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# INFORMAT

## Weekly Bulletin

### Retail Trade

Seasonally-adjusted August retail sales increased 2.2% from July to a level of \$4,864.3 million.

Total retail trade without seasonal adjustment reached \$4,678.7 million, up 8.5% from a year earlier. All provinces reported increased sales over August 1975 with the largest advance in Saskatchewan (13.8%). Sales were up 15.7% in Vancouver, 7.5% in Toronto, 7.4% in Montreal and 6.5% in Winnipeg.

Year-to-year increases were registered in 27 of the 28 trade groups with the largest gains posted by all other food stores (25.4%) and grocery, confectionery and sundries stores (24.6%).

Revised data for July show retail sales for the month at \$4,910.8 million, up 12.3% from July 1975.

For further information, order the August 1976 issue of *Retail Trade* (63-005, 55¢/\$5.50), or contact the Retail Trade Section (613-996-9304), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

### Foreign Direct Investment in Canada

The book value of foreign direct investment in Canada totalled \$36.2 billion at the end of 1974, an increase of 10% in the year. (Foreign direct investment, the largest part of non-resident investment in Canada, represents the stock of capital — including long-term debt, equity and retained earnings — attributable to the country of control for use in Canada by foreign-controlled enterprises).

Of the \$3.4 billion expansion in direct investment, \$725 million came from net direct investment inflows. The major portion of the increase was, however, due to a buildup in retained earnings. As in 1973, Canadian companies as a whole posted substantial profit gains; corporation profits before taxes rose by 25% during 1974 and retained earnings also rose sharply with a concomitant expansion in the equity of the foreign direct investor.

Almost 80% of all foreign direct investment in this country at the end of 1974 was owned in the United States. Other major investor countries were the United Kingdom with 10% of the total and the other member countries of the European Economic Community, with 6%.

For further information, contact F. Chow (613-996-2545), Balance of Payments Division, Statistics Canada, Ottawa K1A 0Z8.

### LATEST MONTHLY STATISTICS

#### EMPLOYMENT, INCOME

	Latest Month	Previous Month	Change From Year Ago %
Average Weekly Earnings (\$)	June 229.00p	225.56p	12.7
Labour Income (\$ million)	June 9,053p	8,825p	16.8
Persons with Jobs (million)	Sept.* 9.69	10.06	1.9
Unemployed	Sept.* 670,000	709,000	6.2

#### INVENTORIES

Department Store (\$ million)	July 1,785	1,663	31.4
Manufacturers' Owned (\$ million)	July 16,140p	16,054r	5.6
Wholesale (\$ million)	July 6,968	6,851	7.0

#### ORDERS

Manufacturers' New Orders (\$ million)	July 7,552p	8,540r	9.8
Manufacturers' Unfilled Orders (\$ million)	July 9,586p	9,588r	-6.3

#### PRICES

Consumer Price Index (1971=100)	Sept. 150.7	150.0	6.5
Industry Selling Price Index (1971=100)	Aug. 162.4	162.2r	4.6
Wholesale Price Index (1935-39=100)	Aug.* 513.5	517.1r	2.7

#### CONSTRUCTION

Building Permits (\$ million)	July 1,035.0p	7,039.9	25.1
Housing Starts — Urban Centres (units)	June 23,301	99,112	53.0

#### ENERGY

Coal Production (thousand tons)	July 1,739	12,551	-7.2
Electricity Generation (terawatt hours)	July 21.6	170.3	6.3
Natural Gas Production (billion cu. ft.)	May 281.6	1,504.7	2.6
Petroleum Refining (million barrels)	July* 53.9	364.0	0.3

#### FOREIGN TRADE

Exports — Customs Basis (\$ million)	Aug. 3,029	24,740	15.1
Imports — Customs Basis (\$ million)	Aug. 2,959	25,043	9.3

#### PRODUCTION

Motor Vehicles (thousand units)	Aug. 112.0	1,095.9	22.1
Steel (ingots — thousand tons)	Aug. 1,185	9,513	-1.5

