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Weekly Bulletin



November 8, 1974
CATALOGUE 11-002

The Labour Force

The seasonally-adjusted unemployment rate for Canada declined to 5.4 in October from 5.8 a month earlier. It was 5.6 in October 1973.

The rate decreased last month in all provinces except British Columbia, where it increased by 0.2. Provincial unemployment rates for October, with September in brackets: Newfoundland, 15.0 (16.8); New Brunswick, 9.0 (9.1); Nova Scotia, 7.0 (7.3); Quebec, 6.9 (7.3); British Columbia, 6.7 (6.5); Ontario, 4.2 (4.5); Saskatchewan, 2.7 (3.1); Manitoba, 2.6 (3.1); and Alberta, 2.2 (2.4).

Seasonally adjusted, employment showed a rise of 29,000 in October after declining the month before. Increases occurred for women 25 years of age and over (up 28,000) and for persons 14 to 24 (up 13,000), but employment among men 25 and over dropped by 19,000.

On an actual basis, the number of persons employed increased to 9.27 million in October from 9.22 million in September and 8.88 million in October 1973.

The actual unemployment total was 430,000, or 4.4% of the 9.70 million in the labour force last month.

For further information, order the October 1974 issue of *The Labour Force* (71-001, 55¢/\$5.50).

Motor Vehicle Production

Canadian production of motor vehicles in September totalled 114,151 units, a decrease of 6.2% from a year earlier.

Passenger car production dropped 5.7% to 87,915 units and production of commercial vehicles fell 7.8% to 26,236 units.

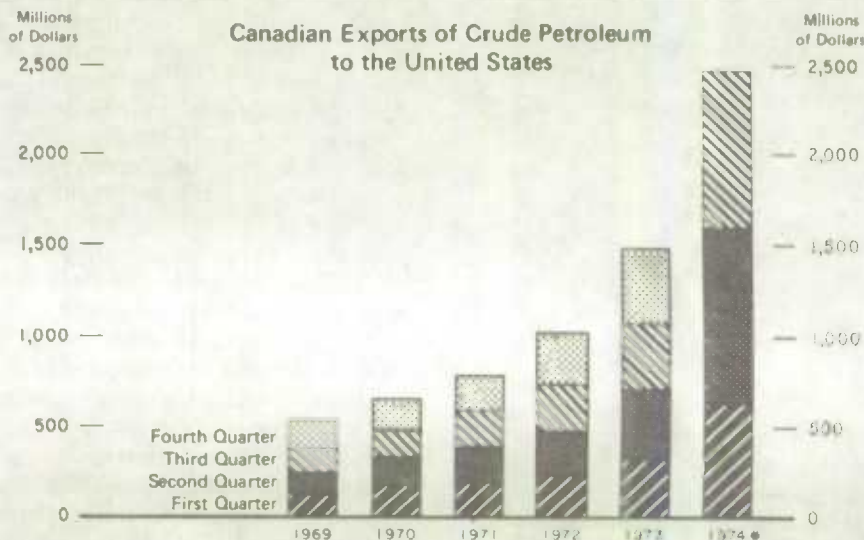
Motor vehicle production for the first nine months of 1974 totalled 1,139,937 units, down 3.5% from January-September 1973.

For further information, order the September 1974 issue of *Motor Vehicle Shipments* (42-002, 15¢/\$1.50).

