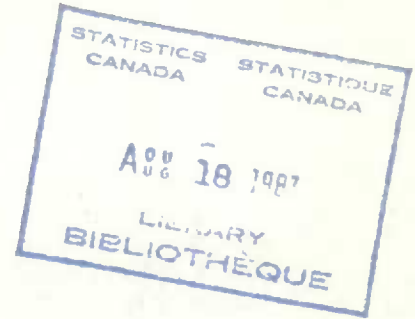


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THE SPORTING GOODS INDUSTRY

1954



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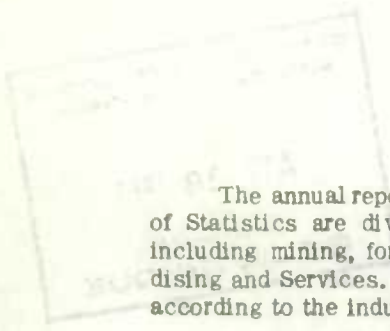
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NOTICE

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
- VI— Leather Products
- VII— Textile Mills
- VIII— Knitting Mills
- IX— Clothing
 - X— Wood and Paper Products
- XI— Printing Trades
- 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
- XIX— Miscellaneous Manufactures

The present report belongs in Part XIX, 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

1954

The sporting goods industry maintained a high level of operations in 1954. Factory shipments were valued at \$12,084,703, only 4.3 per cent below the all time high of \$12,630,427 in 1953. Establishments reporting numbered 82, the same as in the previous year. The cost of materials consumed was higher by 7.5 per cent, having risen from \$4,729,505 in 1953 to \$5,083,136 in 1954. Employment which stood at 1,768 in 1953 fell to 1,664 in 1954, a loss of 5.9 per cent while salary and wage payments decreased by 1.3 per cent, from \$4,185,559 to \$4,131,191 over the two years.

The industry is largely concentrated in Ontario. In the year under review, the 46 establishments in this province accounted for 80 per cent of the value of factory shipments and 76 per cent of employment. The remaining establishments were located provincially as follows: Quebec 21, Manitoba 2, Saskatchewan 2 and British Columbia 11. It will be observed from Table 10 that 14 of the 82 establishments comprising the industry reported factory shipments valued at \$8,906,047 or approximately 74 per cent of the total. They provided employment for 1,092 or about 66 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 5 of this report summarizes in as much detail as possible total sporting goods shipments 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 1954 are shown in Tables 6 and 7. The leading import was fishing tackle of which \$2,615,670 worth was imported. Fishing tackle was also the main export.

Beginning with 1954, information on the value of year-end inventory holdings at plant and plant warehouses is being collected as part of the Annual Census of Industry. This data was formerly collected by a separate survey. The summarized results for the sporting goods industry for the year under review will be found in Table 3.

TABLE 1. Principal Statistics of the Sporting Goods Industry, Representative Years, 1928-1954

Year and Provinces	Estab- lish- ments	Employees	Salaries and wages	Cost at plant of fuel and electricity	Cost at plant of materials used	Value added by manufacture	Gross value of production ²
	No.	No.	\$	\$	\$	\$	\$
1928	22	496	466,139	18,592	878,529	1,099,902	1,997,023
1930	27	622	612,133	24,176	950,274	1,345,478	2,319,928
1933	33	540	387,578	20,817	440,362	635,390	1,096,569
1936	36	671	543,774	33,860	716,613	1,012,375	1,762,848
1937	33	664	551,462	32,479	781,147	923,891	1,737,517
1939	33	689	694,531	34,273	906,534	1,148,596	2,089,403
1940	38	758	749,735	38,836	1,027,159	1,111,264	2,177,259
1941	37	817	836,385	38,251	1,134,430	1,180,190	2,352,871
1942	36	797	912,493	39,373	1,347,262	1,263,384	2,650,019
1943	34	815	1,036,321	42,923	2,377,897	1,670,660	4,091,480
1944	35	932	1,225,045	44,618	3,211,292	2,157,123	5,413,033
1945	36	1,101	1,433,218	14,964	3,294,096	2,195,580	5,504,640
1946	41	1,324	1,668,542	56,200	2,315,917	2,477,094	4,849,211
1947	56	1,487	2,318,966	70,486	3,050,565	3,586,047	6,707,098
1948	60	1,523	2,833,216	87,123	3,097,196	3,734,423	6,918,742
1949	64	2,013	3,628,637	100,516	3,627,429	4,926,140	8,654,085
1950	70	1,897	3,974,587	119,213	3,786,214	5,476,090	9,381,517
1951	78	1,732	3,659,189	121,871	4,064,663	6,250,278	10,436,812
1952	77	1,541	3,687,606	136,630	3,694,839	6,147,917 ³	9,979,386
1953	82	1,768	4,185,559	121,466	4,729,505	7,779,456 ³	12,630,427
1954							
Canada	82	1,664	4,131,191	147,838	5,083,136	6,998,099	12,084,703
Quebec	21	324	696,494	27,894	832,179	1,053,442	1,886,650
Ontario	46	1,260	3,260,716	111,157	4,036,551	5,656,598	9,686,685
British Columbia	11	65	147,022	7,751	184,395	241,434	433,293
Other Provinces ¹	4	15	26,959	1,036	30,011	46,625	78,075

