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# THE CORSET INDUSTRY

1953

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## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: Volume I — The Primary Industries, including mining, forestry and fisheries; Volume II — Manufacturing; Volume III — Merchandising and Services. The volumes are made up of parts, and the parts in turn are subdivided according to the industries or provinces which they comprise.

Volume II consists of the following parts, the first two of which deal with manufacturing as a whole and the balance with the major manufacturing groups.

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- I — General Review of the Manufacturing Industries, \$1.50
- II — The Manufacturing Industries of Canada, (7 sections, as follows:)

  - Section A. Summary for Canada, 25¢
  - Section B. Atlantic Provinces, 25¢
  - Section C. Quebec, 25¢
  - Section D. Ontario, 25¢
  - Section E. Prairie Provinces, 25¢
  - Section F. British Columbia, 25¢
  - Section G. The Manufacturing Industries of Canada, Regional Distribution, 75¢

- III — Foods and Beverages
- IV — Tobacco and Tobacco Products
- V — Rubber Products
- VI — Leather Products
- VII — Textiles
- VIII — Wood and Paper Products
- IX — Printing Trades
- X — Iron and Steel Products
- XI — Transportation Equipment
- XII — Non-ferrous Metal Products
- XIII — Electrical Apparatus and Supplies
- XIV — Non-metallic Mineral Products
- XV — Products of Petroleum and Coal
- XVI — Chemicals and Allied Products
- XVII — Miscellaneous Manufactures

The present report belongs in Part VII, Textiles. It is punched to permit of filing in a ring binder along with others of the group. The reports in this group are:

A — General Review of All Textiles, 25¢

#### Textile Mills

- B — General Review, 25¢
- C — The Cotton Textile Industries, 25¢
- D — The Wool Textile Industries, 25¢
- E — The Synthetic Textiles and Silk Industry, 25¢
- F — The Narrow Fabrics Industry, 25¢
- G — The Dyeing and Finishing of Textile Goods Industry, 25¢
- H — The Awning, Tent and Sail Industry, 25¢
- I — The Cordage, Rope and Twine Industry, 25¢
- J — The Cotton and Jute Bag Industry, 25¢
- K — The Miscellaneous Textiles Industries, 25¢

#### Knitting Mills

- L — The Hosiery and Knitted Goods Industries, 25¢

#### Clothing

- M — General Review, 25¢
- N — The Men's Factory Clothing Industry, 25¢
- O — The Women's and Children's Factory Clothing Industries, 25¢
- P — The Corset Industry, 25¢
- Q — The Fur Goods and Fur Dressing Industries, 25¢
- R — The Hat and Cap Industry, 25¢
- S — The Miscellaneous Clothing Industries, 25¢

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*Gonade D. B.S.*

## THE CORSET INDUSTRY

1953

The statistics of this report indicate a banner year for the corset industry in 1953. The value of the industry's output was the highest on record and that the industry operated at its peak is evident from the fact that its activity was highest as well in all other terms; number of establishments, number of employees, salaries and wages paid, and cost of materials consumed.

Significant advances were made over the previous year. To begin with, there were 4 more establishments in the year under review. The value of factory shipments which amounted to \$19,888,593 in 1952 advanced in 1953 to \$22,028,653, an increase of 11 per cent. Employment which stood at 3310 in 1952 rose to 3639 in 1953, a gain of 10 per cent, while salary and wage payments increased by 15 per cent, from \$5,698,588 to \$6,556,311 over the two years. The cost of materials used was higher by 11 per cent having risen from \$7,991,371 in 1952 to \$8,852,984 in 1953.

