



INFORMAT

Weekly Bulletin

July 20, 1973
CATALOGUE 11-002

Employment Gains Continue

Employment increased to an estimated 9.11 million persons in June, up from 8.84 million in May and 8.58 million a year earlier.

The number of unemployed increased to 503,000 last month from 493,000 in May, but was down from 568,000 in June, 1972.

The labour force total was 9.61 million in the latest month, compared with 9.15 million a year earlier.

The seasonally-adjusted unemployment rate for Canada increased to 5.3 in June from 5.2 in May, after declining for five consecutive months. The rate for married men 25-54 fell to 3.0, but the rate for married women 25-54 increased to 3.9.

The seasonally-adjusted participation rate (percentage of the population 14 years of age and over counted in the labour force) moved up to 57.9 in June, after remaining stable at 57.7 for the previous three months.

The participation rate for students in June was 37.9 compared with a rate of 33.4 in June 1972. The unemployment rate for students was 11.3 in the latest month, down from 14.3 a year earlier.

For further information, order the June 1973 issue of *The Labour Force* (71-001, 304/\$3).

Department Store Sales

Department store sales in May rose to \$336.9 million, an increase of 12.7% from \$298.9 million a year earlier. All provinces reported increases.

Gains ranged from 50.2% for furs to 0.2% for girls' and teen-age girls' wear. Sales declines were reported in six of the 39 departments with plumbing, heating and building materials (-6.1%) showing the largest decrease.

Inventories held (at selling price) in May were valued at \$1.08 billion, up 14.6% from a year earlier.

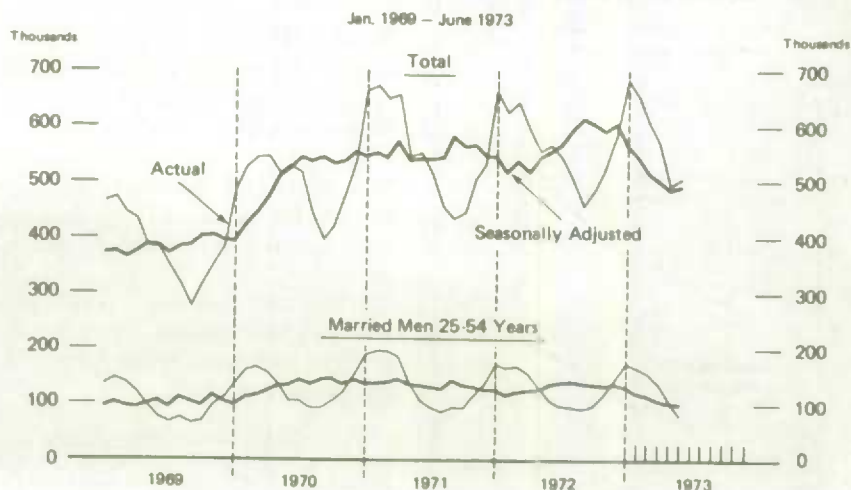
For further information, order the May 1973 issue of *Department Store Sales and Stocks* (63-002, 204/\$2), or contact Miss G. Reed (613-992-7344), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

LATEST MONTHLY STATISTICS

		Latest Month	Previous Month	Change From Year Ago %
CONSTRUCTION				
Building Permits (\$ million)	April	635.3P	619.6P	15.3
Housing Starts-urban centres (units)	May	19,453	18,456	-6.4
EMPLOYMENT, INCOME				
Average Weekly Earnings	April	\$158.76P	\$157.80P	7.4
Labour Income (\$ million)	April	5,174P	5,085P	13.5
Persons with Jobs (million)	June	9.11	8.84	6.2
Unemployed	June	503,000	493,000	-11.4
ENERGY				
Electricity Generation (billion k.w.h.)	May	21.0	21.0	9.8
Gas Utilities' Sales (billion cu.ft.)	April	106.5	120.7	3.6
FOREIGN TRADE				
Exports (\$ million)	May	2,259	2,033	16.9
Imports (\$ million)	May	2,231P	1,813	23.2
INVENTORIES				
Manufacturers Owned (\$ million)	May	9,379P	9,386P	9.2
Wholesale (\$ million)	April	4,340	4,275	15.1
Department Store (\$ million)	May	1,079	1,035	14.6
ORDERS				
Manufacturers' New Orders (\$ million)	May	5,739P	5,358P	19.3
Manufacturers' Unfilled Orders (\$ million)	May	6,111P	5,982P	22.6
PRICES				
Consumer Price (Index 1961=100)	June	149.7	148.4	8.1
Industry Selling Price (Index 1961=100)	May	139.2	138.0	9.9
Residential Building Construction (Index 1971=100)	May	121.7	121.4	12.0
Wholesale Price (Index 1935-39=100)	May	356.3P	354.9P	16.6
SALES				
Chain Store Sales (\$ million)	May	1,246	1,145	14.1
Department Store Sales (\$ million)	May	337	313	12.7
Manufacturers' Shipments (\$ million)	May	5,611P	5,248P	16.3
New Motor Vehicle Sales (\$ million)	May	552	552	7.9
Retail Sales (\$ million)	May	3,306	3,063	10.8
Wholesale Sales (\$ million)	April	2,775	2,804	22.8

