,234	23,458,261	36,329,470
No. 10	2,266,598	3,304,619	3,387,399	4,591,602
Not specified	4,703,401	4,501,909	5,224,932	2,421,348
Totals	$647,030,874	$673,114,364	$661,537,190	$731,815,777

Table 18.—Industrial Payroll Totals Reported for the Census Metropolitan Areas of Vancouver and Victoria, 1955

Area	Payroll, 1955 (Salaries and Wages)
Census metropolitan area of Vancouver, including Vancouver City, North Vancouver City and District, West Vancouver, Burnaby, New Westminster, Fraser Mills, Richmond, Surrey, Port Coquitlam, and Port Moody	$371,640,166
Census metropolitan area of Victoria, including Victoria City, Esquimalt, Oak Bay, Saanich, and Central Saanich	50,163,395

Chart 2.—Census Divisions

MARKET RESEARCH DIVISION

An increasing number of general requests for market and industry data were handled. Such requests frequently involved an examination of market potential and the possibilities for commercial and industrial expansion. Preliminary work has been undertaken on certain industry studies on the basis of market potential and industrial facilities.

The revision of the Departmental publication "Regional Industrial Index of British Columbia" is currently under way.

Personnel have been assigned for special studies undertaken by the Department of Finance, the Civil Service Commission, and others.

MECHANICAL TABULATION DIVISION

The Mechanical Tabulation Division was originally formed to handle the tabulation of statistical information for the Bureau of Economics and Statistics. To do this work a fairly complete installation of punched-card equipment was rented, and to help fill idle time and cover the cost of the equipment, work was undertaken for other branches of the Government. With the progression of time the various departments have realized the advantages of making large-scale tabulations, both statistical and accounting, by the punched-card method, the result being the work done for other departments has now reached 90 per cent of our total production. The actual distribution of work by departments is shown graphically in Fig. I.

For operating purposes the Division is divided into five sections, each headed by a senior machine operator, who is responsible for a unit of work. These work units are established by volume and nature of work, and at present the following sections are in operation: Health and Welfare Section, Liquor Control Board Section, Forestry Section, General Statistics Section, and Annual Report Section.

Fig. II shows the distribution of work done by the various sections of the Division. As key-punching is included in these figures, the percentages are slightly distorted; for example, the volume of work processed for Health and Welfare is equitable to the other sections, but all key-punching and verifying is handled by a key-punch section within its own establishment. Similarly the use of pre-punched and mark sensed cards reflects on the figure for the Liquor Control Board Section. The Annual Report Section used cards accumulated during the year, in which case the punching operation has been charged to regular work done in other sections.

To meet the diversified demand of the various departments, a complete set of punched-card equipment is rented, which includes seven alphabetic printers, eight sorters, two reproducing gang summary punches, two end-printing document punches, one alphabetic interpreter, two collators, two multiplying punches, one accumulating reproducer, one facsimile poster, twelve punches, and seven verifiers.

To operate the equipment, a well-trained staff has to be maintained, and at present consists of a senior supervisor, assistant supervisor, four senior machine operators, nine machine operators, a senior key-punch operator, nineteen key-punch operators, a senior clerk-stenographer, and two clerks. In addition, three members of the Liquor Control Board staff are attached to the Division to maintain liaison and perform necessary clerical functions. Table 19 shows a comparative statement of the cost of work done for the various Government agencies during the past four years. Job costs are available through an accurately kept time-card system, which permits the study of costs and machine utilization.

In general the cost of jobs has been reduced, due mainly to revision and simplification of procedures. The installation of the 528 accumulating reproducer early in the year is responsible for saving many hours of machine time. This machine is capable of doing a summary punching operation at 500 cards per minute that formerly took an alphabetic printer and summary punch at a maximum speed of 150 cards per minute.

No new large-scale applications were instigated during the year as the equipment is being operated at maximum capacity. To handle more work we would require more equipment, and to house more equipment we would require additional space.

Major revisions or new work effected during the year are listed briefly under the various sections.

Health and Welfare Section

Hospital Insurance work has dropped some $10,000 over last year, this being accomplished by eliminating many hours of calculating to produce what proved to be unnecessary percentages and averages. It was felt these could readily be calculated for specific groups as required.

Liquor Control Board Section

The work for the Liquor Control Board shows a decided drop through the discontinuance of Vendor's Inventory Control procedures in the Esquimalt and Pender Street stores.

Forestry Section

The steady growth of work for the British Columbia Forest Service is indicated by a $43,000 increase over the last four years, a growth of $11,000 being recorded last year. It is estimated that a million and a half forest-inventory cards were processed during the year and 5,000 new cards punched and verified each working-day for the

preparation of the various statistical and analytical reports for the Forest Service. Some of these reports are tabulated on to multilith masters, which facilitates the production of many copies for distribution to district offices and industry.

Work for the Forest Surveys Division falls into two major groups: (*a*) Unit Surveys and (*b*) Survey Statistics.

Under the Unit Surveys (formerly known as the Working Plan and Special Surveys) 200,000 cards were punched, processed, and listed or tabulated to present working statements of the thirty-six approved or proposed public working circle areas. Each of these circle areas is made up of numerous smaller units called "compartments." Working statements were also tabulated for compartments. These statements form the basis for management planning in regard to the annual allowable cut, etc. In addition, 150,000 cards were punched, processed, and tabulated to present working-lists pertinent to the controlling compilation of the inventory of the forest resources of the Province.

Under Survey Statistics there are actually three jobs — Volume Analysis, Decay Analysis, and Standing Samples.

Volume Analysis is the basis for compiling cubic-foot volume tables and is currently being punched and verified. It will later be turned over to the machine section for balancing and the calculation of extensions so that the necessary tabulations and listings can be made.

Decay Analysis is the basis for compiling loss factors from decay and waste and breakage when logged. Runs for the previous years' analyses have been compiled and distributed to the Forest Service, but as yet the current year's work has not been received for punching.

