

for 87.7% of the domestic truck and bus market, virtually unchanged from 1984.

Statistics on new motor vehicles are obtained by the retail trade section, industry division of Statistics Canada directly from Canadian manufacturers and from importers or distributors of 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 300 book stores on the campuses of universities and at other postsecondary educational institutions. Owing to their location and the seasonal nature of their business, campus book stores are not included in the monthly estimates of retail trade. From 1981 to 1985 total retail sales by campus book stores increased by 49.6% from \$157.7 million to \$235.8 million. In the 1984-85 academic year, of the total sales of \$235.8 million, \$153.7 million or 65.2% was accounted for by textbooks; \$19.8 million or 8.4% by other books; \$34.4 million or 14.6% by stationery and supplies; and \$27.8 million or 11.8% 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 (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 1984, the 714 operators of 141,476 vending machines covered by this survey reported sales of \$379.0 million (Table 17.8). These sales represented an increase of 11.2% from the \$340.9 million recorded in the previous year. Increased sales through the following principal types of machine were chiefly responsible for the increase in receipts between 1983 and 1984: coffee machines, sales up 31.8% to \$81.3 million; packaged confectionery, pastry and snack food machines, sales up 12.9% to \$54.2 million; and fresh food combination machines, sales up 16.7% to \$24.5 million.

Direct selling refers to the substantial volume of consumer goods sold to the household consumer for his personal use by other than the regular retail store outlet, department store, chain store or independent retail dealer. This occurs at all levels in the movement of goods from the primary producer or importer to the consumer: at the agricultural level by greenhouse and nursery operators and some market gardeners; at the manufacturing stage through sales to employees or to the general public at company-operated on-premises stores; through home-delivered products such as newspapers and milk; through integrated sales divisions using mail-order or door-to-door canvassers; by some wholesalers and importers; and by specialized direct sellers.

During 1985, Canadian householders spent \$2.5 billion on a wide variety of goods purchased directly through various methods of distribution which bypass traditional retailing outlets (Table 17.10). Major commodities handled by these direct selling businesses in 1985 included: newspapers, \$348.6 million; dairy products, \$320.0 million; books, \$244.9 million; cosmetics and personal care products, \$190.3 million; and household electrical appliances, \$179.8 million.

Personal selling, through individual canvassing or group demonstrations such as house parties, is the best known of the various methods of direct selling and accounted for \$813.8 million or 32.5% of the total spent on direct purchases in 1985. Sales by mail order amounted to \$624.0 million and comprised 24.9% of the total direct sales. (The data on mail-order purchases do not include foreign mail-order sales made to Canadians nor the mail-order sales of Canadian department