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**CANADA**  
**DEPARTMENT OF TRADE AND COMMERCE**  
**DOMINION BUREAU OF STATISTICS**  
**CENSUS OF INDUSTRY**  
**MINING, METALLURGICAL & CHEMICAL BRANCH**

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**THE TOILET PREPARATIONS INDUSTRY**  
**IN**  
**CANADA**  
**1942**



OTTAWA  
1944

Price 25 cents

THE UNITED STATES OF AMERICA  
DEPARTMENT OF JUSTICE

CANADA

DEPARTMENT OF JUSTICE  
CANADIAN CUSTOMS AND REVENUE  
AGENCY  
1000

THE STOREY BREWERY DISTRICT

IX

CANADA

1000

26-10-2-44  
Price -  
25 cents

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ANNUAL INDUSTRY REPORT

CHEMICALS AND ALLIED PRODUCTS GROUP

THE TOILET PREPARATIONS INDUSTRY, 1942

Production from the Toilet Preparations Industry was valued at \$12,201,445 in 1942 compared with \$10,155,763 in 1941 and \$8,305,916 in 1940.

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 are occupied chiefly in making perfumes, toilet waters, face creams, tooth pastes, etc., but this industry accounts for only about 72 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 1942 a total of 88 establishments were included in this industry, 52 being located in Ontario, 28 in Quebec, 4 in Manitoba, 3 in British Columbia and 1 in Saskatchewan. Output from these concerns totalled \$12,201,445 including \$9,607,778 for toilet preparations and \$2,593,667 for other products. Capital employed in manufacturing operations amounted to \$8,945,144, employees numbered 1,593 and salaries and wages amounted to \$1,973,697.

The total production of toilet preparations in Canada, from all industries amounted to \$13,434,424 at factory prices in 1942. In 1941 the comparative value was \$11,893,994 and in 1940 it was \$9,651,786.

Table 1 - PRINCIPAL STATISTICS OF THE TOILET PREPARATIONS INDUSTRY, 1932 - 1942

Year	Number 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 \$
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
1940 ....	91	6,900,429	1,313	1,511,556	30,864	3,112,823	8,305,916
1941 ....	88	7,914,670	1,568	1,832,497	38,953	3,803,305	10,155,763
1942 ....	88	8,945,144	1,593	1,973,697	48,474	4,414,438	12,201,445
Per cent change, 1942 from 1941 ...	..	+13	+1.6	+7.6	+24.4	+16.1	+20.2

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, 1941 and 1942

Province	Number 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 \$
<b>1941</b>							
Quebec .....	28	2,600,824	531	561,578	12,015	1,118,466	3,171,400
Ontario .....	52	5,224,504	1,007	1,255,147	26,553	2,646,704	6,885,501
Manitoba .....	3 (						
Saskatchewan ...	2 (	72,194	26	12,902	282	32,458	83,866
British Columbia	3	17,148	4	2,870	103	5,677	14,996
CANADA .....	88	7,914,670	1,568	1,832,497	38,953	3,803,305	10,155,763
<b>1942</b>							
Quebec .....	28	2,955,563	528	593,516	19,327	1,412,033	3,574,013
Ontario .....	52	5,897,114	1,027	1,353,356	28,445	2,937,457	8,504,599
Manitoba .....	4 (						
Saskatchewan ...	1 (	71,082	34	24,957	599	59,675	110,917
British Columbia	3	21,385	4	1,868	103	5,273	11,916
CANADA .....	88	8,945,144	1,593	1,973,697	48,474	4,414,438	12,201,445

Toilet Preparations

Table 3 - CAPITAL EMPLOYED, 1941 and 1942 (On the last day of the year)

