

CATALOGUE No.

34-002

QUARTERLY

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Minister of Trade and Commerce

Vol. 3, No. 3

Price: 25 cents, \$1.00 a year

FOUNDATION GARMENT SHIPMENTS

THIRD QUARTER 1966

TABLE 1. Shipments of Foundation Garments Manufactured in Canada

Type and style	Suggested retail price range	Shipped during quarter ended September 30, 1966 dozen
Bandeaux bras:		
Regular	\$2.00 and under	66,323
	\$2.01 to \$4.00	89,652
	\$4.01 and higher	44,713
	Total	200,688
Padded and contour	\$3.00 and under	88,215
	\$3.01 to \$5.00	31,933
	\$5.01 and higher	6,914
	Total	127,062
Strapless	\$3.00 and under) 4,220
	\$3.01 to \$5.00) 1,057
	\$5.01 and higher	5,277
	Total	
Total bandeaux bras shipments		333,027
Longline bras:(1)		
Regular	\$3.00 and under	8,495
	\$3.01 to \$5.00	10,207
	\$5.01 and higher	15,832
	Total	34,534
Padded and contour	\$4.00 and under) 3,957
	\$4.01 to \$6.00) 778
	\$6.01 and higher	4,735
	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:

NIL

December 1966
6507-605

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 September 30, 1966
		dozen
Longline bras - Concluded:(1)		
Strapless	\$4.00 and under)
	\$4.01 to \$6.00) 2,403
	\$6.01 and higher)
	Total	2,403
Total longline bras shipments		41,672
Girdles (including latex):		
Principally elastic	\$5.00 and under	18,602
	\$5.01 to \$7.50	10,554
	\$7.51 and higher	6,683
	Total	35,839
Elastic, rigid panels and/or boning	\$9.00 and under	8,090
	\$9.01 to \$15.00	3,462
	\$15.01 and higher	1,116
	Total	12,668
Total girdles		48,507
Pantie girdles (including latex):		
Principally elastic	\$5.00 and under	32,123
	\$5.01 to \$7.50	19,966
	\$7.51 and higher	15,865
	Total	67,954
Elastic, rigid panels and/or boning	\$9.00 and under	9,412
	\$9.01 to \$15.00) 1,800
	\$15.01 and higher) 11,212
	Total	11,212
Total pantie girdles		79,166
Total girdles and pantie girdles shipments		127,673
Corsets	\$7.00 and under	2,802
	\$7.01 and higher	3,898
	Total	6,700

(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, 1966 dozen
Corselettes:(2)		
Pull-on and zipper	\$15.00 and under	3,552
	\$15.01 to \$20.00	1,662
	\$20.01 and higher	1,023
	Total	6,237
Total corsets and corselettes shipments		12,937
Garter belts(3)		
	\$2.50 and under	22,738
	\$2.51 and higher	2,319
	Total	25,057
Total foundation garments shipments		540,366
(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 ...	97.1	98.1	99.0	100.0	100.0	98.3
December 31, 1966						

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