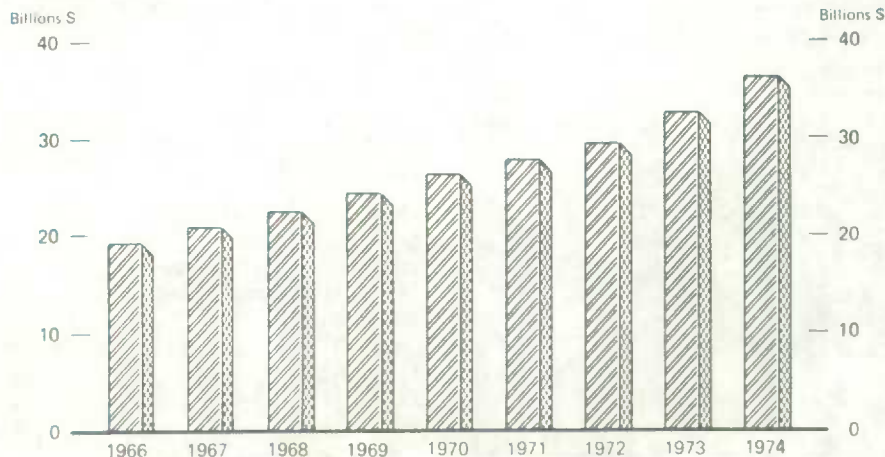
#### SALES

Department Store Sales (\$ million)	July 509.0	3,250.4	14.8
Manufacturers' Shipments (\$ million)	July 7,554p	56,471	13.6
New Motor Vehicle Sales (\$ million)	Aug.* 569.0	5,252.4	12.0
Retail Sales (\$ million)	Aug.* 4,679	36,199	13.4
Wholesale Sales (\$ million)	July 4,208	28,841	11.6

Statistics are not seasonally adjusted. p - preliminary. r - revised. \* - new this week.

### Foreign Direct Investment in Canada

(Year-ends 1966-1974)



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



## The Labour Force

Canada's seasonally-adjusted unemployment rate edged up to 7.3% in September from 7.2% in August.

Last month the unemployment rate for men 25 years of age and over declined to 4.3% from 4.4% in August while for women 25 and over it went up to 7.8% from 6.9%. For persons aged 15 to 24, the unemployment rate dropped to 11.9% from 12.7%.

Between August and September, the seasonally-adjusted participation rate — percentage of the population 15 and over included in the labour force — decreased to 61.2% from 61.3%.

On an actual basis, the number of persons employed decreased to 9.69 million in September from 10.06 million in August but was up from 9.51 million in September 1975.

The actual unemployment total was 670,000 or 6.5% of the 10.36 million included in the labour force last month. By province, unemployment rates were: Newfoundland, 11.9%; Nova Scotia, 9.4%; New Brunswick, 9.4%; Quebec, 8.8%; British Columbia, 7.7%; Prince Edward Island, 7.3%; Ontario, 5.2%; Manitoba, 4.1%; Alberta, 3.2%; and Saskatchewan, 2.9%.

For further information, order the September 1976 issue of *The Labour Force* (71-001, 55¢/\$5.50).

## Help-Wanted Index

(1969=100)

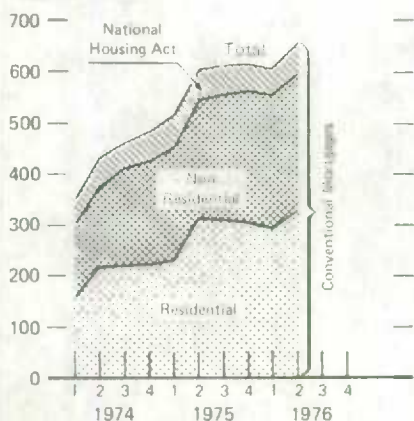
The seasonally-adjusted help-wanted index rose to 155 in the third quarter of 1976, up 5% from the previous quarter. All regions of Canada shared in the increase; the Atlantic Region reported the largest gain (11%).

In comparison with the third quarter of 1975, the index showed a decline of 8%. Decreases were recorded in all regions except the Prairie Region.

