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THE SPORTING GOODS INDUSTRY
1949



Published by Authority of the RT. HON. C.D. HOWE
Minister of Trade and Commerce

Prepared in the General Manufactures Section
Industry and Merchandising Division
Dominion Bureau of Statistics, Ottawa

405-74
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NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada—mining, forestry and fishing; (b) manufacturing; (c) construction, and (d) merchandising and services.

For the purpose of annual compilation and publication, the manufacturing industries have been classified into major groups, prefaced by two reports of a general nature, as follows:

- I Summary Report on Manufacturing Industries
- II Manufacturing Industries by Geographical Distribution
- III Foods and Beverages
- IV Tobacco and Tobacco Products
- V Rubber Products
- VI Leather Products
- VII Miscellaneous Manufactures
- VIII Textiles
- IX Wood and Paper Products
- X Printing Trades
- XI Operations in the Woods
- XII Iron and Steel Products
- XIII Transportation Equipment
- XIV Non-ferrous Metal Products
- XV Electrical Apparatus and Supplies
- XVI Non-metallic Mineral Products
- XVII Products of Petroleum and Coal
- XVIII Chemicals and Allied Products

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

- I The Button, Buckle and Fastener Industry
- J The Broom, Brush and Mop Industry
- K The Musical Instrument Industry
- L The Sporting Goods Industry

THE SPORTING GOODS INDUSTRY 1949

In 1949 this industry, which has enjoyed almost uninterrupted expansion since 1937, established a new record in gross value of production. In achieving this peak production, the industry shared in the general high level of economic activity with some of its success due, no doubt, to the unprecedented influx of tourists in search of pleasure and recreation in our great outdoors.

The output of the industry in 1949 was valued at \$8,654,085, this amount representing an increase of \$1,735,143 or approximately 25 per cent over the previous year. Employment was afforded to 2013 persons, 490 or 32 per cent more than in 1948, while the payroll at \$3,628,637 was greater by \$795,421 or 28 per cent. The cost of materials used was \$3,627,429, an increase of \$530,233 or 17 per cent.

Reports were received from 64 establishments located as follows: Newfoundland 1, Quebec 17, Ontario 38, Manitoba 2, Alberta 1 and British Columbia 5. By reference to Table 9 it will be observed that 15 of these reported a production of \$7,061,263 or approximately 81 per cent of the total output. They provided employment for 1552 persons or about 77 per cent of all persons employed.

Only establishments whose principal products consist of sporting equipment, supplies and accessories are classified to the Sporting Goods Industry. With few exceptions, separate articles are the output of less than three of these and it is not possible, therefore, to present the many and varied items of manufacture in detailed form. Instead, it has been found necessary to group them under the head of that particular branch of sport in which they are used. The materials entering into the manufacture of sporting goods are of such a diversified nature that it is not feasible to show them in detail. Bicycles, firearms and ammunition are not included in this report.

The sporting goods produced by the establishments classified to this industry do not represent total Canadian production. There are concerns which manufacture sporting goods only as secondary or minor products and which are assigned to other industries on the basis of their more important items of manufacture. In 1949 these concerns accounted for approximately 25 per cent of the value of total Canadian output. Table 4 of this report summarizes in as much detail as possible total sporting goods production as assembled from all industries. Unfortunately, the number of firms participating in the production of many of the commodities are too few to permit publication of separate figures without the possible disclosure of the production of individual firms. The Table specifies every commodity that could be shown separately.

TABLE 1. Principal Statistics of the Sporting Goods Industry, Representative Years, 1928 - 1949

Year and Provinces	Estab- lish- ments	Employees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	No.	\$	\$	\$
1928.....	22	496	466,139	878,529	1,997,023
1930.....	27	622	612,133	950,274	2,319,928
1933.....	33	540	387,578	440,362	1,096,569
1936.....	36	671	543,774	716,613	1,762,848
1937.....	33	664	551,462	781,147	1,737,517
1939.....	33	689	694,531	906,534	2,089,403
1940.....	38	758	749,735	1,027,159	2,177,259
1941.....	37	817	836,385	1,134,430	2,352,871
1942.....	36	797	912,493	1,347,262	2,650,019
1943.....	34	815	1,036,321	2,377,897	4,091,480
1944.....	35	932	1,225,045	3,211,292	5,413,033
1945.....	36	1,101	1,433,218	3,294,096	5,504,640
1946.....	41	1,324	1,668,542	2,315,917	4,849,211
1947.....	56	1,487	2,318,966	3,050,565	6,707,098
1948.....	60	1,523	2,833,216	3,097,196	6,918,742
1949					
Canada	64	2,013	3,628,637	3,627,429	8,654,085
Quebec.....	17	416	651,799	790,226	1,772,851
Ontario.....	38	1,530	2,861,241	2,684,219	6,521,938
Manitoba, Alberta, British Columbia and New- foundland.....	9	67	115,597	152,984	359,296

