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ANNUAL



CANADA

MANUFACTURERS OF TOILET PREPARATIONS

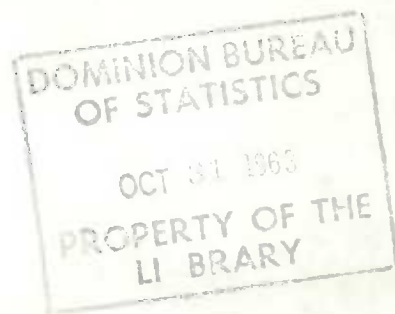
1961

The list of firms normally included in this report has been omitted from this issue, along with certain tables. See introductory text for details.

ANNUAL CENSUS OF MANUFACTURES

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SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.

EXPLANATORY NOTES

This report is one in a series of about 140 publications which present the results of the 1961 Census of Manufactures. Most reports in this series refer to specific industries, but there are summary reports for Canada and the provinces and for major industry groups. Implementation of the new definition of the establishment in the 1961 Census has resulted in certain changes and necessitated some adjustments to the statistics for previous years in order to maintain comparability of the data. (See following note on "Establishment".)

Industry statistics given in these reports refer to number of establishments, employees, salaries and wages, cost of materials, supplies, fuel and electricity, gross value of shipments, inventories and value added by manufacturing. Details of materials used and products shipped are also given. Descriptions of the principal industry statistics, with special reference to 1961, are as follows:

Period Covered

Firms are asked to submit figures for the calendar year, if at all possible, and most reports are on this basis. Financial year reports for periods differing from the calendar year are accepted in instances where the firms find it impossible to supply calendar year data from accounting records. However the data on employees, salaries and wages are requested on a calendar year basis in all cases.

Establishment

The reporting unit in the Census of Manufactures is the **establishment**. Beginning with the 1961 Census, the establishment is defined as follows:

The smallest unit which is a separate operating entity capable of reporting all the following:

- Materials and supplies used,
- Goods purchased for resale as such,
- Fuel and power consumed,
- Number of employees and their pay,
- Inventories,
- Shipments or sales.

The establishment is to be distinguished from smaller subdivisions or departments which do not have records which permit them to report all items required of an establishment. Prior to 1961, some establishments were required to submit two or more separate reports when they were engaged in operations which were classifiable to different industries. Beginning with 1961, separate reports for such operations will be required only in cases where accounting records can provide all the elements of principal statistics enumerated above. Special reporting arrangements were made with respondents when the acceptance of combined reports would have seriously affected the statistics for particular industries or areas. Where continuity of industry statistics was affected by this change in reporting procedures, adjustments to the data were made back to 1957 in order to maintain comparability of the series for recent years.

A manufacturing establishment is typically a factory, mill or plant principally engaged in manufacturing operations. Prior to 1961, the Census of Manufactures attempted to cover the manufacturing activities of all establishments, whether or not they were principally engaged in manufacturing operations. Beginning with the 1961 Census, establishments (accounting entities) which are not primarily engaged in manufacturing are no longer included as manufacturing establishments in the basic industry statistics. Again adjustments to the industry statistics were made to reflect the removal of such reporting units for the period 1957-1960. These reporting units are now listed as establishments in other Bureau industry surveys, such as Wholesale Trade, Construction, etc. In order, however, to maintain complete coverage of certain commodity items produced mainly in manufacturing establishments, many non-manufacturing establishments are now surveyed for commodity shipments only and the latter are included in those tables of industry reports showing shipments of certain commodities "from all industries".

Many firms have more than one manufacturing establishment. Such firms are requested to submit a separate Census of Manufactures report for each manufacturing establishment which can meet the reporting requirements described earlier.

Prior to 1961, the main emphasis in the Census of Manufactures was on manufacturing activity whereas, beginning with 1961, each establishment reports on the total operations carried out within its accounting boundaries (except income from investments such as rent, interest and dividends). However, data on different activities (manufacturing, selling, construction by own labour force etc.) are requested separately. The 1961 statistics in this report are confined to manufacturing activity in order to maintain comparability with previous years. In the 1962 reports it is planned to show both 1961 and 1962 data on the "total activity" basis in addition to the data on manufacturing operations.