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

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

3. Because of insufficient inventory data in 1952 and 1953, these figures have been calculated from value of factory shipments and are, therefore, only approximations to true, "value added by manufacture".

TABLE 2. Comparison of Principal Statistics, 1953 and 1954

Item	1953	1954	+ Increase - Decrease
Establishments reporting	No. 82	82	-
Employees on salaries:			
Total	No. 371	362	- 9
Male	" 252	247	- 5
Female	" 119	115	- 4
Total salaries	\$ 1,311,918	1,293,014	- 18,904
Employees on wages:			
Total (monthly average)	No. 1,397	1,302	- 95
Male	" 784	749	- 35
Female	" 613	553	- 60
Total wages	\$ 2,873,641	2,838,177	- 35,464
Cost of fuel and electricity	\$ 121,466	147,838	+ 26,372
Cost of materials used	\$ 4,729,505	5,083,136	+ 353,631
Value of factory shipments	\$ 12,630,427	12,084,703	- 545,724

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. Inventories¹, 1954

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total
	\$	\$	\$	\$
Opening:				
Quebec.....	293,396	135,611	202,451	631,458
Ontario.....	1,408,583	562,280	1,129,200	3,100,063
British Columbia.....	36,762	21,277	92,825	150,864
Other Provinces ²	12,235	7,217	7,419	26,871
Canada.....	1,750,976	726,385	1,431,895	3,909,256
Closing:				
Quebec.....	288,975	106,266	229,316	624,557
Ontario.....	1,241,408	691,223	1,246,821	3,179,452
British Columbia.....	51,078	24,859	93,112	169,049
Other Provinces ²	15,309	4,547	7,016	26,872
Canada.....	1,596,770	826,895	1,576,265	3,999,930

1. Book value of all manufacturing inventories held at plant and plant warehouses.

2. Other provinces are Manitoba and Saskatchewan.

TABLE 4. Factory Shipments, 1953 and 1954

Products	1953	1954
	Selling value at the factory	Selling value at the factory
	\$	\$
Archery tackle.....	115,907	111,530
Baseball equipment and supplies, all kinds.....	1,323,468	1,344,951
Billard, bowling and football equipment and supplies, all kinds.....	1,733,691	1,959,011
Golf equipment and supplies, all kinds.....	1,942,261	2,063,627
Hockey equipment and supplies, all kinds.....	1,692,873	1,887,181
Skiing equipment and supplies all kinds.....	281,428	107,069
Badminton, tennis and squash equipment and supplies, all kinds.....	400,069	368,825
Fishing tackle.....	1,866,591	1,637,262
Gymnasium equipment.....	126,831	135,435
Miscellaneous equipment (lacrosse, basketball, croquet and volley ball).....	111,777	124,859
All other products.....	2,985,885	2,272,705
Amount received for repairs.....	49,646	72,248
Total.....	12,630,427	12,084,703

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 5.

