



“sales” and “registrations” are all different concepts so that it is difficult to provide simple and unequivocal figures for this industry. Statistics Canada obtains new motor vehicle sales data directly from the manufacturers and importers, most of which add their “house-sales” to the sales reported to their dealer organization and a few small importers supply shipment data instead.

In 1973 sales of new motor vehicles rose to new record levels of 1,226,698 units valued at \$5,370.4 million (Table 18.9). These figures represent an advance of 15.1% over 1972 in units and 24.5% in dollars. Passenger car sales totalled 970,828 units, of which 782,914 were Canadian or US manufactured and 187,914 were overseas imports. Canada imported 111,467 cars from Japan and 76,447 from Europe. Commercial vehicle sales amounted to 255,870 units of which 235,449 were of Canadian or US manufacture and 20,421 were overseas imports (Table 18.10).

Campus book stores. Retail trade statistics are collected annually from 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. However, since they constitute a retailing activity, data on their operation is included here. In the 1972-73 academic year 199 campus book stores had net sales of \$44.1 million, a 7.8% increase over the previous academic year. Of the total dollar sales, 66.1% was accounted for by textbooks, 11.6% by trade books, 14.2% by stationery and supplies and 8.1% by sale of miscellaneous items.

Vending machine sales. A vending machine is a device which dispenses merchandise after a requisite amount of money is inserted in it. The merchandise includes food, beverage and