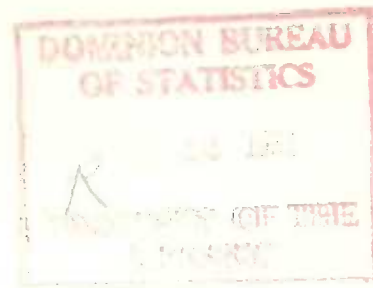


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THE TOILET PREPARATIONS INDUSTRY 1949

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NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada—mining, forestry and fishing; (b) manufacturing; (c) construction, and (d) merchandising and services.

For the purpose of annual compilation and publication, the manufacturing industries have been classified into major groups, prefaced by two reports of a general nature, as follows:

- I Summary Report on Manufacturing Industries
- II Manufacturing Industries by Geographical Distribution
- III Foods and Beverages
- IV Tobacco and Tobacco Products
- V Rubber Products
- VI Leather Products
- VII Miscellaneous Manufactures
- VIII Textiles
- IX Wood and Paper Products
- X Printing Trades
- XI Operations in the Woods
- XII Iron and Steel Products
- XIII Transportation Equipment
- XIV Non-ferrous Metal Products
- XV Electrical Apparatus and Supplies
- XVI Non-metallic Mineral Products
- XVII Products of Petroleum and Coal
- XVIII Chemicals and Allied Products

The present report belongs in Group XVIII. It is punched to permit of filing in a ring binder along with others of the group. The reports in this group are:

- A General Review
- B The Acids, Alkalies and Salts Industry
- C The Fertilizers Industry
- D The Fertilizer Trade in Canada
- E The Medicinal and Pharmaceutical Preparations Industry
- F The Paints, Varnishes and Lacquers Industry
- G The Primary Plastics Industry
- H The Soaps, Washing Compounds and Cleaning Preparations Industry
- I The Toilet Preparations Industry
- J The Vegetable Oil Industry
- K The Inks Industry
- L The Adhesives Industry
- M The Polishes and Dressings Industry
- N The Compressed Gases Industry
- O The Coal Tar Distillation Industry
- P The Miscellaneous Chemical Products Industry

THE TOILET PREPARATIONS INDUSTRY

1949

Production from the Toilet Preparations Industry was valued at \$19,047,435 in 1949 compared with \$17,044,566 in 1948 and \$16,888,213 in 1947.

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 in 1949 this industry actually accounted for only about 60 per cent of the Canadian output of toilet preparations as a number of concerns in other industries made 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 1949 there were 94 establishments in this industry, 59 being located in Ontario, 28 in Quebec, 3 in Manitoba, 3 in British Columbia, and 1 in Saskatchewan. Output from these concerns totalled \$19,047,435, including \$16,186,491 for toilet preparations and \$2,860,944 for other products. Employees numbered 1,720 and salaries and wages amounted to \$3,008,556.

The total production of toilet preparations in Canada, from all industries amounted to \$27,102,000 at factory prices in 1949. In 1948 the comparative value was \$20,972,000 and in 1947 it was \$22,481,000.

TABLE 1. Principal Statistics of the Toilet Preparations Industry, 1945-1949

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
			\$	\$	\$	\$
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
1949	94	1,720	3,008,556	74,090	7,088,024	19,047,435

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, 1948 and 1949

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
			\$	\$	\$	\$
1948						
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
1949						
Quebec	28	596	1,048,929	25,770	2,205,043	5,254,657
Ontario	59	1,067	1,906,032	44,696	4,774,732	13,549,058
Manitoba.....	3	42	45,713	1,630	94,800	199,521
Saskatchewan.....	1	15	7,882	1,994	13,449	44,199
British Columbia.....	3					
Canada.....	94	1,720	3,008,556	74,090	7,088,024	19,047,435

