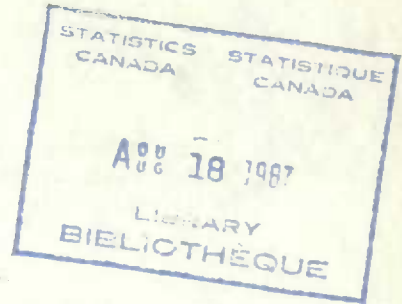


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Mr. Barclay



THE SPORTING GOODS INDUSTRY

1956



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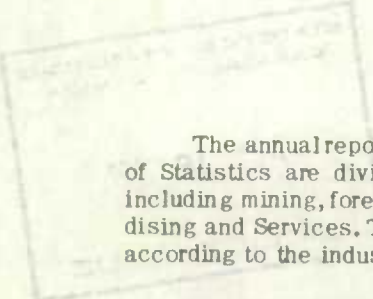
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NOTICE

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, 50¢
 - Section C. Quebec, 25¢
 - Section D. Ontario, 25¢
 - Section E. Prairie Provinces, 40¢
 - 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 1956

The sporting goods industry reported a record level of operations in 1956. Factory selling value of products shipped by the industry reached an all-time high of \$15,528,074. This total represents an increase of 19.1 per cent over the previous high of \$13,032,152 established a year earlier.

Establishments reporting numbered 95, 3 more than in 1955. Employment and payrolls were up from the preceding year. Employees numbered 1,979 in 1956 compared with 1,828 in 1955, a gain of 8.3 per cent, while salary and wage payments rose by 20.8 per cent to \$5,439,728 from \$4,500,836. The cost of materials used in manufacture increased from \$4,975,649 in 1955 to \$6,105,140 in 1956, a rise of 22.7 per cent.

The industry is largely concentrated in Ontario. In the year under review, the 53 establishments in this province accounted for 76 per cent of the value of factory shipments and 71 per cent of employment. The remaining establishments were located provincially as follows: Newfoundland 1, Quebec 24, Manitoba 3, Saskatchewan 2 and British Columbia 12. It will be observed from Table 10 that 18 of the 95 establishments comprising the industry reported factory shipments valued at \$12,563,974 or approximately 81 per cent of the total. They provided employment for 1,493 or about 75 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 1956 are shown in Tables 6 and 7. The leading import was fishing tackle of which \$3,484,308 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, 1928-1956

Year and Province	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 ¹
	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	2,352,671
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	12,530,427
1954.....	82	1,664	4,131,191	147,838	5,083,136	6,998,099	12,084,703
1955.....	92	1,828	4,500,836	174,637	4,975,649	7,841,030	13,032,152
1956							
Canada.....	95	1,979	5,439,728	208,219	6,105,140	9,338,370	15,528,074
Quebec.....	24	478	1,077,248	57,615	1,337,664	1,702,089	3,165,337
Ontario.....	53	1,403	4,138,112	137,862	4,518,015	7,288,896	11,797,605
British Columbia.....	12	79	183,062	11,385	205,243	262,915	441,215
Other Provinces.....	6	19	41,306	1,357	44,218	84,470	122,215

1. Other provinces include Newfoundland 1, Manitoba 3, Saskatchewan 3.

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, 1955 and 1956

Item	1955	1956	+ Increase - Decrease
Establishments reporting..... No.	92	95	+ 3
Employees on salaries:			
Total..... No.	358	430	+ 72
Male..... "	238	286	+ 48
Female..... "	120	144	+ 24
Total salaries..... \$	1,275,548	1,550,059	+ 274,511
Employees on wages:			
Total (monthly average)..... No.	1,470	1,549	+ 79
Male..... "	927	941	+ 14
Female..... "	543	608	+ 65
Total wages..... \$	3,225,288	3,889,669	+ 664,381
Cost of fuel and electricity..... \$	174,637	208,219	+ 33,582
Cost of materials used..... \$	4,975,649	6,105,140	+ 1,129,491
Value of factory shipments..... \$	13,032,152	15,528,074	+ 2,495,922

