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CANADA



# THE SPORTING GOODS INDUSTRY 1952

*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

General Manufactures Section

6503-570  
4-3-54

Price 25 cents

Vol. 2—Part XVII—D-1

405-74  
E.3

## 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 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

1952

Commencing with 1952, the value of factory shipments f.o.b. plant was collected in place of the gross value of production for those industries where inventory change was known to be insignificant and where, therefore, factory shipments approximate production. This changeover is expected to provide increased ease in reporting for the majority of plants while at the same time producing more reliable, more meaningful statistics in many cases. The sporting goods industry is one of those in which the change was made.

In 1952 reports were received from 77 establishments engaged primarily in the manufacture of sporting goods. The factory selling value of the goods shipped from these plants during the year amounted to \$9,979,386. Employment was provided for 1541 persons which was 191 less than in 1951, while the payroll at \$3,687,606 was very little changed. The cost of materials used was \$3,694,839, a decrease of \$369,824 or 9 per cent.

Ontario, with 42 establishments, accounted for 76 per cent of the value of factory shipments and 71 per cent of employment. The remaining establishments were located as follows; Quebec 22, Manitoba 2, Saskatchewan 1, Alberta 1 and British Columbia 9. By reference to Table 9 it will be observed that 26 of the establishments reported factory shipments valued at \$8,554,842 or approximately 86 per cent of the total. They provided employment for 1216 persons or about 79 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 output as assembled from all industries. Unfortunately, the number of firms participating in the production or shipment of many of the commodities are too few to permit publication of separate figures without the possible disclosure of data of individual firms. The table specifies every commodity that could be shown separately.

TABLE 1. Principal Statistics of the Sporting Goods Industry, Representative Years, 1928-1952

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, 138	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 .....	78	1, 732	3, 659, 189	4, 064, 663	10, 436, 812
1952					
Canada.....	77	1, 541	3, 687, 606	3, 694, 839	9, 979, 386 <sup>2</sup>
Quebec.....	22	360	689, 319	782, 216	1, 870, 068 <sup>2</sup>
Ontario.....	42	1, 090	2, 808, 601	2, 727, 411	7, 617, 802 <sup>2</sup>
British Columbia.....	9	65	129, 270	148, 683	370, 998 <sup>2</sup>
Other Provinces <sup>1</sup> .....	4	26	60, 416	36, 529	120, 518 <sup>2</sup>

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

2. In 1952 gross value of production is replaced by value of factory shipments. (See text). The inventory value of finished products at plant at the end of 1951 amounted to \$899,000 and at end of 1952 to \$771,000.

TABLE 2. Comparison of Principal Statistics, 1951 and 1952

Item	1951	1952	+ Increase - Decrease
Establishments reporting ..... No.	78	77	- 1
Employees on salaries:			
Total ..... No.	393	366	- 27
Male .....	268	252	- 16
Female.....	125	114	- 11
Total salaries ..... \$	1, 060, 223	1, 234, 915	+ 174, 692
Employees on wages:			
Total (monthly average) ..... No.	1, 339	1, 175	- 164
Male .....	824	743	- 81
Female .....	515	432	- 83
Total wages ..... \$	2, 598, 966	2, 452, 691	- 146, 275
Cost of fuel and electricity ..... \$	121, 871	136, 630	+ 14, 759
Cost of materials used ..... \$	4, 064, 663	3, 694, 839	- 369, 824
Gross value of production..... \$	10, 436, 812	9, 979, 386 <sup>1</sup>	- 457, 426

1. Value of factory shipments. (See text).

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 1951, Factory Shipments 1952

Products	1951	1952
	Production	Factory shipments
	\$	\$
Archery tackle.....	42,551	42,859
Baseball equipment and supplies, all kinds.....	1,647,629	1,257,736
Billiard, bowling and football equipment and supplies, all kinds.....	1,057,509	1,057,560
Golf equipment and supplies, all kinds.....	1,805,631	1,693,379
Hockey equipment and supplies, all kinds.....	1,240,540	1,398,382
Skiing equipment and supplies, all kinds.....	287,178	278,766
Badminton, tennis and squash equipment and supplies, all kinds.....	486,458	374,086
Fishing tackle.....	1,426,320	1,503,223
Gymnasium equipment and supplies.....	159,997	167,123
Miscellaneous equipment (lacrosse, basketball, croquet and volley ball) ..	138,267	113,591
All other products.....	2,134,643	2,082,342
Amount received for repairs.....	10,089	10,339
<b>Total.....</b>	<b>10,436,812</b>	<b>9,979,386</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 Canadian totals as sporting goods are also made as secondary products by firms in other industries. The total figures from all industries are shown in Table 4.