Statistics are not seasonally adjusted. p-preliminary r-revised

Unemployment Levels, Canada



Chain Store Sales

Chain stores reported May sales of \$1.25 billion, an increase of 14.1% from the corresponding month in 1972.

Gains were registered by all trades except variety stores, and ranged from a high of 32.5% for fuel dealers to a low of 2.4% for general merchandise stores.

Stock inventories (at cost) stood at \$2.20 billion on April 30, 1973, up 16.3% from the previous year.

For further information, order the May 1973 issue of *Chain Store Sales and Stocks* (63-001, 10¢/\$1), or contact Miss G. Reed (613-996-1070), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0T6.

Consumer Credit

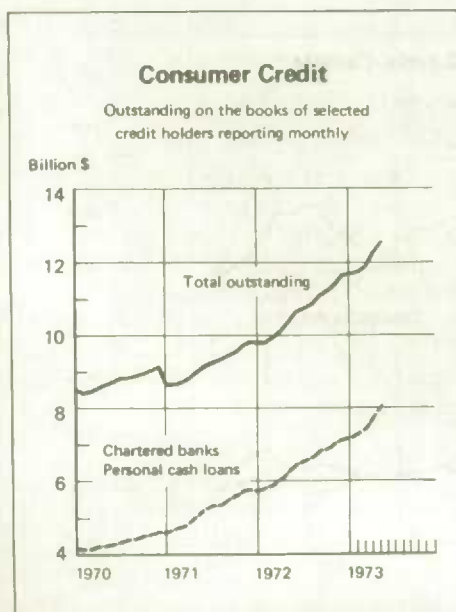
Consumer credit outstanding on the books of selected credit holders reporting monthly totalled \$12.60 billion at the end of May, up 21.2% from a year earlier.

Chartered banks' personal cash loans rose to \$8.04 billion, an increase of 28.5% from May 1972.

Sales finance and consumer loan companies held \$1.08 billion balances of retail instalment sales paper (an increase of 17.1%) and \$1.34 billion outstanding personal cash loans (up 18.3%).

Total outstanding balances on books of credit holders reporting quarterly as well as those reporting monthly had reached \$15.08 billion at the end of March 1973, a level 17.9% higher than a year earlier.

For further information, order the May 1973 issue of *Consumer Credit* (61-004, 20¢/\$2), or contact Bob Wright (613-992-7344), or telex 053-3585, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V6.



THESE REPORTS SCHEDULED FOR COMING TWO WEEKS	
Building Permits, May	
Consumer Price Indexes for Regional Cities, June	
Department Store Sales by Regions, May	
Employment, Earnings and Hours, May	
General Wholesale Price Indexes, June	
Wholesale Trade, May	

Manufacturers' Shipments Up.

Manufacturers' shipments in May were estimated at \$5.61 billion, up 6.9% from the revised April value of \$5.25 billion. Shipments for the first five months of 1973 were estimated at \$25.99 billion, an increase of 17.0% over the \$22.20 billion total recorded for the corresponding period in 1972.

Seasonally adjusted, May shipments were estimated at \$5.26 billion, slightly higher than the revised April figure of \$5.24 billion. Shipments of non-durable goods were up 1.0%, but durable goods shipments decreased 0.3%.

