

1,366,544 units by the end of 1978. During the first half of the 20-year period, sales of both passenger cars and commercial vehicles kept in step, the latter accounting for around a stable 15% of total units sold. Over the next decade, sales of commercial vehicles rose at a much faster rate, increasing an aggregate 156% by 1978, compared with a 33% increase for passenger cars to 27% of total units sold. Passenger cars manufactured in Canada and the United States have usually supplied the bulk of the domestic car market. Imported cars accounted for between a tenth to a quarter of these

In 20 years the annual sale of motor vehicles in Canada more than tripled, from nearly 450,000 units in 1958 to nearly 1.37 million in 1978. The proportion of imported vehicles sold ranged between 15% and 24% of the domestic passenger car market during the 1970s.

vehicles at different times over the 20 years. In the late 1950s and early 1960s imported cars ranged between 20% and 28% of domestic car sales, with European, including British vehicles, claiming the major share of these sales. During the 1970s the imported component accounted for between 15% and 24% of a much larger domestic passenger car market, and the advantage had swung to imports from Japan. More recently the deterioration in the exchange rate of the Canadian dollar has considerably reduced the price advantage of imported passenger cars in the domestic car market.

Campus bookstores. Retail trade statistics are collected annually from more than 200 bookstores 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 bookstores 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 1977-78 academic year, as shown in Table 19.7, 212 campus bookstores registered net sales of \$92.7 million, a 13.1% increase over the previous year. Of the total dollar sales, 62.6% was accounted for by textbooks, 12.6% by trade books, 15.9% by stationery and supplies and 8.9% 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.

Table 19.8 shows the annual sales of the maximum number of vending machines, excluding ovens, and coin and bill changers, along with the number of firms active as vending machine operators for the years 1970-77. Table 19.9 shows dollar sales through 16 selected types of vending machines, percentage distribution of these sales, and percentage changes for the years 1976 and 1977. The 105,551 vending machines in operation at year-end 1977, slightly less than the maximum shown in Table 19.8, were placed in a variety of locations. The most favoured was industrial plants, in which 35.4% were situated; next in popularity was hotels, motels, taverns and restaurants in which