

Japanese Soap And Its Manufacture

THERE are in Japan some 246 factories listed by the Department of Commerce and Industry as manufacturers of soap. Of this total 74 are engaged in the manufacture of toilet soap, 19 produce industrial soap, 2 medical soap, 75 laundry soap, 45 powdered soap, and 31 factories produce soaps of special kinds non-inclusive of the above varieties.

All of the soap manufacturing factories in Japan are owned by Japanese. In the past some British capital was invested in the soap manufacturing industry in this country but those interests have been bought out and the industry is now 100 per cent Japanese.

Official figures showing the production of soap in Japan are available only through the year 1929. The following figures show production for the years 1927, 1928 and 1929:

Toilet Soap	Dozen	Value
1927	18,172,345	\$11,065,102
1928	19,240,963	11,446,894
1929	16,610,625	10,460,489
Industrial Soap	Pounds	Value
1927	12,462,346	\$ 876,956
1928	13,327,361	1,059,559
1929	11,546,694	1,097,257
Medical Soap		
1929	11,259	\$ 2,738
Laundry Soap		
1929	51,255,433	\$4,702,086
Powdered Soap		
1929	10,943,969	\$ 814,649
Other Soap Not Classified		
1929	no quantities shown	\$ 879,938

It is estimated that the production of toilet soap increased during the year 1930 10 per cent over production for the year 1929.

The Tokyo district is the largest producer of soaps in Japan, the value of production in 1929 in that district having been \$8,759,000. The Osaka district accounted for \$4,610,000 of the total; Aichi prefecture for \$1,383,000; and Hyogo prefecture for \$1,383,000.

Toilet Soaps in the Van Among Soap Products

Toilet soap represents by far the great majority of soaps manufactured in Japan. All toilet soap is perfumed and is of two varieties. The so-called framed soap represents some 15 to 20 per cent of the total toilet soap produced. This sells for a somewhat higher price than the regular milled soap, owing to increased expense of manufacture. Various manufacturers are endeavoring to use mechanical driers which dry the framed soap in two to three days, but this method of drying has not been completely successful as the center of the cake does not dry out. A large proportion of the framed soap is still air dried for a month before being cut into cakes.

Milled soap is produced under the same methods as in the United States and Europe.

There is practically no demand in Japan for floating soap. It is not the custom of the Japanese to use soap when in the bath tub as washing is first performed outside the tub. A well-known American soap and Swan brand (English) soap have been imported into Japan, but domestic soaps are low in price and the foreign article has not met with a ready sale except among foreigners.

Laundry soap is an important item in the industry in Japan and is similar to the American type resin soap. The laundering methods in Japan are comparatively primitive and only small supplies of hot water are readily available, making it necessary to use a hard soap. Of the laundry soap produced it is estimated that 25 per cent is powdered and 75 per cent in cake form.

There is not a large demand in Japan for soft soap for industrial use, or for medicated soaps. Neither is there a demand for transparent glycerine soap. The production of liquid soap is small but is growing, and is now used in office buildings in the larger cities and on the trains. Some very small quantities of mechan-

ics' abrasive soaps are produced, but are of minor importance.

The better grades of toilet soap are manufactured from beef tallow and coconut oil. Palm and peanut oils are also used in small proportions, mixed with beef tallow and coconut oil. For cheaper grades of soap, hardened fish oil is widely used. Hardened fish oil is never used in manufacturing the framed soap, but a mixture of hardened fish oil and coconut oil is used in making milled soap. It is stated that fish oil contains constituents which make soap manufactured from that material difficult to lather.

The Use of Fish Oils Increasing

Hardened fish oil is a commodity of great importance to the soap manufacturing industry in Japan. Some ten years ago none of this oil was used, but various manufacturers have done extensive experimental work and the industry now uses about 30,000 tons per year of hardened fish oil. This oil is taking the place of tallow to a considerable extent and manufacturers predict that in the near future it will be unnecessary for Japan to import tallow since fish oil will be used in its stead. Fish oil without odor, both in hardened and liquid form, is now produced and its use in manufactured soap is becoming widespread.

In manufacturing laundry soap of the resin type, Japanese manufacturers add water silicate up to 30 per cent of the total.

In manufacturing industrial soaps, particularly for the silk and cotton industries, crude cottonseed oil is imported from China and refined in Japan. Cottonseed oil is also used in producing high grade powdered soap. An interesting development in the manufacture of this type of soap is the use of the residue of bean oil obtained from the manufacture of Shoyu or Soya bean sauce.

