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Weekly Bulletin

November 16, 1979

## Labour Force

October employment rose 4.3% to 10,591,000 from 10,150,000 a year earlier. Unemployment was 743,000 compared with 788,000, down 5.7%. The unemployment rate was 6.6 and the participation rate 63.7 (7.2 and 62.6 last year). The employment/population ratio: 59.5 compared with 58.1.

Seasonally adjusted, the employment level was 10,505,000, up 70,000 from September (37,000 for women 25 and over, 18,000 for women 15-24, 12,000 for men 15-24 and 3,000 for men 25 and over). Main gainers: Ontario (29,000), Québec (20,000) and British Columbia (12,000).

The seasonally-adjusted unemployment level was 843,000 in October, up 49,000 from September (25,000 for men 15-24, 18,000 for women 25 years and over, 4,000 for women 15-24 and 2,000 for men 25 and over). British Columbia showed a decline, the level increasing 31,000 in Ontario and 15,000 in Québec (little or no change in other provinces).

The seasonally-adjusted unemployment rate was 7.4 in October, up 0.3 from September.

For further information, order the November 1979 issue of *Labour Force* (71-001, \$3.50/\$35), or contact Rick Baxter (613-992-9543), Labour Force Survey, Statistics Canada, Ottawa K1A 0T6.

## Telephone Statistics

Thirteen major telephone systems' revenues, September: \$428.5 million, up 10.3% from a year earlier.

Operating expenses: \$291.1 million, up 23.8%. Net operating revenue: \$137.4 million, down 10.4%. Toll messages rose 8.7% (100.4 million).

For further information, order *Telephone Statistics, September 1979* (56-002, \$1.50/\$15), or contact J.R. Slattery (613-996-9271), Transportation and Communications Division, Statistics Canada, Ottawa K1A 0T6.

## Steel/Pig Iron

Steel ingots production, for the month of October: 1,534,850 short tons (1 392 392 t). Pig iron: 1,010,923 short tons (917 094 t).

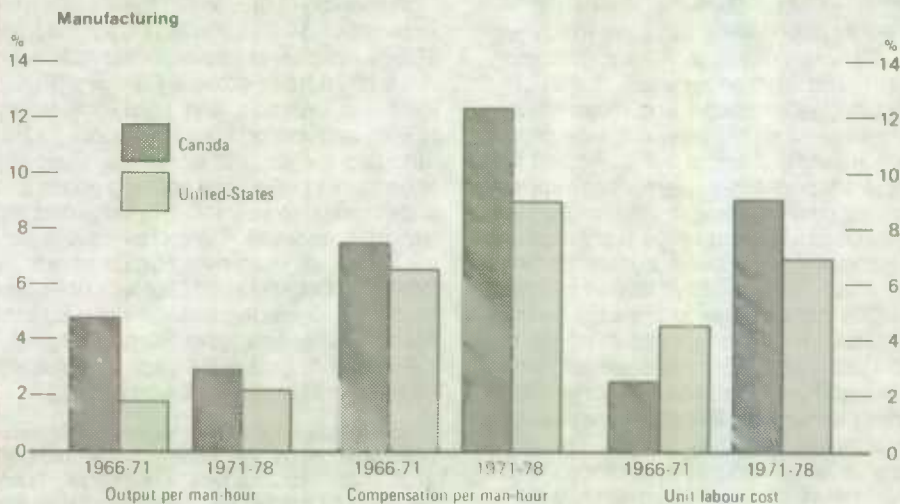
For further information, order the October 1979 issue of *Steel Ingots and Pig Iron* (41-001, \$1.50/\$15), or contact J.L. Barnes (613-992-0388), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V3.