Standing Samples.—Five hundred thousand cards were punched, processed, and summarized to prepare a working-file of data pertinent for preparing average estimates of the volume of usable wood which is applied to the compilation of the inventory of the Province. The 150,000 summarized cards, together with detail cards, were sorted and tabulated as a basis for compiling the public working circles. Various groups of control cards used in indexing the above tabulations were also processed.

Numerous cards were punched to increase the already existent file of data used in preparing tables of volume content of trees, and, similarly, cards were punched for use is preparing tables of loss of volume due to decay and waste in logging.

These tables form the basis for compiling the detail cards used in preparing average estimates.

This outline covers the general procedure and does not include the many special tabulations as required during the year.

General Statistical Section

Water Rights Billing.—The introduction of a transfer poster ledger card for each account eliminated all difficulties previously experienced by the clerical staff of the Water Rights Branch. The power, irrigation, and water-users' ledger records were punched and added to the existing punched-card files. The mechanical preparation of delinquent notices was introduced and mailed in August and did much to reduce the accounts receivable.

Motor-vehicle Accidents.—Several minor changes were introduced which necessitated the designing of a new card form. Most of these changes were required to meet the demands of the Dominion Bureau of Statistics, which is endeavouring to correlate accident statistics from all Provinces, each quarter. The preparation of the quarterly reports has naturally increased the volume of work on this job.

Annual Report Section

The biggest change in this Section was the increase in the amount of work for the Herd Improvement Branch of the Department of Agriculture. Previously only selected records with a pre-calculated mature efficiency factor were punched for certain breeds. Under the revised plan all records are punched and the mature efficiency factor calculated mechanically from the age, times milked, and other determining factors shown in the record. The calculating-punch is also being used to determine the breed-class average, which it is felt will eventually replace the mature efficiency factor as the standard for comparative methods.

Three small surveys were undertaken by this section for (*a*) Forest Engineering Division on " Right-of-way Clearing Costs," (*b*) Parks and Recreation Division Survey of " Visitors to Specified Camp-sites," and (*c*) British Columbia Travel Bureau Tourist Survey.

Electronic Data-processing

It is recommended that a committee should be appointed to study the possibility of establishing an electronic data-processing centre for the Government service. The volume of work within the service would appear to justify such an installation. Many of the jobs currently being handled on punched-card equipment, such as Liquor Control Board, Hospital Insurance, forest inventory, tax billing, and payroll, are logical applications that would benefit by the memory unit and ability of the arithmetic unit to add, subtract, multiply, and divide at electronic speeds. The computing unit could also be used to great advantage for solving individual problems in research and engineering.

FIGURE I

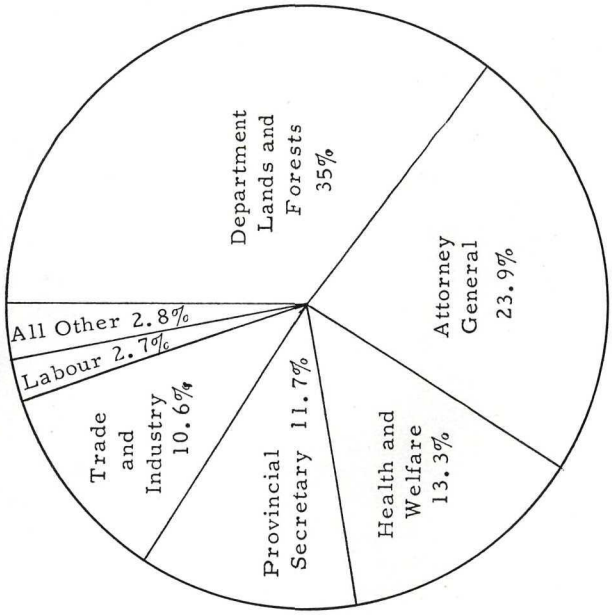


CHART SHOWING DISTRIBUTION OF WORK DONE FOR THE VARIOUS DEPARTMENTS OF THE GOVERNMENT

FIGURE II

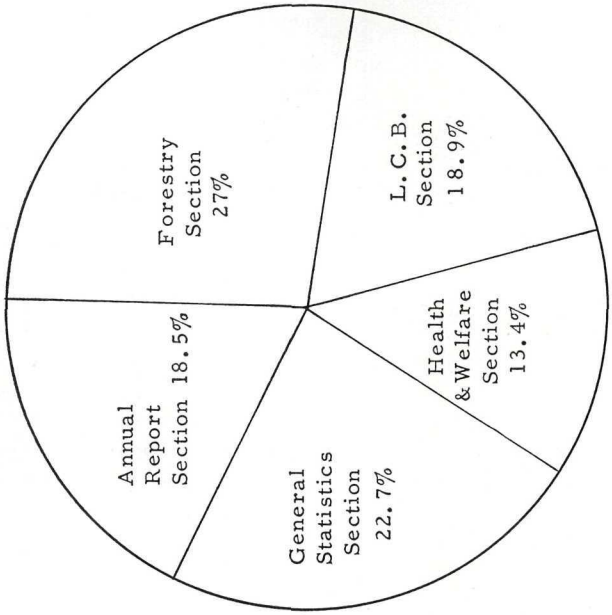
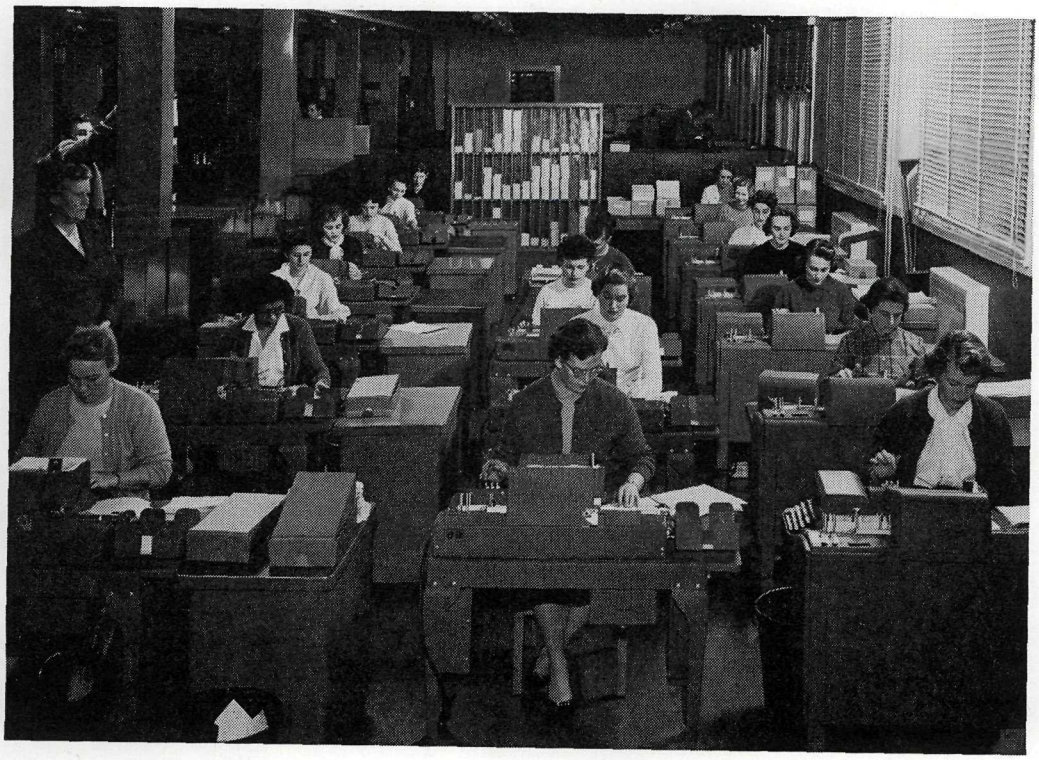


