

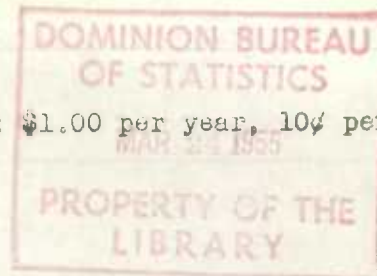
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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$5,024,072 during January, 1955. Soaps accounted for \$2,127,067 or 42 per cent of this total, while synthetic detergents accounted for \$2,897,005 or 58 per cent. The shipments for January, 1955, included 1,305,340 pounds of bar laundry and household soaps at \$217,284; 798,909 pounds of soap chips and flakes in household packages at \$128,163; 3,220,686 pounds of toilet soaps in bars at \$996,115; and 2,932,712 pounds of soap powders in household packages at \$603,572. Shipments of synthetic detergents in household packages totalled 9,366,029 pounds at \$2,438,156 during the same period.

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

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Table 1 - Factory Shipments, January, 1955.

| Item | Factory shipments | |
|--|------------------------------|--------------------------|
| | Quantity shipped (Pounds) | Value of shipments \$ |
| Hard soaps: | | |
| Bar laundry and household soaps: | | |
| (a) Built | 181,294 | 22,640 |
| (b) Not built | 1,124,046 | 194,644 |
| Soap chips and flakes: | | |
| (a) In household packages (under 25 pounds) ... | 798,909 | 128,163 |
| (b) In bulk (except textile and mill) (25 pounds and over) | 964,370 | 108,317 |
| Toilet soaps (except liquid) (when less than 2 pounds each) | 3,220,686 | 996,115 |
| Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap): | | |
| (a) In household packages (under 25 pounds) ... | 2,932,712 | 603,572 |
| (b) In bulk (25 pounds and over) | 551,592 | 73,616 |
| Synthetic detergents: | | |
| Solid (including bars, flake or powder): | | |
| (a) In household packages (under 25 pounds) ... | 9,366,029 | 2,438,156 |
| (b) In bulk (25 pounds and over) | 554,730 | 61,775 |
| Liquid: | | |
| (a) Packaged (when in individual containers of less than one gallon) | 1,053,587 | 357,341 |
| (b) Bulk (when in individual containers of one gallon or more) | - | - |
| Paste: | | |
| (a) Packaged (when in individual containers of less than one gallon) | - | - |
| (b) Bulk (when in individual containers of one gallon or more) | 157,861 | 39,733 |
| TOTAL | XXX | 5,024,072 |

NOTE: The above figures are for firms which normally account for 95 per cent of the total Canadian production. These figures have not been expanded.

LIST OF REPORTING FIRMS

| Name | Plant address |
|---|--|
| Beaver Soaps Limited | 1377 Winnipeg Avenue, Winnipeg, Manitoba. |
| Canada Packers Limited | 521 Front Street East, Toronto 2, Ontario. |
| Colgate - Palmolive Limited | Colgate Avenue, Toronto 8, Ontario. |
| Darling and Brady Limited | 1971 Richardson Street, Montreal 22, Quebec. |
| Diversey Corporation (Canada) Limited, The | Lakeshore Road West, Port Credit, Ontario. |
| Empire Soap Company Limited | 594 Des Meurons Street, St. Boniface, Manitoba. |
| Fairbanks Soap Company Limited | 353 Eastern Avenue, Toronto 8, Ontario. |
| Hart Products Company of Canada Limited, The | Guelph, Ontario. |
| Andrew Jergens Company Limited, The | 1 Herriot Street, Perth, Ontario. |
| Leeds Soaps Limited | 27 Newcastle Street, Mimico, Ontario. |
| Lever Brothers Limited | 299 Eastern Avenue, Toronto 8, Ontario. |
| Procter & Gamble Company of Canada Limited, The | Burlington Street East, Hamilton, Ontario. |
| Chas. Purssell Reg'd. | 165 Mount Vernon Avenue S., Ville St. Pierre, Quebec. |
| Standard Chemical Company Limited, (Javex Products Division) | 99 Vanderhoof Avenue, Toronto 17, Ontario. |
| Williams, J.B., Company (Canada) Limited, The | 9471 LaSalle Blvd., Ville LaSalle, Montreal 32, Quebec. |
| Wonderful Soap Company, (A Division of Swift Canadian Company Limited) | Guelph, Ontario. |
| Wood, G.H., & Company Limited | P.O. Box 34, Toronto 14, Ontario. |
| Zero Manufacturing Company Limited | 533 Johnson Street, Victoria, British Columbia. |

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