PROVINCE OF BRITISH COLUMBIA

Department of Industrial Development, Trade, and Commerce

REPORT

for the

YEAR ENDED DECEMBER 31

1961

To Major-General the Honourable GEORGE RANDOLPH PEARKES,
V.C., P.C., C.B., D.S.O., M.C.,
Lieutenant-Governor of British Columbia.

MAY IT PLEASE YOUR HONOUR:

I beg to submit herewith the Report of the Department of Industrial Development, Trade, and Commerce for the year ended December 31, 1961.

ROBERT W. BONNER, Q.C.,
Minister of Industrial Development,
Trade, and Commerce.

The Honourable Robert W. Bonner, Q.C.,
Minister of Industrial Development, Trade, and Commerce,
Victoria, B.C.

SIR,—I have the honour to submit herewith the Report of the Department of Industrial Development, Trade, and Commerce for the year ended December 31, 1961.

THOMAS L. STURGESS,
Deputy Minister of Industrial Development,
Trade, and Commerce.

Report of the Department of Industrial Development, Trade, and Commerce

For the Year Ended December 31, 1961

FOREWORD

The economy of British Columbia began to show definite signs of growth in the late spring months of the year under review. This encouraging reversal from the preceding downturn in the business cycle is expected to continue unabated through 1962. Surveys conducted by this Department point to further recovery in levels of sales and production for practically all manufacturing industries with significantly greater development of our forestry and mining resources.

During 1961 the recorded values of production in our four basic industries all increased over 1960 levels. Current estimates, with 1960 figures in parentheses, are as follows: Forestry, $685,000,000 ($675,000,000); agriculture, $130,000,000 ($127,000,000); fishing, $70,000,000 ($52,000,000); and mining, $182,000,000 ($180,000,000). The total value of manufacturing in British Columbia is estimated at $1,935,000,000 in 1961, which represents a gain of $24,000,000 over 1960 manufacturing output.

A rise in the total Provincial labour force in the past year and the improvement in the economy in the summer led to a new record employment level of 567,000 people during July and August. Unfortunately the early months of the year were marred by unemployment of considerable volume, brought on in part by the recession in the United States and uncertain domestic conditions. Another serious though temporary setback to employment was occasioned by the three-month closure of the Aluminum Company's smelter while tunnel repairs were under way.

Capital investment for industrial plant and machinery was highlighted by the construction of a $35,000,000 oil pipe-line from Fort St. John to Kamloops. This all-British Columbia line is already encouraging the construction of new feeder-lines. The project will undoubtedly be a favourable factor in opening up the Province's gas and oil resources. Another major development was the completion of the $18,500,000 Craigmont copper-concentrator, located near Merritt. Pulp- and paper-mill modernization and expansion in 1961 included a complete overhaul of the Woodfibre plant, owned by Rayonier, where expenditures totalling $15,000,000 were completed.

The value of exports through British Columbia's customs ports is estimated at $980,000,000 in 1961. While this represents a record figure, part of the gain was attributable to the large-scale shipment of grain to China. However, exports of forest products were maintained, with decreases in lumber, plywood, and shingles compensated for by larger shipments of pulp and paper. Although the United States and the United Kingdom remained our most important customers, there was a considerable expansion of trade with Japan for such products as our copper, coal, iron ore, and pulp. The change in the Canadian dollar exchange rate in terms of the United States dollar gave considerable encouragement to the exporting segments of the economy. As well, the more favourable competitive position of the domestic manufacturer in relation to the United States is expected to show up in greater production in this direction during the coming year.

The following sections of this Report record the activities of the several divisions of the Department—namely, Industrial and Trade Office; British Columbia House, London; Bureau of Economics and Statistics; Mechanical Tabulation Division; British Columbia House, San Francisco; and, in addition, the board of management and structure of the British Columbia Research Council, located on the campus of the University of British Columbia.

INDUSTRIAL AND TRADE OFFICE

The main function of this office is to promote new industrial and commercial enterprises throughout the Province, provide assistance when necessary to established businesses, and develop the domestic and export trade. The office also provides industry with data on location-sites, land-use maps, availability of raw materials, and information on the services offered by the British Columbia Research Council on matters concerning industrial and scientific research.

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.

BRANCH PLANT AND MANUFACTURING UNDER LICENCE INQUIRIES

During the year under review there was considerable activity in branch plant and manufacturing under licence inquiries. Many of the inquiries received were the result of our direct mailing campaign to selected firms. One of the most interesting inquiries came from a firm that is looking for fully serviced industrial land in the Lower Mainland area. This particular firm indicated that it would require at least 20 acres of property for the establishment of a suitable manufacturing plant. Several industrial sites comprising this acreage were indicated on our composite industrial map of the Lower Mainland together with other pertinent facts. Officials of the company are presently studying every aspect of British Columbia's economy, and they hope to reach a decision early next year.

Several Eastern Canadian firms opened branch offices in British Columbia during the year. In some cases the Department was contacted for assistance, and the Industrial Commissioner visited officials of these firms to discuss Government regulations, etc., on establishing a new business in the Province. Some of the firms contacted indicated that serious study will be given to establishing a branch plant when volume of sales warrant such an undertaking. Others had already taken the first step by acquiring warehousing facilities. The Department will continue to follow up these contacts.

Numerous licence manufacturing proposals from England, United States, and Eastern Canada were directed to the Department during the year, and these items are being examined by British Columbia firms. Included in these items were a portable debarking-machine, a portable wood-chipping machine, and a concrete-spraying machine. Several inquiries were received from plastic-manufacturers, and two companies are investigating the possibility of utilizing peat from the Fraser Valley to manufacture peat pots for growing and transplanting shrubs, flowers, etc. Negotiations with one large company are under way at the present time.

COMPOSITE INDUSTRIAL MAP OF THE LOWER MAINLAND

Requests for this map have been so numerous that it was necessary to print a new edition during the year. Requests for copies were received from real-estate firms, manufacturers, and businessmen throughout Canada, the United States, and the United Kingdom. The map indicates the zoned and potential industrial areas of twelve municipalities, extending from North Vancouver to Port Coquitlam, a distance of approximately 14 miles. The 1961 edition now includes the area extend-

ing to the United States border. The map can be purchased for $1, which includes the 5-per-cent social services tax.

HANDICRAFT DIRECTORY

Copies of the tenth edition of this directory were distributed through the year to retail and wholesale firms, resorts, and other outlets. The directory lists producers in British Columbia who are interested in finding a market and who are in a position to supply reasonable demands. The usual contact was made with Eastern Canadian Provinces interested in handicraft development. The four show-cases of B.C. handicrafts placed in the Empress Hotel last year are still on display, and hundreds of inquiries have been received from tourists for names of retail outlets handling these items. At this time the Department would like to thank the management of the hotel for their continued kindness in permitting us to use their facilities for exhibition purposes. Arrangements are under way to display made in British Columbia handicrafts in our new office in British Columbia House, San Francisco. Several handicraft articles have already been shipped for this purpose. It is hoped that many inquiries will develop from an exhibit of this type.

REGIONAL INVESTMENT OPPORTUNITIES

Requests for this survey have been so heavy that it was necessary to print several hundred additional copies. The Immigration Department of the Federal Government requested 1,200 copies for distribution in the United States. These were required after an item was placed in a United States periodical called " The Kiplinger Letter." To date more than 900 letters have been received by this branch of the Federal Government, and photostat copies of all correspondence have been sent to the Department for follow-up purposes. Two hundred additional inquiries were received by the Department after an item was placed in our British Columbia Government News, and further inquiries are still being received.

The survey lists many investment opportunities in the fields of hotel and motel requirements, housing developments, warehousing, and wholesale and retail outlets. The suggestions were submitted by various Boards of Trade and Chambers of Commerce throughout British Columbia and certainly have resulted in stimulating the thinking of people who have capital to invest in British Columbia.

CANADA-UNITED STATES DEFENCE PRODUCTION SHARING

The Department, working in co-operation with our San Francisco office and with officials of the Canadian Manufacturers' Association and the Federal Government, has concentrated on the development of this project. Numerous companies were written and information on the programme was provided to show how British Columbia firms can bid on United States defence contracts. Many British Columbia firms are now registered with Ottawa, thus putting them in a favourable position to bid on future contracts. Mr. F. C. MacKay, commercial representative for the Department, has worked very closely with Mr. R. Robinson, the Federal Government representative in Los Angeles, on developing this programme. This could be a lucrative market for British Columbia firms, and it is the hope of the Department that the project will develop successfully.

BRITISH COLUMBIA INDUSTRIAL DESIGN COMMITTEE

The Committee includes representation from the Federal Department of Trade and Commerce; Provincial Department of Industrial Development, Trade, and

Commerce; Department of Education; University of British Columbia; Canadian Manufacturers' Association; Vancouver Board of Trade; Vancouver School of Art; British Columbia Research Council; Association of Professional Engineers of British Columbia; Canadian Association of Consumers; Architectural Institute of British Columbia; and Community Arts Council of Vancouver.

The purpose of the Committee is to encourage appreciation of industrial design and its importance as a factor in production and marketing of British Columbia products.

The Committee was very active throughout the year, and some of its activities included the setting-up of a ten-week course on industrial design through the Vancouver night-schools and in co-operation with the architectural centre. The class is under the direction of Mr. J. Johnstone, president of the British Columbia Industrial Design Committee. Other activities included making arrangements for a formal opening of the stainless-steel exhibition in the Vancouver Public Library; finalizing plans to sponsor a school design award programme, resulting in the sum of $200 being set aside to cover the cost of the awards to be presented in 1961; and the planning, designing, and construction of an industrial design exhibit which was on display at the British Columbia International Trade Fair, held in Vancouver May 3 to 13, 1961.

PROVINCIAL GOVERNMENTS' TRADE AND INDUSTRY COUNCIL

The Council members are official representatives of all the Provincial Governments' departments concerned with the development of trade and industry in Canada.

The aims of the Council are: To provide interprovincial consultation and co-operation on matters of trade and industrial development; to supply traders and manufacturers from Canada and abroad with a nation-wide Provincial service in these fields; and to promote greater understanding throughout Canada of the economic conditions affecting the development of each of the Provinces and all of Canada.

This year the thirteenth annual conference was held in St. John's, Newfoundland, with the Industrial Commissioner being elected secretary-treasurer of the Council for the next two years.

REGIONAL DEVELOPMENT

As in past years, the regional development work of the Department was carried on extensively during 1961. This office continued to work closely with industrial establishments, Boards of Trade and Chambers of Commerce, research organizations, and all other groups interested in or actively engaged in the industrial development of the Province of British Columbia. The close co-operation between the Department and these groups is a vital factor in the continued expansion of our existing industries and the promotion of new industries.

Many Boards of Trade and Chambers of Commerce were visited by members of the Department and assisted in their effort to locate new industries and commercial enterprises for their respective areas. Periodic field-trips were made by the Industrial Commissioner and the Field Representative, in the course of which they maintained the close liaison of past years with all regional groups engaged in the general field of industrial development. Along with the Boards of Trade and Chambers of Commerce, these groups include transportation and utility companies, bank branches and departments, and municipal officials.

Many inquiries received from companies and individuals were dealt with by this office, and a great deal of general and specific information about the industrial opportunities in British Columbia was forwarded to them. Close contact was maintained with the British Columbia Research Council, and numerous inquiries and problems were referred to that organization.

1961 BRITISH COLUMBIA INTERNATIONAL TRADE FAIR

The second British Columbia International Trade Fair, sponsored by the Department, was opened in Vancouver on May 3rd by the Honourable W. A. C. Bennett, Premier of British Columbia. In his opening remarks the Premier stressed the importance of external trade to the economy of the Province and made a strong appeal for liberal trading policies among the nations of the world. The Trade Fair closed on May 13th, and it was generally considered by all concerned to have been a thoroughly imaginative and worth-while enterprise.

During the ten-day period the fair was open, an estimated 5,000 buyers and 150,000 visitors passed through the gates. The 140 exhibits were grouped in four sections—the Hall of Nations, Hall of Commerce and Industry, Hall of Modern Living, and the Automobile Pavilion.