CHEMICALS AND ALLIED PRODUCTS

TABLE 3. Products Made in the Toilet Preparations Industry, 1948 and 1949

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 ¹	
	1948	1949
	\$	\$
TOILET PREPARATIONS:		
Alcoholic — Not less than 5 per cent alcohol:		
Perfumes	749, 222	945, 470
Toilet waters, colognes and lotions.....	2, 722, 317	3, 172, 647
Bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wave-sets, etc.:		
Sold to the barber trade.....	85, 626	96, 032
All other.....	402, 766	364, 743
Non-alcoholic:		
Creams of all kinds (almond cream, cold cream, etc.):		
Solid type.....	1, 610, 724	1, 719, 345
Liquid type.....	454, 470	344, 643
Brilliantine, solid.....	29, 084	46, 369
Face powders.....	933, 869	1, 033, 988
Talcum powders.....	545, 807	589, 636
Sachet powders.....	115, 623	110, 710
Lipstick and refills.....	752, 299	884, 946
Rouge and refills.....	167, 538	146, 949
Compacts (powders and rouges).....	60, 811	100, 357
Shampoos:		
Liquid (and creams).....	447, 149 ²	624, 815
Powders.....	94, 257	53, 016
Bath salts and bath oils.....	304, 525	331, 546
Deodorants (personal).....	462, 708	505, 341
Toilet waters and lotions, non-alcoholic.....	78, 282	207, 158
Hair tonics, non-alcoholic liquid brilliantines, and non-alcoholic wave-sets, etc.:		
Sold to the barber trade.....	50, 694	129, 095
All other.....	288, 796	435, 216
Manicure preparations.....	603, 748	625, 042
Home permanent wave kits, including refills and accessories.....	3	896, 075
Dentifrices:		
Pastes.....	656, 874	577, 678
Powders.....		
Liquid.....		
All other toilet preparations not enumerated above.....	2, 060, 019	2, 245, 674
ALL OTHER PRODUCTS ⁴	3, 367, 358	2, 860, 944
Total.....	17, 044, 566	19, 047, 435

1. Does not include sales tax or other excise duties.

2. Creams not included in 1948.

3. Not classified separately in 1948.

4. 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.

TABLE 4. Materials Used in the Toilet Preparations Industry, 1948 and 1949

Material	Unit of measure	1948		1949	
		Quantity	Cost at works ¹	Quantity	Cost at works ¹
			\$		\$
Chalk, precipitated.....	pound	197,811	9,936	159,078	7,553
Chalk, ground.....	pound	38,785	1,425	4,659	294
Cocoonut oil.....	pound	786,828	162,830	697,482	133,475
Essential oils and perfumes.....	-	-	902,388	-	1,024,498
Ethyl alcohol.....	imp. gal.	159,272	186,558	164,098	174,793
Kaolin or china clay.....	pound	67,590	2,815	80,168	3,345
Glycerine.....	pound	216,876	87,252	192,922	67,866
Mineral oil, white.....	pound	718,508	57,807	945,827	79,323
Petroleum jelly.....	pound	122,059	12,700	119,645	14,016
Sodium hydroxide (caustic soda).....	pound	353,383	13,760	414,664	14,382
Sodium carbonate (soda ash).....	pound	29,432	1,676	24,441	1,715
Stearic acid.....	pound	114,686	38,191	128,963	29,961
Talc, ground.....	pound	909,156	29,468	1,048,588	37,868
Wax:					
Beeswax.....	pound	49,374	37,274	55,489	41,892
Other wax.....	pound	103,934	23,323	102,446	33,862
Zinc oxide.....	pound	36,189	7,612	43,951	8,863
Zinc stearate.....	pound	18,767	11,003	20,024	9,496
Powders, rouges, and other preparations for packaging only.....	-	-	91,051	-	64,681
All other materials and process supplies.....	-	-	987,435	-	1,155,048
Jars, cans, boxes, labels and packing materials	-	-	3,874,339	-	4,185,093
Total.....	-	-	6,538,843	-	7,088,024

1. Includes freight, duty, taxes, etc.

TABLE 5. Total Production of Toilet Preparations, From All Industries, 1948 and 1949

Product	Selling value at works	
	1948	1949
	\$	\$
Alcoholic - Not less than 5 per cent alcohol:		
Perfumes.....	844,779	1,063,452
Toilet waters, colognes and lotions.....	3,140,891	3,763,846
Bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wave-sets, etc.:		
Sold to the barber trade.....	96,312	125,425
All other.....	486,455	472,026
Non-alcoholic:		
Creams of all kinds (almond cream, cold cream, etc.):		
Solid type.....	1,943,980	2,084,644
Liquid type.....	508,418	409,561
Brilliantine, solid.....	37,864	57,125
Face powders.....	1,127,883	1,159,828
Talcum powders.....	1,145,241	1,302,420

TABLE 5. Total Production of Toilet Preparations, From All Industries, 1948 and 1949 - Con.