TABLE 2. Comparison of Principal Statistics, 1948 and 1949

Item	1948	1949	+ Increase - Decrease
Establishments reporting	No. 60	64	+ 4
Employees on salaries:			
Total.....	No. 320	455	+ 135
Male.....	No. 198	296	+ 98
Female.....	No. 122	159	+ 37
Total Salaries.....	\$ 805,143	1,002,349	+ 197,206
Employees on wages:			
Monthly average.....	No. 1,203	1,558	+ 355
Male.....	No. 785	1,025	+ 240
Female.....	No. 418	533	+ 115
Total Wages.....	\$ 2,028,073	2,626,288	+ 598,215
Cost of fuel and electricity.....	\$ 87,123	100,516	+ 13,393
Cost of materials used.....	\$ 3,097,196	3,627,429	+ 530,233
Gross value of production.....	\$ 6,918,742	8,654,085	+ 1,735,343
Value added by manufacture.....	\$ 3,734,423	4,926,140	+ 1,191,717

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.

TABLE 3. Production in the Sporting Goods Industry, 1948 and 1949

Products	1948	1949
	\$	\$
Baseball equipment and supplies, all kinds	696, 205	811, 557
Billiard, bowling and football equipment and supplies, all kinds	1, 555, 608	1, 655, 425
Golf equipment and supplies, all kinds	1, 154, 891	1, 243, 442
Hockey equipment and supplies, all kinds	826, 474	894, 981
Skiing equipment and supplies, all kinds	810, 245	741, 391
Tennis and badminton equipment and supplies, all kinds	426, 652	475, 439
Fishing tackle	824, 676	1, 132, 751
Gymnasium apparatus equipment and supplies, all kinds	39, 416	81, 405
Miscellaneous equipment (lacrosse, basketball, croquet, etc.)	200, 277	243, 315
All other products	369, 457	1, 367, 431
Amount received for repairs	14, 841	6, 948
Total	6, 918, 742	8, 654, 085

Note. The above table includes only the statistics of those manufacturing establishments whose principal products are sporting equipment, supplies and accessories. The figures do not necessarily represent the total Canadian production as sporting goods are also made as secondary products by firms in other industries. The total production from all industries is shown in Table 4.

TABLE 4. Total Production of Sporting Goods¹, 1948 and 1949 (From all industries)

Products	1948		1949		
	Quantity	Value	Quantity	Value	
		\$		\$	
Balls, golf, complete	Doz.	148, 332	605, 603	120, 473	505, 840
Baseballs and softballs	"	31, 034	360, 843	42, 866	492, 090
Footballs	No.	51, 096	82, 922	42, 487	62, 174
Balls, other, including bladders, centres, etc.	-	-	1, 011, 337	-	757, 032
Bats, baseball and softball	No.	197, 175	180, 492	171, 978	127, 182
Billiard and bowling supplies	-	-	1, 469, 501	-	1, 563, 643
Fishing tackle	-	-	1, 572, 791	-	2, 062, 663
Gloves and mittens, baseball, hockey, etc.	-	-	356, 074	-	398, 591
Golf sticks, complete	No.	179, 703	722, 710	211, 493	909, 957
Golf equipment, other	-	-	143, 299	-	111, 983
Gymnasium supplies	-	-	42, 231	-	73, 592
Hockey pucks	Doz.	28, 648	23, 433	23, 423	18, 840
Hockey sticks	"	97, 786	976, 615	101, 126	1, 060, 647
Racquets, tennis, badminton and squash	No.	53, 116	212, 245	58, 699	238, 191
Skates	Prs.	763, 884	1, 234, 611	777, 279	1, 358, 619
Skis	"	156, 274	619, 846	104, 948	374, 902
Ski poles and fittings	-	-	298, 979	-	352, 522
Sporting goods, other	-	-	1, 053, 294	-	1, 088, 738
Total	-	-	10, 966, 826	-	11, 557, 206

