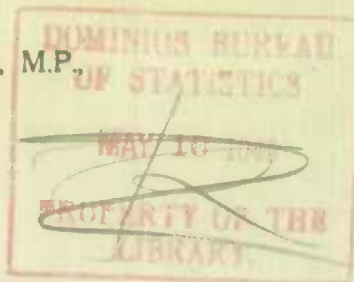


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Minister of Trade and Commerce



**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**SHOE RETAILING IN CANADA**

**1941**



**OTTAWA  
1945**

Price 25 cents



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Minister of Trade and Commerce

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES BRANCH  
OTTAWA, CANADA

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No. 34

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1941

SHOE RETAILING IN CANADA, 1941

This is one of a series of trade reports presenting a summary of the salient features of the retail trade of Canada as revealed in the final results of the Census of Merchandising and Service Establishments for 1941. The complete results of the retail merchandise trade section of the census are contained in Volume X of the 1941 Census Report. This bulletin gives a summary of the figures relating to the retail distribution of shoes and the operations of specialty shoe stores.

Retail Sales of Shoes and Other Footwear

Retail sales of shoes and other footwear through all types of retail outlets are estimated at \$93,339,900 or 2.76 per cent of the total sales of all commodities sold through retail outlets in 1941. Ontario accounted for 38.79 per cent of the total figure while corresponding ratios for other provinces stand at 23.44 per cent for Quebec, 8.51 per cent for Manitoba, 8.21 per cent for British Columbia, 5.99 per cent for Saskatchewan, 5.41 per cent for Alberta, 5.23 per cent for Nova Scotia, 3.95 per cent for New Brunswick and 0.67 per cent for Prince Edward Island.

Retail sales figures on a commodity basis are difficult to secure since few firms maintain exact sales records of individual commodities. For this reason the commodity sales quoted above must be considered as the most accurate estimates available rather than exact figures. Furthermore it should be stated that the provincial distribution of shoe sales given in the preceding paragraph is based on the geographical distribution according to the province in which the business was transacted rather than the province in which that business originated. For example mail order house sales are attributed to the province in which the establishment is located. They are not distributed over the provinces from which that business was drawn.

Shoes and other footwear are sold in country general stores, in department stores and in some other kinds of retail outlets in addition to stores specializing in the sale of shoes and classified for census purposes as specialty shoe stores. The relative proportions vary for men's and women's shoes. Approximately 40 per cent of the total sales of men's shoes were made through specialty shoe shops. Another 21 per cent was transacted by department stores and mail order



offices while country general stores accounted for 14 per cent. Family clothing stores and stores specializing in the sale of men's clothing or furnishings constitute other important outlets for men's and boys' shoes.

The proportion of women's shoe sales made by specialty shoe shops was higher, amounting to 54 per cent. Department stores accounted for 32 per cent while the proportion for country general stores was only 6 per cent.

### Specialty Shoe Stores

There were 1,674 retail outlets which specialized in the sale of shoes and other footwear in Canada in 1941 and these had total sales of \$44,037,300. The great majority of these stores carried both men's and women's footwear. There were only 54 stores with \$1,032,000 sales which specialized in men's and boys' shoes and 57 stores with \$2,050,800 sales which specialized in women's footwear. The remaining 1,563 stores with \$40,954,500 sales carried footwear for both men and women.

There were 35 chain companies (each with four or more retail units) specializing in the sale of shoes and these operated a total of 457 stores with \$16,397,900 sales or 37.2 per cent of the volume of business done by all specialty shoe shops in 1941. The corresponding ratio in 1930 was 21.1 per cent indicating a considerable development in the chain store type of distribution in the shoe retailing field during the intercensal period.

When classified according to the volume of business transacted there were 251 stores each of which had annual sales of less than \$5,000 in 1941. There were 38 stores each with annual sales of \$100,000 or more. The remaining stores occupied intermediate positions between these two size classes. Stores having annual sales of between \$20,000 and \$50,000 formed the largest group. There were 578 such stores and another 407 stores with sales of between \$10,000 and \$20,000.

