

62-259
File copy

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
GENERAL MANUFACTURES DIVISION
OTTAWA - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.).
Acting Chief, General Manufactures Division: A. Cohen, B.Com.

CONSUMPTION OF LUXURIES IN CANADA, 1931 and 1932.

The present report has been prepared in order to meet the demands which are continually being received by the Dominion Bureau of Statistics concerning the consumption of luxuries in Canada. The term "luxury" is rather difficult of definition. To arrive at an all inclusive definition of the term is impossible. To begin with, the conception of luxury is continually undergoing change. Silk stockings, for example, which formerly were considered a luxury, are today considered a necessity even by girls who are getting as low a wage as possible. The same is true of many other articles of food, clothing and furniture which have now become necessities although formerly considered the height of luxury. The conception of luxuries also differ from place to place. Higher priced clothes, for example, which to an office employee in the city are a necessity become a luxury to a person similarly employed in a rural district. The same is also true as regards many articles of food and furniture. The difficulties involved, therefore, are numerous, both as regards the difficulties of definition as well as the incompleteness of the statistical data available. The statistics compiled at the Bureau do not permit of a detailed analysis into necessities and luxuries of such important items as clothing, furniture and food. For the purpose of this report it has, therefore, been decided to include all articles made in Canada which are actually above the line of necessities. According to this definition, objection may be raised to the inclusion of some of the items listed in the tables following. To some people, for example, tobacco is a luxury while others consider it a necessity. The same objection may also be made to some of the other products included in the list. The present statement should, therefore, not be considered as being absolutely complete or correct. It should be treated rather as an attempt to throw some light on the production and consumption in Canada of goods which are more or less in the nature of luxuries.

The commodities have been grouped under eight main headings, viz., foods, beverages, tobacco, clothing, personal utilities, house furnishings, vehicles and pleasure boats and amusements and sporting goods. The value of production of these eight groups in 1932 amounted to \$282,134,046 or 13.3 per cent of the total value of production of the Canadian manufacturing industries. In 1931 the output of these eight groups was valued at \$343,141,286 or 12.7 per cent of the total. The beverage group showed the highest consumption in 1931, while in 1932 the tobacco group came first. A summary of the groups is given in table 1 while details of the most important products comprised in each group are given in tables 2 and 3. IT SHOULD BE REMEMBERED THAT THE PRODUCTION FIGURES HERE GIVEN ARE SELLING VALUES AT THE FACTORY ONLY. For this reason the tables following do not show the amount spent on luxuries in Canada. To obtain this information the retail prices would have to be taken. These, however, are not available.

Consumption figures are obtained by subtracting the exports from the figures of imports and production. The figures in the following tables are for the calendar years.

CONSUMPTION OF LUXURIES IN CANADA, 1931 and 1932.

Table 1. - Summary Statistics by Groups, 1931 and 1932.

Table 2. - Detailed Statistics of the Most Important Products Comprised in Each Group, 1931.

Table 3. - Detailed Statistics of the Most Important Products Comprised in Each Group, 1932.

Table 1. - Summary Statistics of Production, Imports, Exports and Consumption of Articles Manufactured in Canada which are not usually considered as being in the nature of Absolute Necessities.

	Production	Imports	Exports	Apparent Consumption
	\$	\$	\$	\$
<u>1 9 3 1</u>				
Foods	76,534,572	6,411,714	2,013,411	80,932,875
Beverages	80,745,282	27,238,280	12,494,605	95,488,957
Tobacco	74,913,388	774,336	76,103	75,611,621
Clothing	22,806,698	1,992,716	558,126	24,241,288
Personal utilities	10,738,552	5,242,885	47,504	15,933,933
House furnishings	7,112,937	1,745,072	11,305	8,846,704
Vehicles and boats	43,138,203	4,244,921	4,437,271	42,945,853
Amusement and sporting goods	27,506,988	3,192,148	493,276	30,205,860
TOTAL	343,496,620	50,842,072	20,131,601	374,207,091
<u>1 9 3 2</u>				
Foods	58,400,127	4,480,391	1,708,803	61,171,715
Beverages	65,263,262	17,121,458	11,701,589	70,683,131
Tobacco	74,487,653	582,868	79,204	74,991,317
Clothing	20,885,328	1,413,647	770,969	21,528,006
Personal utilities	10,824,414	3,674,633	26,707	14,472,340
House furnishings	5,906,237	909,243	-	6,815,480
Vehicles and boats	32,078,895	716,751	4,540,662	28,254,984
Amusement and sporting goods	14,288,130	2,549,443	245,277	16,592,296
TOTAL	282,134,046	31,448,434	19,073,211	294,509,269

CONSUMPTION OF LUXURIES IN CANADA, 1931 and 1932.