The careful thought given by the Trade Fair directors to the general layout and co-ordination of design was strikingly evident in the pleasing and dignified over-all effect. The standard of exhibits was noticeably higher than at the first Trade Fair in 1958, and the interest shown by trade buyers and the general public was markedly greater. This was due in great measure to the publicity arranged by the organizer and individual exhibitor and the great interest displayed by the local radio and television stations.

The second British Columbia International Trade Fair, though not as large as some international trade fairs, was admirably staged and succeeded in attracting a wide measure of interest among exhibitors from overseas, trade buyers, and the general public. It brought home to the people of British Columbia the importance to the Province of two-way trade and illustrated the keen competition among manufacturing nations for the favour of the British Columbia customers.

Government displays were done by Australia, Republic of China, Canada, Czechoslovakia, Denmark, France, Italy, West Germany, the Netherlands, and the United Kingdom. Most of these were extremely attractive composite displays of consumer goods, including foodstuffs, but with an admixture, notably on the Czechoslovakia, Japanese, and the Netherlands stands, of machines and equipment for industry.

For the space-age enthusiast, the United States Government's Mercury capsule, complete with dummy astronaut, was of great interest, as was the cut-away scale model of the United States atomic submarine " Nautilus."

The mornings were reserved for trade buyers, while the afternoons and evenings were for the general public.

Among the outer exhibits capturing popular appeal were the Lloyd's of London replica of the Coffee House in London, replicas of the famous diamonds of the world, and an outdoor exhibit of a 40-foot model of the Dutch liner " Rotterdam," reputedly the largest model of a ship in the world.

A daily International Fashion Show and the first Trans-Canada Car Rally were supporting features. Both were well organized and won considerable interest. Fashions from around the world had considerable appeal to the ladies. The world-wide interest in the Car Rally is such that it could become one of the leading international car events.

The Department would like to take the opportunity to thank Mr. W. J. Borrie, the President of the Trade Fair and Chairman of Pemberton Securities Ltd., and his able and public-spirited directors and staff for their whole-hearted support in organizing and staging a highly successful event.

DEVELOPMENT OF EXTERNAL TRADE

During the past year this office has continued its close association with the Western Representative of the Department of Trade and Commerce, the British Columbia Products Bureau of the Vancouver Board of Trade, and the members of the Vancouver consular corps. The Administrative Assistant has continued his visits to secondary industry of the Province to ascertain what products could be exported to foreign markets. Overseas markets for numerous products have been found, and many additional firms have been included in the Canadian Exporters Directory, a publication which is used by the Canadian Trade Commissioners serving all over the world for the development of exports.

The trade offices of the Department have under way a survey which will list all British Columbia manufacturers and agencies engaged in or interested in external trade. This will be of considerable help to our Industrial and Trade Representatives in London, England, and San Francisco, California, and should help to increase our export markets.

WESTERN SPACE-AGE INDUSTRIES AND ENGINEERING EXPOSITION, APRIL 25 TO 29, 1962, SAN FRANCISCO, CALIFORNIA

The trade office, in co-operation with the Industrial and Trade Representative at British Columbia House, San Francisco, is arranging a small composite exhibit of selected items from the secondary industries of our Province. The objects of the display are twofold: firstly, to promote British Columbia products in one of the most important industrial buying regions of the United States of America, and, secondly, to focus the attention of industry and commerce in this region on new facilities at British Columbia House, 599 Market Street, San Francisco.

TRADE AND INDUSTRY BULLETIN

During the year under review the bulletin completed twelve years of continuous publication, listing trade inquiries, licence manufacturing opportunities, and news of commercial interest. The increased use of the bulletin by the trade representatives of other nations bears out the importance of this publication to the commercial and industrial organizations in Western Canada. The direct circulation of 650 copies per month is greatly increased by the kind co-operation of the Western Journal of Commerce, which reprints the items listed in the bulletin as a public service feature. The Department appreciates this continued co-operation.

OFFICE OF THE AGENT-GENERAL FOR BRITISH COLUMBIA BRITISH COLUMBIA HOUSE, LONDON, ENGLAND

GENERAL

On October 1, 1961, Dr. J. V. Fisher, former Economic Adviser to the British Columbia Government, succeeded Maj.-Gen. B. M. Hoffmeister as Agent-General. During his three years at British Columbia House, Major-General Hoffmeister carried out a number of business trips to the Continent. Particularly successful were his contacts in respect to timber, plywood, pulp, and paper. In this context, meetings were held in France and Belgium by the Agent-General in connection with the Common Market Timber Tour, scheduled to visit British Columbia in 1962. This tour was announced by the Honourable R. W. Bonner during a visit to Prince George. The Industrial and Trade Secretary arranged similar meetings in Germany and Holland.

The Deputy Agent-General, on the occasion of the establishment of Trans-Canada Air Lines' new Hudson Bay route, was able to visit the Province in order to discuss matters of mutual interest with various Government departments and to familiarize himself with the economy of the Province generally, and more particularly with the vast developments that are taking place in British Columbia.

The recent appointment of Mr. J. C. Stepler (late of the Southam Press) as Press Adviser to the High Commissioner at London improved greatly press reports concerning Canadian affairs generally, and current indications suggest that an expansion in British exports and an increase in the monetary reserves of the United Kingdom will assist in the resumption of a satisfactory level in the exchange of goods and services between the Province and Great Britain.

SETTLEMENT

Inquiry respecting settlement in the Province has been extremely light compared to previous years. This is occasioned for two reasons: first, that, as mentioned above, Canada's publicity is not good and intending settlers were warned away by the stories of unemployment in Canada; second, the standard of living in the British Isles has risen considerably over the past ten years, and as wages increase and living conditions improve there is a lessening desire for people to emigrate. However, the office replied to some 485 letters regarding immigration, and over the counter and by telephone attended to another 350 inquiries.

SCHOOL-TEACHERS

Facilities of the office were placed at the disposal of the Department of Education in the recruitment of school-teachers. A scheme was entered into, but it was not nearly so comprehensive as in past years. In the first place, the number of vacancies was less than a year ago and appointments were made by correspondence and not given directly by a recruitment officer from the Department as in former years. The number of applications was considerably less than last year, caused apparently by the fact that school-teachers (especially in the secondary-school categories, which are quite well paid in the United Kingdom) are less inclined to reach for something unknown when their conditions at home have improved. Only a mere handful of teachers went forward this year.

STAFF

The transfer of Miss Elspeth Macdonald to San Francisco enabled the promotion of Miss Barbara McCaul as secretary to the Agent-General and the appointment

of a former resident of British Columbia, Miss Audrey Mortlock, as secretary to the Deputy Agent-General after suitable advertising.

VISITORS

During 1961 some 3,295 visitors registered at British Columbia House, and during the year the reception staff handled some 21,700 letters for visitors. This is quite a considerable increase over last year, which indicates that more and more British Columbians are visiting Europe. We are pleased to see this trend, as it gives our people from the Province a closer insight from personal contact with the problems facing Europe, and at the same time affords them an opportunity of renewing family and other ties with this country.

FILMS AND PUBLICITY

Distribution of British Columbia films in the United Kingdom from British Columbia House for the year ended December, 1961, amounted to 487 showings to audiences totalling 31,764. Our library of films has been augmented by a few additional subjects, but we must stress the great need of extra films to assist in publicizing the industrial opportunities of British Columbia. The value which accrues from this form of publicity cannot be overstressed, and we find it imperative to replace worn-out films by new ones, greatly to enlarge the number available and to improve the type of films in order adequately to meet modern trends and public requirements.

The publicizing of British Columbia has been supplemented through the medium of the news-letter, which is widely distributed and regarded highly by its recipients. Furthermore, technical pamphlets have been widely circulated to attract the attention of bankers, credit corporations, and, more particularly, potential users of British Columbia products. Visits to Europe, however, have demonstrated clearly that publicizing of British Columbia and its potentials must be increased greatly, owing to the lack of positive and effective information. Solicitations have been made to persuade interested and potential exporters to assist British Columbia House in this particular endeavour.

TOURISM

Discussions took place between this office and Dr. D. B. Turner, the Deputy Minister of Recreation and Conservation, with a view to encouraging more travel from the British Isles to British Columbia. It has been decided to take over some of the ground-floor space in British Columbia House, including one window on Regent Street, and there to set up a tourist office and exhibition area. The function of this office would be to disseminate information about the Province and at the same time afford space for British Columbia exporters to display the products of the Province. Plans are being drawn at the moment for the conversion of the existing space to our needs.

ADMINISTRATION

Necessary action was taken to renovate and modernize the offices of the Deputy Agent-General and the Industrial and Trade Secretary. These offices now conform to the attractive modern appearance of the rest of the decorative scheme.

Certain leases have been renewed during the year at most favourable rentals, which has meant a substantial increase in income.

SALES PROMOTION OF BRITISH COLUMBIA PRODUCTS

The question of the United Kingdom participating in the European Common Market is still unresolved, but it is becoming increasingly apparent that if British Columbia goods are to maintain their place, further efforts must be made in the promotion of sales, not only in the United Kingdom, but more particularly in the various countries participating in the E.E.C. (European Common Market) and the E.F.T.A. (Outer Seven).

It cannot be overemphasized by this Department that the sale of British Columbia goods within these areas must be planned and that British Columbia producers must take a more active part in the expanding markets of all the countries participating in these new and lucrative trading areas.

It is therefore recommended once again that more British Columbia businessmen visit Europe and see for themselves what the possibilities are, take time to make their own contacts, and whenever possible establish their own branch sales offices in either or both the United Kingdom and Continental Europe.

This office has received many inquiries from British Columbia firms who wish to export or become established in some way in these expanding markets. We feel that any such moves will benefit the economy of our Province and thus serve to create more employment in British Columbia.

TRADE INQUIRIES FROM BRITISH COLUMBIA

During 1961 (up to the end of November) eighty-nine British Columbia firms made inquiries through this office. As a result of these inquiries, some useful contacts were initiated. In some cases direct sales were effected. It is pointed out, however, that the initial sale of British Columbia products made by Government officials in an office such as this is only a start to a continuing trade being developed. It is therefore suggested that once an initial contact is made, British Columbia producers send over representatives who would be able to quote prices, attractive credit terms, and ensure early and continuing deliveries.

As examples, this office has arranged for the Saanich Fruit Growers' Association to sell 20 tons of fresh frozen loganberries to British processors and for the sale of bulk honey from the Fort St. John area. These must be regarded as only the start of continuing trade, which has every prospect of assuming considerable proportions, as the superior quality of British Columbia specialty food products is recognized in Europe.

The number of inquiries received from various countries during the first eleven months of 1961 was as follows:—

United Kingdom	205
France	12
Germany	23
Netherlands	12
Scandinavia	31
Italy	21
Switzerland	10
Belgium	10
Other countries	12
Total	336

These inquiries are of every type and are broken down under the following headings: Agencies, commodities, or machinery requiring special service; retail

outlets; wholesale distribution; mill, factory, branch-plant establishment; licence manufacture; partial manufacture or assembly; professional services; investment; personal immigration (where it concerns establishment of a business).

During 1961 eleven firms established sales offices or appointed permanent agents in British Columbia. There are many more British and European firms who require representatives able to organize distribution throughout the Western Canadian Provinces, thus taking advantage of the low freight rates prevailing via the Panama route. Inquiries from interested British Columbia firms and individuals are therefore invited.

The Agent-General and the Industrial and Trade Secretary represented British Columbia on a mission of Provincial Government purchasing agents, organized by the United Kingdom Government and the Dollar Exports Council. Visits were made to factories of firms producing hospital equipment, road-building machinery, and educational supplies. The object of the mission was to encourage further Canadian purchases from British sources in these particular fields.

LICENCE MANUFACTURE

Too much stress cannot be laid on the possibilities for the licence manufacture of European products in Western Canada. This pattern of trade is becoming more and more important throughout the world, and it is felt that great opportunities exist in British Columbia if such agreements are concluded.

