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FOUNDATION GARMENT SHIPMENTS

SECOND QUARTER 1965

DOMINION BUREAU
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When this survey was switched to a quarterly basis, effective with the first quarter of 1964, the only 1963 information available was that derived from the previous monthly survey covering shipments in units only. It was these data which were used to compile the actual percentage coverage, on a 1963 base, as given in footnote to each of the four quarterly reports for the year 1964.

We have now obtained actual dollar volume shipment data, in terms of the commodities covered, from the 1963 Census of Manufactures of the Foundation Garment Industry. The actual percentage coverage, in terms of dollar shipments, for the four quarters of 1964 and for 1965 to date, both by individual commodity group and for total shipments, are presented in Table 2, page 3.

TABLE 1. Shipments of Foundation Garments Manufactured in Canada

Type and style	Suggested retail price range	Shipped during quarter ended June 30, 1965 dozen
Bandeaux bras:		
Regular	\$2.00 and under	82,200
	\$2.01 to \$4.00	58,053
	\$4.01 and higher	36,805
	Total	177,058
Padded and contour	\$3.00 and under	60,989
	\$3.01 to \$5.00	15,370
	\$5.01 and higher	8,501
	Total	84,860
Strapless	\$3.00 and under	2,087
	\$3.01 to \$5.00	2,031
	\$5.01 and higher	3,496
	Total	7,614
Total bandeaux bras shipments		269,532

November 1965
6522-605

Industry Division

ROGER DUHAMEL, F.R.S.C., Queen's Printer and Controller of Stationery, Ottawa

TABLE 1. Shipments of Foundation Garments Manufactured in Canada - Continued

Type and style	Suggested retail price range	Shipped during quarter ended June 30, 1965 dozen
Longline bras:(1)		
Regular	\$3.00 and under	10,820
	\$3.01 to \$5.00	9,800
	\$5.01 and higher	12,177
	Total	32,797
Padded and contour	\$4.00 and under)	
	\$4.01 to \$6.00)	6,751
	\$6.01 and higher)	
	Total	6,751
Strapless	\$4.00 and under)	1,454
	\$4.01 to \$6.00)	
	\$6.01 and higher	1,428
	Total	2,882
Total longline bras shipments		42,430
Girdles (including latex):		
Principally elastic	\$5.00 and under	22,904
	\$5.01 to \$7.50	6,107
	\$7.51 and higher	8,029
	Total	37,040
Elastic, rigid panels and/or boning	\$9.00 and under	9,104
	\$9.01 to \$15.00)	
	\$15.01 and higher)	7,881
	Total	16,985
Total girdles		54,025
Pantie girdles (including latex):		
Principally elastic	\$5.00 and under	34,919
	\$5.01 to \$7.50	15,793
	\$7.51 and higher	17,691
	Total	68,403
Elastic, rigid panels and/or boning	\$9.00 and under	6,344
	\$9.01 to \$15.00	1,793
	\$15.01 and higher	1,368
	Total	9,505
Total pantie girdles		77,908
Total girdles and pantie girdles shipments		131,933

See page 3 for footnotes.

TABLE 1. Shipments of Foundation Garments Manufactured in Canada - Concluded

Type and style	Suggested retail price range	Shipped during quarter ended June 30, 1965 dozen
Corsets	\$7.00 and under	3,036
	\$7.01 and higher	6,473
	Total	9,509
Corselettes:(2)		
Pull-on and zipper	\$15.00 and under	4,933
	\$15.01 to \$20.00	1,042
	\$20.01 and higher	950
	Total	6,925
Total corsets and corselettes shipments		16,434
Garter belts(3)	\$2.50 and under	23,882
	\$2.51 and higher	3,501
	Total	27,383
Total foundation garments shipments		487,712

(1) Includes all "Basque" garments shipments.

(2) A garment with brassiere and girdle portions permanently attached to form one complete unit.

(3) A waistband with garter straps permanently attached.

TABLE 2. Actual percentage coverage in terms of dollar shipments

Quarter ended	Bandeaux bras	Longline bras	Girdles and pantie girdles	Corsets and Corselettes	Garter belts	Total shipments
						per cent
March 31, 1964	86.1	88.3	87.0	72.1	64.9	85.4
1965	96.2	98.6	99.4	100.0	100.0	98.4
June 30, 1964	86.1	87.4	85.3	62.9	63.1	83.9
1965	96.2	98.6	97.2	100.0	100.0	97.3
September 30, 1964 ...	96.2	98.6	99.4	100.0	100.0	98.4
1965 ...						
December 31, 1964	86.1	87.4	85.3	62.9	63.1	83.9
1965						

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