

THE FANCY ARTICLES TRADE

Note.—For information regarding the scope of the Census, instructions given to firms for making returns, and definitions of the terms used in this report, reference should be made to the Introductory Notes on pages v to xviii.

Introductory

This trade comprises firms that were engaged wholly or mainly in working in materials such as ivory, celluloid, casein and erinoid, etc., and in the manufacture of buttons, picture frames, tobacco pipes, jewellery cases and other fancy articles. The production of buttons and studs of metal is dealt with in the report on the Needle, Pin, etc. Trades (Part II); fancy goods of leather and artificial leather are included in the report on the Leather Goods Trade (Part I) and fancy goods of paper and cardboard in the report on the Manufactured Stationery Trade (Part III).

For purposes of comparison the figures published for this trade in the Final Report on the 1924 Census have been adjusted to include certain returns in which the main output consisted of buttons of horn, casein, etc. In the 1924 report these returns were assigned to the trade dealing with metal buttons.

The following table shows the main results of the Censuses of 1930 and 1924 in respect of firms in Great Britain that employed an average of more than ten persons:—

Particulars	Unit	1930	1924
Value of goods made and work done (Gross output)	£'000	4,007	5,520
Cost of materials used	„	1,731	2,670
Paid for work given out to other firms	„	29	17
Net output	„	2,247	2,833
Average number of persons employed (excluding outworkers)	No.	13,818	16,237
Net output per person employed (excluding outworkers)	£	163	175
Power available:—			
Prime movers	H.P.	4,814	5,570
Electric motors driven by purchased electricity	„	8,461	4,297
Number of returns	No.	218	308
Number of establishments	„	250	*

* Not available.

Deficiencies in 1930 aggregates.—The aggregate number of persons employed in 1930 by firms that stated that they employed not more than ten persons on the average was 3,807, the corresponding figure for 1924 being 2,695. In addition, 92 firms to which schedules were sent at the 1930 Census and 270 at that of 1924 furnished no information; these firms either had small businesses

or had ceased productive operations before the end of the censal year. The total number of persons employed by all firms in this trade in 1924 was about 19,700 of whom some 3,500, or 18 per cent., were employed by the small firms. The corresponding totals for 1930 may be estimated at 17,900 and 4,100, the proportion of the small firms in the total rising to 23 per cent.

The value of the gross output of the small firms in 1924 was £812,000, and particulars of the items included in this figure are given below :—

	£'000
Horn, ivory, bone, etc., cut, turned or polished ...	58
Fancy goods :—	
Of celluloid, xylonite and the like ...	27
Of ivory, horn, bone, amber, jet and the like ...	34
Of leather and artificial leather ...	29
Of other materials ...	98
Pipes for smoking tobacco ...	14
Cases for jewellery, cutlery, etc. ...	48
Picture frames and mouldings therefor ...	450
Buttons and studs (other than of metal) ...	18
Other goods ...	6
Repair work ...	15
Work done for the trade ...	15
TOTAL ...	812

It will be noted that the small firms were mainly concerned in the making of picture frames and mouldings therefor, their output of these goods in 1924 (£450,000) being about 40 per cent. of the total amount recorded by firms in Great Britain on schedules for this trade.

Size of firms.—In the following table the main particulars recorded at the Census of 1930 are grouped according to the average numbers of persons shown in the returns :—

Size of firm (average numbers employed)	Number of returns	Gross output	Net output	Average number of persons employed (excluding outworkers)	Net output per person employed
	No.	£'000	£'000	No.	£
11-24 ...	91	458	247	1,610	153
25-49 ...	53	545	282	1,858	152
50-99 ...	37	685	398	2,461	162
100-199 ...	26	818	486	3,484	139
200-299 ...	7	617	324	1,841	176
300 and over ...	4	884	510	2,564	199
TOTAL ...	218	4,007	2,247	13,818	163

Regional distribution.—In the following table the results recorded at the Censuses of 1930 and 1924 are grouped according to the principal areas* of Great Britain in which firms in this trade are situated :—

Area	Number of returns	Gross output	Net output	Average number of persons employed (excluding outworkers)	Net output per person employed
	No.	£'000	£'000	No.	£
1 ...	{ 1930 111 1924 162	2,434 3,335	1,384 1,779	7,718 9,462	179 188
3 ...	{ 1930 27 1924 33	301 450	166 193	1,444 1,462	115 132
5 ...	{ 1930 42 1924 43	663 463	358 264	2,421 2,011	148 131
6 ...	{ 1930 22 1924 23	462 873	261 373	1,663 1,806	157 207
9 and 10	{ 1930 6 1924 10	80 165	44 99	369 755	118 131
Other areas	{ 1930 10 1924 35	67 234	34 125	203 741	169 169
TOTAL	{ 1930 218 1924 306	4,007 5,520	2,247 2,833	13,818 16,237	163 175

