

PREFERENCES AND BUYING PRACTICES
AMONG COLLEGE WOMAN FOR
SELECTED WHITE SLIPS

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ABSTRACT

The purpose of this study was to determine the preferences and buying practices of a group of college women for white slips of different quality, fiber content, fabric, appearance, styling, and workmanship.

The population consisted of 50 freshmen and sophomores women, who were enrolled in an introductory textiles course at Michigan State University, and 50 junior and senior women, who completed the introductory course in the clothing construction. Twenty white slips and four labels grouped into six exhibits formed the basis for questions in the first part of the instrument; general questions constituting the second part pertained to preferences for specific style features, wear experiences, the individual's slip wardrobe, wear and care practices, buying practices, and satisfactions experienced with slips.

The most significant result of the study as revealed by the data was the diversity of preferences for style features, fiber content, fabric, and quality. Nylon knit slips were of primary importance both in preferences and in the frequency with which they were reported in the wardrobe. Second in preference were batiste slips of Dacron-cotton and Dacron-cotton-nylon blends. Features especially well accepted in the slips were the V-style bodice, four-gore skirt, proportioned length, functional finish, and shadow panel. Factors mentioned most often in selection of

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a slip were related to appearance, quality, and potential fit; factors of rejection were most often those of style and trim. Previous dissatisfactions with slips pertained to non-durable trim, poor workmanship, unsatisfactory length, and poor fit due to the proportion of bust and hip sizes. A positive relationship existed between preferences and wear experiences with specific style features and fabrics, the kinds of slips in the personal wardrobe, and dissatisfactions experienced with slips. In the data little evidence was found of appreciable differences in the buying practices and preferences of freshmen and sophomore women and junior and senior women.

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SELECTED WHITE SLIPS

By

Lois Nanette Korslund

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CHAPTER I

INTRODUCTION

Until the introduction and widespread acceptance of nylon slips after World War II, the main slip fabrics were made of rayon, acetate, silk, or cotton fibers. All of these fibers have exhibited both advantages and disadvantages inherent in their physical properties. Rayon, an inexpensive and absorbent fiber, is relatively weak, will shrink, and requires ironing after laundering. Acetate, another inexpensive fiber, is weak and requires ironing at a low temperature as it is a thermoplastic fiber. Silk is resilient, absorbent, and cool; however, it is expensive and requires ironing. Cotton is inexpensive, strong, absorbent, and launders easily; nevertheless, its disadvantages are low resiliency and the need for ironing. Nylon, a moderately priced fiber, has desirable physical attributes; namely, high tensile strength, a high degree of true elasticity, and low moisture absorption resulting in quickly drying garments. Disadvantages of nylon are related to its low moisture absorption that causes discomfort in hot weather and static electricity, especially in a cold dry climate. Consumers have complained about the discoloration of nylon after wear and laundry.

Recent developments in textiles point to new possibilities for satisfaction with slip fabrics. Two fibers may be used in one fabric by a combination of yarns or a blending of the fibers in one yarn which results in a fabric having some the desirable physical attributes

of each fiber. Cotton fabrics may be changed by the addition of a functional finish; for example, plissé, embossed cotton, and wrinkle resistant cottons. Fabric and yarn geometry can be pre-determined to give a satisfactory cloth for a specific end use. Fabrics resulting from these developments are now available on the middlewest market in slips of different styles and a range of prices. Dacron is being used in all Dacron fabrics or in blends with cotton, rayon, and nylon. Orlon is available in blends with nylon. Cotton is widely advertised as requiring no ironing when it has a functional finish.

Several studies on the serviceability of slips have been conducted by the Textiles, Clothing, and Related Art Department of Michigan State University over a period of the past ten years. As a result of the new slip fabrics available there was a need to bring the research up-to-date. Plans were developed for two separate studies, a preference and a serviceability study. For the first time research was planned to determine preferences and buying practices among college women enrolled in home economics. The purpose of the other study was to evaluate the serviceability of cotton and synthetic blends in slip fabrics and to determine the proper care for these fabrics.

Interest in the preference study stemmed from research on girls' and boys' clothing being conducted by the North Central Regional Co-operative Textiles and Clothing Project with which the Textiles, Clothing, and Related Art Department of Michigan State University is cooperating. Cooper¹ suggested in her preliminary study that

¹Cooper, Mabel. The Development and Evaluation of an Interview Schedule, Materials and Procedures for Preferences and Buying Practices in Girls' Outerwear. Unpublished Master's Thesis, Michigan State College, 1955, 119 pp.

additional investigations might be made in the relatively new area of consumer preferences and buying practices. Although she was referring to girls' clothing, it seemed that similar information on preferences and buying practices for slips would be worthwhile.

The serviceability study was planned for six of the 20 slips included in the preference study. Slip fabrics selected for physical testing included: embossed cotton, "Wrinkl-Shed" cotton batiste, Dacron-cotton batiste, Dacron-cotton-nylon batiste, Dacron-nylon-rayon crepe, and nylon-Orlon taffeta. Fiber content was determined by burning, microscopic, and chemical tests. Physical tests pertaining to serviceability were weight, yarn count, abrasion, and tensile strength. Fabrics were tested originally and after twenty launderings. The Taber Abraser was used in testing resistance to abrasion. Tensile strength, wet and dry, was determined by the strip method using the Scott Tester. Dimensional stability to laundering was tested by laundering the slips in the complete cycle of an automatic washer and hanging them to dry. The slips were measured in length and circumference after the first, fifth, tenth, fifteenth, and twentieth launderings.

More information will be available as a result of these coordinated preference and serviceability studies. In all probability manufacturers and retailers will be interested in results of the preference and buying practice study. Consumers can be guided to a wiser purchase of slips by data providing information about potential serviceability of newer fabrics and finishes. In the College of Home

Economics the beginning textiles course has a consumer approach. From the preference study the teachers of this course can secure valuable information for a better understanding of the preferences and buying practices of their students.

Purpose of the Study

The purpose of this study was to determine the preferences and buying practices of groups of college women for white slips of different quality, fiber content, fabric, appearance, styling, and workmanship. Several factors were considered in determining the purpose and scope of the study; for example, the information desired, the population available for the study, and the variety of slips obtainable in the Lansing-East Lansing market. Early in the study it was decided that information ought to be related to preferences and buying practices of college women studying Home Economics at Michigan State University since a cross-section of all consumer groups did not seem feasible for such a limited study. Exhibits of slips were included as a basis for asking questions of the participants. Since white slips are in most common usage, it was decided to eliminate the color variable and in this way to remove any possibility of psychological influence due to color. Slips were purchased on the basis of quality, fiber content, fabric, appearance, styling, and workmanship.

Specific Objectives

Basic to the purpose of the study were the following specific objectives:

To determine the importance of the following factors in selection of a slip: quality, fiber content, fabric, appearance, styling, and workmanship.

To determine the buying practices of college women for selected white slips.

Hypotheses

On the basis of the specific objectives, the following hypotheses were formulated:

The buying practices, preferences, and satisfactions expected from a slip by a college woman can be determined by a preference study.

Slips made of man-made fabrics, blends, and functionally finished fabrics are attractive and have sales appeal.

The major factors in selection of a slip are appearance, quality, and launderability.

Junior and senior women with advanced course experience in clothing and textiles will show appreciable differences in their buying practices and preferences from freshmen and sophomore women with limited course experience.

CHAPTER II

REVIEW OF LITERATURE

Plans for the direction of this preference study evolved from suggestions secured in reviewing previous research undertaken at Michigan State University, from recent studies at other institutions, and from new developments in the textile market.

Since 1946 the Textiles, Clothing, and Related Art Department of Michigan State University has conducted four studies on slips as a part of its research for the Experiment Station. Bayor's study consisted of a comparison of certain physical properties which affected serviceability in rayon warp knit slips. Bayor¹ recommended a "need for standardization of laboratory tests and testing equipment for knit fabrics before such tests can truly be predictive of serviceability." Concerning future slip studies Bayor also recommended, "Future investigations in knit fabrics should include a wearability study which would combine the effect of wear and service on fabrics."

Rann², in 1946, did a comparative study of four brands of rayon woven slips of comparable price. Concerning this study done under wartime conditions, Rann concluded, "The results of the study indicated

¹Stephanie Bayor. Comparison of Some Physical Properties Affecting Service Qualities of Three Brands of Rayon Warp Knit Slips. Unpublished Master's Thesis, Michigan State College, 1946, 50 pp.

²Florence Rann. A Comparative Study of Four Brands of Women's Rayon Woven Slips of Comparable Price. Unpublished Master's Thesis, Michigan State College, 1946, 80 pp.

a need for more information about slips in order that the consumer may make a satisfactory purchase. This is particularly important at the present time when economic conditions make replacement of clothing difficult."

A natural outgrowth of these two studies was the research conducted by Thompson³ in 1947 in which laboratory tests related to serviceability were made on slips before and after laundering, with and without wear. The slips were worn approximately 25 hours between laundering and were laundered 30 times. Thompson reported concerning the wear of the slips, "Visual examination of unworn laundered slips showed little evidence of wear. The worn slips, however, showed much greater signs of deterioration; in fact, a few slips which had been laundered by the cooperators were ready to be discarded. The greatest deterioration was observed on the inside double edge bodice top along the seam line in the back and underarm sections particularly. . . . A few straps were broken in the process of wear . . . Results from breaking strength tests showed greatest loss in strength in fabric taken from side and back waist sections of the worn slips which were areas directly in contact with the body."

These three slip studies became out-dated because of improvement in the rayon fiber and the increased availability and widespread acceptance of nylon fiber content for slips. In 1953 the studies were

³Thelma Thompson. A Study of the Reliability of Laboratory Tests in Measuring Serviceability of Rayon Slips. Unpublished Master's Thesis, Michigan State College, 1947, 83 pp.

continued when Davidson⁴ did research on laundering procedures for white nylon knit and satin slips. She concluded that both hand and machine laundering were satisfactory as color change was not significant in either fabric in the last 30 launderings.

In 1955-1956 two more studies were planned, one a serviceability study on newer fabrics and the other a preference study. The interest in the preference study stemmed from preference studies being done in other areas of clothing. The Textiles, Clothing, and Related Art Department and the Experiment Station are cooperating with the North Central Regional Cooperative Textiles and Clothing Projects on girls' and boys' clothing. Although results of these studies are not available, Cooper⁵ reported in her pilot study of the development and evaluation of an interview schedule, materials, and procedure for the girls' study, "The use of actual garments in this type of study was regarded as both feasible and effective for obtaining family preferences and practices. However, the number and variety of garments which were used presented so many variables that precise evaluation was difficult. A study of this type should be limited to a single category of garments so that such variables as color, design, fabric, and workmanship could be more effectively controlled and subsequently evaluated." Cooper concluded about her study, "The potentialities in the

⁴Beulah Davidson. A Comparison of Two Laundering Procedures for White Nylon Slips. Unpublished Master's Thesis, Michigan State College, 1953, 94 pp.

⁵Mabel Cooper. The Development and Evaluation of an Interview Schedule, Materials and Procedures for Preferences and Buying Practices in Girls' Outerwear. Unpublished Master's Thesis, Michigan State College, 1955, 119 pp.

use of actual garments for determining specific clothing preferences of different age and sex groups is unlimited. Such studies are needed to reveal and establish the age at which different factors influence individual preferences if we are to better understand what constitutes needs and satisfactions in clothing."

Limited research has been completed on satisfactions and dissatisfactions in clothing. Warden⁶ studied certain aspects of interest, knowledge, goals, and satisfactions in the clothing of sophomore and junior women enrolled in the College of Education and the College of Liberal Arts at The Pennsylvania State University. Some of her conclusions follow:

The differences among girls was clearly brought out by the difference in the amount of knowledge they reported having of fashion trends, of fiber and fabric, of fit, and of quality-price relationships. There were many girls who were low in each area of knowledge and also it was indicated that many had little knowledge of how to find what is in the market. This indicates that teachers would do well to discover the extent to which their students need aid in buying clothes and prepare to help them meet this need. . . .

Because 60 girls indicated that they had figure problems which caused difficulty in finding attractive and well-fitting clothes, it is suggested that the clothing industry might well benefit if they took more consideration of the figures of college age girls.

There is an opportunity for retailers to help girls understand the kind of information used in advertising and selling. It suggests the possibility of retailers and the teachers working together so that the kinds of knowledge made available by the retailers and the kinds of knowledge students are taught to seek from their classes may grow together.

⁶Jessie Warden. Some Factors Effecting the Satisfactions With Clothing of Women Students in the College of Education and the College of Liberal Arts. Unpublished Doctoral Thesis, The Pennsylvania State University, 1955.

Hall⁷ conducted research to discover some of the factors that contribute to satisfactions and dissatisfactions with clothing of a group of urban, low income families. She reported:

When a specific garment was discussed, style and color were the factors most frequently mentioned by the wife as bringing the greatest satisfaction to her at the time of purchase. After the item was used, ease in washing and ironing, was liked most . . . However, after the garment was used, there were many scattered reasons for dissatisfaction; almost one-half of the reasons for dissatisfaction were regarding wearing properties; and most of the other complaints were divided among care, fit, and comfort. . . Two-thirds of the women were able to mention clothing items they had purchased for themselves or for their families that they had liked very much until after they had used them.

Additional research is also needed to discover what socio-economic factors other than age, education, family composition, and amount of clothing owned, which were considered in this present study, could have relationship with feelings of satisfaction with clothing. Some of these might be buying practices, use and care of garments, effect of special adult classes, the amount of money spent for clothing and similar factors.

The need for this preference study was based on new developments in textiles suitable for lingerie. Recent textile books and current textile magazines report the theoretical and practical aspects of the blends and functional finishes.

Satisfactory end use of a textile fabric is determined by the selection of a fabric with the right properties for a particular purpose. Kaswell⁸ states that fabrics can be engineered "in terms of yarn size and spacing, fabric thickness, density, opacity, crimp,

⁷Katharine Hall. A Study of Some of the Factors That Contribute to Satisfactions and Dissatisfactions in the Clothing of Ninety-Two Urban Low Income Families. Unpublished Doctoral Thesis, The Pennsylvania State University, 1955.

⁸Ernest R. Kaswell, Textile Fibers, Yarns, and Fabrics, (New York, 1953), pp. 176-177.

etc. These factors in turn (in addition to inherent properties, of course) govern those characteristics of the textile which are of value to the ultimate consumer: warmth and resilience, abrasion resistance, crease resistance, water repellancy, shrinkage, air permeability, etc." Thus, fabric engineering requires a know-how of combining the right fibers into a satisfactory yarn which, in turn, must be woven into the most satisfactory weave for the specific end-use.