Product	Selling value at works	
	1948	1949
	\$	\$
Non-alcoholic - Concluded:		
Sachet powders	121,758	120,414
Lipstick and refills	827,734	949,605
Rouge and refills	221,508	164,428
Compacts (powders and rouges).....	60,811	102,448
Shampoos:		
Liquid (and creams).....	1,276,206 ¹	2,115,389
Powders.....	216,704	115,975
Bath salts and bath oils	342,700	377,951
Deodorants (personal).....	562,696	882,536
Toilet waters and lotions, non-alcoholic	101,901	219,308
Hair tonics, non-alcoholic liquid brillantines, and non-alcoholic wave-sets, etc.:		
Sold to the barber trade	54,567	135,595
All other	542,389	845,269
Manicure preparations	606,145	630,623
Home permanent wave kits, including refills and accessories.....	2	2,307,389
Dentifrices:		
Pastes - Ammoniated	3,213,514	265,884
Other.....		3,730,582
Powders - Ammoniated	527,616	307,763
Other.....		493,829
Liquid	18,451	31,965
All other toilet preparations	2,945,569	2,867,567
Total.....	20,972,092	27,102,845

1. Creams not included in 1948.

2. Not classified separately in 1948.

TABLE 6. Total Production of Toilet Preparations, From All Industries, 1940-1949

Year	Toilet preparations industry	Medicinal and pharmaceutical preparations industry	Soaps and washing compounds industry	Other industries	Total for all industries
	\$	\$	\$	\$	\$
1940.....	6,863,000	1,737,000	1,024,000	27,000	9,651,000
1941.....	8,103,000	2,404,000	1,379,000	68,000	11,954,000
1942.....	9,608,000	2,286,000	1,530,000	10,000	13,434,000
1943.....	12,992,000	3,768,000	1,848,000	21,000	18,629,000
1944.....	14,634,000	3,645,000	1,805,000	11,000	20,095,000
1945.....	15,205,000	4,599,000	2,208,000	25,000	22,037,000
1946.....	16,780,000	3,733,000	3,805,000	440,000	24,758,000
1947.....	13,916,000	4,000,000	4,200,000	365,000	22,481,000
1948.....	13,677,000	3,154,000	3,805,000	336,000	20,972,000
1949.....	16,186,000	3,580,000	5,523,000	1,813,000	27,102,000

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

THE TOILET PREPARATIONS INDUSTRY

TABLE 7. Imports and Exports of Perfumery, Cosmetics and Toilet Preparations, 1948 and 1949

	Unit of measure	1948		1949	
		Quantity	\$	Quantity	\$
(a) IMPORTS					
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	-	-	126,677	-	171,287
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.	982	35,420	883	66,349
Perfumery: including toilet preparations, non-alcoholic, n.o.p., used for the hair, mouth or skin	-	-	30,609	-	51,339
Total Imports.....	-	-	192,706	-	288,975
(b) EXPORTS					
Creams, lotions and other cosmetics.....	-	-	40,665	-	23,236
Dentifrices	-	-	42,665	-	4,422
Shaving creams, cakes, powders and sticks.....	-	-	17,180	-	7,222
Perfumery and toilet preparations, n.o.p.	-	-	133,562	-	68,943
Total Exports	-	-	234,072	-	103,823

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

TABLE 8. Employees and Their Earnings in the Toilet Preparations Industry, By Provinces, 1948 and 1949

Province	Average number of employees					Earnings		
	Supervisory and office		Production workers		Total	Supervisory and office	Production workers	Total
	Male	Female	Male	Female				
1948								
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
Canada	222	321	370	745	1,658	1,322,839	1,426,730	2,749,569
1949								
Quebec	111	100	136	249	596	535,512	513,417	1,048,929
Ontario	141	213	223	490	1,067	935,276	970,756	1,906,032
Manitoba	6	5	11	20	42	10,357	35,356	45,713
Other provinces	5	4	5	1	15	4,563	3,319	7,882
Canada	263	322	375	760	1,720	1,485,708	1,522,848	3,008,556

