

SOAPS AND TOILETRIES

Sales of American Toiletries Increasing in El Salvador.—Prospects for American toiletries seem favorable in El Salvador. Perfumery is carried in practically every small shop in the country but cosmetics are less in evidence. Although lotions, hair tonics and dressings, and perfumed soaps are manufactured on a small scale a considerable share of the toiletries consumed is imported. Such receipts totaled a value of \$79,801 in 1931 as compared with \$112,416 in 1930 and \$108,861 in 1929. Purchases of toilet preparations from France and Germany have fallen off during the last three years while imports from the United States have increased.

Toilet Preparation Market in Nova Scotia.—Nova Scotia in general has not suffered seriously from the depression and although its population of 513,000 persons is largely rural and conservative a fairly good market exists for toilet preparations. Sales of these products during the summer season are amplified by demands from Canadian and American tourists. Trade estimates place the total annual consumption in this Province of toiletries, exclusive of soaps, at approximately \$500,000. However, the demand is principally supplied by Canadian manufacturers and only a few special items are imported direct from the United States.—(Consul General G. E. Chamberlin, Halifax.)

Toilet Preparation Sales in Hamilton, Ontario.—Since Hamilton and the surrounding trading area are served by the principal railways and highways between such cities as Detroit, New York, Buffalo, and Chicago, a great many traveling salesmen from American houses call in this city regularly, and this contact has

developed an important business in American toilet preparations. The local trade reports that practically \$200,000 is expended annually in Hamilton for these products. It is estimated that the Hamilton trading area with a total population of 600,000 consumes 15 per cent of the total Canadian toilet preparation production, or \$631,000 for the year 1930 and is the market for approximately 6 per cent of the total importations of this class of merchandise, or over \$122,000 in 1931.—(Vice Consul Adam Beaumont, Hamilton.)

Industrial Consumption of Perfumes in Canada.—Although perfumes find their largest market in retail sales channels, industrial outlets should not be overlooked in distributing this commodity. In Canada, according to figures recently released by the Dominion Bureau of Statistics, perfume consumption in the soap industry of that country more than doubled during the period 1928 to 1930 while the use of such products as raw materials in toilet preparation manufacture has shown a rather consistent gain since 1925. The following table shows the value of perfumes employed in these two major industrial outlets during the years 1925 to 1930 inclusive:

	By Toilet Preparation	By Soap Industry
1925.....	\$ 6,349	\$ 60,689
1926.....	6,531	175,608
1927.....	15,052	199,920
1928.....	24,609	107,560
1929.....	58,514	125,788
1930.....	47,614	235,582

LINSEED OIL

Erection of Linseed Oil Mill at Bergen, Norway.—A. S. Bjorn of Bergen, operating the Tosse mills in the vicinity of Bergen for the production of rice and oat meal, will erect a mill to manufacture linseed oil. Plans call for the crushing of some 3,000 metric tons of flax seed, with an output of 1,000 tons linseed oil a year. Equipment will also be installed for the production of cottonseed oil. The new mill will have a sufficient capacity to supply the local demand

for linseed oil. The yearly consumption of oil in Bergen runs between 2,000 and 3,000 barrels (bbl. 18 kilos) Present demand of Bergen for linseed oil is satisfied in part from the Lilleborg factories at Stavanger and importations from the United Kingdom and the Netherlands. Total imports of linseed oil into Norway for 193 were 232,226 kilos of the raw product and 540,221 kilos of boiled oil. (Consul E. Talbot Smith, Bergen.)