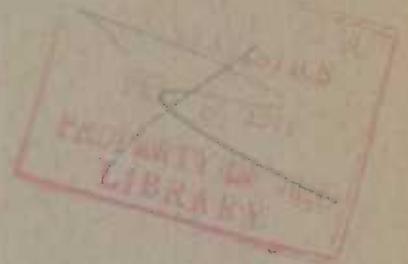


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CENSUS OF INDUSTRY
MINING, METALLURGICAL & CHEMICAL BRANCH

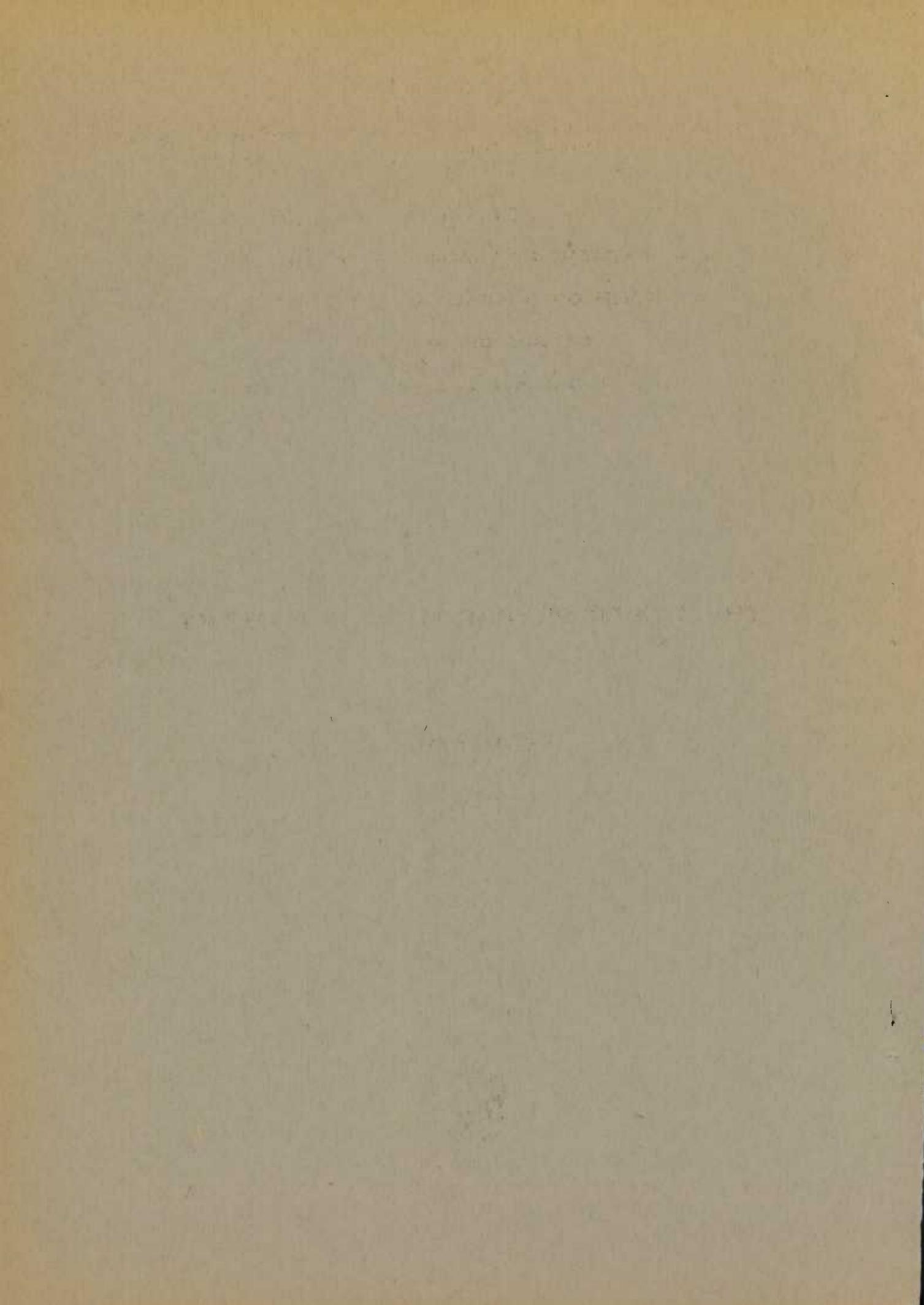


THE TOILET PREPARATIONS INDUSTRY
IN
CANADA
1939



OTTAWA
1941

Price 25 cents



| | |
|----------------------------------------------------|---------------------------------------------|
| Dominion Statistician | R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) |
| Chief - Mining, Metallurgical and Chemical Branch: | W. H. Losee, B.Sc. |
| Statistician - Metal and Chemical Products: | H. McLeod, B.Sc. |

ANNUAL INDUSTRY REPORT• CHEMICALS AND ALLIED PRODUCTS GROUPTHE TOILET PREPARATIONS INDUSTRY, 1939

Production from the Toilet Preparations Industry was valued at \$6,918,573 in 1939 compared with \$6,851,167 in 1938 and \$6,842,937 in 1937.

In the annual census of manufacturing establishments in Canada the operating firms are arranged in a number of industrial groups to which the various factories are classified in accordance with the nature of their main products. Under this arrangement the Toilet Preparations Industry includes all establishments which were occupied chiefly in making perfumes, toilet waters, face creams, tooth pastes, etc., but this industry accounts for only about 70 per cent of the Canadian output of toilet preparations as a number of concerns in other industries make this class of goods as a minor or secondary part of their business. In Tables 1 to 10 of this report the data are for the Toilet Preparations Industry as defined for census purposes, but Tables 11 to 13 have been added to show the total output of toilet preparations regardless of the industry in which produced.

In 1939 a total of 36 establishments were included in this industry, 56 being located in Ontario, 22 in Quebec, 3 in Manitoba, 3 in British Columbia and 2 in Saskatchewan. Output from these concerns totalled \$6,918,573, including \$5,591,942 for toilet preparations and \$1,326,631 for other products. Capital employed in manufacturing operations amounted to \$5,919,318, employees numbered 1,135 and salaries and wages amounted to \$1,304,574.

Imports of toilet preparations into Canada were valued at \$533,689 in 1939 compared with \$440,390 in 1938. Approximately 58 per cent of the imports came from the United States, 27 per cent from the United Kingdom, and 15 per cent from other countries.

The total production of toilet preparations in Canada, from all industries, amounted to \$8,194,442 at factory prices in 1939. In 1938 the comparative value was \$7,847,535 and in 1937 it was \$8,065,798.