Successful blends are the result of good fabric engineering; good functional finishes depend upon a successful resin finish. Concerning blending of fibers Sayre⁹ reports, "Blends of Dacron polyester fiber with rayon are outstanding among the highly complementary combinations. In the blend Dacron provides excellent dimensional stability, press retention, wrinkly recovery, abrasion resistance and strength. Rayon, if properly blended with the Dacron, is not an adulterant, but makes important contribution to the blend. Predominate among these are reduced static propensity, improved resistance to hole melting and a measure of protection from pilling. Excellent results were obtained with a blend containing 70 per cent Dacron and 30 per cent rayon. Here both fibers contribute to a balance of properties that provide optimum performance."

A report in Modern Textiles Magazine¹⁰ concerning the Dacron-cotton-nylon blend said: "'Blendaire', a new combination of Dacron-

⁹James Sayre. "Blending and Fabric Performance", Modern Textiles Magazine, April, 1956, p. 40.

¹⁰Anon., "What's New in Fabrics", Modern Textiles Magazine, April, 1955, p. 70.

nylon-cotton batiste, is now available in a series of sleepwear fashions. The new fabric has an exceptionally soft hand, good drapability, and is lightweight with an opaque appearance. According to its manufacturers, this batiste, for its weight, is the longest-wearing batiste ever developed."

Recent research has attempted to find methods of overcoming disadvantages inherent with the cotton fiber. Buck¹¹ reports, "Wash and wear, or no-iron fabrics, can be made entirely of cotton, in some cases using resins, but in others mainly by construction, which equal in performance the best of the synthetic blends."

Lippert¹² says, "What then are the properties we wish to achieve in minimum-care cottons? These properties may be divided into two general groups--one group relates to the geometry of the fabric system; the other group relates to the formulation which has been applied and which changes the properties of the fabric system. . . . Minimum care cottons can be handled by home laundering and drying devices which have been developed and built to make household chores easier and more efficient. There is no need to specify that the material be drip-dried, hung on a hanger, etc. We have never been convinced that for ordinary usage the bathtub would replace the automatic washer and dryer. . . There are, however, two distinct dangers which may seriously impair or actually destroy the public's acceptance

¹¹George Buck, "A Frank Look at the Fiber Future", Modern Textiles Magazine, June, 1955, p. 78.

¹²Arnold Lippert, "Characteristics of Wash and Wear Cottons," Textile Research Journal, February, 1956, pp. 128-135.

of minimum care cottons. One is needlessly exaggerated claims of performance which will cause the public to consider minimum-care cottons only another advertising stunt. . . . We are asking for trouble, if, under the stress and strain of competition, appreciable amounts of cotton fabrics are sold under this or similar designation, which for one or more reasons produces obviously unsatisfactory end products. . . . Quality goods should be properly tested, controlled, and carry a trademark that really means something."

Suggestions from other research studies that were incorporated in the planning of this research included: Cooper's recommendation that the actual garments be used as the basis of the questions and that a single category of garments be used in one study; implications of data from Warden's study on satisfactions and dissatisfactions among college women with their wardrobes; Hall's recommendation for additional research to probe factors relating to satisfactions, such as buying practices, use and care of garments, and the amount of money spent for clothing; and recommendations included in previous studies on slips at Michigan State University. Recent literature pointed up the potentialities of new blends and finishes. It was felt a preference and buying practice study would reveal the acceptance of the latest developments in fabrics used for slips.

CHAPTER III

METHODS AND PROCEDURES

Methods and procedures for the preference and buying practices study included the selection and description of the slips, selection and description of the population, formulation of an instrument, administration of the instrument, and an analysis of data.

Selection and Description of the Slips

Shopping for the slips of this study was done in the Lansing-East Lansing market to determine the availability of slips. Final selections were made during the pre-Christmas season when the stock of slips was greater than normal. Among the 27 stores included in the survey were 19 speciality shops, three department stores, two retail outlets of mail-order houses, two variety stores, and one chain store. See Appendix C, Table IX, page 188 for a complete listing of stores. Data was recorded about 51 slips that had possibilities of being pertinent to the study. The data sheet consisted of a description of the slip, information from any attached labels, and the type and name of the store. Slip information included price, brand name, fiber content, fabric construction, type of straps, style of bodice, cut of skirt and kinds of trim.

Data from the 51 slips were recorded on a large chart. The committee¹ selecting the slips for both the serviceability and preference

¹Hazel B. Strahan, Head of Textiles, Clothing, and Related Art Department, Michigan State University.

studies compared and evaluated each slip for its suitability in these studies. Major considerations were quality, fiber content, fabric construction, appearance, styling, and workmanship. For the preference study slips were selected for variety, while slips for physical testing included only the newer man-made fibers, blends, and cottons with functional finishes. Formulation of a tentative list of slips provided the basis for final evaluation and selection of 20 slips for the preference study and six slips for the serviceability study.

Although price and quality are not synonymous, slips selected at different price ranges provided obvious differences in quality. It was felt that there would be too many variables if the price range was too extensive; thus, the decision was made for limitation to three prices: \$2.98, \$3.98, and \$5.95. Slips at these prices did not include the cheapest or the most expensive ones available, but rather a popular price range.

Selection of fiber content of the slips was important because of the extensive variety of fibers and blends of fibers on today's lingerie market. To limit the scope of the study the committee decided to eliminate all slips except those the manufacturer claimed required no ironing. Woven cotton, rayon, or acetate slips were eliminated unless they had a functional finish or were blended with another fiber

1 (cont.) Mary Gephart, Associate Professor of Textiles, Clothing, and Related Art
Jeanne Gannon, Research Instructor of Textiles, Clothing, and Related Art
Lois Korslund, Graduate Assistant.

resulting in a finished "no-iron" fabric. The final selection included fabrics made from acetate, cotton, nylon, Dacron, Orlon or Cordura rayon (high tenacity) fibers or blends of these fibers.

Inclusion of all fabric constructions available in lingerie was impossible; however, the final selection included seven knit slips and 13 woven slips. Knit slips were included because of their availability and popularity. Many of the newest fiber combinations are made into woven slips; consequently, more woven slips were selected. The woven fabrics, all plain weaves, included the following: one cotton plissé, two embossed cottons, one "Wrinkl-Shed" finished cotton batiste, three nylon crepes, one crepe of Dacron-nylon-Cordura rayon blend, three batistes of Dacron-cotton blends, one batiste of Dacron-cotton-nylon blend, and a taffeta of nylon-Orlon blend.

In the preliminary survey of the market there appeared to be quality variations in slips of a specific fiber content at one price. Final selection was made for the best quality slip available of a particular fiber content and price. Although types and quality of the trim varied, moderately trimmed slips were usually selected with the exception of two more elaborately trimmed slips featured as Christmas gift items.

All except two of the slips were cut with variations of the V-style bodice; the other slips were of camisole and built-up bodice styles. Skirts differed in the number of gores, the grain of the fabric, and types of shadow panels, if any. Other variations in style, were usually a part of the trim.

Variations in workmanship existed among price ranges as well as among slips within a given price range. In every selection an effort was made to purchase the slip that best represented the group in workmanship.

A summary of the slips purchased for this study follows:

TABLE I

Code Letter, Fiber Content, and Fabric of Twenty Slips
Purchased in Three Price Ranges for Preference Study

<u>\$2.98-\$2.99</u>	<u>\$3.98-\$3.99</u>	<u>\$5.90-\$5.95</u>
(A) Cotton plissé	(H) Embossed cotton	(N) Nylon crepe
(B) Embossed cotton*	(I) Nylon crepe	(O) Dacron-cotton
(C) "Wrinkl-Shed"	(J) Dacron-cotton	batiste*
batiste*	batiste	(P) Dacron-nylon-cotton
(D) Nylon crepe	(K) Nylon knit	batiste*
(E) Dacron-cotton	(L) Dacron-nylon knit	(Q) Dacron-nylon-rayon
batiste	(M) Dacron knit	crepe*
(F) Acetate knit		(R) Orlon-nylon tafetta*
(G) Nylon knit		

* Slip included in serviceability study.

Illustrations and complete information for each slip may be found in Appendix A, Illustrations 1-20, pages 151-170.

Certain factors which were held constant to control some of the variables and limit the scope of the study were:

Three price ranges were chosen: \$2.98, \$3.98, and \$5.95.

Certain fibers and fabrics were purchased in all three price ranges: nylon crepe, Dacron-cotton batiste, and nylon knit.

Price was held constant for three cotton slips at \$2.98 and three blends at \$5.95.

Only white slips were included.

The final group of slips was checked for sufficient variety and similarities to provide opportunity for choice in quality, appearance, styling, and workmanship. The following list summarizes the selection:

Brand name:

- 16 slips with a brand name (some relatively unknown)
- 4 slips with no brand name

Place of purchase:

- 3 specialty shops
- 2 department stores
- 1 mail-order house (retail outlet)
- 1 chain store

Fabric construction:

- 13 woven slip fabrics (all plain weave)
- 7 knit slip fabrics

Skirt:

- 8 two-gore skirts
- 12 four-gore skirts
- 8 straight-cut fabric skirts
- 5 bias-cut fabric skirts
- 8 skirts with shadow panels

Bodice cut:

- 18 variations of V-style
- 1 camisole top
- 1 built-up bodice

Straps:

- 18 adjustable straps
- 2 non-adjustable straps
- 12 3/8 inch width
- 3 5/8 inch width
- 2 1/4 inch width
- 1 1/2 inch width
- 2 1 1/4 inch width
- 10 ribbon straps
- 9 self-fabric straps
- 1 lace strap

Seam finishes varied in that all knit slips had overcast seams and woven slips had both overcast and pinked seams. No special

emphasis was placed on seams in the study as seams and seam finishes are only one factor of workmanship. Trims varied in amounts and kinds. Lace, permanently pleated nylon or self-fabric, tulle, sheer knit, embroidered self-fabric, and nylon and cotton eyelet were all used in different ways. Labeling of the slips varied from no label to one or two supplied by the slip or/and fabric manufacturer. Information included on labels varied greatly.

Selection and Description of the Population

Due to the limited size and scope of this study it was impossible to administer the questionnaire to a cross-section of all consumers. As a study of this type should be useful to teachers working with consumer information in textiles and clothing, it was decided to limit the population to students enrolled in textiles, clothing or related art courses. The assumption was made that variations in preferences and buying practices existed at different ages and with different degrees of textiles and clothing training. Therefore, two groups were set up:

Group I -- Fifty freshmen or sophomore women enrolled in T.C.R.A. 170 (Textiles I, Textiles for the Consumer) during winter term, 1956.

Group II -- Fifty junior or senior women who had completed T.C.R.A. 170, T.C.R.A. 372 (Textiles II, Fabric Construction), and at least one course in clothing construction.

At the time the questionnaire was administered the women of Group I had not studied specific information about slips in T.C.R.A. 170, although they had concluded units on basic information on fibers, fabrics, and household textiles. The junior-senior women of Group II

might have completed T.C.R.A. 372 several terms prior to participation in the study.

Students were contacted by the writer in a textiles, clothing, or related art class in which they were currently enrolled. Volunteers signed for an appointment to complete the instrument during a free hour. Telephone contacts were made for a second appointment if the student failed to keep the first schedule. Since an insufficient number of students, who were qualified for each group, volunteered, telephone contacts were made to non-volunteers from the class lists of current T.C.R.A. 170 enrollees and to women enrolled in T.C.R.A. 372 either spring or fall term, 1955.

Formulation of the Instrument

Before formulating the instrument the slips were grouped into five exhibits which provided the basis for the comparisons, selections, and choices given the participants. It was decided that the instrument had to be short enough to be administered in fifty minutes or less so the participant might complete it during a normal class hour.

The instrument was pre-tested among graduate students and a few staff members of the Textiles, Clothing, and Related Art Department. After an evaluation of the instrument and the incorporation of suggestions by the participants, the instrument was revised and administered to eleven students as a pilot study. Results indicated that differences might be expected between Groups I and II; consequently, it was decided to retain group identity. See Appendix B, pages 176-186 for the final instrument used in this study.

Actual garments were used as the basis for the first portion of the questionnaire. Cooper² reported the feasibility and effectiveness of using garments in a preference study. Her recommendation of limiting preferences to a single category of garments for more effective control and evaluation was followed in that only white slips were included in the study.

The purchased slips were divided into five exhibits, each of which was based on one constant factor. The first exhibit included five knit slips having variety in price and fiber content: acetate knit and nylon knit at \$2.98 and all nylon knit, Dacron-nylon blend knit, and all Dacron knit at \$3.98. Exhibit II consisted of three nylon crepe slips at each of the three price ranges included in the study: \$2.98, \$3.98, and \$5.95. Attached to each of these slips were identical labels naming the fabric as "Cuddylon" 100 per cent nylon by Burlington Mills. Exhibit III was made up of all-cotton slips having different functional finishes. Fabrics included cotton plissé, "Wrinkl-Shed" cotton batiste, and embossed cotton at \$2.98 in addition to a second embossed cotton of a different style at \$3.98. The fourth exhibit included slips of Dacron-cotton blends in the three price ranges. All the slips of Exhibit V were priced from \$5.90-\$5.95. The three woven slips made from blends were: Dacron-cotton-nylon batiste, Dacron-nylon-Cordura rayon crepe, and nylon-Orlon taffeta. Two differently styled nylon slips were also included. The following table shows a summary of each of the exhibits:

²Mabel Cooper. The Development and Evaluation of an Interview Schedule, Materials and Procedures for Preferences and Buying Practices in Girls' Outerwear. Unpublished Master's Thesis, Michigan State College, 1955, 119 pp.

TABLE II

Fabric, Fiber Content, and Price of White
Slips Included in Each Exhibit

<u>Exhibit I</u>	<u>Exhibit II</u>	<u>Exhibit III</u>	<u>Exhibit IV</u>	<u>Exhibit V</u>
All Knit	All Nylon Crepe	All Cotton	All Dacron- Cotton Blends	Same Price (\$5.90-\$5.95)
Acetate \$2.98	\$2.98	Pliésé \$2.98	\$2.98	Dacron-cotton-
Nylon \$2.98	\$3.98	Embossed \$2.98	\$3.98	nylon batiste
Nylon \$3.99	\$5.95	"Wrinkl-	\$5.95	Dacron-cotton-
Dacron-		shed" \$2.98		rayon crepe
nylon \$3.98		Embossed \$3.98		Nylon-Orlon
Dacron \$3.98				taffeta
				Nylon knit
				Nylon knit

Two questions were asked about each exhibit: first, "Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice."; and second, "Which slip would you be least likely to buy? Circle your answer. Check the reason(s) why you would not buy that slip for a gift or for yourself." For both questions each student was asked to check pre-categorized reasons for her choice and in addition was given an opportunity to write in other reasons.

