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CANADA



THE SPORTING GOODS INDUSTRY

1953

Published by Authority of

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

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Textiles and Miscellaneous Products Section

5503-570
4-3-55

Price 25 cents

Vol. 2—Part XVII—D-1

47-504
C.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 or provinces 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 of Canada, (7 sections, as follows):
 - Section A. Summary for Canada, 25¢
 - Section B. Atlantic Provinces, 25¢
 - Section C. Quebec, 25¢
 - Section D. Ontario, 25¢
 - Section E. Prairie Provinces, 25¢
 - Section F. British Columbia, 25¢
 - Section G. The Manufacturing Industries of Canada, Regional Distribution, 75¢

- III - Foods and Beverages
- IV - Tobacco and Tobacco Products
- V - Rubber Products
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- 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

1953

Operations of the sporting goods industry were at peak level in 1953 according to the reports submitted by the 82 member establishments. Its activity was the highest on record in terms of the number of establishments, value of output, salary and wage payments, and cost of materials consumed. Of all the usual activity criteria only the number of employees failed to attain a high, the 1953 figure having been exceeded on two previous occasions.

Significant advances were made over the previous year. To begin with, there were 5 more establishments in the year under review. The value of factory shipments which amounted to \$9,979,386 in 1952 advanced in 1953 to \$12,630,427, an increase of 27 per cent. Employment which stood at 1,541 in 1952 rose to 1,768 in 1953, a gain of 15 per cent, while salary and wage payments increased by 14 per cent, from \$3,687,606 to \$4,185,559 over the two years. The cost of materials consumed was higher by 28 per cent, having risen from \$3,694,839 in 1952 to \$4,729,505 in 1953.

The industry is largely concentrated in Ontario. In the year under review, the 44 establishments in this province accounted for 79 per cent of the value of factory shipments and 72 per cent of employment. The remaining establishments were located provincially as follows: Quebec 22, Manitoba 2, Saskatchewan 1, Alberta 1 and British Columbia 12. It will be observed from Table 9 that 26 of the 82 establishments comprising the industry reported factory shipments valued at \$11,046,147 or approximately 87 per cent of the total. They provided employment for 1,414 or about 80 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 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.

Imports and exports of sporting goods in 1953 are shown in Tables 5 and 6. The leading import was fishing tackle of which \$2,589,261 worth was imported. Fishing tackle was also the main export.

Detailed information on the industry's use of fuel and electricity during the year and on its power installation will be found in Tables 10 and 11. Prior to 1948 this information was collected annually but since then it is being collected only every fifth year.

TABLE 1. Principal Statistics of the Sporting Goods Industry, Representative Years, 1928-1953

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	4,091,460
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	6,707,099
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 ²	77	1,541	3,687,606	3,694,839	9,979,386
1953 ²					
Canada	82	1,768	4,185,559	4,729,505	12,630,427
Quebec	22	412	856,531	880,224	2,105,342
Ontario	44	1,265	3,143,370	3,594,932	10,010,619
British Columbia.....	12	72	143,784	230,831	432,926
Other Provinces ¹	4	19	41,874	23,518	81,540

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

2. Commencing with 1952 value of factory shipments has been collected instead of gross value of production.

TABLE 2. Comparison of Principal Statistics, 1952 and 1953

Item	1952	1953	+ Increase - Decrease
Establishments reporting	No. 77	82	+ 5
Employees on salaries:			
Total	No. 366	371	+ 5
Male	" 252	252	-
Female	" 114	119	+ 5
Total salaries	\$ 1,234,915	1,311,918	+ 77,003
Employees on wages:			
Total (monthly average)	No. 1,175	1,397	+ 222
Male	" 743	784	+ 41
Female	" 432	613	+ 181
Total wages	\$ 2,452,691	2,873,641	+ 420,950
Cost of fuel and electricity	\$ 136,630	121,466	- 15,164
Cost of materials used	\$ 3,694,839	4,729,505	+1,034,666
Value of factory shipments	\$ 9,979,386	12,630,427	+2,651,041

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. Factory Shipments, 1952 and 1953

Products	1952	1953
	Selling value at the factory	Selling value at the factory
	\$	\$
Archery tackle.....	42,859	115,907
Baseball equipment and supplies, all kinds.....	1,257,736	1,323,468
Billiard, bowling and football equipment and supplies, all kinds.....	1,057,560	1,733,691
Golf equipment and supplies, all kinds.....	1,693,379	1,942,261
Hockey equipment and supplies, all kinds.....	1,398,382	1,692,873
Skiing equipment and supplies, all kinds.....	278,766	281,428
Badminton, tennis and squash equipment and supplies, all kinds.....	374,086	400,069
Fishing tackle.....	1,503,223	1,866,591
Gymnasium equipment.....	167,123	126,831
Miscellaneous equipment (lacrosse, basketball, croquet and volley ball)....	113,591	111,777
All other products.....	2,082,342	49,646
Amount received for repairs.....	10,339	2,985,885
Total.....	9,979,386	12,630,427

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. Shipments of Sporting Goods¹ by all Industries, 1952 and 1953