New orders, seasonally adjusted, increased 1.7% in May to an estimated \$5.47 billion. Unfilled orders were up 3.5% to an estimated \$6.10 billion.

Total inventory owned was 0.6% higher at an estimated \$9.38 billion in May.

For further information, order the May 1973 issue of *Inventories, Shipments and Orders in Manufacturing Industries* (31-001, 40¢/\$4), or contact H.D. Wightman (613-996-7008), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

Retail Sales up

Retail sales in May at \$3.31 billion were up 10.8% from the year before with sales increases registered in all provinces.

Year-to-year gains were shown by all trade groups except variety stores, which had a 1.0% decline. The largest increase was recorded by jewellery stores (up 20.5%).

Seasonally adjusted, retail trade in May was \$3.11 billion, down 3.0% from the previous month, but 10.4% higher than in May 1972.

For further information, order the May 1973 issue of *Retail Trade* (63-005, 30¢/\$3), or contact Miss G. Reed (613-992-7344), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0T6.

Major Appliance Sales

Canadian manufacturers of major electrical appliances enjoyed sales gains in the domestic market again in May.

Appliance sales recorded during the month with percentage increases from May 1972:

- Refrigerators – 53,510 units (up 19.3%); home and farm freezers – 28,708 units (48.4%).
- Stoves and ranges – 52,467 units (12.6%).
- Automatic washing machines – 29,808 units (10.6%); electric clothes dryers – 22,362 units (15.4%).
- Television sets – 43,687 units (7.4%).

Colour sets continued to capture a larger share of the total Canadian-made television set market with 67.8% of manufacturers' sales in May compared with 56.7% in the corresponding month a year earlier.

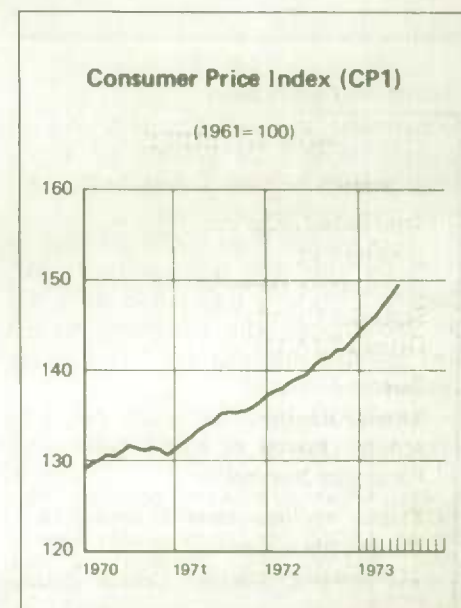
For further information, order the May 1973 issues of *Radio and Television Receiving Sets* (43-004, 20¢/\$2); *Domestic Washing Machines and Clothes Dryers* (43-002, 10¢/\$1); *Domestic Refrigerators and Freezers* (43-001, 10¢/\$1); *Stoves and Furnaces* (41-005, 20¢/\$2).

Local Government Employment

Canadian municipalities employed an estimated 226,087 persons in general services during the last pay period of March 1973, up 8.1% from the 209,238 employed a year earlier.

First quarter gross payrolls increased 15.4% to \$435.5 million in 1973 from \$377.3 million in 1972.

For further information, order *Local Government Employment, January-March 1973* (72-009, 50¢/\$2).



Traveller accommodation statistics, 1970

Accommodation establishments operating in Canada had total revenues of \$1.38 billion in 1970. Data pertaining to the 15,974 establishments operating under this classification-hotels, motels, tourist homes, tourist courts and cabins, tent and trailer campgrounds and outfitters - is presented in the report, Traveller accommodation statistics, 1970, recently published.

