

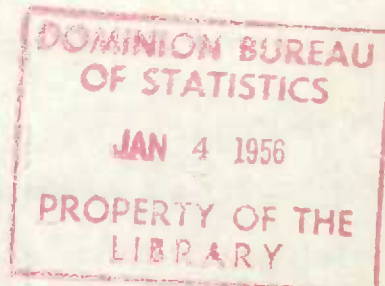
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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$5,446,325 during November, 1955. Soaps accounted for \$2,239,750 or 41 per cent of this total, while synthetic detergents accounted for \$3,206,575 or 59 per cent. The shipments for November, 1955, included 1,371,850 pounds of bar laundry and household soaps at \$234,545; 420,765 pounds of soap chips and flakes in household packages at \$76,367; 3,506,824 pounds of toilet soaps in bars at \$993,575; and 3,201,162 pounds of soap powders in household packages at \$661,409. Shipments of solid synthetic detergents in household packages totalled 9,777,332 pounds at \$2,718,655; liquid synthetic detergents in household packages totalled 899,647 pounds at \$291,873 during the same period.

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

Table 1 - Production and Factory Shipments, November, 1955

Item	Production (Pounds)	Factory shipments	
		Quantity shipped (Pounds)	Value of shipments <sup>*</sup> \$
Hard soaps:			
Bar laundry and household soaps:			
(a) Built .....	127,476	110,769	15,040
(b) Not built .....	1,765,230	1,261,081	219,505
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ....	626,068	420,765	76,367
(b) In bulk (25 pounds and over) .....	1,472,815	1,321,679	151,330
Toilet soaps (except liquid) (when less than 2 pounds each) .....	3,826,023	3,506,824	993,575
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ....	3,715,730	3,201,162	661,409
(b) In bulk (25 pounds and over) .....	888,967	917,173	122,524
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds) ....	11,043,606	9,777,332	2,718,655
(b) In bulk (25 pounds and over) .....	812,150	760,150	144,076
Liquid:			
(a) Packaged (when in individual containers of less than one gallon) .....	1,352,534	899,647	291,873
(b) Bulk (when in individual containers of one gallon or more) .....	139,499	145,889	43,369
Paste:			
Bulk (when in individual containers of one gallon or more) .....	53,788	35,074	8,602
TOTAL .....	XXX	XXX	5,446,325

\* Computed on the same basis as for the annual Census of Industry reports.

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.

Table 2 - Production and Factory Shipments, Eleven Months Ended November, 1955

Item	Production (Pounds)	Factory shipments	
		Quantity shipped (Pounds)	Value of shipments <sup>*</sup> \$
Hard soaps:			
Bar laundry and household soaps:			
(a) Built .....	1,929,231	1,876,111	244,614
(b) Not built .....	14,572,962	14,143,718	2,452,448
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ...	6,903,853	6,656,956	1,095,494
(b) In bulk (25 pounds and over) .....	12,912,996	12,200,750	1,364,161
Toilet soaps (except liquid) (when less than 2 pounds each) .....	34,041,430	35,632,767	10,137,452
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ...	36,281,442	37,954,035	7,674,842(x)
(b) In bulk (25 pounds and over) .....	8,178,273	8,271,182	1,055,143
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds) ...	101,065,271	102,929,007	27,978,958
(b) In bulk (25 pounds and over) .....	7,956,494	8,070,290	1,490,328
Liquid:			
(a) Packaged (when in individual containers of less than one gallon) .....	9,617,391	9,625,936	3,259,579
(b) Bulk (when in individual containers of one gallon or more) .....	1,294,299	1,285,186	382,729
Paste:			
Bulk (when in individual containers of one gallon or more) .....	764,582	737,497	171,633
TOTAL .....	XXX	XXX	57,307,381(x)

\* Computed on the same basis as for the annual Census of Industry reports.

(x) Revised.

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.

See January report for list of reporting firms.

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