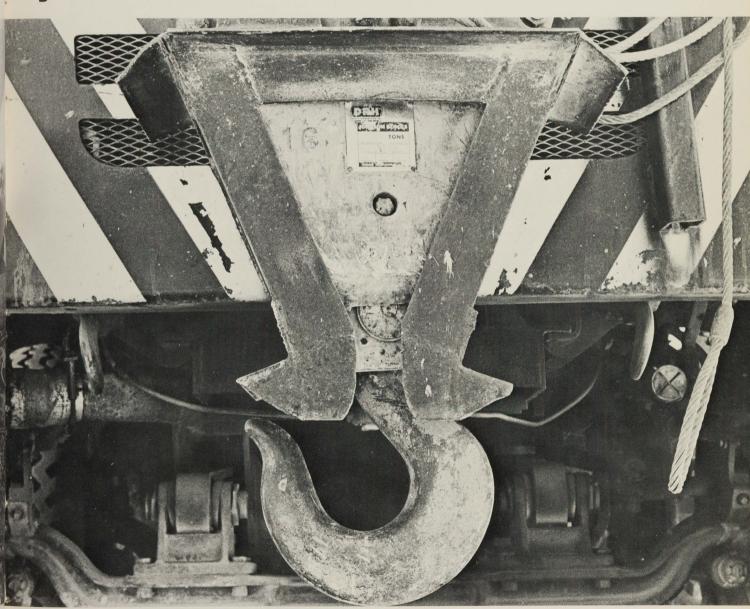
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Inflation and the Cost of Living in Texas

Lorna Monti

Lower housing costs and income taxes make living costs in Texas cities lower than the national average. Nevertheless, inflation hits products Texans buy in national markets. To judge the impact of inflation on the cost of living in Texas, national and regional forces must be separated.

Nationwide Inflation

Inflation figures in March were comforting because they reversed the alarming upswing reported in February; continuation of the February rate would have meant a double-digit annual rate. The essential numbers in the temporary surge of February were those measuring food prices, up 2.3 percent in one month; March figures were up a much smaller 0.5 percent.

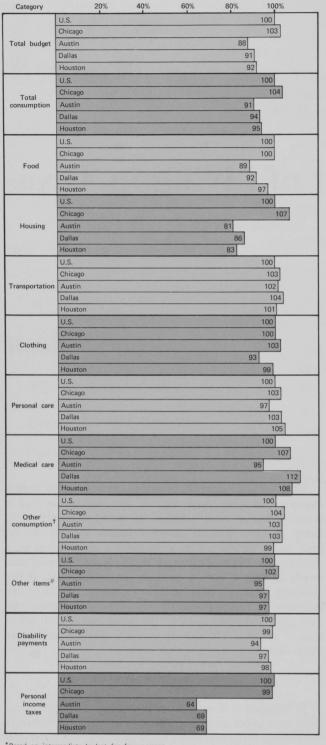
Even after the surge, March food price inflation—at 5.5 percent above the level for March 1976—still lagged overall price inflation, which was 6.4 percent over the same period. A year ago the difference was even more marked, 4.3 percent for food against 6.1 percent overall price inflation from March 1975 to March 1976. The very low month-tomonth inflation rates of early 1976 resulted from actual declines in the food price component of the price index.

What is the interpretation of these numbers? The annual changes over both years were in the neighborhood of 6 percent, despite wide variation in month-to-month price index changes. Radical month-to-month changes in the price index should not be considered a trend unless they continue for five or six months. A simple projection of past trends implies a basic 6 percent rate of inflation. If the economy continues to grow at the rates indicated by recent increases in personal income, industrial production, employment, and housing starts, the figure might rise to more than 7 percent. The overall rate of inflation will affect Texas and the nation in similar ways.

Regional Differences

If inflation is a national phenomenon, how can Texas cities have lower costs of living than cities in the Northeast? Nationwide inflation strikes those products that are traded in national markets, as are most products—lumber, machinery, clothing, and farm products, for example. Regional differences in the cost of living arise primarily from regional differences in prices of products not traded in national markets. Such variations occur in land prices, taxes, and some wages because land, governments, and some workers

Ratio of Family Budgets* for Four U.S. Cities to U.S. Average Budget, 1975



*Based on intermediate budget for four persons.

 † Other family consumption includes the average costs for reading, recreation, tobacco products, alcoholic beverages, education, and miscellaneous expenditures.

 $^{\sharp}\textsc{Other}$ items include allowances for gifts and contributions, life insurance, and occupational expenses.

Source: Calculated from family budget information published by the U.S. Department of Labor, Bureau of Labor Statistics.

do not move from region to region in response to price changes (as most goods do).

The Bureau of Labor Statistics of the U.S. Department of Labor, the official inflation-measuring agency, measures the results of inflation in the United States and Texas in two ways. The most familiar procedure, the consumer price index, is the least reliable for comparisons of national and state conditions. Suppose, for example, that in 1967 a hamburger cost \$.50 in Dallas and \$.75 in New York. In 1977 the same hamburger costs \$.80 in Dallas and \$1.00 in New York. The 1977 hamburger index for Dallas would be 160, and the one for New York would be 133, numbers that reflect the 60 percent increase in the Dallas price and the 33 percent increase in the New York price. What the relative changes fail to reveal is that the Dallas hamburger, despite its 60 percent increase in price, is still the less expensive one. The index measures the changes of prices since 1967 but is silent about the final relative prices in 1977. The hamburger price paradox shows that Dallas has had rapid inflation from low prices but that the inflation nevertheless failed to erase the original price advantage. Consumer price indexes compare prices of hamburgers and other goods and services both in the nation and in certain cities for which consumer price indexes are calculated.

Actual events since 1967 show very little difference in the rates of inflation in Houston, Dallas, and the United States. Inflation was slightly more rapid in Houston but not significantly rapid to erase the original differences between prices in Houston and in the United States. Last year's averages were 170.5 percent of 1967 in the United States, 167.7 percent in Dallas, and 177.4 percent in Houston. National inflation affected Texas and the country similarly.

No category of expenditure has doubled in price in Dallas, a change that is indicated by an index value of over 200. In the United States fuel oil and coal (the only item over 200) reached 250.8 for a 1976 average. In Houston fuel oil and coal reached 264.5, while certain categories of food eaten at home, gas and electricity, and medical care services more than doubled.

The example of the hamburger index warns against the erroneous assumption that the more rapid inflation since 1967 means that Houston is more expensive than the average U.S. city, but where can the person weighing a job offer in Chicago against one in Houston find a true comparison? The second procedure employed by the Bureau of Labor Statistics to measure inflation produces a more reliable comparison of the United States and the three Texas metropolitan areas of Houston, Dallas, and Austin. Why only three? Because these three are cities in which sufficient prices are recorded for the national price index to enable calculation of the cost of living in those cities.

The Bureau of Labor Statistics calculates the cost of living for a hypothetical four-person family in each city for which family budgets are developed. The budgets present dollar costs for cities at a specific time, rather than percentage changes from a past time as in the consumer price indexes. The hypothetical family consists of a 38-year-old employed husband, a wife who is not in the labor force, an 8-year-old girl, and a 13-year-old boy.



Housing costs are one fourth those the family would encounter as renters and three fourths those the family would encounter as homeowners. No real family has expenditures that exactly match those of the hypothetical family. The value of a carefully specified hypothetical family is that the same standard and pattern of living can be priced in many cities.

The Bureau of Labor Statistics publishes budgets for low, middle, and high standards of living. In relation to the U.S. average middle-level budget and the middle-level budget for Chicago (a city close to the national average), Houston, Dallas, and Austin have a cost of living approximately 10 percent below the national average, with slightly more of an advantage for the Austin family and slightly less for those in Dallas and Houston. The biggest difference, the largest contributor to the lower cost of living in Texas cities, is the lower personal income taxes paid by citizens of this state. One reason Texas can operate without a state personal income tax is that oil and gas production taxes contribute approximately one third of state tax revenues. Thus a large contribution to the low cost of living in Texas is made by the special tax situation resulting from the presence of a large oil and gas extraction industry in the state.

In recent years, rising oil and gas prices have more than offset declining production to produce higher state revenues. As production continues the decline already in evidence, revenues will eventually fall and the contribution of the special tax situation to the cost of living in Texas may be erased.

Another reason for low taxes in Texas is lower than average per capita spending on state and local services. Growth and migration from other parts of the country may, however, bring pressures to increase government expenditures and taxes.

The second significant area of lower costs in Texas cities is housing, which includes costs of home ownership. Important regional factors in housing prices are real estate taxes, land, and labor. Materials costs do not differ significantly from area to area because these are products traded on a national market.

In the five-year period from 1971 to 1975, housing prices in Austin increased rapidly to close the original gap between housing prices in Austin and those in Dallas and Houston. Austin grew at a more rapid rate than either

Houston or Dallas during this period, placing pressures on land costs and thus raising housing costs.

The third area of lower costs in Texas cities is food, especially food eaten away from home. Austin, in particular, has low food costs. A basic cost advantage in Texas is low wages in food service industries.

Some prices in Texas cities are higher than the national average. A category called "other consumption" includes reading, recreation, tobacco, alcohol, education, and other miscellaneous expenditures. These products are traded on national markets so the higher prices paid by consumers at some distance from points of manufacture should not be surprising. Medical costs are higher than the national average in both Dallas and Houston but lower in Austin. Clothing is more expensive in Austin than in the nation.

The person who moves from a city with a higher-than-average cost of living to a Texas city with a lower cost of living must expect to confront higher prices in some retail outlets in Texas. The lower tax and housing bills make the difference. If the mover has compensated by purchasing or renting more spacious quarters, little difference will remain. It should also be remembered that the budgets apply to the hypothetical family; the ranking of cities would be different for families with atypical spending habits. The heavy reader who likes to wear high-fashion clothes and who spends little on housing will pay more for this living standard in Texas than in New York. On the other hand, the family whose budget goes almost entirely to housing and food can live much less expensively in Texas than in

Selected Barometers of Texas Business (Indexes—Adjusted for seasonal variation—1967=100)

				Percer	nt change
Index	Mar 1977	Feb 1977	Year-to- date average 1977	Mar 1977 from Feb 1977	Year-to date average 1977 from 1976
Business activity	265.6	258.5	252.8	5	15
Estimated personal income	288.7 ^p	278.1 ^p	278.2	4	13
Bank debits	509.6 _p	479.7 _p	480.3	6	21
Crude oil production Total electric	103.4 ^p	103.2 ^p	103.4		- 5
power use	205.0 ^p	216.9 ^p	208.7	- 5	12
Residential	268.8 ^p 174.1 ^p	311.8 ^p	290.4	- 14	17
Industrial Total industrial production	174.1 ^p	172.2 ^p	169.4	1	13
Urban building	337.5 ^p	290.5 ^p		16	
permits issued	337.5° 392.2°	290.5°	275.7	16	30
New residential New nonresidential (unadjusted)	269.6 ^p	318.8 ^p 272.8 ^p	322.5 229.6	23	36
Total nonfarm employment Manufacturing	148.3 ^p	147.8 ^p	147.8	**	4
employment Average weekly earn-	132.0 ^p	131.6 ^p	131.7	**	4
ings-manufacturing Average weekly hours-	188.7 ^p	187.0 ^p	185.9	1	3
manufacturing	95.3 ^p	95.7 ^p	94.7	**	- 5
Total unemployment	173.1	178.2	179.0	- 3	- 5
Insured unemployment	235.4	243.5	240.5	- 3	- 4

Preliminary.

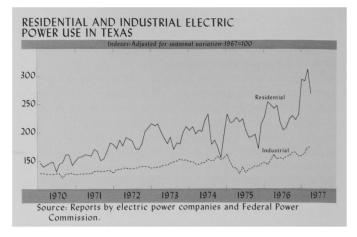
^{**}Change is less than one half of 1 percent.

the Northeast. The families that will experience higher living standards will be those whose income and wages are determined in national markets, mainly professional markets such as that for engineers. Nonprofessional workers in Texas face both lower wages and lower costs so that they gain no advantage.

Future Outlook

What do these three trends of low labor, land, and tax payments imply for future cost of living in Texas cities? If the cities grow, as they show every indication of doing, land costs should rise, although perhaps not to the level in northeastern cities. As oil and gas revenues decline, some form of taxation will replace them, particularly because the state will have to face the problems associated with growth. Some difference in labor costs may be maintained if workers choose to stay in Texas at lower wages.

The present difference between the costs of living in Texas cities and the U.S. average will be partially erased in



the future, particularly if the widely discussed Sun Belt phenomenon (faster growth in Texas and other parts of the South and West) continues. Meanwhile, products from national markets will rise in price at approximately the same rate in Texas as in the nation.