TABLE 5. Shipments of Sporting Goods¹ by all Industries, 1953 and 1954

Products	1953		1954 ²	
	Quantity	Selling value at the factory	Quantity	Selling value at the factory
		\$		\$
Archery tackle	—	115,907	—	111,530
Balls, golf, complete	Doz., 113,327	725,431	3	3
Baseballs	" 21,496	317,954	23,839	319,316
Softballs	" 23,050	301,370	21,858	275,156
Balls, other, including bladders, centres, etc.	—	871,553	—	811,810
Bats, baseball and softball	No. 207,511	164,802	117,264	72,042
Billiard and bowling supplies	—	1,913,987	—	1,868,822
Fishing tackle	—	2,730,291	—	1,900,551
Gloves and mittens, baseball, hockey, etc.	—	1,046,444	—	1,160,745
Golf clubs, complete	No. 194,301	1,232,496	206,827	1,351,857
Golf equipment, other	—	155,750	—	155,990
Gymnasium equipment and supplies	—	147,155	—	139,382
Hockey pucks	Doz., 31,352	39,047	33,190	36,001
Hockey sticks	" 120,407	998,323	125,802	1,054,502
Playground, track and field equipment	—	90,618	—	104,020
Racquets, tennis	No. 21,170	109,289	15,046	79,688
Racquets, badminton and squash	" 17,925	92,637	22,807	112,306
Skates, ice	Prs. 355,662	727,839	580,079	1,070,508
Skates, roller	" 59,621	171,332	64,419	174,395
Skis	" 96,971	375,082	44,926	247,551
Ski poles and fittings	—	169,718	—	47,048
Snowshoes	Prs. —	41,478	—	3
Toboggans	No. 110,468	367,642	62,247	205,583
Sporting goods, other	—	953,800	—	1,577,413
Total	—	13,859,945	—	12,876,216

1. Does not include ammunition, bicycles and firearms.
2. Figures for 1954 are preliminary and subject to revision.
3. Confidential - Included with "Sporting goods, other".

TABLE 6. Imports of Sporting Goods, 1953 and 1954

Articles imported	1953		1954	
	Quantity	Value	Quantity	Value
		\$		\$
Badminton shuttlecocks	Gross 1,914	49,981	1,854	47,691
Bagatelle and other game tables or boards	—	1,712,902	—	1,637,730
Balls, cues, cue racks and cue tips for bagatelle and billiards	—	55,197	—	42,178
Billiard tables	No. 60	9,301	27	8,009
Balls, tennis	Doz. 23,970	60,739	25,587	66,029
Balls, all kinds, for use in sports, games, etc., n.o.p.	—	372,914	—	349,152
Cricket bats, balls, gloves and leg guards	—	6,519	—	9,073
Golf clubs and finished parts	—	155,545	—	182,356
Golf balls	Doz. 31,630	106,909	73,803	225,861
Fishing rods	—	540,041	—	465,382
Trawls, fly hooks, sinkers, fishing reel and tackle, n.o.p.	—	2,589,261	—	2,615,670
Skis, racquets and racquet frames and baseball bats	—	272,690	—	280,728

TABLE 7. Exports of Sporting Goods, 1953 and 1954

Items	1953	1954
	\$	\$
Fishing tackle	628,188	151,736
Sporting goods, n.o.p.	236,527	244,161

TABLE 8. Employees by Sex and Remuneration, 1953 and 1954

Items	1953	1954
Salaried employees:		
Total	No. 371	362
Male	" 252	247
Female.....	" 119	115
Total salaries.....	\$ 1,311,918	1,293,014
Wage-earners:		
Total (monthly average)	No. 1,397	1,302
Male	" 784	749
Female.....	" 613	553
Total wages	\$ 2,873,641	2,838,177
All employees:		
Total	No. 1,768	1,664
Male	" 1,036	996
Female.....	" 732	668
Total salaries and wages	\$ 4,185,559	4,131,191

TABLE 9. Monthly Employment of Wage-earners, 1953 and 1954

	1953			1954		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	800	550	1,350	679	589	1,268
February	797	582	1,379	698	589	1,287
March.....	802	612	1,414	718	603	1,321
April	805	620	1,425	740	586	1,326
May	737	639	1,376	761	573	1,334
June.....	764	661	1,425	745	554	1,299
July	757	607	1,364	743	520	1,263
August.....	786	577	1,363	759	491	1,250
September	777	598	1,375	770	495	1,265
October	788	618	1,406	774	493	1,267
November	787	654	1,441	789	541	1,330
December	794	643	1,437	795	547	1,342
Average.....	784	613	1,397	749	553	1,302

TABLE 10. Principal Statistics of the Sporting Goods Industry in Canada Grouped According to the Size of Establishment, 1953 and 1954

Establishments with factory shipments of	Estab- lish- ments	Employees	Salaries and wages	Cost at plant of materials used	Value of factory shipments
	No.	No.	\$	\$	\$
1953					
Under \$5,000	14	14	13,184	14,001	35,398
\$5,000 to \$24,999	19	70	146,995	99,473	313,309
\$25,000 to \$49,999	12	107	182,802	160,635	411,625
\$50,000 to \$99,999	11	163	368,129	332,415	823,948
\$100,000 to \$499,999	23	837	1,793,508	2,140,715	5,000,869
\$1,000,000 to \$4,999,999	3	577	1,680,941	1,982,266	6,045,278
Total	82	1,768	4,185,559	4,729,505	12,630,427
1954					
Under \$10,000	17	24	32,742	39,306	81,485
\$10,000 to \$24,999	15	61	115,568	81,156	249,651
\$25,000 to \$49,999	14	103	195,354	187,108	486,063
\$50,000 to \$99,999	11	149	311,008	319,783	776,492
\$100,000 to \$199,999	11	235	556,574	655,478	1,584,965
\$200,000 to \$499,999	11	528	1,264,292	1,455,605	3,629,980
\$1,000,000 to \$4,999,999	3	564	1,655,653	2,344,700	5,276,067
Total	82	1,664	4,131,191	5,082,136	12,084,763