## LATEST MONTHLY STATISTICS

			Previous Month	% Change From Year Ago
<b>EMPLOYMENT, INCOME</b>				
Average Weekly Earnings (\$)	Aug.	291.19p	290.77p	9.0
Labour Income (\$ million)	July	12,130.7p	12,373r	10.5
Persons with Jobs (million)	Oct.*	10.59	10.53	4.3
Unemployed	Oct.*	743,000	719,000	-5.7
<b>INVENTORIES</b>				
Department Store (\$ million)	July	2,385.0p	2,227.9p	19.2
Manufacturers' Owned (\$ million)	Aug.	23,876.9p	23,393.5r	22.0
Wholesale (\$ million)	Aug.	10,282.7p	10,421.1r	25.2
<b>ORDERS</b>				
Manufacturers' New Orders (\$ million)	Aug.	12,558.1p	11,684.8r	20.8
Manufacturers' Unfilled Orders (\$ million)	Aug.	16,871.1p	16,508.7r	35.3
<b>PRICES</b>				
Consumer Price Index (1971=100)	Sept.	194.5	192.8	9.6
Non-food (CPI) Component	Sept.	180.1	178.2	8.6
New House Price Index (1976=100)	Sept.	111.4	110.6	4.1
22-city Composite Wage, Building (1971=100)	Aug.*	230.2	230.2	6.6
Industry Selling Price Index (1971=100)	Sept.	222.1p	218.9r	14.5
<b>CONSTRUCTION</b>				
Building Permits (\$ million)	Aug.	1,440.5	9,098.2	7.4
Housing Starts — Urban Centres (units)	Sept.	12,742	107,851	-19.0
<b>ENERGY</b>				
Coal Production (thousand metric tonnes)	Aug.	2 567.1	21 613.5	9.8
Electricity Generation (terawatt hours)	Aug.	26.8	232.4	5.8
Natural Gas Production (million cubic metres)	July*	7 950.2	62 400.2	8.6
Petroleum Refining (million cubic metres)	Aug.	10.17p	75.84p	9.5
<b>FOREIGN TRADE</b>				
Exports — Customs Basis (\$ million)	Sept.	5,627.5p	46,574.6p	21.8
Imports — Customs Basis (\$ million)	Sept.	4,811.6p	45,849.7p	27.5
<b>PRODUCTION</b>				
Steel (ingots — thousand metric tonnes)	Oct.*	1 392.4p	13 101.9	5.5
<b>SALES</b>				
Department Store Sales (\$ million)	Sept.	722.4p	5,558.5p	10.9
Manufacturers' Shipments (\$ million)	Aug.	12,195.8p	82,105.4r	18.9
New Motor Vehicle Sales (\$ million)	Sept.	830.2	8,676.1	18.2
Retail Sales (\$ million)	Aug.	6,706.5p	48,948.1p	13.2
Wholesale Sales (\$ million)	Aug.	6,698.0p	49,106.7p	21.7

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

## Canada — United States Comparisons, Average Annual Rate of Growth



Source: Aggregate productivity measures, 1946-1978 (14-201)



## Trade — September Imports

A commodity analysis of imports (seasonally adjusted) on a Customs basis shows the end product and fabricated materials sections experienced significant declines in September. Imports of crude materials and food, feed, beverages and tobacco increased. End product imports declined 7.8% or \$259 million to \$3.07 billion. Most major commodities in this section posted declines except for passenger car imports which rose 35% to \$431 million and trucks (8.2% to \$165 million). Imports of both industrial and agricultural machinery declined over 9% to \$507 million and \$209 million after large increases in the previous month. Motor vehicle parts fell 7.4% to \$598 million, aircraft and other transportation equipment 16% to \$172 million, communication equipment 9.4% to \$159 million, computers and office equipment 13% to \$94 million and other equipment and tools 5.5% to \$288 million. Apparel and footwear and other personal and household goods declined more than 16% to \$95 million and \$102 million. Fabricated material imports declined 7.3% or \$75 million to \$954 million. All major commodities declined: chemicals 7.5% to \$245 million, non-ferrous metals 19% to \$102 million, textiles 9.1% to \$110 million, hardware and other metal fabricated basic products 11% to \$83 million and wood and paper imports declined 10% to \$79 million. Iron and steel imports: down slightly to \$157 million. Imports of crude materials: up 16% or \$116 million to \$831 million. Imports of energy-related commodities declined: coal 40% to \$72 million, crude oil 9.2% to \$393 million. Food, feed, beverages and tobacco advanced 2.8% or \$10 million to \$354 million: fruits and vegetables, 12% to \$135 million, meat imports 10% to \$26 million but cocoa, chocolate, coffee and tea down 15% to \$51 million.