Province	Present value of land, build- ings, machinery, tools and other equipment	Value of Inventories		Operating capital (cash, bills and accounts receiv- able, prepaid expenses, etc.)	TOTAL CAPITAL EMPLOYED
		Raw materials, fuel and other supplies on hand and stocks in process	Finished products on hand		
	\$	\$	\$	\$	\$
<u>1941</u>					
Quebec .....	725,709	692,331	272,404	910,380	2,600,824
Ontario .....	1,290,381	1,687,327	617,029	1,629,767	5,224,504
Manitoba .....	14,368	25,163	450	21,363	61,344
Other provinces	13,011	7,566	1,693	5,728	27,998
CANADA ...	2,043,469	2,412,387	891,576	2,567,238	7,914,670
<u>1942</u>					
Quebec .....	638,083	724,380	206,415	1,386,685	2,955,563
Ontario .....	1,346,119	1,777,162	580,530	2,193,303	5,897,114
Manitoba .....	20,306	7,294	10,944	23,186	61,730
Other provinces	14,011	7,293	1,358	8,075	30,737
CANADA ...	2,018,519	2,516,129	799,247	3,611,249	8,945,144

Table 4 - EMPLOYEES, SALARIES AND WAGES, BY PROVINCES, 1941 and 1942

Province	Average Number of Employees					Salaries	Wages	TOTAL SALARIES and WAGES
	On Salaries		On Wages		TOTAL			
	Male	Female	Male	Female				
					\$	\$	\$	
<u>1941</u>								
Quebec .....	125	105	90	211	531	247,809	213,769	561,578
Ontario .....	191	212	171	433	1,007	767,664	487,483	1,255,147
Manitoba .....	5	3	4	12	24	4,873	7,167	12,040
Other provinces	3	1	1	1	6	2,262	1,470	3,732
CANADA ...	324	321	266	657	1,568	1,122,608	709,889	1,832,497
<u>1942</u>								
Quebec .....	91	68	116	253	528	331,065	262,451	593,516
Ontario .....	201	222	164	440	1,027	825,418	527,938	1,353,356
Manitoba .....	4	2	5	21	32	5,923	17,314	23,237
Other provinces	2	2	1	1	6	2,837	751	3,588
CANADA ...	298	294	286	715	1,593	1,165,243	808,454	1,973,697

Table 5 - WAGE-EARNERS, BY MONTHS, 1941 and 1942 (On the last work-day of each month)

Month	1 9 4 1			1 9 4 2		
	Male	Female	TOTAL	Male	Female	TOTAL
January .....	221	587	808	262	659	921
February .....	231	584	815	263	664	927
March .....	243	611	854	262	663	925
April .....	247	629	876	259	647	906
May .....	250	618	868	266	704	970
June .....	250	630	880	273	713	986
July .....	264	635	899	274	687	961
August .....	282	671	953	277	724	1,001
September .....	291	720	1,011	273	747	1,020
October .....	294	765	1,059	286	841	1,127
November .....	293	755	1,048	290	864	1,154
December .....	267	642	909	294	789	1,083
AVERAGE .....	266	657	923	286	715	1,001

Table 6 - HOURS WORKED PER WEEK BY WAGE-EARNERS, 1941 and 1942 (In one week of highest employment; overtime included)

Hours worked per week	Number of Wage-Earners					
	1 9 4 1			1 9 4 2		
	Male	Female	TOTAL	Male	Female	TOTAL
30 hours or less .....	11	32	43	15	75	90
31 - 43 hours .....	20	92	112	24	224	248
44 hours .....	44	106	150	46	178	224
45 - 47 hours .....	59	110	169	56	164	220
48 hours .....	21	49	70	18	62	80
49 - 50 hours .....	16	34	50	46	93	139
51 - 54 hours .....	67	201	268	41	66	107
55 hours .....	12	103	115	6	28	34
56 - 64 hours .....	69	135	204	38	49	87
65 hours and over .....	4	...	4	13	14	27
TOTAL .....	323	862	1,185	303	953	1,256
Total wages paid in selected week .....	\$7,147	12,919	20,066	7,288	14,899	22,187

Table 7 - FUEL AND ELECTRICITY USED, 1941 and 1942

Kind	Unit of measure	1 9 4 1		1 9 4 2	
		Quantity	Cost at works	Quantity	Cost at works
			\$		\$
Bituminous coal - Canadian	ton	...	...	80	960
Imported	ton	1,801	13,371	1,947	15,193
Anthracite coal .....	ton	57	775	169	2,303
Coke .....	ton	11	117	12	130
Gasoline .....	Imp. gal.	10,717	1,303	6,125	1,988
Fuel oil .....	Imp. gal.	27,876	3,282	28,474	2,666
Gas - Manufactured .....	M cu. ft.	8,184	2,628	3,502	3,141
Natural .....	M cu. ft.	268	377	249	185
Other fuel .....	...	...	132	-	94
Electricity purchased .....	K.W.H.	800,162	16,968	950,973	21,814
TOTAL .....	...	...	38,953	...	48,474

