

46-215



DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
OTTAWA



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

A36 Price 25 cents  
Annual Industry Report Chemical and Allied Products Group

THE TOILET PREPARATIONS INDUSTRY - 1948

Production from the Toilet Preparations Industry was valued at \$17,044,566 in 1948 compared with \$16,888,213 in 1947 and \$20,117,113 in 1946.

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 65 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 4 and Table 8 of this report the data are for the Toilet Preparations Industry as defined for census purposes, but Tables 5 and 6 have been added to show the total output of toilet preparations regardless of the industry in which produced.

In 1948 there were 90 establishments in this industry, 55 being located in Ontario, 28 in Quebec, 3 in Manitoba, 3 in British Columbia, and 1 in Saskatchewan. Output from these concerns totalled \$17,044,566, including \$13,677,208 for toilet preparations and \$3,367,358 for other products. Employees numbered 1,658 and salaries and wages amounted to \$2,749,569.

The total production of toilet preparations in Canada, from all industries amounted to \$20,972,092 at factory prices in 1948. In 1947 the comparative value was \$22,481,068 and in 1946 it was \$24,758,564.

Table 1 - PRINCIPAL STATISTICS OF THE TOILET PREPARATIONS INDUSTRY, 1944-1948

Year	Number of plants	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
			\$	\$	\$	\$
1944 .....	95	2,096	2,798,410	69,300	6,126,860	17,811,721
1945 .....	94	2,226	2,842,440	52,386	7,053,472	18,992,908
1946 .....	91	1,995	2,729,367	53,492	7,622,735	20,117,113
1947 .....	100	1,870	2,885,038	65,866	6,639,897	16,888,213
1948 .....	90	1,658	2,749,569	70,163	6,538,843	17,044,566

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 OF THE TOILET PREPARATIONS INDUSTRY, BY PROVINCES, 1947 and 1948

Province	Number of plants	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
			\$	\$	\$	\$
<u>1 9 4 7</u>						
Quebec .....	32	611	1,008,328	24,354	2,245,542	6,393,939
Ontario .....	59	1,224	1,850,717	40,387	4,308,242	10,353,888
Manitoba .....	4	26	20,471	987	78,633	120,762
Saskatchewan ...	2)					
British Columbia	3)	9	5,522	138	7,480	19,624
<b>CANADA ....</b>	<b>100</b>	<b>1,870</b>	<b>2,885,038</b>	<b>65,866</b>	<b>6,639,897</b>	<b>16,888,213</b>

Toilet Preparations

Table 2 - PRINCIPAL STATISTICS OF THE TOILET PREPARATIONS INDUSTRY, BY PROVINCES, 1947 and 1948  
(Concluded)

Province	Number of plants	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
1 9 4 8						
Quebec .....	28	527	938,026	24,332	2,025,858	5,229,931
Ontario .....	55	1,091	1,773,351	43,988	4,424,183	11,637,918
Manitoba .....	3	30	27,292	1,214	80,364	153,297
Saskatchewan ...	1)	10	10,900	629	8,438	23,420
British Columbia	3)					
CANADA ....	90	1,658	2,749,569	70,163	6,538,843	17,044,566

Table 3 - PRODUCTS MADE IN THE TOILET PREPARATIONS INDUSTRY, 1947 and 1948

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 5 and 6).