LATEST MONTHLY STATISTICS

		Latest Month	Previous Month	Change From Year Ago %
EMPLOYMENT, INCOME				
Average Weekly Earnings (\$)	Aug.	180.14P	178.63P	12.2
Labour Income (\$ million)	Aug.	6,351P	6,262P	19.0
Persons with Jobs (million)	Oct.	9.27	9.22	4.4
Unemployed	Oct.	430,000	431,000	0.2
INVENTORIES				
Department Store (\$ million)	Aug.	1,358	1,298	37.1
Manufacturers' Owned (\$ million)	Aug.	13,040P	12,711P	30.5
Wholesale (\$ million)	Aug.	5,719	5,614	34.0
ORDERS				
Manufacturers' New Orders (\$ million)	Aug.	6,658P	6,689P	24.2
Manufacturers' Unfilled Orders (\$ million)	Aug.	9,852P	9,626P	46.7
PRICES				
Consumer Price Index (1961=100)	Sept.	170.6	169.6	10.9
Industry Selling Price Index (1961=100)	Aug.	175.7	173.1P	18.8
Wholesale Price Index (1935-39=100)	Aug.	469.3	462.7P	16.5
CONSTRUCTION				
Building Permits (\$ million)	Aug.	856.7	Year-to-date 6,322	14.5
Housing Starts - Urban Centres (units)	Sept.	13,628	135,596	-12.0
ENERGY				
Electricity Generation (billion Kwh.)	Sept.	21.0	205.9	7.1
Gas Utilities' Sales (billion cu. ft.)	July	72.9	805.4	9.1
Petroleum Refining (million barrels)	Aug.	52.3	432.3	7.1
FOREIGN TRADE				
Exports (\$ million)	Sept.	2,653	23,172	28.0
Imports (\$ million)	Sept.	2,602	22,661	35.6
PRODUCTION				
Motor Vehicles (thousand units)	Sept.	114.2	1,139.9	-3.5
Steel (ingots - thousand tons)	Sept.	1,211	10,887	0.5
SALES				
Department Store Sales (\$ million)	Sept.	423	3,337	18.9
Manufacturers' Shipments (\$ million)	Aug.	6,433P	50,941	21.7
New Motor Vehicle Sales (\$ million)	Sept.	408	4,646	14.8
Retail Sales (\$ million)	Aug.	3,714	27,893	15.5
Wholesale Sales (\$ million)	Aug.	3,640	28,554	29.8

Statistics are not seasonally adjusted. P - preliminary, R - revised.



Housing Starts

New residential construction declined in September with housing starts in Canadian centres of 10,000 population and over showing a 31.4% drop to 13,628 units from 19,879 a year earlier.

Housing starts recorded in the latest month, with September 1973 starts in brackets: Ontario, 5,245 (9,112); Quebec, 3,704 (4,188); British Columbia, 2,100 (2,291); Alberta, 1,046 (1,418); Saskatchewan, 514 (369); Nova Scotia, 346 (492); Manitoba, 299 (1,096); New Brunswick, 225 (465); Newfoundland, 137 (428); and Prince Edward Island, 12 (20).

For the first nine months of 1974, housing starts in urban centres totalled 135,596 units, down 12.0% from January-September 1973.

For further information, order the September 1974 issue of *Housing Starts and Completions* (64-002, 40¢/\$4).

Crude Petroleum and Natural Gas Production

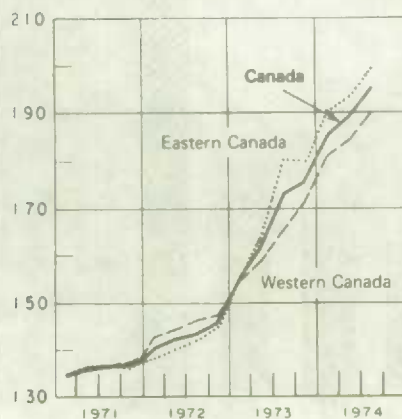
Crude petroleum production for July amounted to 1.82 million barrels per day, down 7.7% from a year earlier.

Natural gas production averaged 8.50 billion cubic feet per day in the latest month, a decrease of 0.8% from July 1973.

For further information, order the July 1974 issue of *Crude Petroleum and Natural Gas Production* (26-006, 30¢/\$3).

Farm Input Price Index

(1961=100)



Source: Farm Input Price Index (62-004)

THESE REPORTS SCHEDULED FOR COMING TWO WEEKS

Consumer Credit, September

Consumer Price Movements, October

Inventories, Shipments and Orders in Manufacturing Industries, September

Real Domestic Product, September

Retail Trade, September

Canada's Foreign Trade with the European Economic Community

Canadian exports to the nine countries of the EEC rose to \$2.54 billion in the first eight months of 1974, up 36% from \$1.86 billion in January-August 1973. Imports grew at a lesser 18% rate to \$1.95 billion in the latest period, increasing Canada's surplus to \$585 million from \$215 million. Trade with the United Kingdom contributed \$510 million to this surplus.

Allowing for price change, almost all gains were nominal.

Shipments of wheat, the leading export commodity, totalled \$291 million in the first eight months of 1974, up 124% in value but only 14% in volume over the corresponding period in 1973, with the United Kingdom and Italy as the major customers. Sales of wood pulp, mainly to Germany and the United Kingdom, advanced 56% in value to \$268 million, but this largely reflected higher prices. Shipments of copper were valued at \$233 million, nickel at \$130 million and zinc at \$100 million. Again, prices increases accounted for most of the gains in copper and zinc. In contrast, shipments of softwood lumber, mainly to Britain, jumped 113% to \$135 million, and were accompanied by only moderate price rises.