Northern Ireland.—No production of the goods covered by this trade was recorded for Northern Ireland in 1930. In 1924, the gross output of all firms in the trade was £14,000 and was in respect of picture frames only; the net output was £7,000, the number of persons employed 43, and the net output per person employed £150.

Production

Principal products.—The following table shows the value and, where available, the quantity of the principal classes of output recorded for 1930 and 1924 :—

* For particulars see page xviii.

Kind of goods	1930						1924	
	Returned on schedules for						Total	
	The Fancy Articles Trade			All trades				
	Quantity	Value	Entries	Quantity	Value	Entries	Quantity	Value
	£'000	No.		£'000	No.		£'000	
Horn, ivory, bone, etc., cut, turned or polished*	...	66	15	...	71	16	...	1,033
Celluloid, xylonite and the like, in sheets, rods, tubes, etc.*	647	7	...	673	11		
Buttons and studs :—	Th. gross			Th. gross			Th. gross	
Of horn and bone ...	349	56	3	378	61	5	234	65
Of mother-of-pearl ...	239	50	8	268	58	9	301	77
Of casein and erinoid	674	154	26	738	171	30	217†	108†
Of celluloid, glass, xylonite and corozo ...	346	32	5	551	54	8	332	87
Of other materials (except metal)‡	16	7	2	49	8	3	479	99
TOTAL—Buttons and studs	1,624	299	...	1,984	352	...	1,563	436
Fancy goods (including combs, handles, etc.) :—								
Of celluloid, xylonite and the like	463	20	...	475	23	...	772
Of ivory, horn, bone, amber, jet and the like	112	11	...	113	13	...	206
Of other materials‡	288	29	...	351	49	...	655
Buckles and slides (other than of metal)§	...	32	10	...	32	10	...	
Cases for jewellery, cutlery, etc.	404	38	...	431	46	...	453
Picture frames and mouldings therefor	468	42	...	513	83	...	792
Plastic mouldings§	...	391	24	...	477	32		
Pipes for smoking tobacco¶	Th. gross	23	379	15	Th. gross	23	Th. gross	29
Other goods characteristic of the trade	162	18	...	162	18	...	64
TOTAL—PRINCIPAL PRODUCTS	...	3,711	4,029	5,149

* In 1924 one heading only was specified, i.e., *horn, ivory, bone, etc., cut, turned or polished*, but in 1930 an additional heading was raised for *celluloid, xylonite and the like, in sheets, rods, tubes, etc.*, and the main part of the output in 1930 was returned under the latter heading. From an examination of the returns it would appear probable that the recorded output for 1924 is divisible between the two headings in about the same proportions as for 1930.

† Returned as of *erinoid*.

‡ See introductory paragraph (page 277).

§ So far as recorded separately.

|| Not separately recorded.

¶ Other than of clay, for which see the report on the China and Earthenware Trade (page 127).

Prices.—The average selling values of buttons and studs and of tobacco pipes in 1930 and 1924, as calculated from the Census returns, are shown in the following table. It should be borne in mind that these comparisons do not take account of any changes that may have occurred since the earlier year in the type of goods included under composite headings.

Kind of goods	Average value		1930 as a percentage of 1924
	1930	1924	
	s. per gross	s. per gross	Per cent.
Buttons and studs :—			
Of horn and bone ...	3.23	5.53	58.4
Of mother-of-pearl ...	4.36	5.15	84.7
Of celluloid, glass, xylonite and corozo ...	1.94	5.21	37.2
Of other materials (including casein and erinoid but excluding metal)	4.58	5.96	76.8
	£ per gross	£ per gross	
Pipes for smoking tobacco ...	16.74	25.80	64.9

Volume of production in 1930 and 1924.—The absence of quantitative particulars for the main part of the output of the goods to which this report relates renders it impracticable to attempt any precise and detailed comparison of the volume of production in 1930 and 1924, but such information as is available indicates that the output of principal products valued in 1924 at £5,149,000 would represent, at 1930 prices, a sum of about £4,300,000, and that the volume of production in 1930 was 7 or 8 per cent. less than in 1924.

