

Department stores. Department stores have shown the most consistent and substantial growth of all categories of retail trade. Sales are exceeded only by grocery and combination stores and by motor vehicle dealers. In 1966 department store sales represented 8.7% of total retail trade; by 1974 they had increased their market share to 11.5% with total sales of \$5,059 million, excluding catalogue sales.

Sales through department stores were 77.4% higher in 1974 than in 1970. The rate of growth among the various departments within department stores has not been consistent although the nine or 10 departments which dominated sales in 1970 continued to dominate sales in 1974.

In 1970-74 above average increases of over 100.0% were recorded in eight departments within department store sales (Table 18.4). The highest increase was recorded in jewellery (118.8%) followed by major appliances (118.0%), plumbing (115.8%), furniture (110.3%), stationery, books and magazines (109.1%), hardware (103.9%), women's and misses' sportswear (102.8%) and sporting goods and luggage (101.5%). Also eight departments within department store sales recorded sales of well over \$200 million, the highest of which was furniture \$282.2 million, followed by major appliances \$274.3 million, food and kindred products \$254.9 million, women's and misses' sportswear \$250.8 million, men's clothing \$242.0 million, toiletries, cosmetics and drugs \$232.1 million, television, radio and music \$232.0 million and men's furnishings \$220.8 million. The lowest increase in sales was recorded in women's and girls' hosiery (6.6%) while the lowest sales of any department was in millinery, \$15.3 million.

New motor vehicle sales. The largest homogeneous group of commodities sold through retail trade outlets is "new motor vehicles". In 1974, the \$5,917 million sales of new motor vehicles accounted for 77.8% of all retail sales of motor vehicle dealers and 13.5% of total retail sales amounting to \$43,829 million.

Statistics Canada obtains new motor vehicle sales data monthly from both Canadian manufacturers and importers. These respondents supply data on both unit sales and dollar sales. Users of the unit data however should be aware that they differ from data available from other sources, such as "factory shipments" and "registrations", owing to variations in definition and treatment of "new vehicles" in relation to "demonstrators", sales to the Canadian Armed Services, semi-finished imports, sales of motors and chassis to coach body-builders, etc.

The new motor vehicles referred to in this context are the passenger cars, trucks and buses sold by motor vehicle dealers to the public. Excluded, consequently, are all export sales and domestic sales of motorcycles, snowmobiles and other all-terrain vehicles. Passenger cars include not only private cars but taxis and car rental fleets, and other passenger cars used for business and commercial purposes; commercial vehicles refers solely to trucks and buses. Overseas manufactured vehicles include only those imported (some by Canadian and US manufacturers) in a fully assembled state from countries other than the United States. When assembled on this continent some well-known "foreign" makes of cars and trucks are treated statistically as being Canadian and US manufactured vehicles.

During 1974 total retail sales of new motor vehicles increased for the fourth successive year to a new record of 1.2 million units valued at \$5,917 million (Table 18.5). In this year however there was a marked deceleration in the annual rate of growth when compared with preceding years. For units, the latest increase of 1.8% compares poorly with the 15.1% of last year, 13.3% in 1972 and 21.5% in 1971; and for values of sales, the increase of 10.2% is less than half the growth rates of 24.5%, 21.4% and 26.3% for the comparable three previous years.

Total expenditure on new passenger cars during the year increased 4.7% to \$4,017 million for 942,797 units, 2.9% fewer than last year. In diminishing nine percentage points, from 77% in 1971 to 68% in 1974, the market share of passenger car sales, as a percentage of total motor vehicle sales, was yielding both to the pressures of a strong surge in commercial vehicle sales, particularly those of North American manufacturers as well as a slackened demand for passenger cars.

Passenger cars manufactured in Canada and the US fared far better in the Canadian market than imported passenger cars. Receipts for the former rose 8.1% over the previous year to a record \$3,455 million for 796,840 vehicles, 1.8% more than in 1973 (Table 18.6). Passenger car imports from Japan however dropped 15.6% in value over the year to \$301