Table 1 - PRINCIPAL STATISTICS OF THE TOILET PREPARATIONS INDUSTRY, 1929 to 1939

| Year | No. of plants | Capital employed | Average number of employees | Salaries and wages | Cost of fuel and electricity at works | Cost of materials at works | Gross selling value of products at works |
|----------------------------|---------------|------------------|-----------------------------|--------------------|---------------------------------------|----------------------------|------------------------------------------|
| | | \$ | | \$ | \$ | \$ | \$ |
| 1929 | 49 | 3,121,617 | 577 | 667,539 | 13,543 | 1,577,642 | 4,451,588 |
| 1930 | 48 | 3,345,387 | 629 | 732,251 | 12,849 | 1,346,445 | 4,206,513 |
| 1931 | 56 | 4,564,109 | 805 | 870,584 | 22,514 | 1,987,231 | 5,946,292 |
| 1932 | 71 | 5,492,507 | 875 | 958,233 | 24,829 | 1,876,280 | 5,946,409 |
| 1933 | 80 | 4,817,533 | 934 | 898,224 | 25,168 | 1,728,317 | 5,477,324 |
| 1934 | 82 | 5,063,459 | 959 | 986,235 | 26,354 | 2,022,030 | 5,977,563 |
| 1935 | 83 | 5,396,952 | 1,050 | 1,077,006 | 30,639 | 2,121,621 | 6,017,944 |
| 1936 | 87 | 5,624,306 | 1,171 | 1,199,913 | 28,398 | 2,379,755 | 6,544,377 |
| 1937 | 82 | 5,962,591 | 1,207 | 1,269,340 | 26,645 | 2,577,943 | 6,842,937 |
| 1938 | 83 | 5,648,460 | 1,123 | 1,247,027 | 27,474 | 2,574,579 | 6,851,167 |
| 1939 | 86 | 5,919,818 | 1,135 | 1,304,574 | 27,221 | 2,792,754 | 6,918,573 |
| % change 1939 from 1938 .. | .. | + 4.8 | + 1.1 | + 4.6 | - 0.9 | + 8.5 | + 1.0 |

NOTE - Profits or losses cannot be calculated from the above figures as data are not available for general expense items, such as interest, rent, depreciation, taxes, insurance, advertising, etc.

Table 2 - PRINCIPAL STATISTICS, BY PROVINCES, 1938 and 1939

| Province | No. of plants | Capital employed | Average number of employees | Salaries and wages | Cost of fuel and electricity at works | Cost of materials at works | Gross selling value of products at works |
|---------------------|---------------|------------------|-----------------------------|--------------------|---------------------------------------|----------------------------|------------------------------------------|
| | | \$ | | \$ | \$ | \$ | \$ |
| 1938 | | | | | | | |
| Quebec | 21 | 1,740,505 | 379 | 413,712 | 8,061 | 747,583 | 2,367,219 |
| Ontario | 52 | 3,834,879 | 713 | 816,717 | 18,990 | 1,804,359 | 4,431,789 |
| Manitoba | 4 | 47,991 | 23 | 11,760 | 200 | 12,484 | 29,585 |
| Saskatchewan ... | 2) | | | | | | |
| British Columbia | 4) | 25,085 | 8 | 4,838 | 223 | 10,153 | 22,574 |
| CANADA | 83 | 5,648,460 | 1,123 | 1,247,027 | 27,474 | 2,574,579 | 6,851,167 |
| 1939 | | | | | | | |
| Quebec | 22 | 2,073,350 | 351 | 412,140 | 8,572 | 829,586 | 2,466,693 |
| Ontario | 56 | 3,773,121 | 766 | 879,998 | 18,319 | 1,941,463 | 4,404,081 |
| Manitoba | 3 | 43,517 | 11 | 8,139 | 138 | 13,937 | 30,244 |
| Saskatchewan ... | 2) | | | | | | |
| British Columbia | 3) | 29,830 | 7 | 4,297 | 192 | 7,768 | 17,555 |
| CANADA | 86 | 5,919,818 | 1,135 | 1,304,574 | 27,221 | 2,792,754 | 6,918,573 |

Table 3 EMPLOYEES, SALARIES AND WAGES, BY PROVINCES, 1938 and 1939

| Province | AVERAGE NUMBER OF EMPLOYEES | | | | | Salaries \$ | Wages \$ | TOTAL SALARIES and WAGES \$ |
|-----------------|-----------------------------|--------|----------|--------|-------|----------------|-------------|--------------------------------------|
| | On Salaries | | On Wages | | TOTAL | | | |
| | Male | Female | Male | Female | | | | |
| 1938 | | | | | | | | |
| Quebec | 82 | 58 | 85 | 154 | 379 | 232,389 | 181,323 | 413,712 |
| Ontario | 132 | 159 | 144 | 278 | 713 | 518,461 | 298,256 | 816,717 |
| Manitoba | 9 | 3 | 4 | 7 | 23 | 8,467 | 3,293 | 11,760 |
| Other provinces | 3 | ... | 2 | 3 | 8 | 1,808 | 3,030 | 4,838 |
| CANADA | 226 | 220 | 235 | 442 | 1,123 | 761,125 | 485,902 | 1,247,027 |
| 1939 | | | | | | | | |
| Quebec | 81 | 44 | 73 | 153 | 351 | 227,932 | 184,208 | 412,140 |
| Ontario | 172 | 160 | 140 | 294 | 766 | 574,187 | 305,811 | 879,998 |
| Manitoba | 3 | 1 | 3 | 4 | 11 | 4,900 | 3,239 | 8,139 |
| Other provinces | 3 | ... | 2 | 2 | 7 | 2,377 | 1,920 | 4,297 |
| CANADA | 259 | 205 | 218 | 453 | 1,135 | 809,396 | 495,178 | 1,304,574 |

Table 4 WAGE-EARNERS, BY MONTHS, 1938 and 1939 (On the last work-day of each month)

| Month | 1938 | | | 1939 | | |
|-----------------|------|--------|-------|------|--------|-------|
| | Male | Female | TOTAL | Male | Female | TOTAL |
| January | 224 | 420 | 644 | 216 | 411 | 627 |
| February | 222 | 399 | 621 | 218 | 415 | 633 |
| March | 233 | 436 | 669 | 215 | 430 | 645 |
| April | 226 | 435 | 661 | 221 | 436 | 657 |
| May | 226 | 423 | 649 | 224 | 461 | 685 |
| June | 232 | 446 | 678 | 224 | 458 | 682 |
| July | 232 | 441 | 673 | 217 | 459 | 676 |
| August | 238 | 509 | 747 | 220 | 485 | 705 |
| September | 243 | 502 | 745 | 221 | 490 | 711 |
| October | 243 | 506 | 749 | 229 | 520 | 749 |
| November | 237 | 471 | 708 | 232 | 505 | 737 |
| December | 225 | 393 | 618 | 216 | 425 | 641 |
| AVERAGE | 235 | 442 | 677 | 218 | 453 | 671 |

Table 5 REGULAR HOURS WORKED PER WEEK BY WAGE-EARNERS, 1939 (In one week of normal employment; overtime not included)

| Regular hours worked per week | Number of wage-earners | Per cent of total |
|-----------------------------------------|------------------------|-------------------|
| 30 hours or less | 24 | 3.45 |
| 31 - 43 hours | 179 | 25.72 |
| 44 hours | 237 | 34.05 |
| 45 - 47 hours | 161 | 23.13 |
| 48 hours | 67 | 9.63 |
| 49 - 50 hours | 21 | 3.01 |
| 51 - 54 hours | 2 | 0.30 |
| 55 hours | 1 | 0.14 |
| 56 - 64 hours | 3 | 0.43 |
| 65 hours and over | 1 | 0.14 |
| TOTAL | 696 | 100.00 |
| Total wages paid in selected week | \$10,291 | |