Product	Selling Value at Works (a)	
	1 9 4 7	1 9 4 8
<u>Toilet Preparations -</u>		
Alcoholic - Not less than 5 per cent alcohol -		
Perfumes .....	1,054,604	749,222
Toilet waters, colognes and lotions .....	2,843,877	2,722,317
Bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wave-sets, etc. - Sold to the barber trade .....	69,208	85,626
All other .....	390,639	402,766
Non-alcoholic -		
Creams of all kinds (almond cream, cold cream, etc.) -		
Solid type .....	1,397,632	1,610,724
Liquid type .....	423,463	454,470
Brilliantine, solid .....	47,645	29,084
Face powders .....	783,967	933,869
Talcum powders .....	547,044	545,807
Sachet powders .....	81,378	115,623
Lipstick .....	687,404	752,299
Rouge .....	199,129	167,578
Compacts (powders and rouges) .....	65,725	60,811
Shampoos - Liquids .....	356,831	447,149
Powders .....	35,243	94,257
Bath salts and bath oils .....	310,712	304,525
Deodorants .....	384,179	462,708
Toilet waters and lotions, non-alcoholic .....	90,385	78,282
Hair tonics, non-alcoholic liquid brilliantines, and non-alcoholic wave-sets, etc. - Sold to the barber trade .....	43,129	50,694
All other .....	287,093	288,796
Manicure preparations .....	703,693	603,748
Dentifrices - Pastes .....		
Powders .....	948,892	656,874
Liquid .....		
All other toilet preparations not enumerated above .....	2,164,253	2,060,019
<u>All other products (b) .....</u>	<u>2,972,088</u>	<u>3,367,358</u>
TOTAL .....	16,888,213	17,044,566

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

(b) 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 4 - MATERIALS USED IN THE TOILET PREPARATIONS INDUSTRY, 1947 and 1948

Material	Unit of measure	1 9 4 7		1 9 4 8	
		Quantity	Cost at works (*)	Quantity	Cost at works (*)
Chalk, precipitated .....	pound	255,598	12,688	197,811	9,936
Chalk, ground .....	pound	41,384	1,499	38,785	1,425
Cocconut oil .....	pound	867,604	107,392	786,828	162,830
Essential oils and perfumes .....	...	...	1,088,826	...	902,388
Ethyl alcohol .....	proof gal.	170,408	191,556	159,272	186,558
Kaolin or china clay .....	pound	55,026	2,437	67,590	2,815
Glycerine .....	pound	246,739	62,205	216,876	87,252
Mineral oil, white .....	pound	657,537	55,675	718,508	57,807
Petroleum jelly .....	pound	231,389	21,038	122,059	12,700
Sodium hydroxide (caustic soda) .....	pound	377,683	11,151	353,383	13,760
Sodium carbonate (soda ash) .....	pound	127,554	3,626	29,432	1,676
Stearic acid .....	pound	140,836	46,132	114,686	38,191
Talc, ground .....	pound	957,472	28,576	909,156	29,468
Wax - Beeswax .....	pound	49,452	37,379	49,374	37,274
Other wax .....	pound	79,081	27,604	103,934	23,323
Zinc oxide .....	pound	34,672	7,414	36,189	7,612
Zinc stearate .....	pound	18,778	8,794	18,767	11,003
Powders, rouges, and other preparations for packaging only .....	...	...	84,913	...	91,051
All other materials and process supplies .....	...	...	970,975	...	987,435
Jars, cans, boxes, labels and packing materials .....	...	...	3,870,017	...	3,874,339
<b>TOTAL .....</b>	<b>...</b>	<b>...</b>	<b>6,639,897</b>	<b>...</b>	<b>6,538,843</b>

(\*) Includes freight, duty, taxes, etc.

Table 5 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA, FROM ALL INDUSTRIES, 1947 and 1948