1. Does not include ammunition, bicycles and firearms.

TABLE 5. Imports of Sporting Goods, 1948 and 1949

Items	1948	1949
	\$	\$
Bagatelle and other game tables or boards	20,999	23,229
Balls, cues, cue racks and cue tips for bagatelle and billiards	19,848	19,954
Billiard tables	40	419
Balls, tennis	50,536	64,838
Balls, all kinds, for use in sports, games, etc., n.o.p.	134,679	129,346
Cricket bats, balls, gloves and leg guards	7,428	7,183
Golf clubs and finished parts	64,676	81,305
Golf balls	97,059	106,567
Fishing rods	248,527	304,040
Trawls, fly hooks, sinkers, fishing reel and tackle, n.o.p.	719,155	1,019,605
Skis, racquets and racquet frames and baseball bats.....	111,378	189,456
Guns, rifles, including air guns and air rifles not being toys; muskets, can- nons, pistols, revolvers and other firearms, n.o.p.	310,409	359,034
Guns and rifles of a class or kind not made in Canada	937,217	1,549,621
Cartridges, shot gun shells	41,077	11,785
Cartridges, metallic	60,491	56,553
Total	2,823,519	3,927,942

TABLE 6. Exports of Sporting Goods, 1948 and 1949

Items	1948	1949
	\$	\$
Fishing tackle.....	372,179	23,413
Sporting goods, n.o.p.	356,087	224,545
Total	728,257	247,958

TABLE 7. Employees by Sex and Remuneration, 1948 and 1949

	1948	1949
Salaried Employees:		
Total	No. 320	459
Male	No. 198	296
Female	No. 122	159
Total Salaries	\$ 805,143	1,002,349
Wage-earners:		
Monthly average	No. 1,203	1,558
Male	No. 785	1,025
Female	No. 418	533
Total wages	\$ 2,028,073	2,626,288
All Employees:		
Total	No. 1,523	2,013
Male	No. 983	1,321
Female	No. 540	692
Total salaries and wages	\$ 2,833,216	3,628,637

TABLE 8. Monthly Employment of Wage-earners, 1948 and 1949

	1948			1949		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January.....	748	407	1,155	997	490	1,487
February.....	774	413	1,187	976	531	1,507
March.....	773	387	1,160	981	550	1,531
April.....	765	425	1,190	994	557	1,551
May.....	769	423	1,192	1,023	577	1,600
June.....	809	419	1,228	1,052	542	1,594
July.....	793	395	1,188	1,048	497	1,545
August.....	803	393	1,196	1,068	492	1,560
September.....	783	402	1,185	1,069	501	1,570
October.....	777	416	1,193	1,043	521	1,564
November.....	789	457	1,246	1,042	539	1,581
December.....	788	476	1,264	1,049	535	1,584
Average.....	785	418	1,203	1,025	533	1,558

TABLE 9. Principal Statistics of the Sporting Goods Industry in Canada Grouped According to the Size of Establishment, 1948 and 1949

Establishments having a production of	Estab- lish- ments	Employees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	No.	\$	\$	\$
1948					
Under \$5,000.....	8	12	10,229	6,613	22,865
\$5,000 to \$25,000.....	14	93	110,428	93,982	227,179
\$25,000 to \$50,000.....	12	133	202,202	184,138	480,991
\$50,000 to \$100,000.....	11	167	273,414	234,181	739,260
\$100,000 to \$500,000.....	11	404	755,909	1,020,378	2,205,855
\$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
1949					
Under \$5,000.....	9	20	11,972	7,150	29,369
\$5,000 to \$25,000.....	14	64	78,532	77,626	187,545
\$25,000 to \$50,000.....	12	147	219,268	193,775	466,052
\$50,000 to \$100,000.....	14	230	389,806	324,211	909,856
\$100,000 to \$500,000.....	10	458	784,666	1,066,280	2,398,031
\$500,000 and over.....	5	1,094	2,144,393	1,958,387	4,663,232
Total.....	64	2,013	3,628,637	3,627,429	8,654,085