Texas Construction

Charles H. Wurtzebach

Building permit authorizations continued to make significant gains throughout Texas during March. The most recent data reveal that the anticipated recovery from the winter slowdown has certainly begun. During the first quarter of 1977 the value of buildings authorized in all categories increased from the first quarter of 1976. Both the value of total construction authorized and the seasonally adjusted index of total construction reached all-time record levels during March. These high levels resulted primarily from dramatic gains in the residential component of total construction authorized. Although the value of nonresidential authorizations through March increased from the year-earlier level, the March index of nonresidential authorizations actually declined by 1 percent from February 1977 and was considerably below the all-time record high reported during May 1976. Consequently, the overall increase in total authorizations can be attributed primarily to gains in the residential component.

Comparison of activity in the January-March 1977 and January-March 1976 periods reveals how authorization activity varied in the standard metropolitan statistical areas (SMSAs). While the value of total construction authorized throughout the state increased 31 percent, the increase for

reporting areas within SMSAs was 32 percent and outside the Texas SMSAs, 26 percent. The value of nonresidential authorizations increased by 21 percent within the SMSAs and 39 percent outside SMSAs. The statewide increase in the value of nonresidential authorizations was 39 percent. The value of new dwelling units authorized increased by 39 percent on a statewide basis, with gains of 40 and 23 percent for SMSAs and non-SMSA areas. These data reveal that thus far in 1977 nonresidential construction authorizations have been relatively more frequent outside of Texas SMSAs and new dwelling unit authorizations have been relatively more prevalent within Texas SMSAs.

A more detailed examination of the increase in authorizations for new dwelling units reveals additional differences between SMSAs and non-SMSA areas. Again, the data for first quarter 1976 and first quarter 1977 indicate that the value of one-family dwelling unit authorizations has increased 29 percent from the year-earlier period. The level of one-family authorizations within Texas SMSAs increased 30 percent; those outside of SMSAs increased 26 percent. On a unit, rather than value, basis the relationship between SMSAs and non-SMSA areas was fundamentally the same. One-family unit authorizations both for the state and for

the SMSAs increased 19 percent, while similar authorizations outside the SMSAs increased by 14 percent.

In the two-family dwelling unit category the value of authorizations granted during the first quarter of 1977 exceeded the year-earlier value by 21 percent. SMSA authorizations of two-family dwelling units increased 18 percent, and non-SMSA areas reported an increase of 67 percent in that category. On the basis of the number of units authorized in the same category, there was a 21 percent increase on a statewide basis, an 18 percent increase within the SMSAs, and a 63 percent increase outside the SMSAs.

Nearly all of the increase in the apartment building category occurred within the SMSAs. The value of apartment buildings authorized throughout the state during the first quarter of this year exceeded the previous year's level by 90 percent. However, this significant increase was not spread throughout the state as in the one- and two-family categories. Within Texas SMSAs the value of apartment authorizations increased by 97 percent from the 1976 level, while non-SMSA areas reported a 3 percent decline in the value of such authorizations. The relationship was relatively the same on a unit basis, with a 43 percent increase from 1976 in the number of apartment units authorized throughout the state. A 47 percent increase was reported within the SMSAs; a 21 percent decline was reported in non-SMSA areas.

These increases in the value of new dwelling units authorized represent an all-time high. The seasonally adjusted index of residential construction for March 1977 exceeded all levels previously recorded. Furthermore, the relative percentage change in the value of apartment buildings authorized seems, on initial analysis, to be the most significant change in residential categories. However, the estimated value of one-family dwelling units authorized during March totaled \$214,713,000, while apartment authorizations were estimated to be \$66,129,000. As a result, one must be cautious in analyzing the data presented herein. The seemingly strong recovery in the apartment category is indeed significant, but the estimated value (rather than the percentage change) may provide more pertinent information for comparisons with one-family dwelling unit authorization levels. After all, the relative (percentage) increase in the value of apartment authorizations from 1976 is more a function of the low level of activity in this area during 1976 than of the high level of activity this year.

The accompanying data also present a category that does not normally receive much attention. The category of residential additions, alterations, and repairs reflects decisions made by property owners, decisions that are significant enough to require a building authorization. These authorizations cover such construction activity as room additions, major remodeling, and structural repairs. The seasonally adjusted index representing the value of all additions, alterations, and repairs authorized throughout the state reveals a dramatic increase. From February 1977 to March 1977 the aforementioned index increased by 61 percent. The value of such construction authorized during

the first quarter of this year increased 30 percent from the level recorded during the first quarter of 1976. The seasonally adjusted index, indicating the reported value of additions, alterations, and repairs authorized throughout the state, reached an all-time high during March 1977. The level of this index during March also exceeded the average index level for the entire year of 1976 by more than 60 percent.

The implications of the data contained herein are relatively clear. The economic environment predicted earlier in the year has indeed developed and has spurred an expected increase in construction authorizations. The factors that contributed to this environment include continued credit availability at a reasonable interest rate, continued population growth stimulated primarily by migration, a strong state economy, and trends in household composition and formation that indicate an increase in the number of households in which both spouses work.

						++
Estimated	Values	of	Ruilding	Authorized	in	Texas#

			Percent	Percent change		
Classification	Mar ^p 1977	Jan-Mar ^p 1977 of dollars)	Mar 1977 from Feb 1977	Jan-Mar 1977 from Jan-Mar 1976		
	· · · · · · · · · · · · · · · · · · ·					
All Permits	586,653	1,376,494	23 19	31		
New construction	517,314	1,231,653	19	31		
Residential	220 000	720 005	21	20		
(housekeeping)	320,888	729,895	36	38		
One-family dwellings	244,361	562,060	32	29		
Multiple-family		465005	4.7	0.0		
dwellings	76,527	167,835	47	82		
Nonresidential	196,426	501,758	- 1	22		
Hotels, motels, and						
tourist courts	0	1,479	_	- 22		
Amusement buildings	11,095	17,490	217	221		
Churches	6,358	21,523	- 40	88		
Industrial buildings	22,122	56,277	- 9	139		
Garages (commercial						
and private)	3,562	8,870	31	38		
Service stations and						
repair garages	687	1,855	9	- 5		
Hospitals and						
institutions	9,316	38,138	- 47	- 35		
Office-bank buildings	44,997	115,336	- 5	58		
Works and utilities	15,771	20,387	500	- 61		
Educational buildings	21,247	72,051	- 34	2		
Stores and mercantile						
buildings	52,965	126,901	13	68		
Other buildings and						
structures	7,496	21,044	- 15	- 29		
Additions, alterations,	,,,,					
and repairs	69,339	144,841	61	30		
SMSA vs. non-SMSA						
Total SMSA [†]	541,202	1,259,432	24	31		
Central cities	358,739	842,933	27	46		
Outside central cities	182,463	416,499	18	9		
Total non-SMSA	45,451	117,062	11	28		
10,000 to 50,000	15,151	11,002				
population	25,503	68,927	7	36		
Less than 10,000	25,505	00,727		30		
population	19,948	48,135	17	19		
population	17,740	70,133	1 /			

[#]Only building for which permits were issued within the incorporated area of a city is included. Federal contracts and public housing are not included.

Preliminary.

^{**}Change is less than one half of 1 percent.

[†]Standard metropolitan statistical area as defined in 1975 census. Source: Bureau of Business Research in cooperation with the Bureau of the Census, U.S. Department of Commerce.

MEXICO

Some Recent Developments

Calvin P. Blair

Mexico, it is often forgotten, is one of the world's large countries, thirteenth in geographical size and ninth in population. Its gross domestic product of 62 billion dollars makes it the world's eleventh largest economy. Mexico is also one of the world's successful developing countries and heir to a major social revolution. "La Revolución Mexicana" began with ten years of shooting wars. One million Mexicans died, at a time when the population of the country was just 15 millions.

After a phase of revolution and reform, 1910-1940, the Mexican economy for three decades kept real output growing at rates from 6 to 7 percent per year, well ahead of its high population growth rate of 3 to 3.5 percent. The economy underwent a major structural transformation. Agriculture declined in relative importance while expanding rapidly in absolute terms, and manufacturing came to represent 23 percent of the gross domestic product. Modern facilities have been developed in a long list of light manufactures and also in the heavy industries of steel, petroleum, chemicals, electrical energy, machinery, and transport equipment.

The constitution of 1917 established the principle of a "mixed economy," and "Revolutionary" governments have promoted a vigorous entrepreneurial state that intervenes in intricate ways. The state uses a range of fiscal incentives and monetary policy measures, provides public credits in ample amounts, protects internal markets from import competition, and invests in direct government ownership of key firms in energy, steel, fertilizers, petrochemicals, transportation and transport equipment, paper, sugar, and a variety of other products. The entrepreneurial state runs

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some eight hundred parastate enterprises and agencies. It enters into joint public-private capital ventures, even with foreign investors; and it pushes government investment into any area in which private investment appears to be flagging.

Despite much "guidance" of the economy, the Mexican government relies heavily on private initiative, avoids rigid centralized planning, and frequently expresses tender concern for the prejudices of the business sector. The government has kept taxes on income from capital relatively low by world standards, and for extended periods it maintained stable exchange rates and an absence of exchange controls—conditions dear to private investment planners and lenders of funds across international boundaries. Even after floating the peso, the government imposed no formal exchange controls, and capital and earnings can be freely repatriated.

Thirty-six years of impressive development, however, have not rid Mexico of structural problems: massive underemployment, strong pressures of population on the land and in urban centers, a poorly educated labor force, and an income distribution pattern typical of the world's most backward nations. There has been a growing deficit in the current account of the balance of payments, financed by increasing reliance on foreign direct investment and public external debt. Foreign firms, especially of U.S. origin, have become conspicuously important in the export of manufactures, and foreign technology has been widely used.

Recent Developments: 1970-1976

When Luis Echeverría became president of Mexico in 1970, he began a restructuring of the Mexican economy. He intended to redistribute income in favor of labor and

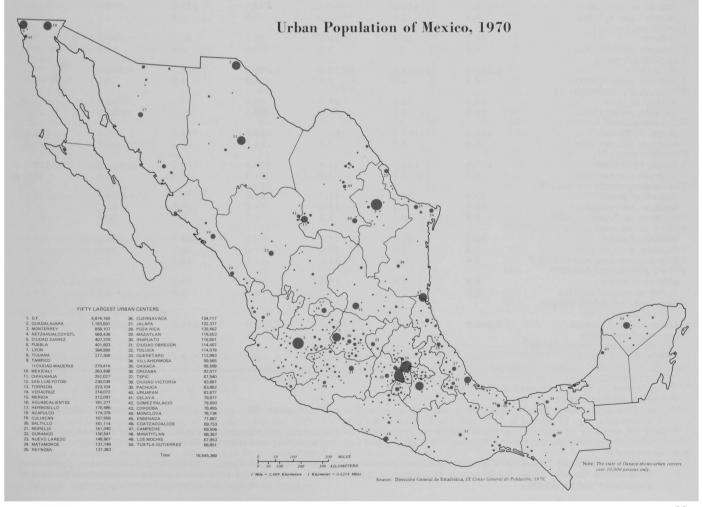
peasants, vastly expand employment opportunities, decentralize industry, improve the balance of payments, diversify Mexico's sources of trade and capital, and reduce dependence on foreign investment and technology. That is a large and complex order, not something that can be achieved in six years. But Echeverría was the most active president in modern times, prodigious in his legislative initiatives and indefatigable in his attempts to do many things at once. His activism, his impatience, his style, and his occasional baiting of the press and the business community earned him a great deal of critical opposition.

His economic policies, however, with a few notable exceptions, were appropriate to the times and included some important measures for long-run change. He created the National Council on Science and Technology, a workers' housing institute, the Mexican Institute for Foreign Trade, and the huge new Metropolitan University. His emphasis was on technical and higher education. Under his administration, Mexico adopted its first agricultural reform law in thirty years, a federal water law, a national agricultural plan, a national indicative plan for science and technology, laws for the regulation of foreign investment and technology transfer, electoral reform, consumer protection, federal control of town and regional planning,

pollution control, and even a general population law that recognizes the wisdom of family planning.

Selected results during the Echeverría administration are impressive: public credits to agriculture increased five-fold; 2.5 million acres were added to irrigated lands; half of all land under cultivation was fertilized; electrical generating capacity doubled, reaching 12 million kilowatts; roadway length almost tripled, reaching 125,000 miles; steel output doubled, totaling 10 million tons per year; crude oil production doubled, totaling over one million barrels per day, and proved reserves expanded to 11 billion barrels. The list is long, and it is a veritable litany to agricultural and industrial development.

Of nearly 400 billion pesos (32 billion dollars) authorized for federal investments in the 1971-1976 period, 36 percent went to industry (petroleum, petrochemicals, electricity, and steel, primarily); 22 percent went to transport and communications; 22 percent went to social welfare facilities, heavy on schools and hospitals; and 17 percent went to agriculture and rural development. Combined current and capital expenditures of the federal government regularly emphasized education, agricultural and industrial development, irrigation, natural resources, and transportation infrastructure. Public sector expenditures by state-



owned "decentralized" agencies were dominated by PEMEX, the electric power companies, the social security agencies, CONASUPO (which supports agricultural prices and subsidizes low-income consumption), and the national railways.

