Friday, March 31, 2000

OVERVIEW

◆ Foreign investment in Canadian securities showing wide swings

In January, foreign investors bought \$4.8 billion worth of Canadian securities. They had sold \$6.6 billion worth in December. By contrast, Canadian investment in foreign securities was substantial for a third straight month in January.

Upturn in leading indicator led by housing

The leading indicator grew in February by 1.0%, as the housing index decisively ended four straight months of decline.

• Retail sales unchanged

In January, retail sales were unchanged from December. Large declines were seen at stores where December sales might have been buoyed by millennial festivities or Y2K concerns.

Farm equipment wholesalers' situation improves slightly

Wholesalers saw their sales edge up in January by 0.2%. Wholesalers of farm machinery, equipment and supplies posted the strongest sales gains after two months of declines.

Small businesses contribute strongly to job creation

Small businesses continued to contribute to job creation well out of proportion to their size in 1997. They were responsible for 57% of the gross increase in employment despite representing only 32% of total paid employment.

◆ A profile of Canadian exporters

From 1993 to 1997, the number of businesses exporting goods rose 29% to 30,738. The value of their exports etimbed 58% to \$279 billion. A select group of firms accounted for the majority of exports.

Foreign investment in Canadian securities showing wide swings

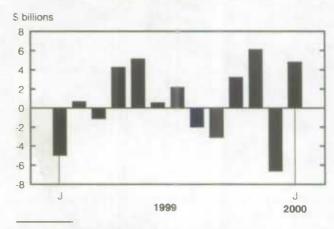
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n January, foreign investors bought \$4.8 billion worth of Canadian securities. They had sold \$6.6 billion worth in December. Such wide monthly fluctuations have been occurring since the second half of last year. Although foreign investors mostly bought Canadian stocks in January, they also added for the first time in five months to their holdings of Canadian money market paper.

Foreign investors increased their holdings of Canadian stocks by a massive \$4.7 billion during January. Much of that was accounted for by a share exchange, part of a high-profile acquisition of an American company by a Canadian firm. In addition, foreign investors continued to buy shares in the secondary market (\$0.8 billion).

For the first time since August 1999, foreign investors were net buyers of Canadian money market paper (\$1.3 billion). By contrast, foreign investors continued to reduce their Canadian bond holdings in January (\$1.2 billion), though at a slower pace than in December. The bond selling was widespread geographically, led by American and European investors.

Foreign investment in Canadian securities¹



¹ Includes bonds, stocks and money market paper.

(continued on page 2)

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... Foreign investment in Canadian securities showing wide swings

Canadian investors, by contrast, continued to be net buyers of foreign securities for a third straight month (\$2.3 billion). In January, they directed a further \$2.9 billion into foreign stocks. This buying followed an investment of \$8 billion throughout November and December. Two-thirds of January's investment went into shares of American companies.

Also in January, Canadians reduced their holdings of foreign bonds (mainly U.S. Treasury bills) by \$0.6 billion. This contrasted with their buying activity in the two prior months, when Canadian investment in foreign bonds totalled \$3.3 billion.

Available on CANSIM: matrices 2328-2330, 2378-2380 and 4195.

The January 2000 issue of Canada's international transactions in securities (print: 67-002-XPB, \$18/\$176; online at www.statcan.ca: 67-002-XIB, 14/132) presents the full report. For further information, contact Don Granger (613-951-1864), Balance of Payments and Financial Flows Division.

Related market information

In January, short-term interest rates moved within a narrow range in both the United States and Canada, so the differential favouring investment in the United States remained unchanged at about 50 basis points. On long-term government instruments, the differential also favoured investment in the United States.

After staging one of its best annual performances in recent years last year (+30%), the TSE 300 composite index took a breather in January and gained only 0.8%. Still, that was enough to outperform U.S. stock prices for a third straight month. The Standard & Poor's 500 index fell 5.1% in January, after having risen 20% in 1999.

After a strong performance in December, the Canadian dollar closed marginally lower against the U.S. dollar in January at just over 69 U.S. cents. In 1999, the Canadian dollar gained a full four cents against its American counterpart.