Products	1952		1953 ²	
	Quantity	Selling value at the factory	Quantity	Selling value at the factory
		\$		\$
Archery tackle.....	—	42,859	—	115,907
Balls, golf, complete..... Doz.	85,538	594,993	113,327	725,431
Baseballs..... "	16,991	281,007	21,496	317,954
Softballs..... "	25,974	300,774	23,050	301,370
Balls, other, including bladders, centres, etc.....	—	831,918	—	871,553
Bats, baseball and softball..... No.	217,307	177,118	197,674	157,200
Billiard and bowling supplies.....	—	1,086,258	—	1,724,709
Fishing tackle.....	—	1,936,928	—	2,710,089
Gloves and mittens, baseball, hockey, etc.....	—	882,419	—	1,046,359
Golf clubs, complete..... No.	168,806	1,097,821	194,301	1,232,496
Golf equipment, other.....	—	160,219	—	142,022
Gymnasium equipment and supplies.....	—	186,262	—	145,970
Hockey pucks..... Doz.	23,840	30,979	31,352	39,047
Hockey sticks..... "	105,672	912,648	125,480	1,044,534
Playground, track and field equipment.....	—	44,790	—	90,618
Racquets, tennis..... "	19,287	92,669	21,170	109,289
Racquets, badminton and squash..... "	17,000	84,951	17,925	92,637
Skates, ice..... Prs.	491,263	917,763	359,494	736,001
Skates, roller..... "	73,194	145,703	55,789	163,170
Skis..... "	47,411	181,497	58,352	183,730
Ski poles and fittings.....	—	138,863	—	151,871
Snowshoes..... Prs.	—	52,470	—	41,478
Toboggans..... No.	82,441	310,461	84,585	327,082
Sporting goods, other.....	—	965,857	—	1,504,169
Total.....	—	11,457,227	—	13,974,686

1. Does not include ammunition, bicycles and firearms.
2. Figures for 1953 are preliminary and subject to revision.

TABLE 5. Imports of Sporting Goods, 1952 and 1953

Articles imported	Unit of measure	1952		1953	
		Quantity	Value	Quantity	Value
			\$		\$
Badminton shuttlecocks	Gross	867	24,279	1,914	49,981
Bagatelle and other game tables or boards	-	-	1,166,272	-	1,712,902
Balls, cues, cue racks and cue tips for bagatelle and billiards	-	-	39,836	-	55,197
Billiard tables	No.	43	2,443	60	9,301
Balls, tennis	Doz.	21,030	56,266	23,970	60,739
Balls, all kinds, for use in sports, games, etc., n.o.p. ..	-	-	251,977	-	372,914
Cricket bats, balls, gloves and leg guards	-	-	6,984	-	6,519
Golf clubs and finished parts	-	-	112,305	-	155,545
Golf balls	Doz.	34,454	101,100	31,630	106,909
Fishing rods	-	-	383,986	-	540,041
Trawls, fly hooks, sinkers, fishing reel and tackle, n.o.p.	-	-	1,698,637	-	2,589,261
Skis, racquets and racquet frames and baseball bats	-	-	168,641	-	272,690

TABLE 6. Exports of Sporting Goods, 1952 and 1953

Items	1952	1953
	\$	\$
Fishing tackle	154,826	628,188
Sporting goods, n.o.p.	169,295	236,527

TABLE 7. Employees by Sex and Remuneration, 1952 and 1953

Items	1952	1953
	\$	\$
Salaried employees:		
Total	No. 366	371
Male	" 252	252
Female	" 114	119
Total salaries	\$ 1,234,915	1,311,918
Wage-earners:		
Total (monthly average)	No. 1,175	1,397
Male	" 743	784
Female	" 432	613
Total wages	\$ 2,452,691	2,873,641
All employees:		
Total	No. 1,541	1,768
Male	" 995	1,036
Female	" 546	732
Total salaries and wages	\$ 3,687,606	4,185,559

TABLE 8. Monthly Employment of Wage-earners, 1952 and 1953

	1952			1953		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	696	404	1,100	800	550	1,350
February	699	429	1,128	797	582	1,379
March	682	402	1,084	802	612	1,414
April	686	420	1,106	805	620	1,425
May	714	427	1,141	737	639	1,376
June	725	437	1,162	764	661	1,425
July	742	420	1,162	757	607	1,364
August	758	411	1,169	786	577	1,363
September	779	417	1,196	777	598	1,375
October	776	453	1,229	788	618	1,406
November	805	478	1,283	787	654	1,441
December	831	479	1,310	794	643	1,437
Average	743	432	1,175	784	613	1,397

TABLE 9. Principal Statistics of the Sporting Goods Industry in Canada Grouped According to the Size of Establishment, 1952 and 1953

Establishments with factory shipments of	Estab- lish- ments	Employees	Salaries and wages	Cost of materials used	Gross value of production
	No.	No.	\$	\$	\$
1952					
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
Total	77	1,541	3,687,606	3,694,839	9,979,386
1953					
Under \$5,000.....	14	14	13,184	14,001	35,398
\$ 5,000 to \$ 25,000.....	19	70	146,995	99,473	313,309
\$ 25,000 to \$ 50,000.....	12	107	182,802	160,635	411,625
\$ 50,000 to \$100,000.....	11	163	368,129	332,415	823,948
\$100,000 to \$500,000.....	23	837	1,793,508	2,140,715	5,000,869
\$500,000 and over	3	577	1,680,941	1,982,266	6,045,278
Total	82	1,768	4,185,559	4,729,505	12,630,427

