

the 1974 total of 1,249,304 units to 1,316,629 units, while the value of sales rose to \$7,261.0 million, 22.7% higher than the \$5,917.0 million reported during the preceding 12 months. These growth rates are in sharp contrast to year-over-year changes between 1973 and 1974, when the number of units sold increased only 1.8% and dollar values rose 10.2%.

The 1975 experience was not uniform throughout Canada. Total unit sales rose in only four of the 10 provinces, led by Ontario and Alberta. However, at least partially as a result of price increases which occurred during the year, the dollar value of sales of all Canadian- and US-manufactured vehicles and overseas-produced passenger cars forged ahead of 1974 levels in every province and region. During 1975, dollar sales of new passenger cars in Canada expanded at a somewhat faster rate than those of new commercial vehicles. New car values rose 24.9% (on an increase of 4.9% in number of units sold) over 1974. At the national level, passenger car values of \$5,018.4 million for 989,280 units represented 69.1% of new motor vehicle sales during 1975, slightly higher than the 67.9% reported in 1974.

This dollar improvement in new passenger car sales was bolstered by strong growth in the Canadian and US sector which recorded a 25.9% rise over 1974 (compared to 18.9% for overseas vehicles). In number of units sold, however, overseas products fared slightly better, with a 5.2% increase over 1974 (reaching 153,601 units as against 145,957 for the previous year), than Canadian and US models (sales of which rose 4.9% during the same period, from 796,840 to 835,679 units). As a result, the market share of Canadian and US passenger cars, following three years of steady advances, remained constant during 1975 at 84.5% of total passenger car units sold in Canada (Table 18.6).

The 5.2% increase in number and 18.9% rise in the retail value of imported passenger cars represented a complete recovery from the depressed sales levels experienced during the preceding year. Of the 153,601 overseas-produced passenger cars sold in Canada during 1975 at a total retail value of \$668.2 million, 95,772 units valued at \$356.8 million were manufactured in Japan. Sales of European-built passenger cars accounted for 57,829 units at a value of \$311.3 million.

Sales of new Canadian- and US-manufactured commercial vehicles, which increased 8.0% in number to 310,590 units and 18.7% in value to \$2,174.9 million, provided the major impetus to overall growth in this sector during 1975. For the second consecutive year, however, the imported commercial vehicles sector declined in both number and value of units sold. The number of foreign-built trucks sold throughout the country declined 11.0% to 16,759 units, following a 7.8% drop the previous year. In terms of dollar value, sales of such vehicles fell 1.2% during 1975 to \$67.8 million; in 1974, the decline in value was 0.3%.

**Campus book stores.** Retail trade statistics are collected annually from more than 200 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. Since they are not considered retail outlets a separate survey is conducted to provide data. In the 1974-75 academic year, as shown in Table 18.7, 210 campus book stores registered net sales of \$61 million, a 22.7% increase over the previous academic year. Of the total dollar sales, 65.0% was accounted for by textbooks, 10.2% by trade books, 15.6% by stationery and supplies and 9.2% by sales of miscellaneous items.

**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