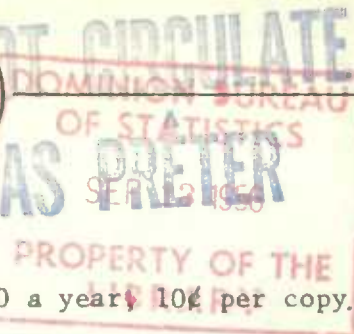


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DEPARTMENT STORE SALES AND STOCKS

Sales by all Canadian department stores during July 1956 were estimated to be \$78,833,000, a gain of 10.5% from sales of \$71,356,000 in July 1955. Sales for the seven-month period this year were estimated at \$618,807,000 an increase of 9.8% over sales of \$563,478,000 during the corresponding period a year earlier. Stocks held by department stores had an estimated selling value of \$266,669,000 on June 30 this year 10.3% greater than stocks of \$241,783,000 on the same date a year earlier. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

Alberta with an increase of 15.1% in sales during July 1956 as compared with the same month a year earlier registered the largest percentage gain of all provinces. Ontario and the Atlantic Provinces with increases during the month of 14.2% and 13.3% respectively were the only other provinces above the national average of 10.5%. Saskatchewan 9.8%, British Columbia 9.2% and Quebec 9.0% were the other provinces showing increased sales during the month. Manitoba with a decrease of 2.0% was the only province where sales fell below those of July in the previous year.

Twenty-seven of the twenty-nine specified departments as well as the "all other" category registered increases while one remained unchanged and one showed a decrease in sales during the month of July 1956 as compared with the same month a year earlier.

Department Store Sales in July 1955 and 1956

	S a l e s		Change 1956/1955
	1955	1956	
	\$'000	\$'000	%
CANADA	71,356	78,833	+ 10.5
Atlantic Provinces	5,779	6,547	+ 13.3
Quebec	11,514	12,550	+ 9.0
Ontario	21,625	24,698	+ 14.2
Manitoba	7,675	7,521	- 2.0
Saskatchewan	3,715	4,079	+ 9.8
Alberta	7,694	8,856	+ 15.1
British Columbia	13,354	14,582	+ 9.2

Prepared in Industry and Merchandising Division
Merchandising and Services Section.

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Department Store Sales and Stocks

July 1955 and July 1956

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	Sales			Stocks		
	July 1955	July 1956	Change 1956/55	June 30 1955	June 30 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
Total, All Departments	71,356	78,833	+ 10.5	241,783	266,669	+ 10.3
1. Women's and Misses' Dresses ..	2,267	2,266	(c)	4,435	4,636	+ 4.5
2. Women's and Misses' Coats and Suits	627	720	+ 14.8	3,419	3,250	- 4.9
3. Women's and Misses' Sports- wear	2,299	2,518	+ 9.5	6,514	7,385	+ 13.4
4. Furs	631	721	+ 14.3	4,769	4,752	- 0.4
5. Girls' and Infants' Wear	2,329	2,573	+ 10.5	10,391	11,839	+ 13.9
6. Lingerie and Corsets	2,939	3,034	+ 3.2	8,552	9,537	+ 11.5
7. Aprons, Housedresses and Uniforms	485	463	- 4.5	1,125	1,216	+ 8.1
8. Millinery	298	338	+ 13.4	779	789	+ 1.3
9. Hosiery and Apparel Accessories	1,927	2,101	+ 9.0	8,194	8,792	+ 7.3
10. Women's, Misses' and Children's Shoes	2,237	2,444	+ 9.3	12,930	13,880	+ 7.3
Ladies' Apparel and Accessories Total 1 - 10	16,039	17,178	+ 7.1	61,108	66,076	+ 8.1
11. Men's Clothing	1,896	1,953	+ 3.0	8,661	8,804	+ 1.7
12. Men's Furnishings	2,687	2,772	+ 3.2	11,860	12,938	+ 9.1
13. Boys' Clothing and Furnishings	1,107	1,204	+ 8.8	6,775	7,125	+ 5.2
14. Men's and Boys' Shoes	997	1,071	+ 7.4	4,754	5,384	+ 13.3
15. Food and Kindred Products	4,788	5,100	+ 6.5	3,977	4,530	+ 13.9
16. Toiletries, Cosmetics and Drugs	1,940	2,019	+ 4.1	5,564	6,214	+ 11.7
17. Photographic Equipment and Supplies	314	348	+ 10.8	914	1,113	+ 21.8
18. Piece Goods	1,419	1,587	+ 11.8	8,168	8,450	+ 3.5
19. Linens and Domestic	2,384	2,723	+ 14.2	8,513	9,414	+ 10.6
20. Smallwares	1,169	1,246	+ 6.6	5,219	5,145	- 1.4
21. China and Glassware	1,019	1,118	+ 9.7	8,193	8,887	+ 8.5
22. Home Furnishings	4,726	5,533	+ 17.1	22,681	24,389	+ 7.5
23. Furniture	5,678	6,714	+ 18.2	14,181	16,127	+ 13.7
24. Major Appliances	5,382	5,735	+ 6.6	11,794	14,398	+ 22.1
25. Radio and Music	2,026	2,102	+ 3.8	6,463	7,330	+ 13.4
26. Hardware and Housewares	5,884	6,886	+ 17.0	17,994	21,552	+ 19.8
27. Jewellery	1,205	1,290	+ 7.1	7,252	7,238	- 0.2
28. Sporting Goods and Luggage ...	3,410	3,823	+ 12.1	11,953	13,930	+ 16.5
29. Stationery, Books and Magazines	948	1,086	+ 14.6	4,264	4,686	+ 9.9
30. All Other Departments	6,338	7,345	+ 15.9	11,495	12,939	+ 12.6

(c) Unchanged.