TABLE 10. Power Installation

Classes of power	1948		1953	
	Number of units	Manufacturers' rating of horsepower capacity	Number of units	Manufacturers' rating of horsepower capacity
Steam engines and steam turbines	—	—	—	—
Diesel engines:				
In use	1	130	—	—
Idle	—	—	1	125
Gasoline, gas and oil engines:				
In use	2	122	—	—
Idle	3	20	1	33
Electric motors operated by purchased power:				
In use	1, 247	3, 041	1, 605	3, 926
Idle	31	68	68	152
Total power used in manufacturing	1, 284	3, 381	1, 675	4, 236
Boiler installation:				
In use	5	251	5	335
Idle	1	100	1	150
Motor generator sets:				
In use	3	47	—	—
Idle	—	—	3	239

TABLE 11. Consumption of Fuel and Electricity, 1948 and 1953

Kinds of fuel	Unit of measure	1948		1953	
		Quantity	Cost value at factory	Quantity	Cost value at factory
			\$		\$
Coal:	Ton				
Bituminous	(2,000 lb.)	2, 042	24, 893	1, 838	26, 352
Anthracite	"	46	830	776	10, 259
Coke	"	45	731	5	125
Gasoline	Imp. gal.	7, 866	2, 947	3, 011	1, 216
Kerosene or coal oil	" "	10	3	400	89
Fuel oil (not including lubricating oil)	" "	54, 562	9, 559	89, 532	13, 209
Wood	Cord	218	1, 650	39	469
Gas	M. cu. ft.	2, 063	1, 657	—	5, 988
Other fuel	—	—	1, 094	—	270
Electricity purchased	K.W.H.	2, 550, 902	43, 759	3, 661, 401	63, 489
Total cost of fuel and electricity	—	—	87, 123	—	121, 466

APPENDIX

List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1953

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 rue Hotel de Ville, Montréal
Cho-Wood Products Ltd.	427 St. James St., St. Johns
Continental Engineering Co. (Canada)	795 Versailles St., Montreal
Daignault 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
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 Inc.	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
Ontario:	
Allcock, Laight & Westwood Co. Ltd.	206 Parkhurst Blvd., Leaside
Archery Craft	2588 St. Clair Ave. W., Toronto
Argent Tackle Co.	266 Bruce Ave., 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 1
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
Dominion Fishing Tackle Mfrs.	Ora Station
Dunsdon Archery Supplies	18 Hamilton Ave., Brantford
Great Lakes Sporting Goods Ltd.	856 Walker Road, Windsor
Grainger Adamac Limited	5382 Yonge St., Willowdale
W. H. Dunne Skate Company	243 MacDonnell Ave., Toronto



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List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1953 - Concluded

Name of Firm	Address
Ontario - Concluded:	
Hex Baits Limited	Brockville
Helin Tackle Co. Limited	1901 Ottawa St., Windsor
Hotti Tackle Co.	1285 Elsmere 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
Lindquist Bros. Bait Co. Ltd.	Shawnee Road, Tecumseh
Nelson Long & Sons	210 Ferrie St. E., Hamilton
Lucky Strike Bait Works Limited	505 Sherbrooke St., Peterborough
Madsen Mfg. Co. Ltd.	Unionville
O. & W. McVean Limited	Dresden
W. R. Murphy Mfg. Co.	1017 Gladstone Ave., Windsor
New Hamburg Wood Specialties Ltd.	Arnold St., New Hamburg
Paris Playground Equipment	Gold St., Paris
The Schindler Co. of Canada Ltd.	Audley & Newcastle St., Mimico
A. G. Spalding & Bros. of Canada Ltd.	5 Edward St., Brantford
Thornhill Industries Ltd.	2328 Dufferin Street, Toronto
Tiede Enterprises Ltd.	984 Drouillard Rd.
Tillmark Archery	Newmarket
Tugg and Mason Limited	394 King St. W., Toronto
Underwater Sports Products Ltd.	Box 274, Sarnia
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.	Abernethy
Alberta:	
Hayford Limited	1433 - 8th Ave. E., 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	1707 Richmond St., North Vancouver
L. R. Dooley Mfg. Co.	Kelowna, R.R. # 1
J. P. Fifer & Sons	2553 Royal Oak Ave., South Burnaby, New Westminster
Forrest Manufacturing Co.	R.R. 1, Vancouver
C.M. Gatley and Co. Ltd.	438 Robson St., Vancouver
Gibbs Tool & Stamping Works	290 West Third Ave., Vancouver
Godwin Sinkers	2021 Clarke St., Port Moody
Peetz & Sons	574 Johnson St., Victoria
Rex Field Tackle Shop	Courtenay
Rich-Make Mfg. Ltd.	5560 Lincoln St., Vancouver