After completing the questions concerning the five exhibits, the participant was asked in an open end question to name her favorite slip from all the exhibits and to give the reasons for her choice. The women had examined each slip in answering questions about the exhibits and it was felt that their familiarity with all the slips would be adequate for answering this question.

A sixth exhibit included labels from four slips. The student was asked about three of the labels, "Which do you think is the best

label?" The three labels were selected on the basis of differences in color, shape, legibility, and information. Information usually included brand name, fabric name, fiber content, price, finish, fabric manufacturer, national advertisements, laundering directions and superfluous descriptions. The fourth label was used in a question to determine information which the student felt was important to the consumer in purchasing a slip. Information listed from the label was checked by the student if she considered it significant. The selected label had superfluous as well as factual information. See facsimiles of the labels in Appendix A, Illustrations 21-23, pages 171-173.

Part I of the instrument consisted of the questions on the six exhibits. Part II was made up of general questions regarding the preferences and buying practices of the students participating in the study. Preferences were requested for specific styles, fabric, fiber content, trim, or special features. Specific questions were asked about the student's personal buying habits. Information about individual slip wardrobes and practices of wear and care was sought because it was felt there might be a relationship to preferences and buying practices. Questions concerning satisfactions were exploratory as well as possibly being pertinent to the specified preferences and buying practices. Warden³ reported from her study among college

³Jessie A. Warden. Some Factors Effecting The Satisfactions With Clothing of Women Students in The College of Education and The College of Liberal Arts. Unpublished Doctoral Thesis, The Pennsylvania State University, 1955.

women: "a basic satisfaction with their wardrobe with a major emphasis on change of quantity, with both an increase in quality, and only minor indication of desire to change the kinds of clothing in the wardrobe." It was felt that a few questions on satisfactions with slips would point up a need or direction for more study in this area.

Administration of the Instrument

The instrument was planned and developed so the students could read the instructions and follow through the exhibits at their own rate of speed. It was intended that no one would require more than fifty minutes of time to complete the questions. The writer was in the room to hand out the instrument and answer any questions. Complete instructions were given in the questionnaire as students arrived at different times making verbal instructions impossible.

To facilitate a smooth flow of traffic when several women were completing the questionnaire at one time, a large overhead sign stating the exhibit number was placed over each exhibit. Each slip was hung on a plastic clothes hanger on which was attached a cardboard sign that listed the code letter of the slip, the fiber content, the fabric construction, the price, and any paper labels attached to the slip when purchased. The name of the department store, speciality shop, or mail-order house was not included as it was felt this information might influence choice.

Analysis of the Data

Analysis of responses from Group I (freshmen-sophomore women) and Group II (junior-senior women) were made separately before

comparing the two groups. Conclusions and recommendations were made on the basis of total responses and percentages that appeared significant. Averages were generally determined by the arithmetic mean. Histograms were used for plotting the frequency distribution of preferences for slips of each exhibit. Occasionally a student did not answer a question or did not follow instructions, in which case the question was deleted and accounted for by listing as "deleted" in the appropriate table.

CHAPTER IV

ANALYSIS OF DATA

The purpose of this study was to determine the buying practices and preferences of a group of college women for white slips of different quality, fiber content, fabric, appearance, styling, and workmanship. The purpose of the research study on physical testing was to evaluate the serviceability of cotton and synthetic blends in slip fabrics and to determine the proper care for these fabrics. Both studies are a part of long range research on slips planned in cooperation with the Experiment Station and carried out through the Textiles, Clothing, and Related Art Department. Twenty slips formed the basis for the preference study which was conducted among 100 college women who were enrolled in Textiles, Clothing, and Related Art courses at Michigan State University, winter term, 1956.

Generalizations, conclusions, and recommendations were made on the basis of trends drawn from total numbers and percentages that appeared significant. Histograms and tables are used to record the data.

Description of the Population

The population of this study included 100 college women who were enrolled in T.C.R.A. courses. The 50 freshmen and sophomore women who were enrolled in T.C.R.A. 170 (Textiles I, Textiles for the Consumer) are designated as Group I in this study. At the time the instrument was administered the students had studied basic information on fibers,

fabrics, and household textiles; however, they had not studied consumer information concerning the selection of a slip. The 50 junior and senior women, who are designated as Group II, had completed T.C.R.A. 170, T.C.R.A. 372 (Textiles II, Fabric Construction), and at least one clothing construction course. T.C.R.A. 372 is a textiles course that stresses construction of fabrics, detailed information about fibers, and the finishing of fabrics.

A limited amount of personal data was asked of each woman. Group I was composed of 43 freshmen and seven sophomore women, as compared to 18 junior and 32 senior women in Group II. Table III gives in summary form the number of women enrolled in each class.

TABLE III

Class Enrollment of Women in
Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)

Class	Group I		Group II	
	Number of Women	Per Cent	Number of Women	Per Cent
Freshman	43	86	0	0
Sophomore	7	14	0	0
Junior	0	0	18	36
Senior	0	0	32	64

No unexpected or unusual age variations existed in either group since Group I varied from 17 to 20 years of age and Group II from 19 to 22 years of age. The majority of the women of Group I were 18 years of age and the majority of Group II were 21 years of age as shown in Table IV.

TABLE IV

Ages of Women in Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)

Age	Group I		Group II	
	Number of Women	Per Cent	Number of Women	Per Cent
17	3	6	0	0
18	32	64	0	0
19	12	24	3	6
20	3	6	15	30
21	0	0	30	60
22	0	0	2	4

A survey of the major area of study revealed that the majority of the women included in this study were either Retailing or Home Economics Teaching majors (see Table V). As would be expected, a greater diversity of majors existed among the women of Group I because Textiles I is a core course which is required of all home economics majors. Textiles II is required for majors in Textiles, Clothing and Related Art and is a strongly recommended elective for Home Economics Teaching. All except two women in Group I stated their preference for home economics, declaring their majors as follows: 16 Home Economics Teaching, 12 General Home Economics, 10 Retailing, and 10 scattered majors. All the women of Group II were home economics majors with the following breakdown: 28 Retailing, 8 Home Economics Teaching, and 14 scattered majors.

A marked difference existed between the two groups in the number of T.C.R.A. courses completed. All of the women of Group I were enrolled in Textiles I. Forty-four of the 50 women had completed Color and Design Applied to Daily Living and only two had completed Clothing

TABLE V

Major Area of Study of Women in
Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)

Major Area of Study	Group I		Group II		Per Cent of All Women
	Number of Women	Per Cent	Number of Women	Per Cent	
Retailing	10	20	28	56	38
Home Economics Teaching	16	32	8	16	24
General Home Economics	12	24	3	6	15
Home Furnishings	1	2	3	6	4
Related Art	0	0	4	8	4
Textiles and Clothing	1	2	2	4	3
Child Development	3	6	0	0	3
Home Economics Journalism	1	2	1	2	2
Dietetics	2	4	0	0	2
Institutional Admin- istration	2	4	0	0	2
Dress Design	0	0	1	2	1
No Preference	1	2	0	0	1
Art	1	2	0	0	1

TABLE VI

T.C.R.A. Courses Related to Textiles, Clothing, and Basic Art
Principles Completed by Women in Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)

T.C.R.A. Course Number	Group I		Group II	
	Number of Women	Per Cent	Number of Women	Per Cent
None	6	12	0	0
140 Color and Design Applied to Daily Living	44	88	50	100
170 Textiles for the Consumer	0	0	50	100
372 Textiles II, Fabric Construction	0	0	50	100
150a Clothing Construction I	2	4	50	100
250d Clothing Construction II	0	0	21	42
350 Pattern Designing, Fitting, and Construction	0	0	20	40
352 Dress Design and Construction	0	0	5	10
352d Tailoring	0	0	1	2

Construction I. More experience and a diversity of courses completed existed among individuals in Group II. All the women had completed Textiles I, Textiles II, Color and Design Applied to Daily Living and Clothing Construction I. Thirteen of the women had not finished any clothing construction courses beyond Clothing Construction I, but the remainder had completed one or more courses in commercial pattern, draping, flat pattern, dress design, or tailoring. A summary of course completed by each group is shown in Table VI.

Included in the personal data asked of each student were her height and weight because it was felt this information might bear a relationship to preferences concerning the fit of the garment. The median height of both groups was five feet and five inches and the median weight was within the 120 to 129 pound range. Height distribution among the women was from five feet tall to six feet and one inch. Sixty-eight per cent of the women in Group I and 66 per cent of Group II were in the height range of five feet four inches to five feet seven inches. Table VII shows the height distribution by groups.

The entire range of weight of Group I was from 100-159 pounds as compared to 90-189 pounds in Group II. The median of weight distribution was also similar in the two groups with 90 per cent of Group I and 89 per cent of Group II in the 110-149 pounds range. Table VIII summarizes weight distribution by groups.

Summary of Personal Data:

Most significant differences between Group I and Group II were

TABLE VII

Heights of Women in Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)

Heights in Feet and Inches	Group I		Group II		Per Cent of All Women
	Number of Women	Per Cent	Number of Women	Per Cent	
5'	0	0	2	4	2
5'1"	1	2	1	2	2
5'2"	2	4	3	6	5
5'3"	3	6	4	8	7
5'4"	11	22	6	12	17
5'5"	12	24	9	18	21
5'6"	6	12	8	16	14
5'7"	5	10	9	18	14
5'8"	3	6	6	12	9
5'9"	3	6	1	2	4
5'10"	2	4	0	0	2
5'11"	1	2	1	2	2
6'	0	0	0	0	0
6'1"	1	2	0	0	1

TABLE VIII

Weights of Women in Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)

Weight in Pounds	Group I		Group II		Per Cent of All Women
	Number of Women	Per Cent	Number of Women	Per Cent	
90-99	0	0	1	2	1
100-109	2	4	4	8	6
110-119	10	20	10	20	20
120-129	14	28	13	26	27
130-139	9	18	15	30	24
140-149	12	24	6	12	18
150-159	3	6	0	0	3
160-169	0	0	0	0	0
170-179	0	0	0	0	0
180-189	0	0	1	2	1

in age, class, major area of study, and classroom instruction in textiles and clothing. Only minor differences existed in height and weight.

Administration of the Instrument

The instrument was developed to be checked by the student without verbal instruction and in a period of time no longer than fifty minutes, a normal class hour. The writer was to be in the room to hand out the questionnaire and answer any questions pertaining to it. Three half-day periods had been scheduled during which time student volunteers would fill in the instrument at their convenience. No more than 15 women were scheduled to complete the instrument at one time in order that all participants would have ample space to thoroughly examine each slip. Enough women volunteered to complete the instrument.

For the most part original plans were carried out. However, an insufficient number of women met their appointments or qualified for either of the specified groups. Phone calls were made to secure additional students. Altogether six half-days were scheduled for administration of the instrument.

As each student came into the room she was asked to read the instructions of the questionnaire, to complete the personal data, and to fill out questions pertaining to the exhibits before completing the general questions. Very few participants asked for interpretation of the directions or questions in the instrument. Student enthusiasm was shown as several women expressed appreciation for being asked to participate while others asked specific questions about some of the

blends or were interested in learning the results of the study.

Altogether 63 freshmen or sophomore women and 58 junior or senior women completed the instrument to obtain fifty usable questionnaires from each group. As few as two and as many as fifteen students were completing the questionnaire at one time.

Throughout the analysis of the data certain practices were adapted and used consistently. Occasionally a student failed to complete a question or misread the directions for answering the question. The responses of these students were deleted from the total number. Responses listed less than ten times by the entire group were usually classed as "miscellaneous" since such responses were too scattered to be significant. In most questions in Part II the students were permitted to give more than one answer with the result that the total number of responses often exceeded 100. In these cases percentage figures were based on per cent of the total number of responses rather than the number of participants. The word "blend" has been used in this study to indicate either a combination of yarns of different fibers or the more exacting classification of fibers blended within the yarn. "Rank order" is used to arrange reasons for preference in a numerically ordered sequence according to the total number of responses by each group.

Analysis of Data from Part I

Part I of the instrument consisted of questions based on five exhibits of slips and one exhibit of labels. On each of the five slip exhibits each women was asked to choose the slip or slips which she

would buy for herself or for a gift. An alternative was given with the possibility of selecting "none" of the slips. The reason or reasons for the selection were to be given. The women were also asked to select the slip which they would be least likely to buy and to check the reason or reasons for the choice. A space was always provided for writing in other reasons that had not been listed in the pre-categorization.

After answering questions about each exhibit, the women were asked to choose the favorite slip of all twenty included in the five exhibits. Reasons for the choice were to be written in answer to the open-end question. The last two questions of Part I were based on the four labels included in Exhibit VI.

Exhibit I

<u>Slip F</u>	<u>Slip G</u>	<u>Slip K</u>	<u>Slip L</u>	<u>Slip M</u>
Acetate	Nylon	Nylon	Dacron-nylon Blend*	Dacron
Knit	Knit	Knit	Knit	Knit
\$2.99	\$2.98	\$3.99	\$3.99	\$3.98

* A blend is a fabric made from a combination of two or more fibers, such as Dacron-nylon.

Exhibit I consisted of knit slips at two price ranges, \$2.98 and \$3.98. Slip F had a four-gore skirt and was lace trimmed. Slip G had a two-gore skirt and was trimmed with permanently pleated sheer nylon tricot on both bodice and skirt. Slip K had a two-gore skirt and was trimmed with sheer nylon tricot and fagoting. Slip L was elaborately trimmed with nylon embroidered edging and a pleated lace center front panel. Slip M had four-gores and was trimmed with lace and sheer nylon knit. For complete information on each of the slips

of Exhibit I, see Appendix A, Illustrations 1-5, pages 151-155 . For questions 1 and 2 pertaining to Exhibit I, see Appendix B, page 177.

The women were asked in question 1, "Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice." Chart I, page 36, shows the preferences expressed by each group. Favorite slips were G and K, both nylon knits. In third rank was Slip M, the Dacron knit. Ten women did not choose any of the slips. A complete summary of reasons for preference is shown in Appendix C, Tables X-XI, pages 189-190.