### Positive Growth Signaled

In the short term, all sections showed positive growth in July. The end product trend cycle advanced 0.6% following an increase of 0.4% in June and a slight decline in May. Showing strength in the May-July period were industrial machinery (up 3.3% in July), agricultural machinery (5.3%) and passenger cars (1.2%). The trend cycles for trucks and motor vehicle parts showed significantly negative growth rates in July (2.2% and 3.3%). Aircraft and other transportation equipment and apparel showed positive though declining growth rates. Computer and office machines and household goods trend cycles declined less than 1% in July following small, negative growth rates in previous months. The fabricated material trend cycle increased 1.3% in July after increases of 1.4% in May and June. A number of commodities within this section exhibited a weakening trend in the May-July period. The trend cycle for wood and paper declined 0.2% in July, textiles 0.1% and chemicals 0.4%. In July, the trend cycle for iron and steel continued its strong growth of over 5%

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shown in the previous two months. Non-ferrous metals advanced 1.1% after larger growth rates in May and June. The crude material trend cycle advanced 6.7% in July, from 4.2% in June and 0.7% in May. Crude oil and coal contributed in July to this strength, advancing 4.2% and 6.4%. Food, feed, beverages and tobacco was up 1.0% in July following advances of 0.7% in June and 0.5% in May. Within this section, the meat trend cycle declined 6.3% in July, fruits and vegetables advanced 0.5% after negative growth in the previous two months and cocoa, coffee, chocolate and tea increased 1.5% in July.

For further information on area and commodity trade, order the September 1979 issue of *Summary of External Trade* (65-001, \$3/\$30).

## Retail Trade

September retail trade reached \$6,388.5 million, up 5.6% from 1978. Sales increased in 24 of 28 trade groups with jewellery stores (14.9%) and service stations (14.6%) recording the largest increases. Largest sales decreases were in specialty shoe stores (17.3%) and general merchandise stores (6.3%). All provinces except Prince Edward Island (down 11.5%) and Manitoba (7.3%) reported increased sales, from 14.1% for Alberta to 1.6% for New Brunswick. Montréal sales rose 8.7%, Toronto 1.6% and Vancouver 8.2%, Winnipeg declined 5.6%.

Seasonally-adjusted retail sales for September: \$6,703.3 million, up 2.1% from \$6,566.7 million in August. Sales increased in 14 of 28 trade groups. Garages (7.0%), furniture, TV, radio and appliance stores (6.8%) and motor vehicle dealers (5.1%) recorded the largest increases. Specialty shoe store (11.6%) and sporting goods and accessories stores (10.7%) recorded the largest decreases. Eight provinces reported increased sales over August, from 5.0% for British Columbia to 0.5% for Québec and Manitoba. Sales decreases: Prince Edward Island (3.4%), and Nova Scotia (4.8%).

Revised August retail trade, unadjusted: \$6,697.3 million, up 15.4% from 1978.

For further information, order the September 1979 issue of *Retail Trade* (63-005, \$3.50/\$35), or contact the Retail Trade Section (613-996-9304), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

## Shoe Stores, 1977 — Analysis

Reports to assist businesses measure performance now include *Operating Results — Retail Shoe Stores, 1977* (other: *Men's Retail Clothing Stores, 1974*; *Independent Women's Retail Clothing Stores, 1975* and *Independent Retail Hardware Stores, 1976*).

The just-published study on retail shoe stores summarizes the results of about 500 unincorporated, 500 incorporated and 39 chain-store firms, with mean and median data on key business costs and profit-and-loss items as a proportion of net sales (by region and selected sales size for unincorporated and incorporated firms). Data for chain store organizations are reported at the total, all-sales size and national level only.

Categories of information reported: net sales; opening inventory; purchases; closing inventory; cost of goods sold; gross profit; employee salaries and wages; employee benefits; property taxes; rent; business taxes, permits and licences; insurance; interest, exchange and bank charges; depreciation; advertising; repairs and maintenance; legal and auditing fees; office and store supplies; telephone, heat, light and water; delivery, express and freight; travel and entertainment; all other expenses; total, all expenses; and net profit.

Any or all of the studies will be of particular interest to retail merchants, manufacturers, wholesale suppliers, banks, trust companies and other financial institutions, accounting offices, trustees in bankruptcy, government departments, business schools and others who monitor the operations of the businesses in the merchandising and services sector.