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, 1956

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total
	\$	\$	\$	\$
Opening: ³				
Quebec	475,524	181,615	242,058	899,197
Ontario	1,401,268	724,683	1,251,331	3,377,282
British Columbia	52,021	21,060	80,223	153,304
Other Provinces ²	14,265	4,536	10,244	29,045
Canada	1,943,078	931,894	1,583,856	4,458,828
Closing:				
Quebec	531,013	188,120	167,584	886,717
Ontario	1,477,793	757,927	1,365,255	3,600,975
British Columbia	60,220	42,508	97,102	199,830
Other Provinces ²	15,175	8,450	12,459	36,084
Canada	2,084,201	997,005	1,642,400	4,723,606

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

2. Other provinces are Newfoundland, Manitoba and Saskatchewan.

3. The opening inventory for 1956 differs from the closing inventory published for 1955 because of the receipt of revised data, the inclusion of new firms and the removal of figures for firms which did not operate during 1956.

TABLE 4. Factory Shipments, 1955 and 1956

Products	1955	1956
	Selling value at the factory	Selling value at the factory
	\$	\$
Archery tackle	136,031	238,891
Baseball equipment and supplies, all kinds	1,309,596	1,407,922
Billiard, bowling and football equipment and supplies, all kinds	1,951,542	2,161,405
Golf equipment and supplies, all kinds	2,157,144	2,321,033
Hockey equipment and supplies, all kinds	2,052,944	2,454,096
Skiing equipment and supplies, all kinds	143,962	157,723
Badminton, tennis and squash equipment and supplies, all kinds	239,403	336,267
Fishing tackle	1,790,401	1,928,713
Gymnasium equipment	131,902	129,510
Miscellaneous equipment (lacrosse, basketball, croquet and volley ball)	123,838	126,388
All other products	2,936,809	4,195,614
Amount received for repairs	58,580	70,512
Total	13,032,152	15,528,074

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, 1955 and 1956

Products	1955		1956 ²	
	Quantity	Selling value at the factory	Quantity	Selling value at the factory
		\$		\$
Archery tackle	—	136,031	—	238,891
Balls, golf, complete	Doz. 3	3	3	3
Baseballs	" 21,893	294,050	19,573	252,467
Softballs	" 25,303	299,118	26,513	301,473
Balls, other, including bladders, centres, etc.	—	740,969	—	914,979
Bats, baseball and softball	No. 136,648	92,783	127,924	84,817
Billiard and bowling supplies	—	1,876,884	—	1,920,640
Fishing rods	No. —	—	261,350	681,998
Fishing tackle, other	—	2,295,314	—	1,651,503
Gloves and mittens, baseball, hockey, etc.	—	1,113,843	—	1,392,389
Golf clubs, complete	No. 225,016	1,430,885	245,569	1,458,659
Golf equipment, other	—	174,994	—	210,726
Gymnasium equipment and supplies	—	310,257	—	335,484
Hockey pucks	Doz. 35,968	48,323	58,277	81,898
Hockey sticks	" 174,172	1,425,855	199,323	1,635,653
Playground, track and field equipment	—	120,476	—	131,188
Racquets, tennis	No. 12,518	62,313	20,292	112,282
Racquets, badminton and squash	" 15,675	67,367	20,279	101,858
Skates, ice	Prs. 1,029,407	1,866,018	1,794,480	2,622,252
Skates, roller	" 54,787	145,366	44,350	130,795
Skis	" 57,754	350,108	71,349	241,289
Ski poles and fittings	—	61,395	—	211,264
Snowshoes	Prs. —	3	—	3
Toboggans	No. 89,512	308,244	153,145	519,983
Sporting goods, other	—	1,885,834	—	2,039,041
Total	—	15,106,427	—	17,271,529

1. Does not include ammunition, bicycles and firearms.
2. Figures for 1956 are preliminary and subject to revision.
3. Confidential - included with "Sporting goods, other".

TABLE 6. Imports of Sporting Goods, 1955 and 1956

Articles imported	1955		1956	
	Quantity	Value	Quantity	Value
		\$		\$
Badminton shuttlecocks	Gross 2,338	54,885	3,315	68,623
Bagatelle and other game tables or boards	—	807,588	—	1,065,490
Balls, cues, cue racks and cue tips for bagatelle and billiards	—	42,622	—	49,106
Billiard tables	No. 30	2,197	107	4,788
Balls, tennis	Doz. 22,213	60,883	26,142	61,188
Balls, all kinds, for use in sports, games, etc., n.o.p.	—	355,253	—	348,872
Cricket bats, balls, gloves and leg guards	—	8,484	—	12,202
Golf clubs and finished parts	—	244,563	—	257,015
Golf balls	Doz. 65,273	239,458	76,096	294,257
Fishing rods	—	545,455	—	615,403
Trawls, fly hooks, sinkers, fishing reel and tackle, n.o.p. -	—	3,044,209	—	3,484,308
Skis, racquets and racquet frames and baseball bats	—	424,727	—	599,529

