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DEPARTMENT STORE SALES AND STOCKS

Estimated sales made by department stores in Canada during July 1957 were \$83,974,000 an increase of 6.6% from the July 1956 total of \$78,795,000. With the exception of April, when the late Easter caused sales to be higher, this was the largest gain recorded this year. Sales for the first seven months of 1957 rose 4.1% to \$644,278,000 from \$618,685,000 for the same period last year. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

British Columbia registered the largest increase of 11.0% when compared with the same month a year ago. Gains in the other regions ranged from 7.8% in Ontario to 3.6% in Alberta. Saskatchewan was the only province where sales showed a slight decrease of 2.0%.

Twenty-six of the twenty-nine specified departments, as well as the "all other category" showed higher sales this year than last. The photographic equipment and supplies department experienced the largest gain of 14.7%, major appliances 13.5% and sporting goods and luggage 13.1%. Sales fell below last year's level in the women's and misses' coats and suits, fur, and radio and music departments.

Stocks held by department stores at the end of June had an estimated selling value of \$286,252,000, 7.3% higher than stocks of \$266,832,000 at the same date a year earlier.

Department Store Sales in July 1956 and 1957

	S a l e s		Change 1957/1956
	1956	1957	
	\$'000	\$'000	%
CANADA	78,795	83,974	+ 6.6
Atlantic Provinces	6,547	6,809	+ 4.0
Quebec	12,550	13,378	+ 6.6
Ontario	24,697	26,623	+ 7.8
Manitoba	7,521	7,845	+ 4.3
Saskatchewan	4,068	3,987	- 2.0
Alberta	8,856	9,175	+ 3.6
British Columbia	14,556	16,157	+ 11.0

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Department Store Sales and Stocks

July 1956 and July 1957

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

Department	Sales			Stocks		
	July 1956	July 1957	Change 1957/56	June 30 1956	June 30 1957	Change 1957/56
	\$'000	\$'000	%	\$'000	\$'000	%
Total, All Departments	78,795	85,974	+ 6.6	266,832	286,252	+ 7.3
1. Women's and Misses' Dresses ...	2,265	2,461	+ 8.7	4,649	5,326	+ 14.6
2. Women's and Misses' Coats and Suits	719	658	- 8.5	3,266	3,851	+ 17.9
3. Women's and Misses' Sports-wear	2,518	2,664	+ 5.8	7,630	8,602	+ 12.7
4. Hats	721	639	- 11.4	4,890	4,894	+ 0.1
5. Girls' and Infants' Wear	2,572	2,763	+ 7.4	11,857	13,719	+ 15.7
6. Lingerie and Corsets	3,032	3,354	+ 10.6	9,559	10,032	+ 4.9
7. Aprons, Housedresses and Uniforms	462	507	+ 9.7	1,220	1,130	- 7.4
8. Millinery	338	340	+ 0.6	794	918	+ 15.6
9. Hosiery and Apparel Accessories	2,100	2,231	+ 6.2	8,821	9,128	+ 3.5
10. Women's, Misses' and Children's Shoes	2,443	2,630	+ 7.7	13,873	15,513	+ 11.8
Ladies' Apparel and Accessories Total 1 - 10	17,170	18,247	+ 6.3	66,559	73,113	+ 9.8
11. Men's Clothing	1,953	2,087	+ 6.9	8,793	10,035	+ 14.7
12. Men's Furnishings	2,770	2,983	+ 7.7	12,932	13,739	+ 6.2
13. Boys' Clothing and Furnishings.	1,204	1,216	+ 1.0	7,118	7,404	+ 4.0
14. Men's and Boys' Shoes	1,071	1,141	+ 6.5	5,377	5,964	+ 10.9
15. Food and Kindred Products	5,097	5,406	+ 6.1	4,527	4,275	- 5.6
16. Toiletries, Cosmetics and Drugs	2,018	2,259	+ 11.9	6,220	6,525	+ 4.9
17. Photographic Equipment and Supplies	348	399	+ 14.7	1,113	1,194	+ 7.3
18. Piece Goods	1,587	1,657	+ 4.4	8,454	8,583	+ 1.5
19. Linens and Domestic Goods	2,723	2,911	+ 6.9	9,417	9,729	+ 3.3
20. Smallwares	1,246	1,348	+ 8.2	5,148	5,581	+ 8.4
21. China and Glassware	1,117	1,150	+ 3.0	8,903	8,785	- 1.3
22. Home Furnishings	5,530	5,668	+ 2.5	24,386	26,371	+ 8.1
23. Furniture	6,711	7,114	+ 6.0	16,111	18,087	+ 12.3
24. Major Appliances	5,731	6,505	+ 13.5	14,383	15,498	+ 7.8
25. Radio and Music	2,100	1,973	- 6.0	7,320	8,285	+ 13.2
26. Hardware and Housewares	6,883	7,140	+ 3.7	21,537	22,555	+ 4.7
27. Jewellery	1,289	1,335	+ 3.6	7,243	7,791	+ 7.6
28. Sporting Goods and Luggage	3,821	4,321	+ 13.1	13,913	15,120	+ 8.7
29. Stationery, Books and Magazines	1,086	1,136	+ 4.6	4,686	4,942	+ 5.5
30. All Other Departments	7,340	7,978	+ 8.7	12,692	12,626	- 0.5