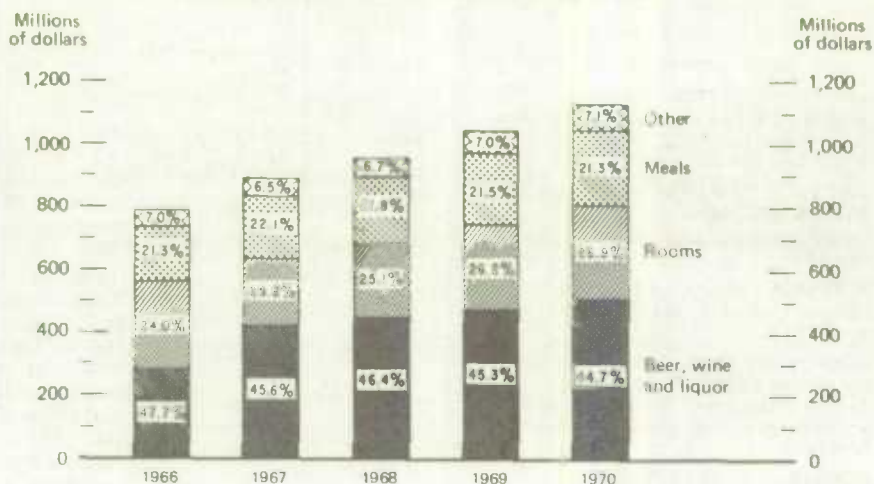
Some of the highlights, as charted here:

- The hotel group accounted for \$1.13 billion (81.8%) of the total revenue received by accommodation establishments during 1970. A breakdown shows that hotels received \$504.9 million (44.7% of their revenue) from the sale of alcoholic beverages, \$303.6 million (26.9%) from room rentals, \$239.9 million (21.3%) from meals, and \$80.0 million (7.1%) from all other sources (chart 1).

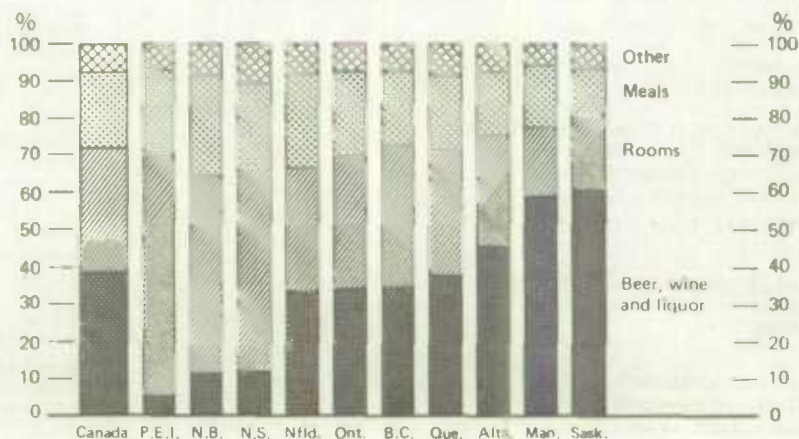
- The provincial distribution of receipts by source shows considerable fluctuation between provinces. The national average for room receipts is 33.0% of total revenue, but provincial averages for rooms range from 18.1% in Manitoba to 63.5% in Prince Edward Island. Alcoholic sales, expressed as a percentage of total receipts, vary from 5.8% in Prince Edward Island to 60.3% in Saskatchewan (chart 2).

For the full range of data and analysis, order: *Traveller accommodation statistics 1970* (63-204, 75¢).

Hotel Receipts by Source, 1966-1970



Source of Receipts by Province, 1970
Expressed as a Percentage of Total Revenue*



*Excludes revenue of outfitters and prov. and fed. parks.

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Sales of Alcoholic Beverages.

Sales of alcoholic beverages reached \$2.1 billion in the year ending March 31, 1972, up \$245 million (13.2%) from the year before.

Provincial government revenues from the sales rose 12.5% to \$631 million; those of the federal government were up 11.4% to \$472 million.

Further information will be contained in *The Control and Sale of Alcoholic Beverages in Canada, 1971* (63-202, 50¢). Advance details may be obtained from Miss M.E. Lindsay (613-994-9867), Public Finance Division, Statistics Canada, Ottawa K1A 0Z7.

Rail Freight

Railway revenue freight loadings to June 30 were up 14.6% from the first half of last year to 117.5 million tons. (Year-earlier loadings were down because of a strike in Quebec iron mines.)

Western volume in the first half of 1973 rose 13.3% to 53.5 million tons and loadings east of the Lakehead were up 15.8% to 64 million tons.

For further information, order the June 1973 issue of *Railway Carloadings* (52-001, 20¢/\$2), or contact L.E. Robbins (613-992-0681), Transportation and Communications Division, Statistics Canada, Ottawa K1A 0V5.

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