Leading imports in the latest period were transportation equipment at \$280 million and industrial machinery at \$247 million, although little or no growth was shown over the first eight months of 1973. Strong gains were recorded for fabricated iron and steel products, up 84% to \$144 million, and chemicals, up 46% to \$145 million, with West Germany and the United Kingdom the major suppliers.

Residential Building Construction Input Price Index

(1971=100)

The residential building construction input price index for Canada decreased 0.8% in September to 136.7 from 137.0 in August, but stood 8.8% above the September 1973 level of 125.6.

Prices of building materials used in residential construction rose 8.1% over the twelve months from September 1973; labour costs moved up 10.4%.

During this period, residential building construction input price indexes advanced in all regions, with increases as follows:

- Atlantic Provinces, 11.6%; Prairie Provinces, 11.2%; British Columbia, 10.1%; Ontario, 8.1; Quebec, 7.5%.

For further information, order *Construction Price Statistics Service Bulletin* (62-006, \$4.20 a year), or contact L. J. Seary (613-996-2565), Prices Division, Statistics Canada, Ottawa K1A 0V5.

Iron Ore Shipments

Canadian mines shipped 4.46 million tons of iron ore in September, down 13.7% from a year earlier.

Output for the first nine months of 1974 totalled 35.84 million tons compared with 37.48 million tons shipped in January-September 1973.

For further information, order the September 1974 issue of *Iron Ore* (26-005, 15¢/\$1.50), or contact Art Symons (613-992-0491), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

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Ownership and Control of Capital Employed in Non-Financial Industries

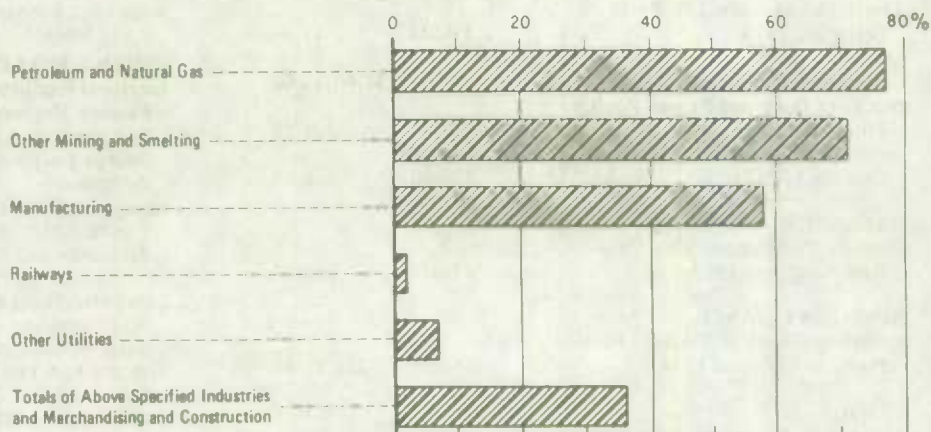
In 1971, for the second year in succession, Canadian-controlled capital declined as a proportion of all long-term investment in the petroleum and natural gas industry, while Canadian-owned investment increased. At the end of the year, Canadians owned 41% and controlled 23% of total long-term capital employed, compared with corresponding ratios of 37% and 26% in 1969. Almost two-thirds of net new long-term capital invested in this industry in 1971 was sourced in Canada.

In manufacturing, foreign-controlled enterprises reduced their share of total capital employed in 1971 by three percentage points, to 58% of the total. Foreign-owned investment remained unchanged at 53%.

Canadian-owned investment as a proportion of total long-term capital employed in Canada in non-financial enterprises rose in 1971 to 66%, some 1% higher than at the end of 1970. Capital invested by both Canadians and non-residents in Canadian-controlled firms remained steady at 64% of total long-term capital investment in all non-financial industries.

Further information will be contained in *Canada's International Investment Position* (67-202, \$2.80), or contact R.N. Purdue (613-996-2545), Balance of Payments Division, Statistics Canada, Ottawa K1A 0Z8.