In the inevitable conflict between stability and structural change, Echeverría opted to keep up government spending and employment. The macroeconomic results (shown in table 1) were to keep Mexico's real output expanding under difficult circumstances, but with resultant rapid increases in the money supply, the federal deficit, the current account deficit in the balance of payments, the public foreign debt, and the rate of inflation. One unintended result was the favoring of business profits over labor incomes—though

repeated efforts were made to maintain the latter through upward revisions of minimum wages and the control of some three hundred prices. Because government spending was maintained relative to private spending, the government's share in gross fixed investment rose from 27 percent in 1971 to 42 percent in 1975; total government spending on both capital and current account grew from 13 percent of gross domestic product to 21 percent. One inevitable result was the floating of the peso-but that was long overdue.

From 1970 to 1975 (the last year for which we have reliable estimates), total real output grew at an average annual rate of 5.7 percent and per capita output at 2.2 percent. Real product per person in 1975 (corrected for the

			Table 1				
	Mexi	co: Selected Ec	onomic Indicate	rs, 1970-1976			
	1970	1971	1972	1973	1974	1975	1976
Gross domestic product							
Billions of pesos	418.7	452.4	512.3	619.6	813.7	987.7	1,231.0
Increase, percent/year	11.7	8.0	13.2	20.9	31.3	21.3	24.6
General price level							
GDP deflator, 1970=100	100.0	104.5	110.3	123.9	153.5	178.9	216.5
Increase, percent/year	4.5	4.5	5.6	12.3	23.9	16.5	21.0
Real gross domestic product							
Billions of 1970 pesos	418.7	433.0	464.6	499.9	529.5	552.0	568.6
Increase, percent/year	6.9	3.4	7.3	7.6	5.9	4.2	3.0
Population, midyear	•		,	,.0	0.7		0.0
Millions	50.7	52.4	54.3	56.2	58.1	60.1	62.3
Increase, percent/year	3.5	3.5	3.5	3.5	3.5	3.5	3.5
Real GDP per capita	3.3	5.5	3.3	5.5	3.5	3.3	3.3
1970 pesos	8,258.0	8,263.0	8,556.0	8,895.0	9,114.0	9,185.0	9,127.0
Increase, percent/year	3.3	0.0	3.5	4.0	2.5	0.8	-0.6
Money supply, December 31	3.3	0.0	3.3	4.0	2.3	0.0	- 0.0
Billions of pesos	49.0	53.1	64.3	79.9	97.5	118.3	121.3
Increase, percent/year	10.6	8.4	21.1	24.3	22.0	21.3	27.0
Wholesale prices#	10.0	0.4	21.1	24.3	22.0	21.3	27.0
Index, 1970=100	100.0	103.7	106.7	123.4	151.2	167.1	213.0
Increase, percent/year	5.9	3.7	2.9	15.7	22.5	10.5	27.5
Consumer prices#	3.7	3.7	2.9	15.7	22.5	10.5	21.5
Index, 1970=100	100.0	105.7	111.0	102 (151.2	177.0	212.0
Increase, percent/year	5.2			123.6	151.3	176.8	212.9
Federal government revenues**	5.2	5.7	5.0	11.4	22.4	16.9	20.4
	22.0	26.5	10.0				
Billions of pesos	33.9	36.5	42.3	53.8	72.9	103.1	133.9
Increase, percent/year	12.2	7.7	15.9	27.2	35.5	41.4	29.9
Revenue as percent of GDP	8.1	8.1	8.3	8.7	9.0	10.4	10.9
Federal government expenditures**	40.0						
Billions of pesos	40.2	41.3	59.1	81.2	104.1	145.1	184.9
Increase, percent/year	1.8	2.7	43.1	37.4	28.2	39.4	27.4
Expenditures as percent of GDP	9.6	9.1	11.5	13.1	12.8	14.7	15.0
Federal government deficit**							
Billions of pesos	6.3	4.8	16.8	27.4	31.2	42.0	51.0
Deficit as percent of GDP	1.5	1.1	3.3	4.4	3.8	4.3	4.1
Current account deficit balance of payments							
Millions of U.S. dollars	1,068.0	838.0	916.0	1,415.0	2,876.0	4,057.0	4,060.0
Long-term foreign debt of public sector, December 31 [‡]						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Billions of U.S. dollars	n.a.	3.6	4.2	5.7	8.0	11.6	20.0

^{*} As of September 30.

[†] September 30, 1975, to September 30, 1976.

[#] Indexes for Mexico City.

^{**} Cash flow figures only. Total government spending for consumption and fixed investment are a much higher proportion of GDP than that shown here, e.g., 13 percent in 1971, rising to 21 percent in 1975.

Debt of maturity of one year or more issued or guaranteed by the federal government, plus similar debt of selected government institutions. Does not include any "floating" debt of less than one-year maturity, used largely to finance imports or exports.

Sources: International Monetary Fund, International Financial Statistics, May and August 1976; Banco de México, Indicadores Económicos, October 1976; and Secretaría de Hacienda y Crédito Público. Estimates for 1976 were made by the author on the basis of preliminary and partial data.

overvaluation of the peso) was about 820 dollars, which puts Mexico at the upper levels for "non-oil" underdeveloped countries.

Economic Interdependence

The Mexican economy is dependent upon the United States in profound and intricate ways. That is a source of sensitive feelings on the part of Mexican nationals. It is also sufficient reason for diversifying sources of trade, investment, and technology and for pursuing an independent Mexican stand on international relations.

Mexico sells about 60 percent of its merchandise exports to the United States, buys a somewhat larger fraction of its imports from that source, and runs two thirds of its trade deficit with its giant neighbor (see tables 2 and 3). Mexican business firms also pay over 100 million dollars annually for U.S. patents and other technology, some 150 millions in profits to U.S. direct investors, and nearly 400 millions in interest on loans and credits from U.S. sources. Mexico relies on U.S. customers for 70 percent of its tourist and border sales and makes virtually 100 percent of its similar purchases in the United States. U.S. investors own 72 percent of all direct foreign investment in Mexico. Ninety percent of Mexico's externally funded public debt is denominated in U.S. dollars, and 90 percent of the central bank's foreign exchange reserves are held in dollars.

A veritable invasion of U.S. goods, services, practices, standards, and ideas has occurred. At the operational level,

Table 2

Key Items in U.S. Trade and Payments with Mexico, 1970-1975*

(Millions of dollars)

		(Willions of do	Jilais)			
	1970	1971	1972	1973	1974	1975
Merchandise trade						
Exports to Mexico	1,706	1,619	1,985	2,962	4,860	5,169
Imports from Mexico	-1,223	-1,262	-1,632	-2,307	- 3,391	-3,057
Balance .	483	357	353	655	1,469	2,112
Tourism and transport [†]						
Sales to Mexico	567	618	753	871	1,190	1,542
Purchases from Mexico	- 748	- 930	-1,178	-1,317	- 1,541	-1,715
Balance	- 181	- 312	- 425	- 446	- 351	- 173
Fees and royalties						
Received from Mexico	81	87	80	96	115	137
Paid to Mexico	0	0	0	0	0	0
Income on direct investment						
Received from Mexico	91	123	81	98	112	156
Paid to Mexico	0	0	0	0	- 1	- 1
Balance	91	123	81	98	111	155
Other investment income						
Received from Mexico	166	138	167	234	385	395
Paid to Mexico	- 59	- 29	- 26	- 54	- 120	- 106
Balance	107	109	141	180	265	289
Unilaterial transfers to Mexico						
U.S. government grants, pensions	- 23	- 29	- 36	- 44	- 54	- 58
Private remittances, gifts	- 62	- 63	- 69	- 92	- 102	- 109
Total	- 85	- 92	- 105	- 136	- 156	- 167
Balance on current account**	435	186	33	338	1,343	2,217
U.S. capital flows to Mexico	100					
Direct investment	- 92	- 48	- 73	- 55	- 193	- 31
Other**	- 41	- 28	- 391	- 325	- 1.039	- 1,458
Total	- 133	- 76	- 464	- 380	-1,232	- 1,489
Mexican capital flows to U.S.	133	, 0			7,	-,
Direct investment	0	0	0	- 1	1	4
Other ‡	- 45	- 134	122	505	484	361
Total	- 45	- 134	122	504	485	365
Statistical discrepancy	-10					
and transfer of funds between						
foreign areas	- 282	24	308	- 462	- 596	- 1,093
Change in U.S. official	_ 202	4-1		102		2,070
reserve assets, vis-à-vis	25	0	0	0	0	0
Mexico §	25	0	0	U	U	U

^{*}Credits: exports of goods and services to Mexico; receipts of income on U.S. investments in Mexico; capital inflows (increase in Mexican assets in U.S. or decrease in U.S. assets in Mexico); sale of U.S. monetary gold. Debits (-): imports of goods and services from Mexico; payments of income on Mexican investments in the U.S.; unilateral transfers to Mexico; capital outflows (decrease in Mexican assets in U.S. or increase in U.S. assets in Mexico).

[†]Includes border transactions.

[#]Estimates are net of transfers from Mexico to U.S. residents.

^{**}Goods, services (including income on investments), and unilateral transfers.

Other investments include loans, credits, deposits, and net purchase of securities, both government and private.

[§] This item is included to indicate that the statements summarized here are "balanced"; i.e., the sum of current account, plus capital account, plus statistical discrepancy, plus change in official reserve assets, equals zero. The entry for 1970 represents a sale of gold to Mexico. Changes in Mexico's holdings of U.S. dollars as official reserve assets (which are reserve-related liabilities for the U.S.) are included in line 9, "other" Mexican capital.

Source: Survey of Current Business, June issues, 1973-1976.

Mexican producers have been highly susceptible to the vagaries of U.S. policy or practice: the salinity of the Colorado River threatened Mexican agriculture; Florida tomato growers once prevailed upon U.S. authorities to restrict imports by size of fruit, hurting Mexican exporters; an independent truckers' strike hit Mexican exports heavily, since so many travel over the U.S. highway system; export quotas on scrap once pinched Mexican steel producers; zealous efforts to intercept drugs had the effect of depressing retail trade in border cities; and so on and on.

Mexico lives in apprehension that the United States will suddenly clamp down very hard on migrant labor, both legal and illegal.

If Mexico did not enjoy a surplus on tourist trade with the United States, and if it were not for the receipt of private unilateral remittances of more than 100 million dollars per year (much of which must surely be money sent home by illegal migrants), her current account deficit with her partner would have been about 300 million dollars larger than the 2.2 billions recorded for 1975.

The reciprocal dependence of the United States on Mexico is relatively slight—but still of surprising importance in a few key respects (tables 2 and 4). In 1975 Mexico was the fourth most important customer, taking 4.8 percent of total merchandise exports, and the sixth largest supplier, furnishing 3.1 percent of imports (both exclusive of border trade). However, the trade surplus with Mexico accounted for nearly one fourth of the total U.S. trade surplus of 9 billion dollars in that year. The United States has run a large merchandise trade surplus with Mexico for many consecutive years, even when it has had large net deficits worldwide (e.g., in 1971, 1972, and 1974). As for tourism, only Canada is in Mexico's class for travel either way. In 1975 U.S. tourists did manage to spend in all of Western

Table 3

Some Measures of the Relative Importance of the United States to Mexican Trade and Payments, 1975

Item (Mexico)	Total (millions of dollars)	Approximate U.S. share (percent)
Merchandise exports (FOB)	2,859	60
Merchandise imports (CIF)	6,580	62
Merchandise trade deficit	3,721	67
Tourist and border receipts	2,431	71
Tourist and border expenditures	1,491	100
Tourist and border trade surplus Direct foreign investment in Mexico, book value	940	25
(December 31, 1975) Long-term foreign debt of	4,400	72
public sector (June 30, 1976)	13,331	89*
Foreign exchange reserves (December 31, 1975)	1,214	90 [†]

^{*}Percent of debt payable in U.S. dollars. The rest is payable in marks, francs, pounds, yen, and other currencies.

Europe roughly the same amount they spent in Mexico, but reciprocal purchases by European travelers were not even half of those made by Mexican visitors.

U.S. firms have a very small portion of their direct investments in Mexico and receive an even smaller fraction of their worldwide direct investment income from there. Mexico as a source of income on foreign loans is somewhat more important, relatively.

