

bulk of these sales was imported from Japan, a rise of 32.8% during the year to 134,900 units, and fetched \$567 million, 36.9% higher than in 1976.

Sales of commercial vehicles produced in North America, the source of most of these vehicles, 95.6% in 1977, increased 2.1% over the year to a record of 337,914 units valued at \$2,673 million. Despite this overall expansion in sales during the year, declines in sales of these vehicles were recorded both in Manitoba and Saskatchewan in 1977 although these provinces are usually strong markets for new commercial vehicles. Sales of imported commercial vehicles amounted to 15,647 units, an increase of 12.2% over the 13,948 units sold in 1976, and receipts of \$77 million were 18.9% higher than the \$65 million in 1976.

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 1976-77 academic year, as shown in Table 18.7, 210 campus book stores registered net sales of \$82 million, an 11.8% increase over the previous year. Of the total dollar sales, 62.4% was accounted for by textbooks, 12.3% by trade books, 15.9% by stationery and supplies and 9.4% 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 channels. These channels bypass the retail outlet completely in moving from primary producer, manufacturer, importer, as wholesaler or specialized direct seller, to the household consumer. Statistics Canada conducts 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, door-to-door canvassing, and house parties.

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 (carrying such commodities as cigarettes, beverages, confectionery) which are owned and operated by retail stores, restaurants and service stations; these sales statistics are usually inextricable from data collected in the course of other surveys.

During 1976, the 612 operators of 104,548 vending machines covered by this survey reported sales of \$269.4 million, including \$3.5 million from bulk confectionery machines (Table 18.8). These sales exceeded by 7.8% the sales of \$250.0 million reported in 1975. Increased sales through the following principal types of machines were chiefly responsible for the overall advance in receipts between 1975 and 1976 (Table 18.9): cigarette machine sales which expanded 7.7% to gross \$120.8 million; coffee machine sales which rose 8.3% to a total of \$45.1 million and soft drink machine sales which increased 5.7% to account for \$40.6 million. Notable gains were also recorded for packaged confectionery, pastry and snack food machines, in which receipts rose 11.4% to \$27.1 million; fresh food dispensing machines, which recorded a 2.1% increase in sales to \$15.8 million; packaged milk (and juice) machines, with receipts up 5.7% to \$9.0 million; and hot canned food and soup machines which increased sales by 6.5% to reach \$4.5 million in 1976.

Of the 82,430 full-size vending machines (excluding the small bulk confectionery machines) on location at year-end 1976, 37.3% were in industrial plants, 23.2% were in hotels, motels, taverns and restaurants, while 13.3% were in institutions such as hospitals, schools and colleges.

Direct selling. During 1976, Canadian householders spent \$1,593.4 million on a wide variety of goods purchased directly through channels of distribution which bypass