

CATALOGUE No.

34-002

QUARTERLY

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Minister of Trade and Commerce

Vol. 3, No. 2

Price: 25 cents, \$1.00 a year

FOUNDATION GARMENT SHIPMENTS

SECOND QUARTER 1966

TABLE 1. Shipments of Foundation Garments Manufactured in Canada

Type and style	Suggested retail price range	Shipped during quarter ended June 30, 1966 dozen
Bandeaux bras:		
Regular	\$2.00 and under	96,329
	\$2.01 to \$4.00	61,619
	\$4.01 and higher	38,095
	Total	196,043
Padded and contour	\$3.00 and under	85,915
	\$3.01 to \$5.00	24,018
	\$5.01 and higher	8,674
	Total	118,607
Strapless	\$3.00 and under)	3,685
	\$3.01 to \$5.00)	1,419
	\$5.01 and higher	5,104
	Total	319,754
Total bandeaux bras shipments		
Longline bras:(1)		
Regular	\$3.00 and under	9,102
	\$3.01 to \$5.00	16,899
	\$5.01 and higher	35,489
	Total	4,205
Padded and contour	\$4.00 and under)	1,304
	\$4.01 to \$6.00)	5,509
	\$6.01 and higher	
	Total	

(1) Includes all "Basque" garments shipments.

Note: Data carried in this report reflect the experience of respondent firms listed on the March report. However, please note the following changes for the quarter under review: Delete: Vesta Brassiere, Montreal, P.Q.

September 1966
6507-605

Industry Division

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

Type and style	Suggested retail price range	Shipped during quarter ended June 30, 1966 dozen
Longline bras - Concluded:(1)		
Strapless	\$4.00 and under)
	\$4.01 to \$6.00) 2,797
	\$6.01 and higher)
	Total	2,797
Total longline bras shipments		43,795
Girdles (including latex):		
Principally elastic	\$5.00 and under	21,253
	\$5.01 to \$7.50	10,563
	\$7.51 and higher	5,036
	Total	36,852
Elastic, rigid panels and/or boning		
	\$9.00 and under	9,430
	\$9.01 to \$15.00	4,652
	\$15.01 and higher	1,469
	Total	15,551
Total girdles		52,403
Pantie girdles (including latex):		
Principally elastic	\$5.00 and under	34,586
	\$5.01 to \$7.50	21,838
	\$7.51 and higher	18,924
	Total	75,348
Elastic, rigid panels and/or boning		
	\$9.00 and under	9,817
	\$9.01 to \$15.00) 2,104
	\$15.01 and higher)
	Total	11,921
Total pantie girdles		87,269
Total girdles and pantie girdles shipments		139,672
Corsets		
	\$7.00 and under	2,817
	\$7.01 and higher	5,023
	Total	7,840

(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 June 30, 1966 dozen
Corselettes: (2)		
Pull-on and zipper	\$15.00 and under	4,458
	\$15.01 to \$20.00	1,449
	\$20.01 and higher	1,052
	Total	6,959
Total corsets and corselettes shipments		14,799
Garter belts (3)		
	\$2.50 and under	25,242
	\$2.51 and higher	3,020
	Total	28,262
Total foundation garments shipments		546,282
(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, 1966	95.8	96.8	98.2	95.9	99.8	97.1
June 30, 1966	96.9	98.1	99.2	100.0	100.0	98.3
September 30, 1966 ...						
December 31, 1966						

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