Upturn in leading indicator led by housing

he leading indicator grew in February by 1.0%, slightly above the average for the prior 12 months. January's rise was revised upward to 0.6%. On the heels of the substantial improvement in the labour market at the turn of the year, February's upturn in the composite index was led by housing.

The housing index decisively ended four straight months of decline. Housing starts jumped to their highest level since May 1992, as the volatile multiple units component regained all the ground it lost in January. Sales of existing homes also firmed after several sluggish months. Other durable goods continued to show slow sales growth.

Housing also led the advance in the U.S. leading indicator. The labour and stock market indicators were not far behind, buttressing consumer confidence against the recent series of interest rate hikes.

In Canada, new orders continued to strengthen, thanks to gains in export and resource industries. Shipments rose in lock step with inventories, leaving their ratio unchanged again. The average workweek rose for the first time in eight months, a signal that a rare dip in manufacturing jobs posted in February will soon be reversed.

Available on CANSIM: matrix 193.

The February 2000 issue of **Canadian economic observer** (11-010-XPB, \$23/\$227) is now available. For further information, contact Francine Roy (613-951-3627), Current Economic Analysis Group. See also "Current trends" on page 7.

Retail sales unchanged

s22.6 billion. This was 6.7% greater than receipts in January 1999. Sales had advanced 2.1% in December from November. Millennial festivities and concern over potential Y2K problems were partly responsible for several trade groups' advances in December—and for their subsequent retreats in January. The largest retreats were in food stores (-4.0%), liquor, wine and beer stores (-5.9%) and automotive parts, accessories and service stores (-2.7%). The strongest sales growth occurred at general merchandise and clothing stores.

January's sales retreat at food stores followed a 2.0% advance in December. Supermarkets and grocery stores lost more ground

than did specialised food stores (-4.2% and -2.6%, respectively). Despite these setbacks, sales at food stores have been on the rise since the spring of 1996. Liquor, wine and beer stores, which made large sales gains in the last three months of 1999 before January's drop, have seen their sales rise since the summer of 1996.

The declines posted by automotive parts, accessories and service stores were offset by sales increases of motor and recreational vehicle dealers (+0.5%) and gasoline service stations (+0.3%). These offsets left the automotive trade group's sales unchanged overall in January. The group's sales have been climbing more strongly since the fall of 1998.

(continued on page 3)

... Retail sales unchanged

General merchandisers posted their largest sales growth in 12 months in January (+3.8%). Robust advances occurred for department stores (+5.0%) and for "other general merchandise stores" (+2.2%). Together these advances lifted the entire trade group's sales to a level slightly above the previous peak in September 1999, which was before the store closures and restructuring among department stores. However, department store sales remained in January 3.5% below the peak reached last August. Except for a pause in the spring of 1998, general merchandisers' sales rose uninterrupted from early 1996 until last fall, when Eaton's stores closed out.

Among the other sales gains in January, sales at clothing stores were stronger (+2.7%), furniture store sales continued to advance (+2.1%) and drugstores posted a marginal increase (+0.3%).

Retail sales grew in only a few provinces in January. Quebec posted the largest dollar-value increase, with advances in all but food and clothing stores. Recent strength in retail sales in Quebec has come from the automotive and furniture trade groups.

In the four Western provinces, sales declines followed strong advances in December. The setbacks in all of these provinces occurred largely at food stores. Sales in all of these provinces generally increased in 1999. Retailers in Alberta have seen the best gains.

Available on CANSIM: 2399 and 2400 (main matrices), 2299, 2397, 2398, 2401-2416 and 2418-2420.