CHART SHOWING THE DISTRIBUTION OF WORK DONE IN THE FIVE SECTIONS OF THE MECHANICAL TABULATION DIVISION

Table 19.—Comparative Cost Statement

Department and Branch	1952–53	1953–54	1954–55	1955–56
Agriculture—Herd Improvement Branch	$1,056.65	$685.20	$1,010.26	$1,681.48
Attorney-General—				
Motor-vehicle Branch	$6,049.88	$5,423.86	$5,165.46	$7,355.49
Liquor Control Board	27,111.60	33,784.56	38,295.26	27,721.24
Totals	$33,161.48	$39,208.42	$43,460.72	$35,076.73
Education—				
Annual Schools Report	$1,124.98	$1,626.06	$1,388.84	$1,386.24
Division of Tests, Standards, and Research	----------	1,358.68	714.80	----------
Totals	$1,124.98	$2,984.74	$2,103.64	$1,386.24
Finance—Furniture inventory	$628.94	----------	----------	----------
Health and Welfare—				
Accounting Division	$15,704.14	$16,384.44	$14,525.24	$11,967.42
Hospital Insurance Service	1,236.76	6,986.86	17,867.14	7,732.71
Totals	$16,940.90	$23,371.30	$32,392.38	$19,700.13
Labour—Annual Statistical Report	$3,493.04	$2,627.24	$3,621.80	$3,954.83
Lands and Forests—				
Geographic Division	$468.40	$288.88	----------	$718.83
Water Rights billing	746.18	5,064.96	$7,235.38	8,722.76
Forest Surveys Division	4,196.98	12,880.46	31,130.98	39,754.31
Camp-site survey	----------	----------	----------	202.91
Forest Management Division	2,140.98	971.02	1,220.12	1,881.64
Totals	$7,552.54	$19,205.32	$39,586.48	$51,280.45
Municipal Affairs—				
O.A.S. mental payments	----------	----------	----------	$132.24
Regional Planning Division general	----------	----------	----------	222.36
Total	----------	----------	----------	$354.60
Provincial Secretary—				
Civil Service Commission	$4,735.54	$4,929.00	$6,918.86	$7,191.02
Queen's Printer	12,822.20	11,741.00	11,701.68	10,068.90
Totals	$17,557.74	$16,670.00	$18,620.54	$17,259.92
Highways—Traffic Division	----------	$647.77	----------	$946.73
Trade and Industry—				
Bureau of Economics and Statistics	$14,068.06	$12,421.30	$14,849.50	$15,706.12
British Columbia Travel Bureau	----------	----------	549.00	----------
Totals	$14,068.06	$12,421.30	$15,398.50	$15,706.12
Grand totals	$95,584.33	$117,821.29	$156,194.32	$147,347.23



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 was released early in 1956.

British Columbia Regional Industrial Index.—This index contains available statistics on a wide range of subjects covering all areas of the Province. Material is now being assembled in preparation for publication in 1957 of a revised index.

British Columbia Facts and Statistics.—The tenth edition of this publication will be released in 1957. 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.—A revised edition of this brochure will be ready for release in January of 1957. This publication gives to prospective investors information relating to the establishment of a business in British Columbia.

REPORT OF THE BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU

GENERAL

In 1956, visitors from the United States equalled British Columbia's population. The Province was also host to a large number of visitors from other parts of Canada and her tourist economy was further supported by a large number of British Columbians who elected to take vacations and holidays in their own Province.

The only firm statistics are of entries from the United States. Some 1,300,000 United States citizens visited the Province by automobile during the calendar year, and over a quarter of a million foreign travellers entered the Province by rail, bus, boat, and aeroplane. These figures are, in general, an approximation of the 1956 tourist traffic, the value of which was estimated at $90,000,000.

Across Canada the tourist business, as reflected by Traveller's Vehicle Permit entries, levelled off, and for the first eleven months a slight decrease was noted over the preceding calendar year. British Columbia, rating third in volume of tourist traffic, reflected a slight increase in Traveller's Vehicle Permits, and this appreciation was supplemented by an increase in non-permit-class entries and by a considerable increase in foreign-traveller entries by public carrier.