Table 2. - Consumption of Articles Manufactured in Canada, not usually considered as being in the nature of Absolute Necessities, 1931.

	Production	Imports	Exports	Apparent Consumption
	\$	\$	\$	\$
1. FOODS	76,534,572	6,411,714	2,013,411	80,932,875
Confectionery	41,256,737	929,030	388,319	41,797,448
Candy, chocolate coated and other	23,544,980	749,293	300,506	23,993,767
Ice cream	11,161,595	-	-	11,161,595
Other, including chewing gum	6,550,162	179,737	87,813	6,642,086
Fruit and Vegetable Preparations	11,620,562	4,645,349	1,625,092	14,640,819
Sauces, catsups and relishes	3,283,512	342,168	1,428,413	2,197,267
Jams, jellies and marmalades	5,356,766	76,785	7,214	5,426,337
Other	2,980,284	4,226,396	189,465	7,017,215
Miscellaneous	23,657,273	837,335	-	24,494,608
Pies, cakes and pastry ...	15,426,203	-	-	15,426,203
Meats, cooked	5,935,473	-	-	5,935,473
Other	2,295,597	837,335	-	3,132,932
2. BEVERAGES	80,745,282	27,238,280	12,494,605	95,488,957
Beer, ale, stout and porter	47,965,468	396,683	16,305	48,345,846
Waters, aerated	12,533,132	154,971	13,411	12,674,692
Whiskies and other potable spirits	15,407,685	24,807,259	12,463,923	27,751,021
Wine, fermented	4,838,997	1,879,367	966	6,717,398
3. TOBACCO	74,913,388	774,336	76,103	75,611,621
Cigars	7,247,152	80,641	1,604	7,326,189
Cigarettes	42,865,121	95,118	601	42,959,638
Tobacco, chewing, smoking and snuff	24,801,115	598,577	73,898	25,325,791
4. CLOTHING	22,806,698	1,992,716	558,126	24,241,288
Fur and fur goods	13,759,269	189,239	58,126	13,890,382
Hosiery, silk	8,741,157	43,882	500,000	8,285,039
Miscellaneous, including embroideries and laces, artificial flowers, etc..	306,272	1,759,595	-	2,065,867
5. PERSONAL UTILITIES	10,738,552	5,242,885	47,504	15,933,933
Jewelry and jewelry cases	2,053,900	1,285,333	47,504	3,291,729
Toilet preparations	3,906,577	1,112,635	-	5,019,212
Miscellaneous	4,778,075	2,844,917	-	7,622,992

CONSUMPTION OF LUXURIES IN CANADA, 1931 and 1932.

Table 2. - Consumption of Articles Manufactured in Canada, not usually considered as being in the nature of Absolute Necessities, 1931. - (Concl'd.)

	Production	Imports	Exports	Apparent Consumption
	\$	\$	\$	\$
6 HOUSE FURNISHINGS	7,112,937	1,745,072	11,305	8,846,704
Carpets, mats and rugs	3,269,632	705,404	11,305	3,963,731
Hollow-ware and flatware silver, and silver-plated	1,727,020	690,351	-	2,417,371
Lamps, table and floor, shades and stands	725,681	114,177	-	839,858
Miscellaneous	1,390,604	235,140	-	1,625,744
7 VEHICLES AND BOATS	43,138,203	4,244,921	4,437,271	42,945,853
Automobiles, passenger	42,315,796	4,117,350	4,386,930	42,046,216
Bicycles, women's and children's	27,005	-	-	27,005
Boats, motor and sail and canoes	795,402	127,571	50,341	872,632
8 AMUSEMENT AND SPORTING GOODS	27,506,988	3,192,148	493,276	30,205,860
Musical instruments and accessories	23,471,756	800,525	262,330	24,009,951
Sporting goods	1,653,572	528,973	205,215	1,977,330
Toys and dolls	659,169	1,546,837	25,731	2,180,275
Miscellaneous	1,722,491	315,813	-	2,038,304
TOTAL	343,496,620	50,842,072	20,131,601	374,207,091

Table 3. - Consumption of Articles Manufactured in Canada, not usually considered as being in the nature of Absolute Necessities, 1932.