Retail sales, January 2000 Seasonally adjusted

	\$ millions	% change, previous month	% change, previous year
Canada	22,550	0.0	6.7
Newfoundland	360	1.3	8.0
Prince Edward Island	99	-1.7	10.8
Nova Scotia	682	-1.7	4.2
New Brunswick	566	0.6	11.2
Quebec	5.228	0.8	5.3
Ontario	8.610	0.1	8.2
Manitoba	773	-1.3	3.0
Saskatchewan	664	-1.5	4.4
Alberta	2,579	-0.1	8.6
British Columbia	2,909	-1.0	4.6
Yukon	28	-2.3	7.0
Northwest Territories	36	0.0	18.3
Nunavut	15	2.3	2.9

The January 2000 issue of **Retail trade** (print: 63-005-XPB, \$21/\$206; online at www.statcan.ca: 63-005-XIB, \$16/\$155) presents the full report. To order data, or for general information, contact Client Services (1 877 421-3067 or 613-951-3549, retailinfo@statcan.ca). For further analytical information, contact Greg Peterson (613-951-3592; petegre@statcan.ca), Distributive Trades Division.

Farm equipment wholesalers' situation improves slightly

rom December to January, wholesalers saw their sales rise a slight 0.2% to \$31.2 billion. Except for a period of stagnant sales from late 1997 until mid-1998, wholesale sales have generally been on the rise for several years.

Wholesale sales, January 2000 Seasonally adjusted

	\$ millions	% change, previous month	% change, previous year
Canada	31,215	0.2	9.5
Newfoundland	215	0.8	4.6
Prince Edward Island	48	-4.4	-2.3
Nova Scotia	522	-10.3	-5.0
New Brunswick	402	-0.7	14.4
Quebec	6,442	0.3	10.0
Ontario	15,400	-0.3	8.2
Manitoba	901	2.7	5.1
Saskatchewan	880	8.2	10.7
Alberta	2,950	-0.7	13.3
British Columbia	3,431	2.4	14.8
Yukon	10	-3.9	-21.0
Northwest Territories	11	6.9	-15.9
Nunavut	3	20.4	32.9

Note to readers

Every January, wholesale sales data are revised. The seasonally adjusted data have been revised back to 1996.

Wholesalers of farm machinery, equipment and supplies reported the strongest percentage growth in sales in January (+4.3%). This followed two months of declines. Since mid-1999, these wholesalers have seen their sales level off. The recent improvements may be due in part to these wholesalers' efforts to reduce their dependence on sales of agricultural equipment.

Household goods wholesalers also showed a notable increase in sales (+4.1%). They were followed by wholesalers in the other products group (+3.1%). The other products group includes wholesalers of goods such as paper and paper products, waste materials and a variety of chemicals. In this group, much of the strength came from sales of paper and paper-related products. The demand for pulp in Asia and Europe was very high, and this put upward pressure on prices. Following the Y2K transition, wholesalers of computers, packaged software and other electronic machinery started the year with a sales gain of 1.8%.

The most severe percentage decline in January occurred for wholesalers of apparel and dry goods (-7.7%). This was the second consecutive monthly drop following abnormally high sales in November. Wholesalers of food products saw a 2.7%

(continued on page 4)

... Farm equipment wholesalers' situation improves slightly

decline in sales, which resulted in a sizeable sales drop in dollar terms. January's decline was due to reduced manufacturing in this trade group, as well as to lower exports of agricultural and fish products. The decline in January followed unusually high sales of food products in December, which occurred because of millennium celebrations and some consumer stockpiling.

Wholesalers of motor vehicles, parts and accessories saw their sales fall 1.5%, also resulting in a sizeable sales decline in dollar terms. Mirroring this decline, which was the second consecutive one, inventories rose 1.5%. A number of factors might explain the drop in sales in January: auto manufacturing was virtually unchanged from December; the number of new vehicles sold in Canada was down; the strengthening Canadian dollar dampened the value of exported vehicles; and overall prices in this trade group fell.

Among the provinces, Saskatchewan's wholesalers posted the largest monthly growth in January, owing to relatively strong sales of farm machinery and equipment. Manitoba's wholesalers made the second largest sales increase, also due to more robust sales of farm machinery and equipment. In addition to the already cited rise in diversification at some of the major companies in this

trade group, there may be more sales of agricultural equipment due to the overall increase in farm cash receipts in 1999 compared with 1998. The recently announced aid packages to farmers may also be a factor.

