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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$4,659,419 during August, 1954. Soaps accounted for \$2,173,993 or 46.6 per cent of this total, while synthetic detergents accounted for \$2,485,426 or 53.4 per cent. The shipments for August, 1954, included 1,357,966 pounds of bar laundry and household soaps at \$225,978; 661,838 pounds of soap chips and flakes in household packages at \$107,788; 3,118,296 pounds of toilet soaps in bars at \$935,846 and 3,253,025 pounds of soap powders in household packages at \$674,599. Shipments of synthetic detergents in household packages totalled 8,692,081 pounds at \$2,157,600 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, August, 1954

| Item   | Production | Factory shipments |                                     |
|--|------------|-------------------|-------------------------------------|
|  |            | Quantity shipped  | Value of shipments*<br>f.o.b. plant |
|  | (Pounds)   | (Pounds)          | \$                                  |
| Hard soaps:  |            |                   |                                     |
| Bar laundry and household soaps:   |            |                   |                                     |
| (a) Yellow (made with more than 10% resin).....  | 697,188    | 853,546           | 132,736                             |
| (b) White (made with not more than 10% resin)...   | 423,028    | 504,420           | 93,242                              |
| Soap chips and flakes:   |            |                   |                                     |
| (a) In household packages (under 25 pounds)....  | 620,535    | 661,838           | 107,788                             |
| (b) In bulk (except textile and mill)<br>(25 pounds and over) .....                          | 724,622    | 904,955           | 102,856                             |
| Textile and mill soaps (including soap chips<br>and flakes) .....                            | 186,888    | 258,702           | 28,383                              |
| Toilet soaps (except liquid) (when less than<br>2 pounds each) .....                         | 3,136,719  | 3,118,296         | 935,846                             |
| Soap powders (granulated, powdered and sprayed,<br>containing more than 25% anhydrous soap): |            |                   |                                     |
| (a) In household packages (under 25 pounds) ...  | 2,445,920  | 3,253,025         | 674,599                             |
| (b) In bulk (25 pounds and over) .....   | 729,873    | 740,238           | 98,543                              |
| Synthetic detergents:  |            |                   |                                     |
| Solid (including bar, flake or powder):  |            |                   |                                     |
| (a) In household packages (under 25 pounds) ...  | 8,328,778  | 8,692,081         | 2,157,600                           |
| (b) In bulk (25 pounds and over) .....   | 856,678    | 684,628           | 77,863                              |
| Liquid and pastes:   |            |                   |                                     |
| (a) Packaged (when in individual containers<br>of less than one gallon) .....                | 748,635    | 460,051           | 215,004                             |
| (b) Bulk (when in individual containers of<br>one gallon or more) .....                      | 98,954     | 139,350           | 34,959                              |
| TOTAL .....  | XXX        | XXX               | 4,659,419                           |

\* - 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, Eight Months Ended August, 1954

| Item   | Production | Factory shipments |                                     |
|--|------------|-------------------|-------------------------------------|
|  |            | Quantity shipped  | Value of shipments*<br>f.o.b. plant |
|  | (Pounds)   | (Pounds)          | \$                                  |
| Hard soaps:  |            |                   |                                     |
| Bar laundry and household soaps:   |            |                   |                                     |
| (a) Yellow (made with more than 10% resin) ....  | 6,812,804  | 7,684,838         | 1,199,461                           |
| (b) White (made with not more than 10% resin)..  | 3,539,530  | 3,590,104         | 665,289                             |
| Soap chips and flakes:   |            |                   |                                     |
| (a) In household packages (under 25 pounds) ...  | 5,674,744  | 5,609,175         | 977,305                             |
| (b) In bulk (except textile and mill)<br>(25 pounds and over) .....                          | 5,460,569  | 5,242,479         | 595,426                             |
| Textile and mill soaps (including soap chips<br>and flakes) .....                            | 2,393,917  | 2,280,501         | 264,397                             |
| Toilet soaps (except liquid) (when less<br>than 2 pounds each) .....                         | 24,412,899 | 24,299,304        | 7,402,694                           |
| Soap powders (granulated, powdered and sprayed,<br>containing more than 25% anhydrous soap): |            |                   |                                     |
| (a) In household packages (under 25 pounds) ...  | 30,763,724 | 33,240,157        | 6,589,426                           |
| (b) In bulk (25 pounds and over) .....   | 4,280,888  | 4,215,443         | 580,950                             |
| Synthetic detergents:  |            |                   |                                     |
| Solid (including bar, flake or powder):  |            |                   |                                     |
| (a) In household packages (under 25 pounds) ...  | 64,984,310 | 68,366,113        | 17,784,983                          |
| (b) In bulk (25 pounds and over) .....   | 2,312,266  | 2,174,195         | 357,594                             |
| Liquid and pastes:   |            |                   |                                     |
| (a) Packaged (when in individual containers<br>of less than one gallon) .....                | 1,884,703  | 1,331,216         | 569,763                             |
| (b) Bulk (when in individual containers of<br>one gallon or more) .....                      | 1,163,919  | 1,019,525         | 256,781                             |
| TOTAL .....  | XXX        | XXX               | 37,244,069                          |

\* - 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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