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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$4,802,012 during January, 1954. Soaps accounted for \$2,538,257 or 53 per cent of this total, while synthetic detergents accounted for \$2,263,755 or 47 per cent. The shipments for January, 1954, included 2,100,901 pounds of bar laundry and household soaps at \$326,581; 813,977 pounds of soap chips and flakes in household packages at \$144,916; 3,521,110 pounds of toilet soaps in bars at \$1,021,941; and 4,402,201 pounds of soap powders in household packages at \$841,800. Shipments of synthetic detergents in household packages totalled 8,115,104 pounds at \$2,196,970 during the same period.

Prepared in the Metal and Chemical Products Section,
Industry and Merchandising Division.

Table 1. Production and Factory Shipments, January, 1954.

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments* f.o.b. plant
	(Pounds)	(Pounds)	
Hard soaps:			
Bar laundry and household soaps:			
(a) Yellow (made with more than 10% resin).....	1,035,781	1,663,775	246,823
(b) White (made with not more than 10% resin)...	481,864	437,126	79,758
Soap chips and flakes:			
(a) In household packages (under 25 pounds)....	697,020	813,977	144,916
(b) In bulk (except textile and mill) (25 pounds and over)	850,167	740,285	78,326
Textile and mill soaps (including soap chips and flakes)	286,055	325,314	36,648
Toilet soaps (except liquid) (when less than 2 pounds each)	4,209,889	3,521,110	1,021,941
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)....	6,273,602	4,402,201	841,840
(b) In bulk (25 pounds and over)	741,746	710,310	88,005
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds) ...	7,652,801	8,115,104	2,196,970
(b) In bulk (25 pounds and over)	127,265	177,792	33,357
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon)	11,440	10,781	5,509
(b) Bulk (when in individual containers of one gallon or more)	155,453	108,253	27,919
TOTAL	XXX	XXX	4,802,012

*Computed on the same basis as for the annual Census of Industry reports.

Note: The above figures are for firms which normally account for 93 per cent of the total Canadian production. These figures have not been expanded.

LIST OF REPORTING FIRMS

Name	Plant address
Beaver Soaps Limited	1377 Winnipeg Avenue, Winnipeg, Manitoba.
Canada Packers Limited	521 Front Street East, Toronto 2, Ontario.
Canadian Permag Products Limited	300 Arran Avenue, Montreal 23, Quebec.
Colgate - Palmolive Limited	64 Colgate Avenue, Toronto 8, Ontario.
Darling and Brady Limited	1971 Richardson Street, Montreal 22, Quebec.
Empire Soap Company Limited	594 Des Meurons Street, St. Boniface, Manitoba.
Hart Products Company of Canada Limited, The	Guelph, Ontario.
Andrew Jergens Company Limited, The	1 Herriot Street, Perth, Ontario.
Leeds Soaps Limited,	27 Newcastle Street, Mimico, Ontario.
Lever Brothers Limited	299 Eastern Avenue, Toronto 8, Ontario.
Procter & Gamble Company of Canada Limited, The	Burlington Street East, Hamilton, Ontario.
Chas. Purssell Reg'd.	165 Mount Vernon Avenue S., Ville St. Pierre, Quebec.
Javex Company Limited	99 Vanderhoof Avenue, Leaside, Toronto 17, Ontario.
Williams, J.B., Company (Canada) Limited, The	9471 LaSalle Blvd., Ville LaSalle, Montreal 32, Quebec.
Wood, G.H., & Company Limited	P.O. Box 34, Toronto 14, Ontario.
Zero Manufacturing Company Limited	533 Johnson Street, Victoria, British Columbia.



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