Employees

Administrative and office employees include all executives and supervisory officials such as presidents, vice-presidents, secretaries, treasurers, etc., together with managers, professional and technical employees, superintendents and factory supervisors above the working foremen level, and clerical employees. Working owners and partners are also included in this category but will be shown separately in subsequent years.

Production and related workers include all other factory workmen whether paid on a monthly, weekly, hourly or piece-work basis. Working foremen doing work similar to that of the employees they supervise are included, as are maintenance, handling, warehousing and delivery staff. Employees on new construction work, in retail or wholesale operations, on outside piece work, etc, are not included.

Production workers are reported by months, an average for the year being obtained by summing the monthly figures and dividing by twelve. This procedure is followed even though the plant did not operate in all months. Figures on employment refer to the calendar year whether or not some establishments reported other data on a financial year basis.

Salaries and Wages

Salaries and wages refer to gross earnings of the employees described above, including salaries, wages, commissions, bonuses, the value of room and board where provided, deductions for income tax and social services such as sickness and unemployment insurance, pensions, etc., as well as any other allowances forming part of the employees' wages. Payments for overtime are included.

Salaries refer to amounts paid to administrative and office employees. Withdrawals by working owners or partners for normal living expenses for self and family are included with salaries, but will be shown separately in subsequent years. Wages refer to the amounts paid to production and related workers as defined above. Data on earnings refer to the calendar year whether or not some establishments reported other data on a financial year basis.

Cost of Fuel and Electricity

Figures for fuel refer to amounts actually used (including fuel used in cars and trucks), not to purchases unless the quantities are the same. Values refer to the laid-down cost at the establishment including freight, duty, etc.

Materials and Supplies Used

Figures represent quantities and laid-down cost values, at the establishment, of materials, supplies and components actually used during the year whether purchased from others or received as transfers from other plants of the reporting company. Amounts paid to other manufacturers for work done on materials owned by the reporting company are included. Returnable containers or any other items charged to capital account are not included. Fuels are not included. Goods bought from others or received as transfers from other plants or reporting companies for resale without further processing are not included. Maintenance and repair supplies not chargeable to capital account are included.

Factory Shipments

Factory shipments generally refer to shipments of goods made from own materials either in the reporting establishments or by other manufacturers on the basis of a charge to the reporting establishment for work done. All products and by-products shipped from the establishment are included whether for domestic use, export, or for government departments. Transfer shipments to sales outlets, distributing warehouses or to other manufacturing units of the reporting firm which are treated as separate establishments are included. Goods bought or received as transfers and resold without further processing are not included. Values are requested

on f.o.b. establishment basis, and do not include sales tax or excise duties. Values of containers not returnable are included. Amounts received in payment for work done on materials owned by others are included.

In a few industries such as shipbuilding, aircraft, etc., where work on principal products extend over a relatively long period, the value of production is recorded rather than the value of shipments. For those industries production is computed from the value of deliveries of complete units during the year plus the value of work done during the year on unfinished units less the value of work done in previous years on finished units delivered in the year under review.

Inventories

Values represent the book value of manufacturing inventory. Figures consist of inventory at the plant and at warehouses or selling outlets which are treated as extensions of the plants for the purpose of reporting shipments.

Value added by Manufacturing

Value added is compiled by deducting the cost of materials, fuel and electricity consumed from the value of production (value of shipments adjusted for changes in the value of inventories of finished goods and goods in process). Value added is sometimes referred to as net production.¹

Standard Industrial Classification

The revised Standard Industrial Classification which was introduced with the 1960 Census of Manufactures provides for a breakdown of the universe into 140 industries arranged in 20 major groups compared with 135 industries in 17 major groups in the old classification which was used in the compilations for the years 1949 to 1959 inclusive. Full details are contained in the Standard Industrial Classification Manual, Catalogue No. 12-501, which is available from either the Queen's Printer or the Dominion Bureau of Statistics. Reporting establishments are classified or allotted to specific industries on the basis of the value of principal products made or shipped.