Table 6 - CAPITAL EMPLOYED, 1938 and 1939

| Province | Present value | Inventory value | Operating capital | TOTAL CAPITAL EMPLOYED |
|-----------------|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------|
| | of land, build- ings, machinery, tools and other equipment | of materials on hand, stocks in process, fuel and finished products on hand | (cash, bills and accounts receiv- able, prepaid expenses, etc.) | |
| | \$ | \$ | \$ | \$ |
| <u>1938</u> | | | | |
| Quebec | 450,546 | 602,343 | 687,616 | 1,740,505 |
| Ontario | 1,245,457 | 1,065,784 | 1,523,638 | 3,834,879 |
| Manitoba | 17,298 | 21,059 | 9,634 | 47,991 |
| Other provinces | 7,340 | 5,567 | 11,678 | 25,085 |
| CANADA | 1,721,141 | 1,694,753 | 2,232,566 | 5,648,460 |
| <u>1939</u> | | | | |
| Quebec | 687,671 | 692,591 | 693,088 | 2,073,350 |
| Ontario | 1,208,826 | 1,134,144 | 1,430,151 | 3,773,121 |
| Manitoba | 15,932 | 17,322 | 10,263 | 43,517 |
| Other provinces | 12,440 | 12,236 | 5,154 | 29,830 |
| CANADA | 1,924,869 | 1,856,293 | 2,138,656 | 5,919,818 |

Table 7 - FUEL AND ELECTRICITY USED, 1938 and 1939

| Kind | Unit of measure | 1938 | | 1939 | |
|----------------------------|--------------------|----------|------------------------|----------|------------------------|
| | | Quantity | Cost at works \$ | Quantity | Cost at works \$ |
| Bituminous coal - Canadian | short ton | 950 | 6,153 | 853 | 5,439 |
| Imported | short ton | 704 | 2,993 | 670 | 3,094 |
| Anthracite coal | short ton | 65 | 638 | 57 | 714 |
| Gasoline | Imp. gal. | 28 | 8 | 31 | 8 |
| Fuel oil | Imp. gal. | 25,140 | 2,319 | 24,950 | 2,173 |
| Wood | cord | 5 | 30 | ... | ... |
| Gas - Manufactured | M cu. ft. | 2,049 | 2,041 | 2,550 | 2,222 |
| Natural | M cu. ft. | 416 | 321 | 493 | 350 |
| Other fuel | \$ | ... | 119 | ... | 104 |
| Electricity purchased | K. W. H. | 492,010 | 12,852 | 506,463 | 13,117 |
| TOTAL | \$ | ... | 27,474 | ... | 27,221 |

Table 8 - POWER EQUIPMENT, 1938 and 1939

| | 1938 | | 1939 | |
|--------------------------------------------------------------------------|--------------------|----------------------------|--------------------|----------------------------|
| | Number of units | Total rated horse power | Number of units | Total rated horse power |
| Electric motors operated by purchased power - Ordinarily in use | 472 | 710 | 473 | 736 |
| In reserve or idle | 21 | 18 | 19 | 17 |
| TOTAL | 493 | 728 | 492 | 753 |
| Boilers - Ordinarily in use | 10 | 472 | 7 | 413 |

Table 9 - MATERIALS USED, 1938 and 1939

| Materials | Unit of measure | 1 9 3 8 | | 1 9 3 9 | |
|-----------------------------------------------------------------|-----------------|----------|---------------------|----------|---------------------|
| | | Quantity | Cost at works \$ | Quantity | Cost at works \$ |
| Essential oils and perfumes | \$ | ... | 243,165 | ... | 265,790 |
| Ethyl alcohol | proof gal. | 85,861 | 99,635 | 84,785 | 99,437 |
| Kaolin or china clay | pound | 30,369 | 2,149 | 44,542 | 2,398 |
| Glycerine | pound | 235,681 | 40,034 | 249,715 | 38,402 |
| Mineral Oil, white | pound | 275,570 | 20,304 | 298,032 | 26,032 |
| Petrolatum | pound | 116,302 | 8,336 | 153,839 | 8,593 |
| Stearic acid | pound | 86,944 | 10,292 | 118,323 | 12,276 |
| Talc, ground | pound | 763,086 | 18,934 | 727,552 | 18,872 |
| Chalk, precipitated | pound | 95,095 | 4,526 | 215,088 | 7,964 |
| Chalk, ground | pound | 26,575 | 1,236 | 8,830 | 386 |
| Wax - Beeswax | pound | 46,739 | 19,310 | 54,638 | 21,266 |
| Other wax | pound | 65,689 | 12,554 | 62,434 | 12,146 |
| Zinc oxide | pound | 41,580 | 4,784 | 39,681 | 4,468 |
| Zinc stearate | pound | 17,435 | 4,562 | 18,652 | 4,343 |
| All other materials | \$ | ... | 313,046 | ... | 387,690 |
| Powders, rouges and other preparations for packaging only | \$ | ... | 164,369 | ... | 136,157 |
| Containers (boxes, bottles labels, corks, etc.) | \$ | ... | 1,607,243 | ... | 1,746,534 |
| TOTAL | \$ | ... | 2,574,579 | ... | 2,792,754 |

Table 10 - PRODUCTS MADE, 1938 and 1939

NOTE - Data given in this table are for the Toilet Preparations Industry ONLY and represent only the production of the firms which made toilet preparations as their chief products (see Directory). The figures for the individual items do not represent the total output for Canada as these articles were produced also as minor products by concerns which have been classified to other industrial groups. (See Tables 11 to 13).

| Products | 1 9 3 8 | | 1 9 3 9 | |
|-------------------------------------------------------------------------------------------------------|------------------------------|---------|------------------------------|---------|
| | Selling value at works \$ | | Selling value at works \$ | |
| Toilet Preparations - | | | | |
| (a) Alcoholic - Not less than 5 per cent alcohol - | | | | |
| Perfumes | | 412,015 | | 338,617 |
| Toilet waters and lotions | | 464,757 | | 515,558 |
| Cologne water, Florida water, Bay rum and all toilet waters or lotions sold to the barber trade | | 105,030 | | 169,934 |
| (b) Non-alcoholic - | | | | |
| Creams, solid or liquid, all kinds | | 845,405 | | 885,388 |
| Brilliantine, all kinds | | 63,949 | | 77,618 |
| Face powders | | 608,725 | | 617,111 |
| Talcum powders | | 258,356 | | 247,485 |
| Sachet powders | | 11,992 | | 10,614 |

Table 10 - PRODUCTS MADE, 1938 and 1939 - (Concluded)

| Products | 1 9 3 8 | 1 9 3 9 |
|-------------------------------------------------------------|---------------------------------|---------------------------------|
| | Selling value at works \$ | Selling value at works \$ |
| Toilet Preparations - (Concluded) | | |
| (b) Non-alcoholic - | | |
| Lipsticks | 244,485 | 259,436 |
| Compacts (powders and rouges) | 281,707 | 234,519 |
| Shampoo powders and liquids | 96,960 | 99,454 |
| Bath salts | 115,447 | 111,305 |
| Deoderants | 177,012 | 202,279 |
| Lotions and toilet waters, non-alcoholic | 28,499 | 25,687 |
| Manicure preparations | 344,266 | 428,128 |
| Tooth pastes and tooth powders | 849,137 | 829,530 |
| Waveset and permanent wave solutions | 52,825 | 81,649 |
| All other toilet preparations not enumerated above | 551,070 | 457,132 |
| All other products (x) | 1,339,530 | 1,326,631 |
| TOTAL | 6,851,167 | 6,918,573 |

(x) Includes medicinal preparations, disinfectants, antiseptic mouthwash, toilet and shaving soaps, bug killer and similar products which were made by the concerns in this industry.