To the end of the heavy tourist season, travellers entering British Columbia by common carrier increased 16 per cent. Those coming by rail from the United States decreased 9 per cent over the first eight months of 1955, but this was more than offset by those entering by bus, boat, and aeroplane. Boat entries, which totalled 40 per cent more than all the others combined, increased by 27 per cent. Aeroplane traffic increased by 14 per cent.

The Travel Bureau's 1955 survey of auto courts, resorts, and hotels indicated that United States visitors occupied 34 per cent of the tourist accommodation, British Columbians 47 per cent, and other Canadians 19 per cent. However, the tremendous amount of publicity which British Columbia enjoys as a result of her industrial and commercial expansion and her well-publicized opportunities undoubtedly brought many thousands of additional Canadian visitors into the Province, and it is conservatively estimated that in 1956 they accounted for 23 to 24 per cent of the room occupancy. On this basis, the total number of visitors from outside the Provincial border in 1956 exceeded 2½ million.

British Columbians used their own highways as never before, and altogether the tourist industry experienced a very satisfactory year. The Province enjoyed good weather in all sections throughout the tourist season, and this fact definitely increased beyond all reasonable anticipation the use and patronage of parks and camp-sites, both private and public.

However, while the tourist industry in British Columbia appeared very healthy, Travel Bureau officials were not satisfied that the situation called for complacency. British Columbia reflects the Canadian tourist economy to a very large extent, and it was felt that in a year when United States tourist expenditures exceeded all previous records, the levelling-off of our own receipts from this source called for some study, particularly in view of the fact that our potential market on the Pacific Coast had increased considerably in the past few years. This tourist-market study is a continuing one, supplemented by surveys and investigations currently being conducted by transportation companies, other Provinces, and the Canadian Tourist Association. The findings and observations are exchanged and, in British Columbia, will be related to the Travel Bureau's promotional and advertising programme.

While some adverse reports on sections of our highways under construction were circulated in the United States, these did not deter a great deal of travel to and through the western part of the Province, but construction conditions in the Kicking Horse Pass

and general road conditions in the National parks discouraged a great deal of tourist traffic which otherwise would have crossed the Alberta border.

Automobile clubs, oil company travel bureaux, and other directional offices were kept well informed of actual conditions on British Columbia's highways and co-operated very fully.

Sponsors of organized and packaged tours report heavy bookings through the season and good prospects for 1957. The Wally Byam Trailer Caravan again toured British Columbia, reporting very favourably on its reception and on the treatment accorded by communities along the way. Over a hundred trailers participated in the caravan, visiting the Okanagan and winding up on Vancouver Island.

The continent-wide publicity accorded the Byam organized caravan and the facilities offered roving trailers by the British Columbia camp-sites have increased this type of business considerably, and as greater facilities are provided, British Columbia may anticipate a much greater trailer traffic.

PROMOTION

The promotions of the Bureau were based upon the premises laid down in the 1955 Annual Report, and the advertising concentration was again largely on the West Coast and through British Columbia, with some interest being taken in Eastern Canada and the Western Provinces. The major exception was a full-page colour advertisement in Holiday magazine, run in co-operation with the States of Washington and Oregon. This advertisement appeared early in the season and was very effective in stimulating inquiry response. Approximately 5,000 inquiries could be traced to this one advertisement. Sunset, Fortnight, Westways, Family Circle, Highway Traveller, and National Motorist also shared in the magazine programme, which was supported in the Coastal papers by black and white advertisements. Radio was used to encourage British Columbians to spend their own vacations in the Province, and was also used on the Prairies to some extent, response being very good. A one-minute spot-announcement film was used on television over several Pacific Coast stations.

A departure this year was a poster programme, billboards being used in the early season through Washington, Oregon, and Northern California. Two large bulletin-boards were secured north of San Francisco and added to the regular outdoor programme.

Highway bulletin-board used in Travel Bureau advertising campaign.

The poster campaign may have been reflected in the increased traffic by boat and undoubtedly contributed to the maintenance of the general traffic volume. It was supported to a very large extent by outdoor promotions of the three transportation companies, the Vancouver Tourist Association, and the Victoria and Island Publicity Bureau. The weight of this outdoor advertising may very reasonably have contributed to the increase of non-permit class traffic (less than forty-eight hours).

PUBLICITY

The general publicity secured by the Bureau, and which was supplementary to the scheduled advertising campaign, added materially to the over-all promotion of our tourist interests.

A steady flow of articles and captioned photographs was maintained, with a high rate of acceptance. Requests for material came in with almost every mail.

The Bureau acknowledges the interest of British Columbia and foreign newspapers and magazines in featuring British Columbia scenery and attractions. Radio and television stations also performed a great service in this respect, affording opportunities of which the Bureau was very glad to take advantage. A limited mat service was also made available to daily and weekly newspapers across Canada and in Washington and Oregon.

Response to the promotions, as reflected by the number of mail inquiries, was good. To the end of the tourist season, inquiries totalled 34,300 and continued to pour into the Bureau at the rate of a little more than a hundred a day during the off season. The Bureau was fortunate in having a competent staff, which handled this volume intelligently and expeditiously.

LITERATURE

In 1956 the British Columbia Government Travel Bureau distributed over a million pieces of literature, the demand far outstripping estimates. One hundred and twenty-five thousand copies of the accommodations directory were distributed on request, and over 300,000 maps, including the general British Columbia map, the camp-site edition, and the Alberta-British Columbia joint production. The Bureau has arranged for the production of a single map in 1957 which will embrace all the information on highways, camp-sites, fishing regulations, and other information contained in the two major map productions of 1956. The new production will be one-third larger, giving even greater readability.

All basic folders were brought up to date as required, some appearing under new cover. As desired and feasible, more colour is being introduced into these folders, all of which are designed to meet particular promotional problems in given areas or fields. One new folder, " West of the Rockies," is in course of preparation. This folder is designed to encourage traffic from east of the Rockies through the Columbia, Kootenay, Arrow, and Okanagan Valleys, connecting Highways Nos. 1 and 3.

