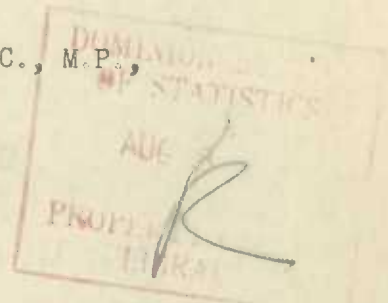


67-D-59.  
PUBLISHED BY AUTHORITY OF THE HON. R. B. HANSON, K.C., M.P.,  
MINISTER OF TRADE AND COMMERCE

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



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

### CONSUMPTION OF LUXURIES IN CANADA, 1932 and 1933.

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 the lowest wages 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 true also 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 amusement and sporting goods. The value of production of these eight groups in 1933 amounted to \$263,608,185 or 12.6 per cent of the total value of production of the Canadian manufacturing industries. In 1932 the output of these eight groups was valued at \$283,596,969 or 13.4 per cent of the total. The beverage group showed the highest consumption in 1931, while in 1932 and 1933 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, 1932 and 1933.

Table 1. - Summary Statistics by Groups, 1932 and 1933.

Table 2. - Detailed Statistics of the Most Important Products Comprised in Each Group, 1932.

Table 3. - Detailed Statistics of the Most Important Products Comprised in Each Group, 1933.

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>1932</u>				
Foods .....	58,521,457	4,480,391	1,708,803	61,293,045
Beverages .....	65,290,966	17,121,458	11,701,589	70,710,835
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 .....	12,111,338	3,674,633	26,707	15,759,264
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 ..	14,315,095	2,569,657	302,592	16,582,160
TOTAL .....	283,596,969	31,468,648	19,130,526	295,935,091
<u>1933</u>				
Foods .....	57,459,661	4,132,089	2,317,353	59,274,397
Beverages .....	55,670,630	13,626,422	9,488,039	59,809,013
Tobacco .....	70,919,914	430,724	76,425	71,274,213
Clothing .....	21,202,973	1,069,489	1,250,709	21,021,753
Personal utilities .....	11,374,866	2,662,357	31,307	14,005,916
House furnishings .....	6,010,192	849,467	5,372	6,854,287
Vehicles and boats .....	30,957,417	589,139	7,027,586	24,518,970
Amusement and sporting goods .	10,012,532	1,759,944	198,115	11,584,361
TOTAL .....	263,608,185	25,119,631	20,384,906	268,342,910



CONSUMPTION OF LUXURIES IN CANADA, 1932 and 1933.

Table 2. - 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 .....	53,521,457	4,480,391	1,708,803	61,293,045
Confectionery .....	33,176,287	790,319	235,130	33,731,476
Candy, chocolate coated and other .....	18,523,612	626,022	175,599	18,974,035
Ice cream .....	8,166,063	-	-	8,166,063
Other, including chewing gum .....	6,486,612	164,297	59,531	6,591,378
Fruit and Vegetable Preparations .....	9,752,427	3,349,906	1,473,673	11,628,660
Sauces, catsups and relishes .....	2,949,296	267,154	1,202,863	2,013,582
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 .....	15,592,743	340,166	-	15,932,909
Pies, cakes and pastry .	10,673,178	-	-	10,673,178
Meats, cooked .....	3,212,063	-	-	3,212,063
Other .....	1,707,502	340,166	-	2,047,668
2. BEVERAGES .....	65,290,966	17,121,458	11,701,589	70,710,835
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 .....	13,233,932	15,515,754	11,642,239	17,107,447
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

CONSUMPTION OF LUXURIES IN CANADA, 1932 and 1933.

Table 2. - 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
	\$	\$	\$	\$
5. PERSONAL UTILITIES .....	12,111,338	3,674,633	26,707	15,759,264
Jewelry and jewelry cases .....	1,702,090	799,822	16,370	2,485,542
Toilet preparations ....	5,543,880	737,274	-	6,281,154
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
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	14,315,095	2,569,657	302,592	16,582,160
Musical instruments and accessories .....	10,554,568	407,032	73,093	10,888,507
Sporting goods .....	1,677,303	660,521	121,370	2,216,454
Toys and dolls .....	745,989	1,253,744	108,129	1,891,604
Miscellaneous .....	1,337,235	248,360	-	1,585,595
TOTAL .....	283,596,969	31,468,648	19,130,526	295,935,091

CONSUMPTION OF LUXURIES IN CANADA, 1932 and 1933.

