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CANADA

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JUN 17 1951

THE SPORTING GOODS INDUSTRY  
1950

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

8.5400-74

## 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, Miscellaneous Manufactures. It is punched to permit of filing in a ring binder along with others of the group. The reports in this group are:

- A The Button, Buckle and Fastener Industry, 25¢.
- B The Broom, Brush and Mop Industry, 25¢.
- C The Musical Instrument Industry, 25¢.
- D The Sporting Goods Industry, 25¢.
- E The Miscellaneous Industries, 25¢.

## THE SPORTING GOODS INDUSTRY

1950

In 1950 this industry continued its expansion of the past few years and established a new record in gross value of production. Output was valued at \$9,381,517, this amount representing an increase of \$727,432 or approximately 8.4 per cent over the previous year. Employment was afforded to 1897 persons, 116 or 5.8 per cent less than in 1949, while the payroll at \$3,974,587 was greater by \$345,950 or 9.5 per cent. The cost of materials used was \$3,786,214, an increase of \$158,785 or 4.4 per cent.

Reports were received from 70 establishments located as follows: Newfoundland 1, Quebec 19, Ontario 39, Manitoba 2, Saskatchewan 1, Alberta 1 and British Columbia 7. By reference to Table 9 it will be observed that 19 of these reported a production of \$7,724,548 or approximately 82 per cent of the total output. They provided employment for 1438 persons or about 76 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 1950 these concerns accounted for approximately 21 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.

## MISCELLANEOUS MANUFACTURES

TABLE 1. Principal Statistics of the Sporting Goods Industry, Representative Years, 1928 - 1950

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 .....	64	2, 013	3, 628, 637	3, 627, 429	8, 654, 085
1950					
Canada .....	70	1, 897	3, 974, 587	3, 786, 214	9, 381, 517
Quebec .....	19	403	674, 147	806, 916	1, 792, 205
Ontario .....	39	1, 391	3, 103, 243	2, 760, 464	7, 005, 970
British Columbia .....	7	69	118, 924	157, 747	367, 793
Other Provinces <sup>1</sup> .....	5	34	78, 273	61, 087	215, 549

1. Other Provinces include Newfoundland, 1 establishment; Manitoba, 2 establishments; Saskatchewan, 1 establishment; and Alberta, 1 establishment.

TABLE 2. Comparison of Principal Statistics, 1949 and 1950

Item	1949	1950	+ Increase - Decrease
Establishments reporting .....	No. 64	70	+ 6
Employees on salaries:			
Total .....	No. 455	453	- 2
Male .....	No. 296	317	+ 21
Female .....	No. 159	136	- 23
Total Salaries .....	\$ 1, 002, 349	1, 392, 280	+389, 931
Employees on wages:			
Monthly average .....	No. 1, 558	1, 444	- 114
Male .....	No. 1, 025	890	- 135
Female .....	No. 533	554	+ 21
Total Wages .....	\$ 2, 626, 288	2, 582, 307	- 43, 981
Cost of fuel and electricity .....	\$ 100, 516	119, 213	+ 18, 697
Cost of materials used .....	\$ 3, 627, 429	3, 786, 214	+158, 785
Gross value of production .....	\$ 8, 654, 085	9, 381, 517	+727, 432
Value added by manufacture .....	\$ 4, 926, 140	5, 476, 090	+549, 950

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, 1949 and 1950

Products	1949	1950
	\$	\$
Baseball equipment and supplies, all kinds.....	8 11, 557	1, 274, 907
Billiard, bowling and football equipment and supplies, all kinds.....	1, 655, 425	1, 487, 075
Golf equipment and supplies, all kinds.....	1, 243, 442	1, 306, 885
Hockey equipment and supplies, all kinds.....	894, 981	1, 214, 923
Skiing equipment and supplies, all kinds.....	741, 391	508, 822
Badminton, tennis and squash equipment and supplies, all kinds.....	504, 550	457, 799
Fishing tackle.....	1, 132, 751	1, 183, 768
Gymnasium apparatus, equipment and supplies, all kinds.....	81, 405	93, 868
Miscellaneous equipment (lacrosse, basketball, croquet and valley ball)....	111, 393	110, 255
All other products.....	1, 470, 242	1, 725, 366
Amount received for repairs.....	6, 948	17, 849
<b>Total.....</b>	<b>8, 654, 085</b>	<b>9, 381, 517</b>

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 Goods <sup>1</sup>, 1949 and 1950 (From all industries)

