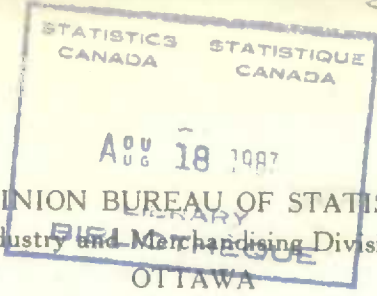


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THE SPORTING GOODS INDUSTRY, 1948

In the realm of sporting activities Canada occupies an enviable position. With abundant forests and streams at the disposal of the hunter and angler it provides an inexhaustible source of recreation and pleasure. In other branches of sport also there are abundant facilities for indulgence in healthy exercise, both indoor and outdoor, for young and old of both sexes, all the year around. In 1948 manufacturers in Canada produced the requisite equipment, supplies and accessories to the extent of almost seven million dollars. To do this required the employment of 1,523 persons whose remuneration amounted to \$2,833,216 and the expenditure of \$3,097,196 for materials and supplies. A comparison of the principal statistics for the years 1937 to 1948 is given in Table 1.

The statistics published in this report refer only to establishments whose principal products consist of sporting goods. Sporting goods are also produced as subsidiary products by establishments credited to other industrial classifications. For this reason the figures given here do not represent the total production of sporting goods in Canada. For complete production statistics reference should be made to the alphabetical list of products published annually in the report "The Manufacturing Industries of Canada".

The number of establishments reporting operations during the year 1948 was 60 and were located by provinces as follows: Quebec 16, Ontario 33, Manitoba 2, Alberta 1 and British Columbia 3. To avoid disclosure of information concerning individual establishments, statistics for the province of Manitoba, Alberta and British Columbia have been combined. Compared with 1947 there was an increase of 36 in the total number of employees and an increase of \$211,644 in the gross value of production. The value of sporting goods produced in 1948 was slightly higher than in 1947 as is shown by Table 2 which gives details of products made. The payroll was higher, requiring an additional \$514,250 while the cost of materials and supplies increased by \$46,631. Due to the fact that, with a few exceptions, separate articles of sporting goods are the output of less than 3 firms, it is not possible to present in detail form the many and varied items comprising sporting goods, but are grouped under the head of that particular branch of sport in which they are used. Bicycles, firearms and ammunition are not included in this report.

The materials entering into the manufacture of sporting equipment supplies and accessories are of such a diversified nature that it is not possible to show them in detail. The total cost during the year 1948 amounted to \$3,097,196.

Prepared in the General Manufactures Section

E. 2400-74

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THE SPORTING GOODS INDUSTRY, 1948

Table 1. - Principal Statistics of the Sporting Goods Industry, 1937 - 1946, and by provinces 1947 and 1948.

Year and Provinces	Estab-lish-ments	Capital Invested	Em- ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	\$	No.	\$	\$	\$
1937 .....	35	1,392,785	664	551,462	781,147	1,737,517
1938 .....	36	1,390,995	675	602,735	776,627	2,003,148
1939 .....	33	1,891,478	689	694,531	906,534	2,082,403
1940 .....	38	2,405,514	758	749,735	1,027,159	2,177,259
1941 .....	37	2,595,049	817	836,385	1,134,430	2,352,371
1942 .....	36	2,762,420	797	912,493	1,347,262	2,650,019
1943 .....	34	3,161,913	815	1,036,321	2,377,897	4,091,460
1944 .....	35	Not collected in 1944	932	1,225,045	3,211,292	5,413,033
1945 .....	36	Not collected in 1945	1,101	1,433,218	3,294,096	5,504,640
1946 .....	41	Not collected in 1946	1,324	1,668,542	2,315,917	4,849,211
<u>1947</u>						
CANADA .....	56	Not collected in 1947	1,487	2,318,966	3,050,565	6,737,098
Quebec .....	13	collected	417	520,726	767,640	1,632,934
Ontario .....	37	in	1,037	1,750,152	2,223,059	4,937,462
Manitoba, Alberta and British Columbia ....	6	1947	33	48,088	59,866	136,702
<u>1948</u>						
CANADA .....	60	Not collected in 1948	1,523	2,833,216	3,097,196	6,918,942
Quebec .....	16	collected	453	674,122	931,033	1,969,986
Ontario .....	33	in	1,036	2,095,784	2,103,048	4,810,783
Manitoba, Alberta and British Columbia ....	6	1948	34	63,310	63,110	137,973

Note: Profits or losses cannot be estimated from the census figures as no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, advertising, etc.