APPENDIX

List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods

Name of Firm	Address
Quebec:	
Acta Sports Ltd.	Ste. Thérèse de Blainville
Atelier Sportif, Enrg.	102 A, rue Giroux, Loretteville, Québec, Co.
Burroughs and Watts (Canada) Ltd.	66 Craig St., W., Montreal
Choquette, Jos., Sports Enrg.	1439 Hôtel de Ville, Montréal
Cho-Wood Products Ltd.	427 St. James St., St. Johns
Daigneault, Rolland Cie Ltee.	2567, rue Rouen, Montréal 24
Dodds, Harvey E., Ltd.	H.O. 1598-1606 Clark St., Montreal Plant - 750-16th Ave., Pointe-aux-Trembles
Eagle Leather Works Co.	4264 Ontario St., E., Montreal
Huron Fishing Tackle Inc.	36 Ave., François Premier, Québec
Jolicoeur, Gaston	1228, 2ième Ave., Québec
Les Industries Bellerive Ltée.	59, rue Dion, Valleyfield
Mailhot, Henry	35, rue Compagne, Victoriaville
Rodco Enterprises, Ltd.	5680, rue St. Dominique, Montréal
Sea Lines, Inc.	530 Green Ave., Verdun
Sherbrooke Wood Products	Rear, 138 Marquette, Sherbrooke
Siren H., Ski Shop.	736 Lagauchetière W., Montreal
Superstrong Wood Products Reg'd	Brosseau Station, Laprairie Co.
Werner, Siegmund Ltd.	3500 St. Lawrence Blvd., Montreal
Ontario:	
Allcock, Laight & Westwood Co. Ltd.	230 Bay St., Toronto
Banks, Harry N.	46-48 Albert St., Beamsville
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 Eastbourne St., Hamilton
Boyd Archery Tackle	22 Breadalbane St., Toronto
Breslau Wood Specialties	Main St., Breslau
Brunswick Balke-Collender Co. of Canada Ltd.	40 Hanna Ave., Toronto 1
Burke-Thumm Ltd.	14 Breadalbane St., Toronto
Campbell Mfg. Co. Ltd.	45 Sheppard Ave., E., Lansing
Canada Needle & Fishing Tackle Co. Ltd.	H.O. 70 Wellington St. W., Toronto Plant - Havelock (Peterboro Co.)
Canada (the) Skate Mfg. Co. Ltd.	248 Victoria North, Kitchener
Chisholm Lacrosse Mfg. Co.	Box 1163, Cornwall
Clark Townsend	153 Duchess St., Toronto
Dominion Fishing Tackle Mfrs.	Oro Station
Dundson Archery Supplies	14 Hamilton Ave., Brantford
Dunne Mfg. Co.	53 Elmwood Ave., Toronto
Grainger Adanac Ltd.	5382 Yonge St., Stop 9., Willowdale
Gregson Manufacturing Co.	Box 32, Postal Station H, 309 Pharmacy Ave., Toronto
Herrem, Woodworkers Ltd.	812 Victoria Ave., Fort Frances
Hex Baits, Ltd.	Brockville
Hexlin Tackle Co. of Canada	1901 Ottawa St., Windsor
Hotti Tackle Co.	619 Crawford Ave., Windsor (Essex Co.)
Hubbel & Sons	No. 11 Highway, Township of Chaffey, Brantville

List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods - Concluded

Name of Firm	Address
Ontario - Concluded:	
J. M. Machine & Tool Co. (Jesser Madger, prop.).....	1194 Bloor St. W., Toronto
Lucky Strike Bait Works	H.O. 505 Sherbrooke St., Peterborough Plant - 187 Burke St., Cobourg
Madsen, John A. Mfg. Co.	Unionville
McVean O. & W. Ltd.	Dresden
Nelson, Long & Sons	210 Ferrie St., E., Hamilton
New Hamburg, Wood Specialties Ltd.	Arnold St., New Hamburg
Northern Ski Co. Ltd.	581 Edna St., Sudbury
Pajola Ski Co. Ltd.	Box 355, Sudbury
Schindler Co. of Canada Ltd. (the).....	Audley & Newcastle St., Mimico
Scott Fishing Tackle Co. Ltd.	1 Depot St., Grimsby
Spalding A. G. & Bros. of Canada Ltd.	5 Edward St., Brantford
Thornhill Industries Ltd.	898 St. Clair Ave. W., Toronto
Tugg and Mason Ltd.	P.O. Box 22, Cor. Cherriebell, and Lakeshore Rd., Long Branch
Wilson, Harold S., Co. of Toronto Ltd.	H.O. 299 Yonge St., Toronto Plant - 310 Spadina Ave., Toronto
Manitoba:	
The Canadian Bait Mfg. Co.	247 Notre Dame Ave., Winnipeg
Lyon, W.	425 Fescher Ave., The Pas
Alberta:	
Hayford Ltd.	528-9th Ave. W., Calgary
British Columbia:	
Caldwell Industries Co.	Lynmour
Ditson & Fraser	278A E. 10th Ave., Vancouver
Gibbs Tool & Stamping Works	290 West Third Ave., Vancouver
Moulded Plywoods Ltd.	1852 W. Georgia St., Vancouver
Vancouver Archery Craft	1833 West 4th Ave., Vancouver
Newfoundland:	
Colony Fly & Tackle Co.	5 Campbell Ave., St. Johns

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