Product	Selling Value at Works	
	1 9 4 7	1 9 4 8
<b>Alcoholic - Not less than 5 per cent alcohol -</b>		
Perfumes .....	1,240,914	844,779
Toilet waters, colognes and lotions .....	3,385,335	3,140,891
Bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wave-sets, etc. - Sold to the barber trade .....	89,895	96,312
All other .....	473,335	486,455
<b>Non-alcoholic -</b>		
Creams of all kinds (almond cream, cold cream, etc.) -		
Solid type .....	1,732,849	1,943,980
Liquid type .....	479,331	508,418
Brilliantine, solid .....	64,925	37,864
Face powders .....	953,886	1,127,883
Talcum powders .....	1,217,987	1,145,241
Sachet powders .....	84,481	121,758
Lipstick .....	740,484	827,734
Rouge .....	231,738	221,508
Compacts (powders and rouges) .....	65,850	60,811
Shampoos - Liquids .....	1,296,911	1,276,206
Powders .....	209,288	216,704
Bath salts and bath oils .....	357,807	342,700
Deodorants .....	495,088	562,696
Toilet waters and lotions, non-alcoholic .....	98,694	101,901
Hair tonics, non-alcoholic liquid brilliantines, and non-alcoholic wave sets, etc. - Sold to the barber trade .....	277,449	54,567
All other .....	485,857	542,389
Manicure preparations .....	706,406	606,145
Dentifrices - Pastes .....	3,611,445	3,213,514
Powders .....	783,303	527,616
Liquid .....	35,902	18,451
All other toilet preparations .....	3,361,908	2,945,569
<b>TOTAL .....</b>	<b>22,481,068</b>	<b>20,972,092</b>

Toilet Preparations

Table 6 - TOTAL PRODUCTION OF TOILET PREPARATIONS IN CANADA, FROM ALL INDUSTRIES, 1939-1948

Year	Toilet preparations industry	Medicinal and pharmaceutical preparations industry	Soaps and washing compounds industry	Other industries	TOTAL FOR ALL INDUSTRIES
	\$	\$	\$	\$	\$
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
1943 .....	12,991,776	3,768,006	1,848,297	20,955	18,629,034
1944 .....	14,633,714	3,645,312	1,805,461	10,721	20,095,208
1945 .....	15,205,301	4,599,044	2,208,314	25,232	22,037,891
1946 .....	16,780,451	3,732,902	3,804,745	440,466	24,758,564
1947 .....	13,916,125	4,000,197	4,199,954	364,792	22,481,068
1948 .....	13,677,208	3,153,858	3,804,961	336,065	20,972,092

Note: Figures in Tables 5 and 6 inclusive represent the total Canadian production of toilet preparations, regardless of the industries in which produced.

Table 7 - IMPORTS INTO CANADA AND EXPORTS OF PERFUMERY, COSMETICS AND TOILET PREPARATIONS, 1947 and 1948

	Unit of measure	1 9 4 7		1 9 4 8	
		Quantity	\$	Quantity	\$
<b>(a) Imports</b>					
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 4 ounces each .....	...	...	112,945	...	126,677
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 4 ounces each .....	Imp. gal.	808	120,710	982	35,420
Perfumery: including toilet preparations, non-alcoholic, n.o.p., used for the hair, mouth or skin .....	...	...	489,748	...	30,609
TOTAL IMPORTS .....	...	...	723,403	...	192,706
<b>(b) Exports</b>					
Creams, lotions and other cosmetics .....	...	...	519,933	...	40,665
Dentifrices .....	...	...	534,277	...	42,665
Shaving creams, cakes, powders and sticks ..	...	...	79,254	...	17,180
Perfumery and toilet preparations, n.o.p. ..	...	...	378,894	...	133,562
TOTAL EXPORTS .....	...	...	1,512,358	...	234,072

Note: "n.o.p." means "not otherwise provided for" in the statistical classification.