Establishments engaged solely in repair work are not included in manufacturing industries (except in the case of furniture, shipbuilding, boat building, aircraft and railroad rolling stock industries) but establishments principally engaged in assembling parts into complete units are included.

¹ To arrive at the National Accounts concept of "gross domestic product at factor cost", it would be necessary to subtract also the cost of advertising, insurance and other business costs which are not collected in the annual Census of Manufactures. Value added figures for the primary industries, manufacturing and construction are published in D.B.S. publication 61-202, Survey of Production.

Short Forms

Since 1949, in order to ease the reporting burden for smaller firms, a one-page short form has been used asking only for certain principal items of shipments. For purposes of publication, missing data were estimated on the basis of appropriate ratios. For the 1959 and 1960 censuses the general limit for short forms was raised from \$50,000 to \$100,000 value of shipments and a new intermediate form was used. This form is a shortened version of the long form in that some of the general questions were pared down and the detailed lists of materials and products were limited to the more important items. The general limits for firms in this category were set at between \$100,000-\$500,000 value of shipments, but in the case of both the short and inter-

mediate forms there are lower cut-offs for a number of industries in which the smaller firms account for a larger share of total shipments.

In the 1961 Census, in addition to the question on shipments of goods of own manufacture, questions on employment and payroll and on total revenue were added on all short forms. The other elements of principal statistics, viz. value of materials, fuel and electricity, and inventories, are generally estimated by using ratios based on the change in the value of shipments from year to year. This is to permit the complete compilation of basic industry statistics by industry and by geographic location. The proportion of the estimated data is generally less than 5 per cent of the total in each category of principal statistics.

MANUFACTURERS OF TOILET PREPARATIONS

1961

Data presented in this report under the heading of Manufacturers of Toilet Preparations reflect implementation of the revised Standard Industrial Classification (S.I.C.) and the new Establishment Concept which are being used by the Dominion Bureau of Statistics in its compilation of 1961 industry statistics—see items "Standard Industrial Classification" and "Establishment" in the Explanatory Notes section of this report. For statistical purposes the industry titled Manufacturers of Toilet Preparations in the revised Standard Industrial Classification covers the operations of establishments primarily engaged in manufacturing perfumes, cosmetics, lotions, hair dressings, toothpaste and other toilet preparations.

The introduction of the new definition of establishment (reporting unit) in the 1961 Census of Manufactures has resulted in certain changes and necessitated some adjustments to the statistics. In the case of the industry under review such changes were minimal. Table 1 B reflects the adjustments on account of the new concept changes, for the years 1957 to 1961.

As a result of increased work loads and staff shortages it has been necessary to suspend publication of certain tables normally contained in this report. It is planned to resume publication of these tables in the 1962 reports. The tables affected are the following: Directory of firms—Imports—Exports—Capital and Repair Expenditures.

TABLE 1A. Principal Statistics of The Toilet Preparations Industry, Significant Years, 1929 - 59

Basis: Standard Industrial Classification in use prior to 1960

Year	Estab- lish- ments	Em- ployees	Salaries and wages	Cost of fuel and electricity at plant	Cost of materials at plant	Value added by manufacture	Selling value of factory shipments
	number			dollars			
1929	49	577	657, 339	13, 543	1, 577, 642	2, 860, 403	4, 451, 588
1933	80	934	898, 224	25, 168	1, 728, 317	3, 723, 839	5, 477, 324
1937	82	1, 207	1, 269, 340	26, 645	2, 577, 943	4, 238, 349	6, 842, 937
1939	86	1, 135	1, 304, 574	27, 221	2, 792, 754	4, 098, 598	6, 918, 573
1945	94	2, 137	2, 842, 440	52, 386	7, 053, 472	11, 887, 050	18, 992, 908
1946	91	1, 995	2, 729, 367	53, 492	7, 622, 735	12, 440, 886	20, 117, 113
1949	94	1, 720	3, 008, 556	74, 090	7, 088, 024	11, 885, 321	19, 047, 435
1955	98	2, 166	5, 890, 056	143, 007	13, 842, 997	23, 029, 087	36, 849, 128
1956	91	2, 288	6, 402, 078	157, 682	16, 361, 508	25, 295, 686	41, 324, 564
1957	86	2, 429	7, 230, 451	181, 098	18, 532, 081	31, 173, 115	49, 838, 084
1958	83	2, 393	7, 361, 071	198, 346	18, 628, 395	33, 659, 484	51, 856, 286
1959	82	2, 605	8, 249, 904	202, 010	19, 948, 461	35, 023, 620	54, 536, 984

**TABLE 1B. Principal Statistics, Manufacturers of Toilet Preparations,
by Provinces, 1957-61**

Basis: Revised Standard Industrial Classification and New Establishment Concept.