Coconut oil is used to some extent in the soap manufacturing industry in Japan, this oil being obtained from islands in the South Seas which formerly belonged to Germany but which since the World War have been under a Japanese mandate. Palm oil from Africa is well liked by manufacturers. Its use is a recent development, but it is doubtful if increasing quantities will be imported, due to its high price.

Tables on page 168 show imported raw material consumption of Japan's soap industry.

Department Stores Largest Retail Outlet for Toilet Soap

Two methods of merchandising domestic toilet soaps are used. Some companies incorporate sales organizations with their various agents, and hold some 10 to 20 per cent of the stock of such organizations. This allows the firm to control the price at which the goods are sold to retailers. Other manufacturers appoint local agents who sell to retailers. There are often several agents for the same company in one city. Such agents purchase from the manufacturer usually on ninety to one hundred and twenty day promissory notes.

Department stores are the largest distributors of toilet soaps and are sold directly by the manufacturers on cash against delivery terms. The department stores order in large quantities and take delivery in smaller lots. Manufacturers claim that there is little profit in selling soap to the department stores, but it gives them a steady income of ready cash. Many department stores use soap as an advertising medium and the practice of such stores in selling soaps at well below the price which the small retailers must charge in selling single cakes of soap, leads to serious upsets in the market.

Laundry soap is sold to large consumers direct, and to retailers for local distribution in the larger cities. In outlying districts it is the custom for laundry soap manufacturers to appoint one wholesaler who contracts to handle no other brand of soap, and in turn distributes the soap to the retailer.

The profit to the wholesaler of soaps is usually from 5 to 10 per cent and a bonus of 1 to 3 per cent is paid by the manufacturer at the end of the year, depending upon the volume of business done. It is also customary in Japan to give wholesalers and retailers bonuses of soap depending upon the quantity purchased. The retailer of popular brand of soap usually makes a 10 to 20 per cent profit. The profit on new soaps being introduced into the market is often 30 to 40 per cent.

Daily Papers Popular Media for Advertising

Soap manufacturers make wide use of the daily vernacular papers in advertising their products. This is the most popular form of advertising; also some copy is placed with the

IMPORTED RAW MATERIAL CONSUMPTION OF JAPANESE SOAP INDUSTRY

Year	(Pounds)		Imports (total)	Hardened Oil (Pounds)
	Cottonseed Oil	Palm Oil		
1928	12,901,804	11,671,607	1928	27,898
1929	24,370,620	17,774,122	1929	20,465
1930	30,643,497	15,061,109	1930	17,991
			1931	8,998

(NOTE.—Imports originate chiefly with Kwantung Territory, leased to Japan and therefore are not strictly imports.)

Domestic Production	(Pounds)	Imports (total)	Beef Tallow
1927	21,096,600	1928	300,975
1928	58,247,774	1929	275,829
1929	87,881,698	1930	271,902
		1931	284,432

(NOTE.—Imports originate chiefly with Australia.)

Domestic Production	
1929	8,579,086
Domestic Production	Fat (pounds)
1929	not shown \$4,072,043
Domestic Production	Perfumed Oil
1929	98,393

Caustic Soda			Imports (total)	
Imports	Great Britain	United States	Total	
1928	728,580	476,388	1,291,776	1928 465,467
1929	418,957	492,370	934,503	1929 475,851
1930	382,124	326,270	828,767	1930 442,909
1931	917,040	1931 541,220

(NOTE.—Imports originate chiefly with the U. S., about 8 per cent in 1928 and 5 per cent in 1929 coming from China.)

various women's magazines. Practically no soap companies use billboards in advertising their products. Advertising posters are furnished to retail shops and some firms use display cards in trams and busses. Moving picture tickets are often distributed as bonuses to the customers of retail shops who buy a stated amount of soap. One method of advertising which is peculiar to Japan is the purchase by a soap manufacturer of all the seats in a theatre for one or two days generally at a reduced price. The seats to the performances are then sold in the usual way to the general public, but each patron receives gratis upon his departure from the theatre, a package containing the products of the company who has engaged the theatre.

High grade perfumed toilet soaps retail at 45 sen to 50 sen per cake. The cheapest grades of toilet soaps run 10 sen to 20 sen per cake. Laundry soap retails at 5 sen per cake and soap powder from 15 sen to 25 sen per one pound box.