Table 8 - POWER EQUIPMENT, 1941 and 1942

	1 9 4 1		1 9 4 2	
	Number of units	Total rated horse power	Number of units	Total rated horse power
Electric motors operated by purchased power -				
Ordinarily in use .....	473	736	771	1,065
In reserve or idle .....	19	17	27	24
<b>TOTAL .....</b>	<b>492</b>	<b>753</b>	<b>798</b>	<b>1,089</b>
Stationary boilers -				
Ordinarily in use .....	7	413	8	351
Motor generator sets .....	Not available		1	30

Table 9 - MATERIALS USED, 1941 and 1942

Material	Unit of measure	1 9 4 1		1 9 4 2	
		Quantity	Cost at works (x) \$	Quantity	Cost at works (x) \$
Essential oils and perfumes	...	...	513,223	...	600,065
Ethyl alcohol .....	proof gal	160,698	160,193	117,511	97,903
Kaolin or china clay .....	pound	37,621	2,362	51,526	2,652
Glycerine .....	pound	364,890	66,196	152,571	25,360
Mineral oil, white .....	pound	416,375	39,453	480,720	50,971
Petrolatum .....	pound	130,743	10,415	232,107	17,721
Stearic acid .....	pound	159,232	31,150	314,631	34,780
Talc, ground .....	pound	1,123,243	27,377	1,026,103	22,015
Chalk, precipitated .....	pound	213,312	11,645	214,607	10,222
Chalk, ground .....	pound	4,184	229	14,983	769
Wax - Beeswax .....	pound	52,775	30,489	62,133	38,360
Other wax .....	pound	69,993	19,073	99,961	29,379
Zinc oxide .....	pound	51,893	6,855	10,982	2,842
Zinc stearate .....	pound	24,278	7,585	24,277	8,664
Cocconut oil .....	pound	1,138,166	59,774	1,071,899	97,999
Sodium hydroxide (caustic soda) .....	pound	472,537	14,079	404,963	14,984
Sodium carbonate (soda ash)	pound	32,924	844	28,147	639
Powders, rouges and other preparations for packaging only .....	...	...	32,123	...	35,281
All other materials .....	...	...	577,423	...	728,917
Containers (boxes, bottles, labels, corks, etc.) .....	...	...	2,192,817	...	2,594,915
<b>TOTAL .....</b>	<b>...</b>	<b>...</b>	<b>3,803,305</b>	<b>...</b>	<b>4,414,438</b>

(x) Includes freight, duty, taxes, etc.

Table 10 - PRODUCTS MADE, 1941 and 1942

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. 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).

Product	1941	1942
	Selling value at works(x)	Selling value at works(x)
	\$	\$
Toilet Preparations -		
(a) Alcoholic - Not less than 5 per cent alcohol -		
Perfumes .....	604,376	750,661
Toilet waters and lotions .....	1,155,055	1,245,097
Cologne water, Florida water, Bay rum and all toilet waters or lotions sold to the barber trade .....	178,452	203,689
(b) Non-alcoholic -		
Creams, solid or liquid, all kinds .....	1,328,743	1,518,515
Brilliantine, all kinds .....	101,054	177,227
Face powders .....	868,435	827,648
Talcum powders .....	356,980	470,950
Sachet powders .....	18,876	23,365
Lipsticks .....	352,031	554,604
Compacts (powders and rouges) .....	271,841	258,887
Shampoo powders and liquids .....	125,844	152,624
Bath salts .....	129,939	113,619
Deodorants .....	202,611	243,812
Lotions and toilet waters, non-alcoholic ....	41,438	88,286
Manicure preparations .....	478,851	508,174
Tooth pastes and tooth powders .....	1,170,291	1,255,682
Waveset and permanent wave solutions .....	146,141	112,309
All other toilet preparations not enumerated above .....	572,358	1,102,629
All other products (xx) .....	2,052,447	2,593,667
TOTAL .....	10,155,763	12,201,445

(x) Does not include sales tax or other excise duties.