Not all stores were able to separate their cash from their credit business. Results for 1,321 stores which were able to furnish this information indicated that credit sales formed only 4.2 per cent of the total business transacted. Year-end accounts outstanding were reported by all firms and amounted to \$1,741,500.

Operating expenses averaged 26.5 per cent of sales for a group of 876 independent shoe stores able to supply the necessary expense data. The imputed value of proprietors' services forms an important element of operating expense amounting to 5.7 per cent of sales. Employees' wages formed 9.3 per cent of sales; rentals formed another 3.8 per cent and all other operating expenses formed the remaining 7.7 per cent. The expense ratio for chain store companies was slightly lower than for independents, amounting to 25.5 per cent of sales.

Table 1.--Specialty Shoe Stores - Principal Statistics by Provinces, 1941  
(Men's, women's and family shoe stores combined)

	Canada(1)	Prince Edward Island	Nova Scotia
1. Number of stores .....	1,674	8	71
2. Total sales, 1941 .....	\$ 44,037,300	221,500	2,055,900
3. Stocks on hand, end of year .....	\$ 15,244,500	118,800	718,000
Proprietors of unincorporated companies			
4. Number of male proprietors .....	1,045	5	48
5. Number of female proprietors .....	91	-	4
Employees and Wages			
Full-time employees			
6. Number of male .....	2,593	8	54
7. Number of female .....	796	14	85
8. Salaries and wages .....	\$ 3,946,000	16,000	128,800
Part-time employees			
9. Number of male .....	1,513	4	23
10. Number of female .....	631	-	49
11. Salaries and wages .....	\$ 452,400	800	13,800
Stores Classified by Size of Business			
Annual Sales			
12. Less than \$5,000 .....	Number of stores 251	-	3
13. Total sales .....	\$ 686,200	-	7,600
14. \$5,000 - \$9,999 .....	Number of stores 229	-	6
15. Total sales .....	\$ 1,658,500	-	42,800
16. \$10,000 - \$19,999 .....	Number of stores 407	4	17
17. Total sales .....	\$ 5,992,800	62,500	236,000
18. \$20,000 - \$49,999 .....	Number of stores 578	3	36
19. Total sales .....	\$ 18,331,900	(x)	1,106,300
20. \$50,000 - \$99,999 .....	Number of stores 171	1	8
21. Total sales .....	\$ 11,087,700	(x)	(x)
22. \$100,000 and over .....	Number of stores 38	-	1
23. Total sales .....	\$ 6,280,200	-	(x)
Stores Classified by Type of Operation			
24. Independent stores .....	Number 1,215	6	58
25. Sales, Amount .....	\$ 27,605,600	(x)	(x)
26. Per cent of total .....	62.7	(x)	(x)
27. Chain stores .....	Number 457	1	13
28. Sales, Amount .....	\$ 16,397,900	(x)	(x)
29. Per cent of total .....	37.2	(x)	(x)
30. Other types of operation .....	Number 2	1	-
31. Sales, Amount .....	\$ 33,800	(x)	-
32. Per cent of total .....	0.1	(x)	-
Credit Business - Accounts Receivable			
33. Number of stores reporting all cash or proportion of cash and credit sales .....	1,321	7	58
34. Total sales of such stores .....	\$ 38,569,900	193,600	1,560,300
35. Credit sales of such stores .....	\$ 1,622,200	12,200	120,200
36. Per cent of total sales for stores reporting ..	4.5	6.3	7.7
37. Year-end accounts receivable .....	\$ 1,741,500	13,000	61,600

Table 1.--Specialty Shoe Stores - Principal Statistics by Provinces, 1941  
(Men's, women's and family shoe stores combined)