THE SPORTING GOODS INDUSTRY, 1948

Table 2. - Production 1947 and 1948

	1947	1948
	\$	\$
Baseball equipment and supplies, all kinds .....	578,631	696,205
Billiard, bowling and football equipment and supplies, all kinds .....	1,334,824	1,555,608
Golf equipment and supplies, all kinds .....	1,033,100	1,154,891
Hockey equipment and supplies, all kinds .....	519,697	826,474
Skiing equipment and supplies, all kinds .....	1,020,117	810,245
Tennis and badminton equipment and supplies, all kinds.	578,424	426,652
Fishing tackle .....	899,079	824,676
Gymnasium apparatus equipment and supplies, all kinds .	29,257	39,416
Miscellaneous equipment (lacrosse, basketball, croquet, etc.) .....	165,236	200,277
All other products .....	531,252	369,457
Amount received for repairs .....	17,481	14,841
<b>TOTAL .....</b>	<b>6,707,098</b>	<b>6,918,742</b>

The data given in the foregoing table must not be regarded as representing the total production of sporting goods in Canada as these are also produced in other industries. For complete output reference should be made to Alphabetical List of Products in the Appendix to annual reports on the "Manufacturing Industries of Canada".

Table 3. - Employees by Sex and Remuneration, 1947 and 1948

	1947	1948
<b>Salaried Employees -</b>		
Total .....	No. 266	320
Male .....	No. 177	198
Female .....	No. 89	122
Total salaries .....	No. 591,885	805,143
<b>Wage-earners -</b>		
Monthly average .....	No. 1,221	1,203
Male .....	No. 773	785
Female .....	No. 448	418
Total wages .....	\$ 1,727,081	2,028,073
<b>All Employees -</b>		
Total .....	No. 1,487	1,523
Male .....	No. 950	983
Female .....	No. 537	540
Total salaries and wages ...	\$ 2,313,966	2,833,216

THE SPORTING GOODS INDUSTRY, 1948

Table 4. - Monthly Employment of Wage-earners, 1947 and 1948

	1947			1948		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	773	505	1,278	748	407	1,155
February .....	760	479	1,239	774	413	1,187
March .....	765	474	1,239	773	387	1,160
April .....	762	488	1,250	765	425	1,190
May .....	769	470	1,239	769	423	1,192
June .....	799	450	1,249	809	419	1,228
July .....	806	396	1,202	793	395	1,188
August .....	766	387	1,153	803	393	1,196
September .....	765	428	1,193	783	402	1,185
October .....	772	429	1,201	777	416	1,193
November .....	783	445	1,228	789	457	1,246
December .....	742	407	1,149	788	476	1,264
AVERAGE .....	773	448	1,221	785	418	1,203

Table 5. - Principal Statistics of the Sporting Goods Industry in Canada Grouped According to the Size of Establishment, 1947 and 1948

Establishments having a production of -	Estab-lish-ments No.	Capital Invested \$	Em- ployees No.	Salaries and Wages \$	Cost of Materials Used \$	Gross Value of Production \$
<u>1947</u>						
Under \$5,000 .....	8	Not	15	14,798	4,934	17,346
\$5,000 to \$25,000 ....	13		82	72,937	85,825	181,976
\$25,000 to \$50,000 ...	13	collected	145	183,114	139,521	476,793
\$50,000 to \$100,000 ..	9		179	249,372	232,771	657,956
\$100,000 to \$500,000 .	9	in 1947	434	605,698	936,543	2,026,072
\$500,000 and over ....	4		632	1,187,547	1,650,921	3,346,953
TOTAL .....	56		1,487	2,318,966	3,050,565	6,707,098
<u>1948</u>						
Under \$5,000 .....	8	Not	12	10,229	6,613	22,865
\$5,000 to \$25,000 ....	14		93	110,428	93,932	227,179
\$25,000 to \$50,000 ...	12	collected	133	202,202	184,133	480,991
\$50,000 to \$100,000 ..	11		167	273,414	234,181	739,260
\$100,000 to \$500,000 .	11	in 1948	404	755,909	1,020,378	2,205,355
\$500,000 and over ....	4		714	1,481,034	1,557,904	3,242,592
TOTAL .....	60		1,523	2,833,216	3,097,196	6,918,742

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Table 6. - Power Installation

