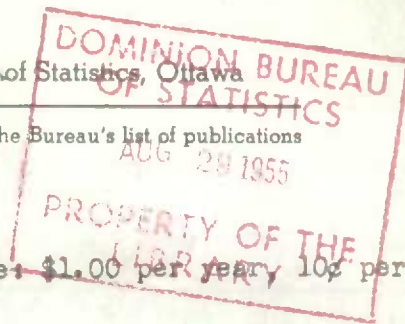


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46 0003

SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$6,235,818 during June, 1955. Soaps accounted for \$2,659,689 or 43 per cent of this total, while synthetic detergents accounted for \$3,576,129 or 57 per cent. The shipments for June, 1955, included 1,595,882 pounds of bar laundry and household soaps at \$265,968; 584,258 pounds of soap chips and flakes in household packages at \$99,855; 3,911,611 pounds of toilet soaps in bars at \$1,102,531; and 4,705,494 pounds of soap powders in household packages at \$954,264. Shipments of synthetic detergents in household packages totalled 10,993,193 pounds at \$3,020,954 during the same period.

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

Table 1 - Production and Factory Shipments, June, 1955

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments*
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Built	129,175	189,082	25,266
(b) Not built	1,624,434	1,406,800	240,702
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ..	521,296	584,258	99,855
(b) In bulk (except textile and mill) (25 pounds and over)	1,754,419	1,296,167	141,868
Toilet soaps (except liquid) (when less than 2 pounds each)	3,359,684	3,911,611	1,102,531
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ..	3,429,231	4,705,494	954,264
(b) In bulk (25 pounds and over)	790,200	774,060	95,203
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds) ..	11,813,368	10,993,193	3,020,954
(b) In bulk (25 pounds and over)	887,967	807,520	154,370
Liquid:			
(a) Packaged (when in individual containers of less than one gallon)	830,854	923,219	349,056
(b) Bulk (when in individual containers of one gallon or more)	110,061	116,979	37,347
Paste:			
(a) Packaged (when in individual containers of less than one gallon)	-	-	-
(b) Bulk (when in individual containers of one gallon or more)	70,140	64,500	14,402
TOTAL	XXX	XXX	6,235,818

* 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, Six Months Ended June, 1955

Item	Production (Pounds)	Factory shipments	
		Quantity shipped (Pounds)	Value of shipments* \$
Hard soaps:			
Bar laundry and household soaps:			
(a) Built	1,366,117	1,120,234	143,947
(b) Not built	7,892,679	7,626,136	1,310,845
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ..	3,729,246	3,801,466	622,858
(b) In bulk (except textile and mill) (25 pounds and over)	6,913,892	6,446,735	715,096
Toilet soaps (except liquid) (when less than 2 pounds each)	17,609,812	18,840,401	5,468,009
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ..	20,518,861	21,653,113	4,359,823
(b) In bulk (25 pounds and over)	4,114,975	4,184,811	526,049
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds) ..	52,976,494	54,966,555	14,741,233
(b) In bulk (25 pounds and over)	4,375,567	4,246,717	745,244
Liquid:			
(a) Packaged (when in individual containers of less than one gallon)	3,392,747	4,829,850	1,747,105
(b) Bulk (when in individual containers of one gallon or more)	632,184	622,137	187,485
Paste:			
(a) Packaged (when in individual containers of less than one gallon)	-	-	-
(b) Bulk (when in individual containers of one gallon or more)	412,218	445,189	104,409
TOTAL	XXX	XXX	30,672,103

* 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.

See January report for list of reporting firms.

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