New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	
40	514	788	33	32	43	145	1.
1,187,200	12,462,800	20,451,000	1,492,700	893,500	1,523,600	3,749,100	2.
432,600	4,245,600	7,005,300	583,600	353,500	464,700	1,322,400	3.
22	331	476	20	19	25	99	4.
2	29	46	-	3	2	5	5.
49	819	1,172	107	59	92	233	6.
53	142	399	17	10	19	57	7.
88,400	1,010,700	1,851,500	186,000	93,800	166,300	404,500	8.
16	675	590	34	24	39	108	9.
27	201	299	7	5	7	36	10.
6,100	176,300	183,900	9,000	9,900	14,500	38,100	11.
4	85	115	3	5	11	25	12.
10,200	218,800	330,500	10,400	13,100	25,400	70,200	13.
5	78	111	1	1	4	23	14.
35,400	564,300	811,000	6,000	7,200	27,600	164,200	15.
6	115	204	8	7	4	42	16.
95,500	1,642,100	3,039,200	100,700	103,800	66,000	647,000	17.
16	171	274	10	14	17	37	18.
447,200	5,670,900	8,609,000	(x)	425,400	528,100	1,099,000	19.
9	59	64	8	5	3	14	20.
598,900	3,665,300	4,192,900	550,200	344,000	(x)	323,300	21.
-	6	20	3	-	4	4	22.
-	701,400	3,468,400	(x)	-	(x)	845,200	23.
28	383	530	31	27	37	115	24.
(x)	7,440,100	11,569,000	(x)	(x)	(x)	2,830,800	25.
(x)	59.7	56.6	(x)	(x)	(x)	75.5	26.
12	131	257	2	5	6	30	27.
(x)	5,022,700	8,879,700	(x)	(x)	(x)	918,300	28.
(x)	40.3	43.4	(x)	(x)	(x)	24.5	29.
-	-	1	-	-	-	-	30.
-	-	(x)	-	-	-	-	31.
-	-	(x)	-	-	-	-	32.
34	366	669	25	28	31	103	33.
1,043,000	10,579,200	18,634,500	1,162,100	855,000	1,374,800	3,167,400	34.
130,000	226,600	706,300	34,100	82,400	61,700	248,700	35.
12.5	2.1	3.8	2.9	9.6	4.5	7.9	36.
39,100	207,100	1,300,200	16,000	16,900	13,900	73,500	37.

(1) Includes Yukon and Northwest Territories.

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.



Table 2.--Family Shoe Stores--Operating Expenses Independent Stores by Size of Business for Owned and Rented Stores, Canada, 1941.

Annual Sales	Number of Stores Reporting	Sales of Stores Reporting	Operating expenses, per cent of sales				
			Total	Proprietors' Services	Employees' Wages	Rentals	Other Expenses
Total, all stores	876	228,600	26.5	5.7	9.3	3.8	7.7
Owned	217	38,736	25.9	7.9	8.6	-	9.4
Rented	659	189,864	26.8	5.3	9.5	4.6	7.4
Less than \$2,000	23	427	45.0	18.7	3.3	8.0	15.0
Owned	13	180	49.4	25.6	4.4	-	19.4
Rented	10	247	41.7	13.8	2.4	13.8	11.7
\$2,000 - 4,999	89	3,115	34.0	13.5	3.3	4.8	12.5
Owned	42	1,444	32.3	13.8	5.0	-	13.5
Rented	47	1,671	35.4	13.2	1.9	8.9	11.5
\$5,000 - 9,999	137	10,093	31.9	14.9	5.3	3.4	8.3
Owned	50	3,722	29.9	15.0	5.2	-	9.7
Rented	87	6,371	33.1	14.9	5.4	5.4	7.4
\$10,000 - 19,999	255	36,787	27.6	8.6	6.9	4.1	8.0
Owned	52	7,126	28.3	10.1	7.3	-	10.9
Rented	203	29,661	27.4	8.2	6.9	5.1	7.3
\$20,000 - 29,999	128	31,256	25.8	6.4	7.8	3.9	7.7
Owned	25	5,903	23.8	7.7	7.7	-	8.4
Rented	103	25,353	26.3	6.1	7.8	4.8	7.6
\$30,000 - 49,999	139	52,806	26.0	5.9	9.2	4.0	7.0
Owned	21	7,687	22.6	7.0	8.1	-	7.5
Rented	118	45,119	26.6	5.7	9.3	4.7	6.9
\$50,000 - 99,999	81	53,546	25.3	3.8	10.3	3.8	7.4
Owned	8	4,570	24.6	5.3	8.4	-	10.9
Rented	73	48,976	25.3	3.6	10.4	4.2	7.1
\$100,000 and over	24	40,570	26.6	2.0	13.1	3.1	8.4
Owned	6	8,104	25.6	3.8	13.2	-	8.5
Rented	18	32,466	26.9	1.5	13.1	3.9	8.3