Foreign-Controlled Share of Capital Employed in Selected Canadian Industries, 1971



Source: Canada's International Investment Position 1971 (67-202)

Campus Book Stores, 1973-74

Retail sales of campus book stores rose to \$50.0 million in 1973-74, up 13.2% from the previous year. Text books accounted for 67% of total sales, trade books 11% and stationery and supplies 15%.

For further information, order *Campus Book Stores, 1973-74* (62-219, 70¢), or contact Michael Kwiłeck (613-996-9278), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

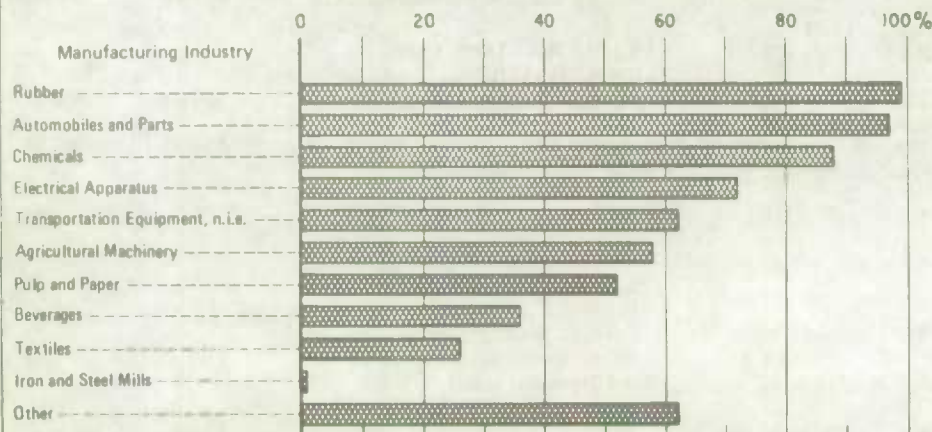
Advertising Agencies, 1973

Advertising agencies reported gross billings of \$586.2 million in 1973, an increase of 9.5% over the 1972 figure of \$535.1 million. Gross revenue rose 12.6%, to \$103.7 million from \$92.1 million.

Salaries and wages totalling \$59.6 million were paid in 1973 to the industry's 4,866 employees.

For further information, order *Advertising Agencies, 1973* (63-201, 70¢), or contact E. Yablonski (613-996-9301), Commercial Services Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

Foreign-Controlled Share of Capital Employed in Selected Canadian Manufacturing Industries, 1971



Source: Canada's International Investment Position 1971 (67-202)

Electric Power Statistics

Net generation rose 6.6% in September to 21.0 billion kilowatt hours from 19.7 billion kwh. a year earlier.

Net generation was up in ten regions in the latest month but decreased in New Brunswick (-28.5%) and Saskatchewan (-8.2%). The largest increases were recorded in Newfoundland (36.6%) and Manitoba (23.0%).

Hydro generation increased 11.6%; thermal production dropped 4.6%.

For further information, order the September 1974 issue of *Electric Power Statistics* (57-001, 30¢/\$3), or *Energy Statistics Service Bulletin* (57-002, \$4.20 a year), or contact Ian Cavanagh (613-992-4021), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

