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DEPARTMENT STORE SALES AND STOCKS

Sales of Canadian department stores increased 10.9% from an estimated dollar value of \$94,829,000 in April 1956 to \$105,172,000 in April this year. Sales of \$354,507,000 in the first four months of this year were 5.0% greater than sales of \$337,532,000 recorded in the same four-month period last year. Stocks at selling value, on hand in department stores at the end of March had a value of \$306,803,000 up 6.0% from stocks of \$289,496,000 on the same date a year earlier. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

All regions registered larger dollar sales this year as compared with last with the largest increases occurring in Alberta 20.6%, British Columbia 18.2% and the Atlantic Provinces 16.7%.

Twenty-five of the 29 specified departments showed increased sales this April compared with last with some of the largest gains in the clothing classifications.

More details of sales and stocks by departments may be obtained by referring to the table on page 2 of this report.

Department Store Sales in April 1956 and 1957

Province	S a l e s		Change 1957/1956
	1956	1957	
	\$'000	\$'000	%
CANADA	94,829	105,172	+ 10.9
Atlantic Provinces	7,701	8,987	+ 16.7
Quebec	17,189	17,825	+ 3.7
Ontario	31,599	34,159	+ 8.1
Manitoba	8,595	9,480	+ 10.3
Saskatchewan	5,014	5,260	+ 4.9
Alberta	9,534	11,498	+ 20.6
British Columbia	15,197	17,963	+ 18.2

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Department Store Sales and Stocks

April 1956 and April 1957

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

Department	S A L E S			S T O C K S		
	April 1956	April 1957	Change 1957/56	March 31 1956	March 31 1957	Change 1957/56
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	94,829	105,172	+ 10.9	289,496	306,803	+ 6.0
1. Women's and Misses' Dresses	3,265	3,818	+ 16.9	6,409	6,795	+ 6.0
2. Women's and Misses' Coats and Suits .	3,947	4,488	+ 13.7	5,673	5,689	+ 0.3
3. Women's and Misses' Sportswear	2,259	2,638	+ 16.8	8,056	8,690	+ 7.9
4. Furs	499	601	+ 20.4	5,004	4,632	- 7.4
5. Girls' and Infants' Wear	4,831	6,127	+ 26.8	13,827	14,864	+ 7.5
6. Lingerie and Corsets	3,391	3,693	+ 8.9	10,377	10,263	- 1.1
7. Aprons, Housedresses and Uniforms ...	527	479	- 9.1	(b)	(b)	(b)
8. Millinery	1,138	1,532	+ 34.6	1,433	1,502	+ 4.8
9. Hosiery and Apparel Accessories	3,229	3,806	+ 17.9	9,742	9,964	+ 2.3
10. Women's, Misses' and Children's Shoes	4,231	4,872	+ 15.2	16,464	16,930	+ 2.8
Ladies' Apparel and Accessories. Total 1 - 10	27,317	32,054	+ 17.3	78,186	80,808	+ 3.4
11. Men's Clothing	3,232	3,546	+ 9.7	9,943	10,980	+ 10.4
12. Men's Furnishings	3,230	3,531	+ 9.3	13,475	14,360	+ 6.6
13. Boys' Clothing and Furnishings	2,474	3,001	+ 21.3	7,827	7,916	+ 1.1
14. Men's and Boys' Shoes	1,416	1,600	+ 13.0	5,767	6,461	+ 12.0
15. Food and Kindred Products	5,520	6,478	+ 17.4	4,647	4,524	- 2.6
16. Toiletries, Cosmetics and Drugs	2,109	2,368	+ 12.3	6,086	6,505	+ 6.9
17. Photographic Equipment and Supplies .	269	314	+ 16.7	1,149	1,208	+ 5.1
18. Piece Goods	2,282	2,206	- 3.3	9,665	9,737	+ 0.7
19. Linens and Domestic Goods	2,430	2,334	- 4.0	9,718	10,280	+ 5.8
20. Smallwares	1,509	1,535	+ 1.7	5,348	5,936	+ 11.0
21. China and Glassware	924	1,035	+ 12.0	8,533	8,314	- 2.6
22. Home Furnishings	6,836	7,206	+ 5.4	24,979	27,255	+ 9.1
23. Furniture	5,963	6,480	+ 8.7	17,604	20,338	+ 15.5
24. Major Appliances	5,665	5,526	- 2.5	15,678	15,696	+ 0.1
25. Radio and Music	1,793	1,816	+ 1.3	8,068	9,206	+ 14.1
26. Hardware and Housewares	7,782	8,614	+ 10.7	23,043	23,945	+ 3.9
27. Jewellery	1,245	1,431	+ 14.9	7,486	8,139	+ 8.7
28. Sporting Goods and Luggage	3,313	3,589	+ 8.3	14,872	16,661	+ 12.0
29. Stationery, Books and Magazines	1,271	1,397	+ 9.9	4,517	4,948	+ 9.5
30. All Other Departments	8,249	9,111	+ 10.4	12,905	13,586	+ 5.3

(b) not available