Year and province	Estab- lish- ments	Em- ployees	Salaries and wages	Cost of fuel and electricity at plant	Cost at plant of materials used	Value added by manufacture	Selling value of factory shipments
	number		dollars				
1957							
Quebec	28	747	2,274,178	38,058	5,104,670		15,437,269
Ontario	48	1,674	4,875,170	141,683	12,328,434		32,132,477
Manitoba.....	2	} 18	39,956	2,400	49,433	1	97,551
British Columbia.....	3						
Canada	81	2,439	7,189,304	182,141	17,482,537		47,667,297
1958							
Quebec	30	758	2,492,095	34,718	6,000,932	11,592,978	17,216,687
Ontario	46	} 1,620	4,882,237	156,239	13,195,584	21,164,913	34,193,759
Manitoba.....	1						
British Columbia.....	1						
Canada	78	2,378	7,374,332	190,957	19,196,516	32,757,891	51,410,446
1959							
Quebec	29	815	2,717,730	33,277	6,008,591	11,302,038	16,841,686
Ontario	46	} 1,767	5,490,818	161,754	14,436,900	23,079,241	37,292,761
Manitoba.....	1						
British Columbia.....	1						
Canada	77	2,582	8,208,548	195,031	20,445,491	34,381,279	54,134,447
1960							
Quebec	28	757	2,839,776	38,638	7,277,631	14,896,110	22,035,034
Ontario	47	} 1,702	5,752,133	176,462	14,133,259	24,507,149	38,967,350
Manitoba.....	1						
British Columbia.....	1						
Canada	77	2,459	8,591,909	215,100	21,410,890	39,403,259	61,002,384
1961							
Quebec	25	933	3,618,414	64,744	7,823,400	18,107,924	25,863,740
Ontario	47	} 1,713	5,994,887	172,459	15,125,780	27,447,189	42,950,600
British Columbia.....	1						
Canada	73	2,646	9,613,301	237,203	22,949,180	45,555,113	68,814,340

¹ Value added figures on a revised basis are not available for 1957.

TABLE 2. Inventories:¹ Manufacturers of Toilet Preparations, 1961

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total
dollars				
Opening:				
Quebec	1,839,659	112,849	2,069,590	4,022,098
Ontario and British Columbia	3,958,433	208,153	2,606,090	6,772,676
Canada	5,798,092	321,002	4,675,680	10,794,774
Closing:				
Quebec	1,863,394	109,891	2,204,876	4,178,161
Ontario and British Columbia	4,086,994	195,555	2,413,516	6,696,065
Canada	5,950,388	305,446	4,618,392	10,874,226

¹ Book value of all manufacturing inventories owned and held at plant and plant warehouses.