The Bureau did not publish a road report in 1956 as in previous years, but, through the co-operation of the Highways Department, the Royal Canadian Mounted Police, and Canadian Pacific Telegraphs, a daily teletype service was maintained to press and radio outlets and to the automobile clubs in British Columbia, Washington, and Oregon. Travel bureaux and other directional bureaux were furnished the same information by air mail from the Travel Bureau. This system proved more satisfactory than previous arrangements, and it is proposed to supplement this in 1957 with a basic mileage and driving-time chart, which will be reissued through the season as conditions change, and will also be available to the public.

" Sport Fishing " came out with an entirely new format and in a more informative and authoritative text. Listing of marine service-stations with a map and in folder form was the Bureau's recognition of a rapidly developing and comparatively new interest in this recreational field. Designed originally for the use of United States yachtsmen and boat-owners visiting Provincial waters, this leaflet has also proved very popular with British Columbia boat-owners. The Calendar of Events was in such demand that it was found necessary to make two runs. In 1957 it is planned to print the Calendar in two editions, with a third edition in the late season, to promote the 1958 Centennial Year events.

While all promotional efforts in early 1957 will be designed to promote traffic for the current season, advantage will be taken of every opportunity to mention the forthcoming centenary.

The acceptance of " Alluring British Columbia " was such that it was necessary to reorder a 50,000 run in October.

TOURIST INFORMATION CENTRE

In its second season of operation, the Tourist Information Centre at the Port of Douglas on Highway No. 99 proved of great value to the travelling public and to the economy of the Province.

Here the in-coming tourist was given a warm, personal welcome and supplied with all the necessary information to make his stay within the boundaries of the Province a pleasant, well-planned vacation.

Complete information concerning road conditions, camp-sites, stopping-places, hotel and motel accommodation, hunting and fishing locations, as well as ferry schedules and directions to the main points of interest are available from the courteous staff.

Assistance was given to drivers of over 12,000 cars, who brought with them well over 35,000 people during the three summer " tourist " months. Many of these parties, entering British Columbia for the first time, had no advance plans, and through the service at the centre extended both their time and mileage in the Province.

This service is available eleven hours a day, seven days a week, during the busy season and an eight-hour service is maintained throughout the balance of the year.

It was found necessary to increase the staff at the Centre to four during the height of the season.

The visitors' register has recorded the names of travellers from each of the forty-eight States, all Provinces, and many from such points as England, France, Hawaii, Alaska, Puerto Rico, Mexico, Korea, Southern Rhodesia, Norway, and the Argentine.

Many notes of appreciation of the service provided are also recorded in the register.

During the year the Bureau surveyed and made application for sites at Osoyoos and Curzon Junction for the establishment of additional information centres. It is hoped to have these established well in advance of the 1957 season.

" TOURIST ACCOMMODATION REGULATION ACT "

Under authority of the " Tourist Accommodation Regulation Act " and the regulations pertaining thereto, tourist accommodation in British Columbia was star-rated under a formula revised to meet the modern standards of acceptance. The new formula was one generally accepted by the four Western Provinces in agreement. Under the new formula the accommodation was rated on a rental-unit basis rather than on an over-all establishment basis, and the findings will be published in the 1957 accommodations directory. Some 10,000 rental units were star-rated, in all of which the star rating as well as the maximum rates will be posted in 1957.

Since the rating formula had not been adjusted since 1948, the percentage in four-star brackets dropped considerably, but the over-all inspections show a generally high standard. Fifty-one per cent of accommodation rated three stars or four.

There are over 1,500 establishments eligible for registration under the " Tourist Accommodation Regulation Act." There were eighty-nine new registrations to the end of the calendar year, with thirty registered establishments ceasing to operate. The percentage of unit star rating is as follows: Four stars, 15 per cent; three stars, 36 per cent; two stars, 17 per cent; one star, 12 per cent; and no star, 20 per cent.

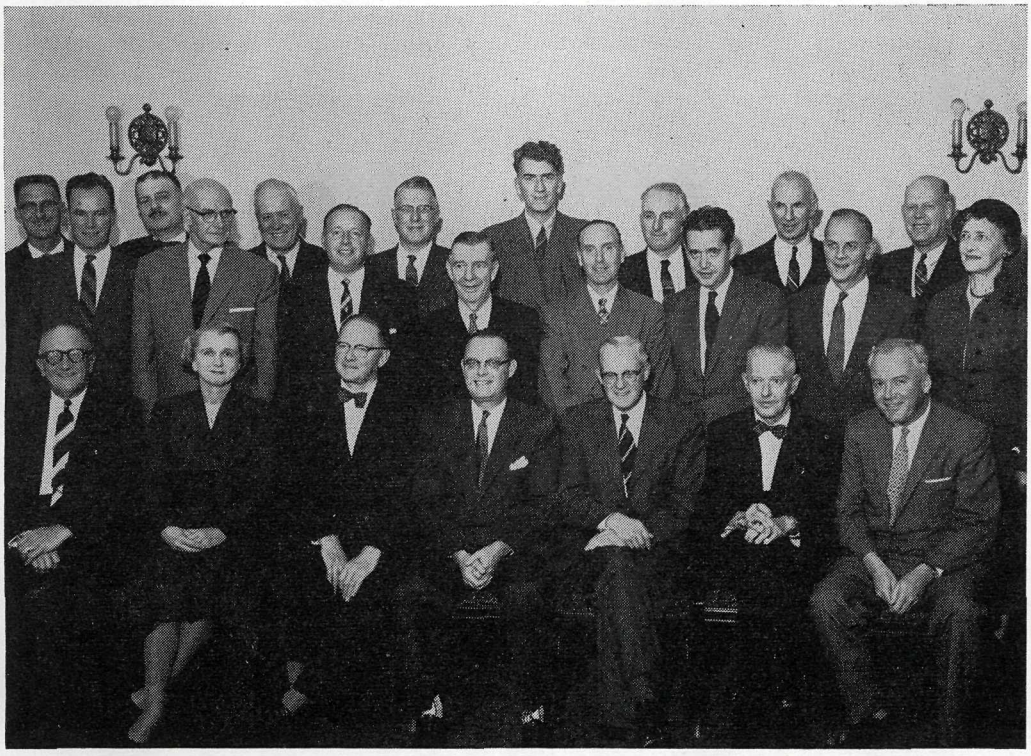
The Bureau was fortunate in securing the services of three trained and experienced people as temporary star-rating officers, whose work, constantly checked, resulted in a uniformity of rating. While the star rating was designed originally to serve as a guide

to the travellers, that it has also served the purpose of encouraging the maintenance and improvement in the over-all standards is evidenced by the requests for rerating from operators who made adjustments following the inspections. In the majority of cases the adjustments required for improved rating were of a minor nature, but will contribute greatly to the comfort and convenience of the tourist.