(xx) Includes medicinal preparations, disinfectants, antiseptic mouthwash, toilet and shaving soaps, insecticides and similar products which were made as minor products by the concerns in this industry.



Toilet Preparations

Table 11 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES -  
1932 - 1942

Year	Toilet Preparations Industry	Medicinal and Pharmaceutical Preparations Industry	Soaps and Washing Compounds Industry	Other Industries	TOTAL FOR ALL INDUSTRIES
	\$	\$	\$	\$	\$
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
1940 .....	6,863,388	1,736,975	1,024,039	27,384	9,651,786
1941 .....	8,103,316	2,404,300	1,378,748	67,630	11,893,994
1942 .....	9,607,778	2,286,090	1,530,300	10,256	13,434,424

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 -  
1941 and 1942

	Toilet Preparations Industry	Medicinals and Pharmaceuticals Industry	Soaps and Washing Compounds Industry	TOTAL FOR ALL INDUSTRIES
	\$	\$	\$	\$
<u>1 9 4 1</u>				
(a) Alcoholic - not less than 5 per cent alcohol -				
Perfumes .....	604,376	95,878	16,602	716,856
Toilet waters and lotions .....	1,155,055	221,626	122,636	1,499,317
Cologne water, Florida water, Bay rum and all toilet waters and lotions sold to the barber trade..	178,452	16,330	2,559	197,341
(b) Non-alcoholic -				
Creams, solid or liquid, all kinds.	1,328,743	295,973	69,389	1,694,105
Brilliantine, all kinds .....	101,054	26,387	28,275	155,716
Face powders .....	868,435	136,882	71,961	1,077,278
Talcum powders .....	356,980	300,717	174,346	832,043
Sachet powders .....	18,876	2,196	76	21,148
Lipsticks .....	352,031	6,363	29,845	388,239
Compacts (powders and rouges) .....	271,841	4,461	15,605	291,907
Bath salts .....	129,939	20,740	...	150,679
Shampoo powders and liquids .....	125,844	108,252	71,720	305,816
Deodorants .....	202,611	15,345	4,295	222,251
Lotions and toilet waters, non-alcoholic .....	41,438	10,199	...	51,637
Waveset and permanent wave solution	146,141	965	...	147,106
Manicure preparations .....	478,851	1,927	...	480,778
Tooth pastes and tooth powders ....	1,170,291	595,117	771,439	2,536,847
All other toilet preparations .....	572,358	544,942	...	1,185,895x
<b>TOTAL .....</b>	<b>8,103,316</b>	<b>2,404,300</b>	<b>1,378,748</b>	<b>11,954,959x</b>

Toilet Preparations

Table 12 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES - 1941 and 1942 (Concluded)

	Toilet Prepara- tions Industry	Medicinals and Pharme- ceuticals Industry	Soaps and Washing Compounds Industry	TOTAL FOR ALL INDUS- TRIES
	\$	\$	\$	\$
<u>1 9 4 2</u>				
(a) Alcoholic - not less than 5 per cent alcohol -				
Perfumes .....	750,661	87,957	21,399	860,017
Toilet waters and lotions .....	1,245,097	217,741	128,661	1,591,499
Cologne water, Florida water, Bay rum and all toilet waters and lotions sold to the barber trade..	203,689	31,685	...	235,374
(b) Non-alcoholic -				
Creams, solid or liquids, all kinds	1,518,515	227,868	32,965	1,779,348
Brilliantine, all kinds .....	177,227	27,036	37,421	241,684
Face powders .....	827,648	115,899	75,639	1,019,186
Talcum powders .....	470,950	322,612	122,586	916,148
Sachet powders .....	23,365	617	299	24,281
Lipsticks .....	554,604	6,038	46,124	606,766
Compacts (powders and rouges) .....	258,887	2,590	25,616	287,093
Bath salts .....	113,619	22,523	...	136,142
Shampoo powders and liquids .....	152,624	107,316	129,095	389,035
Deodorants .....	243,812	12,531	4,241	260,584
Lotions and toilet waters, non-alcoholic .....	88,286	20,584	4,120	112,990
Waveset and permanent wave solution	112,309	1,583	...	113,892
Manicure preparations .....	508,174	1,612	...	509,786
Tooth pastes and tooth powders .....	1,255,682	403,055	902,134	2,560,871
All other toilet preparations .....	1,102,629	676,843	...	1,789,728x
<b>TOTAL</b> .....	<b>9,607,778</b>	<b>2,286,090</b>	<b>1,530,300</b>	<b>13,424,124x</b>

