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DOMINION BUREAU OF STATISTICS — DEPARTMENT OF TRADE AND COMMERCE
CANADA



THE TOILET PREPARATIONS INDUSTRY

1950

Published by Authority of the RT. HON. C. D. HOWE
Minister of Trade and Commerce

Prepared in the Mining, Metallurgical and Chemical Section
Industry, and Merchandising Division
Dominion Bureau of Statistics, Ottawa

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, Chemicals and Allied Products. 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, 25¢.
- B The Acids, Alkalies and Salts Industry, 25¢.
- C The Fertilizer Manufacturing Industry, 25¢.
- D The Fertilizer Trade in Canada, 30¢.
- E The Medicinal and Pharmaceutical Preparations Industry, 25¢.
- F The Paints, Varnishes and Lacquers Industry, 25¢.
- G The Primary Plastics Industry, 25¢.
- H The Soaps, Washing Compounds and Cleaning Preparations Industry, 25¢.
- I The Toilet Preparations Industry, 25¢.
- J The Vegetable Oils Industry, 25¢.
- K The Inks Industry, 25¢.
- L The Adhesives Industry, 25¢.
- M The Polishes and Dressings Industry, 25¢.
- N The Compressed Gases Industry, 25¢.
- O The Coal Tar Distillation Industry, 25¢.
- P The Miscellaneous Chemical Products Industry, 25¢.

THE TOILET PREPARATIONS INDUSTRY

1950

Production from the Toilet Preparations Industry was valued at \$20,950,830 in 1950 compared with \$19,047,435 in 1949 and \$17,044,566 in 1948.

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 1950 this industry actually accounted for only about 62 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 1950 there were 98 establishments in this industry, 60 being located in Ontario, 30 in Quebec, 3 in Manitoba, 4 in British Columbia, and 1 in Saskatchewan. Output from these concerns totalled \$20,950,830, including \$18,418,191 for toilet preparations and \$2,532,639 for other products. Employees numbered 1,862 and salaries and wages amounted to \$3,423,935.

The total production of toilet preparations in Canada, from all industries amounted to \$30,046,000 at factory prices in 1950. In 1949 the comparative value was \$27,102,000 and in 1948 it was \$20,972,000

TABLE 1. Principal Statistics of the Toilet Preparations Industry, 1946-1950

Year	Number of plants	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	Net ¹ value of production
			\$	\$	\$	\$	\$
1946	91	1,995	2,729,367	53,492	7,622,735	20,117,113	12,440,886
1947	100	1,870	2,885,038	65,866	6,639,897	16,888,213	10,182,450
1948	90	1,658	2,749,569	70,163	6,538,843	17,044,566	10,435,560
1949	94	1,720	3,008,556	74,090	7,088,024	19,047,435	11,885,321
1950	98	1,862	3,423,935	90,071	7,679,500	20,950,830	13,181,259
Percent change 1950 from 1949	—	+ 8.3	+ 13.8	+ 21.6	+ 8.3	+ 10.0	

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.

1. Gross value less cost of materials, fuel and electricity.

TABLE 2. Principal Statistics of the Toilet Preparations Industry, by Provinces, 1949 and 1950

Province	Number of plants	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
			\$	\$	\$	\$
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
1950						
Quebec	30	740	1,384,010	35,326	2,881,619	7,550,430
Ontario	60	1,087	1,996,799	52,337	4,740,247	13,239,995
Manitoba	3	20	35,136	645	46,169	120,774
Saskatchewan	1	15	7,990	1,763	11,465	39,631
British Columbia	4					
Canada	98	1,862	3,423,935	90,071	7,679,500	20,950,830

TABLE 3. Products Made in the Toilet Preparations Industry, 1949 and 1950

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	
	1949	1950
	\$	\$
Toilet preparations:		
Alcoholic — not less than 5 per cent alcohol:		
Perfumes	945,470	1,026,114
Toilet waters, colognes and lotions	3,172,647	3,301,601
Bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wave-sets, etc.:		
Sold to the barber trade	96,032	110,509
All other	364,743	447,748
Non-alcoholic:		
Creams of all kinds (almond cream, cold cream, etc.):		
Solid type	1,719,345	1,796,968
Liquid type	344,643	447,620
Brilliantine, solid	46,369	49,482
Face powders	1,033,988	1,211,966
Talcum powders	589,636	606,830
Sachet powders	110,710	167,907
Lipstick and refills	884,946	856,366
Rouge and refills	146,949	173,164
Compacts (powders and rouges)	100,357	110,376
Shampoos:		
Liquid (and creams)	624,815	650,382
Powders	53,016	51,025
Bath salts and bath oils	331,546	303,410
Deodorants (personal)	505,341	550,579
Toilet waters and lotions, non-alcoholic	207,158	90,805
Hair tonics, non-alcoholic liquid brilliantines, and non-alcoholic wave-sets, etc.:		
Sold to the barber trade	329,095 ²	345,870
All other	435,216	623,817
Manicure preparations	625,042	611,620
Dentifrices:		
Pastes		551,138
Powders	577,678	12,785
Liquid		14,527
All other toilet preparations not enumerated above	2,941,749 ²	4,305,582
All other products ³	2,860,944	2,532,639
Total	19,047,435	20,950,830