TABLE 4. Sporting Goods<sup>1</sup> from all Industries, 1951 and 1952

Products	1951		1952 <sup>2</sup>	
	Production		Factory shipments	
	Quantity	Value	Quantity	Value
		\$		\$
Archery tackle.....	—	42,551	—	42,859
Balls, golf, complete..... Doz.	139,883	842,835	85,538	594,993
Baseballs..... "	24,336	434,226	16,991	281,007
Softballs..... "	26,962	382,353	25,974	300,774
Balls, other, including bladders, centres, etc.....	—	741,743	—	831,918
Bats, baseball and softball..... No.	267,478	212,720	217,653	177,438
Billiard and bowling supplies.....	—	962,533	—	972,464
Fishing tackle.....	—	1,959,137	—	1,948,399
Gloves and mittens, baseball, hockey, etc.....	—	1,017,372	—	882,419
Golf clubs, complete..... No.	189,970	1,130,442	168,806	1,097,821
Golf equipment, other.....	—	114,594	—	171,916
Gymnasium equipment and supplies.....	—	97,682	—	182,754
Hockey pucks..... Doz.	37,673	41,347	23,840	30,979
Hockey sticks..... "	106,269	918,093	106,398	922,161
Playground, track and field equipment.....	—	49,623	—	44,790
Presses, tennis, badminton, etc..... No.	21,510	15,310	—	3
Racquets, tennis..... "	26,143	109,301	19,287	92,669
Racquets, badminton and squash..... "	20,362	92,144	17,000	84,951
Skates, ice..... Prs.	548,328	1,025,138	491,263	917,763
Skates, roller..... "	40,751	98,342	73,194	145,703
Skis..... "	48,041	149,449	43,316	163,819
Ski poles and fittings.....	—	153,444	—	138,863
Snowshoes..... Prs.	—	63,841	—	42,470
Toboggans..... No.	116,792	395,597	82,441	310,461
Sporting goods, other.....	—	716,285	—	925,875
<b>Total.....</b>	<b>—</b>	<b>11,766,102</b>	<b>—</b>	<b>11,305,266</b>

1. Does not include ammunition, bicycles and firearms.
2. Figures for 1952 are preliminary and subject to revision.
3. Included with "Sporting goods, other."

TABLE 5. Imports of Sporting Goods, 1951 and 1952

Items	1951	1952
	\$	\$
Badminton shuttlecocks .....	6,698	24,279
Bagatelle and other game tables or boards.....	1,137,315	1,166,272
Balls, cues, cue racks and cue tips for bagatelle and billiards .....	61,039	39,836
Billiard tables.....	1,227	2,443
Balls, tennis .....	71,558	56,266
Balls, all kinds, for use in sports, games, etc., n.o.p. ....	231,501	251,977
Cricket bats, balls, gloves and leg guards .....	7,024	6,984
Golf clubs and finished parts .....	131,400	112,305
Golf balls.....	135,506	101,100
Fishing rods .....	424,632	383,986
Trawls, fly hooks, sinkers, fishing reel and tackle, n.o.p.....	1,759,384	1,698,637
Skis, racquets and racquet frames and baseball bats .....	186,281	166,641

TABLE 6. Exports of Sporting Goods, 1951 and 1952

Items	1951	1952
	\$	\$
Fishing tackle.....	26,187	154,826
Sporting goods, n.o.p. ....	217,404	169,295

TABLE 7. Employees by Sex and Remuneration, 1951 and 1952

Items	1951	1952
	\$	\$
Salaried employees:		
Total..... No.	393	366
Male .....	268	252
Female.....	125	114
Total salaries..... \$	1,060,223	1,234,915
Wage-earners:		
Total (monthly average) .....	No. 1,339	1,175
Male .....	824	743
Female.....	515	432
Total wages .....	\$ 2,598,966	2,452,691
All employees:		
Total .....	No. 1,732	1,541
Male.....	1,092	995
Female.....	640	546
Total salaries and wages .....	\$ 3,659,189	3,687,606

TABLE 8. Monthly Employment of Wage-earners, 1951 and 1952

	1951			1952		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January.....	906	547	1,453	696	404	1,100
February.....	889	572	1,461	699	429	1,128
March.....	889	587	1,476	682	402	1,084
April.....	892	585	1,477	686	420	1,106
May.....	846	570	1,416	714	427	1,141
June.....	844	527	1,371	725	437	1,162
July.....	799	483	1,282	742	420	1,162
August.....	796	480	1,276	758	411	1,169
September.....	777	461	1,238	779	417	1,196
October.....	764	474	1,238	776	453	1,229
November.....	772	452	1,224	805	478	1,283
December.....	698	417	1,115	831	479	1,310
Average.....	824	515	1,339	743	432	1,175

TABLE 9. Principal Statistics of the Sporting Goods Industry in Canada Grouped According to the Size of Establishment, 1951 and 1952