Licence manufacture is an excellent method of using extra plant capacity which might be available in engineering firms and factories in the Province, and could be of special interest to smaller communities who wish to establish new industries serving their particular district.

Although this office received many inquiries on this matter from various European and United Kingdom firms, few definite offers from the Province have been received, and it is feared that this medium for increasing the secondary industry of the Province is not fully appreciated.

INVESTMENT IN BRITISH COLUMBIA

The transfer of sterling funds and funds from European sources to Canada slowed up considerably during 1961 because of restrictions imposed by the United Kingdom and European Governments, and because of the unfavourable publicity given to Canada in general over the last two years. Also investment in the Common Market countries has become more attractive.

However, despite these difficulties, we are pleased to report that inquiries were received from seventeen firms wishing to invest capital in the Province.

Visible evidence of the desire of British investors to participate in the growth of British Columbia's economy can be seen in two developments: the expansion of the Park Royal shopping centre in West Vancouver by the Guinness interests and the opening in May this year of the Fidelity Life Building in Vancouver, financed by the Canadian subsidiaries of the Friends Provident & Century Insurance Offices of London.

There has been an increase in the amount of capital transferred by emigrants from Germany, Holland, the United Kingdom, and from the countries of Southern Africa.

BUSINESS IMMIGRATION

There has been a gratifying increase over the last few months of businessmen and successful farmers from various parts of the world wishing to move their capital and become established in British Columbia. People of this type make, we feel,

the best immigrants to the Province, inasmuch as they bring in capital and establish business or agricultural enterprises of various kinds. But they do ask for definite offers, and the more suggestions of business or farm opportunities we can receive at this office, the better we can advise such inquirers.

COMMON MARKET TIMBER TOUR, 1962

During the year considerable time was devoted to preparing for a party of timber importers and representatives of the timber trade and user associations from Germany, the Netherlands, Belgium, France, and Italy to visit the Province in 1962.

This tour, sponsored by the Government of British Columbia in co-operation with the British Columbia Lumber Manufacturers' Association, the Plywood Association of British Columbia, the Council of Forest Industries of British Columbia, and the Interior lumber associations, will take place in May. The delegates will represent importers, users, and organizations concerned with the promotion of British Columbia softwoods as a building material. It is expected that this tour will have a most beneficial effect on the sale and use of British Columbia timber, plywoods, and other forest products throughout the Common Market countries.

BUREAU OF ECONOMICS AND STATISTICS

Before proceeding to review the work accomplished by the Bureau of Economics and Statistics during 1961, it may be useful to explain that the Bureau is 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.

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 Government 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 and Petroleum Resources, Labour, Provincial Secretary, Health Services and Hospital Insurance, and Social Welfare. During 1961 the essential statistical services performed for the other Provincial departments as well as for the Department of Industrial Development, Trade, and Commerce were maintained. A description follows of the various services performed during the year.

ECONOMIC RESEARCH

One of the Bureau's functions is to provide economic counsel to the Government. This is done partly through the medium of a weekly report to the Premier and to the Minister of each department. This report reviews significant events and developments in the field of economics. As well, from time to time, technical assistance is given to the various branches of the Government as it is requested. There are many publications prepared to keep government and industry informed on current business conditions. The two most widely distributed are the Monthly Bulletin of Business Activity, containing a brief description of current changes in monthly business indicators, plus statistical tables and charts, and the Annual Summary of Business Activity, recording the past year's performance and including numerous charts and historical series illustrating the economic position of the Province. In recent years an executive opinion poll has been conducted at the end of each year to gauge the outlook of industry for the coming year.

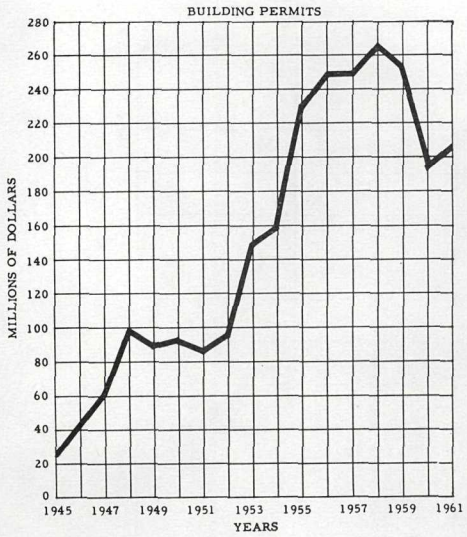
Many requests are received for information dealing with the Provincial economy from private individuals, corporations, trade-unions, newspapers, business publications, and Boards of Trade. The Bureau's files and library contain much of the information requested, but often special surveys and considerable research are necessary.

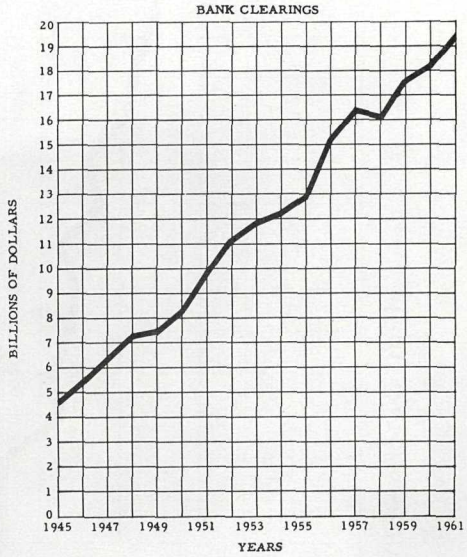
The annual study of wage rates for selected occupations in the metropolitan areas of Vancouver and Victoria and centres in northern and southern areas of the Province was again prepared and published. The Civil Service Commision, as well as other Government agencies and the public, was provided with these comparative wage rates.

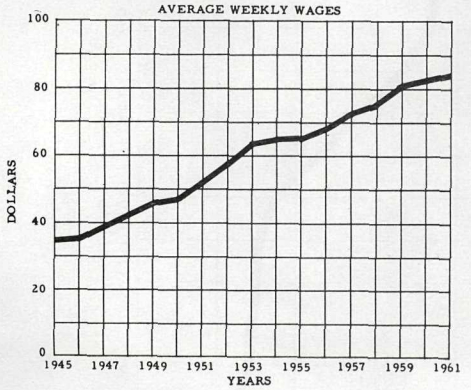
Economic Activity in British Columbia, 1959, 1960, and 1961

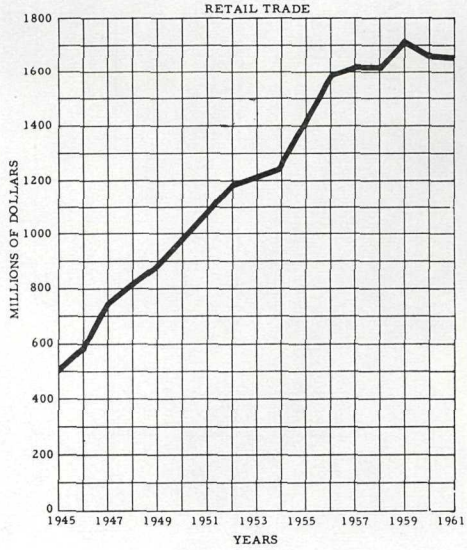
	Unit or Base Period	1959	1960	1961 Preliminary Estimates
Mining—				
Total value of production	$000	149,568	179,850	181,850
Zinc production	$000	44,169	50,911	45,400
Lead production	$000	33,542	38,662	40,900
Miscellaneous metals (iron concentrates, nickel, cadmium, etc.)	$000	11,424	17,715	20,000
Structural materials (sand, gravel, cement, etc.)	$000	19,025	18,830	19,700
Industrial minerals (asbestos, sulphur, etc.)	$000	14,028	15,993	16,000
Copper production	$000	4,498	9,584	9,500
Natural gas	$000	3,922	7,102	8,600
Silver production	$000	5,421	6,600	7,875
Coal production	$000	5,472	5,242	6,200
Gold production	$000	6,021	7,087	5,675
Forestry—				
Timber scaled	M b.m.	6,176,197	7,074,486	6,700,000
Lumber production	M b.m.	4,948,585	5,467,546	5,800,000
Pulp production	Tons	1,840,000	2,062,120	2,250,000
Paper production	Tons	1,045,834	1,089,156	1,075,000
Total value of production	$000	643,302	675,000	685,000
Fisheries—				
Pack of canned salmon	Cases	1,077,097	632,089	1,403,994
Total value of production	$000	66,377	52,259	70,000
Agriculture—				
Farm cash income	$000	124,448	127,051	134,250
Apples—				
Total production	Bushels	4,174,000	5,379,000	4,416,000
Exports	Bushels	1,965,000	1,800,000	1,650,000
External trade—				
Exports of Douglas fir lumber	M ft.	1,512,000	1,584,490	1,640,000
Exports of red-cedar shingles	Rf. Sq.	1,765,681	1,913,681	1,557,780
Exports of canned salmon	Cwt.	341,048	156,174	336,960
Internal trade—				
Gasoline consumed	Gallons	321,968,000	333,829,000	336,808,000
Electric power generated	000 kwh.	12,373,217	13,445,990	13,233,716
Railway freight loaded in British Columbia	Tons	12,047,665	12,557,705	12,500,000
Total retail sales	$000	1,707,057	1,661,782	1,650,000
Sales of life insurance	$000	407,280	394,560	395,200
Motor-vehicle dealers	$000	313,804	292,056	280,000
Department stores	$000	241,406	243,468	245,000
Construction—				
Building permits issued	$000	255,711	195,712	205,000
New residential units completed	Units	18,240	13,857	11,500
Finance—Cheques cashed	$000	17,627,000	18,018,609	19,300,000
Employment—				
All employment	1949=100	115.1	114.7	114.0
Manufacturing	1949=100	116.9	117.2	117.0
Iron and steel products	1949=100	112.9	107.7	101.0
Lumber and plywood	1949=100	110.2	117.6	115.0
Pulp and paper	1949=100	165.4	175.6	187.0
Mining	1949=100	71.1	70.4	71.0
Logging	1949=100	74.8	81.8	70.0
Transportation, storage, and communication	1949=100	123.1	121.1	114.0
Services	1949=100	121.8	125.9	127.0
Trade	1949=100	118.4	117.6	119.0
Construction	1949=100	112.9	106.4	95.0
Labour income	$000	1,897,000	1,998,000	2,020,000