Slip K was the favorite of all the slips in Exhibit I with 21 respondents checking it from Group I and 24 respondents from Group II. The reasons for the choice by each group appear in rank order:

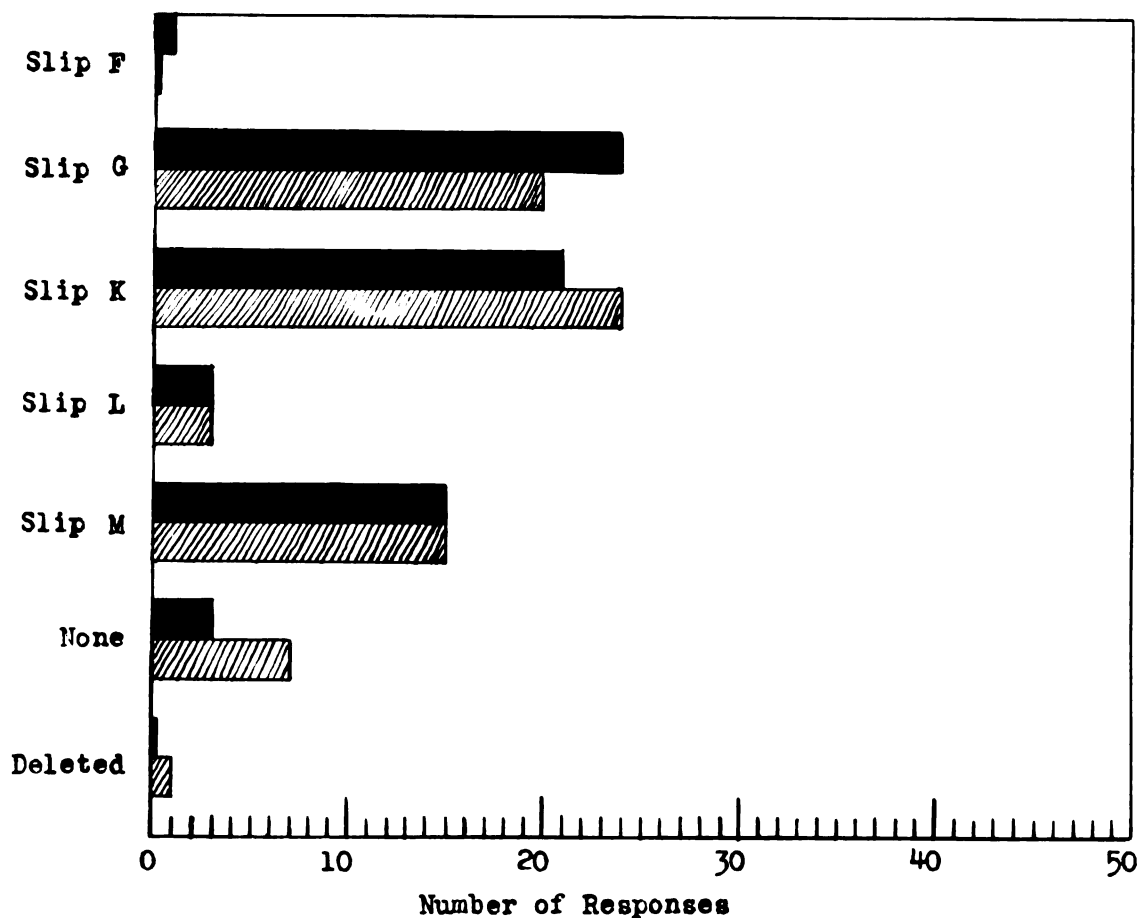
SLIP K

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
	21		24
<u>Reasons</u>		<u>Reasons</u>	
Appears durable	18	Appears durable	19
Good workmanship for		Good workmanship for	
the price	15	the price	19
Fiber content (nylon)	14	Fiber content (nylon)	16
Trim	14	Bodice cut	16
Bodice cut	10	Trim	15
Looks like a good fit	10	Looks like a good fit	7
Price (\$3.99)	6	Appearance	5
Appearance	2	Price (\$3.99)	3
Number of skirt gores (2)	1	Number of skirt gores (2)	2
Care	1	Miscellaneous	1
Miscellaneous	3		

The most important reasons for selecting Slip K were the same for each group; namely, "appears durable", "good workmanship for the price", "fiber content", "bodice cut", and "trim".

CHART I

Preferences for Slips of Exhibit I) by
Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit I consisted of all knit slips at \$2.98 - \$3.98 price range. See Appendix A, Illustrations 1-5, pages 151-155 for detailed information about the slips.

Slip G ranked close to Slip K with 24 respondents from Group I and 20 from Group II. The reasons for the choice by each group follow in rank order:

SLIP G

Group I		Group II	
Respondents	<u>Number</u> 24	Respondents	<u>Number</u> 20
<u>Reasons</u>		<u>Reasons</u>	
Bodice cut	17	Bodice cut	16
Fiber content (nylon)	16	Fiber content (nylon)	16
Looks like a good fit	16	Good workmanship for	
Appears durable	15	the price	14
Good workmanship for		Trim	12
the price	14	Appears durable	12
Price (\$2.98)	8	Looks like a good fit	10
Trim	8	Price (\$2.98)	7
Number of skirt gores (?)	2	Appearance	3
Appearance	1	Care	1

Five of the top reasons given by each group were the same: "bodice cut", "fiber content", "good workmanship for the price", "appears durable", and "looks like a good fit." Group II also mentioned "trim" as being important.

Slip M, a Dacron knit, ranked third with a total of 30 respondents, fifteen from each group. The top four reasons listed for the preference by each group were "fiber content", "number of skirt gores", "looks like a good fit", and "good workmanship for the price." The reasons follow:

SLIP M

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	15	Respondents	15
<u>Reasons</u>		<u>Reasons</u>	
Number of skirt gores (4)	10	Number of skirt gores (4)	14
Fiber content (Dacron)	10	Fiber content (Dacron)	9
Looks like a good fit	9	Looks like a good fit	7
Good workmanship for the price	8	Good workmanship for the price	7
Appears durable	8	Bodice cut	6
Bodice cut	8	Trim	6
Trim	4	Appears durable	5
Price (\$2.98)	3	Price (\$2.98)	4
Care	1		

Slip L ranked fourth among the five slips in preference with only six respondents, three from each group. So few women selected Slip L that the reasons for the choice are insignificant.

SLIP L

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	3	Respondents	3
<u>Reasons</u>		<u>Reasons</u>	
Bodice cut	3	Bodice cut	3
Fiber content (Dacron-nylon)	2	Looks like a good fit	2
Trim	2	Fiber content (Dacron-nylon)	1
Looks like a good fit	2	Price (\$3.99)	1
Price (\$3.99)	1	Number of skirt gores (4)	1
Good workmanship for the price	1	Trim	1
Appearance	1	Good workmanship for the price	1
Miscellaneous	2	Appearance	1

Slip F, the acetate knit, was selected by only one person from Group I. Reasons for the selection were unimportant.

SLIP F

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	1	Respondents	0
<u>Reasons</u>			
Fiber content (acetate)	1		
Trim	1		

A total of ten women would not buy any of the slips of Exhibit I. The three respondents from Group I and the seven from Group II listed the following reasons:

NONE

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	3	Respondents	7
<u>Reasons</u>		<u>Reasons</u>	
Do not like fiber contents	1	Do not like any of the	
Do not like knit slips	1	styles	4
Do not like any of the		Will not fit well	3
styles	1	Too inexpensive	3
		Poor workmanship for	
		the price	2
		Will not wear well	2
		Do not like fiber contents	1
		Do not like knit slips	1

Reasons for the selection of slips in Exhibit I revealed that fiber content was important in the selection of nylon and Dacron slips. Apparent durability and good workmanship were important factors in selection of the favorite slip. The most important style feature was the bodice cut, while the number of skirt gores was rated important only when the skirt had four gores.

In question 2 the women were asked, "Which slip would you be least likely to buy? Circle your answer" and "Check the reason(s) why you would not buy that slip for a gift or for yourself." Chart II, page 41 shows the responses of each group. Slip L and Slip F had the most responses as the slip "least likely to buy". Slip K had only five unfavorable responses and Slips G and M had none. A comparison of Chart I and Chart II shows a correlation of preferences with the three favorite slips of Exhibit I seldom selected as the slip "least likely to buy". A complete summary of reasons for selection of a slip as "least likely to buy" is shown in Appendix C, Table XII, page 191.

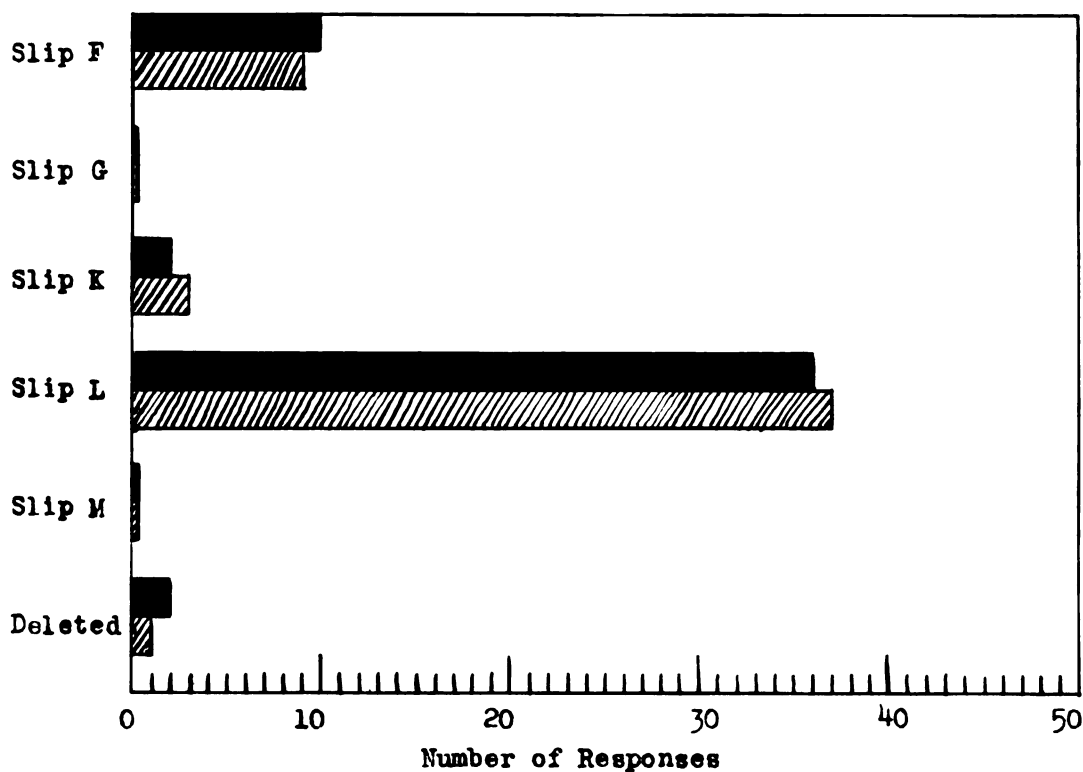
Slip L was the slip chosen "least likely to buy" by both groups with a total of 73 respondents as compared to six "favorite" responses in question 1. The reasons for disliking Slip L are listed by group in rank order:

SLIP L

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Do not like the trim	30	Do not like the style	36
Do not like the style	28	Do not like the trim	34
Will not wear well	23	Will not fit well	15
Poor workmanship for the price	12	Will not wear well	14
Will not fit well	7	Poor workmanship for the price	8
Too fancy	5	Too inexpensive	7
Do not like knit	2	Too fancy	5
Too expensive	2	Do not like fiber content	2
Care	1	Miscellaneous	4
Miscellaneous	8		

CHART II

Selection for the Slip "Least Likely to Buy" in
Exhibit I* by Group I (Freshment-Sophomores)
and Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit I consisted of all knit slips at \$2.98 - \$3.98 price range.
See Appendix A, Illustrations 1-5, pages 151-155 for detailed information about the slips.

The two most significant reasons listed by each group were "do not like the trim" and "do not like the style." Group I also considered "will not wear well" important.

Slip F, which was chosen as a favorite by only one person in question 1, was ranked second as the slip "least likely to buy". The reasons given by the 19 respondents follow:

SLIP F

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Do not like fiber content	5	Do not like the style	6
Do not like the style	5	Will not wear well	6
Do not like knit	4	Do not like fiber content	5
Do not like the trim	4	Poor workmanship for	
Poor workmanship for		the price	5
the price	4	Will not fit well	4
Too inexpensive	3	Do not like the trim	3
Will not fit well	2	Do not like knit	2
Will not wear well	2	Too inexpensive	2
		Miscellaneous	1

"Do not like the fiber content" and "do not like the style" were listed by both groups, but Group II also mentioned "will not wear well" and poor workmanship for the price".

Slip K, which had the most favorable response in question 1, was listed by five women as the slip "least likely to buy" for the following reasons:

SLIP K

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Do not like the style	2	Do not like the style	3
Will not fit well	2	Will not fit well	3
Do not like knit	1	Do not like the trim	1
Do not like the trim	1	Will not wear well	1
Poor workmanship for the price	1		

The important reasons for rejection by both groups were "do not like the style" and "will not fit well".

Although slip G and Slip M ranked second and third in preferences for the best-liked slip, they had no unfavorable response when the women were asked to name the slip "least likely to buy".

Dislike for style and trim were the most important reasons in rejecting a slip. Fiber content was given as a reason only in the case of acetate.

Summary of Exhibit I:

Fiber content, workmanship for the price, and potential serviceability were the most significant reasons mentioned for the selection of a slip. The amount and quality of style and trim were important features in the rejection of a slip; for example, the most disliked slip was styled with elaborate trim. The number of skirt gores was important in the case of the four-gore skirt.

Exhibit II

<u>Slip D</u>	<u>Slip I</u>	<u>Slip N</u>
\$2.98	\$3.98	\$5.95
Each slip is made of "Cuddylon" 100 per cent nylon crepe.		