	Production	Imports	Exports	Apparent Consumption
	\$	\$	\$	\$
1. FOODS	58,400,127	4,480,391	1,708,803	61,171,715
Confectionery	33,100,679	790,319	235,130	33,655,868
Candy, chocolate coated and other	18,448,004	626,022	175,599	18,898,427
Ice cream	8,166,063	-	-	8,166,063
Other, including chewing gum	6,486,612	164,297	59,531	6,591,378

CONSUMPTION OF LUXURIES IN CANADA, 1931 and 1932.

Table 3. - Consumption of Articles Manufactured in Canada, not usually considered as being in the nature of Absolute Necessities, 1932. - (Cont'd.)

	Production	Imports	Exports	Apparent Consumption
	\$	\$	\$	\$
1. FOODS - (Concl'd.)				
Fruit and Vegetable Preparations	9,594,160	3,349,906	1,473,673	11,470,393
Sauces, catsups and relishes	2,791,029	267,154	1,202,868	1,855,315
Jams, jellies and marmalades	4,170,667	65,018	6,640	4,229,045
Other	2,632,464	3,017,734	264,165	5,386,033
Miscellaneous	15,705,288	340,166	-	16,045,454
Pies, cakes and pastry ...	10,673,178	-	-	10,673,178
Meats, cooked	3,212,063	-	-	3,212,063
Other	1,820,047	340,166	-	2,160,213
2. BEVERAGES	65,263,262	17,121,458	11,701,589	70,683,131
Beer, ale, stout and porter	37,415,309	250,707	49,464	37,616,552
Waters, aerated	10,495,472	110,040	7,361	10,598,151
Whiskies and other potable spirits	13,206,228	15,515,754	11,642,239	17,079,743
Wine, fermented	4,146,253	1,244,957	2,525	5,388,685
3. TOBACCO	74,487,653	582,868	79,204	74,991,317
Cigars	5,976,484	40,062	408	6,016,138
Cigarettes	36,073,614	60,242	879	36,132,977
Tobacco, chewing and smoking and snuff	32,437,555	482,564	77,917	32,842,202
4. CLOTHING	20,885,328	1,413,647	770,969	21,528,006
Fur and fur goods	10,663,947	69,087	39,255	10,693,779
Hosiery, silk	10,045,662	21,106	731,714	9,335,054
Miscellaneous, including embroideries and laces, artificial flowers, etc..	175,719	1,323,454	-	1,499,173
5. PERSONAL UTILITIES	10,824,414	3,674,633	26,707	14,472,340
Jewelry and jewelry cases.	1,702,090	799,822	16,370	2,485,542
Toilet preparations	4,256,956	737,274	-	4,994,230
Miscellaneous	4,865,368	2,137,537	10,337	6,992,568
6. HOUSE FURNISHINGS	5,906,237	909,243	-	6,815,480
Carpets, mats and rugs ...	1,884,051	320,134	-	2,204,185
Hollow-ware and flatware, silver and silver-plated.	1,278,105	431,829	-	1,709,934



1010366299

- 6 -

CONSUMPTION OF LUXURIES IN CANADA, 1931 and 1932.

Table 3. -- Consumption of Articles Manufactured in Canada, not usually considered as being in the nature of Absolute Necessities, 1932. -- (Concl'd.)

	Production	Imports	Exports	Apparent Consumption
	\$	\$	\$	\$
6. HOUSE FURNISHINGS -- (Concl'd.)				
Lamps, table and floor, shades and stands	784,914	36,218	-	821,132
Miscellaneous	1,959,167	121,062	-	2,080,229
7. VEHICLES AND BOATS	32,078,895	716,751	4,540,662	28,254,984
Automobiles, passenger ...	31,713,291	671,959	4,511,559	27,873,691
Bicycles, women's and children's	25,850	-	-	25,850
Boats, motor and sail, and canoes	339,754	44,792	29,103	355,443
8. AMUSEMENT AND SPORTING GOODS	14,288,130	2,549,443	245,277	16,592,296
Musical instruments and accessories	10,554,568	407,032	15,778	10,945,822
Sporting goods	1,382,712	551,019	121,370	1,812,361
Toys and dolls	745,989	1,253,744	108,129	1,891,604
Miscellaneous	1,604,861	337,648	-	1,942,509
TOTAL	282,134,046	31,448,434	19,073,211	294,509,269