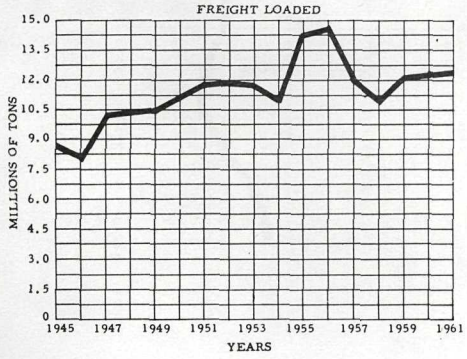
Economic Indicators in British Columbia

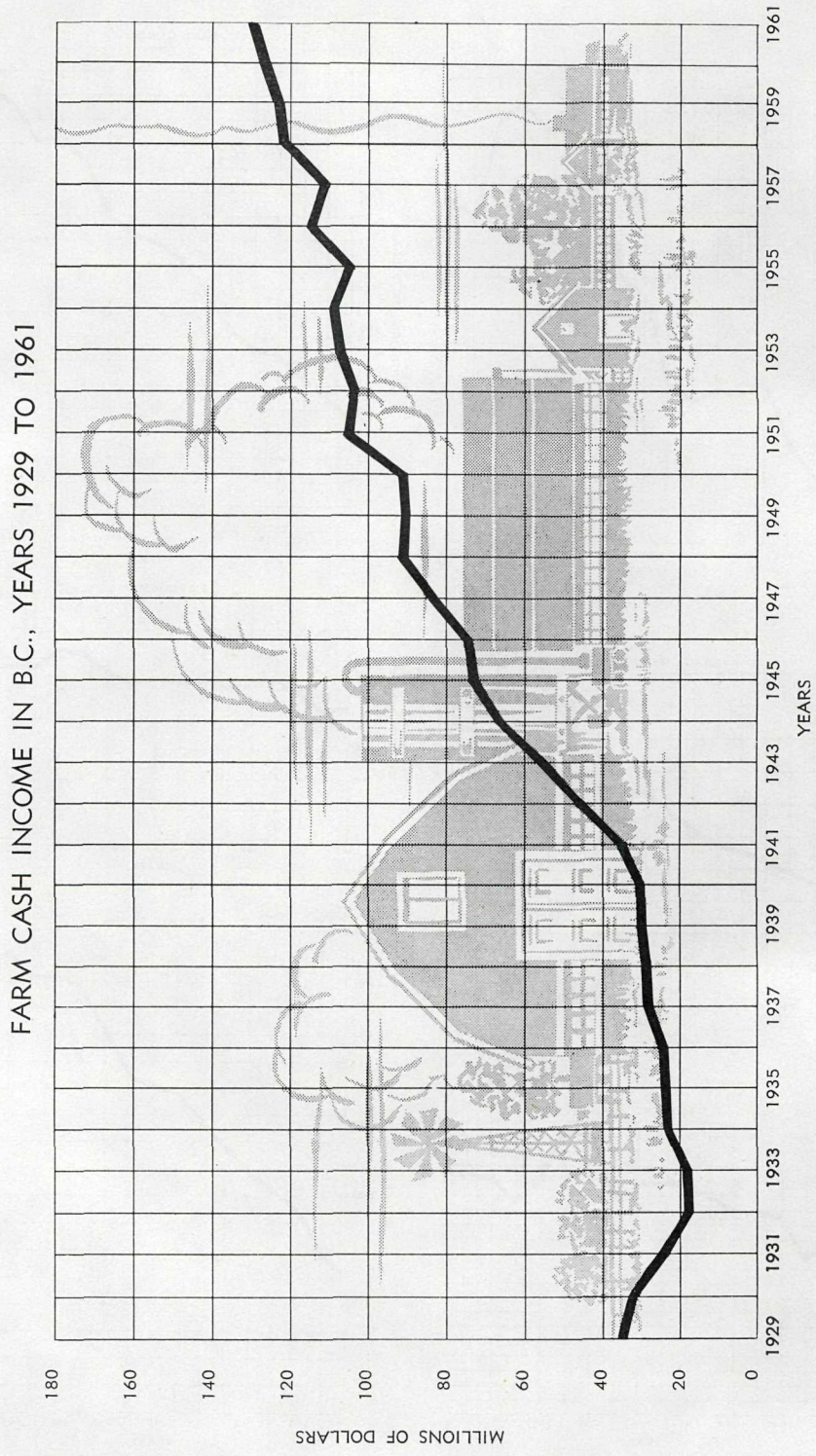


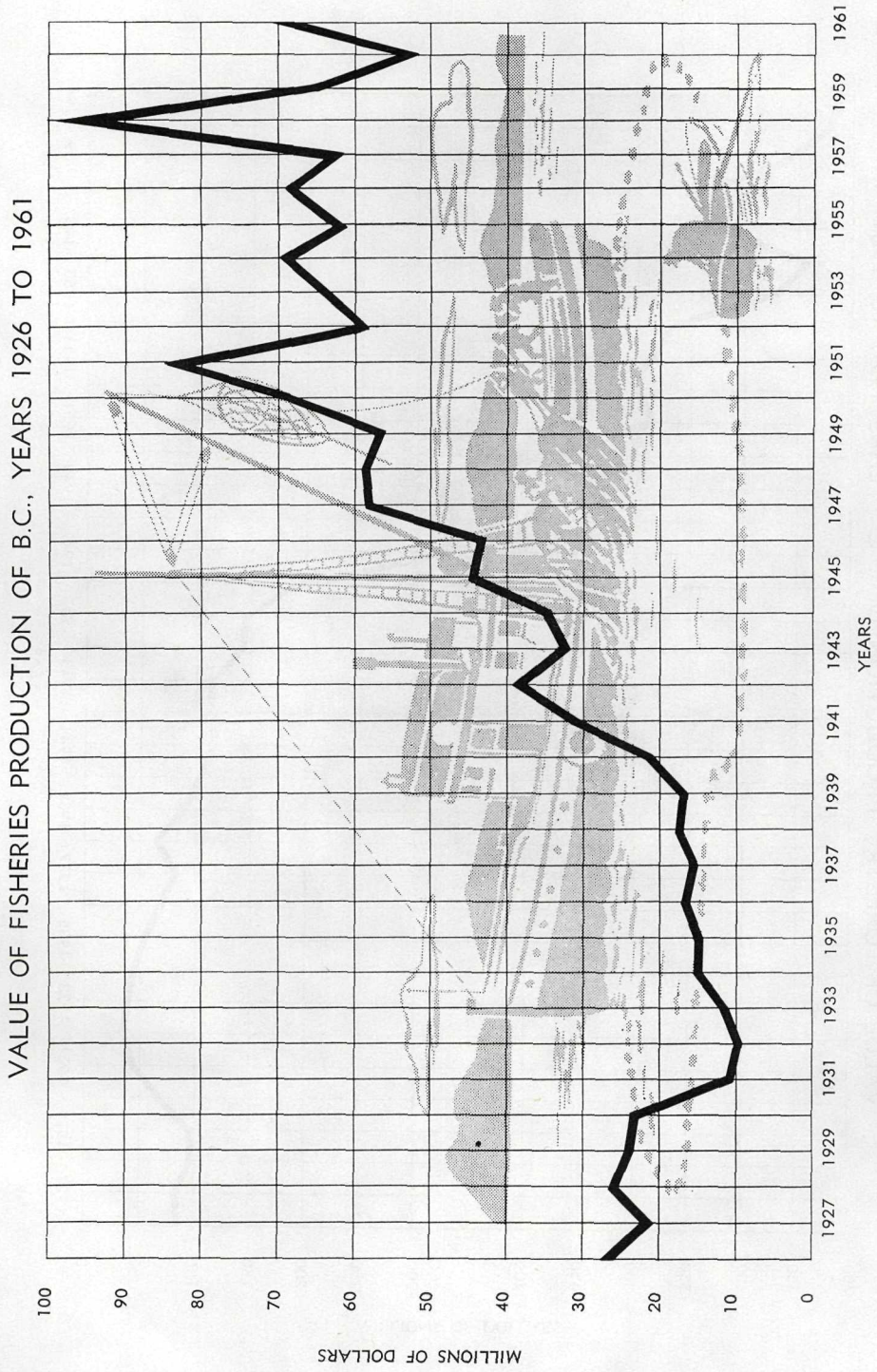


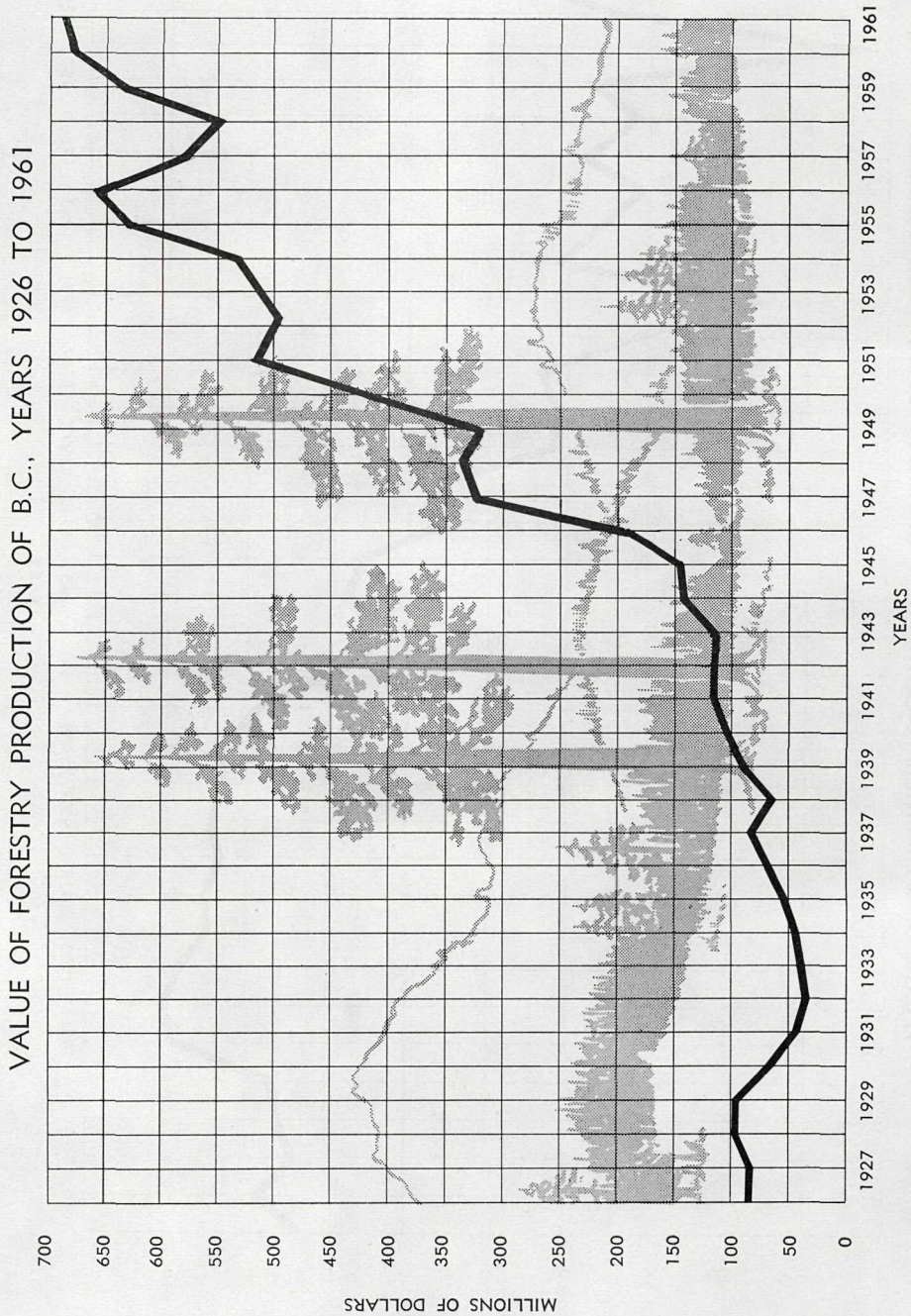


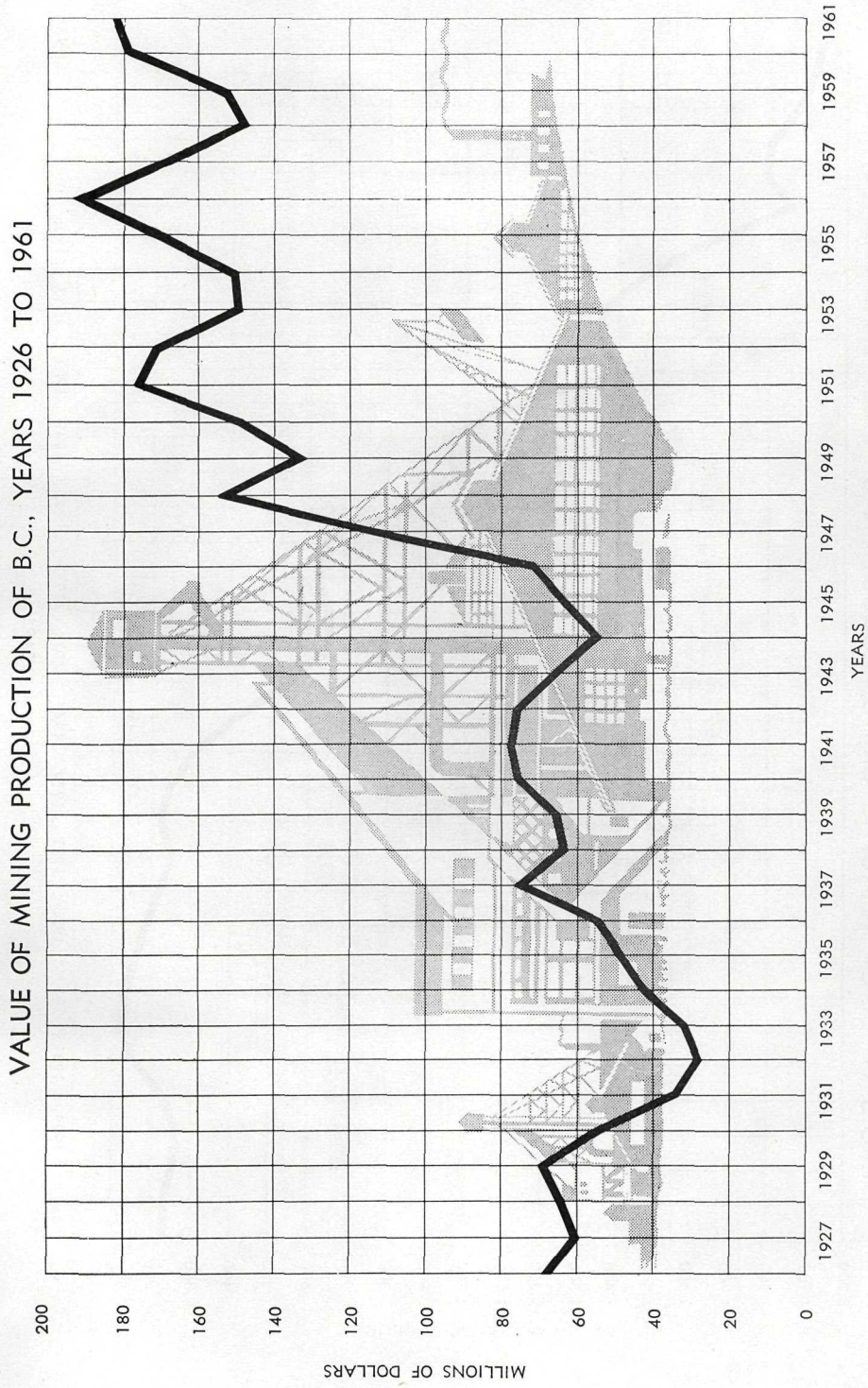


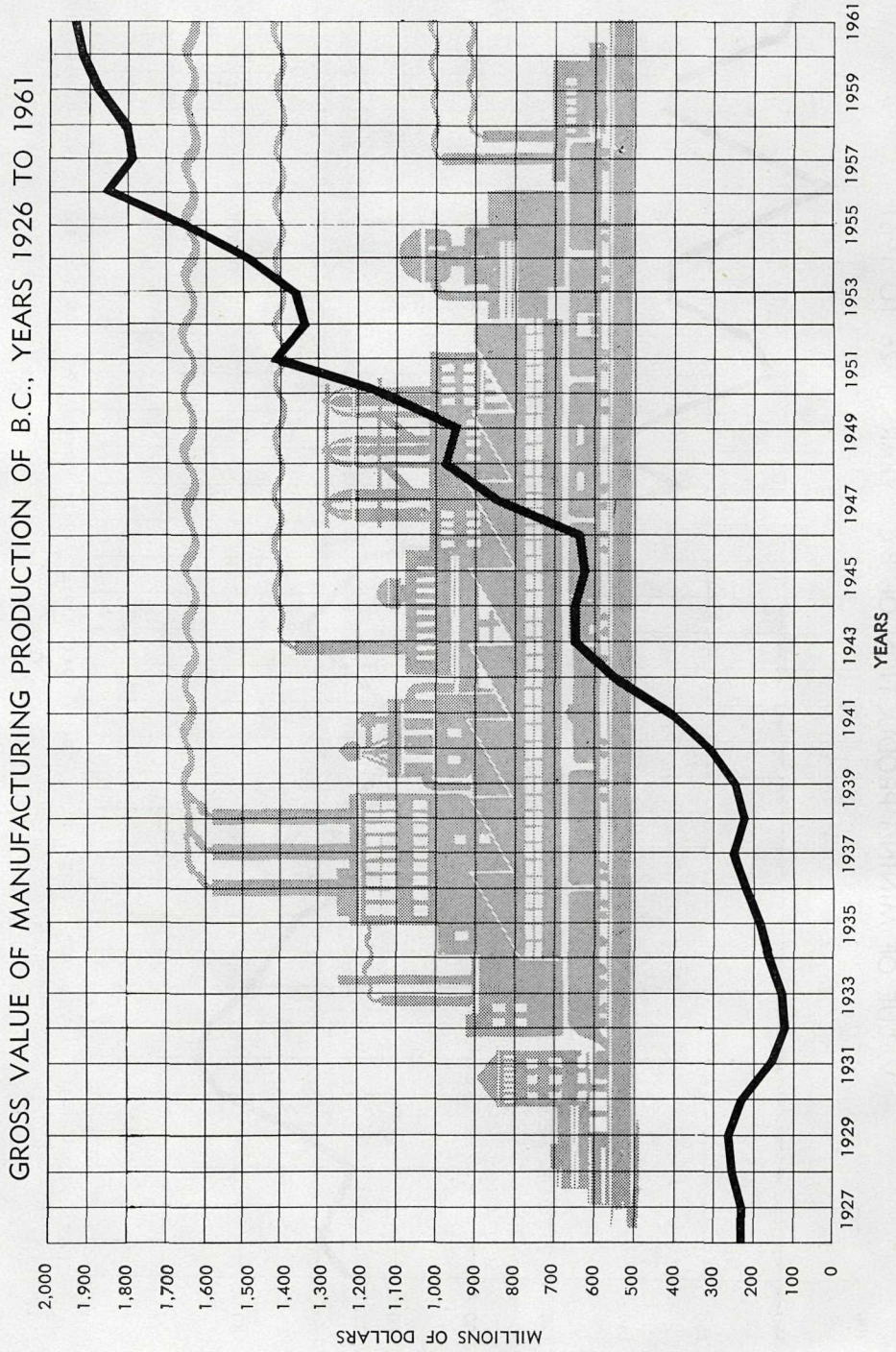



FARM CASH INCOME IN B.C., YEARS 1929 TO 1961
MILLIONS OF DOLLARS
0
20
40
60
80
100
120
140
160
180
YEARS
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
1953
1955
1957
1959
1961


VALUE OF FISHERIES PRODUCTION OF B.C., YEARS 1926 TO 1961
MILLIONS OF DOLLARS
100
90
80
70
60
50
40
30
20
10
0
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
1953
1955
1957
1959
1961
YEARS


VALUE OF FORESTRY PRODUCTION OF B.C., YEARS 1926 TO 1961
MILLIONS OF DOLLARS
700
650
600
550
500
450
400
350
300
250
200
150
100
50
0
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
1953
1955
1957
1959
1961
YEARS


VALUE OF MINING PRODUCTION OF B.C., YEARS 1926 TO 1961
MILLIONS OF DOLLARS
200
180
160
140
120
100
80
60
40
20
0
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
1953
1955
1957
1959
1961
YEARS


GROSS VALUE OF MANUFACTURING PRODUCTION OF B.C., YEARS 1926 TO 1961
MILLIONS OF DOLLARS
2,000
1,900
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
1927
1929
1931
1933
1935
1937
1939
1941
1943
1945
1947
1949
1951
1953
1955
1957
1959
1961
YEARS

TRANSPORTATION AND TRADE

Transportation

The recommendations contained in the first volume of the report of the MacPherson Royal Commission on Transportation were most gratifying to the Bureau since they included many of the proposals put forward in British Columbia's submission, in which the Bureau played an active part. The general view-point expressed in the Commission's report was in fact parallel to that incorporated in British Columbia's brief. The publication of the second volume of the Commission's report, dealing with local, regional, and industrial problems, has just been received and is being carefully scrutinized by the Province's experts on freight rates. While it is too early to endorse the report in full, it appears that many features of it coincide with British Columbia's original proposals.

The Bureau assisted many industries through the negotiation of freight rates. Of particular note was the rate established for the copper mines in the Merritt area. This settlement has helped to set the pattern for the export rate on copper.

External Trade

Special interest in trade with Japan and the rapid changes taking place in the trading patterns of Western Europe resulted in a steady damand for a variety of external-trade statistics. Special reports and compilations were prepared for members of the Government and senior departmental officials in connection with visits to Japan, the United Kingdom, and the Continent.

During the year numerous requests for statistical data on imports and exports were answered. These requests originated from a wide variety of inquiries, which included commercial, industrial, and trading organizations, foreign governments, universities, libraries, and private individuals, and other Government departments. In obtaining this material, extensive use was made of the statistics on trade through British Columbia customs ports compiled by the Department's tabulation division, using punch cards received each month.

Two major trade reports were published during the year. The first was the Annual Preliminary Statement of External Trade, which was distributed to some 600 interested parties. The other report was a revised edition of a listing of imported items indicating potential " import replacement " industries.

Other activities included preparation of statistical and written material for the Bureau's annual and monthly reports.

The two tables following summarize the external trade of British Columbia from 1950 to 1960. These figures differ from the regularly published trade statistics in that they are confined to exports of products of British Columbia origin and to imports from foreign countries for British Columbia consumption. The regular figures deal with all items imported and exported through British Columbia customs ports.