For further information, contact George Fincham (613-992-7461), Labour Division, Statistics Canada, Ottawa K1A 0V1.

## Mortgage Investment Trust Corporations

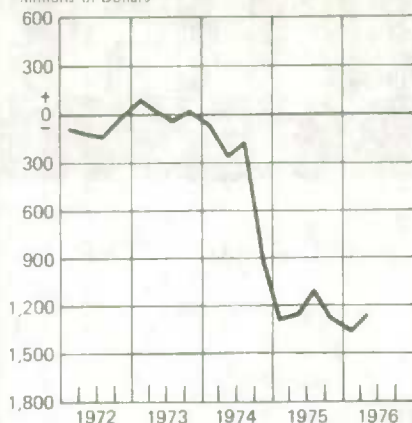
Quarterly Statements of Mortgages Outstanding  
Millions of Dollars



Source: Financial Institutions, Financial Statistics (61-006)

## Canadian Balance of International Payments

Current Account — Seasonally Adjusted  
Millions of Dollars



Source: Quarterly Estimates of the Canadian Balance of International Payments (67-001)

## General Wholesale Price Index

(1935-39=100)

The general wholesale price index decreased 0.7% in August to 513.5 from 517.1 (revised) in July but was still up 2.7% from the August 1975 level of 500.2. Four of the eight major groups included in the total index were higher while four declined.

The vegetable products group index dropped 4.1% in August with prices for potatoes down 13.6%, sugar and its products down 13.0%, grains down 11.2% and vegetable oil products down 5.0%. The non-ferrous metals index decreased 1.1% reflecting price declines for silver (-11.2%), gold (-6.8%) and tin (-4.6%). Animal products were down 0.6% on lower prices for furs (-5.1%), fresh meats (-2.8%) and livestock (-2.7%).

The wood products index advanced 1.3% from July with price increases for spruce (6.2%) and fir (1.9%). Textile products rose 0.6% due to increases for raw cotton (4.5%) and domestic wool (1.4%).

Over the 12 months from August 1975, the major group indexes showed the following percentage changes:

- Textile products, 12.1%; iron products, 10.3%; non-metallic minerals, 8.5%; non-ferrous metals including gold, 6.9%; wood products, 6.7%; chemical products, 1.7%; animal products, -1.7%; and vegetable products, -8.9%.

For further information, order the August 1976 issue of *Prices and Price Indexes* (62-002, 55¢/\$5.50).

## Control of Manufacturing

Limited details on the domestic and foreign control of manufacturing establishments in 1972 are available on request for selected individual industries. Inquiries should be directed to H.D. Potter (613-992-9654), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

Summary tabulations will be issued later in *Domestic and Foreign Control of Manufacturing Establishments in Canada, 1972* (31-401).

## Inventories, Shipments and Orders in Manufacturing Industries

Manufacturers' seasonally-adjusted new orders in August were estimated at \$8.87 billion, up 10.3% from \$7.86 billion (revised) in July. New orders for durable goods jumped 22.0% to \$4.22 billion — largely due to significantly-higher orders in the automobile and related industries — while those for non-durable goods increased 1.0% to \$4.45 billion.

The backlog of unfilled orders in all manufacturing industries in August, seasonally adjusted, was estimated at \$9.56 billion, up 0.4% from the previous month.

Total inventory owned by manufacturers, seasonally adjusted, was 0.2% lower at \$16.34 billion.

The seasonally-adjusted ratio of total inventory owned — to shipments declined to 1.89:1 in August from 2.05:1 in July while the finished products — to shipments ratio dropped to 0.64:1 from 0.70:1.

Manufacturers' shipments in August, seasonally adjusted, were estimated at \$8.63 billion, an increase of 7.9% from July.

Not adjusted for seasonal variation, manufacturers' shipments in August at an estimated \$7.97 billion showed an increase of 15.0% from a year earlier. Cumulative shipments for the first eight months of 1976 totalled \$64.34 billion, up 13.6% from \$56.63 billion in January-August 1975.