Products	1949		1950 <sup>2</sup>	
	Quantity	Value	Quantity	Value
		\$		\$
Balls, golf, complete..... Doz.	120, 473	505, 840	104, 483	519, 237
Baseballs and softballs..... "	42, 866	492, 090	53, 172	616, 906
Footballs..... No.	42, 487	62, 174	40, 295	62, 442
Balls, other, including bladders, centres, etc..... -	-	757, 032	-	662, 178
Bats, baseball and softball..... No.	171, 978	127, 182	290, 730	217, 727
Billiard and bowling supplies..... -	-	1, 563, 643	-	1, 417, 914
Fishing tackle..... -	-	2, 062, 663	-	1, 917, 384
Gloves and mittens, baseball, hockey, etc..... -	-	398, 591	-	781, 325
Golf clubs, complete..... No.	211, 493	909, 957	231, 295	994, 199
Golf equipment, other..... -	-	111, 983	-	100, 347
Gymnasium supplies..... -	-	73, 592	-	102, 829
Hockey pucks..... Doz.	23, 423	18, 840	28, 377	26, 629
Hockey sticks..... "	101, 126	1, 060, 647	120, 435	1, 045, 378
Racquets, tennis, badminton and squash..... No.	58, 699	238, 191	53, 094	219, 342
Skates..... Prs.	777, 279	1, 358, 619	-	1, 277, 009
Skis..... "	104, 948	374, 902	75, 071	244, 311
Ski poles and fittings..... -	-	352, 522	-	287, 142
Sporting goods, other..... -	-	1, 088, 738	-	1, 431, 219
<b>Total..... -</b>	<b>-</b>	<b>11, 557, 206</b>	<b>-</b>	<b>11, 923, 518</b>

1. Does not include ammunition, bicycles and firearms.

2. Figures for 1950 are preliminary and subject to revision.

TABLE 5. Imports of Sporting Goods, 1949 and 1950

Items	1949	1950
	\$	\$
Bagatelle and other game tables or boards .....	28, 229	573, 937
Balls, cues, cue racks and cue tips for bagatelle and billiards .....	19, 952	59, 746
Billiard tables .....	419	1, 650
Balls, tennis .....	64, 838	46, 610
Balls, all kinds, for use in sports, games, etc., n.o.p. ....	129, 346	164, 807
Cricket bats, balls, gloves and leg guards .....	7, 183	6, 847
Golf clubs and finished parts .....	81, 305	72, 842
Golf balls .....	106, 567	111, 764
Fishing rods .....	304, 049	268, 983
Trawls, fly hooks, sinkers, fishing reel and tackle, n.o.p. ....	1, 019, 605	1, 158, 817
Skis, racquets and racquet frames and baseball bats .....	189, 456	159, 211
Guns, rifles, including air guns and air rifles not being toys; muskets, can- nons, pistols, revolvers and other firearms, n.o.p. ....	359, 034	362, 944
Guns and rifles of a class or kind not made in Canada .....	1, 549, 621	1, 943, 923
Cartridges, shot gun shells .....	11, 785	10, 249
Cartridges, metallic .....	56, 553	67, 299
<b>Total</b> .....	<b>3, 927, 942</b>	<b>5, 009, 629</b>

TABLE 6. Exports of Sporting Goods, 1949 and 1950

Items	1949	1950
	\$	\$
Fishing tackle .....	23, 413	19, 797
Sporting goods, n.o.p. ....	224, 545	194, 820
<b>Total</b> .....	<b>247, 958</b>	<b>214, 617</b>

TABLE 7. Employees by Sex and Remuneration, 1949 and 1950

		1949	1950
<b>Salaried Employees:</b>			
Total .....	No.	455	453
Male .....	No.	296	317
Female .....	No.	159	136
Total salaries .....	\$	1, 002, 349	1, 392, 300
<b>Wage-earners:</b>			
Monthly average .....	No.	1, 558	1, 444
Male .....	No.	1, 025	890
Female .....	No.	533	554
Total wages .....	\$	2, 626, 288	2, 582, 307
<b>All Employees:</b>			
Total .....	No.	2, 013	1, 897
Male .....	No.	1, 321	1, 207
Female .....	No.	692	690
Total salaries and wages .....	\$	3, 628, 637	3, 974, 587

TABLE 8. Monthly Employment of Wage-earners, 1949 and 1950

	1949			1950		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	977	490	1,487	854	528	1,382
February .....	976	531	1,507	867	558	1,425
March .....	981	550	1,531	856	589	1,445
April .....	994	557	1,551	855	586	1,441
May .....	1,023	577	1,600	855	552	1,407
June .....	1,052	542	1,594	883	540	1,423
July .....	1,048	497	1,545	901	498	1,399
August .....	1,068	492	1,560	953	506	1,459
September .....	1,069	501	1,570	923	520	1,443
October .....	1,043	521	1,564	929	529	1,458
November .....	1,042	539	1,581	920	560	1,480
December .....	1,049	535	1,584	912	559	1,471
Average .....	1,025	533	1,558	890	554	1,444