TABLE 3. Factory Shipments: Manufacturers of Toilet Preparations, 1961

Product	Selling value of factory shipments
	\$
Toilet preparations:	
Bath salts and bath oils	1,774,398
Creams of all kinds, except medicinal type, (almond cream, cold cream, etc.)	4,792,805
Dentifrices-Pastes	978,531
Liquid and powders	3,439
Deodorants (personal)	4,340,355
Depilatories (personal)	143,713
Gift sets	3,374,405
Hair sprays (aerosol fixatives)	3,635,575
Home permanent wave kits, including refills and accessories	58,722
Other hair preparations (tonics, rinses, dyes, brilliantines, wave-sets (except home permanent wave kits etc.)	11,446,131
Lotions (excluding hair and after-shave lotions)	2,483,788
Lip preparations (lipstick, lip rouge, lip colour, lip pomade, etc.)	4,348,474
Manicuring preparations (including nail lacquers, polishes and cuticle preparations)	1,968,088
Perfumes	2,749,051
Body powders (excluding after-shave talc)	2,230,307
Face powders	1,892,545
Sachet powders	283,917
Rouges, including theatrical but excluding lip	316,772
Shampoos	3,903,059
Shaving preparations:	
After-shave lotions	1,516,131
Shaving preparations, n.e.s. (such as after-shave septics, after-shave talc, beard softeners, etc.)	405,668
Sunscreen preparations	377,882
Toilet waters and colognes	4,561,269
All other toilet preparations	3,012,282
Total toilet preparations	60,597,307
Shaving soaps	551,597
Toilet soaps	1,240,583
All other products	7,893,753
Total	70,283,240
Less adjustment for value of sales taxes, excise duties and outward transportation charges which were not deducted from individual commodity items detailed above	1,468,900
Total	68,814,340

TABLE 4. Materials Used: Manufacturers of Toilet Preparations, 1961

Material	Quantity	Cost at plant
		\$
Ammonium thioglycolate	pound 64,499	62,918
Castor oil	" 45,264	12,143
Chalk, precipitated	" 142,314	8,167
Chalk, ground	" 73,590	8,965
Cocoonut oil	" 338,872	42,458
Essential oils and perfumes.....	..	1,720,882
Ethyl alcohol	Imp. gal. 294,128	315,888
Kaolin or china-clay	pound 42,052	3,912
Glycerine.....	" 355,829	110,966
Isopropyl alcohol	" 37,598	4,508
Lanolin	" 83,760	29,472
Mineral oil white	" 1,544,512	164,346
Petroleum jelly	" 815,253	93,461
Propylene glycol	" 261,016	52,773
Sodium bromate	" 94,167	51,745
Sodium hydroxide (caustic soda)	" 231,444	9,130
Sodium carbonate (soda ash).....	" 365,739	21,228
Stearic acid.....	" 213,017	39,804
Talc, ground	" 1,573,980	67,951
Titanium dioxide	" 48,937	15,199
Wax:		
Beeswax	" 100,480	89,712
Other wax	" 147,876	90,230
Zinc oxide.....	" 22,486	4,320
Zinc stearate	" 29,731	10,401
Powders, rouges, and other preparations for packaging only	152,872
All other materials and process supplies ¹	4,994,674
Jars, cans, boxes, labels and packing materials	14,771,055
Total	22,949,180

¹ No detailed information on materials used was collected from small establishments. The estimated value of materials used by these establishments was \$598,400 in 1961 and this amount is included in "All other materials". The value of shipments actually reported by these small establishments was \$1,489,952.

TABLE 5. Factory Shipments of Toilet Preparations, from All Industries, 1960 and 1961

Product	1960	1961
	dollars	
Bath salts and bath oils.....	1,681,823	2,463,793
Creams of all kinds, except medicinal type (almond cream, cold cream, etc.)	4,660,169	5,254,142
Dentifrices - Pastes ¹	12,012,876	12,941,888
Liquid and powders ²	434,157	359,070
Deodorants (personal).....	4,331,769	4,657,877
Depilatories (personal).....	314,803	311,950
Gift sets	3,317,498	3,525,903
Hair sprays (aerosol fixatives)	1,532,680	4,442,196
Home permanent wave kits, including refills and accessories.....	2,748,088	2,889,789
Other hair preparations (tonics, rinses, dyes, wave sets)	12,066,762	13,116,877
Lotions (excluding hair and after-shave lotions)	3,892,554	3,292,724
Lip preparations (lipstick lip rouge, lip colour, lip pomade, etc.)	4,119,911	4,639,129
Manicuring preparations (including nail lacquers, polishes and cuticle preparations)....	1,422,736	1,973,778
Perfumes	1,740,108	2,800,251
Body powders (excluding after-shave talc)	3,609,937	3,926,735
Face powders.....	2,185,209	2,280,703
Sachet powders	270,701	304,466
Rouges, including theatrical but excluding lip.....	373,636	483,921
Shampoos	6,482,940	7,080,564
Shaving preparations (except shaving soap):		
After-shave lotions	1,625,525	1,964,289
Shaving preparations, n.e.s. (such as after-shave septics, after-shave talc, beard softeners, etc.)	471,952	481,226
Sunscreen preparations.....	..	620,961
Toilet waters and cologne	3,648,355	4,755,350
All other toilet preparations	6,543,381	3,917,313
Totals	79,487,570	88,484,895

¹ Value of 7,466,024 pounds in 1960, and 8,067,658 pounds in 1961.