TABLE 7. Exports of Sporting Goods, 1955 and 1956

Items	1955	1956
	\$	\$
Fishing tackle	320,725	452,791
Sporting goods, n.o.p.	404,070	649,244

TABLE 8. Employees by Sex and Remuneration, 1955 and 1956

Items	1955		1956	
	No.	\$	No.	\$
Salaried employees:				
Total	No.	358	430	
Male	"	238	286	
Female	"	120	144	
Total salaries	\$	1,275,548	1,550,059	
Wage-earners:				
Total (monthly average)	No.	1,470	1,549	
Male	"	927	941	
Female	"	543	608	
Total wages	\$	3,225,288	3,899,669	
All employees:				
Total	No.	1,828	1,979	
Male	"	1,165	1,227	
Female	"	663	752	
Total salaries and wages	\$	4,500,836	5,439,728	

TABLE 9. Monthly Employment of Wage-earners, 1955 and 1956

	1955			1956		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	946	557	1,503	911	593	1,504
February	898	542	1,440	930	611	1,541
March	890	559	1,449	905	617	1,522
April	899	555	1,454	905	645	1,550
May	884	526	1,410	913	636	1,549
June	918	525	1,443	921	592	1,513
July	928	518	1,446	930	570	1,500
August	960	528	1,488	984	558	1,542
September	953	525	1,478	957	576	1,533
October	947	538	1,485	966	606	1,572
November	976	575	1,551	994	653	1,647
December	957	566	1,523	979	645	1,624
Average	927	543	1,470	941	608	1,549

TABLE 10. Principal Statistics of the Sporting Goods Industry in Canada Grouped According to the Size of Establishment, 1955 and 1956

Establishments with factory shipments of	Estab- lish- ments	Employees	Salaries and wages	Cost at plant of materials used	Value of factory shipments
	No.	No.	\$	\$	\$
1955					
Under \$10,000	23	26	33,456	41,809	98,912
\$10,000 to \$24,999	16	64	122,474	103,469	270,376
\$25,000 to \$49,999	14	101	210,101	196,664	511,637
\$50,000 to \$99,999	13	163	341,346	397,249	960,873
\$100,000 to \$199,999	10	181	442,172	517,557	1,330,059
\$200,000 to \$499,999	10	452	991,114	1,427,226	3,008,168
\$500,000 to \$999,999	4	841	2,360,173	2,291,675	6,852,127
\$1,000,000 to \$4,999,999	2				
Total	92	1,828	4,500,836	4,975,649	13,032,152
1956					
Under \$10,000	23	23	31,460	31,720	83,014
\$10,000 to \$24,999	20	67	131,605	155,009	344,318
\$25,000 to \$49,999	11	73	152,288	180,870	448,953
\$50,000 to \$99,999	15	179	436,437	421,606	1,084,224
\$100,000 to \$199,999	8	144	411,733	394,894	1,003,591
\$200,000 to \$499,999	12	536	1,231,675	1,702,474	3,789,131
\$500,000 to \$999,999	3	319	948,384	1,064,142	2,500,191
\$1,000,000 to \$4,999,999	3	638	2,096,146	2,154,425	6,274,652
Total	95	1,979	5,439,728	6,105,140	15,528,074