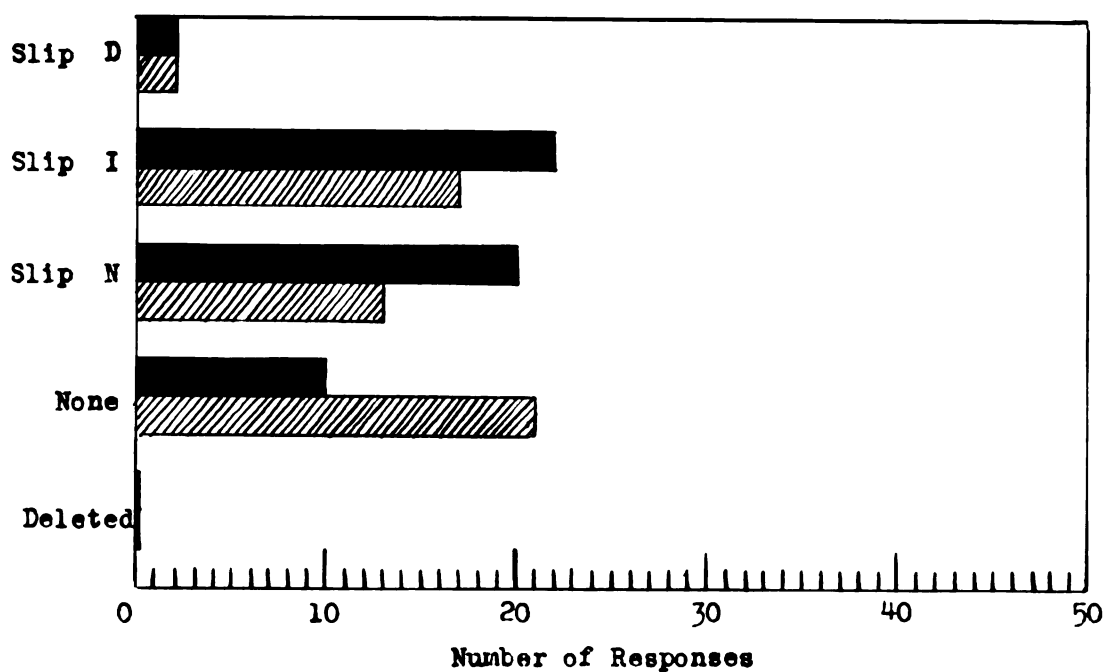
Exhibit II consisted of three white slips of the same fiber content and fabric, which sold for three prices: \$2.98, \$3.98, and \$5.95. All slips carried the label of the same fabric manufacturer and had V-style bodices. Slip D had a four-gore skirt of bias-cut material and was lace trimmed. Slip I had a two-gore skirt of straight-cut material, was tulle trimmed, and was available in proportioned length. Slip N had a four-gore skirt of bias-cut fabric and was lace trimmed. For illustrations and complete information about the slips see Appendix A, Illustrations 6-8, pages 156-158.

Questions 3 and 4 pertaining to Exhibit II are found in Appendix B, page 178. In question 3 the women were asked, "Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice." Chart III on page 45 shows the preference as expressed by the groups. Slip I ranked first by all college women marking this question with a total of 39 checks; Slip N ranked second with 33; and Slip D ranked third with only four. The strong negative response of 31 checks (21 from Group II) for "none" of the slips is significant. A complete summary of the reasons for preference is shown in Appendix C, Tables XIII-XIV, pages 192-193.

Slip I was the favorite slip of Exhibit II with responses by 22 freshmen and sophomore women of Group I and responses by 17 junior and senior women of Group II. Reasons for the choice follow in rank order:

CHART III

Preferences for Slips of Exhibit II* by
Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit II consisted of slips made of "Cuddylon" 100 per cent nylon crepe at three prices: \$2.98, \$3.98, and \$5.95. See Appendix A, Illustrations 6-8, pages 156-158 for detailed information about the slips.

SLIP I

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	22	Respondents	17
<u>Reasons</u>		<u>Reasons</u>	
Appears durable	18	Appears durable	13
Bodice cut	15	Proportioned length	12
Good workmanship for		Bodice cut	10
the price	13	Fabric (nylon crepe)	9
Fabric (nylon crepe)	11	Trim	7
Proportioned length	10	Looks like a good fit	6
Trim	9	Good workmanship for	
Looks like a good fit	9	the price	5
Cut of fabric	5	Cut of fabric	5
Price (\$3.98)	4	Price (\$3.98)	4
Number of skirt gores (2)	1	Number of skirt gores (2)	3
Appearance	3	Miscellaneous	4
Care	1		
Miscellaneous	3		

Three significant reasons listed by both groups were "appears durable", "bodice cut", and "fabric". "Good workmanship for the price" was ranked third by Group I, while Group II included "proportioned length" among the significant reasons for the choice.

Slip N ranked a close second to Slip I having 20 respondents from Group I and 13 respondents from Group II. The main reasons listed by both groups for selection of Slip N were "four-gore skirt", "looks like a good fit", "bodice cut", "embroidered sheer bodice", and "appears durable." Respondents listed the following factors as important in the selection of Slip N:

SLIP M

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Number of skirt gores (4)	16	Number of skirt gores (4)	10
Looks like a good fit	14	Bodice cut	10
Bodice cut	13	Looks like a good fit	10
Embroidered sheer bodice	11	Appears durable	8
Appears durable	10	Fabric (nylon crepe)	7
Good workmanship for		Embroidered sheer bodice	7
the price	8	Trim	6
Fabric (nylon crepe)	7	Good workmanship for	
Cut of fabric	4	the price	3
Trim	3	Cut of fabric	3
Price (\$5.95)	2	Double bodice	2
Miscellaneous	1	Care	1
		Price (\$5.95)	

Slip D, selected by only two women from each group, did not show significant factors in reasons for its selection.

SLIP D

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Fabric (nylon crepe)	2	Price (\$2.98)	2
Number of skirt gores (4)	1	Fabric (nylon crepe)	1
Bodice cut	1	Number of skirt gores (4)	1
Trim	1		
Appears durable	1		

Ten women from Group I and 21 women of Group II would not have bought any of the slips of Exhibit II as a gift or for themselves. The only significant reason by each group for dislike of all the slips was "do not like crepe". Reasons given for the dislike follow:

NONE

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	10	Respondents	21
<u>Reasons</u>		<u>Reasons</u>	
Do not like crepe	9	Do not like crepe	17
Do not like trims	5	Do not like trims	6
Do not like any of the styles	3	Do not like any of the styles	5
Will not wear well	1	Will not fit well	4
Do not like nylon	1	Will not wear well	3
Miscellaneous	1	Poor workmanship for the price	2
		Care	1
		Miscellaneous	6

Potential durability and the cut of the bodice were the two most important factors in selecting slips of Exhibit II. Next in importance was the apparent fit of these nylon crepe slips. The fact that a slip had a four-gore skirt did not make it the favorite, but this feature was ranked as the most important by women choosing a slip with a four-gore skirt. The large response for "none" of the slips was largely due to the dislike for the crepe weave.

The participants were asked in question 4, "Which slip would you be least likely to buy? Circle your answer." and "Check the reason(s) why you would not buy that slip for a gift or for yourself." As would be expected from the results of question 3 in which only four women would have bought Slip D, the participants checked Slip D as the slip "least likely to buy". Significantly, 36 women of Group I and 29 women in Group II responded unfavorably to Slip D making a total of 65 negative responses. Slip N had a total of 19 women listing unfavorable

responses and Slip I had only 10. Chart IV on page 50 shows graphically the responses for the slip "least likely to buy" in Exhibit II. A complete summary of reasons for dislike of the slips is shown in Appendix C, Table XV. page 194.

The reasons for selection of Slip D as the slip "least likely to buy" follow in rank order:

SLIP D

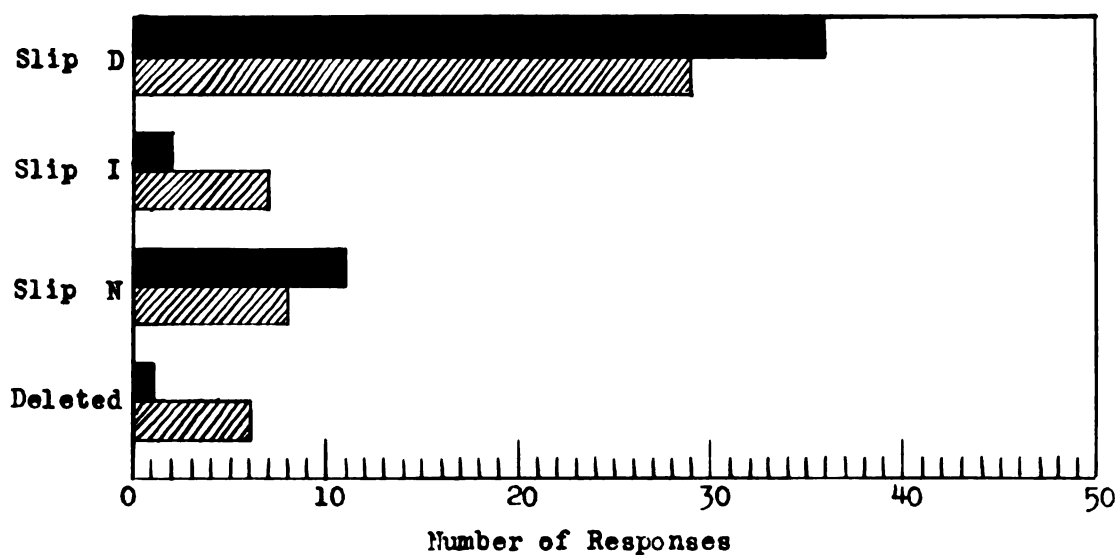
Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	36	Respondents	29
<u>Reasons</u>		<u>Reasons</u>	
Do not like the trim	27	Do not like the trim	22
Do not like the style	20	Do not like the style	22
Will not wear well	13	Will not fit well	13
Will not fit well	12	Do not like crepe	10
Too inexpensive (\$2.98)	9	Too inexpensive (\$2.98)	10
Poor workmanship for		Will not wear well	8
the price	7	Poor workmanship for	
Do not like crepe	6	the price	2
Miscellaneous	2	Too expensive	1
		Miscellaneous	2

The most important factors listed by both groups were "do not like the trim" and "do not like the style".

Slip N was selected as the slip "least likely to buy" by 11 women of Group I and eight women of Group II. "Do not like the trim" and "do not like the style" were the reasons mentioned most often. Some of the women of Group I also thought Slip N at \$5.95 was "too expensive". The reasons for dislike were as follows:

CHART IV

Selection for the Slip "Least Likely to Buy" in
Exhibit II* by Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)



■ - Group I
▨ - Group II

*Exhibit II consisted of slips made of "Cuddylon" 100 per cent nylon crepe at three prices; \$2.98, \$3.98, and \$5.95. See Appendix A, Illustrations 6-8, pages 156-158 for detailed information about the slips.

SLIP N

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	11	Respondents	8
<u>Reasons</u>		<u>Reasons</u>	
Do not like the trim	10	Do not like the trim	7
Do not like the style	7	Do not like the style	5
Too expensive (\$5.95)	6	Do not like crepe	3
Do not like crepe	2	Too expensive (\$5.95)	2
Poor workmanship for the price	2	Do not like nylon	1
Will not fit well	2	Poor workmanship for the price	1
Miscellaneous	1		

Slip I had two unfavorable responses from women of Group I and seven from Group II for the following reasons:

SLIP I

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	2	Respondents	7
<u>Reasons</u>		<u>Reasons</u>	
Do not like the style	2	Do not like the style	7
Will not wear well	2	Do not like the trim	5
		Will not fit well	4
		Poor workmanship for the price	2
		Will not wear well	2
		Do not like nylon	1
		Do not like crepe	1
		Too expensive (\$3.98)	1

"Do not like the style", "do not like the trim", and "will not fit well" were significant to Group II.

Dislike for style and trim were the most important reasons for rejection of any of the nylon crepe slips of Exhibit II when the women were asked to name the slip "least likely to buy".

Summary of Exhibit II:

A comparison of results from questions 3 and 4 indicated the main reasons for selection of the slips were potential durability and bodice cut. Apparent fit and a four-gore skirt were important. Proportioned length was worthy of note among the women who chose the slip with this feature. There was an indication that slips are rejected mainly for styling and trim, but final selection is dependent on factors related to fit and serviceability as well as style and trim.

Exhibit III

<u>Slip A</u>	<u>Slip B</u>	<u>Slip C</u>	<u>Slip H</u>
Cotton	Cotton	Cotton	Cotton
Plissé	Embossed	"Wrinkl-Shed"	Embossed
\$2.98	\$2.98	\$2.98	\$3.98

Exhibit III consisted of all cotton slips, each having a finish that was claimed to require no ironing. Three slips of different finishes were priced at \$2.98 and the fourth slip was \$3.98. All the slips had a V-style bodice and a straight-cut skirt. Slip A of cotton plissé had a two-gore skirt with an all-round shadow panel and was edged with eyelet trim. Slip B, an embossed cotton batiste, had a four-gore skirt with an all-round shadow panel and cotton eyelet trim. Slip C, a cotton batiste with a "Wrinkl-Shed" finish, had a four-gore skirt with a center front shadow panel and had sheer nylon embroidery trim. Slip H, a second embossed cotton, was cut with a four-gore skirt having a shadow panel in center front and center back and was trimmed with lace and self-fabric. For illustrations and complete information about the slips see Appendix A, Illustrations 9-12, pages 159-162.

Questions 5 and 6 which relate to Exhibit III are found in Appendix B, page 179. The women were asked in question 5, "Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice." Slip C, the "Wrinkl-Shed" cotton batiste, was the favorite of both groups with a total of 51 respondents. In low second and third rank were Slip H and Slip B with nine and five respondents, respectively. No one chose Slip A, a cotton plissé at \$2.98. A large negative response to all cotton slips of Exhibit III was evidenced by the 38 respondents who did not choose any of the slips. Chart V on the following page shows graphic representation of the responses to question 5. A complete summary of the reasons for the preferences is shown in Appendix C, Tables XVI-XVII, pages 195-196.