The importation of soap into Japan is, due to the extensive development of the domestic industry, of comparatively little importance and is yearly decreasing. Great Britain, Germany and the United States are the principal sources of supply for imported soaps. During the year 1928 imports were valued at \$89,107; during 1929 \$104,647; during 1930 \$63,713; and during 1931 \$59,597. It is impossible to obtain statistics showing the kinds of soap imported, but it appears that practically all of these soaps are toilet soaps.

It is usual for foreign firms to appoint a Japanese firm as exclusive agent for the whole of Japan. Some firms allow a special discount to assist the sales agent in advertising, such advertising usually being left to the discretion of the agent. Local agents import for their own account, usually under a confirmed irrevocable letter of credit. These importers expect a profit of 25 to 30 per cent in selling to wholesalers and the retailers usually pay an additional 25 to 30 per cent profit to the wholesaler.

Factory Consumption of Animal and Vegetable Fats, Oils and By-Products for 1931

Washington, D. C., June 21, 1932.—The distribution of primary animal and vegetable fats and oils consumed in factory operations in the United States during the calendar year 1931, by classes of products in which used, is presented in the tabular statement below. Data for oleo stock were not collected, hence the secondary products, edible animal stearin and oleo oil, are shown. The statistics were compiled from the quarterly reports of the several concerns to the Bureau of the Census, supplemented by special statements covering the entire year for those manufacturing more than one class of products.

The total consumption in all industries for each item is the same as given in the bulletin for 1931, except for those vegetable oils for which the crude and refined products are indicated in the questionnaire, namely, cottonseed, coconut, corn, peanut, palm-kernel and soybean oils. For each of these a net consumption was arrived at by deducting from the total of both crude and refined consumed the quantity of refined produced.

Oils subjected to the process of hydrogenation or other treatment for special uses were reported as consumed in the products for which intended. For example: Oils treated for soap manufacture were entered in the column headed "Soap" and oils intended for edible purposes were entered in one or more of the columns covering edible products. The ultimate uses of the primary oils are designated in this way.

FACTORY CONSUMPTION OF PRIMARY ANIMAL AND VEGETABLE FATS AND OILS, BY CLASSES OF PRODUCTS, CALENDAR YEAR 1931

(Quantities in thousands of pounds)

KIND	TOTAL	Compounds and		Other Edible Products	Soap	Miscel- laneous Products	Loss in Refining Including Foots
		Vegetable Shortenings	Oleomar- garine				
Total	3,771,469	1,208,142	190,467	190,835	1,390,231	204,358	172,289
Cottonseed oil	1,140,799	928,489	16,027	84,435	1,970	2,119	107,690
Peanut oil	13,543	5,960	4,598	1,434	244	117	1,169
Coconut oil	592,684	34,132	133,117	52,984	340,503	749	31,193
Corn oil	42,819	6,616	52	20,307	4,104	2,404	9,091
Soybean oil	27,885	10,869	623	3,816	2,051	1,625
Olive oil, edible	2,003	1,697	14	292
Olive oil, inedible	7,482	2,106	5,376
Sulphur oil or olive foots.	39,676	38,970	706
Palm-kernel oil	54,059	158	22,579	28,035	143	3,144
Rapeseed oil	8,782	8,734
Linseed oil	298,773	1,488	6,009
China wood oil	82,314	1,193
Vegetable tallow	3,256	3,256
Castor oil	17,024	2,829	12,259
Palm oil	235,585	34,536	2,400	914	172,228	12,349	*13,125
Sesame oil	44,778	33,817	251	141	8,197	41	2,331
Perilla oil	4,722	1,059
Other vegetable oils	21,094	18,549	36	266	233	437	1,251
Lard	22,277	8,860	9,665	3,317	435
Edible animal stearin	33,144	27,220	4,883	312	53	676
Oleo oil	31,371	10,004	18,785	2,018	446	66
Tallow, edible	71,885	69,548	431	1,494	409
Tallow, inedible	566,328	523,714	42,561
Grease	210,754	129,403	80,914
Neat's-foot oil	5,093	33	5,060
Marine animal oils	72,606	2,708	68,669	1,109	118
Fish oils	120,733	16,676	58,426	17,090	1,552

*Includes 10,828 thousand reported by the tin and terne plate industry.