Size of Establishment	Estab- lish- ments	Employees	Salaries and wages	Cost of materials used	Gross value of production
	No.	No.	\$	\$	\$
1951					
Production of:					
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
<b>Total.....</b>	<b>78</b>	<b>1,732</b>	<b>3,659,189</b>	<b>4,064,663</b>	<b>10,436,812</b>
1952					
Factory shipments of:					
Under \$5,000.....	11	18	11,279	8,159	23,927
\$ 5,000 to \$ 25,000.....	17	76	121,153	89,983	259,005
\$ 25,000 to \$ 50,000.....	14	109	197,404	183,108	500,387
\$ 50,000 to \$100,000.....	9	122	246,407	227,326	641,225
\$100,000 to \$500,000.....	22	638	1,375,013	1,705,025	4,185,964
\$500,000 and over.....	4	578	1,736,350	1,481,238	4,368,878
<b>Total.....</b>	<b>77</b>	<b>1,541</b>	<b>3,687,606</b>	<b>3,694,839</b>	<b>9,979,386</b>

Note. In 1952 value of factory shipments was collected instead of value of production as in previous years. (See text.)

## APPENDIX

## List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1952

Name of Firm	Address
<b>Quebec:</b>	
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 rue Hôtel de Ville, Montréal
Cho-Wood Products Ltd. ....	427 St. James St., St. Johns
Continental Engineering Co. (Canada) .....	795 Versailles St., Montreal
Daigneault Rolland Cie Ltée .....	2567, rue Rouen, Montréal 24 Pont Rouge
E. Delisle & Fils Enrg. ....	H.O. 2274 Moreau St., Montreal Plant - 750 - 16th Ave., Pointe-aux-Trembles
Harvey E. Dodds, Limited .....	
Eagle Leather Works Co. ....	4264 Ontario St. E., Montreal
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
Major Rod Mfg. Co. Ltd. ....	671 St. James St. W., Montreal
Sea Lines, Inc. ....	530 Greene Ave., Montreal
Sherbrooke Wood Products Co. ....	404, rue Marquette, Sherbrooke
Sherbrooke Woodcraft Limited .....	2790 Roy St., Sherbrooke
H. Siren Ski Shop .....	676 Lagauchetière St. W., Montreal
Sparkling Products Co. Ltd. ....	222 - 9th Ave., Sherbrooke
Superstrong Wood Products Reg'd. ....	Brosseau Station
Siegmund Werner Ltd. ....	9500 St. Lawrence Blvd., Montreal
<b>Ontario:</b>	
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 .....	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 .....	260 Laughton Ave., Toronto
Cooper-Weeks Limited .....	Beeton
Domimion Fishing Tackle Mfrs. ....	Ora Station
Dunsdon Archery Supplies .....	18 Hamilton Ave., Brantford
Great Lakes Sporting Goods Ltd. ....	856 Walker Road, Windsor
Grainger Adanac Limited .....	5382 Yonge St., Willowdale
W. H. Dunne Skate Company .....	243 MacDonnell Ave., Toronto



## List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1952 - Concluded

Name of Firm	Address
<b>Ontario - Concluded:</b>	
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. W., Toronto
Lannon & Wellinger Limited .....	H. O.-350 Sorauren Ave., Toronto Plant-135 Victoria St., Barrie
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 Ltd.....	Martintown
W. R. Murphy Mfg. Co. ....	1017 Gladstone Ave., Windsor
New Hamburg Wood Specialties Ltd. ....	Arnold St., New Hamburg
The Schindler Co. of Canada Ltd. ....	Audley & Newcastle St., Mimico
A. G. Spalding & Bros. of Canada Ltd. ....	5 Edward St., Brantford
Thomhill Industries Ltd. ....	898 St. Clair Ave. W., Toronto
Tillmark Archery .....	Newmarket
Tugg 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
<b>Manitoba:</b>	
Canadian Bait Mfg. Co. ....	247 Notre Dame Ave., Winnipeg
W. Lyon .....	425 Fischer Ave., The Pas
<b>Saskatchewan:</b>	
Len Thompson Bait Co. ....	Abermethy
<b>Alberta:</b>	
Hayford Limited.....	1433-8th Ave. E., Calgary
<b>British Columbia:</b>	
Allied Metalcraft Ltd.....	341 Powell St., Vancouver
B. C. Leather Co. Ltd. (Pro-Made Golf Company) .....	560 Cambie St., Vancouver
Caldwell Industries Company .....	1707 Richmond St., North Vancouver
Ditson & Fraser .....	278A E. 10th Ave., Vancouver
L. R. Dooley Mfg. Co. ....	Kelowna, R.R. # 1
J. P. Fifer & Sons .....	2553 Royal Oak Ave., South Burnaby
Forrest Manufacturing Co. ....	Vancouver, R.R. # 1
C. M. Gatley and Co. Ltd. ....	438 Robson St., Vancouver
Gibbs Tool & Stamping Works .....	290 West Third Ave., Vancouver

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