Factory shipments of corsets and girdles in 1953 amounted to 187,611 dozen valued \$7,246,611 compared with 175,253 dozen valued at \$6,553,900 in 1952. The average price of \$38.63 per dozen in the year under review represents an increase of \$1.23 a dozen over the average price of \$37.40 per dozen a year earlier. Bandeaux and brassieres were shipped to the extent of 835,800 dozen valued at \$10,954,222, this being considerably greater than the 677,547 dozen garments worth \$9,803,069 shipped in 1952. Bandeaux and brassieres accounted for 50 per cent of the total value of shipments and corsets and girdles for 33 per cent. Shipments of combination garments in 1953 amounted to 27,796 dozen with a value of \$1,368,008.

The corset industry is confined to Ontario and Quebec. In 1953 there were 19 and 23 establishments respectively in the two provinces. Quebec dominated with factory shipments amounting to \$14,427,388 or 65 per cent of the total and with employees numbering 2232 or 61 per cent of all persons employed.

Five establishments, each having factory shipments with a value in excess of \$1,000,000, accounted for 45 per cent of the industry's employment and 48 per cent of its shipments. A further 10 establishments with shipments valued between \$500,000 and \$1,000,000 accounted for 30 per cent of the employment and 29 per cent of shipments.

Little seasonal variation occurred in the industry in 1953. Excluding July which is the month for holidays and during which the wage-earners dropped to 2772, the number of wage-earners varied from a low of 2865 in August to a high of 3099 in April. The industry employs a large proportion of females and in 1953 the number of female wage-earners amounted to 2647 or 88 per cent of total wage-earners.

In 1953 imports of corsets, girdles and brassieres amounted to \$1,320,398 compared with \$1,191,606 in the previous year. Exports of these commodities which are negligible had a value of \$45,619 in the year under review.

Detailed information on the industry's use of fuel and electricity during the year and on its power installation will be found in Tables 9 and 10. Beginning with 1948, this information is being collected every fifth year instead of annually as there-to-fore.

## THE TEXTILE INDUSTRY

TABLE 1. Principal Statistics, Representative Years, 1925 to 1953

Year and Provinces	Establishments	Employees	Salaries and wages	Cost of materials used	Gross value of production
	No.	No.	\$	\$	\$
1925 .....	17	1,461	1,110,282	2,330,165	4,314,309
1927 .....	16	1,351	1,009,495	1,925,962	3,791,748
1928 .....	16	1,418	1,124,284	2,055,416	4,246,948
1929 .....	17	1,405	1,084,231	2,098,351	4,219,019
1930 .....	19	1,432	1,097,037	2,221,313	4,578,847
1931 .....	20	1,508	1,124,990	2,054,461	4,187,647
1932 .....	19	1,517	1,202,228	1,812,233	4,267,671
1933 .....	20	1,498	1,154,979	1,881,362	4,168,585
1934 .....	23	1,598	1,274,845	2,062,352	4,461,409
1936 .....	23	1,555	1,289,015	1,956,071	4,397,141
1937 .....	23	1,684	1,328,019	2,100,321	4,567,707
1938 .....	23	1,632	1,313,711	1,939,519	4,321,254
1939 .....	23	1,768	1,430,514	2,121,694	4,706,947
1940 .....	25	1,886	1,556,419	2,377,079	5,158,146
1941 .....	24	2,263	1,926,168	2,948,813	6,171,683
1942 .....	26	2,314	2,035,355	3,129,641	6,945,472
1943 .....	27	2,220	2,244,814	2,891,021	7,132,539
1944 .....	28	2,350	2,451,216	2,965,290	7,957,181
1945 .....	33	2,527	2,786,015	3,475,601	9,214,536
1946 .....	39	2,827	3,289,067	5,111,692	12,115,586
1947 .....	40	3,259	4,093,283	6,276,125	14,121,811
1948 .....	37	3,154	4,358,510	6,462,015	15,486,766
1949 .....	37	3,456	4,818,813	7,101,529	16,389,008
1950 .....	37	3,219	4,741,557	7,358,186	16,947,544
1951 .....	37	3,146	4,916,077	7,808,061	16,594,290
1952					
Canada .....	38	3,310	5,698,588	7,991,361	19,888,593 <sup>1</sup>
Quebec .....	20	2,101	3,443,566	5,532,145	13,607,947 <sup>1</sup>
Ontario .....	18	1,209	2,255,022	2,459,216	6,280,646 <sup>1</sup>
1953					
Canada .....	42	3,639	6,556,311	8,852,984	22,028,653 <sup>1</sup>
Quebec .....	23	2,232	3,645,089	5,629,326	14,427,388 <sup>1</sup>
Ontario .....	19	1,407	2,911,222	3,223,658	7,601,265 <sup>1</sup>