Table 11 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES - 1927 - 1939

| Year | Toilet | Medicinal and | Soaps and | Other | TOTAL FOR ALL INDUSTRIES |
|------------|--------------------------------|--------------------------------------------------|----------------------------------------|------------------|--------------------------------|
| | Preparations Industry \$ | Pharmaceutical Preparations Industry \$ | Washing Compounds Industry \$ | Industries \$ | |
| 1927 | 3,813,818 | 1,322,069 | 605,184 | 9,436 | 5,750,557 |
| 1928 | 4,033,807 | 1,564,577 | 548,506 | 14,821 | 6,161,711 |
| 1929 | 3,863,540 | 2,110,718 | 1,295,074 | 3,240 | 7,272,572 |
| 1930 | 3,667,231 | 1,906,801 | 1,136,324 | 9,630 | 6,719,986 |
| 1931 | 4,607,956 | 1,509,476 | 634,110 | ... | 6,751,542 |
| 1932 | 4,771,098 | 1,773,541 | 413,223 | ... | 6,957,862 |
| 1933 | 4,291,189 | 1,280,671 | 340,302 | ... | 5,912,162 |
| 1934 | 4,910,896 | 1,446,475 | 388,142 | ... | 6,745,513 |
| 1935 | 4,908,215 | 1,793,894 | 418,207 | ... | 7,120,316 |
| 1936 | 5,266,994 | 1,655,936 | 492,592 | ... | 7,415,522 |
| 1937 | 5,711,874 | 1,767,794 | 584,130 | ... | 8,063,798 |
| 1938 | 5,511,637 | 1,713,359 | 603,819 | 18,720 | 7,847,535 |
| 1939 | 5,591,942 | 1,746,915 | 830,347 | 25,238 | 8,194,442 |

NOTE - Figures in Tables 11 to 13, inclusive, represent the total Canadian production of toilet preparations, regardless of the industries in which produced.

Table 12 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES -
1938 and 1939

| | Toilet Prepara- tions Industry | Medicinals and Pharma- ceuticals Industry | Soaps and Washing Compounds Industry | TOTAL FOR ALL INDUS- TRIES |
|----------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------------------------------------|-----------------------------------------------|----------------------------------|
| <u>1 9 3 8</u> | | | | |
| (a) Alcoholic - not less than 5 per cent alcohol - | | | | |
| Perfumes | 412,015 | 53,404 | 13,248 | 478,667 |
| Toilet waters and lotions | 464,757 | 225,092 | 61,850 | 751,699 |
| Cologne water, Florida water, Bay rum and all toilet waters and lotions sold to the barber trade.. | 105,030 | 37,835 | ... | 142,865 |
| (b) Non-alcoholic - | | | | |
| Creams, solid or liquid, all kinds. | 845,405 | 195,157 | 13,635 | 1,054,197 |
| Brilliantine, all kinds | 63,949 | 24,728 | 9,431 | 98,108 |
| Face powders | 608,725 | 106,592 | 25,543 | 740,860 |
| Talcum powders | 258,356 | 204,699 | 32,237 | 502,292 |
| Sachet powders | 11,992 | 2,864 | ... | 14,856 |
| Lipsticks | 244,485 | 2,100 | 7,608 | 254,193 |
| Compacts (powders and rouges) | 281,707 | 1,990 | 5,436 | 287,133 |
| Bath salts | 115,447 | 7,757 | 3,140 | 126,344 |
| Shampoo powders and liquids | 96,960 | 65,395 | 62,369 | 224,724 |
| Deodorants | 177,012 | ... | ... | 177,012 |
| Lotions and toilet waters, non-alcoholic | 28,499 | 11,892 | ... | 40,391 |
| Waveset and permanent wave solution | 52,825 | 2,367 | ... | 55,192 |
| Manicure preparations | 344,266 | 826 | ... | 345,092 |
| Tooth pastes and tooth powders | 842,137 | 333,001 | 333,031 | 1,515,169 |
| All other toilet preparations | 551,070 | 437,660 | 31,291 | 1,038,741* |
| TOTAL | 5,511,637 | 1,713,359 | 603,819 | 7,847,535x |

1 9 3 9

| | | | | |
|----------------------------------------------------------------------------------------------------|---------|---------|--------|-----------|
| (a) Alcoholic - not less than 5 per cent alcohol - | | | | |
| Perfumes | 338,617 | 46,235 | 14,972 | 399,822 |
| Toilet waters and lotions | 515,558 | 312,158 | 94,747 | 922,463 |
| Cologne water, Florida water, Bay rum and all toilet waters and lotions sold to the barber trade.. | 169,934 | 8,099 | 8,441 | 186,474 |
| (b) Non-alcoholic - | | | | |
| Creams, solid or liquid, all kinds. | 885,888 | 199,697 | 10,139 | 1,095,724 |
| Brilliantine, all kinds | 77,618 | 28,471 | 10,095 | 116,184 |
| Face powders | 617,111 | 113,483 | 43,050 | 773,644 |
| Talcum powders | 247,485 | 192,191 | 39,739 | 479,415 |
| Sachet powders | 10,614 | 13,766 | 7,403 | 31,783 |
| Lipsticks | 259,436 | 2,558 | 20,147 | 282,141 |
| Compacts (powders and rouges) | 234,519 | 2,402 | 16,128 | 253,049 |
| Bath salts | 111,305 | 5,392 | 3,150 | 119,847 |

Table 12 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES - 1938 and 1939 - (Concluded)

| | Toilet Preparations Industry | Medicinals and Pharmaceuticals Industry | Soaps and Washing Compounds Industry | TOTAL FOR ALL INDUSTRIES |
|------------------------------------------------|------------------------------|-----------------------------------------|--------------------------------------|--------------------------|
| <u>1939</u> - (Concluded) | | | | |
| (b) Non-alcoholic - (Concluded) | | | | |
| Shampoo powders and liquids | 99,454 | 67,252 | 63,579 | 230,285 |
| Deodorants | 202,279 | 9,877 | 300 | 212,456 |
| Lotions and toilet waters, non-alcoholic | 25,687 | 11,166 | ... | 36,853 |
| Waveset and permanent wave solution | 81,649 | 1,475 | ... | 83,124 |
| Manicure preparations | 428,126 | 860 | ... | 428,994 |
| Tooth pastes and tooth powders | 829,550 | 339,648 | 498,457 | 1,667,635 |
| All other toilet preparations | 457,132 | 392,179 | ... | 874,549* |
| TOTAL | 5,591,942 | 1,746,915 | 830,347 | 8,194,442* |

* Includes toilet preparations valued at \$25,238 from other industries in 1939 and \$18,720 in 1938.