Border Symbiosis

On a microeconomic level, pairs of sister cities exist in a kind of economic symbiosis on opposite sides of the U.S.-Mexican border. The Mexican city typically furnishes some workers to the agriculture and service trades of the U.S. side. It also acts as entrepôt for goods moving into the Mexican interior, serves as a location for assembly plants (one half of the "twin plant" operation, the other being located on the U.S. side of the border), and draws to its tourist attractions large numbers of U.S. and Canadian travelers who reside temporarily on the U.S. side or spend money there while passing through. Its growing population of Mexican consumers spends heavily on the U.S. side of the border, in the past accounting for anywhere from 10 to 90 percent of the retail sales of individual establishments. The sister city on the U.S. side provides a similar entrepôt as well as expenditure stimuli to its Mexican counterpart, and it often contains the other half of the twin plants. Because of reciprocal influences, each city is larger than could be expected on the basis of geographical setting, natural resource base, or location with respect to its own national markets. The high incomes in Mexican border cities, relative to the rest of Mexico, serve as a strong attraction to inmigration from areas of lesser economic opportunity. Because the number of respondents greatly exceeds the number of jobs, the migration wave continues northward, legally and illegally. The process is facilitated by a network

Table 4

Some Measures of the Relative Importance of Mexico to U.S. Trade and Payments, 1975

Item (United States)	Total (millions of dollars)	Approximate Mexico share (percent)
Merchandise exports (FOB)	107,133	4.8
Merchandise imports (FOB)	98,150	3.1
Merchandise trade surplus	8,983	23.5
Tourism and transport receipts	11,667	13.2
Tourism and transport expenditures	14,170	12.1
Tourism and transport deficit	2,503	6.9
Direct foreign investment, book value		
(December 31, 1975)	133,168	2.4
Income received on direct investment	9,456	1.6
Other investment income received	8,763	4.5
Fees and royalties received	4,285	3.2
Income paid on foreign direct		
investment in U.S.	2,127	0.0
Income paid on other foreign		
investment in U.S.	10,085	1.0

Source: Survey of Current Business, June and August 1976.

Percent held as U.S. dollars. The rest is held in other currencies. Sources: Indicadores Económicos; Survey of Current Business; Secretaría de Hacienda y Crédito Público; and Mauricio de María y Campos, "Política y resultados en materia de inversiones extranjeras," in Suplemento de Comercio Exterior 26 (July 1976): 30.

of family and friendship relations in U.S. border cities and in key interior points: Los Angeles, San Antonio, Chicago.

The migration of Mexican labor is the epitome of economic "rationality," and the income and opportunity differentials are so great that only a garrison state could stop the flow. No one knows how many illegal migrants there are, but one hears guesses, on both sides of the border, ranging from one to six million. Such workers make large positive contributions to U.S. output and significant positive contributions to Mexico's balance of payments. They also make the reduction of unemployment among low-income residents of the United States a larger task; and the elastic supply of labor depresses wages.

Short-run Outlook

On December 1, 1976, Mexico inaugurated a new president, José López Portillo, who made a careful appeal for national unity, incorporated business enterprises into his new "indicative" planning scheme, and adopted budget proposals and minimum wage settlements that indicate a serious effort to reduce inflation.

López Portillo will continue to emphasize the entrepreneurial state; his budget allocates expenditures largely to education and to the key sectors of energy, steel, transport, and workers' housing. His program renews emphasis on the creation of industrial jobs; and his government signed ten accords with 140 business firms in the following areas: petrochemicals, capital goods, "in-bond" plants, tourism, fats and oils, cement, automobile parts and assembly, and mining.

Of special interest is the accord with the *industria* maquiladora, as the in-bond assembly plants are known. The agreement calls for the creation of 175,000 new jobs over six years, investments of 10.5 billion pesos, and an increase in exports from the 480 million dollars estimated for 1975 to a target level of 1.5 billions for 1982. In-bond plants are expected to increase at the rate of 150 per year. The Mexican government is studying appropriate fiscal incentives and promises to negotiate with the U.S. government to improve prospects for reexport of finished textiles.

The floating peso has changed abruptly all relative costs and prices. U.S. goods prices became 60 percent higher, in pesos, and Mexican goods 37.5 percent cheaper in dollars—unless prices in national currencies were changed to offset the depreciation of the peso. Costs in the in-bond plants are competitive again; and, since U.S. demand is recovering, the expansion program is likely to succeed, unless the United States eliminates the special tariff provisions that permit the twin-plant industry to exist (items 806.30 and 807.00 of the U.S. Tariff Schedules).

Much more than in-bond assembly is involved. The Mexican government has long hoped to incorporate into the national economy the border cities, whose isolation from Mexican producers and whose proximity to rich and cheap sources of U.S. goods had made them almost like foreign areas. The new exchange rate and a floating peso offer an opportunity. The Mexican government has an intersecretar-

ial commission to stimulate planning for the development of the northern border, and public credits and tax incentives will be given to producers who "capture" those markets—just as if they were export markets. Along the border, Mexican businessmen have noted an increase in sales of foodstuffs and clothing and a reduction of competition from contraband. Significant new investments are being made, or planned, for retail trade in goods of Mexican origin.

Meanwhile, U.S. border cities have suffered sharp declines in retail trade. (Many of them had reported unseasonal highs in that trade in July and August, as Mexicans spent in anticipation of the peso depreciation; so the 1976 trade year may not have suffered very much.) But cost and price adjustments will have to be made. In some cities, the equivalent of a 10 percent price reduction across-the-board has already taken place with the decision of merchants to accept pesos at eighteen per dollar. The efforts of Mexican producers to capture their own border markets will take time. The variety and quality of U.S. goods are hard to match, especially over the short run. The increase in Mexican incomes that will come with successful promotion of border development will stimulate trade on the U.S. side as well.

Mexico has some prospects for reducing, but not eliminating, its trade deficit with the United States. One problem, however, is the heavy degree of dependence of Mexican output on imported inputs; yet there will be some additional import substitution. The new exchange rate will surely stimulate the tourist trade once U.S. residents realize how attractive prices are. U.S. border cities, as well as the Mexican border and interior, should benefit.

Long-run Outlook

There is no doubt about the long-run viability of the Mexican economy. A number of features give it excellent prospects for high rates of growth: its endowment of energy resources and other minerals; its tourist attractions; its growing and modern industrial sector; its skilled entrepreneurs, both public and private; its increasingly educated cadres of trained technicians; and its possibilities for large internal markets. For either Mexico or the United States, high rates of growth on one side of the border stimulate growth on the other; yet one must remember the grossly one-sided nature of the relationship.

What should the United States do? The general answer is: promote its own recovery and expansion. That is the best help the United States can give Mexico. A second general answer is: help Mexico to finance its resumption of high growth rates by offering loans and by allowing debt restructuring and stretch-out. A third general answer: stimulate Mexico's economy by liberalizing import trade.

On a practical level, the U.S. should do nothing to increase Mexico's trade deficit. One can even hope that the approach to the problem of illegal migrants will be the positive one of job creation.

Local Business Conditions

The following section reports business conditions first by metropolitan areas, second by cities, listed under their counties. Standard metropolitan statistical areas (SMSAs) include one or more entire counties, as shown. All SMSAs are designated as such by the U.S. Bureau of the Census. Population figures are from the 1970 census and 1975 estimates by the Bureau of the Census.

Building permit data are collected from municipalities by the Bureau of Business Research in cooperation with the Bureau of the Census. They represent only building authorizations within city limits and exclude federal contracts and public works projects, such as highways, waterways, and reservoirs. Building statistics for the latest month are subject to revision.

Bank debit statistics for SMSAs and for most central metropolitan cities are collected by the Federal Reserve Bank of Dallas. Most other bank debits figures shown are collected from cooperating banks by the Bureau of Business Research; the published figures represent all banks in the city shown.

Employment estimates include only wage and salary workers and are compiled by the Texas Employment Commission in cooperation with the U.S. Bureau of Labor Statistics.

Footnote symbols are defined on pages 105, 113, and 116.

Indicators of Local Business Conditions for Texas Standard Metropolitan Statistical Areas

		Percent fro				Percent of from	
Reported area and indicator	Mar 1977	Feb 1977	Mar 1976	Reported area and indicator	Mar 1977	Feb 1977	Ma 197
ABILENE SMSA				BRYAN-COLLEGE STATION SMS	SA (Continued)		
Callahan, Jones, and Taylor Countie 128,400 (1975 est.)	es; population: 1	22,164 (1	970);	Bank debits, seas. adj. (\$1,000) (Monthly employment reports	263,918	6 ilable fo	r th
Urban building permits (\$1,000)	3,333 ,,	- 9	76	Bryan-College Station SMSA.)			
Bank debits, seas. adj. (\$1,000)	3,333 _# 544,461	7	20				
Nonfarm employment	46,210	**	2	CORPUS CHRISTI SMSA			
Manufacturing employment	6,130	- 1	- 13	Nueces and San Patricio Counties; p	opulation: 284,	832 (1970);
Unemployed (percent)	4.4	- 12	16	297,300 (1975 est.)			
AMARILLO SMSA				Urban building permits (\$1,000)	7,544	- 8 7	
	tion: 144 206 (1070).		Bank debits, seas. adj. (\$1,000)	1,247,782	**	
Potter and Randall Counties; popula	144,390 (1970);		Nonfarm employment	102,450 11,900		_
152,000 (1975 est.)				Manufacturing employment	7.1	- 2 - 5	_
Urban building permits (\$1,000)	20,377	100	165	Unemployed (percent)	7.1	- 5	_
Bank debits, seas. adj. (\$1,000)	1,343,554	6	19	DALLAS-FORT WORTH SMSA			
Nonfarm employment	66,850	**	4		T 1 W C		
Manufacturing employment	8,930	- 1	6	Collin, Dallas, Denton, Ellis, Hood,		ian,	
Unemployed (percent)	3.3	- 3	- 17	Parker, Rockwall, Tarrant, and W population: 2,378,353 (1970); 2,		st.)	
AUSTIN SMSA				Urban building permits (\$1,000)	161,180 4	50	
Hays and Travis Counties; population	on: 323,158 (197	70);		Bank debits, seas. adj. (\$1,000)	35,263,062 [#]	3	
394,800 (1975 est.)				Nonfarm employment	1,144,300	1	
Urban building permits (\$1,000)	19,977 ,,	86	- 13	Manufacturing employment	250,300	**	
Bank debits, seas. adj. (\$1,000)	3,636,359#	20	42	Unemployed (percent)	3.9	- 5	_
Nonfarm employment	179,650	1	3				
Manufacturing employment	18,400	**	11	EL PASO SMSA			
Unemployed (percent)	3.9	- 11	- 13	El Paso County; population: 359,29	91 (1970); 414,7	00 (1975	est.
				Urban building permits (\$1,000)	19,199	- 28	
BEAUMONT-PORT ARTHUR-ORA	ANGE SMSA			Bank debits, seas. adj. (\$1,000)	1,598,602	- 6	
Hardin, Jefferson, and Orange Coun	ties: population:			Nonfarm employment	135,900	**	_
347,568 (1970); 349,500 (1975 e				Manufacturing employment	29,350	**	_
Urban building permits (\$1,000)	23,473 #	133	383	Unemployed (percent)	11.8	- 3	
Bank debits, seas. adj. (\$1,000)	1.294.859#	3	19				
Nonfarm employment	133,000	**	- 1	GALVESTON-TEXAS CITY SMSA			
Manufacturing employment	37,850	**	- 9	Galveston County; population: 169	.812 (1970):		
Unemployed (percent)	7.2	- 3	- 4	182,000 (1975 est.)	, (, - , ,		
,				Urban building permits (\$1,000)	4,104	- 45	
BROWNSVILLE-HARLINGEN-SAM	N BENITO SMS	A		Bank debits, seas. adj. (\$1,000)	523,891	- 8	
Cameron County; population: 140,3	368 (1970): 169	300 (197	75 est.)	Nonfarm employment	68,680	1	
Urban building permits (\$1,000)	3,753	38	32	Manufacturing employment	12,090	4	
Bank debits, seas. adj. (\$1,000)	1,081,680	8	81	Unemployed (percent)	6.6	- 13	
Nonfarm employment	49,620	**	1	Onemployed (percent)	0.0	10	
Manufacturing employment	9,130	**	- 1	HOUSTON SMSA			
Unemployed (percent)	10.6	- 10	_ 1 _ 9	Brazoria, Fort Bend, Harris, Liberty			
BRYAN-COLLEGE STATION SMS	A			Counties; population: 1,999,316			ost.)
Brazos County; population: 57,978		(1075 005	+)	Urban building permits (\$1,000)	151,289 33,562,211 [#]	36	
				Bank debits, seas. adj. (\$1,000)		3	
Urban building permits (\$1,000)	4,221	-40	60	Nonfarm employment	1,128,700	1	