1. Commencing with 1952 the value of factory shipments has been collected in place of the gross value of production.

TABLE 2. Factory Shipments, 1952<sup>1</sup> and 1953<sup>1</sup>

Principal products	1952		1953	
	Quantity	Value of factory shipments	Quantity	Value of factory shipments
Corsets and girdles:	Doz.	\$	Doz.	\$
Cotton .....	63,466	2,288,743	64,187	2,737,521
Silk .....	13,397	600,276	17,043	660,515
Nylon .....	60,971	2,666,287	59,867	2,713,161
Rayon and mixtures .....	36,919	998,594	46,514	1,135,414

1. The statistics published in this table cover only those manufacturing establishments which have corsets and kindred articles as their principal products. For total figures for corsets, girdles and brassieres see table 3.

TABLE 2. Factory Shipments, 1952<sup>1</sup> and 1953<sup>1</sup> — Concluded

Principal products	1952		1953	
	Quantity	Value of factory shipments	Quantity	Value of factory shipments
	Doz.	\$	Doz.	\$
Combination garments:				
Cotton .....	4,447	180,619	4,331	203,065
Silk .....				
Rayon and mixtures .....	15,285	805,331	14,444	847,651
Nylon .....	1,923	121,060	2,952	184,424
Elastic .....	1,888	98,865	2,246	106,789
Children's waists .....	5,133	34,993	3,823	26,079
Bandeaux and brassieres:				
Cotton .....	264,503	3,563,418	229,941	2,815,633
Silk .....	8,918	277,541	11,847	267,759
Nylon .....	105,310	1,684,423	226,019	2,681,570
Rayon and other .....	298,816	4,277,687	367,993	5,189,260
Underwear, all kinds .....	37,849	639,078	52,041	527,953
Surgical belts .....	2	2	3,007	697,999
Garters .....	2	2	2	2
Girdles, suspender .....	48,569	719,387	130,949	938,435
Sanitary supplies (belts, aprons, etc.) .....				
Shoulder braces .....	—	21,539	—	14,353
All other products .....	—	910,702	—	281,072
Total value of products .....	—	19,888,593	—	22,028,653

1. The statistics published in this table cover only those manufacturing establishments which have corsets and kindred articles as their principal products. For total figures for corsets, girdles and brassieres see table 3.

2. Included in "All other Products".

TABLE 3. Production of Corsets, Girdles, Brassieres and Combination Garments in all Industries in Canada, 1938-1952

Year	Corsets and girdles		Combination garments <sup>1</sup>		Bandeaux, brassieres, etc.	
	Doz.	\$	Doz.	\$	Doz.	\$
1938 .....	121,488	2,125,286	52,562	1,210,338	—	1,002,293
1939 .....	133,205	2,419,490	53,156	1,211,689	—	1,043,190
1940 .....	149,263	2,725,439	62,236	1,301,545	257,166	1,127,493
1941 .....	146,574	2,791,990	58,304	1,494,759	305,294	1,613,360
1942 .....	226,757	3,194,608	66,703	1,651,342	253,306	2,009,759
1943 .....	143,212	3,298,623	36,781	1,220,102	364,926	2,175,446
1944 .....	135,296	3,413,420	37,107	1,187,242	393,795	2,766,411
1945 .....	147,530	3,765,101	35,596	1,177,005	419,889	3,603,638
1946 .....	215,005	5,406,175	35,068	1,336,937	508,091	4,581,918
1947 .....	194,119	5,906,143	35,139	1,634,579	528,564	5,597,069
1948 .....	200,710	6,463,732	34,011	1,635,478	540,412	6,292,344
1949 .....	197,577	6,421,681	29,080	1,452,845	574,682	7,175,428
1950 .....	187,025	6,453,370	27,156	1,432,897	617,388	7,680,248
1951 .....	191,332	6,093,609	24,007	1,169,632	669,148	8,005,753
1952 <sup>2</sup> .....	182,839	6,650,257	23,543	1,205,875	698,717	9,916,539

