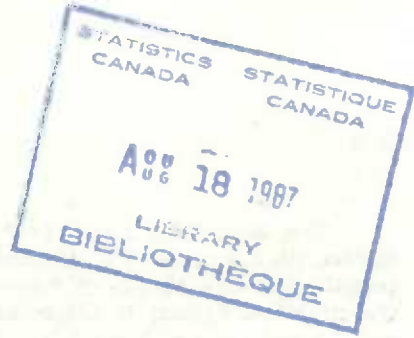


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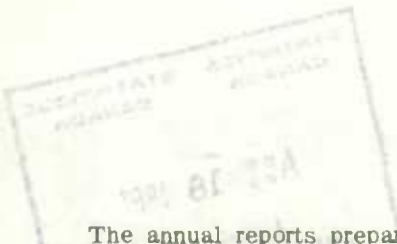
THE SPORTING GOODS INDUSTRY
1951



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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services. The volumes are made up of parts, and the parts in turn are subdivided according to the industries 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.

- I—General Review of the Manufacturing Industries, \$1.50.
- II—The Manufacturing Industries, by Provinces
 - Section 1. Principal Statistics of Major Industrial Groups and Leading Industries, 50¢.
 - Section 2. Principal Statistics of Individual Industries, 75¢.
 - Section 3. Principal Statistics by 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 XVII, 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

1951

In 1951 this industry continued its expansion of the past few years and established a new record in gross value of production. Output was valued at \$10,436,812, this amount representing an increase of \$1,055,295 or approximately 11 per cent over the previous year. Employment was afforded to 1,732 persons which was 165 less than in 1950, while the payroll at \$3,659,189 was less by \$315,398 or almost 8 per cent. The cost of materials used was \$4,064,663, an increase of \$278,449 or over 7 per cent.

Reports were received from 78 establishments located as follows: Quebec 20, Ontario 45, Manitoba 2, Saskatchewan 1, Alberta 1 and British Columbia 9. By reference to Table 9 it will be observed that 22 of these reported a production of \$8,846,475 or approximately 85 per cent of the total output. They provided employment for 1,338 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 establishments 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. 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, 1928-1951

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	70	1,897	3,974,587	3,786,214	9,381,517
1951					
Canada	78	1,732	3,659,189	4,064,663	10,436,812
Quebec	20	361	625,065	745,678	1,642,835
Ontario	45	1,260	2,819,827	3,096,680	8,235,935
British Columbia	9	80	143,062	166,186	391,964
Other Provinces ¹	4	31	71,235	56,119	166,078

1. Other provinces include- Manitoba 2, Saskatchewan 1 and Alberta 1.

TABLE 2. Comparison of Principal Statistics, 1950 and 1951

Item	1950	1951	+ Increase - Decrease
Establishments reporting	No. 70	78	+ 8
Employees on salaries:			
Total	No. 453	393	- 60
Male	317	268	- 49
Female	136	125	- 11
Total salaries	\$ 1,392,280	1,060,223	- 332,057
Employees on wages:			
Total (monthly average)	No. 1,444	1,339	- 105
Male	890	824	- 66
Female	554	515	- 39
Total wages	\$ 2,582,307	2,598,966	+ 16,659
Cost of fuel and electricity	\$ 119,213	121,871	+ 2,658
Cost of materials used	\$ 3,786,214	4,064,663	+ 278,449
Gross value of production	\$ 9,381,517	10,436,812	+ 1,055,295
Value added by manufacture	\$ 5,476,090	6,250,278	+ 774,188