List of Firms Engaged Wholly or Chiefly in the manufacture of Sporting Goods, 1954

Name of Firm	Address
Quebec:	
Acta Sports Limited	9500 St. Lawrence Blvd., Montreal
Alpine Supplies Inc.	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, Montreal
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
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	88 rue Nicholson, Valleyfield
Mailhot & Frères	35 rue Compagna, Victoriaville
Major Rod Mfg. Co. Ltd.	723 Notre Dame St. W., 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.	333 - 9th Ave. S., Sherbrooke
Superstrong Wood Products Reg'd.	Brossard Station
Trio Sport Co. Ltd.	330 Craig St. W., Montreal
Ontario:	
Allcock, Laight & Westwood Co. Ltd.	205 Parkhurst Blvd., Leaside
Archery Craft	2685 St. Clair Ave. W., Toronto

List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1954 - Concluded

Name of Firm	Address
Ontario: - Concluded	
Argent Tackle Co.	266 Bruce Ave., Windsor
B. & C. Sports Mfg. Co. Ltd.	18 Millstone Lane, Toronto
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 Limited	174 Catharine St. N., 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., Willowdale
Canada Fishing Tackle & Sports Limited	Havelock
The Canada Skate Mfg. Co. Ltd.	248 Victoria St. N., Kitchener
Canadian Milwaukee Instrument Co.	1 Blantyre Ave., Toronto
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
The Crown Lumber Coal & Supply Co. Ltd.	Tecumseh St., Woodstock
Dominion Fishing Tackle Mfrs.	Oro Station
Dominion Skate Company	1410 Alexandra St., Port Credit
W. H. Dunne Skate Company	243 MacDonnell Ave., Toronto
Dunsdon Archery Supplies	18 Hamilton Ave., Brantford
Great Lakes Sporting Goods Ltd.	856 Walker Road, Windsor
Grainger Adanac Limited	5382 Yonge St., Willowdale
Gross Products	West St., S., Orillia
Hex Baits Limited	Brockville
Helin Tackle Co. Limited	1901 Ottawa St., Windsor
Hottl Tackle Co.	1285 Elsmere Ave., Windsor
Ingersoll Hockey Stick Co.	Thames St., Ingersoll
Lannom & Wellinger Limited	H. O.-350 Sorauren Ave., Toronto
Lindquist Bros. Bait Co. Ltd.	Plant - 135 Victoria St., Barrie
Nelson Long & Sons	Shawnee Road, Tecumseh
Lucky Strike Bait Works Limited	210 Ferrie St. E., Hamilton
Madsen Mfg. Co. Ltd.	505 Sherbrooke St., Peterborough
O. & W. McVean Limited	Unionville
W. R. Murphy Mfg. Co.	Dresden
Paris Playground Equipment Limited	1017 Gladstone Ave., Windsor
The Schindler Co. of Canada Limited	Gold St., Paris
A. G. Spalding & Bros. of Canada Limited	Audley & Newcastle St., Mimico
Tiede Enterprises Ltd.	5 Edward St., Brantford
Tillmark Archery	984 Drouillard Rd., Windsor
Tugg and Mason Limited	Newmarket
Wellinger & Dunn Leather Goods Limited	394 King St. W., Toronto
Wyllie Webb Co.	350 Sorauren Ave., Toronto
	2 Colwood Rd., Toronto
Manitoba:	
Canadian Bait Mfg. Co.	247 Notre Dame Ave., Winnipeg
W. Lyon	425 Fischer Ave., The Pas
Saskatchewan:	
Bill Douglas Company Limited	534 - 2nd Ave., N., Saskatoon
Len Thompson Bait Co.	Abernethy
British Columbia:	
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. No. 1
J. P. Fifer & Sons	2553 Royal Oak Ave., South Burnaby
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
Poetz & Son	574 Johnson St., Victoria
Rex Field Tackle Shop	Courtenay
Rich-Make Mfg. Ltd.	5560 Lincoln St., Vancouver

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