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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$4,187,659 during April, 1954. Soaps accounted for \$2,006,280 or 48 per cent of this total, while synthetic detergents accounted for \$2,181,379 or 52 per cent. The shipments for April, 1954, included 1,258,383 pounds of bar laundry and household soaps at \$209,460; 524,825 pounds of soap chips and flakes in household packages at \$95,174; 2,971,949 pounds of toilet soaps in bars at \$909,841; and 3,216,943 pounds of soap powders in household packages at \$633,184. Shipments of synthetic detergents in household packages totalled 7,721,668 pounds at \$2,017,068 during the same period.

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

Table 1 - Production and Factory Shipments, April, 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).....	862,769	860,913	136,106
(b) White (made with not more than 10% resin)..	543,099	397,470	73,354
Soap chips and flakes:			
(a) In household packages (under 25 pounds)....	523,317	524,825	95,174
(b) In bulk (except textile and mill) (25 pounds and over)	513,710	538,226	62,126
Textile and mill soaps (including soap chips and flakes)	304,832	257,802	32,481
Toilet soaps (except liquid) (when less than 2 pounds each)	2,817,942	2,971,949	909,841
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)....	3,123,053	3,216,943	633,184
(b) In bulk (25 pounds and over)	457,471	436,853	64,014
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds)....	8,176,438	7,721,668	2,017,068
(b) In bulk (25 pounds and over)	258,254	206,109	40,932
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon).....	230,016	217,367	89,167
(b) Bulk (when in individual containers of one gallon or more)	112,703	137,643	34,212
TOTAL	XXX	XXX	4,187,659

* 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, Four Months Ended April, 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).....	4,188,487	3,940,095	615,300
(b) White (made with not more than 10% resin)..	2,133,146	1,778,136	329,900
Soap chips and flakes:			
(a) In household packages (under 25 pounds)....	2,821,685	2,986,618	531,020
(b) In bulk (except textile and mill) (25 pounds and over).....	2,970,686	2,498,116	279,552
Textile and mill soaps (including soap chips and flakes)	1,531,226	1,295,334	150,607
Toilet soaps (except liquid) (when less than 2 pounds each)	14,028,996	12,373,597	3,769,777
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)....	18,466,218	17,232,250	3,334,494
(b) In bulk (25 pounds and over)	2,422,323	2,195,166	298,743
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds)....	35,336,453	33,202,628	8,926,366
(b) In bulk (25 pounds and over)	863,274	794,925	153,040
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon)	670,911	537,949	220,922
(b) Bulk (when in individual containers of one gallon or more).....	507,493	536,169	132,457
TOTAL	XXX	XXX	18,742,178

* 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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