

million from \$357 million in 1973. Unit sales also decreased, by 21.4%, from 111,467 in 1973 to 87,609 in the latest year. In 1974, 114,576 Japanese passenger car units were purchased for \$336 million. European passenger cars sales also declined over the year, by 7.3% in value, from \$281 million to \$261 million; in units, they shrank 23.7% from 76,447 in 1973 to 58,348 in 1974. In 1972, 90,450 European passenger car units were purchased for \$279 million.

Sales of commercial vehicles produced in North America held up very well in all provinces during the year, particularly in the Prairie region. In total, a record of 287,686 vehicles were sold in Canada, up 22.2% from last year, for a 24.9% increase in receipts which rose to \$1,832 million. Imported commercial vehicles accounted for only 3.6% of this segment of the motor vehicle market. Sales of these vehicles also declined during 1974, in units by 7.8% to 18,821 and receipts by 0.3%, fetching \$68.6 million in the latest year.

**Campus book stores.** Retail trade statistics are collected annually from book stores located on the campuses of universities and other post-secondary educational institutions. Owing to their location and the highly seasonal nature of their business, campus book stores are not included in the census of merchandising and services, nor are they included in the monthly estimates of retail trade. Consequently, a separate survey is conducted to provide data. In the 1973-74 academic year, 216 campus book stores had net sales of \$50 million, a 13.2% increase over the previous academic year. Of the total dollar sales, 66.3% was accounted for by textbooks, 10.7% by trade books, 15.0% by stationery and supplies and 8.0% by sales of miscellaneous items (Table 18.7).

**Non-store retailing.** Consumer goods, in addition to being sold in retail stores, often reach the household consumer through other, more direct, channels of distribution. These channels are characterized by the fact that the commodities handled bypass the retail outlet completely in moving from primary producer, manufacturer, importer, as wholesaler or specialized direct seller, to the household consumer. The Merchandising and Services Division conducts periodic, usually annual, surveys of two distinct forms of non-store retailing: merchandise sales through vending machines and sales by manufacturers and distributors specializing in direct-sales methods, such as catalogue and mail-order sales and door-to-door canvassing, house-parties, etc.

**Vending machine sales.** This survey is designed to measure the value of merchandise sales made through automatic vending machines owned and operated by independent operators and subsidiaries or divisions of manufacturers and wholesalers of vended products. Excluded from coverage are the sales through many thousands of vending machines (vending commodities such as cigarettes, beverages, confectionery, etc.) owned and operated by retail stores, restaurants and service stations as these sales statistics are usually inextricable from data collected during other surveys.

During 1973, the 648 operators of the 104,253 vending machines covered by this survey, reported sales of \$207 million, including \$2.5 million from 26,155 "bulk confectionery" machines (Table 18.8). These sales exceeded by 15.7% the sales of \$179 million reported in 1972. As Table 18.9 indicates, increased sales through the following principal types of machines were chiefly responsible for the over-all advance in receipts between 1972 and 1973: cigarette machine sales which expanded 14.1% to gross \$99.7 million; coffee machine sales which rose 13.4% to a total of \$32.0 million and soft drink machine sales which increased 7.5% to account for \$31.2 million. Notable gains in sales were also recorded for packaged confectionery, pastry and snack food machines, whose receipts rose 15.4% to \$18.0 million; fresh food dispensing machines whose sales rose by 30.4% to \$12.1 million; packaged milk (and juice) machines with receipts up 55.9% to \$6.5 million and hot canned food and soup machines which increased sales by 21.8% to reach \$3.4 million in 1973.

Of the 77,230 full-size vending machines (excluding the small "bulk confectionery" machines) on location at year-end 1973, 38.4% were placed in industrial plants, 22.5% were placed in hotels, motels, taverns, restaurants, etc., while 14.6% were placed in institutions, such as hospitals, schools, colleges, etc.

Special surveys for the years 1972 and 1973 determined that 27,014 machines were sold in Canada by manufacturers and importers for \$16.3 million in 1973 compared with the sale of 24,547 machines valued at \$14.1 million a year earlier. Major sales in the latest year were 4,637 cigarette machines which sold for \$3.3 million, 1,883 coffee machines which sold for \$2.3 million and 8,897 soft-drink machines which sold for \$6.9 million.