

and encourage new enterprises by placing its facilities at their disposal, and to co-operate in all problems incidental to establishment. Direct financial assistance is not provided for manufacturers except for the provision of bounties for the production of blister copper or refined copper and a bounty for pig iron of British Columbia origin used for steel-making purposes in the province.

The chief means employed by the British Columbia government to promote industrial development are to: develop the basic provincial infrastructure, including the extension of rail services to northern centres by the provincially owned British Columbia Railway and develop electric power facilities by the British Columbia Hydro and Power Authority; provide economic data and analyses relating to markets, production wage costs, etc. (a function of the Economics and Statistics Branch of the Department); and assist in locating plant sites. The Department maintains an industrial and trade office in London, England.

#### 17.4 Merchandising and service industries

Data on merchandising and service activities are derived principally from a periodic census (or full-coverage survey) of the businesses engaged in such activities. The first census was taken in 1931, followed by similar censuses in 1941, 1951 and 1961. The reports for 1961, which provided a wider range of data than any previous census, contained information on sales, inventory and credit; gross margins and operating expenses; small geographic area data; and, for "establishments" only, an analysis of sales by commodities. For census purposes, a location is defined as "a recognizable place of business in which the principal activity is the display and sale of goods or services to the general public for personal or household consumption". In other words, the location series provides aggregate data on the physical locations in which retailing or service activities actually take place. The establishment, on the other hand, is "the smallest unit which is a separate operating entity capable of reporting those elements of input and output necessary to the calculation of gross margin, as well as employment, wages and salaries". The location is not dependent on the system of accounting; the establishment is.

The 1961 Census marked the end of the decennial census program. In 1966, the censuses of merchandising and service establishments became part of a quinquennial series in order to provide more frequent survey benchmarks and to enable publication of more up-to-date statistics than was previously possible. The 1972 *Canada Year Book* pp. 979-986 lists the reports produced as a result of the 1966 Census of retail and service trades and provides summary data from a special study based on the 1966 Census of wholesale trade. In the 1971 Census, the data requirements — because of greatly increased demands for information from the public and private sectors — are considerably more detailed than at any time in the past; results of this census will begin to be available early in 1974.

The service trades embrace a wide spectrum of activities engaged in by professional, business and personal service establishments. Included are the amusement and recreation services, which include regular and drive-in movie theatres, bowling alleys, health clubs, golf courses, race tracks and other sports activities, and the fast-growing accommodation and food service fields, comprising hotels, motels, tourist facilities, restaurants and drive-in "fast food" outlets. The degree of interest being shown in the services field is further indicated by the number of trades which were surveyed for the first time in the 1971 Census. These include, in the amusement and recreation services group, marinas, ski-facility operations, driving ranges and miniature golf courses; and, in the business services group, computer services, media representatives, architects, professional engineers and other engineering and scientific services, lawyers and notaries, and management and business consultants. A number of these "new" trades (computer services, engineering services, etc.) will be the subject of separate studies to be undertaken during the next three years. Services provided by doctors, dentists, nurses, hospitals and educational institutions remain outside the scope of the Census of Merchandising and Services.

Each census, as it is completed, forms a new base for the various intercensal (monthly, quarterly and annual) surveys of retail, wholesale and service trades; some are sample surveys and others are carried out on a full-coverage basis. Section 17.4.2 contains current intercensal information obtained as a result of these surveys, relative not only to the distributive trades but to other statistical series (i.e. consumer credit) as well. It should be noted that all of these data are on the 1966 base.