Table 3.—Specialty Shoe Stores—Number of Stores and Value of Sales, in Places of 10,000 Population and Over, 1941  
(Men's, women's and family shoe stores combined)

City or Town	Population 1941	Number of Stores	Total Sales \$
Belleville .....	15,710	8	308,200
Brandon .....	17,383	3	160,300
Brantford .....	31,948	9	263,300
Brockville .....	11,342	5	121,100
Calgary .....	88,904	14	946,600
Cap-de-la-Madeleine .....	11,961	1	(x)
Charlottetown .....	14,821	7	190,000
Chatham, Ontario .....	17,369	9	310,000
Chicoutimi .....	16,040	2	(x)
Cornwall .....	14,117	7	244,200
Dartmouth .....	10,847	6	148,300
Drummondville .....	10,555	5	124,400
Edmonton .....	93,817	10	324,100
Fort William .....	30,585	4	109,900
Forest Hill .....	11,757	1	(x)
Fredericton .....	10,062	4	172,600
Galt .....	15,346	6	151,300
Glace Bay .....	25,147	2	(x)
Granby .....	14,197	5	100,600
Guelph .....	23,273	6	247,300
Halifax .....	70,488	18	737,300
Hamilton .....	166,337	41	1,774,700
Hull .....	32,947	6	214,900
Joliette .....	12,749	4	184,300
Jonquière .....	13,769	1	(x)
Kingston .....	30,126	10	375,300
Kitchener .....	35,657	16	385,300
Lachine .....	20,051	5	168,800
Lethbridge .....	14,612	5	163,000
Lévis .....	11,991	2	(x)
London .....	78,264	27	1,116,100
Medicine Hat .....	10,571	2	(x)
Moncton .....	22,763	6	229,200
Montreal .....	903,007	252	7,245,000
Moose Jaw .....	20,753	3	73,000
New Westminster .....	21,967	9	260,000
Niagara Falls .....	20,589	6	214,600
North Bay .....	15,599	5	120,000
Oshawa .....	26,813	7	232,200
Ottawa .....	154,951	29	1,054,200
Outremont .....	30,751	1	(x)
Owen Sound .....	14,002	6	218,600
Pembroke .....	11,159	4	119,500
Peterborough .....	25,350	7	300,100
Port Arthur .....	24,426	7	161,300
Prince Albert .....	12,508	3	72,500
Quebec .....	150,757	44	1,299,500
Regina .....	58,245	8	326,400



Table 2.--Specialty Shoe Stores-Number of Stores and Value of Sales, in places of 10,000 Population and Over, 1941 - (Concl'd)  
(Men's, women's and family shoe stores combined)

