

stations, automotive parts and accessories, hardware stores, the household furniture, appliances, TV and radio groups of stores, pharmacies, patent medicine and cosmetics stores, florists, and sporting goods and accessories stores.

Table 19.3 shows the percentage market share of retail trade held by chain store organizations since 1972, the earliest year appropriate for the current series of retail trade statistics. This table confirms the predominance of certain types of store organizations in retailing by particular groups of stores. It indicates, over six years, a shift toward an increasing proportion of sales by chain organizations in certain kinds of business such as general stores, service stations, men's clothing stores, family shoe stores, book and stationery stores, and jewellery stores.

**Department stores.** Table 19.4 shows data on department stores, by departments, for recent years. In 1930 there were from 20 to 25 retail organizations classified to the department store category. By 1971 the number had grown to 40 with sales of \$3,194 million, or 10.2% of total retail store activity. By 1978 the rate of concentration had accelerated, with the number of department store organizations shrinking to 29 firms due to amalgamations or closures, but sales maintained growth, increasing 10.9% over 1977 to \$7,695 million or 11.2% of total retail store activity. The sales values shown in the table do not include mail-order sales nor the sales of non-department store retail outlets which are also owned or operated by these organizations.

The varying degrees of urbanization, access to department store outlets, and levels of disposable income in different parts of Canada have a marked effect on the relative importance of department store sales in retailing in these areas. Department store sales in the Atlantic provinces (except Prince Edward Island), Quebec and Saskatchewan account for around 8.0% of total retail sales, indicating a less important role in these areas than in Prince Edward Island, Manitoba, Alberta and British Columbia where they account for almost double this percentage. In Ontario, where both retail sales and department store sales are around 37.0% of national sales, department store sales account for 11.3% of total retailing, close to the national average.

Over the years there has been a distinct shift in the commodity lines sold by department stores. There used to be a heavy reliance on a limited number of commodity groups such as apparel and household goods. Now the emphasis is on an extremely broad assortment of goods and services including newer types of commodities, such as television sets, microwave ovens and tape recorders. Three major groupings, apparel, dry goods and home furnishings, formerly accounted for almost two-thirds of total sales; now they amount to just over one-half. Household appliances, household furniture, television sets, radio and record players, hardware, building supplies and housewares have more than doubled in aggregate sales. Among other commodity groups whose sales have risen noticeably are auto parts and accessories, drugs and drug sundries, toilet articles and cosmetics.

**New motor vehicle sales.** Statistics Canada obtains monthly new motor vehicle sales figures from both Canadian manufacturers and importers. They supply both unit 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 forces, semi-finished imports and sales of motors and chassis to coach body-builders.

The new motor vehicles referred to are passenger cars, trucks and buses sold by motor vehicle dealers. Excluded 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 refer solely to trucks and buses. Vehicles manufactured overseas 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-made vehicles.

Over the decade 1958-68 sales of new motor vehicle units in Canada doubled from 444,769 to 889,453 units. They expanded a further 50% over the following decade, to