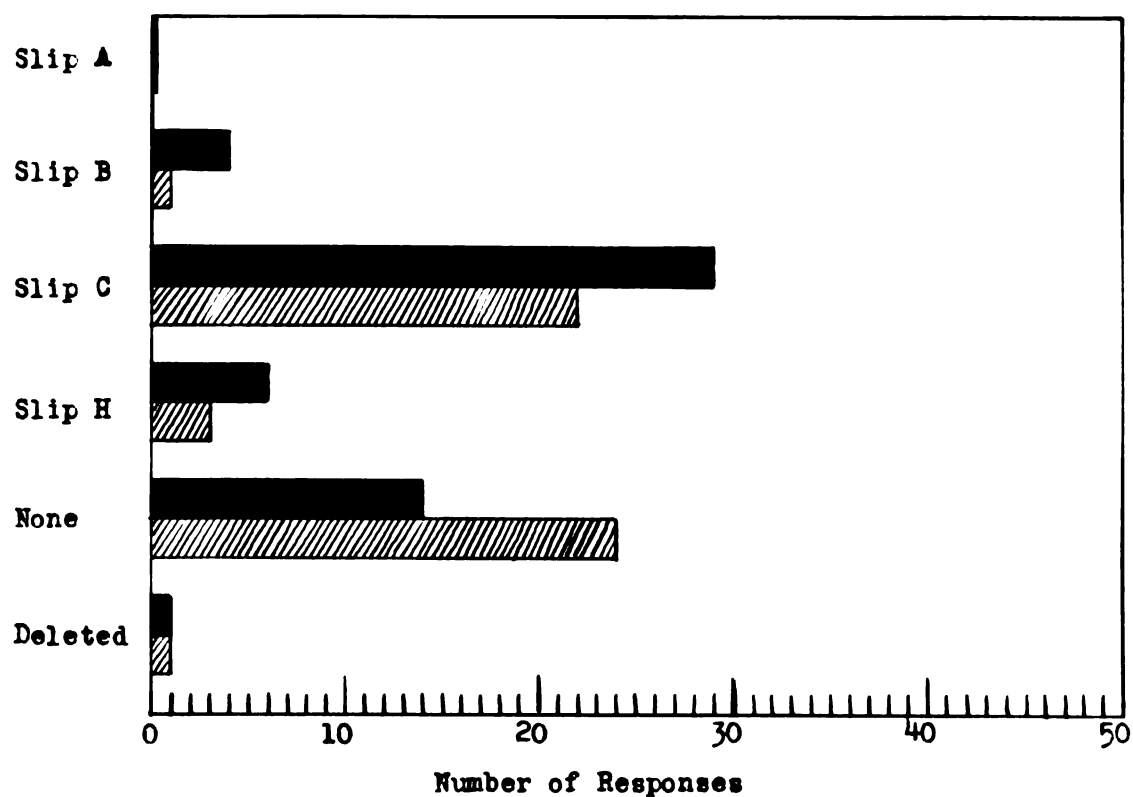
The reasons for the selection of Slip C by approximately half of the women follow:

SLIP C

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	29	Respondents	22
<u>Reasons</u>		<u>Reasons</u>	
Finish ("Wrinkl-Shed")	25	Finish ("Wrinkl-Shed")	17
Shadow panel	25	Shadow panel	16
Good workmanship for		Bodice cut	16
the price	21	Number of skirt gores (4)	13
Bodice cut	16	Trim	12
Appears durable	16	Good workmanship for	
Looks like a good fit	12	the price	10
Trim	12	Appears durable	9
Number of skirt gores (4)	9	Looks like a good fit	8
Price (\$2.98)	5	Cut of fabric	4
Cut of fabric	5	Price (\$2.98)	3
Miscellaneous	1	Care	1
		Miscellaneous	1

CHART V

Preferences for Slips of Exhibit III* by
Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit III consisted of four cotton slips at two prices, \$2.98 and \$3.98. Fabrics with functional finishes include cotton plissé, embossed cotton, and "Wrinkl-Shed" cotton batiste. See Appendix A, Illustrations 9-12, pages 159-162 for detailed information about the slips.

Of first and second importance to both groups were "finish" and "shadow panel". The women of Group I also listed "good workmanship for the price," "bodice cut", and "appears durable"; the women of Group II listed as other important reasons for their choice "bodice cut", "number of skirt gores", "trim", and "good workmanship for the price".

Second ranking Slip H had the following reasons listed for its choice by nine respondents, six from Group I and three from Group II:

SLIP H

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Number of skirt gores (4)	5	Shadow panel	3
Shadow panel	5	Appears durable	3
Proportioned length	4	Number of skirt gores (4)	2
Finish (embossed)	3	Proportioned length	2
Appears durable	3	Price (\$3.98)	1
Good workmanship for the price	3	Bodice cut	1
Trim	2	Trim	1
Looks like a good fit	2	Looks like a good fit	1
Price (\$3.98)	1	Wide straps	1
Bodice cut	1		
Miscellaneous	1		

So few women selected Slip H that little significance can be attached to the results, however, considering both groups together "shadow panel", "number of skirt gores", "proportioned length", and "appears durable" were checked most frequently.

The reasons for the selection of Slip B, as follows, are relatively unimportant because of the small number of respondents:

SLIP B

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	4	Respondents	1
<u>Reasons</u>		<u>Reasons</u>	
Trim	4	Finish (embossed)	1
Finish (embossed)	3	Number of skirt gores (4)	1
Shadow panel	3	Shadow panel	1
Appears durable	3		
Cut of fabric	2		
Number of skirt gores (4)	2		
Good workmanship for the price	2		
Price (\$2.98)	1		
Bodice cut	1		
Looks like a good fit	1		

No one selected Slip A, a cotton plissé, as a slip which they would buy for themselves or for a gift.

Significance can be attached to the large number of women who would not buy any of the cotton slips of Exhibit III. The 38 respondents included 14 freshmen and sophomore women of Group I and 24 junior and senior women of Group II. The reasons for selecting "none" of the slips follow in rank order:

NONE

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	14	Respondents	24
<u>Reasons</u>		<u>Reasons</u>	
Do not like any of the styles	11	Do not like cotton	17
Do not like cotton	8	Do not like the finishes	14
Do not like the finishes	5	Do not like any of the styles	13
Do not like the trims	4	Do not like the trims	8
Will not fit well	3	Will not fit well	7
Poor workmanship for the price	1	Too inexpensive	5
Will not wear well	1	Poor workmanship for the price	3
Too inexpensive	1	Care	1
Care	1	Miscellaneous	2
Miscellaneous	4		

Group I emphasized "do not like any of the styles" and "do not like cotton". Group II listed as important reasons, "do not like cotton", "do not like the finishes", and "do not like any of the styles".

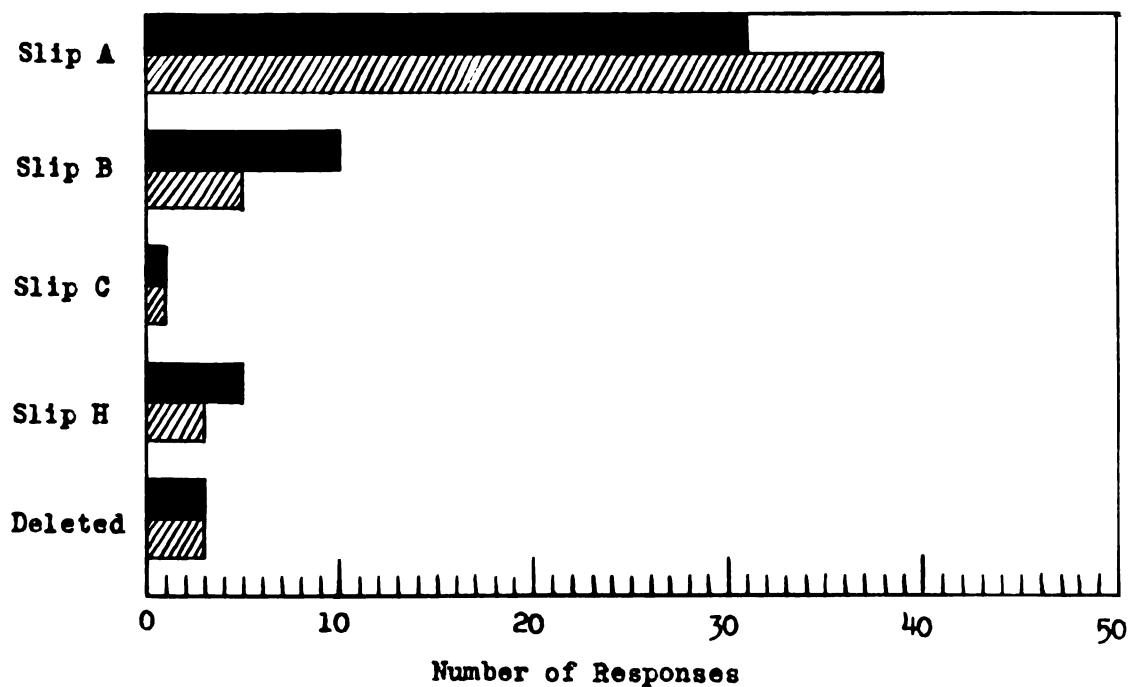
The main reasons for the choice of a cotton slip in Exhibit III were finish ("Wrinkl-Shed"), shadow panel, good workmanship for the price, and the cut of the bodice. Significance can be attached to the fact that nearly 40 per cent of the women would not have bought any of the cotton slips because of dislike for cotton fiber content, styles, and finishes.

The women were asked in question 6, "Which slip would you be least likely to buy?" As would be expected from the unfavorable response to Slip A in question 5 in which no one selected it, a large response appeared in question 6 to name Slip A as the slip "least likely to buy". A total of 69 women chose Slip A, 15 women Slip B, eight women Slip H, and two women Slip C as the slip "least likely to buy". Chart VI, page 58, shows a graphic representation of the selections.

The second part of question 6 follows: "Check the reason(s) why you would not buy that slip for a gift or for yourself". A complete summary of reasons by each group is shown in Appendix C, Table XVIII, page 197. Of the 69 women who chose Slip A as the slip "least likely to buy", 31 women were freshmen or sophomores and 38 women were juniors or seniors. Reasons for their preferences follow:

CHART VI

Selection for the Slip "Least Likely to Buy" in
Exhibit III* by Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit III consisted of four cotton slips at two prices, \$2.98 and \$3.98. Fabrics with functional finishes included cotton plissé, embossed cotton, and "Wrinkl-Shed" cotton batiste. See Appendix A, Illustrations 9-12, pages 159-162 for detailed information about the slips.

SLIP A

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Do not like the style	26	Do not like the style	36
Will not fit well	17	Will not fit well	32
Do not like the trim	16	Do not like the trim	19
Do not like the finish (plissé)	15	Do not like the finish (plissé)	19
Do not like cotton	10	Do not like cotton	12
Poor workmanship for the price	9	To inexpensive (\$2.98)	7
Too expensive (\$2.98)	5	Poor workmanship for the price	7
Will not wear well	5	Will not wear well	6
Too inexpensive (\$2.98)	2		
Miscellaneous	8		

Both groups listed the same reasons as the most significant; namely, "do not like the style", "will not fit well", "do not like the trim", and "do not like the finish".

Reasons listed by the 10 women of Group I and five women of Group II for naming Slip B as the slip "least likely to buy" follow:

SLIP B

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Do not like the style	9	Do not like the style	5
Will not fit well	6	Will not fit well	4
Do not like the finish (embossed)	5	Do not like the finish (embossed)	4
Do not like cotton	3	Do not like cotton	2
Poor workmanship for the price	3	Do not like the trim	2
Do not like the trim	2	Too inexpensive (\$2.98)	1
Too expensive (\$2.98)	1		
Will not wear well	1		
Miscellaneous	4		

Top ranking reasons for unfavorable reaction to Slip B by both groups include: "do not like the style", "will not fit well", and "do not like the finish".

Five women of Group I and three women of Group II were unfavorable to Slip H for the following reasons:

SLIP H

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	5	Respondents	3
<u>Reasons</u>		<u>Reasons</u>	
Do not like the style	4	Do not like the finish	
Do not like the trim	4	(embossed)	3
Do not like the finish		Do not like the style	3
(embossed)	2	Do not like the trim	3
Poor workmanship for		Will not fit well	2
the price	2	Miscellaneous	1
Do not like cotton	1		
Too expensive (\$3.98)	1		
Will not fit well	1		
Will not wear well	1		

Most significant reasons for selection of Slip H as the "least likely to buy" were the same for both groups; namely, "do not like the style", "do not like the trim", and "do not like the finish."

The reasons listed by one respondent from each group who would be least likely to buy Slip C are too few to be important. They were:

SLIP C

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	1	Respondents	1
<u>Reasons</u>		<u>Reasons</u>	
Do not like the trim	1	Do not like the style	1
		Do not like the trim	1
		Will not wear well	1

Dislike of style features and the possibility of poor fit appeared to be the most important reasons for rejecting a slip. The finish was given as a reason for not selecting the plissé and embossed cotton slips.

Summary of Exhibit III:

A dislike for cotton slips of Exhibit III was expressed by nearly forty per cent of the women, although some of these women seemed to be more influenced by style and finish than by fiber content. The main reasons for rejection of a slip included style, fit, trim, and finish. Reasons for slip preference included finish, shadow panel, good workmanship, and bodice cut.

Exhibit IV

<u>Slip E</u>	<u>Slip J</u>	<u>Slip O</u>
\$2.99	\$3.98	\$5.95

All slip fabrics are Dacron-cotton blends*.

*A blend is a fabric made from a combination of two or more fibers, such as Dacron-cotton.

Exhibit IV was set up to determine preference by students for batiste slips of Dacron-cotton blends at three prices. Slip E had a four-gore bias-cut skirt with a center front shadow panel and was lace trimmed. Slip J had a four-gore straight-cut skirt with a center front shadow panel and was trimmed with lace. Slip O, the most expensive of the group, had a four-gore straight-cut skirt with a center front shadow panel, had an embroidered bodice, and was trimmed with nylon eyelet edging. For complete information on each of the

slips of Exhibit IV, see Appendix A, Illustrations 13-15, pages 163-165.

Questions 7 and 8, which related specifically to Exhibit IV, are shown in Appendix B, page 180. In question 7 the women were asked, "Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice." Fifty-three women chose Slip O at \$5.95; forty women selected Slip J at \$3.98; and only eleven women selected Slip E, the least expensive slip at \$2.99. Seven women, all from Group II, would not buy any of the slips of Dacron-cotton blends. Chart VII on the following page shows the results by group. A complete summary of the reasons for the preference is shown in Appendix C, Tables XIX-XX, pages 198-199.