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, 1950 and 1951

Products	1950	1951
	\$	\$
Archery tackle	—	42,551
Baseball equipment and supplies, all kinds	1,274,907	1,647,629
Billard, bowling and football equipment and supplies, all kinds	1,487,075	1,057,509
Golf equipment and supplies, all kinds	1,306,885	1,805,631
Hockey equipment and supplies, all kinds	1,214,923	1,240,540
Skiing equipment and supplies, all kinds	508,822	287,178
Badminton, tennis and squash equipment and supplies, all kinds	457,799	486,458
Fishing tackle	1,183,768	1,426,320
Gymnasium equipment and supplies	93,868	159,997
Miscellaneous equipment (lacrosse, basketball, croquet and volley ball).....	110,255	138,267
All other products	1,725,366	2,134,643
Amount received for repairs	17,849	10,089
Total	9,381,517	10,436,812

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, from all Industries, 1950 and 1951

Products	1950		1951 ²	
	Quantity	Value	Quantity	Value
	\$	\$	\$	\$
Archery tackle.....	—	—	—	42,551
Balls, golf, complete	Doz. 104,483	519,237	139,883	842,835
Baseballs	" 29,598	356,841	24,336	434,226
Softballs	" 23,574	260,065	26,962	382,353
Balls, other, including bladders, centres, etc.	—	724,541	—	741,743
Bats, baseball and softball	No. 290,790	217,779	267,478	212,720
Billiard and bowling supplies	—	1,414,414	—	978,575
Fishing tackle	—	1,978,390	—	1,943,031
Gloves and mittens, baseball, hockey, etc.	—	781,325	—	1,014,432
Golf clubs, complete	No. 231,295	994,199	189,970	1,130,442
Golf equipment, other	—	130,336	—	112,857
Gymnasium equipment and supplies	—	102,829	—	96,793
Hockey pucks	Doz. 28,377	26,629	37,673	41,347
Hockey sticks	" 120,312	1,045,345	106,269	918,093
Playground, track and field equipment	—	54,117	—	52,020
Presses, tennis, badminton, etc.	No. 28,781	17,062	21,510	15,310
Racquets, tennis	" 26,133	108,689	26,143	109,301
Racquets, badminton and squash	" 26,961	110,653	20,362	92,144
Skates, ice	Prs. 555,088	1,069,953	548,274	1,025,138
Skates, roller	" 56,698	162,577	40,251	98,342
Skis	" 75,074	244,323	48,041	149,449
Ski poles and fittings	—	287,142	—	153,444
Snowshoes	Prs. 5,956	45,141	—	63,841
Toboggans	No. —	346,818	89,312	265,526
Sporting goods, other	—	775,411	—	712,907
Total	—	11,773,816	—	11,629,420

1. Does not include ammunition, bicycles and firearms.

2. Figures for 1951 are preliminary and subject to revision.

TABLE 5. Imports of Sporting Goods, 1950 and 1951

Items	1950	1951
	\$	\$
Badminton shuttle-cocks	4,296	6,698
Bagatelle and other game tables or boards	573,937	1,137,315
Balls, cues, cue racks and cue tips for bagatelle and billiards	59,746	61,039
Billiard tables	1,650	1,227
Balls, tennis	46,610	71,558
Balls, all kinds, for use in sports, games, etc., n.o.p.	164,807	231,501
Cricket bats, balls, gloves and leg guards	6,847	7,024
Golf clubs and finished parts	72,842	131,400
Golf balls	111,764	135,506
Fishing rods	268,983	424,632
Trawls, fly hooks, sinkers, fishing reel and tackle, n.o.p.	1,158,817	1,759,384
Skis, racquets and racquet frames and baseball bats	159,211	186,281

TABLE 6. Exports of Sporting Goods, 1950 and 1951

Items	1950	1951
	\$	\$
Fishing tackle	19,797	26,187
Sporting goods, n.o.p.	194,820	217,404

TABLE 7. Employees by Sex and Remuneration, 1950 and 1951

		1950	1951
Salaried employees:			
Total	No.	453	393
Male	"	317	268
Female	"	136	125
Total salaries	\$	1,392,280	1,060,223
Wage-earners:			
Total (monthly average)	No.	1,444	1,339
Male	"	890	824
Female	"	554	515
Total wages	\$	2,582,307	2,598,966
All employees:			
Total	No.	1,897	1,732
Male	"	1,207	1,092
Female	"	690	640
Total salaries and wages	\$	3,974,587	3,659,189