City or Town	Population 1941	Number of Stores	Total Sales \$
St. Boniface .....	18,157	-	-
St. Catharines .....	30,275	9	435,800
St. Hyacinthe .....	17,798	7	258,100
St. Jean .....	13,646	8	155,500
St. Jérôme .....	11,329	2	(x)
Saint John .....	51,741	13	494,100
St. Thomas .....	17,132	8	242,800
Sarnia .....	18,734	6	172,800
Saskatoon .....	43,027	8	294,500
Sault Ste. Marie .....	25,794	10	234,700
Shawinigan Falls .....	20,325	4	131,900
Sherbrooke .....	35,965	9	256,700
Sorel .....	12,251	3	162,500
Stratford .....	17,038	5	86,000
Sudbury .....	32,203	7	234,600
Sydney .....	28,305	4	213,900
Thetford Mines .....	12,716	5	26,700
Timmins .....	28,790	5	158,900
Toronto .....	667,457	185	5,758,500
Trois Rivières .....	42,007	7	348,400
Truro .....	10,272	4	107,900
Valleyfield .....	17,052	4	95,500
Vancouver .....	275,353	55	2,065,600
Verdun .....	67,349	15	472,200
Victoria .....	44,068	18	544,900
Welland .....	12,500	10	221,300
Westmount .....	26,047	1	(x)
Windsor, Ontario .....	105,311	13	1,089,500
Winnipeg .....	221,960	24	1,259,600
Woodstock .....	12,461	8	145,200

An (x) indicates that figures are withheld to avoid disclosing the results of individual firms.

Table 5. Retail Sales of Footwear Through All Types of Retail Outlets, by Provinces, 1941

Province	Shoes and other footwear Total	Men's and boys' shoes	Women's and misses' shoes	Childrens' and infants' shoes	Rubbers and Overshoes	All other footwear
	\$	\$	\$	\$	\$	\$
CANADA <sup>(1)</sup> . . . . .	93,339,900	29,040,400	36,560,200	7,395,100	14,862,900	5,481,300
Prince Edward Island	623,300	226,100	180,000	49,900	131,000	36,300
Nova Scotia . . . . .	4,883,100	1,845,900	1,437,700	369,900	951,800	277,800
New Brunswick . . . . .	3,684,200	1,093,300	1,209,300	307,300	838,600	235,700
Quebec . . . . .	21,879,900	6,250,200	8,176,200	1,743,800	4,478,800	1,230,900
Ontario . . . . .	36,209,000	10,940,000	15,504,300	2,511,200	5,059,600	2,193,900
Manitoba . . . . .	7,754,500	2,275,900	3,055,000	1,019,100	985,700	418,800
Saskatchewan . . . . .	5,594,100	1,661,400	2,106,600	537,600	1,031,800	256,700
Alberta . . . . .	5,051,600	1,746,400	1,902,500	407,100	714,800	280,800
British Columbia . . . . .	7,476,200	2,919,800	2,970,400	441,500	598,700	545,800

(1) Includes Yukon and Northwest Territories

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Table 6.--Percentage Distribution of Footwear Sales by Kinds of Business,  
Canada and its Economic Areas, 1941.