The Travel Bureau staff associated with the work under the " Tourist Accommodation and Regulation Act " were frequently called upon to serve in an advisory capacity, particularly by persons contemplating a new enterprise or remodelling existing premises. Appreciation of this service is reflected in the steadily increasing request for it and in the many expressions received.

SETTLEMENT

Settlement inquiries were received in considerable volume during 1956. There were many inquiries from other Provinces, from practically every State in the Union, and from Britain, South Africa, The Netherlands, and Germany. Where, in previous years, the heaviest volume has been from agricultural workers, in 1956 the greater number of inquiries were from artisans and professional people who wished to establish themselves in Canada. There was, of course, the usual volume of inquiries from people who wish to spend their declining years in a beneficent climate and also a considerable volume from people who were attracted by British Columbia's advantages in respect of social service and assistance. The Department of Citizenship and Immigration, National



Members, associate members, and guests at 1956 Tourist Council meeting, October 18th and 19th, Empress Hotel, Victoria, B.C.

Standing (left to right): Mr. John Buckley, Mr. Karl Severson, Inspector C. Ledoux, Mr. Harry Taylor, Mr. Frank R. Butler, Mr. D. F. Shaw, Mr. T. D. Rosling, Mr. George I. Warren, Mr. Eric Druce, Mr. J. Pound, Mr. R. M. Thomson, Mr. Willard Ireland, Mr. R. Parkinson, Mr. H. G. McWilliams, Mr. J. Melville, Mrs. E. Dickey.

Seated (left to right): Mr. E. G. Rowebottom, Miss E. Trimmer, Mr. E. Evans, Honourable Earle C. Westwood, Mr. T. L. Sturgess, Mr. J. V. Fisher, Mr. Arthur Peers.

Employment Service in Vancouver and Victoria, the Agent-General for British Columbia and the Canadian Department of Labour in London, England, were important and useful references, and the Bureau appreciatively acknowledges their assistance. The Travel Bureau does not solicit immigration, but such inquiries as are directed to it are given the information and references most suitable and helpful.

TOURIST COUNCIL

The seventeenth annual meeting of the Tourist Council was held in Victoria on October 18th and 19th. Regional reports were heard from all sections of the Province. The activities of the Travel Bureau were reviewed, and, as a result of the discussions, several recommendations were made for forwarding to interested authorities and for the help, guidance, and action of the Travel Bureau.

FIELD WORK AND EXHIBITIONS

Travel promotion in the Western United States was augmented by the personal contact work of the tourist trade representative, sponsored jointly by the Provinces of Alberta and British Columbia. The representative's headquarters are in San Francisco, Calif. Principal efforts of this work were directed toward keeping the personnel of the many travel offices informed on the wide variety of the Provinces' recreational facilities.

Regular calls were made on travel agents and transportation companies prominent in the planning of both individual and group tours. A great deal of time was devoted to automobile clubs, whose touring counsellors always welcome more information on highway conditions, tourist accommodations, and other matters of general interest to

Alberta-British Columbia exhibit in California.

the travelling public. These clubs, with offices in all main centres of population, are responsible for directing a very large proportion of the United States-to-Canada traffic. Frequent visits were made to the touring bureaux of the major oil companies. During 1956 the oil companies and automobile clubs reported routing more cars into our area than in any previous year.

Government Travel Bureau films were often used to illustrate talks given to clubs and similar organizations. These films were also shown on television, and good use was made of them at sport shows and fairs.

Assistance was given to travel editors of newspapers and magazines in the preparation of material for travel articles.

During the year, emphasis was placed on making direct personal contact with prospective travellers and, with this in mind, exhibits were placed in the Minneapolis Vacation Show, San Francisco Sport, Travel, and Boat Show, San Mateo Vacation Show, San Francisco World Trade and Travel Fair, San Diego County Fair, and the California State Fair in Sacramento—a total attendance of approximately 1,800,000 persons. The public interest shown in our exhibits indicated this to be a most effective means of publicizing British Columbia and Alberta.

Direct personal contact was also maintained between the Government Travel Bureau and the State tourist offices of Washington and Oregon, and the city tourist bureaux, automobile clubs, and other directional offices in these States, by the Commissioner.

British Columbia was again represented at the Canadian National Exhibition. While staffing the exhibit in Toronto, Miss Barbara Tubman made very valuable contacts and also secured for the Province valuable newspaper publicity.

HISTORIC SITES

Two historic sites were marked as follows:—

Fish Trap Earthworks

In 1864 Alexander McDonald and seven companions defended these earthworks against Chilcotin, Tatla and Sitlecee Indians. McDonald and two of his party were slain and four others were wounded in the ensuing withdrawal toward Bella Coola. This tablet commemorates the courage and fortitude of those who trod the trails of early British Columbia.

