

CATALOGUE No.

34-002

QUARTERLY

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Minister of Trade and Commerce

Vol. 2, No. 3

Price: 25 cents, \$1.00 a year

FOUNDATION GARMENT SHIPMENTS

THIRD QUARTER 1965

TABLE 1. Shipments of Foundation Garments Manufactured in Canada

Type and style	Suggested retail price range	Shipped during quarter ended September 30, 1965 dozen
Bandeaux bras:		
Regular	\$2.00 and under	106,159
	\$2.01 to \$4.00	70,654
	\$4.01 and higher	42,671
	Total	219,484
Padded and contour	\$3.00 and under	80,020
	\$3.01 to \$5.00	19,402
	\$5.01 and higher	6,477
	Total	105,899
Strapless	\$3.00 and under	1,628
	\$3.01 to \$5.00	2,925
	\$5.01 and higher	4,135
	Total	8,688
Total bandeaux bras shipments		334,071
Longline bras: (1)		
Regular	\$3.00 and under	11,057
	\$3.01 to \$5.00	10,382
	\$5.01 and higher	13,769
	Total	35,208
Padded and contour	\$4.00 and under)
	\$4.01 to \$6.00) 6,468
	\$6.01 and higher)
	Total	6,468

(1) Includes all "Basque" garments shipments.

Industry Division

December 1965

6522-605

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

Type and style	Suggested retail price range	Shipped during quarter ended September 30, 1965 dozen
Longline bras: (1) - Concluded		
Strapless	\$4.00 and under	2,030
	\$4.01 to \$6.00	1,170
	\$6.01 and higher	3,200
	Total	
Total longline bras shipments		44,876
Girdles (including latex):		
Principally elastic	\$5.00 and under	23,804
	\$5.01 to \$7.50	6,939
	\$7.51 and higher	7,107
	Total	37,850
Elastic, rigid panels and/or boning	\$9.00 and under	8,905
	\$9.01 to \$15.00	6,318
	\$15.01 and higher	15,223
	Total	
Total girdles		53,073
Pantie girdles (including latex):		
Principally elastic	\$5.00 and under	37,217
	\$5.01 to \$7.50	15,182
	\$7.51 and higher	14,805
	Total	67,204
Elastic, rigid panels and/or boning	\$9.00 and under	7,494
	\$9.01 to \$15.00	1,783
	\$15.01 and higher	98
	Total	9,375
Total pantie girdles		76,579
Total girdles and pantie girdles shipments		129,652
Corsets	\$7.00 and under	2,896
	\$7.01 and higher	7,131
	Total	10,027

(1) Includes all "Basque" garments shipments.

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

Type and style	Suggested retail price range	Shipped during quarter ended September 30, 1965 dozen
Corselettes: (2)		
Pull-on and zipper	\$15.00 and under	4,868
	\$15.01 to \$20.00	2,023
	\$20.01 and higher	1,206
	Total	8,097
Total corsets and corselettes shipments		18,124
Garter belts(3)	\$2.50 and under	24,187
	\$2.51 and higher	3,298
	Total	27,485
Total foundation garments shipments		554,208
(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

	Bandeaux bras	Longline bras	Girdles and pantie girdles	Corsets and Corselettes	Garter belts	Total shipments
per cent						
<u>Quarter ended</u>						
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 ...	96.2	98.6	99.4	100.0	100.0	98.4
December 31, 1964	86.1	87.4	85.3	62.9	63.1	83.9
1965						



1010767174