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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$4,675,956 during March, 1954. Soaps accounted for \$2,347,597 or 50 per cent of this total, while synthetic detergents accounted for \$2,328,359 or 50 per cent. The shipments for March, 1954, included 1,079,602 pounds of bar laundry and household soaps at \$191,743; 891,375 pounds of soap chips and flakes in household packages at \$156,516; 2,922,225 pounds of toilet soaps in bars at \$894,175; and 4,811,617 pounds of soap powders in household packages at \$919,832. Shipments of synthetic detergents in household packages totalled 8,066,468 pounds at \$2,150,194 during the same period.

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

Table 1 - Production and Factory Shipments, March, 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).....	972,431	613,738	104,672
(b) White (made with not more than 10% resin)..	627,545	465,864	87,071
Soap chips and flakes:			
(a) In household packages (under 25 pounds)....	896,427	891,375	156,516
(b) In bulk (except textile and mill) (25 pounds and over)	815,521	583,240	67,401
Textile and mill soaps (including soap chips and flakes)	522,164	397,740	46,383
Toilet soaps (except liquid) (when less than 2 pounds each)	3,586,187	2,922,225	894,175
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)....	4,360,976	4,811,617	919,832
(b) In bulk (25 pounds and over)	608,015	495,790	71,547
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds)....	10,891,914	8,066,468	2,150,194
(b) In bulk (25 pounds and over).....	271,941	214,099	40,735
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon).....	312,702	238,714	97,799
(b) Bulk (when in individual containers of one gallon or more).....	144,198	166,378	39,631
TOTAL	XXX	XXX	4,675,956

* 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, Three Months Ended March, 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).....	3,325,718	3,079,182	479,194
(b) White (made with not more than 10% resin)..	1,590,047	1,380,666	256,546
Soap chips and flakes:			
(a) In household packages (under 25 pounds)....	2,298,368	2,461,793	435,846
(b) In bulk (except textile and mill) (25 pounds and over)	2,456,976	1,959,890	217,426
Textile and mill soaps (including soap chips and flakes)	1,226,394	1,037,532	118,126
Toilet soaps (except liquid) (when less than 2 pounds each)	11,211,054	9,401,648	2,859,936
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ...	15,343,165	14,015,307	2,701,310
(b) In bulk (25 pounds and over)	1,964,852	1,758,313	234,729
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds)....	27,160,015	25,480,960	6,909,298
(b) In bulk (25 pounds and over)	605,020	588,816	112,108
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon)	440,895	320,582	131,755
(b) Bulk (when in individual containers of one gallon or more)	394,790	398,526	98,245
TOTAL	XXX	XXX	14,554,519

*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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