

THE MATCH 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 the manufacture of matches.

Owing to the risk of disclosure of information relating to individual firms, separate particulars for England and Wales and for Scotland cannot be published for the year 1930; the summary table (I) and the tables showing details of power equipment (IV) and coal, coke and electricity used (V) are therefore not appended to this report. The whole of this information is available in the tables given in the report itself. For the same reason, the 1924 figures given throughout this report include particulars relating to Northern Ireland, but this difference has no appreciable effect on the comparability of the aggregates for the two years.

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 (Gross output)	£'000	4,264	4,388
Cost of materials used and amount paid for work given out to other firms	"	761	914
Estimated Excise duty	"	2,020	1,750
Net output (exclusive of Excise duty)	"	1,483	1,724
Average number of persons employed (excluding outworkers)... ..	No.	4,017	4,876
Net output per person employed (excluding outworkers)	£	369*	354*
Power available:—			
Prime movers	H.P.	4,508	5,026
Electric motors driven by purchased electricity	"	391	398
Number of returns	No.	31	36
Number of establishments	"	34	†

* Exclusive of estimated Excise duty.

† 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 462, the corresponding figure for 1924 being 346. The value of the gross output of the small firms in 1924 was £66,000. No output of matches was recorded by the small firms for 1924, £58,000 of their gross output being in respect of firelighters, and £8,000 in respect of other products.

In addition, 9 firms to which schedules were sent at the 1930 Census and 30 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.

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 ...	15	48	25	227	108
25-99 ...	10	365	117	466	251
100-1,499 ...	6	3,851	1,341	3,324	404
TOTAL ...	31	4,264	1,483	4,017	369

* Exclusive of estimated Excise duty.

Regional distribution.—Owing to the risk of disclosure of information relating to the business of individual firms, it is not possible to distribute the results of the Censuses of 1930 and 1924 according to the various areas in which production was carried on.

Production

Principal products.—The following table shows the value and, where available, the quantity of matches and firelighters made in 1930 and 1924. Matches packed in containers other than boxes of 50 matches were returned in the equivalent of boxes of this number for 1930 instead of the number of containers falling under each of the Excise classes (see below). The quantities stated for 1924 have been converted from the standard gross of 10,000 (which was the quantitative unit adopted at that Census) to the unit shown.

Kind of goods	1930			1924	
	Quantity	Value	Entries	Quantity	Value
	Gross of boxes of 50 matches per box	£'000	No.	Gross of boxes of 50 matches per box	£'000
Safety matches ...	2,227,000	906	8	2,525,000	1,030
Other sorts of matches	7,913,000	3,279	11	7,682,000	3,253
TOTAL—Matches	10,140,000	4,185	...	10,207,000	4,283
Firelighters	68	22	...	88
TOTAL—PRINCIPAL PRODUCTS	...	4,253	4,371

With the exception of £4,000 in 1930 and £6,000 in 1924 in respect of firelighters, the whole of the output shown above was recorded on schedules for the Match Trade.

The rate of Excise duty in 1924 was 5s. per 10,000 matches in boxes not exceeding 80 matches and one-third less for matches in excess of 80 per box. By the Finance Act of 1927, the number of containers was made the taxable unit, the standard rate of duty being 4s. 2d. per gross containers exceeding 20 but not exceeding 50 matches per container, with varying rates for containers of other sizes. The net receipts from Excise Duty in the financial year ended 31st March, 1931, were £2,026,000 and in the previous financial year £2,006,000. It may be estimated, therefore, that the total amount of duty included in the value of matches as returned to the Census was about £2,020,000, leaving some £2,165,000 as the value of the output of matches excluding duty. Excise duty on matches made in 1924 was estimated as about £1,750,000 and the value of the output apart from duty as about £2,533,000.

Prices.—The average selling values of matches 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 quality or type of goods included under the specified descriptions.

Kind of goods	Average value		1930 as a percentage of 1924
	1930	1924	
	s. per gross of boxes of 50 matches	s. per gross of boxes of 50 matches	Per cent.
Safety matches ...	8·13	8·16	99·7
Other sorts of matches ...	8·29	8·47	97·9

Volume of production in 1930 and 1924.—The following table compares the volume of production of matches and firelighters in 1930 and 1924:—

Kind of goods	Total production			1930 as a percentage of 1924
	1930	1924		
	As returned	As returned	At 1930 average values	
	£'000	£'000	£'000	Per cent.
Safety matches ...	906	1,030	1,027	88
Other sorts of matches ...	3,279	3,253	3,185	103
Firelighters ...	68	88	87*	78
TOTAL ...	4,253	4,371	4,299	99

* Based on average value of matches.