List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1956

Name of Firm	Address
Newfoundland:	
Murdock's Tackle	22 Craigmillar Ave., St. John's
Quebec:	
Acta Sports Limited	333 Port Royal St. W., Montreal
Alpine Supplies Inc.	9500 St. Lawrence Blvd., Montreal
Atelier Sportif Enrg.	67 A, rue Lessard, Loretteville
Jos. Choquette Sports Enrg.	1439 Rue Hotel de Ville, Montreal
Cho-Wood Products Ltd.	427 St. James St., St. Johns
Daignault Rolland Cie Ltée	2567 rue Rouen, Montreal 24
Eagle Leather Works Co.	4264 Ontario St. E., Montreal
General Recreation Equipment Ltd.	1 Corbell St. Pont Viau
J. E. Giguere Ltée	Ste.-Germaine Station
Huet Hockey Stick Mfg. Reg'd	760 Victoria St., St. Lambert
Huron Fishing Tackle Inc.	103 rue St-Pierre, Quebec
Gaston Jolicœur	1228 - 2ième Ave., Quebec
Kingswood Inc.	Pont-Rouge
Les Industries Bellerive Ltée	57 rue Ogilvie, Valleyfield
Mailhot & Freres	35 rue Campagna, Victoriaville
Major Rod Mfg. Co. Ltd.	723 Notre Dame St. W., Montreal
Precision Wood Craft	St. Chrystosome
St. Lawrence Mfg. Co. Inc.	376 des Commissaires Est., Quebec
Sherbrooke Wood Products Inc.	404 rue Marquette, Sherbrooke
Sherbrooke Woodcraft Limited	2795 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	Brosseau Station
Trio Sport Co. Ltd.	380 Craig St. W., Montreal
Ontario:	
Allcock, Laight & Westwood Co. Ltd.	206 Parkhurst Blvd., Leaside
Archery Craft	2588 St. Clair Ave. W., Toronto

List of Firms Engaged Wholly or Chiefly in the Manufacture of Sporting Goods, 1955 - Concluded

Name of Firm	Address
Ontario: - Concluded	
Argent Tackle Co.	1138 Wible St., Windsor
Harry W. Banks	46-48 Albert St., Beamsville
Barton Sports & Cycle Co. Ltd.	228 Barton St. E., Hamilton
Bentley's Sporting Goods, Limited	755 First Ave., Niagara Falls
J. G. Blanchard Limited	136 Mary St., 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., Willowdale
Canada Fishing Tackle & Sports Limited	Havelock
The Canada Skate Mfg. Co. Ltd.	236 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	P.O. Box 83, New Toronto
W. H. Dunne Skate Company	243 MacDonnell Ave., Toronto
Dunsdon Archery Equipment	18 Hamilton Ave., Brantford
Emmons Industries	47 Westlake Crescent, Toronto
Grainger Adanac Limited	5382 Yonge St., Willowdale
Great Lakes Sporting Goods Ltd.	856 Walker Road, Windsor
Gross Products	West St. S., Orillia
Helin Tackle Co. Limited	1901 Ottawa St., Windsor
Hex Baits Limited	Brockville
Hottl Tackle Co.	1285 Elsmere Ave., Windsor
Ingersoll Hockey Stick Co.	Thames St., Ingersoll
J. M. Machine & Tool Co.	1194 Bloor St. W., Toronto
Kingfish Sporting Goods & Mfg. Co.	20 Millstone Lane, Toronto
Lannom & Wellinger Limited	H. O.-350 Sorauren Ave., Toronto
Lindquist Bros. Bait Co. Ltd.	Plant-135 Victoria St., Barrie
Nelson Long & Sons	Shawnee Road, Techumseh
Lucky Strike Bait Works Limited	210 Ferrie St. E., Hamilton
Nansen Mfg. Co. Ltd.	505 Sherbrooke St., Peterborough
Martintown Hockey Stick Mfg. Reg'd.	Unionville
O. & W. McVean Limited	P.O. Box 5, Martintown
W. R. Murphy Mfg. Co.	Dresden
Paris Playground Equipment Limited	1017 Gladstone Ave., Windsor
A. W. Saarimaa Tackle Company	Gold St., Paris
The Schindler Co. of Canada Limited	163 Willowdale Ave., Willowdale
Slazengers Canada Ltd.	Audley & Newcastle St., Mimico
Smith-Craft	136 Oakdale Ave., Merritton
A. G. Spalding & Bros. of Canada Limited	6 Mill St., Napanee
Thompson Tool Co.	Spalding Drive, Brantford
Tiede Enterprises Ltd.	11 Martha St., Bolton
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 Manufacturing Co.	247 Notre Dame Ave., Winnipeg
Glo - Lite Plastics	218 Victoria Ave., Brandon
W. Lyon	425 Fischer Ave., The Pas
Saskatchewan:	
Bill Douglas Company Limited	P. O. Box 23, 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.	563 Garrison Rd., Richmond
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
Sea-Sport Tackle Ltd.	2021 Clarke St., Port Moody



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