The biggest sales decline in January was recorded by wholesalers in Nova Scotia. This followed very high sales in December, when there was a greater demand for lobster and other seafoods, likely linked to millennium celebrations. Wholesale sales also declined in Alberta, despite recent announcements about various exploration and development projects in northern Alberta and the Northwest Territories.

The value of inventories held by wholesalers rose 0.2% in January to \$42.0 billion. Wholesalers of beverage, drug and tobacco products recorded the steepest decline (-5.4%). Except for a brief dip during the first quarter of 1999, the value of inventories has been building for several years.

Available on CANSIM: matrices 59, 61, 648 to 649.

The January 2000 issue of Wholesale trade (online at www.statcan.ca: 63-008-XIB, \$14/\$140) presents the full report. To order data, or for general information, contact Client Services (613-951-3549; 1877 421-3067; wholesaleinfo@statcan.ca). For analytical information, contact Greg Parsons (613-951-0062; parsons@statcan.ca), Distributive Trades Division.

Small businesses contribute strongly to job creation

sout of proportion to their size in 1997. In fact, they were responsible for 57% of the gross increase in employment despite representing only 32% of total paid employment. In particular, businesses with fewer than five employees accounted for 26% of the gross increase, while representing just under 9% of paid employment.

Gross job creation by small businesses remained strong for a second straight year. In 1997, their job creation totalled 835,000 jobs, compared with 851,000 in 1996 and an average of 693,000 between 1991 and 1995.

However, small businesses also contributed disproportionately to employment loss, being responsible for 48% of gross employment decrease. Nonetheless, gross job loss among small businesses continued to decline. In 1997, the job loss among them totalled 482,000 jobs, compared with 501,000 in 1996 and an average of 635,000 between 1991 and 1995.

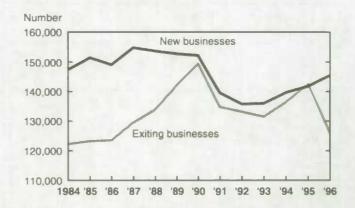
On a net basis in 1997, small firms created 353,000 more jobs than they lost. This amounted to more than three-quarters of the net employment increase observed among employers of all sizes. Manufacturing and business services led the net employment growth in small businesses. Manufacturers created 54,800 more new jobs than in 1996, representing a 15.5% increase in net job growth among small businesses. Employment among firms providing services to businesses, such as employment agencies and management consultants, grew by 50,500, which represented 14.3% of net employment growth.

Note to readers

In this article, small businesses are those with fewer than 50 employees and an annual gross operating revenue between \$30,000 and \$5 million.

The employment data do not include persons working on their own account, such as self-employed persons, since they generally have no employees. Business exits for 1997 will not be available until the 1998 data are published.

Number of new and exiting small businesses



(continued on page 5)

... Small businesses contribute strongly to job creation

In 1997, roughly 7 small businesses out of 10 made a profit. This was unchanged from 1995. The communications and utilities industry was the most profitable, with 82% of its small businesses reporting a net profit. As well, small businesses' net profit margins were \$18,5000, or 5.0% of gross revenue. This was unchanged from 1995. Small firms providing services to business and to health and social services had the highest profit margins for 1997, each averaging a net profit of 13% of gross revenue. The accommodation, food and beverage service industry had the lowest profit margins; the average net profit of small businesses in this industry was only 0.4% of gross revenue. This industry also had the lowest proportion of profitable businesses (55%).

In 1996, about 145,500 small businesses began operations, up from 1995 by 2.6%. At the same time, 125,900 firms of the same size went out of business, down 11.7%. The net increase of 19,600 new firms was the largest annual gain since 1988.

Small business profiles (61F0015XCB, \$500) and Employment dynamics (61F0020XCB, \$500) are now available on CD-ROM. These products enable users to define a small business according to their specifications. To order, contact your nearest Statistics Canada Regional Reference Centre. For analytical information, contact Michael Tjepkema (613-951-4978; tjepmic@statcan.ca), Small Business and Special Surveys Division.