Table 13 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES - BY PROVINCES, 1938 and 1939

| | Quebec | Ontario | Other provinces | CANADA |
|----------------------------------------------------------------------------------------------------|-----------|-----------|-----------------|-----------|
| <u>1938</u> | | | | |
| (a) Alcoholic - not less than 5 per cent alcohol - | | | | |
| Perfumes | 206,236 | 262,045 | 10,386 | 478,667 |
| Toilet waters and lotions | 211,740 | 512,959 | 27,000 | 751,699 |
| Cologne water, Florida water, Bay rum and all toilet waters and lotions sold to the barber trade.. | 42,392 | 88,659 | 11,814 | 142,865 |
| (b) Non-alcoholic - | | | | |
| Creams, solid or liquid, all kinds. | 271,807 | 725,171 | 57,219 | 1,054,197 |
| Brilliantine, all kinds | 19,136 | 70,925 | 8,047 | 98,108 |
| Face powders | 311,578 | 410,711 | 18,571 | 740,860 |
| Talcum powders | 260,396 | 234,661 | 7,235 | 502,292 |
| Sachet powders | 2,391 | 12,322 | 143 | 14,856 |
| Lipsticks | 97,243 | 156,950 | ... | 254,193 |
| Compacts (powders and rouges) | 62,440 | 224,683 | 10 | 287,133 |
| Bath salts | 12,448 | 108,549 | 5,347 | 126,344 |
| Shampoo powders and liquids | 40,017 | 167,618 | 17,089 | 224,724 |
| Deodorants | 177,012 | ... | ... | 177,012 |
| Lotions and toilet waters, non-alcoholic | 9,859 | 25,047 | 5,485 | 40,391 |
| Waveset and permanent wave solution | 9,231 | 45,345 | 616 | 55,192 |
| Manicure preparations | 330,370 | 14,662 | 60 | 345,092 |
| Tooth pastes and tooth powders | 339,814 | 1,147,045 | 28,310 | 1,515,169 |
| All other toilet preparations | 152,500 | 755,969 | 130,272 | 1,038,721 |
| TOTAL | 2,556,610 | 4,963,321 | 327,604 | 7,847,535 |

Table 13 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES - BY PROVINCES, 1938 and 1939 (Concluded)

| | Quebec | Ontario | Other Provinces | CANADA |
|----------------------------------------------------------------------------------------------------|-----------|-----------|--------------------|-----------|
| | 1 9 3 8 | | | |
| (a) Alcoholic - not less than 5 per cent alcohol - | | | | |
| Perfumes | 157,145 | 234,301 | 8,376 | 399,822 |
| Toilet waters and lotions | 309,473 | 573,607 | 39,383 | 922,463 |
| Cologne water, Florida water, Bay rum and all toilet waters and lotions sold to the barber trade.. | 19,450 | 156,772 | 10,252 | 186,474 |
| (b) Non-alcoholic - | | | | |
| Creams, solid or liquid, all kinds. | 263,671 | 779,659 | 52,394 | 1,095,724 |
| Brilliantine, all kinds | 21,883 | 82,200 | 12,101 | 116,184 |
| Face powders | 311,800 | 441,559 | 20,235 | 773,644 |
| Talcum powders | 252,365 | 213,444 | 13,606 | 479,415 |
| Sachet powders | 2,360 | 29,338 | 25 | 31,783 |
| Lipsticks | 98,038 | 184,103 | ... | 282,141 |
| Compacts (powders and rouges) | 66,504 | 186,545 | ... | 253,049 |
| Bath salts | 11,332 | 104,890 | 3,625 | 119,847 |
| Shampoo powders and liquids | 51,601 | 161,353 | 17,331 | 230,285 |
| Deodorants | 194,982 | 13,449 | 4,025 | 212,456 |
| Lotions and toilet waters, non-alcoholic | 9,208 | 22,418 | 5,227 | 36,853 |
| Waveset and permanent wave solution | 11,940 | 69,023 | 2,161 | 83,124 |
| Manicure preparations | 386,325 | 42,519 | 150 | 428,994 |
| Tooth paste and tooth powders | 357,471 | 1,282,846 | 27,318 | 1,667,635 |
| All other toilet preparations | 134,038 | 620,426 | 120,085 | 874,549 |
| TOTAL | 2,659,586 | 5,193,512 | 336,344 | 8,194,442 |

Table 14 - IMPORTS INTO CANADA OF PERFUMES, COSMETICS and TOILET PREPARATIONS, 1938 and 1939

| Items and Countries of Origin | 1 9 3 8 | | 1 9 3 9 | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------|----------|--------|--------|
| | Quantity | Value | Quantity | Value | |
| | | \$ | | \$ | |
| Alcoholic perfumes and perfumed spirits, Bay rum, Cologne and lavender waters, lotions, hair, tooth and skin washes, and other toilet preparations in bottles, or flasks containing not more than four ounces each - | | | | | |
| TOTAL IMPORTS | ... | 47,375 | ... | 56,922 | |
| From - United Kingdom | ... | 15,905 | ... | 14,604 | |
| United States | ... | 7,490 | ... | 8,513 | |
| France | ... | 21,807 | ... | 32,427 | |
| Alcoholic perfumes and perfumed spirits, Bay rum, Cologne and lavender waters, lotions, hair, tooth and skin washes and other toilet preparations in bottles, flasks or other packages, containing more than four ounces each - | | | | | |
| TOTAL IMPORTS | Gal. | 1,596 | 53,980 | 1,663 | 52,269 |
| From - United Kingdom | Gal. | 527 | 22,450 | 709 | 24,993 |
| United States | Gal. | 371 | 8,986 | 339 | 6,958 |
| France | Gal. | 577 | 21,571 | 540 | 19,686 |

Table 14 - IMPORTS INTO CANADA OF PERFUMES, COSMETICS and TOILET PREPARATIONS, 1938 and 1939 (Concluded)

| Items and Countries of Origin | 1 9 3 8 | | 1 9 3 9 | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------|----------|---------|
| | Quantity | Value | Quantity | Value |
| | | \$ | | \$ |
| Pomades, French, or flower odours, etc., imported in tins of not less than ten pounds each - | | | | |
| TOTAL IMPORTS | Lb. 125 | 211 | 350 | 572 |
| Perfumery, including toilet preparations, non-alcoholic, viz., hair oil, tooth and other powders, and washes, pomatums, pastes, and all other perfumed preparations not otherwise provided for, used for the hair, mouth or skin - | | | | |
| TOTAL IMPORTS | ... | 358,824 | ... | 423,926 |
| From - United Kingdom | ... | 101,218 | ... | 103,670 |
| United States | ... | 217,007 | ... | 295,341 |
| France | ... | 9,316 | ... | 14,430 |
| Germany | ... | 6,801 | ... | 7,493 |
| Japan | ... | 2,699 | ... | 2,205 |
| TOTAL PERFUMES, COSMETICS AND TOILET PREPARATIONS - | | | | |
| TOTAL IMPORTS | ... | 440,390 | ... | 533,689 |
| From - UNITED KINGDOM | ... | 140,573 | ... | 143,267 |
| UNITED STATES | ... | 233,483 | ... | 310,812 |
| OTHER COUNTRIES | ... | 66,334 | ... | 79,610 |

DIRECTORY OF FIRMS INCLUDED IN THE TOILET PREPARATIONS INDUSTRY, 1939

NOTE - These firms made toilet preparations as chief products. See supplementary list for names of concerns which made toilet preparations as minor products.