Classes of Power	1 9 4 7		1 9 4 8	
	Number of Units	Manufacturers' Rating of Horsepower Capacity	Number of Units	Manufacturers' Rating of Horsepower Capacity
Steam engines and steam turbines -				
In use .....	1	45	-	-
Diesel engines -				
In use .....	-	-	1	130
Gasoline, gas and oil engines -				
In use .....	3	122	2	122
Idle .....	1	1	3	20
Electric motors operated by				
purchased power - In use .....	1,057	2,677	1,247	3,041
Idle .....	10	36	31	68
<b>TOTAL POWER USED IN MANUFACTURING</b>	<b>1,072</b>	<b>2,881</b>	<b>1,284</b>	<b>3,381</b>
Boiler installation - In use .....	3	220	20	41
Idle .....	1	100	1	100
Motor generator sets- In use .....	2	17	3	62

Table 7. - Consumption of Fuel and Electricity, 1947 and 1948

Kinds of Fuel	Unit of Measure	1 9 4 7		1 9 4 8	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal -	Ton				
Bituminous .....	(2000 lb.)	1,725	19,650	2,042	24,893
Anthracite .....	"	51	630	46	830
Coke .....	"	76	1,004	45	731
Gasoline .....	Imp. Gal.	12,470	4,466	7,866	2,947
Kerosene or coal oil ....	" "	-	-	10	3
Fuel oil (not including lubricating oil) .....	" "	32,230	4,560	54,562	9,559
Wood .....	Cord	109	968	218	1,650
Gas .....	M cu. ft.	1,309	1,107	2,063	1,657
Other Fuel .....	-	-	3,529	-	1,094
Electricity purchased ...	Kw. h.	2,174,836	34,512	2,550,902	43,759
<b>TOTAL COST OF FUEL AND ELECTRICITY .....</b>	<b>-</b>	<b>-</b>	<b>70,486</b>	<b>-</b>	<b>87,123</b>

THE SPORTING GOODS INDUSTRY, 1948

Table 8. - Imports of Sporting Goods, 1947 and 1948

Items	1947	1948
	\$	\$
Bagatelle and other game tables or boards .....	462,330	20,999
Balls, cues, cue racks and cue tips for bagatelle and billiards .....	25,234	19,848
Billiard tables .....	365	40
Balls, tennis .....	56,980	50,536
Balls, all kinds, for use in sports, games, etc., n.o.p. ....	409,630	134,679
Cricket bats, balls, gloves and leg guards ....	7,421	7,423
Golf clubs and finished parts .....	145,034	64,676
Golf balls .....	38,335	97,059
Fishing rods .....	420,336	248,527
Trawls, fly hooks, sinkers, fishing reel and tackle, n.o.p. ....	1,452,167	719,155
Skis, racquets and racquet frames and baseball bats .....	217,172	111,373
Guns, rifles, including air guns and air rifles not being toys; muskets, cannons, pistols, revolvers and other firearms, n.o.p..	739,513	310,409
Guns and rifles of a class or kind not made in Canada .....	1,358,364	937,217
Cartridges, shot gun shells .....	69,587	41,077
Cartridges, metallic .....	124,353	60,491
<b>TOTAL .....</b>	<b>5,528,546</b>	<b>2,823,519</b>

Table 9. - Exports of Sporting Goods, 1947 and 1948

Items	1947	1948
	\$	\$
Fishing tackle .....	68,955	372,170
Sporting goods, n.o.p. ....	499,696	356,087
<b>TOTAL .....</b>	<b>568,651</b>	<b>728,257</b>

THE SPORTING GOODS INDUSTRY, 1948

A P P E N D I X

Firms engaged wholly or chiefly in the manufacture of sporting goods.

QUEBEC

Acta Sports Ltd.,	Ste. Therese de Blainville, (Terre Co.)
Atelier Sportif, Enrg.,	102A rue Giroux, Loretteville.
Burroughs and Watts (Canada) Ltd.,	66 Craig St., W., Montreal.
Choquette, Jos., Sports Enrg.,	1439 Hotel de Ville, Montreal.
Cho-Wood Products Ltd.,	427 St. James St., St. Johns.
Daigneault Rolland Cie,	2567 rue Rouen, Montreal.
Dodds, Harvey E., Ltd.,	750-16th Ave., Pointe-aux-Trembles.
Eagle Leather Works Co.,	4264 Ontario St., E., Montreal.
Huron Fishing Tackle Inc.,	36 Ave. Francois Premier, Quebec.
Jolicoeur, Gaston	1228 2 ième Ave., Quebec.
Les Industries Bellerive Ltée,	59 rue Dion, Valleyfield, (Beauharnois)
Mailhot, Henry	149 St. Jean-Baptiste, Victoriaville.
Rodco Enterprises, Ltd.,	5680 rue St. Dominique, Montreal.
Sea Lines, Inc.,	425 River St., Verdun.
Siren H., Ski Shop,	736 Lagauchetiere, W., Montreal.
Werner, Sigmund Ltd.,	9500 St. Lawrence Blvd., Montreal.