Commodity and Kind of Business	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
	%	%	%	%	%	%
<u>Men's and boys' shoes</u>						
Total, All Stores	100.00	100.00	100.00	100.00	100.00	100.00
Country general stores	14.24	10.15	14.98	7.69	31.31	7.70
Department stores and mail order houses or offices	21.46	16.73	15.92	19.39	31.47	27.36
General merchandise and dry goods stores	1.94	2.92	2.93	0.64	3.02	1.57
Men's clothing or clothing and furnishings stores	9.27	20.27	6.26	9.75	8.54	3.69
Men's furnishings stores	1.51	0.72	3.82	0.69	0.91	1.67
Men's hat stores	0.02	-	-	0.05	-	-
Custom tailors and made-to-measure clothing	0.02	-	0.09	-	0.01	-
Family clothing stores	7.32	13.07	8.89	7.16	4.85	3.32
Men's shoe stores	3.14	0.56	1.84	4.71	1.74	5.07
Women's shoe stores	0.16	-	0.01	0.40	-	-
Family shoe stores	40.40	35.58	44.99	49.28	17.34	48.58
Fur trading posts	0.52	-	0.24	0.24	0.81	0.44
<u>Women's and misses' shoes</u>						
Total, All Stores	100.00	100.00	100.00	100.00	100.00	100.00
Country general stores	6.40	6.63	5.43	2.85	15.64	4.87
Department stores and mail order houses or offices	31.71	35.52	23.63	29.32	42.50	37.35
General merchandise and dry goods stores	1.17	1.19	1.68	0.56	1.66	1.69
Variety stores	1.19	2.81	0.83	1.21	0.83	1.39
Family clothing stores	4.82	10.11	5.56	3.59	5.56	2.45
Women's ready-to-wear stores	0.53	-	0.31	0.71	0.41	0.98
Women's shoe stores	4.98	-	4.57	4.06	5.34	14.88
Family shoe stores	49.20	43.74	57.99	57.70	28.06	36.39
<u>Children's and infants' shoes</u>						
Total, All Stores	100.00	100.00	100.00	100.00	100.00	100.00
Country general stores	12.55	11.04	11.31	7.05	22.11	7.27
Department stores and mail order houses or offices	38.67	36.64	20.14	30.16	64.28	50.26
General merchandise and dry goods stores	2.25	2.32	2.63	0.70	3.44	4.15
Variety stores	0.55	1.57	1.30	-	0.32	-
Family clothing stores	7.01	12.41	5.79	8.05	4.87	6.59
Infants' and children's wear stores	0.03	-	-	0.06	-	0.16



Table 6.--Percentage Distribution of Footwear Sales by Kinds of Business,  
Canada and its Economic Areas, 1941. - (Concl'd)

Commodity and Kind of Business	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
	%	%	%	%	%	%
<u>Children's and infants' shoes - (Concl'd)</u>						
Men's shoe stores	0.10	0.03	0.07	0.22	0.01	-
Women's shoe stores	0.19	-	-	0.47	0.14	-
Family shoe stores	38.65	35.99	58.76	53.29	4.83	31.57
<u>Rubbers and overshoes</u>						
Total, All Stores	100.00	100.00	100.00	100.00	100.00	100.00
Country general stores	21.77	18.12	16.51	13.13	47.05	29.50
Department stores and mail order houses or offices	28.83	35.81	15.69	35.93	32.91	29.65
General merchandise and dry goods stores	3.05	3.07	4.10	1.38	4.30	3.81
Variety stores	1.28	2.36	1.01	1.48	0.87	-
Family clothing stores	7.92	11.74	7.33	7.49	6.98	8.92
Men's shoe stores	0.25	0.04	0.12	0.43	0.09	1.17
Women's shoe stores	0.62	-	0.60	0.73	0.71	1.52
Family shoe stores	35.26	28.86	54.26	38.91	5.40	23.28
Fur trading posts	1.02	-	0.38	0.52	1.69	2.15
<u>All other footwear, slippers etc.</u>						
Total, All Stores	100.00	100.00	100.00	100.00	100.00	100.00
Country general stores	12.25	19.48	8.01	6.05	29.33	8.83
Department stores and mail order houses or offices	32.81	27.25	23.78	34.53	43.99	32.52
General merchandise and dry goods stores	2.11	1.53	3.72	0.80	3.61	1.67
Variety stores	7.34	16.51	7.37	6.85	6.40	1.69
Family clothing stores	7.75	8.22	8.21	8.06	7.58	5.33
Men's shoe stores	0.34	0.07	0.22	0.55	0.18	0.38
Women's shoe stores	0.48	-	0.30	0.54	0.16	1.67
Family shoe stores	36.07	26.94	48.39	41.82	8.75	42.56
Sporting goods stores	0.85	-	-	0.80	-	5.35

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