Names of Firms

Location of Plants

QUEBEC -

| | |
|----------------------------------------|------------------------------------|
| Bristol-Myers Company of Canada, Ltd. | 1239 Benoit St., Montreal |
| California Perfume Co. of Canada, Ltd. | 1015 St. Alexander St., Montreal |
| Chatelaine Co. Ltd., The | 2024 McGill College Ave., Montreal |
| Che Ma Co. Ltd. | 15 Mount Royal Ave. W., Montreal |
| Cie des Produits Exki Ltee | 1442 Peel St., Montreal |
| Familex Products Company, The | 570 St. Clemens St., Montreal |
| Harriet Hubbard Ayer of Canada, Ltd. | 480 Lagachetiere St. W., Montreal |
| Hump Hairpin Mfg. Co. of Canada, Ltd. | St. Hyacinthe |
| Laboratoire Bellefontaine | 1670 St. Denis St., Montreal |
| Laboratoire Laval | 2350 Delorimier Ave., Montreal |
| Montreal Laboratory | 51 Laurier Ave. E., Montreal |
| Nirex Products | 4306 St. Lawrence Blvd., Montreal |
| Northam Warren Ltd. | 980 St. Antoine St., Montreal |
| Pacquin (Canada) Limited | 286 St. Paul St. W., Montreal |
| Palmers Ltd. | 750 Vitre St. W., Montreal |
| Parfumerie de Paris Limitee | 1030 St. Alexander St., Montreal |
| Parfumerie L. T. Piver Ltee | 1030 St. Alexander St., Montreal |

DIRECTORY OF FIRMS INCLUDED IN THE TOILET PREPARATIONS INDUSTRY, 1939 (Continued)

| <u>Names of Firms</u> | <u>Location of Plants</u> |
|--------------------------------------------|------------------------------------|
| <u>QUEBEC (Concluded) -</u> | |
| Parfumerie Reynard | 5800 Chateaubriand St., Montreal |
| Parfums d'Orsay | 6 O'Brien Blvd., Ville St. Laurent |
| Parks Limited | 880 Lagachetiere St. W., Montreal |
| Wrigley Tooth Paste Co. Ltd. | 52 Nazareth St., Montreal |
| Zonite Products Corporation Ltd. | Ste. Therese de Blainville |
| <u>ONTARIO -</u> | |
| Arden, Elizabeth, of Canada, Ltd. | 418 Terminal Bldg., Toronto |
| Armand Limited | 258 Chilver Road, Walkerville |
| Beauty Industries Ltd. | 42 Mary St., Hamilton |
| Bubble Bath Laboratories, Ltd. | Alder St. W., Dunnville |
| Campana Corp. Ltd. | 36 Caledonia Rd., Toronto |
| Canadian Booster Company Ltd., The | 1604 Tecumseh Rd., W., Windsor |
| Clifton Ltd. | 41 Britain St., Toronto |
| Corson, Rolph R. Ltd. | 146 Brock Ave., Toronto |
| Cromac Chemicals Ltd. | 62-68 Lombard St., Toronto |
| Daggett & Ramsdell (Canada) Ltd. | 165 Dufferin St., Toronto |
| Dearborn Supply Company | Bath |
| F. E. I. Corporation, The | 69 York St., Toronto |
| Fitch, F.W., Company Ltd., The | 266 King St. W., Toronto |
| Gordon Gordon Ltd. | 489 King St. W., Toronto |
| H. Q. J. Beauty Laboratories | 64 Wellington St. W., Toronto |
| Harper Method (Canada) Limited | 1587 Ellen Ave., Niagara Falls |
| Helfrich Laboratories of Canada, Ltd. | 690 King St. W., Toronto |
| Herpicide Co., The | 128 Goyeau St., Windsor |
| Hollywood Laboratories | 30 Duncan St., Toronto |
| Hudnut, Richard, Ltd. | 727 King St. W., Toronto |
| Huston, John A., Co. Ltd. | 36 Caledonia Rd., Toronto |
| Inecto Rapid (Canada) Ltd. | 272 Yonge St., Toronto |
| International Products Co. | 153 Sheridan Ave., Toronto |
| Jergens, Andrew, Co. Ltd. | 1 Herriott St., Perth |
| Jones Brothers of Canada, Ltd. | Dundas |
| Lady Esther Ltd. | Commercial St., Leaside |
| Lambert Pharmacal Company (Canada) Ltd. | 245 Carlaw Ave., Toronto |
| Laxton Research Laboratories | 1065 St. Clair Ave., Toronto |
| Lehn & Pink (Canada) Ltd. | 9 Davies Ave., Toronto |
| Lillico Limited | 77 Wellington St. W., Toronto |
| Magic Glow Beauty Products Co., The | 425 William St., London |
| Maison, Blanche Toilet Company | 30 Lewis St., Fort Erie No. |
| Martin, J. Bruce, Laboratories | 21 Nelles Ave., Toronto |
| McGillivray Brothers Ltd. | 358 Adelaide St. W., Toronto |
| Mennen Company Ltd., The | 294 Richmond St. W., Toronto |
| Merrill Barber & Beauty Supplies | 346 Richmond St., London |
| Misner Mfg. Co. Ltd., The | Waterloo St., Goderich |
| Mondo Trading Co. & United Beauty Supplies | 185 Bay St., Toronto |
| Mutual Sales Company | 1209 King St. W., Toronto |
| Nestle-Le-Mur Co. (Canada) Ltd., The | 680 King St. W., Toronto |
| Ogilvie Sisters Laboratories Ltd. | 218 Front St., Toronto |
| Oxzyrn Company | 2109 Ottawa St., Walkerville |
| Parfumerie Melba of Canada Ltd. | 624 King St. W., Toronto |
| Parfumerie "Emond" Laboratories | 156 Rideau St., Ottawa |