1. Excluding children's waists.

2. Commencing with 1952 factory shipments data has been collected instead of production data.

## THE TEXTILE INDUSTRY

**TABLE 4. Imports of Fully Manufactured Corsets and Materials,  
Calendar Years 1952 and 1953**

Articles imported	1952		1953		
	Quantity	Value	Quantity	Value	
		\$		\$	
Corsets, corsetlettes, girdles and brassieres .....	—	—	1,191,606	—	1,320,398
Corsets, clasps, busks, blanks, steels and covered corset wires cut to length, tipped or untipped; reed, rattan or horn covered .....	—	—	25,928	—	109,559
Wire of steel, flat or woven flat, including steel strip in the coil, coated or not, .064 inch in thickness or thinner, with tolerance not to exceed .002 inch, for the manufacture of corset clasps, steels, wires and dress stays .....	cwt.	1,160	39,798	7,106	136,099
Tips, studs and eyes of metal for the manufacture of corsets and corset wires .....	—	—	3,543	—	5,976
Shoe eyelets, corset eyelets and corset rivets, shoe eyelet hooks, shoe lace wire fasteners .....	—	—	232,175	—	264,133
Sheets, hoop, band or strip for the manufacture of buckle clasps, bed fasts, furniture casters, corset steels, clock springs, shoe shanks, phonograph motor springs or ball bearings .....	cwt.	17,061	157,543	25,564	243,525

**TABLE 5. Exports of Corsets, Calendar Years 1952 and 1953**

Articles exported	1952		1953	
	Quantity	Value	Quantity	Value
	No.	\$	No.	
Corsets and girdles .....	1,110	5,501	2,444	7,838
Brassieres .....	20,299	19,127	34,832	37,781

**TABLE 6. Employees, Salaries and Wages by Provinces, 1952 and 1953**

	1952			1953		
	Quebec	Ontario	Total	Quebec	Ontario	Total
<b>Salaried employees:</b>						
Total .....	No.	358	200	558	421	217
Male .....	"	142	62	204	149	62
Female .....	"	216	138	354	272	155
Total salaries .....	\$	1,152,569	586,689	1,739,258	1,223,630	684,605
<b>Wage-earners:</b>						
Monthly average .....	No.	1,743	1,009	2,752	1,811	1,190
Male .....	"	205	108	313	234	120
Female .....	"	1,538	901	2,439	1,577	1,070
Total wages .....	\$	2,290,997	1,668,333	3,959,330	2,421,459	2,226,617
<b>All employees:</b>						
Total .....	No.	2,101	1,209	3,310	2,232	1,407
Male .....	"	347	170	517	383	182
Female .....	"	1,754	1,039	2,793	1,849	1,225
Total salaries and wages .....	\$	3,443,566	2,255,022	5,698,588	3,645,089	2,911,222