Estimated Exports by Commodity Groups to the British Commonwealth and Foreign Countries of British Columbia Products for the Years 1950 to 1960, Inclusive[1] (Excluding Gold)

Commodity Groups	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960
Agricultural and farm products	$43,099,098	$47,636,849	$36,753,781	$37,208,049	$41,307,645	$38,545,934	$35,499,471	$52,346,340	$50,036,743	$40,059,795	$40,199,342
Fish and fishery products	33,325,929	33,904,050	28,023,281	31,242,356	41,960,644	31,730,198	31,983,642	27,803,601	50,335,166	42,758,907	29,379,902
Fibre and textile products	101,342	411,269	206,671	371,819	321,802	136,587	221,477	245,733	127,246	807,171	674,227
Wood, wood-products, and paper	250,164,620	321,661,941	291,464,456	348,060,229	393,409,808	471,945,613	446,830,476	373,030,995	388,669,674	426,730,094	495,350,192
Iron and its products	1,148,132	2,557,638	7,206,283	10,185,142	6,210,605	6,774,979	5,967,253	7,371,705	5,617,076	8,462,091	14,889,819
Non-ferrous metals and products	53,013,120	76,782,587	90,800,932	92,766,512	87,710,276	109,470,707	114,467,322	120,871,144	94,491,194	122,962,414	151,841,041
Non-metallic minerals and products	2,773,418	4,282,786	3,418,362	2,167,634	4,436,157	7,322,574	14,583,317	19,283,001	27,548,246	29,343,396	32,078,536
Chemicals and allied products	23,830,342	23,067,739	26,742,253	28,283,500	28,002,910	39,863,871	38,378,970	36,383,969	31,838,862	38,262,590	40,050,819
Miscellaneous products	2,993,193	2,482,936	1,247,605	2,563,096	2,525,002	995,623	401,853	5,738,088	671,053	615,053	620,223
Totals, all products	$410,449,194	$512,787,795	$485,863,624	$552,848,337	$605,884,849	$706,786,086	$688,333,781	$643,074,576	$649,335,260	$710,001,511	$805,084,101

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

Estimated Imports by Commodity Groups from the British Commonwealth and Foreign Countries Consumed in British Columbia for the Years 1950 to 1960, Inclusive (Excluding Gold)

Commodity Groups	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960
Agricultural and vegetable products—											
For food	$52,312,508	$58,715,318	$54,190,437	$52,230,835	$60,452,595	$61,219,252	$65,553,798	$67,985,081	$65,098,857	$63,212,304	$64,090,920
Not for food	5,344,846	6,425,288	6,603,404	7,043,492	7,194,135	8,352,456	10,334,615	10,293,544	10,828,888	13,811,686	14,263,459
Animals and animal products	4,242,444	9,639,646	6,021,544	6,590,663	7,604,470	8,465,297	14,975,652	14,026,054	12,770,113	14,422,938	13,784,028
Fibres, textiles, and products	14,294,981	17,716,545	15,839,483	16,919,235	17,470,743	19,687,364	20,837,193	20,671,450	21,309,684	26,100,700	25,649,123
Wood, wood products, and paper	6,919,843	10,811,558	10,154,824	12,408,572	13,356,522	19,322,553	21,892,692	23,015,761	22,855,591	25,463,044	22,008,464
Iron and its products	67,006,441	95,199,055	104,740,938	105,357,608	102,592,010	136,185,552	223,779,961	204,875,788	129,953,517	163,100,100	150,273,815
Non-ferrous metals and products	18,215,106	22,678,724	27,222,042	20,320,844	21,158,861	25,269,317	46,101,949	50,936,814	40,885,965	59,019,683	51,110,835
Non-metallic minerals and products	53,464,923	59,475,239	56,542,939	65,788,503	40,219,249	31,704,069	39,961,730	39,148,270	29,704,534	30,159,112	27,869,355
Chemicals and allied products	8,544,570	10,937,698	11,849,138	14,842,710	15,899,759	18,837,648	19,751,944	18,522,867	16,326,585	18,047,781	18,488,564
Miscellaneous products	8,287,886	15,087,964	19,504,805	25,121,253	20,746,320	25,973,442	27,548,856	31,641,226	30,747,083	38,800,000	33,146,834
Totals, all products	$238,633,548	$306,687,035	$312,669,554	$326,623,715	$306,694,664	$355,616,950	$490,738,390	$481,116,855	$380,480,817	$452,137,348	$420,685,397

STATISTICS

The Bureau is responsible for the collection, analysis, interpretation, and publication of statistical information. Also, one of its duties is 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 Bureau's activities in this field.