Production, exports and imports.—The following table shows, in relation to production, the quantities, where available, of the principal products of this trade exported from the United Kingdom in 1930 and 1924, together with the quantities imported and retained. As regards the 1930 figures of production, the deficiencies referred to on page 277 of this report should be borne in mind; the figures for 1924 include the output of the small firms. With regard to the items for which values only are given, the figures for production are ex factory, for exports f.o.b. and for imports c.i.f.

Kind of goods	Production	Exports	Proportion of production exported	Retained imports	Available for use in the United Kingdom	Share of home market held by British products
	Th. gross	Th. gross	Per cent.	Th. gross	Th. gross	Per cent.
Buttons and studs, other than of metal ...	1,984	287	14.5	10,000	11,697	14.5
1924	1,679	781	46.5	7,124	8,022	9.7
Pipes for smoking tobacco ...	23	28	...	72
1924	33	63	...	60
	£'000	£'000		£'000		
Celluloid, xylonite and the like, in rolls, sheets, rods, tubes, etc.	673	89	...	861
1924		Not recorded	Not recorded	separately.		
Fancy goods :-						
Of celluloid, xylonite and the like ...	475	100	...	293
1924	799	257	...	79
Of ivory, bone, horn, amber, jet and the like ...	113	7	...	46
1924	245	8	...	24
Of other materials (except leather and artificial leather) ...	351	324	...	2,023
1924	768	403	...	2,041

The excess in both years in the number of tobacco pipes exported over the quantity shown as manufactured is probably due to the inclusion in the export totals of clay tobacco pipes and of imported bowls fitted with mouthpieces in this country for export.

Work done for the trade.—The total amount recorded as received for work done for the trade in 1930 was £31,000, the corresponding total for 1924 being £34,000. The principal kinds of work included in these totals were as follows :—

Kind of work done	1930	1924
	£'000	£'000
Repair work for private customers ...	26	16
Work done for the trade ...	5	18
TOTAL ...	31	34

Other products.—In addition to the output shown in the table of principal products on page 280, the following goods were produced in 1930 and 1924 by firms that made their returns on schedules for the Fancy Articles Trade. These goods are dealt with in the reports on those trades in which the principal output was recorded.

Kind of goods	1930	1924
Fancy goods :-	£'000	£'000
Of leather (including straps, braces, belts, dog-collars, etc.) ...	115 ✓	357
Of artificial leather ...	* ✓	52
Boxes and cartons of paper and cardboard (including folding boxes) ...	27 ✓	18
Manufactures of wood (including fittings for shops, offices, etc.) ...	23 ✓	23
Manufactured stationery ...	44 ✓	23
Buttons and studs of metal ...	4	8
Other manufactures of metal ...	10	48
Other goods made... ..	42	212
TOTAL ...	265	741

* Less than £500.

Employment and Wages

Employment.—The following table shows the average numbers of persons employed in 1930 and 1924 :—

Persons employed	Males		Females		Total	
	Under 18	All ages	Under 18	All ages	Under 18	All ages
1930						
Operatives (average for the year)	884	5,023	2,574	7,029	3,458	12,052
Administrative, technical and clerical staff (as at 18th October) ...	62	964	162	802	224	1,766
TOTAL ...	946	5,987	2,736	7,831	3,682	13,818
1924						
Operatives (average for the year)	1,304	5,971	2,829	8,516	4,133	14,487
Administrative, technical and clerical staff (as at 18th October) ...	80	987	135	763	215	1,750
TOTAL ...	1,384	6,958	2,964	9,279	4,348	16,237
Average number of outworkers:—						
1930 ...	13		165		178	
1924 ...	20		141		161	

Wages.—The available information as to the amount of wages paid in 1930 and 1924 is given on pages 210 and 211.