TABLE 7. Monthly Employment of Wage-earners, 1951 to 1953

Months	1951			1952			1953		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.	No.	No.	No.
January .....	316	2,336	2,652	297	2,058	2,355	339	2,559	2,898
February .....	315	2,352	2,667	299	2,124	2,423	346	2,639	2,985
March .....	320	2,422	2,742	302	2,179	2,481	354	2,725	3,079
April .....	319	2,395	2,714	305	2,306	2,611	363	2,736	3,099
May .....	301	2,311	2,612	305	2,381	2,686	364	2,664	3,028
June .....	300	2,236	2,536	314	2,456	2,770	359	2,583	2,942
July .....	280	2,175	2,455	311	2,420	2,731	343	2,429	2,772
August .....	273	2,177	2,450	320	2,548	2,868	354	2,511	2,865
September .....	265	2,094	2,359	318	2,586	2,904	354	2,564	2,918
October .....	274	2,101	2,375	325	2,692	3,017	355	2,559	2,914
November .....	269	2,044	2,313	321	2,723	3,044	352	2,626	2,978
December .....	266	1,930	2,196	324	2,653	2,977	356	2,577	2,933
Monthly average .....	291	2,226	2,517	313	2,439	2,752	354	2,647	3,001

TABLE 8. Principal Statistics of the Corset Industry, Grouped According to the Size of Establishments, 1952 and 1953

Size of Establishment	Establishments	Employees	Salaries and wages	Cost of materials used	Value of factory shipments					
1952										
Factory shipments of:										
Under \$25,000 .....	5									
\$25,000 to under \$50,000 .....	1	26	25,772	29,813	70,115					
\$50,000 " \$100,000 .....	3	38	73,169	114,587	250,895					
\$100,000 " \$500,000 .....	13	619	1,167,297	1,601,689	3,606,202					
\$500,000 " \$1,000,000 .....	13	1,454	2,581,018	3,261,070	8,371,482					
\$1,000,000 and over .....	3	1,173	1,851,332	2,984,202	7,589,899					
<b>Total</b> .....	<b>38</b>	<b>3,310</b>	<b>5,698,588</b>	<b>7,991,361</b>	<b>19,888,593</b>					
1953										
Factory shipments of:										
Under \$25,000 .....	6	27	30,579	24,919	63,002					
\$25,000 to under \$50,000 .....	1	40	59,753	79,923	185,870					
\$50,000 " \$100,000 .....	2									
\$100,000 \$500,000 .....	18	827	1,593,504	2,200,382	4,848,873					
\$500,000 \$1,000,000 .....	10	1,106	1,993,246	2,678,495	6,465,801					
\$1,000,000 and over .....	5	1,630	2,879,229	3,869,265	10,465,107					
<b>Total</b> .....	<b>42</b>	<b>3,639</b>	<b>6,556,311</b>	<b>8,852,984</b>	<b>22,028,653</b>					

## THE TEXTILE INDUSTRY

TABLE 9. Power Installation, 1948 and 1953

Classes of power	1948		1953	
	Number of units	Horse-power capacity	Number of units	Horse-power capacity
Steam engines and steam turbines .....	—	—	—	—
Gasoline, gas and oil engines, other than Diesel engines.....	—	—	—	—
Electric motors operated by purchased power:				
In use .....	620	810	1,546	1,349
Idle .....	22	33	53	72
<b>Total Power used in Manufacturing .....</b>	<b>642</b>	<b>843</b>	<b>1,599</b>	<b>1,421</b>
Boiler installation:				
In use .....	1	2	1	45
Idle .....	—	—	1	40

TABLE 10. Consumption of Fuel and Electricity, 1948 and 1953

Kinds of fuel	Unit of measure	1948		1953	
		Quantity	Cost value at factory	Quantity	Cost value at factory
Bituminous coal .....	ton	577	\$ 6,444	469	\$ 5,813
Gasoline (including gasoline used cars and trucks)....	Imp. gal.	316	127	8,168	3,499
Fuel oil .....	"	113,508	14,810	107,403	13,541
Other fuel .....	—	—	2,928	—	2,818
<b>Total cost of fuel .....</b>	<b>—</b>	<b>—</b>	<b>24,309</b>	<b>—</b>	<b>25,671</b>
Electricity purchased (including service charges) .....	Kw. H	1,378,954	25,018	3,905,343	42,912
<b>Total cost of fuel and electricity .....</b>	<b>—</b>	<b>—</b>	<b>49,327</b>	<b>—</b>	<b>68,583</b>