Table 3. - Consumption of Articles Manufactured in Canada, not usually considered as being in the nature of Absolute Necessities, 1933.

	Production	Imports	Exports	Apparent Consumption
	\$	\$	\$	\$
1. FOODS .....	57,459,661	4,132,089	2,317,353	59,274,397
Confectionery .....	30,222,669	654,223	205,731	30,671,161
Candy, chocolate coated and other .....	16,894,743	538,240	141,312	17,291,671
Ice cream .....	7,330,632	-	-	7,330,632
Other, including chewing gum .....	5,997,294	115,983	64,419	6,048,858
Fruit and Vegetable Preparations .....	11,765,473	3,234,418	1,722,147	13,277,744
Sauces, catsups and relishes .....	3,311,924	207,205	1,549,508	1,969,621
Jams, jellies and marmalades .....	4,668,057	40,846	2,880	4,706,023
Other .....	3,785,492	2,986,367	169,759	6,602,100
Miscellaneous .....	15,471,519	243,448	389,475	15,325,492
Pies, cakes and pastry .	10,513,345	-	-	10,513,345
Meats, cooked .....	3,373,255	-	-	3,373,255
Other .....	1,584,919	243,448	389,475	1,438,892
2. BEVERAGES .....	55,670,630	13,626,422	9,488,039	59,809,013
Beer, ale, stout and porter .....	30,112,303	203,913	421,910	20,894,306
Waters, aerated .....	9,899,505	77,552	5,572	9,971,485
Whiskies and other potable spirits .....	11,835,116	12,351,259	9,058,251	15,128,124
Wine, fermented .....	3,823,706	993,698	2,306	4,815,098
3. TOBACCO .....	70,919,914	430,724	76,425	71,274,213
Cigars .....	4,731,335	34,274	216	4,765,393
Cigarettes .....	34,878,274	34,290	423	34,912,141
Tobacco, chewing and smoking, and snuff ....	31,310,305	362,160	75,786	31,596,679
4. CLOTHING .....	21,202,973	1,069,489	1,250,709	21,021,753
Fur and fur goods .....	11,370,731	60,650	44,221	11,387,160
Hosiery, silk .....	9,559,081	13,915	1,206,488	8,366,508
Miscellaneous, including embroideries and laces, artificial flowers, etc. ....	273,161	994,924	-	1,268,085





1010366304

c.3

- 6 -

CONSUMPTION OF LUXURIES IN CANADA, 1932 and 1933.

Table 3. - Consumption of Articles Manufactured in Canada, not usually considered as being in the nature of Absolute Necessities, 1933. - (Concl'd.)

	Production	Imports	Exports	Apparent Consumption
	\$	\$	\$	\$
5. PERSONAL UTILITIES .....	11,374,866	2,662,357	31,307	14,005,916
Jewelry and cases for jewelry .....	1,746,128	570,515	10,737	2,297,806
Toilet preparations .....	4,641,263	438,723	-	5,079,986
Miscellaneous .....	4,987,475	1,653,119	12,570	6,628,024
6. HOUSE FURNISHINGS .....	6,010,192	849,467	5,372	6,854,287
Carpets, mats and rugs ..	2,007,591	419,199	5,372	2,421,418
Hollow-ware and flatware, silver and silver-plated .....	1,780,734	333,842	-	2,114,576
Lamps, table and floor, shades and stands .....	623,218	25,750	-	648,968
Miscellaneous .....	1,598,649	70,676	-	1,669,325
7. VEHICLES AND BOATS .....	30,957,417	589,139	7,027,586	24,518,970
Automobiles, passenger ..	30,639,823	555,366	7,027,586	24,167,603
Bicycles, women's and children's .....	55,197	-	-	55,197
Boats, motor and sail, and canoes .....	262,397	33,773	-	296,170
8. AMUSEMENT AND SPORTING GOODS	10,012,532	1,759,944	188,115	11,584,361
Musical instruments and accessories .....	7,123,770	314,210	87,216	7,350,764
Sporting goods .....	1,217,428	229,165	73,795	1,372,798
Toys and dolls .....	558,481	1,039,987	27,104	1,571,364
Miscellaneous .....	1,112,853	176,582	-	1,289,435
TOTAL .....	263,608,185	25,119,631	20,384,906	268,342,910