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FOUNDATION GARMENT SHIPMENTS

FOURTH QUARTER 1965

TABLE 1. Shipments of Foundation Garments Manufactured in Canada

Type and style	Suggested retail price range	Shipped during quarter ended December 31, 1965 dozen
Bandeaux bras:		
Regular	\$2.00 and under	92,888
	\$2.01 to \$4.00	53,526
	\$4.01 and higher	38,154
	Total	184,568
Padded and contour	\$3.00 and under	79,077
	\$3.01 to \$5.00	18,699
	\$5.01 and higher	5,609
	Total	103,385
Strapless	\$3.00 and under	1,151
	\$3.01 to \$5.00	2,232
	\$5.01 and higher	2,569
	Total	5,952
Total bandeaux bras shipments		293,905
Longline bras: (1)		
Regular	\$3.00 and under	6,125
	\$3.01 to \$5.00	7,064
	\$5.01 and higher	12,707
	Total	25,896
Padded and contour	\$4.00 and under	6,111
	\$4.01 to \$6.00	
	\$6.01 and higher	
	Total	6,111

(1) Includes all "Basque" garments shipments.

Industry Division

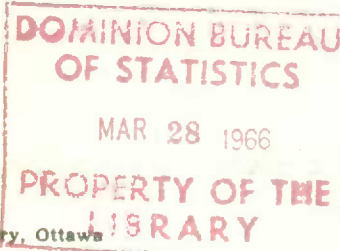
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TABLE 1. Shipments of Foundation Garments Manufactured in Canada - Continued

Type and style	Suggested retail price range	Shipped during quarter ended December 31, 1965 dozen
Longline bras:(1) - Concluded		
Strapless	\$4.00 and under	282
	\$4.01 to \$6.00	
	\$6.01 and higher	1,243
	Total	1,525
Total longline bras shipments		33,532
Girdles (including latex):		
Principally elastic	\$5.00 and under	14,295
	\$5.01 to \$7.50	6,215
	\$7.51 and higher	7,499
	Total	28,009
Elastic, rigid panels and/or boning		
	\$9.00 and under	8,189
	\$9.01 to \$15.00	8,371
	\$15.01 and higher	
	Total	16,560
Total girdles		44,569
Pantie girdles (including latex):		
Principally elastic	\$5.00 and under	31,098
	\$5.01 to \$7.50	14,189
	\$7.51 and higher	19,425
	Total	64,712
Elastic, rigid panels and/or boning		
	\$9.00 and under	7,501
	\$9.01 to \$15.00	1,470
	\$15.01 and higher	
	Total	8,971
Total pantie girdles		73,683
Total girdles and pantie girdles shipments		118,252
Corsets		
	\$7.00 and under	2,746
	\$7.01 and higher	3,403
	Total	6,149

(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 December 31, 1965 dozen
Corselettes: (2)		
Pull-on and zipper	\$15.00 and under	3,829
	\$15.01 to \$20.00	1,097
	\$20.01 and higher	1,054
	Total	5,980
Total corsets and corselettes shipments		12,129
Garter belts(3)		
	\$2.50 and under	19,116
	\$2.51 and higher	2,490
	Total	21,606
Total foundation garments shipments		479,424

(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 ...	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	96.4	96.1	93.2	85.7	70.4	93.6

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