		Percent of from				Percent change from		
Reported area and indicator	Mar 1977	Feb 1977	Mar 1976	Reported area and indicator	Mar 1977	Feb 1977	Ma 19	
HOUSTON SMSA (continued)				SAN ANGELO SMSA				
Manufacturing employment	187,200	**	1	Tom Green County; population: 71,0	047 (1970); 74	1,800 (197	5 est	
Inemployed (percent)	5.0	- 4	- 9	Urban building permits (\$1,000)	2,794	- 84		
TAX Y DEDA TEMPI E CMC				Bank debits, seas. adj. (\$1,000)	557,668	30		
CILLEEN-TEMPLE SMSA	. 150 704 (10	70).		Nonfarm employment	28,280	1		
Bell and Coryell Counties; population	n: 159,/94 (19	70);		Manufacturing employment	5,390	1	_	
210,500 (1975 est.)			4.6	Unemployed (percent)	3.2		_	
Jrban building permits (\$1,000)	7,042	43	46 28	SAN ANTONIO SMSA				
Sank debits, seas. adj. (\$1,000) Monthly employment reports	362,964	15		Bexar, Comal, and Guadalupe Count	ies nonulation	1:		
Gilleen-Temple SMSA.)	are not av	anable ic	of the	888,179 (1970); 977,200 (1975 es				
diffeen-Temple SWSA.)				Urban building permits (\$1,000)	21,533,	_ 3		
AREDO SMSA				Bank debits, seas. adj. (\$1,000)	3,809,901	4		
Webb County; population: 72,859 (1970); 78,100	(1975 est.))	Nonfarm employment	330,000	**		
Jrban building permits (\$1,000)	2,476	121	35	Manufacturing employment	40,950	1		
Bank debits, seas. adj. (\$1,000)	213,725	3	7	Unemployed (percent)	6.4	- 6	-	
Nonfarm employment	25,270	**	3					
Manufacturing employment	1,810	**	5	SHERMAN-DENISON SMSA	- (10=0) =0.0	00 (1077		
Jnemployed (percent)	17.4	- 5	- 7	Grayson County; population: 83,225	5 (1970); 79,0	00 (1975 6	est.)	
				Urban building permits (\$1,000)	876	- 26	-	
LONGVIEW SMSA		(1070)		Bank debits, seas. adj. (\$1,000)	182,985	3		
Gregg and Harrison Counties; popula	ation: 120,770	(1970);		Nonfarm employment	29,210 10,250	- 1		
125,300 (1975 est.)				Manufacturing employment	7.1	- 1 - 8		
Jrban building permits (\$1,000)	13,875	321	210	Unemployed (percent)	/.1			
Bank debits (\$1,000)	440,217	11	24	TEXARKANA SMSA				
Nonfarm employment	51,160	**	3	Bowie County, Texas; Little River an	nd Miller Coun	ties, Arka	nsas	
Manufacturing employment	16,020	- 9	- 23	population: 113,488 (1970); 114,	700 (1975 est.)		
Unemployed (percent)	0.2	_ ,	_ 23	Urban building permits (\$1,000)	2,643	143		
LUBBOCK SMSA				Bank debits, seas. adj. (\$1,000)	277,381	17		
Lubbock County; population: 179,2	295 (1970): 19	6,700 (19)	75 est.)	Nonfarm employment	40,090	**		
Urban building permits (\$1,000)	14,328	79	26	Manufacturing employment	7,700	1		
Bank debits, seas. adj. (\$1,000)	1,520,550	5	49	Unemployed (percent)	7.6	- 10		
Nonfarm employment	80,050	1	7	(Since the Texarkana SMSA include	les Bowie Cou	inty in Te	xas	
Manufacturing employment Unemployed (percent)	11,470	- 3	18 - 25	Little River and Miller Counties i population, refer to the three-county	n Arkansas, a	iii data, ii	ıcıu	
McALLEN-PHARR-EDINBURG SM	ISA			TYLER SMSA	(1070) 107 40	0 (1075	-4.	
Hidalgo County; population: 181,53			s est.)	Smith County; population: 97,096 (st.)	
Urban building permits (\$1,000)	5,376	5	- 23	Urban building permits (\$1,000)	4,343 573,658	- 44 16		
Bank debits, seas. adj. (\$1,000)	534,831 61,280	3	6	Bank debits, seas. adj. (\$1,000) Nonfarm employment	42,800	**		
Nonfarm employment	8,050	3	5	Manufacturing employment	12,110	1		
Manufacturing employment Unemployed (percent)	9.6	- 18	- 9	Unemployed (percent)	4.9	**		
MIDLAND SMSA		00/40==		WACO SMSA	552 (1070).			
Midland County; population: 65,43	3 (1970); 69,7	00 (1975 6	est.)	McLennan County; population: 147	,553 (1970);			
Urban building permits (\$1,000)	3,828	- 15	79	156,700 (1975 est.)		20		
Bank debits, seas. adj. (\$1,000)	910,438	5 **	43	Urban building permits (\$1,000)	6,654	- 30 - 2		
Nonfarm employment	29,570 1,900	1	- 4	Bank debits, seas. adj. (\$1,000) Nonfarm employment	673,703 61,390	- 2 1		
Manufacturing employment Unemployed (percent)	2.5	- 7	- 17	Manufacturing employment	14,230	**		
onemployed (percent)	2.3			Unemployed (percent)	4.3	- 16		
ODESSA SMSA	(10-0)	(1077						
Ector County; population: 92,660				WICHITA FALLS SMSA	am. 130 643 (1070).		
Urban building permits (\$1,000)	7,571	298	54	Clay and Wichita Counties; populati	on: 128,642 (19/0);		
Bank debits, seas. adj. (\$1,000)	679,453	11	28	130,700 (1975 est.)				
Nonfarm employment	42,860	1	3	Urban building permits (\$1,000)	2,787	# 138		
Manufacturing employment	5,740 2.6	- 7	- 43	Bank debits, seas. adj. (\$1,000)	601,341			
Unemployed (percent)	2.6	- /	- 43	Nonfarm employment	46,080 7,530	1 3		
				Manufacturing employment Unemployed (percent)	4.1	- 5		
				Onemployed (percent)	7.1	2		

^{**} Absolute change is less than one half of 1 percent.
Bank debit reports are based on the 1970 census definition for standard metropolitan statistical areas.

Indicators of Local Business Conditions for Individual Texas Municipalities

			Urban bu	ilding peri	nits	Ban	k debits	
					t change om	Mar 1977		change
COUNTY		lation	Mar 1977	Feb	Mar	(thousands	Feb	Mar
City	1970	1975 (est.)	(dollars)	1977	1976	of dollars)	1977	1976
ANDERSON	27,789	30,600						
Palestine	14,525	30,600	282,875	- 80	60			
ANDREWS	10,372	11,300	(11.010	106	700	10.524	_	
Andrews	8,625		644,810	186	709	19,524	- 7	17
ANGELINA	49,349	54,600						
Lufkin	23,049		2,128,438	168	121			
ATASCOSA	18,696	19,800						
Pleasanton	5,407		134,800	54		11,352	21	1
AUSTIN	12.021	15 100						
Bellville	13,831 2,371	15,100	80,050	19	- 51	14,662	18	6
						- 1,7-2-		
BAILEY	8,487	8,300				22.024		
Muleshoe	4,525		• • • • • • • • • • • • • • • • • • • •		•••	32,034	15	14
BASTROP	17,297	20,200						
Smithville	2,959		75,010	341	1,686	4,920	16	8
BEE	22,737	23,300						
Beeville	13,506	23,300	280,580	159	251	44,440	16	9
BELL (in Killeen-Temple SMSA)	124,483	159,900						
Belton	8,696		153,668	- 47	- 34			
Harker Heights	4,216		913,415	61				
Killeen	35,507		3,874,227	129	82	97,838	27	17
Temple	33,431		1,339,729	- 23	2	151,431	30	19
BEXAR	830,460	910,400						
(in San Antonio SMSA)								
San Antonio	654,153		17,607,728	- 5	25	3,735,266	17	11
BOWIE	68,909	69,700						
(in Texarkana SMSA) Texarkana	50.150							
1 exal kalla	52,179		675,721	182	- 47	252,181	19	30
BRAZORIA	108,312	122,800						
(in Houston SMSA)	0.550							
Angleton Clute	9,770 6,023		779,114 413,745	-17 300	142 - 46	45,372 11,800	6	- 12 - 2
Freeport	11,997		651,873	718	520	67,149	11 5	- 2
Lake Jackson	13,376		1,911,056	38				
Pearland	6,444		1,648,173	23	- 3	19,525	4	- 2
BRAZOS	57,978	72,300						
(constitutes Bryan-								
College Station SMSA) Bryan	33,719		1 520 560					
College Station	17,676		1,529,769 2,690,886	- 26 - 46	17 103	202,039 45,192	13 12	33 30
			2,000,000		100	73,172	12	30
BREWSTER Alpine	7,780	7,800	25.000					
Alphie	5,971		25,000	706	- 46	15,587	68	62
BROWN	25,877	31,400						
Brownwood	17,368		348,000	12	- 39			
BURLESON	9,999	10,500						
Caldwell	2,308	20,000				7,006	4	**
BUDNET	11.105	4						
BURNET Marble Falls	11,420 2,209	15,200	250,100	104		20.000	21	25
	2,209		250,100	104		30,660	26	37
CALDWELL	21,178	22,000						
Lockhart	6,489		54,011	- 76	- 60	26,502	64	64

			Urban bu	ilding peri	nits	Ban	k debits	
					change			change
	Popul	lation			om	Mar 1977		om
COUNTY City	1970	1975 (est.)	Mar 1977 (dollars)	Feb 1977	Mar 1976	(thousands of dollars)	Feb 1977	Mar 1976
CALHOUN Port Lavaca	17,831 10,491	17,700	253,850	753		33,916	10	- 14
Point Comfort	1,446		5,000	- 22	- 69	1,239	23	- 42
Seadrift	1,092		42,410	42	4,141	2,586	46	30
CAMERON (constitutes Brownsville- Harlingen-San Benito SMSA)	140,368	169,300						
Brownsville	52,522		1,380,620	9	- 11	415,930	52	110
Harlingen	33,503		1,748,191	49	56	550,042	15	90
La Feria	2,642		37,660	- 55	425	6,477		20
Los Fresnos	1,297		21 115			7,150	62	36
Port Isabel	3,067		21,115 565,396	- 31 531	- 57 396	10,460 16,524	14 23	- 13
San Benito	15,176		505,390	331	390	10,324	23	
CASTRO	10,394	10,200	120.000			41 200	0	11
Dimmitt	4,327		130,000	- 67	• • •	41,209	9	13
CHEROKEE	32,008	33,500	100.250	26	47	51 402	16	10
Jacksonville	9,734		189,350	- 26	47	51,493	16	17
CHILDRESS	6,605	6,500						
Childress	5,408		140,500	236		•••	• • • •	
COLEMAN	10,288	10,200						
Coleman	5,608	,	24,000	- 68	- 96			
COLLIN	66,920	92,800						
(in Dallas-Fort Worth SMSA)	00,720	72,000						
McKinney	15,193		314,774	12	167	29,222	17	18
Plano	17,872		10,849,529	23	60	75,273	- 5	4
COLORADO	17,638	17,400						
Eagle Lake	3,587					15,562	44	16
COMAL	24,165	28,400						
(in San Antonio SMSA)	21,100	20,.00						
New Braunfels	17,859		649,200	58	- 7	43,434	29	12
COMANCHE	11,898	12,200						
Comanche	3,933		123,700	8,147				
COOKE	23,471	25,100						
Gainesville	13,830	23,100	306,800	126	- 51	51,534	28	20
Muenster	1,411		25,600		16	7,296	9	- 2
CORYELL (in Killeen-Temple SMSA)	35,311	50,600						
Copperas Cove	10,818		745,645	16	- 34	17,980		27
Gatesville	4,683		• • •			20,185	31	2
CD AND	4,172	3,900						
CRANE Crane	3,427	3,900				7,301	27	9
	6.012	(100						
DALLAM Dalhart	6,012 5,705	6,400	322,350	55				
		4 200 400						
DALLAS (in Dallas-Fort Worth SMSA)	1,327,695	1,399,400						
Carrollton	13,855		3,666,210	- 67	91	31,668	6	- 3
Dallas	844,401		52,468,656	62	99	28,881,873	14	10
Farmers Branch	27,492		702,351		- 3	63,934	19	2
Garland	81,437					152,921	- 3	
Grand Prairie	50,904		2,421,027	38	- 95 20	58,637	19	2
Irving	97,260		3,361,915	- 68 - 41	-20 143	149,794 21,525	11	2
Lancaster	10,522		682,485 3,394,129	309	58	43,828		1
Mesquite Richardson	55,131 48,582		2,849,479	- 68	- 47	43,626		
Seagoville	48,582		144,184	34	45	12,312	22	- 1
DAWSON	16,604	15,800	85,650	- 47	- 34	68,649	- 9	6
Lamesa	11,559		05,050	7,	34	00,017	,	0

