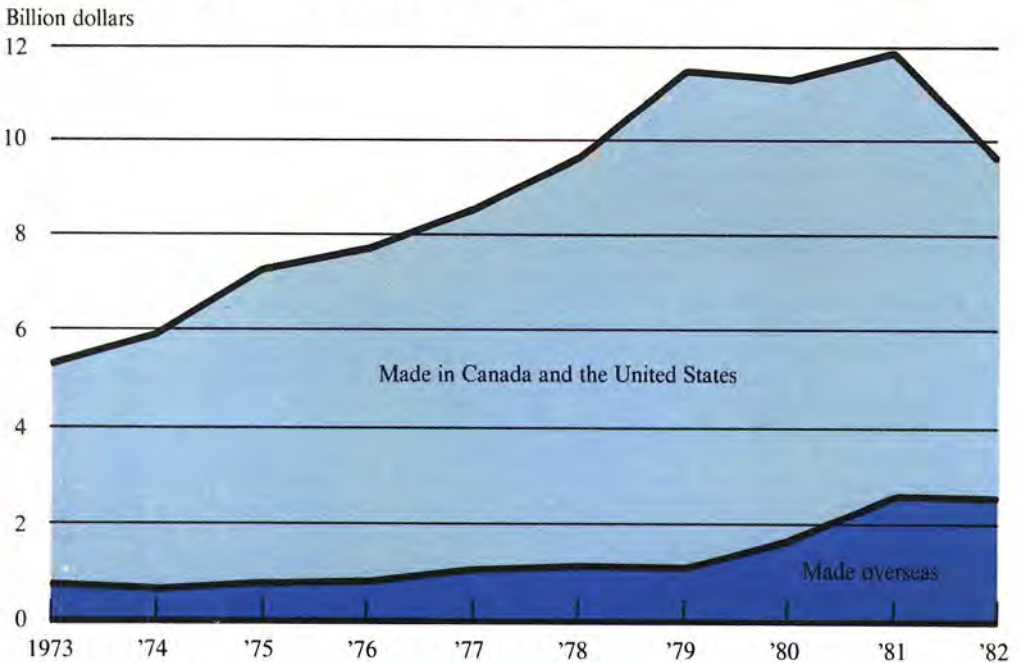


Chart 17.1  
**Retail sales of new motor vehicles in Canada**



by the federal government to introduce import restrictions in April 1981 on Japanese manufactured vehicles to limit the number of models available and protect the Canadian industry.

Statistics on new motor vehicles are obtained by the merchandising and services division of Statistics Canada directly from Canadian manufacturers and from importers or distributors of strictly new vehicles, operating in Canada. These sources supply both the number of motor vehicles sold by their dealer network and the total retail value of sales. The unit data may differ from other data available, such as factory shipments and registrations, owing to variations in definition and treatment of new vehicles in relation to the different concepts used in each survey.

**17.1.4 Campus book stores**

Retail trade statistics are collected annually from more than 200 book stores on the campuses of universities and at other postsecondary 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. From 1979 to 1983 total retail sales of

campus book stores increased from \$116.3 million to \$185.3 million, a jump of 59.3%. In the 1982-83 academic year, of the total sales of \$185.3 million, 66.3% or \$122.9 million was accounted for by textbooks, \$16.6 million or 9.0% by other books, 29.6% by stationery and supplies and \$19.0 million (10.2%) by sales of miscellaneous items.

**17.1.5 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, 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