Co-operative Statistical Agreements

Over the years the Bureau of Economics and Statistics has entered into several co-operative statistical agreements with the Dominion Bureau of Statistics with the object being to eliminate wasteful duplications of collection and to improve the over-all efficiency of surveys. Fields of co-operation include practically all branches of the Bureau's work where regular statistical collection is involved. The latest agreements concluded are those relating to labour statistics and electric-power statistics.

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 will be made.

In addition, 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. In respect to forestry statistics, a meeting with Federal authorities has been suggested for 1962 to determine ways to improve coverage and collection of returns. Co-operative agreements have resulted in savings to governments, to union secretaries, and to private industry.

British Columbia Cost-of-food Survey

The regular compilation of the quarterly cost-of-food index for Vancouver, Victoria, and New Westminster was carried on during 1961. Trade-unions, individuals, and Government departments were supplied with information on food costs during the year.

Forestry

The primary and secondary forest industries of British Columbia comprise the most important industrial group in the Province. In 1959 the industry produced 70 per cent of the lumber sawn in Canada, 12 per cent of the pulp, and approximately 80 per cent of the plywood produced in Canada. Also in 1959 the industry provided employment for some 67,000 people, who received some $293,000,000 in salaries and wages.

British Columbia's most important primary industry, the logging industry, cut a record 7,074,486,000 board-feet of timber during 1960, an increase of 15 per cent over the 1959 cut. Operations in the Coast region accounted for 4,209,341,000 board-feet, with hemlock the leading species at 1,450,897,000 board-feet, followed by Douglas fir at 1,179,465,000 board-feet. Interior operations cut the remaining 2,865,145,000 board-feet, with Douglas fir the leading species at 1,108,371,000 board-feet, followed by spruce at 951,384,000 board-feet. The total cut (timber scaled) for 1961 is estimated to be 6,700,000,000 board-feet, a decrease of 6 per cent from the 1960 cut. Heavy inventories together with an extreme fire season have resulted in this decrease.

Principal Statistics of the Forest Industries in British Columbia, 1959 (Preliminary)

Industry	Establishments	Employees (Number)	Salaries and Wages	Cost of Fuel and Electricity	Cost at Plant of Materials Used	Value of Factory Shipments	Value Added by Manufacture[1]
			$000	$000	$000	$000	$000
Logging (sub-totals)	——	17,056	90,780	.....	22,756	257,650	234,894
Furniture	225	2,105	7,877	234	12,246	24,734	12,255
Sash, door, and planing mills	198	3,741	14,576	1,190	51,307	78,975	26,688
Sawmills	1,358	27,289	100,664	6,197	188,547	363,035	168,292
Veneer and plywood	17	6,483	25,080	1,196	43,115	83,818	38,958
Miscellaneous wood-using industries	66	1,033	3,793	274	10,031	17,070	7,247
Sub-totals, wood-using industries	1,864	40,651	151,990	9,091	305,246	567,632	253,440
Paper box and bag	15	1,311	5,276	220	16,726	28,694	12,983
Pulp and paper	13	7,637	43,832	12,717	86,417	240,679	140,879
Miscellaneous paper-using industries	9	175	640	23	1,506	2,604	1,106
Sub-totals, pulp and paper	37	9,123	49,748	12,960	104,649	271,977	154,968
Grand totals	.....	66,830	292,518	.....	432,651	1,097,259	643,302

[1] Value added by manufacture (net value): Value of factory shipments plus or minus changes in inventories of finished goods and goods in process, less cost of materials, fuel, and electricity.
Source: Dominion Bureau of Statistics, Ottawa.

During 1960 British Columbia's most important single industry, the lumber industry, produced 5,468,000,000 board-feet of lumber. Mills in the Coast region produced 2,808,000,000 board-feet, while those in the Interior produced 2,660,000,000 board-feet. In 1945 Interior mills produced only 20 per cent of the lumber sawn in British Columbia; now they are producing practically 50 per cent of the total. Lumber production in 1961 is estimated to be 5,800,000,000 board-feet, an increase of 6 per cent over 1960's total.

The pulp and paper mills of the Province during 1959 used 1,999,000 cords of pulpwood and 1,099,000 cords of waste wood (sawmill and veneer-mill chips, etc.) to produce 1,884,000 tons of pulp. Over half of the pulp produced was used in the Province to make 1,045,834 tons of paper. The pulp-mills produced 2,062,000 tons of pulp in 1960, and it is estimated that they produced 2,250,000 tons in 1961. The pulp and paper industry is one of the fastest-growing industries in British Columbia. In 1950 the net value of the industry accounted for 13 per cent of the total net value of the forest industry; in 1959 it accounted for 22 per cent of the total net value. The portion of the total net value accounted for by the lumber industry, for the same period, decreased from 36 per cent in 1950 to 26 per cent in 1959.

During the year the Bureau handled a large number of requests from the industry and other Government departments. The previously published Statistical Record of the Logging Industry was up-dated to December 31, 1960.

Mining

The Bureau collects and compiles production statistics on all minerals with the exception of coal, natural gas, and petroleum. These statistics are published in detail in the Annual Report of the Minister of Mines and Petroleum Resources.

The preliminary estimate of mineral production in British Columbia for 1961 is approximately $182,000,000, up about 1.2 per cent from the 1960 value of $179,849,790, and is the highest value ever attained for a single year, except for 1956, when the value reached $190,067,465.

Final figures for 1960 show that the principal metals, consisting of placer and lode gold, silver, copper, lead, and zinc, accounted for $112,843,187 or 63 per cent of total mineral production for that year, compared with a total of $93,651,572 for the previous year. All of these metals, with the exception of placer gold, showed an increase over 1959. Miscellaneous metals amounted to $17,714,969 or 10 per cent of total mineral production. The corresponding figure for 1959 was $11,424,-134. Increased shipments of iron concentrates and nickel were mainly responsible for the higher figure in 1960.

Industrial minerals totalled $15,992,776, as against $14,028,058 in 1959, with asbestos showing the greatest increase. The value of industrial minerals represented roughly 9 per cent of total mineral production.

Structural materials is the only general category that decreased in 1960 relative to 1959. The 1960 total of $18,829,989 was down only slightly, however, from the 1959 figure of $19,025,209.

As in past years, the fuels section of mineral production continued to register an increase over the previous year. The 1960 total of $14,468,869 represents a 26-per-cent increase over 1959.

There was an actual increase in the quantity of coal produced in 1960, but the average price dropped from $7.93 to $6.64 per short ton, with the result that the value of coal shows a lesser amount than for 1959. There was a substantial increase in the quantity of natural gas delivered to pipe-lines, whereas there was a slight decrease in the production of crude petroleum. Subsequent years will, of course, show substantial increases in petroleum production now that access to markets has been provided by the Taylor–Kamloops pipe-line.

Labour

Continuing with the Federal-Provincial arrangement concerning British Columbia labour statistics, the Bureau of Economics and Statistics again prepared the statistical section for the Annual Report of the British Columbia Department of Labour on the same basis as used by the Dominion Bureau of Statistics, Ottawa.

A summary of the findings for the year 1960 and the first ten months of 1961 are contained under heading of " Statistical Report on Trades and Industries " in the Annual Report of the Department of Labour for the current year.

Provision for monthly data on payrolls and employment has now become possible through the regular processing of current monthly information received from Federal sources. The broad field of regional distribution of statistical material from this source has to be explored, and further joint Federal-Provincial discussions are planned for later this year, when attendant problems in this connection may be resolved and the way opened for further progress in this direction.

In the realm of labour statistics, projects completed during the year included the following:—

(1) Statistical sections for the 1961 Annual Report of the British Columbia Department of Labour.
(2) The 1961 survey of British Columbia salary and wage rates.
(3) A study of wage and salary rates in industry and business, by various areas, prepared for the Civil Service Commission, Victoria, B.C.
(4) A directory of trade-unions and labour organizations, completed together with a survey of organized labour in British Columbia, for the Department of Labour.
(5) A survey of clerical salary rates in the Vancouver area, tabulated for the Vancouver Board of Trade.

And continuing work in the maintenance of current labour statistics in use by the Bureau.

The following table shows the estimated annual labour income totals in British Columbia for the years 1947 to 1961:—

Estimated Annual Labour Income in British Columbia

Year	Annual Income	Year	Annual Income
1947	$641,000,000	1955	$1,426,000,000
1948	794,000,000	1956	1,649,000,000
1949	825,000,000	1957	1,765,000,000
1950	915,000,000	1958	1,755,000,000
1951	1,072,000,000	1959	1,897,000,000
1952	1,214,000,000	1960	1,998,000,000
1953	1,279,000,000	1961	2,020,000,000
1954	1,302,000,000		

Source: Estimates of Labour Income, Dominion Bureau of Statistics, Ottawa.

MARKET RESEARCH

Keen interest is being shown by business and industry in the market potential of the Province, and a large and varied number of requests is received for market data and assessments of industrial and commercial opportunities.

The Bureau of Economics and Statistics is continually on the alert to detect products which present a good opportunity for local manufacture, and in this connection has prepared several industry studies, including two completed this year, "Asbestos Products in British Columbia" and the "Confectionery Industry."

Another aspect of market research which has continued to receive attention relates to the study of specific areas of the Province. The Kamloops study was released this year, and work is now progressing on surveys of the Kelowna and Fernie areas.

PUBLICATIONS

Monthly Bulletin of Business Activity. — This publication contains special articles of current interest and also incorporates a monthly review of current changes in the principal segments of the Provincial economy.

Summary of Business Activity in British Columbia.—This publication is a companion of the above publication. 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 is 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 manufacturers in British Columbia, together with their products. A new issue will be released early in 1962.

British Columbia Regional Index.—This index contains available statistics on a wide range of subjects covering all areas of the Province. It is in the course of revision, and pending completion of the project as a whole, sections will be released individually. At the present time the Vancouver Island section is complete and available for distribution.

British Columbia Facts and Statistics.—The fourteenth edition was released in 1961. 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 Statistics, and Economic Activity.

Establishing a Business in British Columbia.—A revised edition of this brochure was released in 1961. This publication gives to prospective investors information relating to the establishment of a business in British Columbia.

Salary and Wage Rate Survey.—This annual publication provides the salary and wage rates in selected clerical, professional, and trade occupations in business and industrial establishments for metropolitan Vancouver and Victoria, Southern Interior, and northern centres.