TABLE 9. Principal Statistics of the Sporting Goods Industry in Canada Grouped According to the Size of Establishment, 1949 and 1950

Establishments having a production of	Estab- lish- ments	Employees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	No.	\$	\$	\$
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
<b>Total .....</b>	<b>64</b>	<b>2,013</b>	<b>3,628,637</b>	<b>3,627,429</b>	<b>8,654,085</b>
1950					
Under \$5,000 .....	8	16	10,266	8,127	24,482
\$ 5,000 to \$25,000 .....	18	94	110,164	89,972	250,022
\$ 25,000 to \$50,000 .....	13	158	272,679	176,547	513,216
\$ 50,000 to \$100,000 .....	12	191	312,813	375,921	869,249
\$100,000 to \$500,000 .....	14	577	1,064,694	1,311,347	3,039,833
\$500,000 and over .....	5	861	2,203,971	1,824,300	4,684,715
<b>Total .....</b>	<b>70</b>	<b>1,897</b>	<b>3,974,587</b>	<b>3,786,214</b>	<b>9,381,517</b>

## APPENDIX

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

Name of Firm	Address
<b>Newfoundland:</b>	
Colony Fly & Tackle Co. ....	3 Campbell Ave., St. Johns
<b>Quebec:</b>	
Acta Sports Ltd. ....	St. 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. John
Daigneault, Rolland Cie Ltée. ....	2567, rue Rouen, Montréal 24
Delisle, M. Emilien, & Fils. ....	Pont Rouge, Co. Portneuf, Que.
Doods, 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
Maihot & Frère ....	35, rue Compagne, Victoriaville
Sea Lines, Inc. ....	530 Green Ave., Montreal
Sherbrooke Wood Products ....	Rear, 138 Marquette, Sherbrooke
Sherbrooke Woodcraft Ltd. ....	No. 7 Bldg. Industrial Centre, Sherbrooke
Siren H., Ski Shop ....	736 Lagauchetière W., Montreal
Superstrong Wood Products Reg'd. ....	Brosseau Station, Laprairie Co.
Werner, Sigmund Ltd. ....	9500 St. Lawrence Blvd., Montreal
<b>Ontario:</b>	
Allcock, Laight & Westwood Co. Ltd. ....	206 Parkhurst Blvd. Leaside, Ont.
Argent Fishing Tackle Co. ....	124 Terry St. Windsor, Ont.
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
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
Bob Cameron Ltd. ....	H.O. and Plant 258-262 Laughton Ave., Toronto, 9 Plant - Beeton
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



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

Name of Firm	Address
<b>Ontario - Concluded:</b>	
Dominion Fishing Tackle Mfrs. ....	Oro Station
Dundson Archery Supplies .....	14 Hamilton Ave., Brantford
Fleet Fibrelast, Ltd. ....	Gilmore Rd. Fort Erie, Ont.
Granger Adanac Ltd. ....	5382 Yonge St., Stop 9., Willowdale
Harrem, Woodworkers Ltd. ....	812 Victoria Ave., Fort Frances
Hex Baits, Ltd. ....	Brockville
Helin Tackle Co. of Canada .....	1901 Ottawa St., Windsor
Hottel Tackle Co. ....	619 Crawford Ave., Windsor (Essex Co.)
J. M. Machine & Tool Co. (Jesser Madger, prop.) .....	1194 Bloor St. W., Toronto
Lannom & Wellinger, Ltd. ....	H.O. 350 Sorauren Ave. Toronto Plant 135 Victoria St. Barrie
Lane, Ed Co. Ltd. ....	11 Water St. Belleville, Ont.
Lucky Strike Bait Works. ....	H.O. and plant 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
Pajola Ski Co. Ltd. ....	Box 355, Sudbury
Schindler Co. of Canada Ltd. (the).....	Audley & Newcastle St., Mimico
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
<b>Manitoba:</b>	
The Canadian Bait Mfg. Co. ....	247 Notre Dame Ave., Winnipeg
Lyon, W. ....	425 Fischer Ave., The Pas
<b>Saskatchewan:</b>	
Len. Thompson Bait Co. ....	Abernethy
<b>Alberta:</b>	
Hayford Ltd. ....	528-9th Ave. W., Calgary
<b>British Columbia:</b>	
Allied Metalcraft Ltd. ....	341 Powell St. Vancouver
Caldwell Industries Co. ....	Lynn timer
Ditson & Fraser .....	278A E. 10th Ave., Vancouver
Gatley, C.M. and Co. Ltd .....	438 Robson St. Vancouver
Gibbs Tool & Stamping Works .....	290 West Third Ave., Vancouver
Moulded Plywoods Ltd. ....	1852 W. Georgia St., Vancouver
Pro-Made Golf Co. ....	560 Cambie St. Vancouver

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