A profile of Canadian exporters

n 1997, 30,738 business establishments exported goods, an increase from 1993 of 29%. During this five-year period, the value of their exports climbed 58% to \$279 billion. The increase in value occurred mainly because of the growth of existing exporters, not because of the addition of new exporters.

The value of exports grew substantially during this period in three industries: clothing (+164%), electrical and electronic products (+151%) and furniture and fixtures (+142%).

A select group of firms accounted for the majority of Canadian exports. In 1997, large businesses (those with annual exports worth \$25 million or more) represented only 4% of exporting firms but accounted for 82% of all exports. The motor vehicle industry, including parts, was the main contributor to this concentration. Excluding that industry, large businesses accounted for just 59% of all exports.

The smallest business establishments (those with annual exports worth less than \$1 million) accounted for almost 70% of all businesses but only 2% of the value of all exports. These findings were consistent from 1993 to 1997, as there was no strong trend toward any increasing levels of concentration throughout the period.

Note to readers

The profile of Canadian exporters is based on the new Canadian Exporter Registry, which contains comprehensive information on exporting business establishments and the value of their exports. This information is not available in the standard merchandise trade statistics. The Exporter Registry is a joint initiative of Statistics Canada and Team Canada Inc., a network of federal departments and agencies that delivers international business development services to Canadians.

The data presented here cover the period 1993 to 1997 and include businesses with exports worth \$30,000 or more. Data for 1998 and 1999 will be available in the fall of 2000.

The first year of an exporter's life is critical. About 50% of the businesses that were new in 1994 and 1995 were exporting in every year up to 1997. However, 30% of these new exporters became completely inactive within the first year, and continued to be at least until 1997. The remaining 20% fluctuated in and out of the Exporter Registry throughout the reference period.

For further information about the profile of Canadian exporters and the new Canadian Exporter Registry, contact David Ogden (613-951-3318), International Trade Division.

Exporting business establishments, by value of exports

	1993			1993 1997			1997	
	Number of businesses			Number of businesses	Value of exports	Share of exports ¹		
	\$ millions		%		\$ millions	%		
Total establishments	23,892	176,348	100.0	30,738	278,857	100.0		
\$30,000-\$ 99,999	7,520	434	0.2	8,068	472	0.2		
\$100,000-\$999,999	9,722	3,344	1,9	12,843	4,632	1.7		
\$1,000,000-\$4,999,999	3,926	9,038	5.1	5,620	13,251	4.8		
\$5,000.000-\$24,999,999	1,845	21,026	11.9	2,890	33,153	11.9		
\$25,000,000 and over	879	142,506	80.8	1,317	227,350	81.5		

¹ Percentages may not add to 100 due to rounding.

New from Statistics Canada



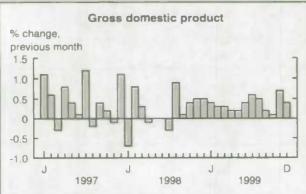
Canadian economic observer March 2000

The March issue of *Canadian economic observer*, Statistics Canada's flagship publication for economic statistics, analyses current economic conditions, summarizes the major economic events that occurred in February and presents a feature article. This month, the feature article is about advanced technology use in manufacturing during the 1990s.

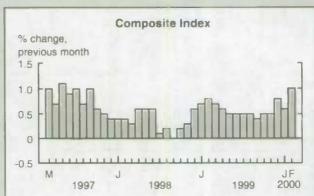
A separate statistical summary presents the principal economic indicators for Canada, the provinces and the major industrial nations.

The March issue of Canadian economic observer (11-010-XPB, \$23/\$227) is now available. For more information, contact Cyndi Bloskie (613-951-3634; ceo@statcan.ca), Current Economic Analysis Group.