Business Outlook. — This publication was released late in 1961. It reviewed business conditions during 1961 and indicated the outlook for 1962. It covers the following economic factors: Sales, prices, employment, wages, earnings, and capital expenditure. It is based on a survey of 250 of the major companies in British Columbia.

Selected Import Items Which Could Possibly Be Produced in British Columbia. —A revised edition was released in September, 1961. Commodities are classified according to purpose or use, as follows: Producers' materials, producers' equipment, fuel, electricity and lubricants, transportation equipment, and consumer goods.

Asbestos Products in British Columbia.—This publication was released early in 1961. It is a study made to acquaint industrialists with the asbestos-products situation as it affects British Columbia. It deals particularly with the possibility of establishing an asbestos-cement pipe plant in the Province.

Confectionery Industry.—This publication was released in the fall of 1961. It is a study for the purpose of examining the present state of development in the industry and its prospects for future expansion. Particular attention is drawn to the liquid chocolate and sugar confectionery items in the industry.

Area Surveys.—The following have been released to date: Kamloops and district in 1961, Chilliwack and district in 1960, and Hope and district in 1959. Work is progressing on surveys of the Kelowna and Fernie districts, and they will be published in 1962. A survey of the Armstrong-Enderby area is also being conducted jointly with the Federal Government. Special emphasis is placed on the present state of commercial and industrial development, and on the favourable opportunities for further expansion in each area.

Manual of Resources and Development. — A new edition was published in December, 1961. This publication contains up-to-date information about the location and development of British Columbia resources. It is well documented with maps and diagrams. It is also published in German and French translations for distribution abroad.

MECHANICAL TABULATION DIVISION

The Mechanical Tabulation Division continued to operate as the data-processing centre for those departments of the Government requiring the services of electronic equipment to handle computing and large-scale statistical or accounting procedures.

To meet the demands for more complex computations, a magnetic drum computer was added to the equipment at the beginning of the year. The installation of the computer has greatly added to the scope of work that can be handled in the Division, and most of the applications are new work that could not previously be handled because of the limitation of the conventional punched-card equipment.

All the equipment is rented on a monthly basis, and although no charge is made to the users, job costs are maintained through a time-card system, enabling the Division to assess the value of work done for each department. Machine utilization studies and a check of machine operating efficiency are also available from these records.

For operating purposes the Division is divided into seven sections, each responsible for a unit of work, which is determined by the volume and nature of work involved. At present the following sections are in operation: Health and Welfare Section, Liquor Control Board Section, Forestry Section, Annual Report Section, General Statistical Section, Computing Section, and Key Punch Section. Each of these sections is headed by a senior member of the staff, who is responsible for the particular unit of work.

In addition to these sections, the British Columbia Hospital Insurance Service and the British Columbia Forest Service maintain Key Punch Sections, whose work is tabulated on the equipment in this Division.

To operate the equipment, a well-trained staff has to be maintained and at present consists of a supervisor, an assistant supervisor, a computer programmer, a console operator, five senior machine operators, seven machine operators, one key-punch supervisor, fourteen key-punch operators, and one senior clerk-stenographer. In addition, three members of the Liquor Control Board staff are attached to the Division to maintain liaison and handle clerical functions in conjunction with their work.

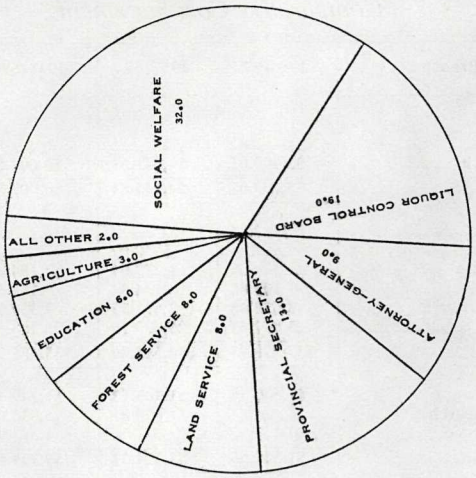
During the first year the Computer Section has been operated on a semi-open-shop basis, with programmers from the various departments writing the programmes for their particular applications, which were tested and debugged with the assistance of our staff programmer. Once the programmes have been proved, they are left with our staff for the routine computing procedures.

All applications for new work on the computer are submitted to the Electronic Data Processing Committee for approval.

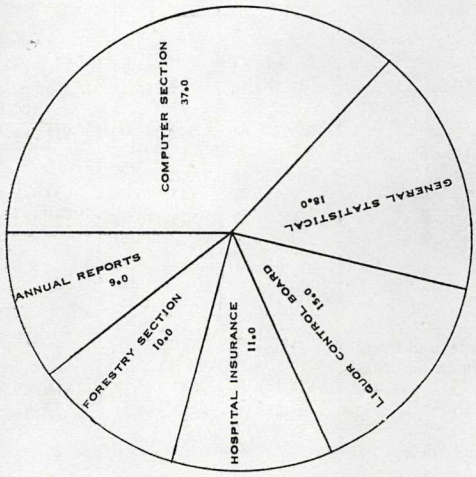
Comparative Cost Statement

Department and Branch	1956/57	1957/58	1958/59	1959/60	1960/61
Agriculture—					
Horticultural Branch	.....	.....	.....	$1,662.62	.....
Herd Improvement Branch	$5,709.61	$4,641.61	$6,007.51	8,078.91	$3,649.45
Totals	$5,709.61	$4,641.61	$6,007.51	$9,741.53	$3,649.45
Attorney-General—					
Credit Union	$187.16	.....	.....	$553.94	$1,389.90
Securities Office	.....	$430.07	.....	.....	.....
Fire Marshal Act	.....	1,227.01	$1,184.86	851.66	1,249.51
Official Committee	105.86	174.34	183.66	327.42	245.31
Motor-vehicle Branch	8,628.48	7,592.25	7,338.24	9,740.77	7,712.19
Liquor Control Board	28,857.43	25,089.79	26,748.51	30,269.84	33,025.47
Totals	$37,778.93	$34,513.46	$35,455.27	$41,743.63	$43,622.38
Education—					
General Administration	$1,549.56	$1,703.73	$1,349.43	$3,672.38	$1,497.93
Tests, Standards, and Research	.....	1,620.81	5,035.64	7,378.33	8,199.65
High School Correspondence	.....	.....	1,393.93	1,123.76	1,138.54
Totals	$1,549.56	$3,324.54	$7,779.00	$12,174.47	$10,836.12
Finance—					
Minister's Office	.....	.....	.....	.....	$1,308.39
Mechanical Tabulation	.....	.....	.....	.....	922.22
Totals	.....	.....	.....	.....	$2,230.61
Forest Service—					
Engineering Services	$15.05	$3.79	$117.90	$3,102.63	$3,227.54
Forest Surveys	49,763.56	49,243.21	30,804.47	28,632.44	64,380.45
Forest Management	.....	.....	162.10	.....	281.66
Totals	$49,778.61	$49,247.00	$31,084.47	$31,735.07	$67,889.65
Health Services and Hospital Insurance—					
Vital Statistics	$30.15	.....	.....	$601.96	$39.06
Hospital Insurance Service	6,692.22	$13,476.98	$23,364.74	21,780.58	19,616.98
Totals	$6,722.37	$13,476.98	$23,364.74	$22,382.54	$19,656.04
Highways—					
Bridge Engineering Branch	.....	.....	.....	.....	$1,638.29
Locations Branch	.....	.....	.....	.....	1,577.90
Research and Development	.....	.....	.....	$275.03	137.48
Totals	.....	.....	.....	$275.03	$3,353.67
Industrial Development, Trade, and Commerce—Bureau of Economics and Statistics	$11,121.94	$12,188.18	$14,869.98	$8,153.18	$7,031.32
Labour—General Administration	$3,251.04	$3,384.33	$4,016.77	$654.55	$768.59
Lands—					
Surveys and Mapping, Legal Surveys Division	.....	.....	.....	$25.22	$8,832.13
Geographic Division	$462.07	$164.77	.....	.....	15.05
Water Rights Branch Administration	9,767.21	10,478.65	$7,983.75	13,062.73	10,143.23
Hydraulic Investigation	.....	.....	.....	.....	4,154.73
Totals	$10,229.28	$10,643.42	$7,983.75	$13,087.95	$23,145.14
Provincial Secretary—					
Queen's Printer	$12,895.97	$9,100.04	$10,593.36	$12,050.62	$10,355.73
Superannuation Branch	.....	186.19	3,049.54	1,649.42	6,787.40
Civil Service Commission	6,567.77	5,834.41	5,797.66	5,634.42	4,048.60
Totals	$19,463.74	$15,120.64	$19,440.56	$19,334.46	$21,191.73
Recreation and Conservation—					
Parks Branch	$442.46	$32.78	.....	$464.67	.....
Social Welfare—Accounts Division	$10,760.17	$12,121.14	$14,576.99	$19,057.94	$23,948.08
Municipal Affairs—Regional Planning	$236.49	$433.98	.....	.....	561.37
Commercial Transport—Industrial Transport	.....	.....	$181.96	.....	.....
Other—B.C. Power Commission	.....	.....	.....	$40.03	$1,860.04
Grand totals	$157,044.20	$159,128.06	$164,761.00	$178,845.05	$229,744.19

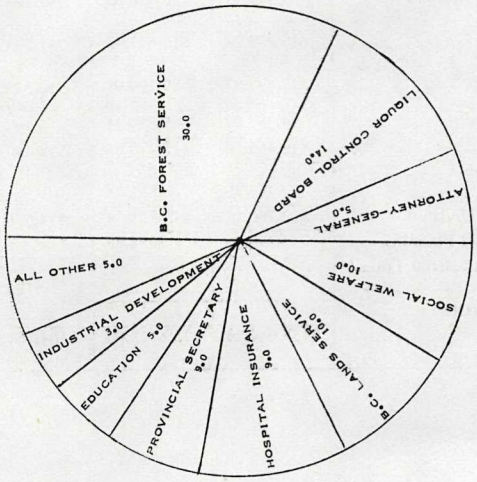
TWELVE MONTH PERIOD ENDING OCTOBER 31ST, 1961



PERCENTAGE DISTRIBUTION OF WORK DONE BY THE KEY PUNCH SECTION, BY DEPARTMENT

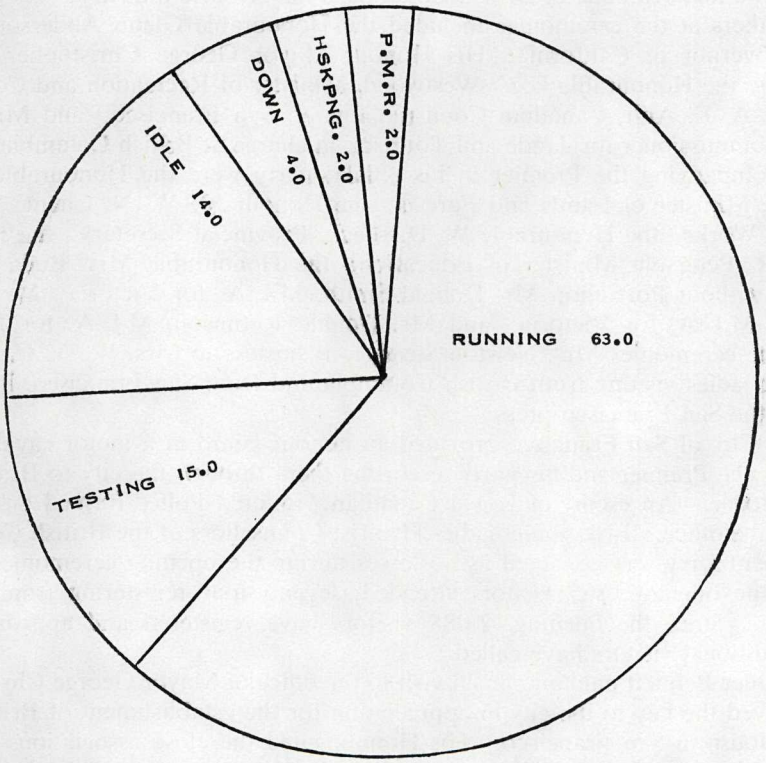


PERCENTAGE DISTRIBUTION OF WORK DONE BY THE SIX SECTIONS OF THE MECHANICAL TABULATION DIVISION (EXCLUDING KEY PUNCHING)



PERCENTAGE DISTRIBUTION OF WORK DONE FOR THE VARIOUS DEPARTMENTS OF THE GOVERNMENT

UTILIZATION OF COMPUTER



OFFICE OF THE COMMISSIONER FOR TRADE AND TOURISM FOR BRITISH COLUMBIA, BRITISH COLUMBIA HOUSE, SAN FRANCISCO, CALIFORNIA.