DIRECTORY OF FIRMS INCLUDED IN THE TOILET PREPARATIONS INDUSTRY, 1939 (Concluded)

| <u>Names of Firms</u> | <u>Location of Plants</u> |
|----------------------------------------|------------------------------------|
| <u>ONTARIO (Concluded) -</u> | |
| Pepsodent Company of Canada, Ltd., The | 191 George St., Toronto |
| Pond's Extract Co. of Canada Ltd. | 146 Brock Ave., Toronto |
| Royal Albert Mfg. Co. | 12 Queen St. E., Toronto |
| Rubinstein, Helena, Ltd. | 126 Bloor St. W., Toronto |
| Scarff, Fred W., Company | 424 Wellington St., Toronto |
| Seely Products Ltd. | 135 Church St., Windsor |
| Service Laboratories Limited | 1244 Dufferin St., Toronto |
| Talcum Puff Co. Ltd. | 119 Pearl St., Toronto |
| Thayer Perfumer Ltd. | 266 King St. W., Toronto |
| 303 Chemical Co. Ltd. | 133 Bathurst St., Toronto |
| Wildroot Ltd. | Niagara and Murray Sts., Fort Erie |
| Wright, John N., Co. | 24 Milstone Lane, Toronto |
| Yardley & Co. (Canada) Ltd. | Harbour and York Sts., Toronto |

MANITOBA -

| | |
|-------------------------|----------------------------------|
| Kahane & Co. | 579 McDermot Ave., Winnipeg |
| Sanders Supply Co. Ltd. | 421 McDermot Ave., Winnipeg |
| Scott Bathgate Co. Ltd. | 149 Notre Dame Ave. E., Winnipeg |

SASKATCHEWAN -

| | |
|-----------------------|-------------------------------|
| Snyth, A., & Company | 236 .. 3rd Ave. S., Saskatoon |
| Weiler's Laboratories | 148 .. 1st Ave. S., Saskatoon |

BRITISH COLUMBIA -

| | |
|------------------------------|---------------------------------|
| Dominion Laboratories Ltd. | 1206 Homer St., Vancouver |
| Parfumerie Mon Reve | 1654 Franklin St., Vancouver |
| Premier Toilet Goods Company | 64 West Hastings St., Vancouver |

SUPPLEMENTARY LIST OF PRODUCERS WHICH MADE TOILET PREPARATIONS AS MINOR PRODUCTS AND WHICH WERE CLASSIFIED TO OTHER INDUSTRIES, 1939

NEW BRUNSWICK -

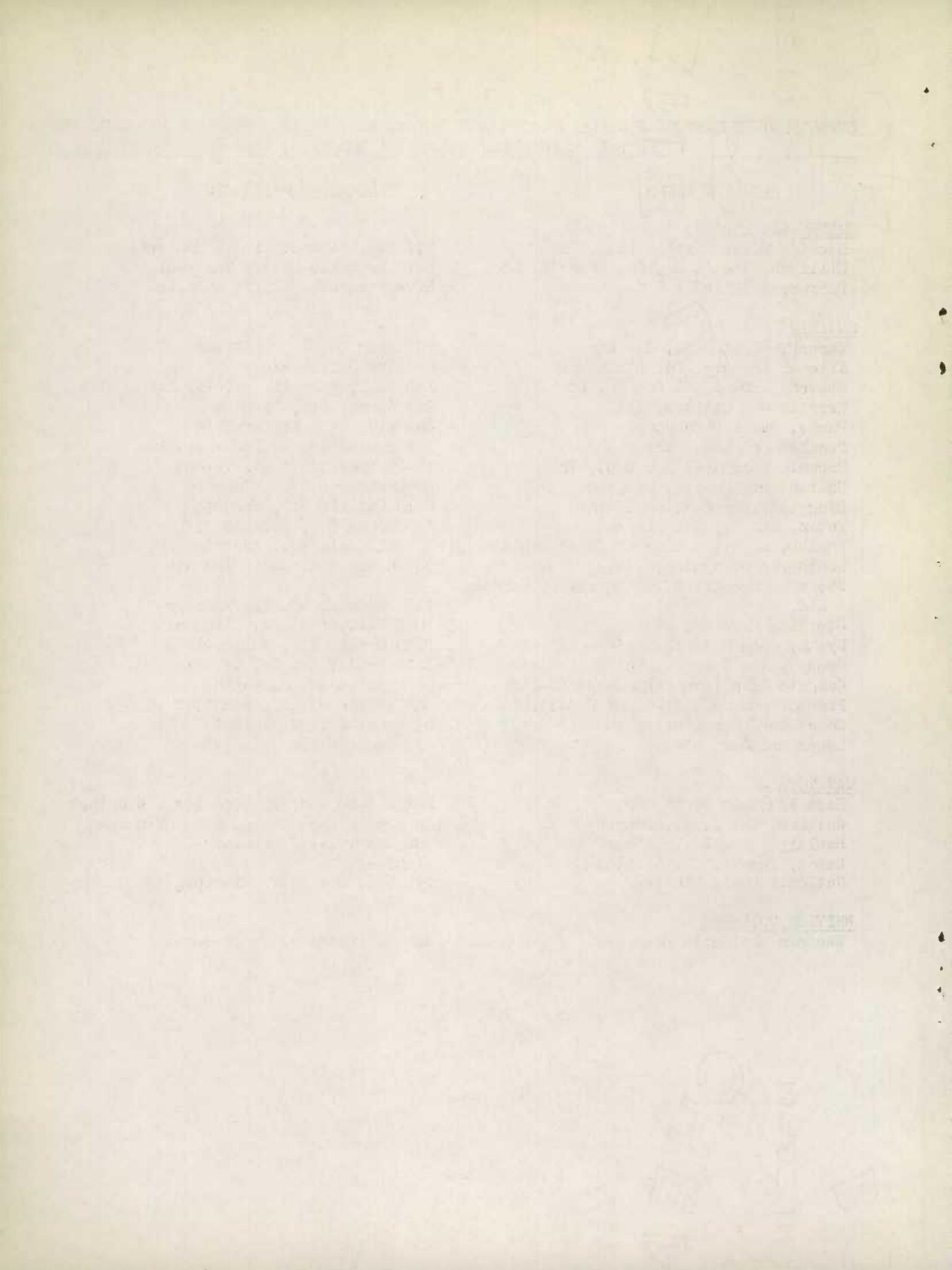
| | |
|----------------------------|------------------------|
| Baird Company Limited, The | 66 King St., Woodstock |
|----------------------------|------------------------|