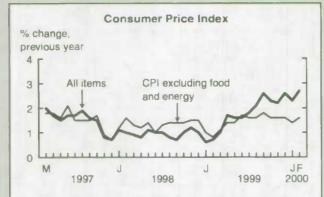
Current trends



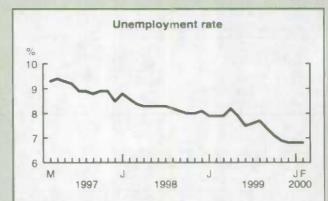
On the heels of strong expansion in November, economic activity advanced 0.4% in December. This was the 17th consecutive monthly increase, surpassing a mark set in 1988.



In February, the leading indicator grew by 1.0%. This rise was slightly above the average for the past 12 months.



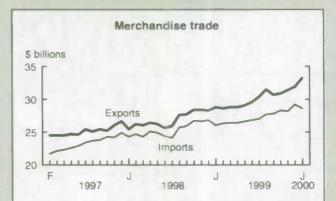
Consumer prices for goods and services were 2.7% higher in February 2000 than they were a year earlier. Excluding food and energy, prices rose 1.6%.



In February, the job growth was matched by a similar increase in the size of the labour force, leaving the unemployment rate steady at 6.8%.



Manufacturers' shipments climbed 1.1% in January to \$43.7 billion. The backlog of unfilled orders decreased 1.0% to \$54.3 billion.



In January, the value of merchandise exports jumped 4.0% from December to \$33.2 billion. Imports fell 1.8% to \$28.6 billion.

Note: All series are seasonally adjusted except the Consumer Price Index.

Latest statistics					
	Period	Level	Change, previous period	Change, previous year	
GENERAL					
Gross domestic product (\$ billion, 1992)	December	766.6	0.4%	4.6%	
Composite Index (1992=100)	February	158.2	1.0%	7.4%	
Operating profits of enterprises (\$ billion)	Q4 1999	43.9	7.8%	27.1%	
Capacity utilization (%)	Q4 1999	86.8	1.3†	4.0†	
DOMESTIC DEMAND					
Retail trade (\$ billion)	January*	22.5	0.0%	6.7%	
Department store sales (\$ billions)	January	1.53	7.0%	1.2%	
New motor vehicle sales (thousand of units)	January	133.6	-7.2%	8.2%	
Wholesale trade (\$ billion)	January	31.2	0.2%	9.5%	
LABOUR					
Employment (millions)	February	14.83	0.2%	3.0%	
Unemployment rate (%)	February	6.8	0.0†	-1.1†	
Participation rate (%)	February	65.8	0.1†	0.3†	
Average weekly carnings (\$)	January*	618.85	0.3%	2.0%	
Help-wanted Index (1996=100)	February	170	1.2%	13.3%	
INTERNATIONAL TRADE					
Merchandise exports (\$ billion)	January	33.2	4.0%	15.1%	
Merchandise imports (\$ billion)	January	28.6	-1.8%	9.9%	
Merchandise trade balance (all figures in \$ billion)	January	4.5	1.8	1.8	
MANUFACTURING					
Shipments (\$ billion)	January	43.7	1.1%	11.6%	
New orders (\$ billion)	January	43.2	-2.1%	13.0%	
Unfilled orders (\$ billion)	January	54.3	-1.0%	8.4%	
Inventory/shipments ratio	January	1.28	0.00	-0.02	
PRICES					
Consumer Price Index (1992=100)	February	112.0	0.5%	2.7%	
Industrial Product Price Index (1992=100)	January	124.5	0.0%	4.4%	
Raw Materials Price Index (1992=100)	January	134.9	0.5%	30.0%	
New Housing Price Index (1992=100)	January	102.0	0.0%	1.7%	

Note: All series are seasonally adjusted with the exception of the price indexes.

Infomat A weekly review

Published by the Communications Division, Statistics Canada, 10th floor, R.H. Coats Bldg., Ottawa, Ontario, K1A 0T6.

Editor: Tim Prichard (613) 951-1197; prictim@statcan.ca Acting Head, Official Release: Dan Smythe (613) 951-1088; smytdan@statcan.ca

Price per issue: paper version, \$4; Internet version, \$3. Annual subscription: paper version, \$145; Internet version, \$109. Prices outside Canada are the same, but are in U.S. dollars. All prices exclude sales tax.