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			Urban bu	ilding per	mits	Ban	k debits	
					t change om			t change om
COUNTY	Popu	lation	Mar 1977	Feb		Mar 1977 (thousands	Feb	Mar
City	1970	1975 (est.)	(dollars)	1977	Mar 1976	of dollars)	1977	1976
DEAF SMITH	18,999	19,400						
Hereford	13,414		671,275	52	- 29			
DENTON (in Dallas-Fort Worth SMSA)	75,633	101,100						
Denton	39,874		1,914,586	- 12	129	2.006	.::	
Justin Lewisville	741 9,264		26,000 1,897,961	550 115	333 94	3,006 47,184	14 30	11 25
Pilot Point	1,663		76,120	1,422		4,272	17	11
EASTLAND	18,092	18,400						
Cisco	4,160	10,400				7,272	- 6	21
ECTOR (constitutes Odessa SMSA)	92,660	98,800						
Odessa Odessa SMSA)	78,380		7,571,153	298	54	695,132	21	25
ELLIS (in Dallas-Fort Worth SMSA)	46,638	51,400						
Midlothian	2,322		5,000	- 98	- 99	8,973	19	22
Waxahachie	13,452		234,400	29	- 30	36,509	21	16
EL PASO (constitutes El Paso SMSA)	359,291	414,700						
El Paso	322,261		19,142,129	- 28	55	1,756,992	15	5
ERATH	18,141	19,400						
Stephenville	9,277		546,403	- 47	14	42,165	15	36
FANNIN Bonham	22,705 7,698	23,000	1/12/600	01	169	20.420	9	22
			142,600	- 81	169	30,439	9	22
FAYETTE	17,650	17,300	00.665					
La Grange Schulenberg	3,092 2,294		80,665 40,250	- 74 44	- 79			
FORT BEND	52,314	74,600						
(in Houston SMSA) Rosenberg	12.009		1 700 000	146	146			
Richmond	12,098 5,777		1,708,008 412,365	146 163	146 442			
GAINES	11,593	11,300						
Seminole	5,007	11,500	498,700	986	446	50,181	5	72
Seagraves	2,440		21,000	32		9,387	24	75
GALVESTON (constitutes Galveston-	169,812	182,000						
Texas City SMSA) Dickinson	10,776					34,082	-	18
Galveston	61,809		2,743,953	- 54	206	300,965	5	10
La Marque	16,131		978,525			37,563		23
Texas City	38,908		978,525	- 19	30	69,116	- 23	- 9
GILLESPIE Fredericksburg	10,553 5,326	11,300	174,403	- 47	40	31,235	5	4
GONZALES	16,375	16,500						
Gonzales	5,854	10,300	282,500	32	2,264	40,066	25	- 1
Nixon	1,925		130,700	336	1,822			
GRAY	26,949	25,100						
Pampa	21,726		505,727	274	370	67,165	22	8
GRAYSON (constitutes Sherman- Denison SMSA)	83,225	79,000						
Denison	24,923		336,710	- 52	- 58	53,614	23	- 2
Sherman	29,061		529,426	7	23	101,916	26	10
GREGG (in Longview SMSA)	75,929	80,900						
Gladewater	5,574		197,500	147	31	10,757	- 11	1
Kilgore	9,495		479,300	40	- 33	56,293	28	19
Longview	45,547		12,240,000	510	315	305,456	12	27

			Urban bu	ilding pern	nits	Bank	Bank debits		
				Percent			Percent		
COUNTY	Popul	lation	Man 1077	fro		Mar 1977	Feb	Mar	
COUNTY City	1970	1975 (est.)	Mar 1977 (dollars)	Feb 1977	Mar 1976	(thousands of dollars)	1977	197	
GRIMES Navasota	11,855 5,111	12,200	137,550	1,433					
GUADALUPE	33,554	38,400							
(in San Antonio SMSA)				1.0	0.4	5.050	22		
Schertz Seguin	4,061 15,934		639,536 169,929	-18 - 60	81 - 91	5,952 52,009	33 9	-	
HALE	34,137	35,800							
Hale Center	1,964	33,000	4,000						
Plainview	19,096		334,050	- 51	50	112,426	7		
HALL	6,015	5,800							
Memphis	3,227		526,600				• • •	• •	
HARDEMAN	6,795	6,500							
Quanah	3,948		76,500	206	- 84	15,783		1	
HARDIN (in Beaumont-Port Arthur-	29,996	35,000							
Orange SMSA)	7,271					34,777	24	2	
Silsbee	7,271		•••		•••	34,777	24		
HARRIS (IN HARRIS	1,741,912	1,963,600							
(in Houston SMSA) Bellaire	19,009		750,960	286	73				
Baytown	43,980		1,902,940	- 8	25	193,024	40	1	
Deer Park	12,773		8,022,336	279	232	56,991	13	3	
Houston	1,232,802		111,377,912	31	55	33,536,507	20	2	
Humble	3,278		137,175	- 49					
Katy	2,923		797,316	-37 90		28,608 13,397	11 46	3	
La Porte Pasadena	7,149 89,277		1,504,837 1,643,165	- 56	- 46	254,539	- 5		
South Houston	11,527		131,750	- 87	- 55				
Tomball	2,734		452,080	41	321	36,653	- 4	2	
HARRISON	44,841	44,400							
(in Longview SMSA) Marshall	22,937		958,584	11	45	64,142	- 2	1	
HAGNELI	0.510	7.000							
HASKELL Haskell	8,512 3,655	7,900	60,000		- 30	9,437	15		
HAYS	27,642	35,400							
(in Austin SMSA) San Marcos	18,860		226,865	- 77	- 74	28,581	11	2	
	18,860		220,803	- //	- / -	20,301	**		
HENDERSON Athens	26,466 9,582	30,600	377,400	- 51	130	44,943	16	1	
HIDALGO	181,535	220,700							
(constitutes McAllen-Pharr-	161,333	220,700							
Edinburg SMSA) Alamo	4,291					15,634	23		
Donna	7,365		72,345	- 22	**	14,162	48	1	
Edinburg	17,163		929,387	19	225	97,672	40	3	
Elsa	4,400		51,165	126	28	14,192	39	- 2	
McAllen	37,636		2,516,744	5	- 32	249,481	23		
Mercedes	9,355		455 540	25	1.7	22,701	27		
Mission Pharr	13,043		457,548 276,916	$-25 \\ -69$	-17	55,732 13,692	17 19		
San Juan	15,829 5,070		762,580	1,081	- 17	14,339	57		
Weslaco	15,313		309,137	- 89	- 82	53,834	12		
HOCKLEY Levelland	20,396 11,445	20,900	938,275	50	186	62,472	26		
HOOD		10.200							
(in Dallas-Fort Worth SMSA)	6,368	10,200				11.707	2.5		
Granbury	2,473		•••			11,705	36		
HOPKINS Sulphur Springs	20,710 10,642	21,300	403,738	37	68	60,900	24		

			Urban bui	lding pern	nits	Bank debits		
	D.			Percent fro		Mar 1977	Percent	
COUNTY City	1970	1975 (est.)	Mar 1977 (dollars)	Feb 1977	Mar 1976	(thousands of dollars)	Feb 1977	Mar 1976
HOWARD	37,796	37,400						
Big Spring	28,735	37,400	137,879	6	- 94	140,572	5	12
HUNT Greenville	47,948 22,043	49,600	276,815	30	- 4	60,950	21	14
HUTCHINSON	24,443	24,500						
Borger	14,195		464,200	68	137			
JACKSON Edna	12,975 5,332	12,800				19,201	13	12
JASPER	24,692	26,700						
Jasper	6,251		132,100	129	82	38,284	21	13
Kirbyville	1,869		• • •	• • • •	•••	9,705	23	36
JEFFERSON (in Beaumont-Port Arthur-	246,402	239,200						
Orange SMSA) Beaumont	115,919		8,540,632	45	195	879,707	19	18
Groves	18,067		1,171,840	238	353	47,812	14	12
Nederland	16,810		891,021	257	192	28,942	- 4	23
Port Arthur Port Neches	57,371 10,894		3,117,020 2,079,757	93 223	700 388	187,557	5	18
TOTE WEEKES			2,017,131	223	500			
JIM WELLS Alice	33,032 20,121	33,500	609,992		92	111,406	- 18	27
JOHNSON	45,769	56,600						
(in Dallas-Fort Worth SMSA) Burleson	7,713		1,027,800	- 47	157	23,679	15	19
Cleburne	16,015		2,837,000	253		57,676	17	11
KARNES Karnes City	13,462 2,926	13,100	21,000	- 52	924	10,666	18	- 1
KAUFMAN	32,392	36,900						
(in Dallas-Fort Worth SMSA) Terrell	14,182		155,180	- 48	188			
KERR	19,454	22,000						
Kerrville	12,672		949,801	317				
KIMBLE Junction	3,904 2,654	4,200	200,625		2,159	7,388	- 3	8
KLEBERG	33,166	32,500						
Kingsville	28,711	02,500	495,685	15	- 69	64,668		- 25
LAMAR	36,062	37,700						
Paris	23,441		830,716	- 41	442		•••	
LAMB	17,770	16,600						
Littlefield	6,738			• • •	• • • •	28,395	**	- 7
LAMPASAS	9,323	12,300						
Lampasas	5,922		102,600	- 31	230	20,270	8	12
LAVACA	17,903	17,300						
Hallettsville Yoakum	2,712 5,755		67,240 89,050	608 450	3,027 46	12,427 21,981	9	26 13
Touris	5,755		09,030	430	40	21,901	10	13
LEE Giddings	8,048 2,783	8,600	323,650	148	278	16,688		17
LIBERTY (in Houston SMSA)	33,014	37,200						
Dayton	3,804		109,000	- 8	15	14,499	13	- 11
Liberty	5,591		236,100	38	- 68	41,722	32	40
LIMESTONE Mexia	18,100 5,943	17,900	1,674,600	534	632	25,681	24	20

			Urban bu	ilding perr	nits	Ban	k debits	
					change			t change
COUNTY		lation	Mar 1977	Feb	Mar	Mar 1977 (thousands	Feb	Mar
City	1970	1975 (est.)	(dollars)	1977	1976	of dollars)	1977	1970
LLANO Kingsland Llano	6,979 1,262 2,608	8,700	129,850	52	100	24,118 13,005	54 - 28	63
LUBBOCK (constitutes Lubbock SMSA)	179,295	196,700						
Lubbock Slaton	149,101 6,583		14,146,231 42,854	85 - 61	$\frac{26}{-28}$	1,572,499 16,176	15 14	71 36
LYNN Tahoka	9,107 2,956	8,400	75,000	- 68		18,824	- 7	26
McCULLOCH Brady	8,571 5,557	8,300	195,250	9	237	19,831	- 3	- 2
McLENNAN (constitutes Waco SMSA)	147,553	156,700						
McGregor Waco	4,365 95,326		20,200 3,191,772	- 92 - 7	- 83 111	10,273 659,061	19 12	** 20
MATAGORDA Bay City	27,913 11,733	27,500	1,659,001	622	137	70,290	19	27
MAVERICK Eagle Pass	18,093 15,364	21,300	611,947	- 46	22	30,950	12	22
MEDINA Castroville	20,249 1,893	21,700	149,200	610	885	3,915	16	9
Hondo MIDLAND	5,487 65,433	69,700	72,790	312	- 39	10,206	44	21
(constitutes Midland SMSA) Midland	59,463		3,827,768	- 15	79	910,017	21	36
MILAM Cameron Rockdale	20,028 5,546 4,655	19,900	122,845	 - 68	6	15,034 15,804	13 8	3 - 3
MILLS Goldthwaite	4,212 1,693	4,200				11,805	15	8
MITCHELL Colorado City	9,073 5,227	8,900				13,189	1	16
MONTGOMERY (in Houston SMSA)	49,479	83,400						
Conroe MOORE	11,969 14,060	14,000	948,380	109	- 4	118,617		17
Dumas	9,771		792,850	125	156			
NACOGDOCHES Nacogdoches	36,362 22,544	42,600	1,380,006	39	95			
NAVARRO Corsicana	31,150 19,972	31,400	768,198	- 39	- 11	76,892	26	11
NOLAN Sweetwater	16,220 12,020	16,000	293,500	- 82	43	45,871	10	12
NUECES (in Corpus Christi SMSA)	237,544	247,600				2.402	27	
Bishop Corpus Christi Port Aransas	3,466 204,525 1,218		6,010,720	- 19 	71	3,493 1,153,512 2,728	27 13 62	- 30 17 7
Robstown ORANGE	11,217 71,170	75,300	25,771	- 74	27	36,271	17	4
(in Beaumont-Port Arthur- Orange SMSA)		73,300	T. (01.0//	(22	1.024	104.445		RTHY!
PALO PINTO	24,457 28,962	20,700	7,621,864	629	1,234	104,467	6	13
Mineral Wells	18,411	20,700	114,500		- 9			