TABLE 8. Monthly Employment of Wage-earners, 1950 and 1951

	1950			1951		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	854	528	1,382	906	547	1,453
February	867	558	1,425	889	572	1,461
March	856	589	1,445	889	587	1,476
April	855	586	1,441	892	585	1,477
May	855	552	1,407	846	570	1,416
June	883	540	1,423	844	527	1,371
July	901	498	1,399	799	483	1,282
August	953	506	1,459	796	480	1,276
September	923	520	1,443	777	461	1,238
October	929	529	1,458	764	474	1,238
November	920	560	1,480	772	452	1,224
December	912	559	1,471	698	417	1,115
Average	890	554	1,444	824	515	1,339

TABLE 9. Principal Statistics of the Sporting Goods Industry in Canada Grouped According to the Size of Establishment, 1950 and 1951

Establishments having a production of	Estab-lish-ments	Employees	Salaries and wages	Cost of materials used	Gross value of production
	No.	No.	\$	\$	\$
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
Total	70	1,897	3,974,587	3,786,214	9,381,517
1951					
Under \$5,000	12	21	13,030	7,970	26,897
\$ 5,000 to \$ 25,000	20	105	145,849	92,174	281,095
\$ 25,000 to \$ 50,000	14	138	230,507	193,252	525,329
\$ 50,000 to \$100,000	10	130	268,746	286,353	757,016
\$100,000 to \$500,000	18	640	1,232,843	1,777,718	3,890,973
\$500,000 and over	4	698	1,768,214	1,707,196	4,955,502
Total	78	1,732	3,659,189	4,064,663	10,436,812

APPENDIX

List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1951

Name of Firm	Address
Quebec:	
Acta Sports Limited	9500 St. Lawrence Blvd., Montreal
Atelier Sportif, Enrg.	67 A, rue Lessard, Loretteville
Burroughs and Watts (Canada) Ltd.	230 Guizot St. W., Montreal
Jos. Choquette Sports Enrg.	1439 Hôtel de Ville, Montréal
Cho-Wood Products Ltd.	427 St. James St., St. Johns
Daigneault Rolland Cie Ltée	2567, rue Rouen, Montréal 24
E. Delisle & Fils Enrg.	Pont Rouge
Harvey E. Dodds, Limited	H.O. 2274 Moreau St., Montreal Plant - 750 - 16th Ave., Pointe-aux-Trembles
Eagle Leather Works Co.	4264 Ontario St. E., Montreal
Lorenzo Gilbert	St. George West
Huron Fishing Tackle Inc.	103 rue St. Pierre, Québec
Gaston Jolicoeur,	1228 - 2ième Ave., Québec
Les Industries Bellerive Ltée	63A rue Champlain, Valleyfield
Mailhot & Frères	35, rue Compagna, Victoriaville
Sea Lines, Inc.	530 Greene Ave., Montreal
Sherbrooke Wood Products Co.	404 rue Marquette, Sherbrooke
The Sherbrooke Woodcraft Ltd.	Industrial Centre, Sherbrooke
H. Siren Ski Shop	676 Lagauchetière St. W., Montreal
Superstrong Wood Products Reg'd	Brosseau Station
Siegmund Werner Ltd.	9500 St. Lawrence Blvd., Montreal
Ontario	
Allcock, Laight & Westwood Co. Ltd.	206 Parkhurst Blvd., Leaside
Archery Craft	2588 St. Clair Ave. W., Toronto
Argent Tackle Co.	152 Pitt St. W., Windsor
Harry W. Banks	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
J. G. Blanchard	125 Eastbourne Ave., Hamilton
Breslau Wood Specialties	Main St., Breslau
Brunswick Balke-Collender Co. of Canada Ltd.	40 Hanna Ave., Toronto
Burke-Thumm Ltd.	14 Breadalbane St., Toronto
Campbell Mfg. Co. Ltd.	45 Sheppard Ave. E., Lansing
Canada Fishing Tackle & Sports Limited	Havelock
The Canada Skate Mfg. Co. Ltd.	248 Victoria St. N., Kitchener
Chisholm Lacrosse Mfg. Co.	Box 1163, Cornwall
Comet Tackle Company Ltd.	60 Front St. W., Toronto
Cooper-Weeks Limited	258-262 Laughton Ave., Toronto
Cooper-Weeks Limited	Beeton
Dominion Fishing Tackle Mfrs.	Oro Station
Dunsdon Archery Supplies	18 Hamilton Ave., Brantford
Great Lakes Sporting Goods Ltd.	856 Walker Road, Windsor
Grainger Adanac Limited	5382 Yonge St., Willowdale