² Value of 274,803 pounds in 1960, and 240,658 pounds in 1961.

**TABLE 6. Principal Statistics classified according to Type of Ownership:
Manufacturers of Toilet Preparations, 1961**

Type	Estab- lish- ments	Em- ployees	Salaries and wages	Cost at plant of materials used	Selling value of factory shipments
	number		dollars		
Individual ownership	4	7	19,711	23,800	61,565
Partnerships	4	19	48,923	84,000	213,975
Incorporated companies	65	2,620	9,544,667	22,841,380	68,538,800
Totals	73	2,646	9,613,301	22,949,180	68,814,340

**TABLE 7. Principal Statistics grouped according to selling value of Factory Shipments:
Manufacturers of Toilet Preparations, 1961**

Establishments reporting value of factory shipments	Estab- lish- ments	Em- ployees	Salaries and wages	Cost at plant of materials used	Selling value of factory shipments
	number		dollars		
Under \$10,000	7	8	12,810	6,400	23,078
\$ 10,000 to \$ 24,999	6	9	20,354	44,770	104,081
25,000 " 49,999	7	31	73,542	83,000	245,648
50,000 " 99,999	9	49	160,198	209,317	600,734
100,000 " 199,999	4	87	240,049	170,000	537,422
200,000 " 499,999	12	243	739,789	1,608,399	3,863,847
500,000 " 999,999	9	292	947,565	2,839,152	6,902,950
1,000,000 " 4,999,999	16	1,223	4,215,974	10,669,043	32,132,515
5,000,000 and over	3	704	3,203,020	7,319,099	24,404,065
Totals	73	2,646	9,613,301	22,949,180	68,814,340

TABLE 8. Employees and their Earnings: Manufacturers of Toilet Preparations, by Provinces, 1961

Province	Employees					Earnings		
	Supervisory and office		Production workers		Total	Supervisory and office	Production workers	Total
	Male	Female	Male	Female				
	number					dollars		
Quebec	162	166	249	356	933	1,862,410	1,756,004	3,618,414
Ontario and British Columbia	239	365	377	732	1,713	3,118,422	2,876,465	5,994,887
Canada	401	531	626	1,088	2,646	4,980,832	4,632,469	9,613,301



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CHEMICAL AND CHEMICAL PRODUCTS INDUSTRIES

TABLE 9. Production Workers, by Months: Manufacturers of Toilet Preparations, 1961

Month	Establishments reporting monthly detail	
	Male	Female
January	547	931
February	567	1,025
March	578	958
April	581	975
May	572	1,020
June	578	1,048
July	591	1,098
August	577	1,056
September	588	1,142
October	606	1,171
November	595	1,075
December	570	992
Average for establishments reporting monthly detail	580	1,043
Average for small establishments ¹	46	45
Average for all establishments	626	1,088

¹ The monthly detail of production workers was not collected from small establishments. Only annual averages were collected from these establishments.

TABLE 10. Fuel and Electricity Used: Manufacturers of Toilet Preparations, 1961

Kind	Quantity	Cost at plant
		\$
1. Establishments reporting commodity detail:		
Bituminous coal - Imported	ton	1,191
Gasoline (including gasoline used in cars and trucks)	Imp. gal.	21,653
Fuel oil including kerosene or coal oil	"	740,560
Gas (a) Liquefied petroleum gases (propane etc.)	"	5,502
(b) Natural gas	M cu. ft.	20,596
Electricity purchased	kwh.	6,395,478
Steam purchased	179
2. Estimate for establishments for which no data were collected: ¹		
Cost of fuel and electricity	10,300
3. All establishments:		
Total cost of fuel and electricity	237,203

¹ No detailed information on fuel and electricity used was collected from small establishments.