Power

The following table shows the capacity of prime movers, electric generators and electric motors ordinarily in use and in reserve or idle in 1930 and 1924 :—

Power equipment	1930			1924		
	Ordinarily in use	In reserve or idle	Total	Ordinarily in use	In reserve or idle	Total
	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.
PRIME MOVERS						
Reciprocating steam engines ...	1,720	346	2,066	2,163	1,031	3,194
Steam turbines ...	1,035	370	1,405	866	—	866
Internal combustion engines :—						
Gas ...	876	118	994	1,294	92	1,386
Petrol, kerosene, or other light oils ...	65	—	65	—	6	6
Heavy oils ...	194	—	194	—	100	100
Water engines ...	90	—	90	18	—	18
TOTAL ...	3,980	834	4,814	4,341	1,229	5,570
	Kw.	Kw.	Kw.	Kw.	Kw.	Kw.
ELECTRIC GENERATORS						
Driven by						
Reciprocating steam engines ...	1,200	200	1,400	1,130	600	1,730
Steam turbines ...	750	266	1,016	650	—	650
Internal combustion engines :—						
Gas ...	237	—	237	251	—	251
Petrol, kerosene, or other light oils ...	15	—	15	—	1	1
Heavy oils ...	111	—	111	—	90	90
Water engines ...	19	—	19	4	4	8
TOTAL ...	2,332	466	2,798	2,035	695	2,730
	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.
ELECTRIC MOTORS						
Driven by						
Electricity generated in same works ...	3,033	382	3,415	2,983	42	3,025
Purchased electricity	7,829	632	8,461	3,969	328	4,297
TOTAL ...	10,862	1,014	11,876	6,952	370	7,322

Consumption of fuel

The following table shows the quantities of coal, coke and electricity recorded as used in 1930 :—

Kind of fuel used	For power (driving engines)	For other purposes (so far as recorded)
	Tons	Tons
Coal	5,224	17,206*
Coke	793	2,320*
		B.T.U. (Kw.-hrs.) '000
Electricity used for all purposes :—		
Generated in same works		3,667
Purchased		6,005
TOTAL—Electricity		9,672

* These figures were recorded by firms representing 98·9 per cent. of the net output of the whole trade.

TABLES

I. Summary of results

Particulars	Unit	England and Wales	Scotland	Great Britain
Value of goods made and work done (Gross output)	£'000	3,927	80	4,007
Cost of materials used	"	1,695	36	1,731
Paid for work given out to other firms... ..	"	29	—	29
Net output	"	2,203	44	2,247
Average number of persons employed (excluding outworkers)	No.	13,449	369	13,818
Net output per person employed (excluding outworkers)	£	164	118	163
Power available :—				
Prime movers	H.P.	4,730	84	4,814
Electric motors driven by purchased electricity	"	7,892	569	8,461

II. Production

Kind of goods made and work done	Unit	Great Britain*
Horn, ivory, bone, etc., cut, turned or polished	£'000	66
Celluloid, xylonite and the like, in sheets, rods, tubes, etc.	"	647*
Buttons and studs :—		
Of horn and bone	<i>Th. gross</i>	349
	£'000	56
Of mother-of-pearl	<i>Th. gross</i>	239
	£'000	50
Of casein and erinoid	<i>Th. gross</i>	674*
	£'000	154*
Of celluloid, glass, xylonite and corozo	<i>Th. gross</i>	346
	£'000	32
Of other materials (except metal)	<i>Th. gross</i>	16
	£'000	7
Fancy goods (including combs, handles etc.) :—		
Of celluloid, xylonite and the like	£'000	463
Of ivory, horn, bone, amber, jet and the like	"	112*
Of other materials (except leather and artificial leather)	"	288
Buckles and slides (other than of metal)†	"	32
Cases for jewellery, cutlery, etc.	"	404*
Picture frames and mouldings therefor	"	468*
Plastic mouldings†	"	391
Pipes for smoking tobacco 	<i>Th. gross</i>	23
	£'000	379
Other goods characteristic of the trade	£'000	162
Fancy goods :—		
Of leather (including leather straps, braces, belts, dog collars, etc.)	"	115
Of artificial leather	"	†

Kind of goods made and work done	Unit	Great Britain
Boxes and cartons of paper and card-board (including folding boxes)	£'000	27*
Manufactures of wood (including fittings for shops, offices, etc.)	"	23
Manufactured stationery	"	44
Buttons and studs of metal	"	4
Other manufactures of metal	"	10
Other goods made	"	42*
Repair work	"	26§
Work done for the trade	"	5§
TOTAL VALUE OF GOODS MADE AND WORK DONE (GROSS OUTPUT)	£'000	4,007

* Owing to the possible disclosure of information relating to individual firms, detailed particulars for England and Wales and for Scotland cannot be shown separately. The items for which any production was recorded for Scotland are indicated by an asterisk.

† So far as recorded separately.

‡ Less than £500.

|| Other than of clay, for which see the report on the China and Earthenware Trade (page 135).

§ Amount received.