British Columbia House, located at 599 Market Street, San Francisco, was officially opened August 9, 1961, by the Honourable W. A. C. Bennett, Premier of British Columbia, assisted by the Honourable R. W. Bonner, Q.C., Attorney-General and Minister of Industrial Development, Trade, and Commerce, who used a chain saw to cut a log, symbolic of British Columbia's major basic industry.

Speakers at the ceremonies included the Honourable Glenn Anderson, Lieutenant-Governor of California; His Honour Mayor George Christopher of San Francisco; the Honourable E. C. Westwood, Minister of Recreation and Conservation; Dr. A. E. Ault, Canadian Counsul-General, San Francisco; and Mr. N. P. Steacy, Commissioner for Trade and Tourism, in charge at British Columbia House.

Accompanying the Premier in his official party were the Honourable R. G. Williston, Minister of Lands and Forests; the Honourable W. N. Chant, Minister of Public Works; the Honourable W. D. Black, Provincial Secretary; the Honourable L. R. Peterson, Minister of Education; the Honourable Mrs. Buda Brown, Minister without Portfolio; Mr. Donald Smith, M.L.A. for Victoria; Mr. Waldo Skillings, M.L.A. for Victoria; and Mr. Donald Robinson, M.L.A. for Lillooet. During the ceremonies Mrs. Newton Steacy was hostess to Mrs. W. A. C. Bennett and other ladies visiting from British Columbia and from San Francisco, including ladies of the San Francisco press.

The City of San Francisco provided an honour guard in a motor cavalcade of police for the Premier and his party, escorting them through the city to British Columbia House. An escort of Royal Canadian Mounted Police formed an honour guard at the office. Five young ladies, Tourist Counsellors of the British Columbia Government ferry service, acted as hostesses during the opening ceremonies.

At the opening, 887 visitors attended, seventy-four registering from British Columbia. Since the opening, 2,088 visitors have registered and approximately 2,200 additional visitors have called.

Premier Bennett paid an official visit to the office of Mayor George Christopher and received the key to the city in appreciation for the establishment of British Columbia House in San Francisco. His Honour cited the close associations existing through the years between California and British Columbia. At a later date Mayor Christopher received Commissioner Newton P. Steacy at the City Hall, presenting him with the key to the city, with complimentary commendations, and congratulating the foresight of the Government of British Columbia for opening the offices in California to promote trade, industry, and tourism between the two countries.

Many British Columbians use British Columbia House as a mailing address and the facilities of the office and staff to assist them in making their visit in California more pleasant and informative.

There have been many inquiries regarding emigration to British Columbia, the purchase of land, the establishment of businesses, investments, the purchase of motels, hotels, housing development possibilities, resorts, marinas, and general opportunities.

STAFF

Mr. Newton P. Steacy	Commissioner for Trade and Tourism.
Mr. F. C. MacKay	Commercial Representative.
Mr. A. E. Abram	Tourist Trade Representative.
Miss Elspeth MacDonald	Secretary.

FILMS

From our present library since September 1, 1961, to November 30, 1961, we have shown our 16-mm. colour sound pictures to audiences of 7,375. The films feature hunting, fishing, and the scenic beauties of British Columbia. Our film library will be increased to embrace industrial development and tourist areas.

CANADA-UNITED STATES DEFENCE PRODUCTION SHARING PROGRAMME

British Columbia House has established liaison with the various procurement offices of the United States Department of Defence (Army, Navy, and Air Force) in the San Francisco Bay area in an effort to assist British Columbia manufacturers interested in participating in this programme. We have also kept in contact with the Liaison Officer of the Canadian Department of Defence Production in Los Angeles, who has kept us posted on the developments in his area to enable us to advise British Columbia manufacturers of activities in the Los Angeles district.

Approximately 9 billion dollars of the total United States appropriation for defence work is placed in California and its adjoining States. There appear to be numerous items in which British Columbia firms could submit bids.

A survey of British Columbia firms interested in this type of production has been conducted to determine their capabilities for defence production. When this has been completed, selected " invitations for bids " and " requests for proposals " will be forwarded directly to these companies having the capability and production facilities to bid competitively.

Up to the end of November, 1961, forty-three British Columbia firms have registered with British Columbia House in San Francisco for participation in the Canada-United States Defence Production Sharing Programme. There are many more opportunities for British Columbia manufacturers to share in the programme as sub-contractors. It would be of advantage for them to have their representatives call on the prime contractors on the West Coast to make their capabilities and production facilities known to these United States firms or provide British Columbia House with greater detail to allow us to act in their interests. British Columbia House personnel will give every assistance possible.

WESTERN SPACE AGE INDUSTRIES AND ENGINEERING EXPOSITION

British Columbia House has contracted to take 360 square feet of display area in the Western Space Age Industries and Engineering Exposition to be held in the Cow Palace in San Francisco from April 25 to 29, 1962. This space is made available to British Columbia manufacturers for the display of their products. The exposition is being sponsored by the United States Department of Defence in co-operation with the Governments of the thirteen western States. This will allow our British Columbia manufacturers an excellent opportunity to meet the procurement officers and prime contractors of the West Coast as well as the general purchasing agents of California.

INDUSTRIAL AND TRADE INQUIRIES

Numerous inquiries have been received at British Columbia House resulting in contacts being made in industrial areas and trade centres. This has become an interesting part of our work. Although this type of work is time-consuming and concrete results are difficult to assess, it is felt by this office that this form of pro-

motional work is invaluable in making the Province of British Columbia and British Columbia House well known in the San Francisco Bay area. California firms are presently investigating the potential of British Columbia as a site for Canadian-based operations, ranging from a sales office to the establishment of a branch manufacturing plant.

TRADE INQUIRIES FROM BRITISH COLUMBIA

In the comparatively short time that British Columbia House, San Francisco, has been open, many British Columbia businessmen have called personally at the office, while many others have written for assistance in exploring the California market. Several products of British Columbia manufacturers are being promoted for sale in the San Francisco Bay area. These products include heavy industrial machinery, building material, consumer goods, and special services. The services and facilities of British Columbia House are available to our manufacturers, including a large display area in which their products can be attractively displayed along with pictures, brochures, and all forms of printed matter.

Personal contacts are advisable in finalizing sales. We suggest that many British Columbia firms would benefit from periodic trips to this market, which has a population greater than all Canada. British Columbia House will gladly cooperate with them in every way to assist them in making contacts and securing information. To date fifteen British Columbia firms have been in contact with this office concerning the possible sale of their products in California.

LICENCE MANUFACTURE AGREEMENTS

Every effort is being made to interest California manufacturing firms in the advantages of having a British Columbia firm produce their products under licence or royalty arrangement. Many British Columbia producers have the facilities to undertake extra production.

INVESTMENTS

Continuous liaison is being maintained between British Columbia House and financial interests in the San Francisco Bay area. There is considerable interest in British Columbia as a capital investment area. Contact made through this office has assisted a group of San Francisco businessmen, headed by a former Canadian, negotiating for the development of a large marina resort and a subdivision. This will require the investment of a large sum of money.

PUBLICITY

The data issued in the Government bulletins, booklets, brochures, and reports have been valuable in supplying information covering industrial development and natural resources. The booklets issued by the Department of Lands and Forests, supplying information on every part of the Province, are in demand by persons interested in emigrating to British Columbia. Mining brochures have created considerable interest, and the statistical reports and " Establishing a Business in British Columbia," published by the Department of Industrial Development, Trade, and Commerce, have all proven their value.

BRITISH COLUMBIA RESEARCH COUNCIL

The Minister of Industrial Development, Trade, and Commerce is ex officio chairman of the board of management of the British Columbia Research Council, and as such presided at regular meetings of the board throughout the year. The laboratories and offices of the Council are located on the campus of the University of British Columbia in Vancouver.

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) Economics and Industrial Market Research.
(7) Operations Research.

The Research Council was established in 1944 with a few employees working in provisional quarters in University buildings. Because of industry's demand for research services, the staff now numbers about seventy, working in a modern well-equipped three-story laboratory building. Reduced expansion in many of the Province's industries in 1961 held the Council's earned income down to the 1960 level of about $300,000.

In addition to its contract work, the Research Council receives a substantial portion of its annual budget, $250,000 in 1961, from the Government of British Columbia through the Department of Industrial Development, Trade, and Commerce. It also receives a limited amount of financial assistance from the National Research Council and other organizations. It is thereby possible for it to extend to Provincial industry many additional services, such as free technical information, and to carry out some investigations of importance to the Provincial economy. Through the programme of contacts with industry throughout the Province, it brings the fruits of research a little closer to industry's door.

In October of 1961 Dr. Paul C. Trussell, formerly head of the Division of Applied Biology, was appointed Director of the Research Council. He succeeded Dr. G. M. Shrum, who resigned upon assuming the duties of President and Chairman of the Board of the British Columbia Electric Company Limited.

During 1961 the board of management of the Research Council consisted of the following:—

The Honourable R. W. Bonner, Minister of Industrial Development, Trade, and Commerce of the Province of British Columbia, Victoria, B.C. (chairman).

F. E. Atkinson, Assistant Director, Canada Agriculture Research Station, Summerland, B.C.

E. W. Bassett, Deputy Minister of Lands, Parliament Buildings, Victoria, B.C.

Dr. J. J. R. Campbell, Department of Dairy Science, University of British Columbia, Vancouver 8, B.C.

The Honourable J. V. Clyne, Chairman of the Board, MacMillan, Bloedel and Powell River Limited, 1199 West Pender Street, Vancouver 1, B.C.

R. M. Hungerford, President, Clayburn-Harbison Limited, 1025 West Seventy-seventh Avenue, Vancouver 14, B.C.

W. C. Koerner, Chairman of the Board, Rayonier Canada Limited, 1111 West Georgia Street, Vancouver 5, B.C.

Dr. D. M. Morrison, 3666 Marine Drive, West Vancouver, B.C.

P. J. Mulcahy, Deputy Minister of Mines and Petroleum Resources, Parliament Buildings, Victoria, B.C.

Dean D. M. Myers, Faculty of Applied Science, University of British Columbia, Vancouver 8, B.C.

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

C. H. McLean, President, British Columbia Telephone Company, 768 Seymour Street, Vancouver 2, B.C.

R. D. Perry, Vice-President and General Manager, The Consolidated Mining and Smelting Company of Canada Limited, Trail, B.C.

Dr. G. L. Pickard, Director, Institute of Oceanography, Vancouver 8, B.C.

Dr. H. L. Purdy, Vice-President, British Columbia Electric Company Limited, 970 Burrard Street, Vancouver 1, B.C.

H. B. Simpson, President, S.M. Simpson Limited, Box 220, Kelowna, B.C.

The Honourable J. Sinclair, President, Lafarge Cement of North America Limited, 1051 Main Street, Vancouver 4, B.C.

T. L. Sturgess, Deputy Minister of Industrial Development, Trade, and Commerce, Victoria, B.C.

Dr. John P. Tully, Scientific Director, Pacific Oceanographic Branch, Fisheries Research Board of Canada, Nanaimo, B.C.

H. Wright, Commissioner, Workmen's Compensation Board, 707 West Thirty-seventh Avenue, Vancouver 13, B.C.

Dr. P. C. Trussell, Director, British Columbia Research Council, University of British Columbia, Vancouver 8, B.C.

Printed by A. SUTTON, Printer to the Queen's Most Excellent Majesty
in right of the Province of British Columbia.
1962

660-162-6766