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

2. Revised.

3. 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, 1949 and 1950

Material	1949		1950	
	Quantity	Cost at works ¹	Quantity	Cost at works ¹
		\$		\$
Chalk, precipitated	pound 159,078	7,553	192,051	9,679
Chalk, ground	" 4,659	294	9,323	679
Cocconut oil	" 697,482	133,475	813,250	150,961
Essential oils and perfumes	—	1,024,498	—	1,051,902
Ethyl alcohol	imp. gal. 164,098	174,793	177,230	188,362
Kaolin or china clay	pound 80,168	3,345	161,462	12,191
Glycerine	" 192,922	67,866	270,268	99,695
Lanolin	" 2	2	27,579	8,174
Mineral oil, white	" 945,827	79,323	722,423	58,832
Petroleum jelly	" 119,645	14,016	124,244	12,201
Sodium hydroxide (caustic soda)	" 414,664	14,382	478,800	18,096
Sodium carbonate (soda ash)	" 24,441	1,715	26,124	1,721
Stearic acid	" 128,963	29,961	179,248	33,648
Talc, ground	" 1,048,588	37,868	942,105	35,324
Wax:				
Beeswax	" 55,489	41,892	57,835	43,418
Other wax	" 102,446	33,862	55,413	21,761
Zinc oxide	" 43,951	8,863	40,536	8,445
Zinc stearate	" 20,024	9,496	18,537	8,799
Powders, rouges, and other preparations for packaging only	—	64,681	—	60,974
All other materials and process supplies	—	1,155,048	—	1,054,805
Jars, cans, boxes, labels and packing materials	—	4,185,093	—	4,799,833
Total	—	7,088,024	—	7,679,500

1. Includes freight, duty, taxes, etc.
2. Not classified separately in 1949.

TABLE 5. Total Production of Toilet Preparations, From All Industries, 1949 and 1950

Product	Selling value at works	
	1949	1950
	\$	\$
Alcoholic — not less than 5 per cent alcohol:		
Perfumes	1,063,452	1,248,926
Toilet waters, colognes and lotions	3,763,846	3,835,041
Bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wavesets, etc.:		
Sold to the barber trade	125,425	122,853
All other	472,026	550,495
Non-alcoholic:		
Creams of all kinds (almond cream, cold cream, etc.):		
Solid type	2,084,644	2,238,372
Liquid type	409,561	505,739
Brilliantine, solid	57,125	58,184
Face powders	1,159,826	1,354,573
Talcum powders	1,302,420	1,323,666
Sachet powders	120,414	175,609
Lipstick and refills	949,605	933,652
Rouge and refills	164,428	197,093
Compacts (powders and rouges)	102,448	112,876

TABLE 5. Total Production of Toilet Preparations, From All Industries, 1949 and 1950 — concluded

Product	Selling value at works	
	1949	1950
	\$	\$
Non-alcoholic — concluded:		
Shampoos:		
Liquid (and creams)	2, 115, 339	2, 166, 659
Powders	115, 975	93, 213
Bath salts and bath oils	377, 951	358, 633
Deodorants (personal)	882, 536	1, 000, 305
Toilet waters and lotions, non-alcoholic	219, 308	146, 610
Hair tonics, non-alcoholic liquid brilliantines, and non-alcoholic wave-sets, etc.:		
Sold to the barber trade	335, 595 ¹	352, 058
All other	845, 269	1, 498, 567
Manicure preparations	630, 623	617, 083
Home permanent wave kits, including refills and accessories	1, 992, 389 ¹	2, 185, 393
Dentifrices:		
Pastes:		
Ammoniated	265, 884	495, 098
Other	3, 730, 582	4, 760, 650
Powders:		
Ammoniated	307, 763	181, 347
Other	493, 829	437, 288
Liquid	31, 965	32, 289
All other toilet preparations	2, 982, 567 ¹	3, 064, 234
Total	27, 102, 845	30, 046, 506