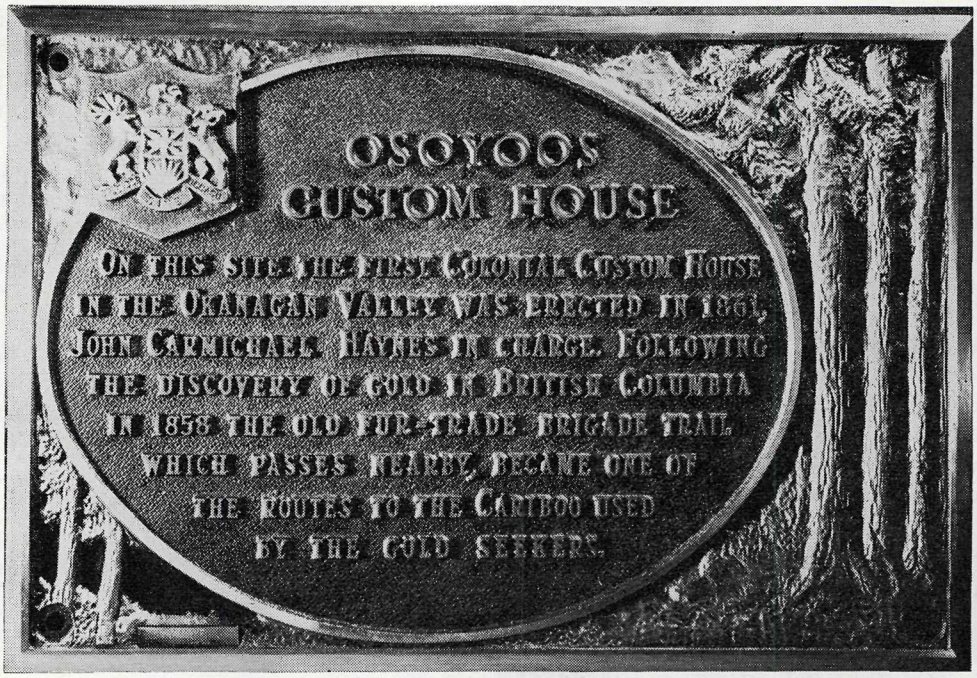
Osoyoos Custom House

On this site the first Colonial Custom House in the Okanagan Valley was erected in 1861, John Carmichael Haynes in charge. Following the discovery of gold in British Columbia in 1858, the old fur-trade brigade trail, which passes nearby, became one of the routes to the Cariboo used by the gold seekers.

There is correspondence which will lead to further site-marking in 1957, when the forthcoming centenary will stimulate interest in historic references. The British Columbia Government Travel Bureau has furnished a standard-size bronze plaque which is affixed to a permanent base by the local interests.

REPRESENTATION

During the year the British Columbia Government Travel Bureau was represented at meetings of the Canadian Tourist Association, Okanagan-Cariboo Trail Association, British Columbia Hotels Association, British Columbia Auto Courts and Resorts Association, and Canadian Rockies Tourist Association. At the Federal-Provincial Tourist Conference the Bureau was represented by the Minister and his Deputy. The Bureau was also represented at meetings of the regional and district Boards of Trade and of various



Bronze plaque marking historic site.

tourist bureaux throughout the Province. Membership was maintained in the National Association of Travel Organizations.

CO-OPERATIVE ACTIVITIES

The duties and responsibilities of the British Columbia Government Travel Bureau are essentially those of a sales organization. Its functions are very similar to those of sales management in industry, and it is necessary that the Department keep in close touch with those responsible for the "commodity, packaging, and distribution." Its public relations work and promotions, therefore, call for close liaison with the Game and Parks Branches and also the various sections of the catering industry as well as the Chambers of Commerce and tourist bureaux in Canada and abroad, which function as retail outlets in the merchandising set-up of tourism.

Liaison with all Government departments has been extremely good, and we acknowledge appreciatively their quick and ready co-operation at all times. Especial appreciation is extended management and personnel of the Queen's Printer for technical assistance and ready co-operation at all times. The officers of the Game Branch and Parks Branch have likewise gone out of their way to serve our interests.

The Bureau also appreciatively acknowledges the co-operation of the Department of Economic Affairs for Alberta and the Director and staff of the Alberta Travel Bureau for co-operative efforts beyond what would normally be called for.

No joint staff meetings were held in 1956 as in previous years, but exchanges between Alberta and British Columbia staff members were maintained in the interests of betterment of service and advancement of knowledge in the industry, and it is hoped that the meetings will be resumed in 1957. British Columbia has also received the generous co-operation of the Automobile Club of Southern California, the National Automobile Club, the State automobile clubs of California, Oregon, and Washington, and the automobile clubs of British Columbia. The oil companies' travel bureaux co-operated very

closely without exception and were also considerate of our interests when discussing road reports and accommodations. 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 co-operated fully with the Bureau and helped it to round out a comprehensive programme of promotion and service. The Victoria and Island Publicity Bureau and the Vancouver Tourist Association rendered a tourist service which extended beyond their immediate interests and should be especially credited.

At all times the Canadian Customs and Immigration Officers at border points co-operated fully. Without exception, they handled the Bureau's literature and furnished information when requested in a manner which has been very frequently and favourably commented on.

Particularly friendly liaison has been maintained and full co-operation is gratefully acknowledged 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.

PHOTOGRAPHIC BRANCH

Field work for our four photographers commenced in early June and continued through until the end of September.

Still Assignments

A special trip was made into the Interior of British Columbia for the purpose of photographing picnic and camp sites as well as other facilities offered the tourist to British Columbia. A wide selection of black and white photographs as well as colour transparencies resulted from this trip. An extensive trip was taken in the Highway No. 16 area, concentrating mainly on sport fishing and the historical Indian villages near Kispiox. Another trip was taken for the purpose of obtaining new photographs of the Okanagan Valley, East and West Kootenays, and the Revelstoke-Big Bend area. Scenic shots were taken of Vancouver Island, centring mainly on the northern cities and tourist focal points. Full coverage was given the Swiftsure and P.I.Y.A. Yacht Races, as well as the carving, erection, and dedication ceremonies of the world's tallest totem-pole in Victoria. Approximately 1,200 negatives were taken to cover the above-mentioned assignments.