III. Employment

A.—NUMBERS EMPLOYED IN WEEK ENDED 18TH OCTOBER, 1930
(EXCLUDING OUTWORKERS)

Persons employed (excluding outworkers)	Males		Females		Males and females	
	Under 18	All ages	Under 18	All ages	Under 18	All ages
<i>England and Wales :—</i>						
Operatives	862	4,897	2,544	6,943	3,406	11,840
Administrative, etc.*	49	930	151	776	200	1,706
TOTAL	911	5,827	2,695	7,719	3,606	13,546
<i>Scotland :—</i>						
Operatives	29	169	52	145	81	314
Administrative, etc.*	13	34	11	26	24	60
TOTAL	42	203	63	171	105	374
<i>Great Britain :—</i>						
Operatives	891	5,066	2,596	7,088	3,487	12,154
Administrative, etc.*	62	964	162	802	224	1,766
TOTAL	953	6,030	2,758	7,890	3,711	13,920

* Administrative, technical and clerical staff.

B.—OPERATIVES EMPLOYED (EXCLUDING OUTWORKERS) IN ONE WEEK
IN EACH MONTH OF 1930

Week ended	Males and females			Week ended	Males and females		
	England and Wales	Scotland	Great Britain		England and Wales	Scotland	Great Britain
Jan. 18 ...	12,031	333	12,364	July 19 ...	11,455	299	11,754
Feb. 15 ...	12,026	310	12,336	Aug. 16 ...	11,254	296	11,550
Mar. 15 ...	11,874	303	12,177	Sept. 13 ...	11,358	306	11,664
April 12 ...	11,808	318	12,126	Oct. 18 ...	11,840	314	12,154
May 17 ...	11,842	298	12,140	Nov. 15 ...	11,913	306	12,219
June 21 ...	11,701	300	12,001	Dec. 13 ...	11,813	321	12,134
AVERAGE FOR THE TWELVE MONTHS				11,743	309	12,052	

C.—NUMBERS OF OUTWORKERS AT TWO SPECIFIED PERIODS IN 1930

January			July		
Males	Females	Total	Males	Females	Total
14	145	159	12	185	197

All the outworkers were recorded for England and Wales.

IV. Power

PARTICULARS OF PRIME MOVERS, ELECTRIC GENERATORS AND
ELECTRIC MOTORS

Power equipment	England and Wales		Scotland		Great Britain	
	Ordinarily in use	In reserve or idle	Ordinarily in use	In reserve or idle	Ordinarily in use	In reserve or idle
PRIME MOVERS	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.
Reciprocating steam engines	1,682	300	38	46	1,720	346
Steam turbines	1,035	370	—	—	1,035	370
Internal combustion engines :—						
Gas	876	118	—	—	876	118
Petrol, kerosene, or other light oils ...	65	—	—	—	65	—
Heavy oils	194	—	—	—	194	—
Water engines	90	—	—	—	90	—
TOTAL	3,942	788	38	46	3,980	834
TOTAL OF PRIME MOVERS INSTALLED	4,730		84		4,814	
ELECTRIC GENERATORS	Kw.	Kw.	Kw.	Kw.	Kw.	Kw.
Driven by						
Reciprocating steam engines	1,200	200	—	—	1,200	200
Steam turbines	750	266	—	—	750	266
Internal combustion engines :—						
Gas	237	—	—	—	237	—
Petrol, kerosene, or other light oils	15	—	—	—	15	—
Heavy oils	111	—	—	—	111	—
Water engines	19	—	—	—	19	—
TOTAL	2,332	466	—	—	2,332	466
TOTAL OF ELECTRIC GENERATORS INSTALLED	2,798		—		2,798	
ELECTRIC MOTORS	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.
Driven by						
Electricity generated in same works ...	3,033	382	—	—	3,033	382
Purchased electricity	7,307	585	522	47	7,829	632
TOTAL	10,340	967	522	47	10,862	1,014
TOTAL OF ELECTRIC MOTORS INSTALLED	11,307		569		11,876	

V. Consumption of fuel

Kind of fuel used	England and Wales	Scotland	Great Britain
	Tons	Tons	Tons
Coal used for power	4,689	535	5,224
Coke used for power	106	687	793
	B.T.U. (Kw.-hrs.) '000	B.T.U. (Kw.-hrs.) '000	B.T.U. (Kw.-hrs.) '000
Electricity used for all purposes :—			
Generated in same works	3,667	—	3,667
Purchased	5,705	300	6,005
TOTAL—Electricity	9,372	300	9,672