Toilet Preparations

Table 8 - EMPLOYEES, SALARIES AND WAGES IN THE TOILET PREPARATIONS INDUSTRY, BY PROVINCES, 1947 and 1948

Province	Average		Number of Employees		TOTAL	Salaries	Wages	TOTAL SALARIES and WAGES
	On Salaries	On Salaries	On Wages	On Wages				
	Male	Female	Male	Female		\$	\$	\$
<u>1947</u>								
Quebec .....	82	107	158	264	611	510,783	497,545	1,008,328
Ontario .....	184	248	240	552	1,224	928,546	922,171	1,850,717
Manitoba .....	7	6	6	7	26	10,265	10,206	20,471
Other provinces	2	2	3	2	9	4,041	1,481	5,522
<b>CANADA .....</b>	<b>275</b>	<b>363</b>	<b>407</b>	<b>825</b>	<b>1,870</b>	<b>1,453,635</b>	<b>1,431,403</b>	<b>2,885,038</b>
<u>1948</u>								
Quebec .....	82	86	134	225	527	479,932	458,094	938,026
Ontario .....	130	229	228	504	1,091	823,609	949,742	1,773,351
Manitoba .....	4	5	6	15	30	9,707	17,585	27,292
Other provinces	6	1	2	1	10	9,591	1,309	10,900
<b>CANADA .....</b>	<b>222</b>	<b>321</b>	<b>370</b>	<b>745</b>	<b>1,658</b>	<b>1,322,839</b>	<b>1,426,730</b>	<b>2,749,569</b>

DIRECTORY OF FIRMS IN THE TOILET PREPARATIONS INDUSTRY - 1948

NOTE: These firms made toilet preparations as chief products. Concerns which made toilet preparations as secondary or minor products are not listed here as they are classified to other industries.

Name of Firm	Location of Plant
<u>Quebec -</u>	
Artistic Beauty Supply	1651 Belanger St. E., Montreal
Atlantic Laboratories Ltd.	83 St. Paul St. W., Montreal
Avon Products of Canada Limited	1015 St. Alexander St., Montreal
Bristol-Myers Company of Canada Ltd.	3035 St. Antoine St., Montreal
Chatelaine Co. Ltd., The	2024 McGill College Ave., Montreal
Chemaco Limited	4328 St. Lawrence Blvd., Montreal
Charles of the Ritz (Canada) Ltd.	973 St. Antoine St., Montreal
Coast to Coast Agencies Inc.	381 Notre Dame St. W., Montreal
Consolidated Toiletries (Canada)	6 O'Brien Blvd., Ville St. Laurent
Contoure Company Limited, The	2200 St. James St. W., Montreal
Familex Products Company, The	1600 Delorimier St., Montreal
Harriet Hubbard Ayer of Canada Ltd.	480 Lagauchetiere St. W., Montreal
Karnak Products Company	420 Mount Royal St. E., Montreal
Laboratoire Bellefontaine	1670 St. Denis St., Montreal
Laboratoire Du-Var Inc.	752 Rachel St. E., Montreal
Lawrence Richard Bruce (Canada) Ltd.	Knowlton
Les Produits Florence Inc.	5016 Papineau St., Montreal
Lyman Agencies Ltd.	425 River St., Verdun
Lymans Limited	286 St. Paul St. W., Montreal
National Mineral Co. of Canada Ltd.	1121 St. Catherine St. W., Montreal
Nirex Products	754 St. Paul St. W., Montreal
Northam Warren Limited	980 St. Antoine St., Montreal
Palmers Limited	750 Vitre St. W., Montreal
Parfumerie de Paris (Limitée)	116 St. Paul St. W., Montreal
Parfumerie L. T. Piver Ltée	1030 St. Alexander St., Montreal
Parfumerie Reynard	5800 Chateaubriand St., Montreal
Rolex Cleaner Co.	6960 Des Ecoles, Montreal
Savoy Drug Ltd.	5657 Monkland Ave., Montreal
Sleepex Reg'd.	3774 St. Denis St., Montreal
Zonite Products Corporation Ltd.	Ste. Thérèse de Blainville