ONTARIO

Allcock, Laight & Westwood Co. Ltd.,	230 Bay St., Toronto.
Barton Sports & Cycle Co. Ltd.,	228 Barton St., E., Hamilton.
Bentley's Sporting Goods, Ltd.,	755 First Ave., Niagara Falls (Welland Co.)
Blanchard, John Gordon	125 East Bourne Ave., Hamilton.
Boyd Archery Tackle,	22 Breadalbane St., Toronto.
Breslaw Wood Specialties,	Main St., Breslaw.
Brunswick Balke-Callender Co. of Canada Ltd.,	40 Hanna Ave., Toronto.
Burke-Thurn Ltd.,	14 Breadalbane St., Toronto 5.
Campbell Manufacturing Co. Ltd.,	45 Sheppard Ave., E., Lansing.
Canada Needle & Fishing Tackle Co. Ltd.,	Havelock (Peterboro Co.).
Chisolm Lacrosse Mfg. Co.,	Box 1163, Cornwall.
Clark Townsend,	153 Duchess St., Toronto.
Cooper Manufacturing Co.,	Stop 9, Lakeshore Rd., Lakeview.
Dominion Fishing Tackle Mfrs.,	Oro Station.
Dunne Mfg. Co.,	53 Elmwood Ave., Toronto.
Dundson Archery Supplies	14 Hamilton Ave., Brantford.
Granger Adanac Ltd.,	5382 Yonge St., Stop 9, Willowdale.
Gregson Manufacturing Co.,	309 Pharmacy Ave., Box 32, Toronto 13.
Herrem, Woodworkers Ltd.,	812 Victoria Ave., Fort Frances.
Henlin Tackle Co. of Canada,	1901 Ottawa St., Windsor.
Hex Baits, Ltd.,	Brockville.
Hotti Tackle Co.,	1901 Ottawa St., Windsor.
Hubbel & Sons,	No. 2 Highway, Huntsville.
Lucky Strike Bait Works,	187 Burke St., Cobourg.
Lucky Strike Bait Works	505 Sherbrooke St., Peterborough.
Madsen, John A. Mfg. Co.,	Unionville.



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Firms engaged wholly or chiefly in the manufacture of sporting goods.

ONTARIO (Concluded)

Magder, Jesse  
McVean, O. & W. Ltd.,  
Nelson, Long & Sons,  
New Hamburg Wood Specialties Ltd.,  
Northern Ski Co. Ltd.,  
Pajola Ski Co. Ltd.,  
Schindler Co. of Canada Ltd.,  
Scott Fishing Tackle Co.,  
Spalding, A.G. & Bros. of Canada Ltd.,  
Thornhill Industries Ltd.,  
Tugg and Mason Ltd.,  
Wilson, Harold S., Co. of Toronto Ltd.,

1194 Bloor St., W., Toronto.  
Dresden, (Kent Co.).  
210 Ferrie St., E., Hamilton.  
Arnold St., New Hamburg.  
581 Edna St., Sudbury.  
Box 355, Sudbury.  
Audley & Newcastle Sts., Mimico.  
1 Depot St., Grimsby.  
5 Edward St., Brantford.  
398 St. Clair Ave., W., Toronto.  
P.O. Box 22, Cor. Cherriebell and  
Lakeshore Rd., Long Branch.  
299 Yonge St., Toronto.

MANITOBA

Canadian Bait Mfg. Co.,  
W. Lyon,

247 Notre Dame Ave., Winnipeg.  
425 Fisher Ave., The Pas.

ALBERTA.

Alberta Billiard Supply Co.,

528 - 9th Ave., W., Calgary.

BRITISH COLUMBIA

Ditson, Fraser,  
Moulded Plywoods Ltd.,  
Vancouver Archery Craft,

278A.E. 10th Ave., Vancouver.  
1852 W. Georgia St., Vancouver.  
1833 West 4th Ave., Vancouver.