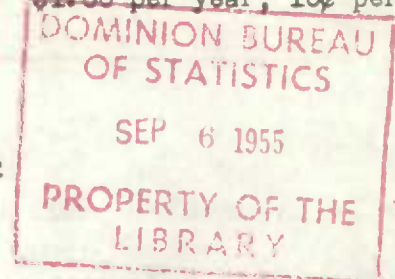


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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$4,326,379 during July, 1955. Soaps accounted for \$1,854,605 or 43 per cent of this total, while synthetic detergents accounted for \$2,471,774 or 57 per cent. The shipments for July, 1955, included 1,268,319 pounds of bar laundry and household soaps at \$216,860; 759,151 pounds of soap chips and flakes in household packages at \$119,551; 2,727,136 pounds of toilet soaps in bars at \$759,910; and 2,689,212 pounds of soap powders in household packages at \$567,097. Shipments of synthetic detergents in household packages totalled 7,480,010 pounds at \$2,040,061 during the same period.

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

Table 1 - Production and Factory Shipments, July, 1955

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments*
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Built	78,988	155,681	20,592
(b) Not built	606,119	1,112,638	196,268
Soap chips and flakes:			
(a) In household packages (under 25 pounds)	681,042	759,151	119,551
(b) In bulk (except textile and mill) (25 pounds and over)	900,749	1,002,698	111,275
Toilet soaps (except liquid) (when less than 2 pounds each)	1,619,129	2,727,136	759,910
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)	1,716,967	2,689,212	567,097
(b) In bulk (25 pounds and over)	497,718	643,525	79,912
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds)	4,601,660	7,480,010	2,040,061
(b) In bulk (25 pounds and over)	646,956	868,717	175,437
Liquid:			
(a) Packaged (when in individual containers of less than one gallon)	960,795	608,284	208,356
(b) Bulk (when in individual containers of one gallon or more)	107,297	104,420	30,048
Paste:			
Bulk (when in individual containers of one gallon or more)	61,944	79,140	17,872
TOTAL	XXX	XXX	4,326,379

* 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, Seven Months Ended July, 1955

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments*
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Built	1,445,105	1,275,915	164,539
(b) Not built	8,498,798	8,738,774	1,507,113
Soap chips and flakes:			
(a) In household packages (under 25 pounds)	4,410,288	4,560,617	742,409
(b) In bulk (except textile and mill) (25 pounds and over)	7,814,641	7,449,433	826,371
Toilet soaps (except liquid) (when less than 2 pounds each)	19,228,941	21,567,537	6,227,919
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)	22,235,828	24,342,325	4,926,920
(b) In bulk (25 pounds and over)	4,612,693	4,828,336	605,961
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds)	57,578,154	62,446,565	16,781,294
(b) In bulk (25 pounds and over)	5,022,523	5,115,434	920,681
Liquid:			
(a) Packaged (when in individual containers of less than one gallon)	4,353,542	5,438,134	1,955,461
(b) Bulk (when in individual containers of one gallon or more)	739,481	726,557	217,533
Paste:			
Bulk (when in individual containers of one gallon or more)	474,162	524,329	122,281
TOTAL	XXX	XXX	34,998,482

* 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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