1. Revised

TABLE 6. Total Production of Toilet Preparations, From All Industries, 1941-1950

Year	Toilet preparations industry	Medicinal and pharmaceutical preparations industry	Soaps and washing compounds industry	Other industries	Total for all industries
	\$	\$	\$	\$	\$
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
1950	18, 418, 000	4, 212, 000	6, 710, 000	707, 000	30, 046, 000

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

TABLE 7. Imports and Exports of Perfumery, Cosmetics and Toilet Preparations, 1949 and 1950

	1949		1950	
	Quantity	Value	Quantity	Value
		\$		\$
(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	—	171,287	—	180,471
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. 883	66,349	1,035	49,638
Perfumery: including toilet preparations, non-alcoholic, n.o.p. used for the hair, mouth or skin	—	51,339	—	127,565
Total imports	—	288,975	—	357,674
(b) EXPORTS				
Creams, lotions and other cosmetics	—	23,236	—	41,583
Dentifrices	—	4,422	—	538
Shaving creams, cakes, powders and sticks	—	7,222	—	1,245
Perfumery and toilet preparations, n.o.p.	—	68,943	—	33,133
Total exports	—	103,823	—	76,499

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, 1949 and 1950

Province	Number of employees					Earnings		
	Supervisory and office		Production workers		Total	Supervisory and office	Production workers	Total
	Male	Female	Male	Female				
						\$	\$	\$
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
1950								
Quebec	141	118	182	299	740	705,474	678,536	1,384,010
Ontario	147	209	222	509	1,087	973,353	1,023,446	1,996,799
Manitoba	5	2	3	10	20	9,429	25,707	35,136
Other provinces	6	3	5	1	15	3,850	4,140	7,990
Canada	299	332	412	819	1,862	1,692,106	1,731,829	3,423,935

Directory of Firms in the Toilet Preparations Industry - 1950

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.	4272 Rivard 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
Clairol Inc. of Canada	Room 501, 300 St. Sacrement St., Montreal
Consolidated Toiletries (Canada)	6 O'Brien Blvd., Ville St. Laurent
Contoure Company Limited, The	2200 St. James St. W., Montreal
Coty (Canada) Limited	7335 St. Lawrence Blvd., Montreal
Familex Products Company, The	1600 Delorimier St., Montreal
Gillette Safety Razor Co. of Canada Ltd.	1085 St. Alexander St., 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
Lady Hamilton Beauty Preparations Reg'd.	4414 Kensington Ave., Montreal
Les Produits Florence Inc.	5016 Papineau St., Montreal
Lip Match Co. Ltd., The	3245 Beaubien E., Montreal
Lyman Agencies Ltd.	425 River St., Verdun
Lymans Limited	286 St. Paul St. W., Montreal
National Mineral Co. of Canada Ltd.	850 Lafleur Blvd., Ville La Salle
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 Ecoles, Montreal
Savoy Drug Ltd.	3713 Colonial 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
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.	30 Queen Elizabeth Blvd., 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
Genasco Co.	1218 Moy ave., Windsor
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 - 1950 - Concluded

Name of Firm	Location of Plant
Ontario - Concluded:	
Kolmar-Wilckens Limited	Oakville
Lady Esther Limited	1500 O'Connor Drive, East York
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.	419 Coxwell Ave., 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
Mayfair Products Reg'd	428 Cannon St., East Hamilton
Mennen Co. Ltd.	2299 Dundas St. W., Toronto
Mondo Trading Co.	185 Bay St., Toronto
Mountain Rose (Canada) Limited	350 Talbot 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
Olive'on Limited	1245 Queen St. West, Toronto
Parfums 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
Prince Matchabelli Inc.	Dundas
Radox (Division John A. Huston Co. Ltd.)	36 Caledonia Rd., Toronto
Raymond Laboratories Ltd.	2299 Dundas St. West, Toronto
Rilling Wahl Co.	111 Bathurst St., Toronto
Roux Laboratories Canada Ltd.	286 Lisgar St., Toronto
Rabinstein, 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	673 Caron Ave., Windsor
Saulton (Canada) Limited	354 Victoria St., Toronto
Thayer Perfumer Limited	Box 99 Station "H" 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:	
Gould, S.E., & Company	236 - 3rd Ave. S., Saskatoon
British Columbia:	
Cosmetic Service Co. Ltd.	1043 West Broadway, Vancouver
Goldthorpe, James Co. Ltd. The	1162 West Hastings, Vancouver
Lina Cavellero Ltd.	611 Howe St., Vancouver
Premier Toilet Goods Company	64 West Hastings St., Vancouver

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