During the year the Photographic Branch completed still assignments for the Department of Agriculture, Department of Health and Welfare, Department of Lands and Forests, Department of Mines, Provincial Archives, Provincial Museum, Department of the Provincial Secretary, Department of Public Works, Queen's Printer, Department of the Attorney-General, Department of Highways, Department of Fisheries, as well as the British Columbia Power Commission, British Columbia Resources Conference, Pacific Great Eastern Railway Company, and Government House. These assignments included Chilliwack and Haney Fall Fairs, cattle inoculation in Saanich, hospitals throughout British Columbia, historical sites and events, Indian lore in British Columbia, opening of Legislature and M.L.A. portraits, new buildings throughout British Columbia, highway and bridge construction throughout British Columbia, Hells Gate fishways, Ladore Dam, railway construction and inaugural trip on Pacific Great Eastern Railway.

Motion Pictures

During the year the Photographic Branch released three films, namely: "Forward," a film on British Columbia secondary industries; "Legend of the West," travelogue of the Cariboo and Chilcotin areas; and "The Road Home," a film showing the services provided by the Department of Health and Welfare to the rehabilitation of polio patients.

The industrial film " Forward," a sequel to " Johnny's Heritage," was previewed in the Hotel Vancouver at a joint meeting of the British Columbia Products Bureau and the Advertising and Sales Bureau. There was an approximate attendance of 320. " Legend of the West " was previewed in Williams Lake and Quesnel, with a capacity audience in both cities. The film " Road Home " was distributed through the Department of Health and Welfare and previewed in Ottawa, Regina, and Montreal to a large representation of Health Department officials, and reports show that it was highly recommended by all who saw it.

The major motion-picture project of this year is the filming of sport fishing in British Columbia for the Government Travel Bureau. Although this assignment provided the problem of being in the right location when the fish were running, a good coverage was obtained and field shooting completed. The major fishing areas covered by this film will be Vancouver Island for salmon, Kamloops to represent trout-fishing, and Kispiox River for steelhead.

The International Yachting Regatta was covered by both still- and motion-picture cameramen. A good selection of motion pictures of the races, with a back-drop of the Gulf Islands, were taken. These, now on file, will prove very useful in future films.

A complete coverage was made for the Pacific Great Eastern of the first work-train trip from Squamish to North Vancouver, inaugural trip of the Pacific Great Eastern Railway from North Vancouver to Prince George, and the extended trip into the Peace River area. Along with the motion pictures, a complete still photographic coverage was made for publicity purposes and Pacific Great Eastern records.

One of the major motion-picture projects of the year is a film for the Department of Highways. Numerous field-trips have been made by our staff throughout all the major and several of the smaller highway networks of the Province, to show the various steps in the large highway programme, from highway location to the completed highways. Upon completion, the purpose of this film will be to show not only what is required to build a highway in this Province, but also to publicize the vast improvements that have and are being made for automobile travel in this Province. These assignments also gave several good opportunities for the Department to take numerous scenic and highway photographs for our files.

On all motion-picture assignments, priority has been given to the film in production. However, where at all possible, small still assignments in the areas have been covered for the Government departments and additional scenic and industrial photographs taken for our own files.

Film was provided from our footage library for a ten-minute television short for use on one of Canada's better-known eastern programmes. Besides this, further footage was also supplied to film companies in need of British Columbia scenes for motion pictures which would publicize the Province.

Darkroom Production

This year shows an increase in the darkroom services for this and other Government departments. The number of prints produced in the year reached a total of 17,002. In all, 3,240 negatives were processed. This figure covers our summer field work, photographs taken for other departments, and approximately 1,000 reproductions made from old prints and paintings for the Provincial Archives. Approximately ninety official portraits were taken in our studio during the year.

General Office

The number of letters received and sent out from the general office this year has exceeded that of previous years, which shows that our services are being brought to the attention of the public. The film library has shown a marked increase in over-the-counter

requests as well as requests from television stations across Canada. 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.

During the year the Photographic Branch received thirteen films from the National Film Board for distribution purposes. Another valuable addition to our library is the film "Kitimat Story," which was placed in our library by the Aluminum Company of Canada, in Vancouver. "B.C.—Canada's Evergreen Playground," produced for the Standard Oil Company of Canada, is also a new addition to our library.

Remarks

A print from our files this year won the Gaevart Silver Medallion, and a total of eleven honourable mentions were taken for the Department.

A total of 300 large photographs illustrating scenic and industrial aspects of British Columbia were requested and supplied for display purposes.

Summary

Summarizing, the year 1956 has shown a substantial increase in demands for services available through this branch of the Travel Bureau. Government departments are now realizing the necessity and importance of the medium of still photography and motion pictures in publicity, research, and for record purposes. This has added considerably to the pressure and demands on all members of the staff.

A list showing production and distribution follows.

Motion Picture Shows

To various organizations in Victoria and environs	33
Preview shows in the Branch theatre	52

Motion-picture Circulation (Other than Television)

Total audience in British Columbia	60,000
Total audience in other Provinces	1,500
Total audience in United States (through National Film Board)	459,731
Total audience in England (through B.C. House)	72,570
Total audience	593,801

Television Showings

	Films	Estimated Audience per Show
CKWS-TV, Kingston, Ont.	16	269,300
CHEX-TV, Peterborough, Ont.	16	35,000
CKGN-TV, North Bay, Ont.	9	14,500
CFPA-TV, Port Arthur, Ont.	4	14,010
CKRS-TV, Jonquiere, Que.	16	22,000
CFCM-TV, Quebec City, Que.	1	110,000
CBMT-TV, Montreal, Que.	1	1,401,000
CHSJ-TV, Saint John, N.B.	6	135,848
CKCW-TV, Moncton, N.B.	1	60,000
CJON-TV, St. John's, Nfld.	1	57,723
CBWT-TV, Winnipeg, Man.	2	207,000
CFQC-TV, Saskatoon, Sask.	5	65,000
CFRN-TV, Edmonton, Alta.	14	159,000
CJLH-TV, Lethbridge, Alta.	1	39,600
CHEK-TV, Victoria, B.C.	8	30,000
Total		2,619,981

Still Photographs

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

British Columbia	5,900
Other Provinces	1,048
United States	549
Foreign	82
Total released for publication	7,579

General Office

During the year the general office work consisted of running the Branch film library, selecting and captioning photographs, keeping records, filing and dealing with correspondence.

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