## Directory of Firms in the Toilet Preparations Industry - 1948 (Continued)

Name of Firm	Location of Plant
<b>Ontario -</b>	
Arden, Elizabeth, of Canada, Ltd.	207 Queen's Quay, Toronto
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 Limited	146-8 Brock Ave., Toronto
Copeland Laboratories	774 College St. W., Toronto
Daggett & Ramsdell (Canada) Ltd.	70 Mutual St., Toronto
Dearborn Supply Company	3174 Sandwich St., Windsor
Fitch, F. W., Company Ltd., The	406 Hopewell Ave., Toronto
Gaylord-Shelton of Canada Ltd.	428 Cannon St. E., Hamilton
Genasco Co.	1218 Moy Ave., Windsor
Gordon Gordon Ltd.	489 King St. W., Toronto
H. Q. Z. Beauty Laboratories	80 Ontario St., Toronto
Harper Method (Canada) Limited	1587 Ellen Ave., Niagara Falls
Helfrich Laboratories of Canada, Ltd.	690 King St. W., Toronto
Herpicide Co., The	255-67 Walker Rd., Walkerville
Howe's Cosmetics Limited	1395 Gerrard St. E., 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.	267 Brock St., Toronto
Jergens, Andrew, Company, Limited	1 Herriott St., Perth
Jones Industries Limited	Head St., Dundas
Lady Esther Limited	1391 Yonge St., Leaside
Lander Co. Canada, Ltd.	1209 King St. W., Toronto
Lehn & Fink (Canada) Ltd.	37 Hanna Ave., Toronto
Lentheric of Canada Ltd.	36 Caledonia Rd., Toronto
Lillico Limited	380 Adelaide St. W., Toronto
Lyndon Sales Ltd.	119 Pearl St., Toronto
Magic Glow Beauty Products Co.	St. Thomas
Maraville's Laboratories	404 Talbot St., London
Martin, E. & A., Research Ltd.	20 Ripley Ave., Toronto
McGillivray Brothers Limited	360 Adelaide St. W., Toronto
Mennen Co. Ltd.	2299 Dundas St. W., Toronto
Mondo Trading Co.	185 Bay St., Toronto
Mountain Rose (Canada) Limited	99 Carling St., London
Mutual Sales Company	1209 King St. W., Toronto
Nestle-Le-Mur Co. (Canada) Ltd., The	680 King St. W., Toronto
Ogilvie Sisters Laboratories Inc.	431 Richmond St. W., Toronto
Oxzyz (Canada) Limited	54 Osler Ave., Toronto
Parfumerie "Emond" Laboratories	493 Rideau St., Ottawa
Pond's Extract Company of Canada Limited	791 St. Clair Ave. W., Toronto
Rilling Wahl Co.	58 Stewart St., Toronto
Roux Laboratories Canada Ltd.	286 Lisgar St., Toronto
Rubinstein, Helena, Ltd.	126 Bloor St. W., Toronto
Scarff, Fred W., Company	Picton
Seely Products Limited	135 Church St., Windsor
Shulton (Canada) Limited	360 Adelaide St. W., Toronto
Thayer Perfumer Limited	406 Hopewell Ave., Toronto
303 Chemical Co. Ltd.	183 Bathurst St., Toronto
Truso Beauty Products	51 Front St. E., Toronto
Vita-Cult Co.	408 Summerhill Ave., Toronto
Wilckens Laboratories Limited	Oakville
Wildroot Limited	94 Jarvis St., Fort Erie
Wilson Trading Co.	456 King St. E., Hamilton
Yardley & Co. (Canada) Ltd.	Harbour & York Sts., Toronto

Directory of Firms in the Toilet Preparations Industry - 1948 (Concluded)

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<u>Name of Firm</u>	<u>Location of Plant</u>
<u>Manitoba -</u>	
Dominion Chemical Laboratories	44 Austin St., Winnipeg
Kabane of Canada Ltd.	143 Smith St., Winnipeg
Sanders Supply Co. Ltd.	304 Main St., Winnipeg
<u>Saskatchewan -</u>	
Smyth, A., & Company	236 - 3rd Ave. S., Saskatoon
<u>British Columbia -</u>	
Lina Cavellero Ltd.	611 Howe St., Vancouver
Premier Toilet Goods Company	64 West Hastings St., Vancouver
Goldthorpe, The James, Co. Ltd.	1162 Hastings St. W., Vancouver

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