

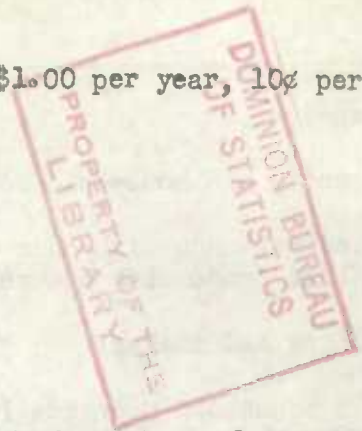
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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$5,102,036 during November, 1954. Soaps accounted for \$2,441,988 or 48 per cent of this total, while synthetic detergents accounted for \$2,660,048 or 52 per cent. The shipments for November, 1954, included 1,509,645 pounds of bar laundry and household soaps at \$251,548; 705,848 pounds of soap chips and flakes in household packages at \$114,338; 3,111,915 pounds of toilet soaps in bars at \$911,055 and 4,377,423 pounds of soap powders in household packages at \$855,803. Shipments of synthetic detergents in household packages totalled 8,578,638 pounds at \$2,402,144 during the same period.

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

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Table 1 - Production and Factory Shipments, November, 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) .....	1,342,119	949,938	152,368
(b) White (made with not more than 10% resin)...	531,343	559,707	99,180
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ....	702,874	705,848	114,338
(b) In bulk (except textile and mill)			
(25 pounds and over) .....	1,486,451	1,187,419	136,864
Textile and mill soaps (including soap chips and flakes) .....	362,281	386,479	41,922
Toilet soaps (except liquid) (when less than 2 pounds each) .....	3,308,298	3,111,915	911,055
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ....	4,224,287	4,377,423	855,803
(b) In bulk (25 pounds and over) .....	1,057,778	990,962	130,458
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds) ....	10,643,735	8,578,638	2,402,144
(b) In bulk (25 pounds and over) .....	644,051	638,308	74,878
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon) .....	888,008	519,309	140,509
(b) Bulk (when in individual containers of one gallon or more) .....	116,513	168,404	42,517
TOTAL .....	XXX	XXX	5,102,036

\* - 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.

Table 2 - Production and Factory Shipments, Eleven Months Ended November, 1954

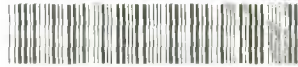
Item	Production	Factory shipments	
		Quantity shipped	Value of shipments* f.o.b. plant
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Yellow (made with more than 10% resin) .....	9,624,223	10,743,419	1,693,920
(b) White (made with not more than 10% resin) ..	4,903,355	4,981,718	919,580
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ....	7,498,209	7,529,096	1,291,675
(b) In bulk (except textile and mill) (25 pounds and over) .....	8,591,422	8,109,793	915,547
Textile and mill soaps (including soap chips and flakes) .....	3,258,004	3,306,346	374,898
Toilet soaps (except liquid) (when less than 2 pounds each) .....	33,858,600	33,524,696	10,176,783
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ....	45,071,442	46,523,235	9,192,667
(b) In bulk (25 pounds and over) .....	6,822,789	6,564,780	894,670
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds) ....	96,377,408	97,122,760	25,696,610
(b) In bulk (25 pounds and over) .....	3,887,704	4,109,431	570,877
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon) .....	4,339,658	3,147,819	1,094,140
(b) Bulk (when in individual containers of one gallon or more) .....	1,507,986	1,530,280	380,723
TOTAL .....	XXX	XXX	53,202,090

\* - 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.

See January report for list of reporting firms.





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