THESE PUBLICATIONS RELEASED OCTOBER 31 – NOVEMBER 6

	Cata- logue	Price per issue/year		Cata- logue	Price per issue/year
AGRICULTURE					
Dairy Factory Production, September 1974	32-002	\$1.50/year	Soaps and Synthetic Detergents, August 1974	46-003	15¢/\$1.50
Livestock and Animal Products Statistics, 1973,	23-203	\$1.40	Stoves and Furnaces, August 1974	41-005	30¢/\$3
Quarterly Bulletin of Agricultural Statistics, January-March 1974	21-003	\$1.40/\$5.60	SERVICE BULLETINS		
Stocks of Dairy and Frozen Poultry Products, October 1974	32-009	30¢/\$3	Electrical Products – Vol. 3, No. 20, Factory Shipments of Electrical Switchgear and Protective Equipment Except Telephone Switchboard, 1973 Preliminary	43-007	\$1.40 per year
Stocks of Fruit and Vegetables, October 1, 1974	32-010	30¢/\$3	Energy Statistics – Vol. 9, No. 87, Principal Statistics for the Crude Petroleum and Natural Gas Industry by Province 1972 and 1973	57-002	\$4.20 per year
BALANCE OF PAYMENTS			Fabricated Metal Products – Vol. 3, No. 9, Builders and Shelf Hard- ware, September 1974	41-009	\$2.80 per year
Security Transactions With Non- Residents, July 1974	67-002	40¢/\$4	Fish and Fish Products – Advance Release of Fish Landings, September 1974: British Columbia, Vol. 3, No. 89; Maritimes, Vol. 3, No. 88; Fish Freezings and Stocks, September 1974: British Columbia, Vol. 3, No. 86; Canada, Vol. 3, No. 90; Maritimes, Vol. 3, No. 87; Ontario and Prairies, Vol. 3, No. 85	24-003	\$1.40 per year
BUSINESS FINANCE			Miscellaneous Industries – Vol. 3, No. 4, Papermakers' and Other Felts, Quarter Ended September 30, 1974	47-003	\$1.40 per year
Quarterly Survey of Trusteed Pension Plans, 2nd Quarter 1974	74-001	35¢/\$1.40	Selected Dairy By-Products – Vol. 3, No. 18, Production and Inventory of Process Cheese, September 1974	32-024	\$1.40 per year
CENSUS			Tobacco and Tobacco Products – Vol. 3, No. 12, Production and Disposition of Tobacco Products, September 1974	32-022	\$1.40 per year
Population, Birthplace, 1971 Census of Canada	92-727	\$1	Vinyl-asbestos Floor Tile – Vol. 2, No. 9, Floor Tiles, September 1974	47-001	\$1.40 per year
Population, Internal Migration, 1971 Census of Canada	92-719	\$1.05	MERCHANDISING AND SERVICES		
EXTERNAL TRADE			Department Store Sales and Stocks, August 1974	63-002	30¢/\$3
Imports by Commodities, August 1974	65-007	\$1.05/\$10.50	Wholesale Trade, August 1974	63-008	\$1.50/year
Imports by Countries, January-March 1974	65-006	\$1.40/\$5.60	PRICES		
Summary of Exports, September 1974	65-002	30¢/\$3	SERVICE BULLETIN		
Summary of Foreign Trade, August 1974	65-001	15¢/\$1.50	Construction Price Statistics – Vol. 3, No. 18, Index of Releases for 1974	62-006	\$4.20 per year
INDUSTRY PRODUCT			TRANSPORTATION AND COMMUNICATIONS		
Indexes of Real Domestic Product by Industry, August 1974	61-005	40¢/\$4	Railway Carloadings, September 1974	52-001	30¢/\$3
Survey of Production, 1972	61-202	\$1.05	Railway Freight Traffic, Second Quarter 1974	52-002	\$1.05/\$4.20
LABOUR			Water Transportation, 1973	54-205	70¢
Employment, Earnings and Hours, May 1974	72-002	55¢/\$5.50	SERVICE BULLETINS		
MANUFACTURING AND PRIMARY INDUSTRIES			Aviation Statistics Centre – Vol. 6, No. 54, Number of Canadian Private Aircraft Reporting Flying Hours in 1972; Vol. 6, No. 55, Helicopter Revenue Hours Flown 2nd Quarter 1974	51-004	\$4.20 per year
Consumption, Production and Inven- tories of Rubber, August 1974	33-003	30¢/\$3	Road Transport – Vol. 4, No. 4, The Motor Vehicle, Registrations, 1973	53-006	\$2.80 per year
Crude Petroleum and Natural Gas Production, June 1974	26-006	30¢/\$3			
Footwear Statistics, August 1974	33-002	30¢/\$3			
Gypsum Products, September 1974	44-003	15¢/\$1.50			
Hardboard, September 1974	36-001	15¢/\$1.50			
Household Furniture Manufacturers, 1972	35-211	70¢			
Mineral Wool, September 1974	44-004	15¢/\$1.50			
Non-ferrous Scrap Metal, 1973	41-229	35¢			
Oil Pipe Line Transport, July 1974	55-001	30¢/\$3			
Paint and Varnish Manufacturers, 1972	46-210	70¢			
Peeler Logs, Veneers and Plywoods, August 1974	35-001	30¢/\$3			
Quarterly Shipments of Office Furni- ture Products, Quarter Ended June 1974	35-006	35¢/\$1.40			
Radio and Television Receiving Sets, August 1974	43-004	30¢/\$3			
Rigid Insulating Board, September 1974	36-002	15¢/\$1.50			