(x) Includes toilet preparations valued at \$10,256 from other industries in 1942 and \$7,630 in 1941.

Table 13 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES - BY PROVINCES, 1941 and 1942

	Quebec	Ontario	Other Provinces	CANADA
<u>1 9 4 1</u>				
(a) Alcoholic - not less than 5 per cent alcohol -				
Perfumes .....	341,530	426,066	9,625	777,221
Toilet waters and lotions .....	520,704	933,237	45,376	1,499,317
Cologne water, Florida water, Bay rum and all toilet waters and lotions sold to the barber trade..	103,892	86,854	6,595	197,341
(b) Non-alcoholic -				
Creams, solid or liquid, all kinds.	281,062	1,317,435	95,608	1,694,105
Brilliantine, all kinds .....	36,383	110,839	8,494	155,716
Face powders .....	298,018	760,867	18,393	1,077,278
Talcum powders .....	452,568	368,519	10,956	832,043
Sachet powders .....	3,810	17,283	55	21,148

Table 13 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA - FROM ALL INDUSTRIES - BY PROVINCES, 1941 and 1942 (Concluded)

	Quebec	Ontario	Other Provinces	CANADA
	\$	\$	\$	\$
<u>1 9 4 1</u> (Con.)				
(b) Non-Alcoholic (Con.) -				
Lipsticks .....	75,339	312,900	...	388,239
Compacts (powders and rouges) .....	35,068	256,839	...	291,907
Bath salts .....	14,237	123,281	13,161	150,679
Shampoo powders and liquids .....	67,640	217,760	20,416	305,816
Deodorants .....	207,063	12,207	2,981	222,251
Lotions and toilet waters, non- alcoholic .....	8,564	28,289	4,784	51,637
Waveset and permanent wave solution	44,273	100,935	1,898	147,106
Manicure preparations .....	427,187	33,091	500	480,778
Tooth paste and tooth powders .....	507,946	2,002,409	26,492	2,536,847
All other toilet preparations .....	258,197	741,854	126,479	1,125,530
TOTAL .....	3,703,481	7,860,665	390,813	11,954,959
<u>1 9 4 2</u>				
(a) Alcoholic - not less than 5 per cent alcohol -				
Perfumes .....	402,625	446,383	11,009	860,017
Toilet waters and lotions .....	632,617	922,047	36,335	1,591,499
Cologne water, Florida water, Bay rum and all toilet waters and lotions sold to the barber trade..	97,439	119,841	18,094	235,374
(b) Non-alcoholic -				
Creams, solid or liquid, all kinds.	231,672	1,479,981	67,695	1,779,348
Brilliantine, all kinds .....	112,235	117,655	11,794	241,684
Face powders .....	262,686	738,896	17,604	1,019,186
Talcum powders .....	409,586	498,855	7,707	916,148
Sachet powders .....	14,217	10,035	29	24,281
Lipsticks .....	77,564	529,202	...	606,766
Compacts (powders and rouges) .....	42,402	244,691	...	287,093
Bath salts .....	16,023	109,113	11,006	136,142
Shampoo powders and liquids .....	72,501	296,425	20,109	389,035
Deodorants .....	243,816	15,578	1,190	260,584
Lotions and toilet waters, non- alcoholic .....	13,566	98,103	1,321	112,990
Waveset and permanent wave solution	41,500	70,555	1,837	113,892
Manicure preparations .....	493,966	15,820	...	509,786
Tooth paste and tooth powders .....	583,761	1,968,630	8,480	2,560,871
All other toilet preparations .....	164,614	1,418,717	206,397	1,789,728
TOTAL .....	3,912,790	9,100,527	421,107	13,434,424

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