Order *Operating Results — Retail Shoe Stores, 1977* (Catalogue 63-606, \$6 in Canada, \$7.20 elsewhere), *Men's Retail Clothing Stores, 1974* (Catalogue 63-603, 70¢ in Canada, 85¢ elsewhere), *Independent Women's Retail Clothing Stores, 1975* (Catalogue 63-604, 70¢ in Canada, 85¢ elsewhere), *Independent Retail Hardware Stores, 1976* (Catalogue 63-605, 70¢ in Canada, 85¢ elsewhere). Further information is available from D. Van Luven (613-995-4198), Analysis and Development Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

## Department Store Sales

September sales totalled \$722.4 million. Increased 3.3% from a year earlier, sales were up in all regions bar Ontario, Manitoba and the Atlantic provinces.

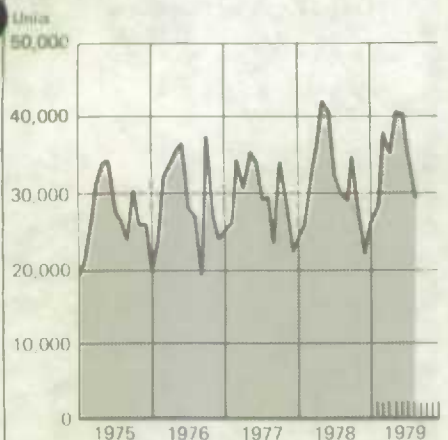
Department store sales by regions, with percentage changes from 1978 in brackets:

- Ontario, \$256.4 million (-0.2%);
- Québec, \$137.6 million (1.7%);
- British Columbia, \$124.8 million (10.8%);
- Alberta, \$98.8 million (11.1%);
- Atlantic provinces, \$44.0 million (-2.0%);
- Manitoba, \$40.5 million (-3.7%);
- Saskatchewan, \$20.3 million (7.0%).

For further information, order the September 1979 issue of *Department Store Sales by Regions* (63-004, \$1.50/\$15).



### Sales of New Commercial Vehicles



Source: New Motor Vehicle Sales (63-007)

### Crude Petroleum/Natural Gas

Crude petroleum production, July, averaged 254 700 cubic metres/day (1,602,500 barrels/day), up 25.7% from 202 600 (1,275,100) in 1978. Net new production of natural gas averaged 256 500 000 cubic metres/day (9,053,200 thousand cubic feet/day), up 7.7% from 238 000 000 (8,402,600,000).

For further information, order the July 1979 issue of *Crude Petroleum and Natural Gas Production* (26-006, \$2.50/\$25), or contact G. Klichen (613-992-4021), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

### Phonograph Records/Tapes

Manufacturers produced 8,798,408 phonograph records in September (8,574,139 in 1978). Pre-recorded 8-track cartridges and cassettes fell to 2,319,638 from 2,422,449.

For further information, order the September 1979 issue of *Phonograph Records and Pre-recorded Tapes in Canada* (47-004, \$2.50/\$10), or contact G. Elliot (613-992-2231), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

### Recording Industry, 1978

Preliminary results from a limited number of returns show that 42 companies released 2,031 new singles and 2,700 new albums during 1978. Net sales at first point of delivery: \$202.5 million (discs/tapes manufactured in Canada).

For further information, contact Bob Anderson (613-593-6862), Education, Science and Culture Division, Statistics Canada, Ottawa K1A 0T6.

### Coal Statistics

August coal production rose 0.4% to 2 567 088 t from 2 557 421 a year earlier. Eight months' production: 21 613 479 t, up 9.8%.

For further information, order the August 1979 issue of *Coal and Coke Statistics* (45-002, \$2.50/\$25), or contact Dave Madsen (613-992-4021), Energy Section, MAPID, Statistics Canada, Ottawa K1A 0T6.

### Canada And The 1977 International Statistical Year

Every two years, the Science and Technology Indicators Unit of the Organization for Economic Co-operation and Development (OECD) sends member countries a questionnaire on research and development expenditures and personnel. These years are referred to as an International Statistical Year or ISY (six so far: 1963, 1967, 1969, 1971, 1973, 1975). Data supplied by countries through this survey provide the international statistics most commonly used by the heavily industrialized countries.