			Urban bu	ilding peri	mits	Banl	k debits	
					t change om	Mar 1977		t change om
COUNTY		lation	Mar 1977 (dollars)	Feb	Mar	(thousands	Feb 1977	Mar 1976
City	1970	1975 (est.) 16,400	(dollars)	1977	1976	of dollars)	19//	19/0
Carthage	5,392	10,400	171,900	- 14	- 13	10,784	18	18
PARKER (in Dallas-Fort Worth SMSA) Weatherford	33,888 11,750	34,400	1,142,950	- 26	346	57,638	39	37
PARMER	10,509	10,300						
Friona PECOS	3,111	13,800	59,500	1,067	2,875	35,402	21	11
Fort Stockton	8,283	13,800	145,361	15	- 30	23,026	3	2
POTTER (in Amarillo SMSA)	90,511	87,900						
Amarillo	127,010		19,880,995	106	185	1,370,249	31	20
RANDALL (in Amarillo SMSA)	53,885	64,100	405 (02		20	25.569		10
Canyon REEVES	8,333 16,526	15,800	495,603	- 4	- 30	25,568	11	12
Pecos	12,682	13,000	516,325	591	- 8	41,920	14	- 6
REFUGIO Refugio	9,494 4,340	8,600	15,000		150	9,793	21	- 18
RUSK Henderson	34,102 10,187	36,500	353,706	- 69	- 7	68,763	16	16
SAN PATRICIO (in Corpus Christi SMSA)	47,288	49,700						
Aransas Pass	5,813		225,850	12	- 7	22,722	58	12
Sinton Taft	5,563 3,274		82,603 31,133	117	180	20,115	9	12
SAN SABA	5,540	6,200						
San Saba SCURRY	2,555 15,760	16,900	0			16,017	19	24
Snyder	11,171	10,900	629,910	- 51		46,497	4	1
SHACKELFORD Albany	3,323 1,978	3,400	0			9,055	11	8
SHERMAN Stratford	3,657 2,139	3,600	0			21.026	20	7
SMITH	97,096	107,400	Ü	•••	•••	21,936	20	,
(constitutes Tyler SMSA) Tyler	57,770	207,100	4,242,662	- 44	98	517,599	26	26
STEPHENS	8,414	8,400						
Breckenridge	5,944		202,900	- 1	107			
SUTTON Sonora	3,175 2,149	4,400	194,500	153	6,383	9,553	9	15
TARRANT (in Dallas-Fort Worth SMSA)	716,317	739,100						
Arlington	90,643		24,948,064	101	100	238,000	12	23
Bedford	10,049		3,178,915	25	133	38,359	25	77
Euless Fort Worth	19,316		3,092,537	685	1,822	4 511 229	25	32
Fort Worth Grapevine	393,476 7,023		15,076,307 842,896	66 48	97 74	4,511,328 23,274	25 - 26	30
North Richland Hills	16,514		1,883,214	- 75	51	50,105	24	- 3
White Settlement	13,449		238,024	632	523	18,098		14
TAYLOR (in Abilene SMSA)	97,853	103,400						
Abilene	89,653		3,294,566	- 8	87	511,152	22	25
TERRY Brownfield	14,118 9,647	14,100	497,394	92	132	59,092	12	30

			Urban bu	ilding peri	mits	Banl	k debits	
					t change om	Mar 1977		t change om
COUNTY City	Popu 1970	lation 1975 (est.)	Mar 1977 (dollars)	Feb 1977	Mar 1976	(thousands of dollars)	Feb 1977	Mar 1976
TITUS Mount Pleasant	16,702 8,877	18,000	413,450	65	279	48,762	15	8
TOM GREEN (constitutes San Angelo SMSA) San Angelo	71,047 63,884	74,800	2,793,714	- 84	69	552,526	39	50
			2,793,714	- 04	0)	332,320		
TRAVIS (in Austin SMSA) Austin	295,516 251,808	359,400	19,651,500	103	- 10	3,413,418	12	28
UPSHUR Gilmer	20,976 4,196	24,600	46,000	- 32		9,264	5	23
UPTON McCamey	4,697 2,647	4,600	0			3,403	- 11	- 38
UVALDE Uvalde	17,348 10,764	19,900	378,580	39	140	49,465	7	- 2
VAL VERDE Del Rio	27,471 21,330	31,600	569,553	28	57	55,038	22	13
VICTORIA Victoria	53,766 41,349	58,100	2,353,402	85	- 26	362,850	48	53
WALKER Huntsville	27,680 17,610	37,200	554,020	- 19	61	60,245	19	23
WARD Monahans	13,019 8,333	12,300	370,479	103	6,400	26,582	**	6
WASHINGTON Brenham	18,842 8,922	19,300	635,800	- 34	- 39	53,907	15	9
WEBB (constitutes Laredo SMSA)	72,859 69,024	78,100	2,475,765	121	35	277,831	49	28
Laredo			2,173,703	121		2,,,001		
WHARTON El Campo	36,729 8,563	36,000	491,215	93	180	51,880	21	15
WICHITA (in Wichita Falls SMSA)	120,563	122,200						
Burkburnett	9,230		345,884	60	60	23,589	23	22
Iowa Park Wichita Falls	5,796 97,564		53,000 2,388,327	23 112	- 67	8,883 558,130	22 18	13 37
WILBARGER Vernon	15,355 11,454	15,500	1,001,145	328	84			
WILLACY Raymondville	15,570 7,987	16,000	24,416	- 85	- 39	22,022	26	10
WILLIAMSON	37,305	48,300						
Bartlett	1,622		605 250	10	26	2,650 26,751	20	-42
Georgetown Taylor	6,395 9,616		695,250 382,079	18 111	36 158	29,262	20 21	11
WINKLER Kermit	9,640 7,884	9,100	6,875	- 90	- 65			
WISE	19,687	21,800						
(in Dallas-Fort Worth SMSA) Decatur	3,240		211,000	233	325	13,766	28	22
YOUNG	15,400	16,000						
Graham Olney	7,477 3,624		259,100 865,000	- 33 475	- 54 6,403	16,717	35	13
ZAVALA Crystal City	11,370 8,104	11,400	40,500	- 62	- 53	10,763	- 16	7

^{**} Absolute change is less than one half of 1 percent. ... No data, or inadequate basis for reporting.

Gross Retail Sales by Kind of Business for Texas Standard Metropolitan Statistical Areas

Reported area and	Oct-Dec	Oct-Dec Oct-Dec 1976 from		Reported area and	Oct-Dec 1976	Percent Oct-Dec	t change 1976 from
kind of business	(\$000)	Jul-Sep 1976	Oct-Dec 1975	kind of business	(\$000)	Jul-Sep 1976	Oct-Dec 19
ABILENE SMSA				BRYAN-COLLEGE ST	TATION SM	SA	
Apparel, accessories	6,296	28	5	Apparel, accessories	2,817	32	28
Automotive dealers,				Automotive dealers,			
service stations	43,894	24	39	service stations	16,557	7	35
Building materials, farm equipment	8,757	- 7	18	Building materials, farm equipment	6,885	- 13	44
Drugstores	2,584	16	17	Drugstores	1,450	37	76
Eating and drinking	8,255	- 2	18	Eating and drinking	5,331	1	25
Food	24,336	3	33	Food	13,919	1	24
Furniture, home furnishings	6,716	7	22	Furniture, home	2.040	20	5.4
General merchandise	19,113	34	6	furnishings General merchandise	2,940 11,469	20 37	54 14
Liquor	1,551	17	10	Liquor	1,013	20	15
Miscellaneous retail	26,799	24	9	Miscellaneous retail	5,569	- 1	22
AMARILLO SMSA				CORPUS CHRISTI SM	ISA		
Apparel, accessories	12,422	30	11	Apparel, accessories	10,006	35	16
Automotive dealers,				Automotive dealers,			
service stations	65,695	- 20	20	service stations	62,045	- 9	2
Building materials,	16 620	27	25	Building materials, farm equipment	16,564	1	17
farm equipment Drugstores	16,629 9,984	42	30	Drugstores	9,392	47	36
Eating and drinking	15,468	- 1	15	Eating and drinking	19,104	- 7	18
Food	34,321	13	18	Food	59,748	47	4
Furniture, home				Furniture, home			
furnishings	11,819	13	35	furnishings	12,567	14	26
General merchandise	30,851	41	8	General merchandise	38,988	30	3
Liquor Miscellaneous retail	4,900 38,100	25 56	11 47	Liquor Miscellaneous retail	3,650 58,579	28 40	9 31
	30,100	30	7				31
AUSTIN SMSA				DALLAS-FORT WOR			
Apparel, accessories Automotive dealers,	21,121	38	40	Apparel, accessories Automotive dealers,	169,795	21	47
service stations	82,457	- 11	16	service stations	828,702	13	26
Building materials,	22.040		20	Building materials,	170 210	**	22
farm equipment	32,949	- 1 14	32 15	farm equipment	179,218		33 18
Drugstores Eating and drinking	10,095 37,650	1	19	Drugstores Eating and drinking	101,248 232,510	23	14
Food	74,775	25	15	Food	503,452	15	16
Furniture, home				Furniture, home			
furnishings	21,775	5	28	furnishings	155,536	17	13
General merchandise	69,687	32	13	General merchandise	429,431	44	14
Liquor Miscellaneous retail	7,252 55,082	24 24	10 - 10	Liquor Miscellaneous retail	53,206 658,827	18 27	7 26
					030,027	21	20
BEAUMONT-PORT A				EL PASO SMSA	20.54		
Apparel, accessories	11,302	39	21	Apparel, accessories	20,761	16	- 15
Automotive dealers, service stations	83,023	8	17	Automotive dealers, service stations	134,814	1	19
Building materials,	03,023	0	17	Building materials,	134,014	•	**
farm equipment	20,914	2	32	farm equipment	11,466	3	17
Drugstores	13,996	14	8	Drugstores	12,548	23	17
Eating and drinking	22,585	6	20	Eating and drinking	22,954	- 1	14
Food Furniture, home	80,938	3	10	Food	60,396	- 9	7
furnishings	17,241	21	35	Furniture, home furnishings	18,016	- 1	**
General merchandise	62,962	45	17	General merchandise	66,737	13	- 7
Liquor	5,629	31	18	Liquor	6,106	16	9
Miscellaneous retail	43,389	15	16	Miscellaneous retail	53,419	15	**
BROWNSVILLE-HAR	LINGEN-SA	N BENITO SMS	A	GALVESTON-TEXAS	CITY SMS	4	
Apparel, accessories	8,332	- 6	- 21	Apparel, accessories	6,056	24	15
Automotive dealers,				Automotive dealers,	0,000		
service stations	23,476	8	9	service stations	150,723	- 6	4
Building materials, farm equipment	10.011	9	20	Building materials,			
Orugstores	10,911 3,545	- 3	39	farm equipment	8,292	- 6	21
Eating and drinking	9,267	- 3 - 2	- 9 16	Drugstores Fating and drinking	6,547	29 - 15	20 23
Food	28,203	18	- 3	Eating and drinking Food	12,390 37,819	- 15 - 5	15
Furniture, home	2,200			Furniture, home	37,017		13
furnishings	6,928	- 9	- 5	furnishings	5,085	12	11
General merchandise	28,294	- 8	- 22	General merchandise	20,740	27	7
Liquor	1,083	23	16	Liquor	2,944	21	13
Miscellaneous retail	16,250	2	4	Miscellaneous retail	18,769	**	- 2

Reported area and	Oct-Dec 1976		change 1976 from	Reported area and	Oct-Dec 1976	Percent change Oct-Dec 1976 from		
kind of business	(\$000)	Jul-Sep 1976	Oct-Dec 1975	kind of business	(\$000)	Jul-Sep 1976	Oct-Dec 197	
OUSTON SMSA				MIDLAND SMSA				
apparel, accessories	128,337	49	22	Apparel, accessories	4,184	27	15	
utomotive dealers,	120,337	47	22	Automotive dealers,	1,101			
service stations	908,318	- 3	1	service stations	19,884	- 4	2	
building materials,				Building materials,				
farm equipment	242,597	26	40	farm equipment	5,177	9	- 1	
orugstores	98,402	43	23	Drugstores	5,678	16	**	
Cating and drinking	225,201 530,536	16	21 18	Eating and drinking Food	4,757	1 31	15 35	
Furniture, home	330,336	7	10	Furniture, home	14,964	31	33	
furnishings	132,897	14	26	furnishings	4,401	2	26	
General merchandise	462,878	36	13	General merchandise	11,888	31	7	
Liquor	55,719	60	10	Liquor	1,209	33	- 5	
Miscellaneous retail	652,454	29	16	Miscellaneous retail	48,480	45	12	
CILLEEN-TEMPLE SM	ASA			ODESSA SMSA				
Apparel, accessories	6,608	30	39	Apparel, accessories	5,394	41	24	
Automotive dealers,	0,000			Automotive dealers,				
service stations	44,301	45	67	service stations	45,570	16	15	
Building materials,				Building materials,				
farm equipment	10,073	6	47	farm equipment	8,679	33	40	
Orugstores	2,346	22	8	Drugstores	1,994	12	5	
Eating and drinking Food	10,352 25,099	8 37	24 27	Eating and drinking Food	7,940 21,312	11 12	12 22	
Furniture, home	23,099	37	21	Furniture, home	21,312	12	22	
furnishings	5,536	19	22	furnishings	5,718	- 7	24	
General merchandise	22,692	34	18	General merchandise	24,633	31	5	
Liquor	1,125	· - 11	- 29	Liquor	4,243	34	9	
Miscellaneous retail	12,724	20	23	Miscellaneous retail	63,729	14	1	
LAREDO SMSA				SAN ANGELO SMSA				
Apparel, accessories	8,602	- 28	- 38	Apparel, accessories	3,413	28	16	
Automotive dealers,	0,002	- 20	- 30	Automotive dealers,	3,413	20	10	
service stations	11,010	- 9	- 6	service stations	31,062	60	73	
Building materials,				Building materials,				
farm equipment	3,084	- 14	- 1	farm equipment	6,901	- 3	25	
Drugstores	2,324	22	9	Drugstores	4,228	- 41	9	
Eating and drinking Food	3,644	- 14 37	- 6 9	Eating and drinking Food	4,641	- 1 12	8 46	
Furniture, home	18,324	37	7	Furniture, home	14,212	12	40	
furnishings	4,484	- 28	- 33	furnishings	3,656	13	9	
General merchandise	19,237	- 12	- 30	General merchandise	13,957	35	13	
Liquor	295	125	10	Liquor	982	33	14	
Miscellaneous retail	14,341	- 6	- 9	Miscellaneous retail	7,115	37	17	
LUBBOCK SMSA				SAN ANTONIO SMSA				
Apparel, accessories	12,416	24	15	Apparel, accessories	44,405	31	11	
Automotive dealers,	12,410	27	13	Automotive dealers,	77,703	. 31	11	
service stations	58,146	5	19	service stations	224,675	3	15	
Building materials,				Building materials,				
farm equipment	22,069	14	32	farm equipment	43,010	- 4	17	
Drugstores	3,447	17	4	Drugstores	17,850	15	6	
Eating and drinking Food	20,249	16	29 30	Eating and drinking Food	65,671 160,821	2 31	6 - 1	
Furniture, home	48,176	22	30	Furniture, home	100,021	31	- 1	
furnishings	17,504	23	12	furnishings	39,458	7	31	
General merchandise	37,405	43	7	General merchandise	129,660	30	8	
Liquor	5,007	2	8	Liquor	14,403	25	28	
Miscellaneous retail	47,971	53	4	Miscellaneous retail	114,722	21	11	
McALLEN-PHARR-EI	INRIIRG SI	MSA		SHERMAN-DENISON	SMSA			
Apparel, accessories	10,283	- 1	- 14	Apparel, accessories	3,744	36	17	
Automotive dealers,	10,203	_ 1	- 14	Automotive dealers,	5,7.1.			
service stations	36,930	2	- 3	service stations	20,521	4	15	
Building materials,				Building materials,				
farm equipment	19,966	36	19	farm equipment	7,575	36	17	
Drugstores	3,979	16	- 9	Drugstores	3,440	17	9	
Eating and drinking	10,000	8	11	Eating and drinking	4,123	- 3 6	- 14 50	
Food Furniture, home	41,936	28	- 3	Food Furniture, home	15,677	0	30	
furnishings	7,772	**	**	furnishings	3,290	- 10	20	
General merchandise	28,366	4	- 10	General merchandise	12,880	34	11	
Liquor	1,314	59	41	Liquor	1,200	8	16	
Miscellaneous retail	26,191	33	- 5	Miscellaneous retail	11,294	45	32	