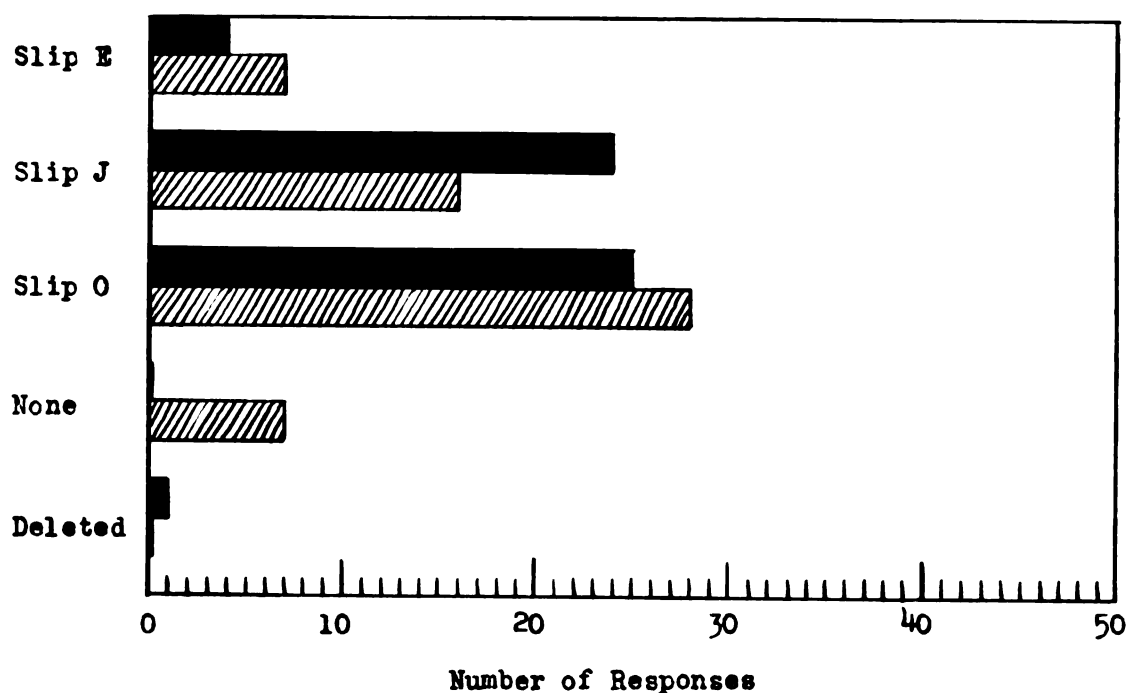
The reasons for the preference of Slip O by 25 freshmen and sophomore women and 28 junior and senior women follow in rank order:

SLIP O

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	25	Respondents	28
<u>Reasons</u>		<u>Reasons</u>	
Appears durable	21	Appears durable	21
Dacron-cotton blend	18	Dacron-cotton blend	21
Looks like a good fit	16	Looks like a good fit	18
Straps	15	Number of skirt gores (4)	16
Eyelet embroidery bodice	14	Good workmanship for	
Bodice cut	14	the price	16
Number of skirt gores (4)	13	Eyelet embroidery bodice	14
Good workmanship for		Bodice cut	14
the price	13	Straps	13
Trim	7	Trim	11
Shadow panel	6	Price (\$5.95)	5
Cut of fabric	6	Shadow panel	5
Price (\$5.95)	4	Cut of fabric	4
Style	3	Care	1
Miscellaneous	3	Miscellaneous	3

CHART VII

Preferences for Slips of Exhibit IV* by
Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit IV consisted of slips made from Dacron-cotton blends at three prices; \$2.99, \$3.98, and \$5.95. See Appendix A, Illustrations 13-15, pages 163-165 for detailed information about the slips.

The most significant reasons for the selection of Slip O were similar for both groups; namely, "appears durable", "Dacron-cotton blend", and "looks like a good fit".

Reasons for preferences for Slip J by 24 women of Group I and 16 women of Group II follow:

SLIP J

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Dacron-cotton blend	14	Looks like a good fit	12
Bodice cut	13	Dacron-cotton blend	10
Appears durable	12	Bodice cut	10
Good workmanship for		Appears durable	9
the price	12	Good workmanship for	
Number of skirt gores (4)	11	the price	9
Looks like a good fit	11	Number of skirt gores (4)	8
Straps	9	Trim	7
Trim	8	Cut of fabric	4
Price (\$3.98)	7	Straps	4
Cut of fabric	5	Shadow panel	4
Shadow panel	2	Care	1

Group I listed "Dacron-cotton blend" and "bodice cut" as most significant while Group II listed "looks like a good fit", "Dacron-cotton blend", and "bodice cut".

Of the Dacron-cotton blends of Exhibit IV Slip E appealed to the fewest women, four from Group I and seven from Group II. Reasons listed for Slip E are less important because of the few responses, but there might be some significance in that the price ("\$2.99") and "good workmanship for the price" are listed by both groups. The reasons for their selection of Slip E were:

SLIP E

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	4	Respondents	7
<u>Reasons</u>		<u>Reasons</u>	
Appears durable	4	Good workmanship for	
Price (\$2.99)	3	the price	7
Good workmanship for		Price (\$2.99)	5
the price	3	Dacron-cotton blend	5
Dacron-cotton blend	2	Number of skirt gores (4)	4
Number of skirt gores (4)	2	Bodice cut	4
Bodice cut	2	Appears durable	4
Trim	2	Looks like a good fit	4
Straps	2	Cut of fabric	3
Looks like a good fit	2	Trim	3
Shadow panel	2	Straps	3
Cut of fabric	1		
Care	1		

Only seven women, all from group II, would not buy any of the
Dacron-cotton blends for the following reasons:

NONE

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	0	Respondents	7
		<u>Reasons</u>	
		Do not like any of the	
		styles	4
		Do not like any of the	
		trims	4
		Do not know about Dacron-	
		cotton	3
		Do not like appearance of	
		Dacron-cotton blend	1
		Miscellaneous	3

Most significant factors for selecting "none" of the slips seemed to
be related to dislike for style and trim.

Potential durability of Dacron-cotton blends in slips and the fact that the slips were of Dacron-cotton blends were checked about an equal number of times as reasons for the selection of a slip in this exhibit. As only seven per cent of the women rejected Dacron-cotton blends, there appeared to be good acceptance of this new lingerie fabric. Apparent fit and bodice cut were of less importance as reasons in choosing a slip.

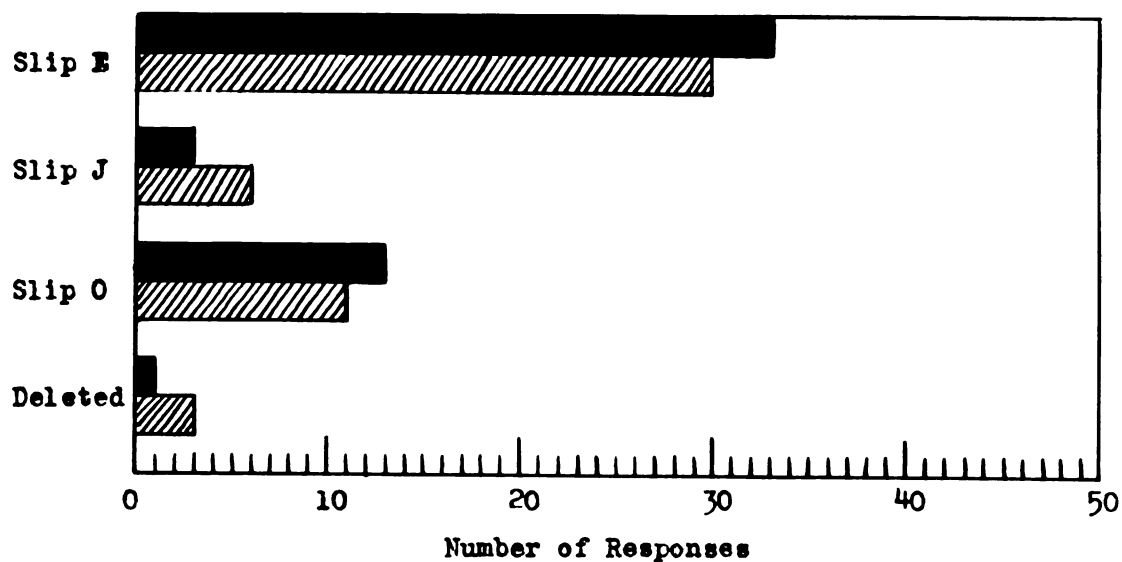
The women were asked in question 8, "Which slip would you be least likely to buy? Circle your answer", and "Check the reason(s) why you would not buy the slip for a gift or for yourself." Chart VIII, page 67, shows the responses of each group. Total responses included 63 women for Slip E, 24 for Slip O, and nine for Slip J. The rejection of Slip E in this question was expected because of the few preferences shown for it in question 7. However, Slip O which had the most favorable responses in question 7, ranked second as the slip "least likely to buy". A complete summary of reasons for selection of a slip as "least likely to buy" appears in Appendix C, Table XXI, page 200.

SLIP E

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	33	Respondents	30
<u>Reasons</u>		<u>Reasons</u>	
Do not like the trim	18	Do not like the trim	16
Do not like the style	15	Too inexpensive (\$2.99)	15
Too inexpensive (\$2.99)	11	Do not like the style	14
Will not fit well	11	Will not fit well	10
Will not wear well	9	Poor workmanship for	
Poor workmanship for		the price	6
the price	6	Will not wear well	4
Miscellaneous	3	Do not like Dacron-cotton	
		blend	1
		Too expensive (\$2.99)	1
		Miscellaneous	4

CHART VIII

Selection for the Slip "Least Likely to Buy" in
Exhibit IV* by Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit IV consisted of slips made from Dacron-cotton blends at three prices; \$2.99, \$3.98, and \$5.95. See Appendix A, Illustrations 13-15, pages 163-165 for detailed information about the slips.

Slip E had 33 unfavorable respondents from Group I and 30 from Group II. Respondents listed the above reasons for their selection. The four main reasons of each group for disliking Slip E were: "do not like the trim", "do not like the style", "too inexpensive", and "will not fit well".

Slip O had approximately one-third as many unfavorable respondents as Slip E and ranked a low second. Reasons for dislike of Slip O by 13 freshmen and sophomore women and 11 junior and senior women were:

SLIP O

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	13	Respondents	11
<u>Reasons</u>		<u>Reasons</u>	
Too expensive (\$5.95)	9	Too expensive (\$5.95)	6
Do not like the style	6	Do not like the trim	6
Do not like the trim	6	Do not like the style	5
Too inexpensive (\$5.95)	1	Will not fit well	4
Poor workmanship for		Do not like Dacron-cotton	
the price	1	blend	1
Will not fit well	1	Will not wear well	1

"Too expensive" was listed by both groups as the most important factor in its rejection, followed by "do not like the style" and "do not like the trim".

Slip J had only nine unfavorable respondents, three from Group I and six from Group II. The reasons listed were too scattered to be significant.

SLIP J

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	3	Respondents	6
<u>Reasons</u>		<u>Reasons</u>	
Will not fit well	2	Do not like the trim	2
Do not like the style	1	Poor workmanship for	
Poor workmanship for		the price	2
the price	1	Will not fit well	2
		Do not like style	1
		Miscellaneous	1

The two most important reasons for selection of a slip as "least likely to buy" among the Dacron-cotton slips of Exhibit IV were a dislike for style and trim. Rejected slips were not expected to fit well. Price was a factor in that the least expensive slip was considered "too inexpensive" while the most expensive slip was "too expensive".

Summary of Exhibit IV:

A comparison of questions 7 and 8 revealed that slips of Dacron-cotton blends were well accepted by the college women included in this study. It is interesting to note that the most important reasons for rejection were style, trim, and price, rather than fiber content. Preference for a slip was related to the fiber content, potential durability, apparent fit, and the cut of the bodice.

Exhibit V

<u>Slip P</u>	<u>Slip Q</u>	<u>Slip R</u>	<u>Slip S</u>	<u>Slip T</u>
Dacron-cotton- nylon*	Dacron-nylon- rayon*	Nylon-Orlon*	Nylon	Nylon
Batiste	Crepe	Taffeta	Knit	Knit
\$5.95	\$5.95	\$5.95	\$5.95	\$5.90

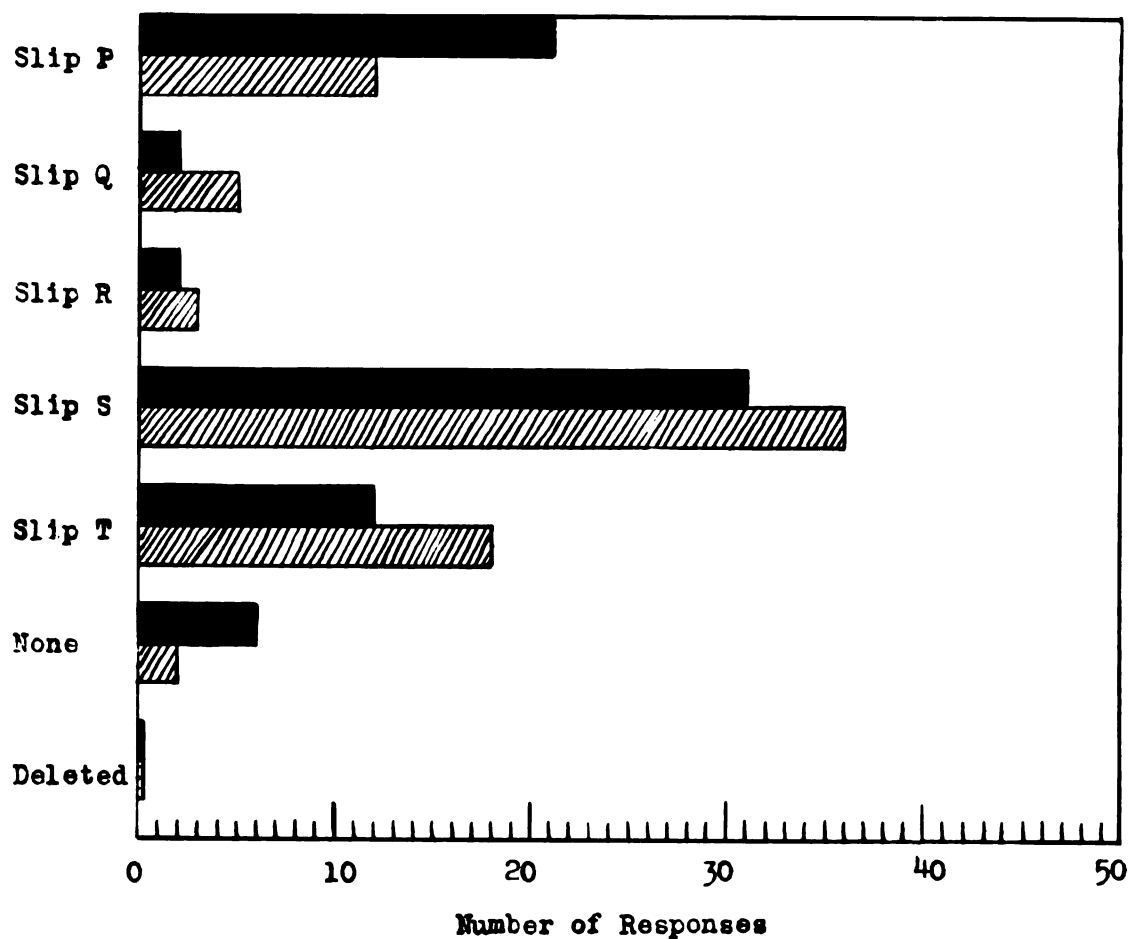
*A blend is a fabric made from a combination of two or more fibers, such as Dacton-cotton-nylon.