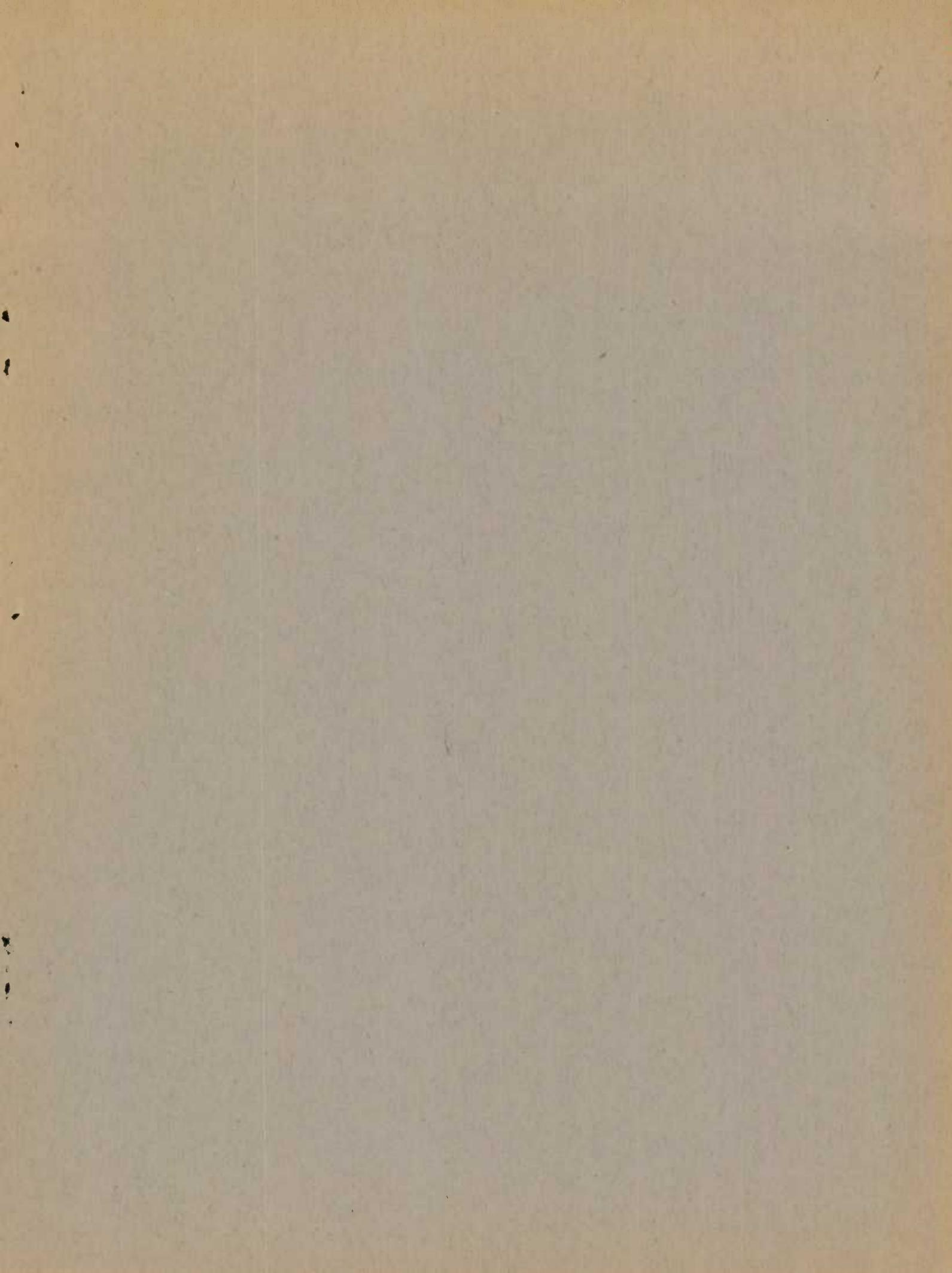
QUEBEC -

| | |
|-------------------------------------------|----------------------------------|
| Corporation Pharmaceutique Francaise Ltee | 533 Bonsecours St., Montreal |
| Davis & Lawrence Company | 1910 St. Antoine St., Montreal |
| Laboratoire Nadeau Limitee | 100 St. Paul St. W., Montreal |
| Mowat and Moore Limited | 64 Prince St., Montreal |
| Polson, N. C., & Co. Ltd. | 651 Notre Dame St. W., Montreal |
| Laurentian Laboratories Ltd. | 442 St. Gabriel St., Montreal |
| Rawleigh, The W. T., Company Ltd. | 4005 Richelieu St., Montreal |
| Canada Drug Co. (Reg'd.) | 857 St. Maurice St., Montreal |
| Johnson & Johnson Limited | 2155 Pius IX Blvd., Montreal |
| Watkins, The J. R., Company | 2195 Masson St., Montreal |
| La Compagnie Paula Limitee | 21 St. Paul St. E., Montreal |
| Brunet, W., & Cie Ltd. | 70 de la Chapelle, Quebec |
| Laboratoire Montohar | 2420 Notre Dame St. E., Montreal |

SUPPLEMENTARY LIST OF PRODUCERS WHICH MADE TOILET PREPARATIONS AS MINOR PRODUCTS AND WHICH WERE CLASSIFIED TO OTHER INDUSTRIES, 1939 (Concluded)

| <u>Names of Firms</u> | <u>Location of Plants</u> |
|-----------------------------------------------|----------------------------------------|
| <u>QUEBEC (Concluded) -</u> | |
| Leeming Miles Company Ltd., The | 504 St. Lawrence Blvd., Montreal |
| Williams, The J. B., Co. (Canada) Ltd. | 9471 La Salle Blvd., Montreal |
| Burroughs Wellcome & Co. | Riverview Ave., Ville LaSalle |
| <u>ONTARIO -</u> | |
| Warner, William R., Co. Ltd. | 727 King St. W., Montreal |
| Allen & Hanburys Co. Ltd., The | 65 King St., Lindsay |
| Stevens, The J., & Son Co. Ltd. | 145 Wellington St. W., Toronto |
| Merrill Co. Limited, The | 93 $\frac{1}{2}$ Church St., Toronto |
| Parke, Davis & Company | Sandwich St., Walkerville |
| Penslar Co. Ltd., The | 325 Devonshire Rd., Walkerville |
| Toronto Pharmacal Co. Ltd., The | 14-20 Brockton Ave., Toronto |
| United Drug Company Limited | 68 Broadview Ave., Toronto |
| Druggists Corporation Limited | 6-10 Ontario St., Toronto |
| Eaton, The T., Co. Limited | 190 Yonge St., Toronto |
| Squibb, E. R., & Sons of Canada, Ltd. | 36 Caledonia Rd., Toronto |
| Lentheric of Canada, Ltd. | 36-38 Caledonia Rd., Toronto |
| Stearns, Frederick, & Company of Canada, Ltd. | 443 Sandwich St. W., Windsor |
| Sterling Products Ltd. | 1019 Elliott St. W., Windsor |
| Wyeth, John & Brother, Inc. | 2109 Ottawa St., Walkerville |
| Cressy, The John R., Co. | 1536 Dundas St. W., Toronto |
| Colgate-Palmolive-Peet Company, Ltd. | 64 Natalie St., Toronto |
| Proctor and Gamble Co. of Canada, Ltd. | Burlington St. E., Hamilton |
| Soaps-Perfumes Limited | 84 Front St. E., Toronto |
| Lever Brothers Ltd. | 299 Eastern Ave., Toronto |
| <u>MANITOBA -</u> | |
| Soda Fountain Supply Co. | Notre Dame and Princess Sts., Winnipeg |
| Watkins, The J. R., Company | Annabella and Higgins Sts., Winnipeg |
| Rawleigh, The W. T., Co. Ltd. | 589 Henry Ave., Winnipeg |
| Eaton, The T., Co. Limited | Winnipeg |
| National Drugs Limited | 576 McDermot Ave., Winnipeg |
| <u>BRITISH COLUMBIA -</u> | |
| Western Wholesale Drug Ltd. | 456 W. Broadway, Vancouver |





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