Reported area and	Oct-Dec 1976		change 1976 from	Reported area and	Oct-Dec 1976	Percent change Oct-Dec 1976 from		
kind of business	(\$000)	Jul-Sep 1976	Oct-Dec 1975	kind of business	(\$000)	Jul-Sep 1976	Oct-Dec 1975	
TEXARKANA SMSA				WACO SMSA				
Apparel, accessories Automotive dealers,	2,622	43	19	Apparel, accessories Automotive dealers,	5,557	36	16	
service stations Building materials,	16,406	- 20	20	service stations Building materials,	50,135	4	3	
farm equipment	8,662	23	- 28	farm equipment	19,561	- 9	19	
Drugstores	1,676	22	8	Drugstores	4,210	13	9	
Eating and drinking	3,740	- 2	13	Eating and drinking	12,678	2	28	
Food	14,677	10	23	Food	33,510	42	36	
Furniture, home				Furniture, home				
furnishings	3,732	5	- 2	furnishings	6,332	13	18	
General merchandise	10,990	32	3	General merchandise	23,739	32	6	
Liquor	§			Liquor	2,042	27	11	
Miscellaneous retail	7,146	32	18	Miscellaneous retail	24,245	32	21	
TYLER SMSA				WICHITA FALLS SMS	SA			
Apparel, accessories Automotive dealers,	8,358	48	23	Apparel, accessories Automotive dealers,	5,942	30	15	
service stations Building materials,	33,769	22	20	service stations Building materials,	38,463	1	19	
farm equipment	14,338	2	40	farm equipment	11,352	22	38	
Drugstores	3,438	26	32	Drugstores	5,369	14	86	
Eating and drinking	6,799	- 2	21	Eating and drinking	8,545	- 1	14	
Food	14,232	- 29	- 23	Food	23,460	15	30	
Furniture, home				Furniture, home				
furnishings	7,410	29	54	furnishings	5,919	5	12	
General merchandise	19,309	45	12	General merchandise	20,502	36	3	
Liquor	8			Liquor	2,422	11	5	
Miscellaneous retail	15,939	23	19	Miscellaneous retail	21,336	24	11	

Omitted to avoid disclosure.
** Absolute change is less than one half of 1 percent.
... No data, or inadequate basis for reporting.
Source: Sales Tax Division, State Comptroller of Public Accounts.

Index of	Prices, 7=100)	United States
		Darsont ab

		Percent change			
Classification	Mar 1977	Mar 1977 from Feb 1977	Mar 1977 from Mar 1976		
All items	178.2	0.6	6.4		
Food	188.6	0.5	5.5		
Housing	185.5	0.7	6.3		
Apparel and upkeep	151.7	0.6	4.6		
Transportation	174.8	0.9	9.4		
Health and recreation	170.7	0.5	6.3		

Source: U.S. Department of Labor, Bureau of Labor Statistics.

Barometers of Texas Business

(All figures are for Texas unless otherwise indicated.)

All indexes are based on the average months for 1967=100 except where other specification is made; all except annual indexes are adjusted for seasonal variation unless otherwise noted. Employment estimates are compiled by the Texas Employment Commission in cooperation with the Bureau of Labor Statistics of the U.S. Department of Labor. The symbols used below impose qualifications as indicated here: p-preliminary data subject to revision; r-revised data; *-dollar totals for the fiscal year to date; †-employment data for wage and salary workers only.

	Mar 1977	Feb 1977	Mar 1976	Year-to-0	date average 1976
GENERAL BUSINESS ACTIVITY Business activity (index)	265.6	252.5	237.4	252.8	220.4
Estimates of personal income			r		
(millions of dollars, seasonally adjusted)	7,269.4 ^p	\$ 7,002.4 ^p	\$ 6,466.5 ^r	\$ 7,004.2	\$ 6,185.3
Income payments to individuals in U.S. (billions, at	1,486.0 ^p	\$ 1.461.2 ^p	\$ 1,341.9 ^r	\$ 1,462.7	\$ 1,331.4
seasonally adjusted annual rate)	191.9	190.0	179.6	190.0	179.5
Wholesale prices in U.S. (unadjusted index)		175.2			
	178.2	177.1	167.5	176.9	167.1
Consumer prices in U.S. (unadjusted index) Business failures (number) Susiness failures (liabilities, thousands)			45		44
	200.5	\$	\$ 18,349	\$ 278.7	\$ 17,946 248.7
Sales of ordinary life insurance (index)	299.5	264.7	267.9	2/0./	240.7
PRODUCTION	205.0 ^p	216.9 ^p	189.7 ^r	208.7	185.9
Total electric power use (index)	268 8P	311 8 ^p	241.3 ^r	290.4	247.4
Industrial electric power use (index)	174.1 ^P	172.2P	159.3°	169.4	150.1
Crude oil production (index)	103.4 ^P	103.2°	106.3	103.4	109.1
Average daily production per oil well (bbl.)	18.0	17.8	18.3	18.0	18.4
Crude oil processed by refineries (index)	136.5 ^p	146.9 136.0 ^p	133.5 132.3	135.7	134.1 131.4
Industrial production—total (index)	142.5 ^p	142.8 ^P	138.1 ^r	142.0	135.9
Industrial production—total manufactures (index)	140.9 ^P	141.6 ^p	139.6°	139.8	135.8
Industrial production—durable manufactures (index)	143.8 ^P	143.8 ^p	137.0	143.7	136.1
Industrial production—mining (index)	115.1 ^p	112.6 ^p	113.5	113.7	115.4
Industrial production—utilities (index)	192.5 ^p 135.1 ^p	192.5 ^p 133.3 ^p	171.2 ^r	192.5	173.1
Industrial production in U.S. (index)	337.5 ^p	290.5 ^p	128.1° 255.4°	133.4 275.7	127.0 212.3
Urban building permits issued (index)	392.21	318 8 ^P	237.0°	322.5	236.6
New residential units authorized (index)	197.4 ^p	162.6 ^p	121.0 ^r	157.2	123.0
New nonresidential building authorized (unadjusted index)	269.6 ^p	272.8 ^p	270.9	229.6	188.1
AGRICULTURE					
Prices received by farmers (unadjusted index)	198	199	187	196	186
Prices paid by farmers in U.S. (unadjusted index)	201	200	191	200	190
Ratio of Texas farm prices received to U.S. prices paid	98.5	99.5	97.9	98.0	97.9
by farmers	90.3	99.3	21.9	90.0	21.2
FINANCE Bank debits (index)	509.6	479.7	426.3	480.3	395.6
Bank debits, U.S. (index)	382.4	379.1	332.5	376.6	317.6
Bank commercial loans outstanding (index)	197.9	199.0	186.7	197.9	186.1
Weekly condition report of large commercial banks,					
Dallas Federal Reserve District	10 171	¢ 12.005	0 10.022	0 12 070	\$ 10,898
Loans (millions)	12,171 18,505	\$ 12,005 \$ 18,275	\$ 10,933 \$ 16,595	\$ 12,079 \$ 18,326	\$ 10,898 \$ 16,395
Adjusted demand deposits (millions)	5,218	\$ 4,925	\$ 5,025	\$ 5,089	\$ 4,772
Revenue receipts of the state comptroller (thousands) \$	586.0	\$ 658.4	\$ 482.9	\$ 586.3	\$ 520.8
Federal Internal Revenue collections (millions)	2,038.0	\$ 1,271.8	\$ 1,180.4	\$ 9,362.6*	\$ 7,256.1*
Securities registrations—original applications	05 013	¢ 122 200	¢ 62.400	\$ 620.964*	¢ 419 206*
Mutual investment companies (thousands)	85,813	\$ 132,209	\$ 62,498	\$ 620,864*	\$ 418,396*
All other corporate securities Texas companies (thousands)	8,266	\$ 9,234	\$ 6,570	\$ 86,437*	\$ 68,214*
Other companies (thousands)	15,824	\$ 17,635	\$ 8,571	\$ 89,681*	\$ 75,940*
Securities registration—renewals					
Mutual investment companies (thousands)	62,228	\$ 107,605	\$ 33,255	\$ 324,105*	\$ 277,942*
Other corporate securities (thousands)	9	\$ 0	\$ 0	\$ 4,110*	\$ 2,271*
LABOR	148.3 ^p	147.8 ^p	142.5 ^r	147.8	141.8
Total nonagricultural employment (index)†	132 0	131 6 ^p	142.5 127.5	131.7	127.1
Manufacturing employment (index) [†]	95.3 ^p	95.7 ^p	98.2 ^r	94.7	99.5
Average weekly hours—manufacturing (index)†	188.7 ^P	187.0 ^P	179.0°	185.9	180.3
Total nonagricultural employment (thousands)	4.789.1 ^P	4 758 7P	4,599.8°	4,763.6	4,569.3
Total manufacturing employment (thousands) †	869 7 ^P	864.6 ^P	840.4 _r	865.9	835.5
Durable-goods employment (thousands)†	477.4 ^p	474.2 ^p	459.4°r	475.5	456.3
Nondurable-goods employment (thousands)†	392.3 ^p	390.4 ^p	381.0 ^r	390.4	379.2
Total civilian labor force in selected labor market	4,462.8 ^p	4,437.3 ^p	4,307.0 ^r	4,440.9	4,263.8
areas (thousands)	4,402.0	4,437.3	4,307.0	7,770.7	4,203.0
areas (thousands) †	3,923.4 ^p	3,900.3 ^p	3,801.6 ^r	3,901.5	3,775.0
Manufacturing employment in selected labor market					
areas (thousands)†	714.4 ^p	712.6 ^p	703.1 ^r	712.6	699.6
Total unemployment in selected labor market areas	237.3 ^p	251.7 ^p	269.1 ^r	240.0	266.0
(thousands)	237.3	251.7	269.1	248.0	266.9
Percent of labor force unemployed in selected labor market areas	5.3 ^p 5.1 ^p	5.7 ^p 5.5 ^p	6.2 ^r 6.1	5.6	6.2

Intrastate and Interstate Marketing Mechanisms

Research Reports 1 and 3

The Identification of Functional Regions Based on Highway Traffic Flow Data (\$4.00)

Intermetropolitan Relationships-An Examination of National Air Travel Patterns (\$4.00)

by Charles P. Zlatkovich

For executives making locational and marketing decisions, Research Reports 1 and 3 (published by the Bureau of Business Research) are exceptionally practical and useful studies. Both current highway traffic patterns for the state and air travel patterns for the state and nation are determined and illustrated on maps. Because such traffic may ultimately determine the volume for new businesses, the information is useful in locating sites for businesses, as well as in determining areas for marketing efforts.

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