For further information, order the August 1976 issue of *Inventories, Shipments and Orders in Manufacturing Industries* (31-001, 55¢/\$5.50), or contact H.D. Wightman (613-996-7008), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

## Sales Financing, 1975

Companies engaged in sales financing activities purchased \$2,601.6 million of finance paper in 1975, up 0.8% from 1974. The total comprised \$1,041.3 million for consumer goods paper and \$1,560.3 million for commercial goods paper.

Balances outstanding of sales financing companies reached a record level of \$3,235.8 million at year-end 1975, an increase of 6.5% from December 31, 1974.

For further information, order *Sales Financing, 1975* (63-211, \$1.05). Advance details may be obtained from the Retail Trade Section (613-996-9304), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

## HOW TO ORDER

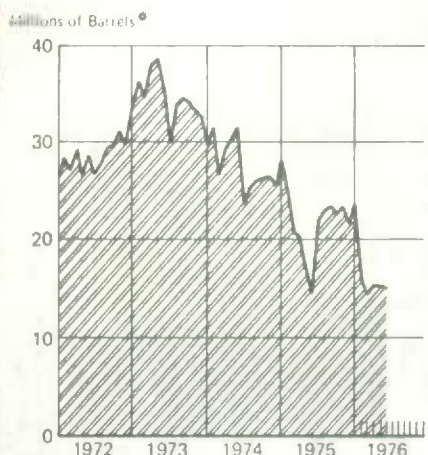
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### Canadian Exports of Crude Petroleum to the United States



\* Barrels of 35 Canadian Gallons  
Source: Exports by Commodities (65-004)

### Farm Cash Receipts

Farmers' cash receipts from farming operations in all provinces except Newfoundland totalled an estimated \$6,452.5 million in the January-August period of 1976, up 1.1% from \$6,383.5 million in the corresponding period of 1975.

These estimates include: cash receipts from the sale of farm products; Canadian Wheat Board participation payments on previous years' grain crops; cash advances on farm-stored grains in Western Canada; and deficiency payments made by the Agricultural Stabilization Board. No deduction was made for the cost incurred by farmers in the production of the commodities sold.

Total payments made to farmers in the first eight months of 1976, by province and with year-earlier figures in brackets:

- Ontario, \$1,672.5 million (\$1,586.9 million); Saskatchewan \$1,659.6 million (\$1,809.0 million); Alberta, \$1,195.5 million (\$1,179.3 million); Quebec, \$892.6 million (\$818.8 million); Manitoba, \$567.1 million (\$575.5 million); British Columbia, \$246.2 million (\$240.9 million); Nova Scotia, \$79.0 million (\$69.3 million); New Brunswick, \$74.8 million (\$57.1 million); and Prince Edward Island, \$65.2 million (\$46.7 million).

For further information, order the August 1976 issue of *Farm Cash Receipts* (21-001, 30¢/\$3).

### THESE REPORTS SCHEDULED FOR COMING TWO WEEKS

Consumer Price Indexes for Regional Cities, September

Department Store Sales and Stocks, August

Real Domestic Product, August

Summary of Foreign Trade, September

### Department Store Sales by Regions

Department store sales rose to \$487.3 million in August, up 6.0% from a year earlier. Increases were recorded in all regions of Canada except Manitoba.

Department store sales by regions for the latest month, with percentage changes from August 1975 in brackets:

- Ontario, \$173.3 million (4.1%); Quebec, \$93.7 million (11.4%); British Columbia, \$81.8 million (6.9%); Alberta, \$65.3 million (7.4%); Atlantic Provinces, \$31.8 million (3.9%); Manitoba, \$28.2 million (-0.4%); and Saskatchewan, \$13.3 million (1.0%).

For further information, order the August 1976 issue of *Department Store Sales by Regions* (63-004, \$1.50 per year).

### Farm Implement Sales

Sales of farm implements and equipment for January to August 1976 were valued at \$766.4 million (dealers' cost), up 25.9% from \$608.5 million in the first eight months of 1975.

Sales of repair parts for farm equipment rose 4.6% in the latest period to \$110.8 million.

