



trade and 14.2% of the business done by competing firms (all trades other than motor vehicle dealers, fuel dealers and parts of the "all other stores" classification). Department store sales in 1972 were 86.8% higher than in 1966, the largest increase among the 18 specified kinds of business (Table 17.20). However, growth among the various departments within department stores has not been consistent. Table 17.23 shows that the highest rates of increase have occurred in men's clothing; women's and misses' sportswear; photographic equipment and supplies; gasoline, oil, auto accessories, repairs and supplies; and sporting goods and luggage.

New motor vehicle sales. The largest homogeneous group of commodities sold within the confines of retail outlets is embodied in the classification "new motor vehicles". In the only current survey of retail trade carried on at the commodity level (all others are based on "kind of business"), new motor vehicles are taken to include private passenger cars and taxis, trucks, buses and other commercial vehicles sold at retail. As shown in Table 17.24, sales of new motor vehicles in 1972 reached a new high of \$4,315.4 million, based on the actual cost to purchasers (prior to 1967, the data were based on manufacturers' suggested list prices). The increase in new motor vehicle sales (21.4% over the 1971 level) is believed to have been primarily the result of rising economic conditions which prevailed during this period and which heavily influenced the sale of high-priced consumer goods.

In recent years, the sales of overseas-manufactured vehicles — both passenger cars and trucks — have been increasing at a faster rate than those of Canadian and United States manufacture. In 1972, however, following five consecutive years of growth in the market share of new overseas vehicles (based on number of units sold), the imports suffered a minor reversal. Sales of Canadian- and US-manufactured passenger cars rose at a faster rate between 1971 and 1972 than import models, resulting in a slight drop in total market share (from 21.4% to 20.8%) for all overseas-manufactured vehicles. Table 17.25 lists new motor vehicle sales, by type of vehicle and by source of origin, for 1971 and 1972. It will be noted that one out of every five new vehicles sold during 1972 was an overseas-built model, and that nearly one sixth of Canadian sales dollars went toward the purchase of such models.

Non-store retailing. Consumer goods, in addition to being sold in retail stores, often reach the household user through other more direct channels of distribution — commonly described as "direct selling". These channels are characterized by the fact that the commodities handled bypass the retail outlet completely in moving from manufacturer to distributor to household