List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1951 - Concluded

Name of Firm	Address
Ontario - Concluded:	
Herrem Woodworkers Limited	812 Victoria Ave., Fort Frances
Hex Baits Limited	Brockville
Helin Tackle Co. Limited	1901 Ottawa St., Windsor
Hotti Tackle Co.	619 Crawford Ave., Windsor
J.M. Machine & Tool Co.	1194 Bloor St., Toronto
Lannom & Wellinger Limited	H. O.-350 Sorauren Ave., Toronto Plant-135 Victoria St., Barrie
Ed Lane and Co. Ltd.	16 Cherry Gardens, Belleville
Nelson Long & Sons	210 Ferrie St. E., Hamilton
Lucky Strike Bait Works Limited	505 Sherbrooke St., Peterborough
Lucky Strike Bait Works Limited	187 Burke St., Cobourg
Madsen Mfg. Co. Ltd.	Unionville
O. & W. McVean Limited	Dresden
Martintown Wood Products Co.	Martintown
W. R. Murphy Mfg. Co.	1017 Gladstone Ave., Windsor
New Hamburg Wood Specialties Ltd.	Arnold St., New Hamburg
Andrew Roth	55 Highland Ave., Hamilton
The Schindler Co. of Canada Ltd.	Audley & Newcastle St., Mimico
A. G. Spalding & Bros. of Canada Ltd.	5 Edward St., Brantford
Thornhill Industrial Ltd.	898 St. Clair Ave. W., Toronto
Tillmark Archery	R. R. No. 2, Newmarket
Townsend & Clark	153 Duchess St., Toronto
Fugg and Mason Limited	394 King St. W., Toronto
Wellinger & Dunn Leather Goods Limited	350 Sorauren Ave., Toronto
The Harold A. Wilson Co. of Toronto Ltd.	H. O.-299 Yonge St., Toronto Plant - 310 Spadina Ave., Toronto
Manitoba	
Canadian Bait Mfg. Co.	247 Notre Dame Ave., Winnipeg
W. Lyon	425 Fischer Ave., The Pas
Saskatchewan:	
Len Thompson Bait Co.	Abermethy
Alberta:	
Hayford Limited	528-9th Ave. W., Calgary
British Columbia:	
Allied Metalcraft Ltd.	341 Powell St., Vancouver
B. C. Leather Co. Ltd. (Pro-Made Golf Company)	560 Cambie St., Vancouver
Caldwell Industries Company	Lynn Valley
Davidson Mfg. Co. Ltd.	1872 W. Georgia St., Vancouver
Ditson & Fraser	278A E. 10th Ave., Vancouver
Forrest Manufacturing Co.,	R. R. No. 1, Vancouver
Purmento Fishing Tackle Works	505 Fisgard St., Victoria
C. M. Gatley and Co. Ltd.	438 Robson St., Vancouver
Gibbs Tool & Stamping Works	290 West Third Ave., Vancouver

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