For further information, order the August 1976 issue of *Farm Implement and Equipment Sales* (63-009, 15¢/\$1.50), or contact Y. Lebel (613-996-9307), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

### Electric Power Statistics

Net generation of electricity in Canada increased 4.8% in August to 21.7 terawatt hours from 20.7 TW.h a year earlier.

Hydro generation rose 7.4% in the latest month; thermal production decreased 1.8%.

For further information, order the August 1976 issue of *Electric Power Statistics* (57-001, 30¢/\$3), or contact David Madsen (613-992-4021), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

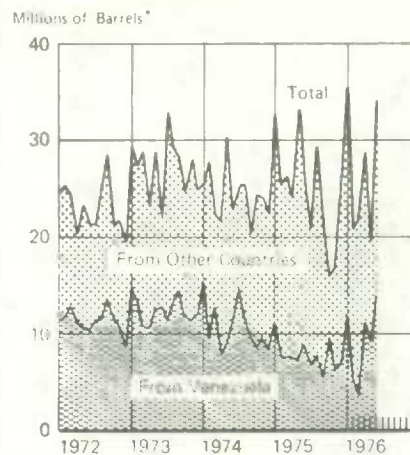
### Mineral Production

Canadian production of primary metals in August and 1976 to date, with comparable 1975 figures in brackets:

- Gold, 135,170 troy ounces (126,432) — 1,105,514 troy ounces (1,072,460);
- Silver, 3,037,012 troy ounces (4,088,350) — 27,406,467 troy ounces (26,378,905);
- Copper, 65,649 short tons (64,038) — 519,851 short tons (530,993);
- Nickel, 19,454 short tons (20,169) — 175,633 short tons (186,582);
- Refined lead, 2,071 short tons (4,144) — 124,663 short tons (120,216);
- Refined zinc, 28,718 short tons (18,071) — 328,085 short tons (310,146).

For further information, order the August 1976 issues of: *Gold Production* (26-004, 15¢/\$1.50); *Silver, Lead and Zinc Production* (26-008, 15¢/\$1.50); and *Copper and Nickel Production* (26-003, 15¢/\$1.50); or contact Art Symons (613-992-0491), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

### Canadian Imports of Crude Petroleum



\* Barrels of 35 Canadian Gallons  
Source: Imports by Commodities (65-007)

### New Motor Vehicle Sales

Retail sales of new motor vehicles totalled 95,851 units in August, down 3.9% from a year earlier. Total sales value increased 2.1% to \$569.0 million.

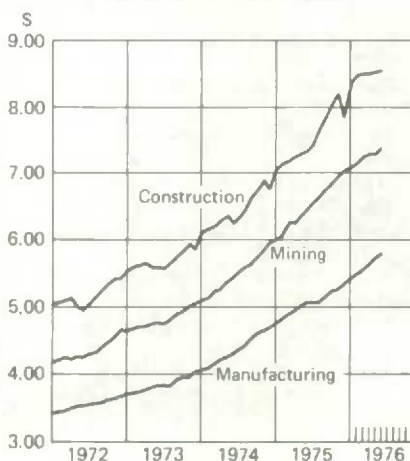
Sales of passenger cars produced in Canada and the United States decreased 6.2% to 55,403 units and those of overseas-manufactured automobiles declined 3.7% to 13,552 units.

Commercial vehicles sales in August rose 0.8% from a year earlier to 26,896 units; included were 25,847 produced in Canada and the U.S. (up 2.1%) and 1,049 manufactured overseas (down 22.4%).

For the first eight months of 1976, sales of new motor vehicles reached 883,514 units with an accumulated value of \$5,252.4 million. This represents an increase of 1.8% in units and 12.0% in value compared with sales for January-August 1975.

For further information, order the August 1976 issue of *New Motor Vehicle Sales* (63-007, 30¢/\$3), or contact M. Kwilecki (613-996-9304), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V6.

### Average Hourly Earnings in Canadian Industry



Source: Employment, Earnings and Hours (72-002)



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## THESE PUBLICATIONS RELEASED OCTOBER 7 — 13

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