Directory of Firms in the Toilet Preparations Industry - 1949

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
Quebec:	
Avon Products of Canada Limited.....	1015 St. Alexander St., Montreal
Beauty Manufacturing Reg'd.	1631 Bélanger St. E. 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
Consolidated Toiletries (Canada).....	6 O'Brien Blvd., Ville St. Laurent
Contoure Company Limited, The.....	2200 St. James St. W., Montreal
Famlex Products Company, The.....	1600 Delorimier St., Montreal
Harriet Hubbard Ayer of Canada Ltd.	480 Lagachetière 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.	300 St. Sacrement St. Montreal
Les Produits Florence Inc.	5016 Papineau St., Montreal
Lip Match Co. Ltd., The.....	3263 Bélanger St. E. 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
Northam Warren Limited.....	30 Bois Franc Road, Montreal
Palmers Limited.....	730 Wellington St., Montreal
Parfumerie de Paris (Limitée).....	116 St. Paul St. W., Montreal
Parfumerie L. T. Piver Ltée.....	1030 St. Alexander St., Montreal
Parfumerie Reynard.....	5800 Châteaubriand St., Montreal
Rolex Cleaner Co.	6960 Des Écores, Montreal
Savoy Drug Ltd.	5657 Monkland Ave., Montreal
Sleepex Reg'd.	3774 St. Denis St., Montreal
Zonite Products Corporation Ltd.	Ste. Thérèse de Blainville
Ontario:	
Allied Toiletries Ltd.	727 King St. E., Toronto
Arden, Elizabeth, of Canada, Ltd.	207 Queen's Quay, Toronto
Beauty Industries Ltd.	42 Mary St. N., Hamilton
Bubble Bath Laboratories, Ltd.	Alder St. W., Dunnville
Campana Corp. Ltd.	36 Caledonia Rd., Toronto
Canadian Beauty Aids Co. Ltd.	528 Bathurst St. 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
Dearborn Supply Company.....	3174 Sandwich St., Windsor
Don Juan (Canada) Limited.....	26 Ripley Ave., Toronto
Emond Beauty & Barber Supply Co. Ltd.	493 Rideau St., Ottawa
Faberge Perfumes (Canada) Ltd.	690 King St. W., Toronto
Fitch, F. W., Company Ltd., The.....	406 Hopewell Ave., Toronto
Fraser Laboratories Limited.....	32 Mercer St., Toronto
Gaylord-Shelton of Canada Ltd.	428 Cannon St. E., Hamilton
Gordon Gordon Ltd.	489 King St. W., Toronto
H. Q. Z. Beauty Laboratories.....	150 Duchess St., Toronto
Harper Method (Canada) Limited.....	1587 Ellen Ave., Niagara Falls
Helfrich Laboratories of Canada, Ltd.	690 King St. W., Toronto
Hiscott Institute Limited.....	61 College St., Toronto
Hudnut, Richard, Ltd.	727 King St. W., Toronto
Huston, John A., Co. Ltd.	36 Caledonia Rd., Toronto
International Products Co.	267 Brock St., Toronto
Jergens, Andrew, Company, Limited.....	1 Herriott St., Perth
Jones Industries Limited.....	Head St., Dundas

Directory of Firms in the Toilet Preparations Industry - 1949 - Concluded

Name of Firm	Location of Plant
Ontario - Concluded:	
Kolmar-Wilckens Limited.....	Oakville
Lady Esther Limited.....	1500 O'Connor Drive, East York
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
Maison Blanche Toilet Co.	20 Lewis St., Fort Erie North
Maraville's Laboratories.....	769 Strand St., London
Martin, E. & A., Research Ltd.	20 Ripley Ave., 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 Limited.....	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
Parfumes Ciro (Canada) Ltd.	727 King St. E., Toronto
Pember, W. T., Stores Ltd., The.....	129 Yonge St., Toronto
Pond's Extract Company of Canada Limited.....	791 St. Clair Ave. W., Toronto
Radox (Division John A. Huston Co. Ltd.).....	36 Caledonia Rd., Toronto
Rilling Wahl Co.	111 Bathurst St., Toronto
Roux Laboratories Canada Ltd.	286 Lisgar St., Toronto
Rubinstein, Helena, Ltd.	126 Bloor St. W., Toronto
Scarff, Fred W., Company.....	Picton
Silvikrin (Division John A. Huston Co. Ltd.).....	36 Caledonia Rd., Toronto
Seely Products Limited.....	135 Church St., Windsor
Shulton (Canada) Limited.....	354 Victoria St., Toronto
Thayer Perfumer Limited.....	406 Hopewell Ave., Toronto
303 Chemical Co. Ltd.	183 Bathurst St., Toronto
Truso Beauty Products.....	51 Front St. E., Toronto
Vernon, E. Ltd.	15 Sawyer Rd., Hamilton
Vita-Cult Co.	408 Summerhill Ave., Toronto
Wildroot Limited.....	94 Jarvis St., Fort Erie North
Wilson Trading Co.	456 King St. E., Hamilton
Yardley of London (Canada) Limited.....	Harbour & York Sts., Toronto
Manitoba:	
Dominion Chemical Laboratories.....	44 Austin St., Winnipeg
Kahane of Canada Ltd.	143 Smith St., Winnipeg
Sanders Supply Co.	304 Main St., Winnipeg
Saskatchewan:	
Smyth, A., & Company.....	236 - 3rd Ave. S., Saskatoon
British Columbia:	
Cosmetic Service Co. Ltd.	1043 West Broadway, Vancouver
Lina Cavellero Ltd.	611 Howe St., Vancouver
Premier Toilet Goods Company	64 West Hastings St., Vancouver

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