By completing a standard questionnaire and using the recommendations of the OECD manual for R & D statistics (the "Frascati" Manual), member countries provide the OECD with fairly comparable data.

These data are edited by statisticians of the Science and Technology Indicators Unit, incorporated in their data bank and released in standardized tables and notes.

Statistics are first published in sets of national tables, the sets being released as each country's questionnaire is received and the data verified.

For the 1975 ISY, the set of tables for the earliest country was released in October 1977 and the sets for the latest countries were published in June 1978.

A few summary tables with data for all countries received up to then are contained in each set of national tables; another publication is normally through the semi-annual *Science Resources Newsletter*.

The final OECD publication of ISY data is a volume released after all the national sets of tables have been published. The Canadian response for the 1977 ISY has just been completed (total intramural expenditures, R & D, 1977: \$1,976.0 million).

It was prepared by the Science Statistics Centre, a unit of Statistics Canada located within the Ministry of State for Science and Technology.

Normally the questionnaire is returned in the spring but compilation of the results of the survey of industrial R & D was late this year and delayed the completion of the OECD questionnaire.

For further information, order *Science Statistics Service Bulletin* (Vol. 3, No. 9, 13-003, \$1.50/\$15).

### Rubber Production

September production, rubber, rose to 50,165,000lbs (22 754 000 kg) from 49,570,000 (22 484 000) in 1978.

For further information, order the September 1979 issue of *Production, Consumption and Inventories of Rubber* (33-003, \$1.50/\$15), or contact G. Elliot (613-992-2231), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

### Sugar Sales

Sugar refineries, October, report sales of 98 574 100 kg (217,318,727lbs) of all types of sugar, 89 172 786 kg (196,592,374lbs) in domestic sales and 9 401 314 kg (20,726,353lbs) in export sales.

For further information, contact R.E. Ralph (613-992-8619), Manufacturing and Primary Industries Division, Statistics Canada.

### Education Price Index — Elementary-Secondary Level

Based on estimates, expenditures on elementary-secondary education totalled more than \$12 billion in 1978-79. This represents an increase of approximately 95% over 1973-74 in spite of a constant decrease in enrolment. To permit more complete analysis, several organizations have recommended the construction of an Education Price Index. Notable among these are the Canadian School Trustees Association (CSTA) and the OECD in its report published in 1976 on education in Canada.

In response, the Education, Science and Culture Division, in consultation with Prices Division, undertook the construction of an index at the elementary-secondary level. The data are available by province for the years 1973 to 1978 (1973=100, total Canada 1978: 170.2).

This Index measures the changes in price of a fixed quantity of goods and services purchased by school boards, permitting comparison of school board financial statements for various years in constant dollars. Since changes in price are eliminated by using the technique of deflation an analysis of real changes in expenditures can be made. (This analysis should take into account variations in numbers of teachers, their education and experience, as well as the quality and/or the quantity of the other goods and services purchased and all other relevant factors.)

A detailed analysis of school board expenditures deflated by means of the new index at the elementary-secondary level will appear soon.

### Construction of the Index

The methodology decided upon to calculate the index was the subject of wide consultation with eventual users. It is base-weighted — that is, the total price movement is a weighted average of individual components, where weights reflect the relative importance of expenditures in the base period, 1973. The weighting coefficients are derived from the survey on school board financial statistics.

Composed from 13 items grouped into four categories — salaries and wages, instructional supplies, fees and contractual services and school facilities, supplies and services — all of the price data except for teacher's salaries is derived from components of price series already published by Statistics Canada, particularly the Consumer Price Index and the Industry Selling Price Index. The teachers' salaries sub-index was constructed from teachers' salary scales. So that the quantity and mix of teachers do not influence price movement from one year to the next, the distribution of teachers by experience and qualifications was held constant at the base year, 1973.

For further information, order *Education Statistics Service Bulletin* (Vol. 1, No. 1, 81-002, \$1.50/\$15), or contact Yves Dupuis (613-995-9795), Education, Science and Culture Division, Statistics Canada, Ottawa K1A 0T6.





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Education Statistics, Vol. 1, No. 1, Education Price Index Elementary-secondary Level, 1979	81-002	\$1.50/\$15	\$1.80/\$18
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