Production, exports and imports.—The following table gives particulars of the exports of matches in 1930 and 1924, together with the imports retained for home consumption:—

Kind of goods	Exports	Imports retained for home consumption	
Safety matches ...	1930	Thousand containers containing not more than 20 matches 17,275	Thousand containers containing not more than 20 matches 4,165
		Gross containers containing more than 20 matches 333,637 <i>Ten thousands (matches)</i> 149,067	Gross containers containing more than 20 matches 7,409,865 <i>Ten thousands (matches)</i> 3,622,765
	1924	Thousand containers containing not more than 20 matches 384	Thousand containers containing not more than 20 matches 35
		Gross containers containing more than 20 matches 79,549 <i>Ten thousands (matches)</i> 152,687	Gross containers containing more than 20 matches 2,220,914 <i>Ten thousands (matches)</i> 1,987,634
Other sorts of matches	1930	Thousand containers containing not more than 20 matches 384	Thousand containers containing not more than 20 matches 35
		Gross containers containing more than 20 matches 79,549 <i>Ten thousands (matches)</i> 152,687	Gross containers containing more than 20 matches 2,220,914 <i>Ten thousands (matches)</i> 1,987,634
	1924	Thousand containers containing not more than 20 matches 384	Thousand containers containing not more than 20 matches 35
		Gross containers containing more than 20 matches 79,549 <i>Ten thousands (matches)</i> 152,687	Gross containers containing more than 20 matches 2,220,914 <i>Ten thousands (matches)</i> 1,987,634

Owing to differences in the unit of measurement, imports and exports in 1930 cannot be precisely related to the production in that year. If it is assumed that the category "containing more than 20 matches" consisted of boxes averaging 50 matches, about one-fifth of the total quantity of safety matches and about 78 per cent. of that of other matches available for consumption in this country in 1930 were of home production, while for matches of all kinds the proportions supplied by British manufacturers and from imported sources were roughly the same. In 1924, the number of matches of British production was in excess of imported supplies, the latter representing roughly 44 per cent. of the total quantity available.

On the assumption made above, about 48 per cent. of all matches used in this country in 1930 consisted of safety matches, compared with about 42 per cent. in 1924; the total consumption in 1930 of matches of all kinds was greater by about 10 per cent. than in the earlier year, the average supply per head of the population of the United Kingdom being equivalent to about 62 and 55 boxes of 50 matches in the two years.

Other products.—In addition to the output shown in the table of principal products on page 406, firms that made their returns on schedules for the Match Trade recorded a sum of £15,000 in respect

of other goods made in 1930, the corresponding figure for 1924 being £23,000. These goods are dealt with in the reports on those trades in which the principal output was recorded.

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)	59	1,359	665	2,235	724	3,594
Administrative, technical and clerical staff (as at 18th October)	6	307	11	116	17	423
TOTAL	65	1,666	676	2,351	741	4,017
1924						
Operatives (average for the year)	89	1,552	409	2,919	498	4,471
Administrative, technical and clerical staff (as at 18th October)	7	290	4	115	11	405
TOTAL	96	1,842	413	3,034	509	4,876
Average number of outworkers:—						
1930	7	—	—	—	7	—
1924	—	—	—	—	—	—

Wages.—The available information as to the amount of wages paid in 1930 and 1924 is given on pages 252 and 253.

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	833	628	1,461	475	843	1,318
Internal combustion engines:—						
Gas	2,469	23	2,492	2,624	594	3,218
Petrol, kerosene, or other light oils ...	24	5	29	8	6	14
Heavy oils	266	260	526	202	274	476
TOTAL	3,592	916	4,508	3,309	1,717	5,026

Power equipment	1930			1924		
	Ordinarily in use	In reserve or idle	Total	Ordinarily in use	In reserve or idle	Total
	Kw.	Kw.	Kw.	Kw.	Kw.	Kw.
ELECTRIC GENERATORS						
Driven by						
Reciprocating steam engines	418	502	920	245	355	600
Internal combustion engines :—						
Gas	1,190	27	1,217	1,218	356	1,574
Petrol, kerosene, or other light oils	2	3	5	—	—	—
Heavy oils	170	168	338	137	183	320
TOTAL	1,780	700	2,480	1,600	894	2,494
ELECTRIC MOTORS						
Driven by						
Electricity generated in same works	2,952	393	3,345	2,139	484	2,623
Purchased electricity	329	62	391	296	102	398
TOTAL	3,281	455	3,736	2,435	586	3,021

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
	Tons	Tons
Coal... ..	2,335	10,580
Coke	—	480
		B.T.U. (Kw.-hrs.)
Electricity used for all purposes :—		'000
Generated in same works		2,240
Purchased		249
TOTAL—Electricity		2,489

TABLES

Note.—Owing to the possible disclosure of information relating to individual firms, separate particulars for England and Wales and for Scotland cannot be given.

I. Summary of results (see page 405)

II. Production

Kind of goods made	Quantity	Value
	Gross of boxes of 50 matches per box	£'000
Safety matches	2,227,000	906
Other sorts of matches	7,913,000	3,279
TOTAL—Matches	10,140,000	4,185
Firelighters	64
Other goods made	15
TOTAL VALUE OF GOODS MADE (GROSS OUTPUT)	...	4,264

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
Operatives	60	1,372	674	2,255	734	3,627
Administrative, technical and clerical staff	6	307	11	116	17	423
TOTAL	66	1,679	685	2,371	751	4,050

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

Week ended	Males and females	Week ended	Males and females
January 18 ...	3,583	July 19	3,555
February 15 ...	3,551	August 16	3,580
March 15	3,565	September 13 ...	3,565
April 12	3,619	October 18	3,627
May 17	3,567	November 15 ...	3,671
June 21	3,552	December 13 ...	3,690
AVERAGE FOR THE TWELVE MONTHS			3,594

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

January			July		
Males	Females	Total	Males	Females	Total
7	—	7	6	—	6

IV. Power (see page 409)

V. Consumption of fuel (see page 410)