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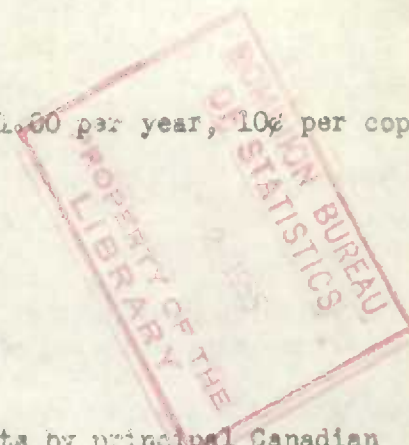
Vol. 1-No. 12

December, 1954

Price: \$2.00 per year, 10¢ per copy.

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SOAPS AND SYNTHETIC DETERGENTS



Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$3,907,219 during December, 1954. Soaps accounted for \$1,799,811 or 46 per cent of this total, while synthetic detergents accounted for \$2,107,408 or 54 per cent. The shipments for December, 1954, included 1,393,145 pounds of bar laundry and household soaps at \$232,556; 806,400 pounds of soap chips and flakes in household packages at \$131,878; 2,131,580 pounds of toilet soaps in bars at \$629,758 and 2,847,233 pounds of soap powders in household packages at \$600,105. Shipments of synthetic detergents in household packages totalled 6,856,735 pounds at \$1,925,041 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, December, 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) .....	997,231	981,163	153,269
(b) White (made with not more than 10% resin) ..	372,355	411,982	79,287
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ....	849,218	806,400	131,878
(b) In bulk (except textile and mill) (25 pounds and over) .....	1,126,383	853,161	95,217
Textile and mill soaps (including soap chips and flakes) .....	456,331	316,105	33,779
Toilet soaps (except liquid) (when less than 2 pounds each) .....	3,333,937	2,131,580	629,758
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ....	4,412,878	2,847,233	600,105
(b) In bulk (25 pounds and over) .....	813,378	577,482	76,518
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds) ....	9,612,501	6,856,735	1,925,041
(b) In bulk (25 pounds and over) .....	654,769	652,425	76,145
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon) .....	1,105,185	218,023	69,247
(b) Bulk (when in individual containers of one gallon or more) .....	175,870	160,316	36,975
TOTAL .....	XXX	XXX	3,907,219

\* - 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, Twelve Months Ended December, 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) .....	10,621,454	11,724,582	1,847,189
(b) White (made with not more than 10% resin) ..	5,275,720	5,393,700	998,867
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ....	8,347,427	8,335,496	1,423,553
(b) In bulk (except textile and mill) (25 pounds and over) .....	9,717,805	8,962,954	1,010,764
Textile and mill soaps (including soap chips and flakes) .....	3,714,335	3,622,451	408,677
Toilet soaps (except liquid) (when less than 2 pounds each) .....	37,192,537	35,656,276	10,806,541
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ....	49,484,320	49,370,468	9,792,772
(b) In bulk (25 pounds and over) .....	7,636,167	7,142,262	971,188
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds) ....	105,989,909	103,979,495	27,621,651
(b) In bulk (25 pounds and over) .....	4,542,473	4,761,856	647,022
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon) .....	5,444,843	3,365,842	1,163,387
(b) Bulk (when in individual containers of one gallon or more) .....	1,683,856	1,690,596	417,698
TOTAL .....	XXX	XXX	57,109,309

\* - 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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