## List of Corset Manufacturers Operating in Canada, 1953

Name	Address
<b>Quebec:</b>	
Alpa Mfg. Co. Ltd. ....	4064 St. Lawrence Blvd., Montreal
Best Form Brassiere Company, Ltd. ....	750 St. Francois Xavier, Montreal
Canadian Lady Corset Company, Ltd. ....	4475 St. Lawrence Blvd., Montreal
Dainty Maid Brassiere Inc. ....	255 De Castelneau W., Montreal
Delvoye, R., Inc. ....	Waterloo
Dominion Corset Company, Ltd. ....	45 Dorchester St., Quebec
E.T. Corset Company, Ltd. ....	1700 Laframboise St., St. Hyacinthe
Grenier, C.J. Ltd. ....	4835 Colonial Ave., Montreal
Grenier C.J. Ltd. ....	St. John's

## List of Corset Manufacturers Operating in Canada, 1953 — Concluded

Name	Address
<b>Quebec — Concluded:</b>	
Janesse Limited.....	50 Mt. Royal Ave. W., Montreal
La Brassiere Marquise & Cie Enrg. ....	1268 Laurier East, Montreal
Luv Lee Lady .....	6713 Casgrain St., Montreal
Marjolaine Lingerie Mfg. ....	6365 Delorimier Ave., Montreal
Parisian Corset Manufacturing Co. Ltd. ....	599 St. Vallier St., Quebec
Perfection Corset Company, Ltd. ....	38 Champlain St., Quebec
Reldan Mfg. Corporation .....	4475 St. Lawrence Blvd., Montreal
Ross Corsets, Ltd. ....	155 St. Paul St., Quebec
Smart Brassieres Reg'd .....	7048 St. Lawrence Blvd., Montreal
Spencer Supports (Canada) Ltd. ....	Rock Island
Star Girdles & Brassieres Mfg. ....	5288 Park Ave., Montreal
Treo Corseting Inc. ....	255 De Castelneau W., Montreal
Vanity Brassiere Co. Ltd. ....	7255 Alexandra St., Montreal
Vogue Corsets & Brassieres .....	1010 St. Catherine St. E., Montreal
<b>Ontario:</b>	
Alexandra Mfg. Co. ....	32 Beverly St., Toronto
Birstock, S. and Company .....	89 Niagara St., Toronto
Canadian H.W. Gossard Co. Ltd., The .....	366 Adelaide St. West, Toronto
Canadian H.W. Gossard Co. Ltd., The .....	Port Perry
Charis Limited .....	84 Queen St., Port Hope
Cooper & Reid Ltd. ....	51 Mutual St., Toronto
Eaton, The T. Company Ltd. ....	49-51 Teraulay St., Toronto
Exquisite Form Brassiere (Canada) Ltd. ....	11 Brant St., Toronto
Flexees (Canada) Limited .....	48 Abell St., Toronto
Gordon and Mason Ltd. ....	100 Jarvis St., Toronto
Kops Brothers Limited .....	559 College St., Toronto
Lady Mac of Canada Ltd. ....	91 Wellington St. West, Toronto
Lagnon Manufacturing Ltd. ....	253 Queen St. West, Toronto
Lovable Brassiere Co. of Canada Ltd. ....	590 King St. W., Toronto
Nu Bone Corset Company of Canada, Ltd., The .....	48 Main St., Port Dalhousie
Rose Marx Brassieres Limited .....	152-154 Pearl St., Toronto
Spirella Company of Canada Ltd., The .....	1651 River Road, Niagara Falls
Stein and Company, Ltd., A. ....	41 Peter St., Toronto
Stella Lucas Co. ....	918 Main St. E., Hamilton

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