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^{*} new this week

[†] percentage point

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Paper		67-001-XIB	38/124	38/124
Canada's international investment position	1999	67-202-XIB	39	501124
Canada's international transactions in securities	December 1999	07 202 7115		
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Paper		67-002-XPB	18/176	18/176
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Microfiche		65-007-XMB	37/361	37/361
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Pulpwood and wood residue statistics	January 2000	25-001-XIB	6/55	
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Each centre has facilities to retrieve information from CANSIM, Statistics Canada's data retrieval system. A telephone inquiry service is available with toll-free access for those who are located outside local calling areas. Many other valuable services — from seminars to consultations — are also offered. For information, contact your nearest Regional Reference Centre.

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Local calls: (902) 426-5331 Toll free: 1800 263-1136 Fax: (902) 426-9538

E-mail: atlantic.info@statcan.ca

Quebec and Nunavut

Advisory Services Statistics Canada 4th Floor, East Tower Guy Favreau Complex 200 René Lévesque Blvd. W. Montréal, Québec H2Z 1X4

Local calls: (514) 283-5725 Toll free: 1800 263-1136 Fax: (514) 283-9350

National Capital Region

Statistical Reference Centre (NCR) Statistics Canada Lobby, R.H. Coats Building Holland Avenue Tunney's Pasture Ottawa, Ontario KIA OT6

Local calls: (613) 951-8116 Toll free: 1 800 263-1136 Fax: (613) 951-0581 E-mail: infostats@statcan.ca

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Advisory Services Statistics Canada 10th Floor Arthur Meighen Building 25 St. Clair Avenue East Toronto, Ontario M4T 1M4

Local calls: (416) 973-6586 Toll free: 1800 263-1136 Fax: (416) 973-7475

Manitoba

Advisory Services Statistics Canada Via Rail Building, Suite 200 123 Main Street Winnipeg, Manitoba R3C 4V9

Local calls: (204) 983-4020 Toll free: 1 800 263-1136 Fax: (204) 983-7543

E-mail: statswpg@accglobal.net

Advisory Services Statistics Canada Park Plaza, Suite 440 2365 Albert Street Regina, Saskatchewan S4P 4K1

Local calls: (306) 780-5405 Toll free: 1800 263-1136 Fax: (306) 780-5403

E-mail: statcan@sk.sympatico.ca

Southern Alberta

Advisory Services Statistics Canada Discovery Place, Room 201 3553-31 Street N.W. Calgary, Alberta T2L 2K7

Local calls: (403) 292-6717 Toll free: 1 800 263-1136 Fax: (403) 292-4958

E-mail: degagnej@cadvision.com

Northern Alberta and the **Northwest Territories**

Advisory Services Statistics Canada 15th Floor, Park Square 10001 Bellamy Hill Edmonton, Alberta T5J 3B6

Local calls: (780) 495-3027 Toll free: 1 800 263-1136 Fax: (780) 495-5318 E-mail: ewieall@statcan.ca

British Columbia and the Yukon

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Calendar of key releases: April 2000					
Monday	Tuesday	Wednesday	Thursday	Friday	
Film, video and audio-visual production, 1997/98°	Building permits, February 2000	Quarterly retail commodity survey, 1999*	6	Labour force survey, March 2000	
10	11	Help-wanted index, March 2000 New housing price index, February 2000	New motor vehicle sales, February 2000	14	
Consumer price index, March 2000 Composite index, March 2000 Travel between Canada and other countries, February 2000	Monthly survey of manufacturing, February 2000	Canadian international merchandise trade, February 2000 Wholesale trade, February 2000	Crop seeding intentions, March 2000	21	
24	25	Retail trade, February 2000 Canada's international transactions in securities, February 2000	Employment, earnings and hours, February 2000	Real GDP at factor cost by industry, February 2000 Employment insurance, February 2000	

Note: Except for the releases marked with an asterisk, all the release dates in this calendar are fixed. A more detailed calendar of fixed release dates for the entire year is available from Statistics Canada's Web site at www.statcan.ca.

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