Exhibit V included five slips of approximately the same price, but different fiber content and fabric construction. Other exhibits had been set up with price as a variable. Slip P, a Dacron-cotton-nylon blend, had a two-gore skirt of straight-cut fabric with a center back shadow panel and was trimmed with lace and pleated self-fabric; Slip Q, a Dacron-nylon-Cordura rayon blend, had a two-gore skirt of bias-cut fabric, was styled with a built-up bodice, and was lace trimmed; Slip R, a taffeta of nylon-Orlon blend, had a two-gore skirt of bias-cut fabric, was styled with a camisole bodice, and was trimmed in matching taffeta eyelet embroidery; Slip S, a nylon knit, had a four-gore skirt and was trimmed with tulle and permanently pleated sheer nylon; and Slip T, a nylon knit, had a two-gore skirt and was quite elaborately trimmed with lace, sheer nylon knit, and gathered self-fabric. Illustrations and complete information about each slip is given in Appendix A, Illustrations 16-20, pages 166-170.

For questions 9 and 10 pertaining to Exhibit V, see Appendix B, page 181. The participants were asked in question 9, "Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice." Chart IX, page 71, shows a graphic representation of the selections. Slip S was the favorite of both groups with a total of 67 respondents. Slip P and Slip T placed second and third in rank, respectively; however, these placings were interchanged by the two groups of women in that Group I ranked Slip P second and Slip T third compared with Group II which ranked Slip T second and Slip P third. Slip Q ranked fourth

CHART IX

Preferences for Slips of Exhibit V* by
Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit V consisted of five slips, three woven blends and two nylon knits, at \$5.90 and \$5.95. See Appendix A, Illustrations 16-20, pages 166-170 for detailed information about the slips.

and Slip R, fifth. Thirteen of the women, 11 from Group I, would not have purchased any of the slips. A complete summary of the reasons for choice is shown in Appendix C, Tables XXII-XXIII, pages 201-202.

The following reasons were listed by the 31 freshmen and sophomore women and the 36 junior and senior women who indicated they would have purchased Slip S:

SLIP S

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Appears durable	24	Fiber content (nylon)	30
Fiber content (nylon)	23	Fabric construction (knit)	27
Number of skirt gores (4)	19	Adjustable straps	26
Adjustable straps	17	Double bodice	24
Looks like a good fit	16	Looks like a good fit	23
Fabric construction (knit)	15	Bodice cut	21
Double bodice	14	Appears durable	20
Good workmanship for		Number of skirt gores (4)	19
the price	13	Skirt trim	16
Bodice cut	12	Trim	15
Straps	12	Good workmanship for	
Skirt trim	11	the price	15
Trim	8	Straps	10
Care	4	Miscellaneous	5
Miscellaneous	1		

The most significant reasons listed by the women of Group I were

"appears durable", "nylon", "four-gore skirt", "adjustable straps", and "looks like a good fit"; women of Group II listed "nylon", "knit", "adjustable straps", "double bodice", and "looks like a good fit".

Differences in reasons for choice by each group are noteworthy in that Group I mentioned factors of fit and serviceability while Group II checked fabric construction and style features.

Slip P was selected by 21 women of Group I and 12 women of Group II who listed the following reasons for their preferences:

SLIP P			
Group I		Group II	
<u>Respondents</u>	<u>Number</u>	<u>Respondents</u>	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Shadow panel	16	Trim	11
Appears durable	16	Adjustable straps	10
Fiber content (Dacron-cotton-nylon)	15	Fiber content (Dacron-cotton-nylon)	10
Adjustable straps	13	Appears durable	9
Proportioned length	13	Shadow panel	8
Bodice cut	12	Proportioned length	8
Good workmanship for the price	12	Good workmanship for the price	7
Straps	10	Fabric construction (woven batiste)	6
Trim	10	Bodice cut	4
Cut of fabric	9	Straps	4
Fabric construction (woven batiste)	8	Looks like a good fit	3
Looks like a good fit	5	Miscellaneous	1
Number of skirt gores (2)	4		
Care	1		

The five most significant reasons listed by the women of Group I were "shadow panel", "appears durable", "Dacron-cotton-nylon", "adjustable straps", and "proportioned length". Top reasons for choice listed by Group II were "lace and pleat trim", "adjustable straps", and "Dacron-cotton-nylon".

Slip T was selected by 12 freshmen and sophomore women and 18 junior and senior women for the following reasons:

SLIP T

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	12	Respondents	18
<u>Reasons</u>		<u>Reasons</u>	
Double bodice	10	Double bodice	13
Skirt trim	10	Fabric construction (knit)	13
Fiber content (nylon)	9	Skirt trim	12
Adjustable straps	6	Adjustable straps	11
Trim	6	Good workmanship for	
Appears durable	6	the price	11
Straps	5	Straps	10
Good workmanship for		Fiber content (nylon)	10
the price	5	Looks like a good fit	8
Looks like a good fit	5	Trim	8
Bodice cut	4	Bodice cut	7
Number of skirt gores (2)	2	Appears durable	3
Fabric construction (knit)	1	Miscellaneous	3
Miscellaneous	3		

The most significant reasons given for the choice by Group I were "double bodice", "9 1/2 inch double skirt trim", and "nylon"; Group II emphasized "double bodice", "knit", and "9 1/2 inch double skirt trim". It is interesting to note that Group I mentioned nylon fiber and Group II mentioned the knit fabric construction when considering the fabric as an important reason for selection of this slip.

Reasons listed for the selection of Slip Q by two women of Group I and five women of Group II follow, but are less important because of the small number of respondents:

SLIP Q

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	2	Respondents	5
<u>Reasons</u>		<u>Reasons</u>	
Bodice cut	2	Bodice cut	5
Straps	2	Appears durable	4
Cut of fabric	1	Straps	3
Appears durable	1	Trim	3
Good workmanship for		Fiber content (nylon-	
the price	1	Dacron-rayon)	3
Looks like a good fit	1	Good workmanship for	
		the price	2
		Looks like a good fit	2
		Fabric construction (crepe)	1
		Cut of fabric	1
		Non-adjustable straps	1
		Miscellaneous	1

Two women of Group I and three women of Group II selected Slip R for these reasons:

SLIP R

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	2	Respondents	3
<u>Reasons</u>		<u>Reasons</u>	
Fiber content (Orlon-nylon)	1	Bodice cut	2
Number of skirt gores (2)	1	Straps	2
Cut of fabric	1	Non-adjustable straps	2
Bodice cut	1	Embroidered bodice	2
Straps	1	Appears durable	2
Trim	1	Fiber content (Orlon-nylon)	1
Appears durable	1	Fabric construction (taffeta)	1
Good workmanship for		Number of skirt gores (2)	1
the price	1	Cut of fabric	1
Care	1	Trim	1
		Good workmanship for	
		the price	1
		Looks like a good fit	1
		Miscellaneous	2

Eight women, who did not like any of the slips, listed the following reasons:

NONE

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	6	Respondents	2
<u>Reasons</u>		<u>Reasons</u>	
Do not like the styles	6	Do not like the styles	2
Do not like the trims	4	Do not like the trims	1
Too expensive (\$5.95)	3		
Will not fit well	2		
Miscellaneous	1		

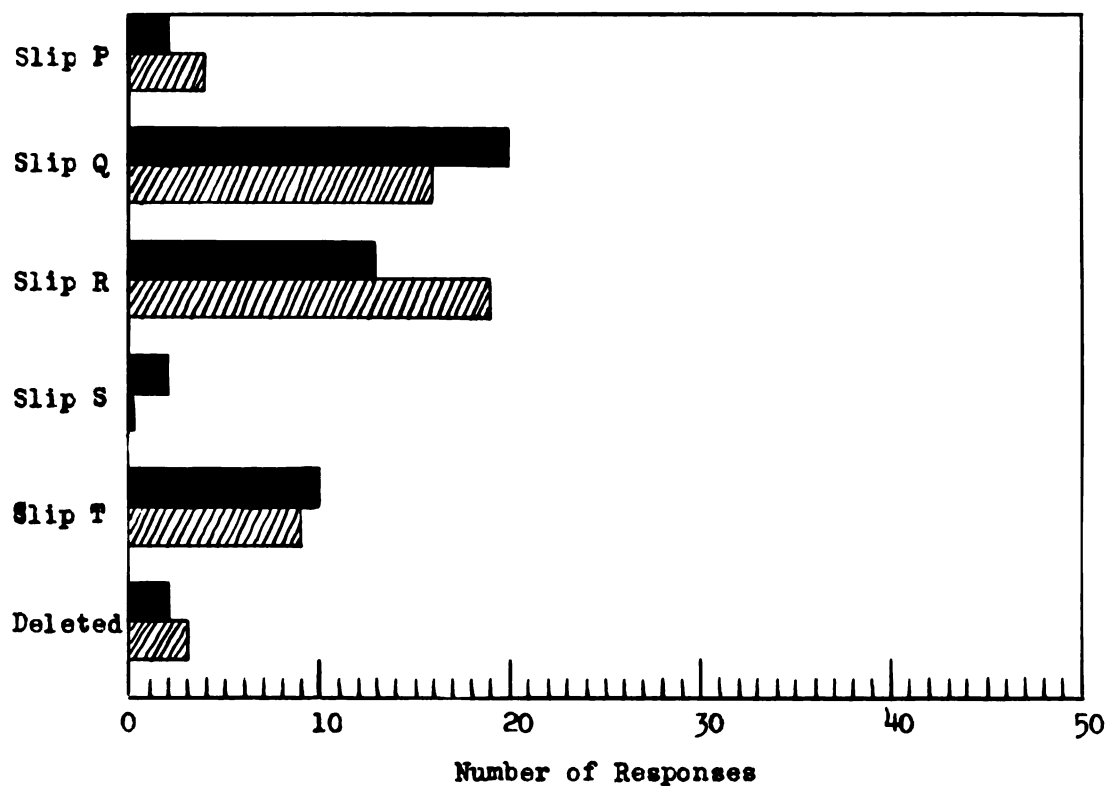
Although the total number is not significant, the major reasons for no preference seemed to be a dislike for style or trim of all slips included in this exhibit.

The nylon knit slips were the most readily accepted among this group of \$5.95 slips with two-thirds of the college women responding favorably. The junior and senior women mentioned a preference for knit construction more often than the freshmen and sophomore women who more readily accepted the woven blend of Dacron-cotton-nylon. More preferences were expressed for this exhibit than any other, in spite of the price of each slip being in the highest price range at \$5.95.

In question 10 the women were asked, "Which slip would you be least likely to buy? Circle your answer. Check the reason(s) why you would not buy that slip for a gift or for yourself." Chart X on the following page shows a summary of selections for the slip "least likely to buy" in Exhibit V. The most unfavorable response

CHART X

Selection for the Slip "Least Likely to Buy" in
Exhibit V* by Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)



 - Group I
 - Group II

*Exhibit V consisted of five slips, three woven blends and two nylon knits, at \$5.90 and \$5.95. See Appendix A, Illustrations 16-20, pages 166-170 for detailed information about the slips.

was evidenced for Slip Q with 36 responses and Slip R with 32 responses. Ranking third was Slip T with 19 responses while Slip P was checked by six respondents and Slip S by only two. A complete summary of the reasons for disliking a slip is shown in Appendix C, Table XXIV, page 201.

Slip Q, which was disliked the most, was checked by 20 freshmen and sophomore women and 16 junior and senior women or over one-third of all participants. Slip Q was the only slip with built-up bodice styling to be included in this study. Reasons for selecting Slip Q as one "least likely to buy" follow in rank order:

SLIP Q

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Do not like the style	20	Do not like the style	16
Do not like the trim	10	Do not like the fiber	
Will not fit well	9	content	7
Do not like the fiber		Do not like the trim	6
content	7	Will not fit well	5
Do not like the straps	5	Do not like woven slips	3
Poor workmanship for		Do not like the straps	2
the price	4	Too expensive	1
Too expensive	2	Poor workmanship for	
Will not wear well	2	the price	1
Too inexpensive	1		
Miscellaneous	1		

It is significant that "do not like the style" is the only reason selected by all respondents for this built-up style slip. Other reasons are scattered and less important.

Slip R, a nylon-Orlon taffeta of camisole styling, ranked a

close second as the slip "least likely to buy" with responses from one-third of the participants. Reasons for the choice follow:

SLIP R

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	13	Respondents	19
<u>Reasons</u>		<u>Reasons</u>	
Do not like the style	13	Do not like the style	13
Will not fit well	9	Do not like fiber content	12
Do not like fiber content	6	Will not fit well	9
Too expensive	5	Do not like the trim	8
Poor workmanship for the price	4	Do not like woven slip fabrics	7
Do not like the straps	3	Do not like the straps	4
Do not like the trim	3	Poor workmanship for the price	2
Will not wear well	1	Will not wear well	1
Care	1	Too expensive	1
Miscellaneous	2	Miscellaneous	6

"Do not like the style" was the main reason for rejection of Slip R, followed by "will not fit well" and "do not like the fiber content" which were checked an equal number of times by these college women.

SLIP T

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	10	Respondents	9
<u>Reasons</u>		<u>Reasons</u>	
Do not like the style	7	Do not like the style	8
Do not like the trim	7	Do not like the trim	7
Do not like knit slips	3	Will not fit well	3
Will not fit well	3	Do not like knit slips	1
Do not like fiber content	1	Too expensive	1
Too expensive	1	Poor workmanship for the price	1
Poor workmanship for the price	1	Do not like the straps	1
Will not wear well	1	Care	1
Do not like the straps	1	Miscellaneous	6
Miscellaneous	7		

Ten women of Group I and nine women of Group II did not like Slip T for the above reasons. Dislike for the style and trim of Slip T, an elaborately trimmed nylon knit, were the only important reasons for its rejection by both groups.

Listed reasons for the rejection of Slip P are unimportant because of the few respondents:

SLIP P			
Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	2	Respondents	4
<u>Reasons</u>		<u>Reasons</u>	
Do not like fiber content	2	Do not like the style	3
Do not like the style	1	Will not fit well	3
		Do not like the trim	2

Slip S had the following two responses, both from Group I:

SLIP S			
Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	2	Respondents	0
<u>Reasons</u>			
Do not like fiber content	1		
Do not like the style	1		
Poor workmanship for			
the price	1		
Will not wear well	1		

A review of responses to question 10 revealed that a built-up bodice and a camisole styled slip were not well accepted by the college women participating in this study. The combination of new fabric blends and less conventional styling presented two variables that were

not generally acceptable. Because of the strong rejection by these college women for the styles, the degree of acceptance or rejection of fiber content cannot be determined.

Summary of Exhibit V:

A comparison of results of questions 9 and 10 revealed that nylon knit slips ranked highest in preference in a group of \$5.95 slips. A new lingerie fabric, a Dacron-cotton-nylon blend, was well accepted especially by the freshmen and sophomore women. The reasons given for preference were usually related to fit and serviceability, although the style must have been acceptable as other slips were rejected mainly for style.

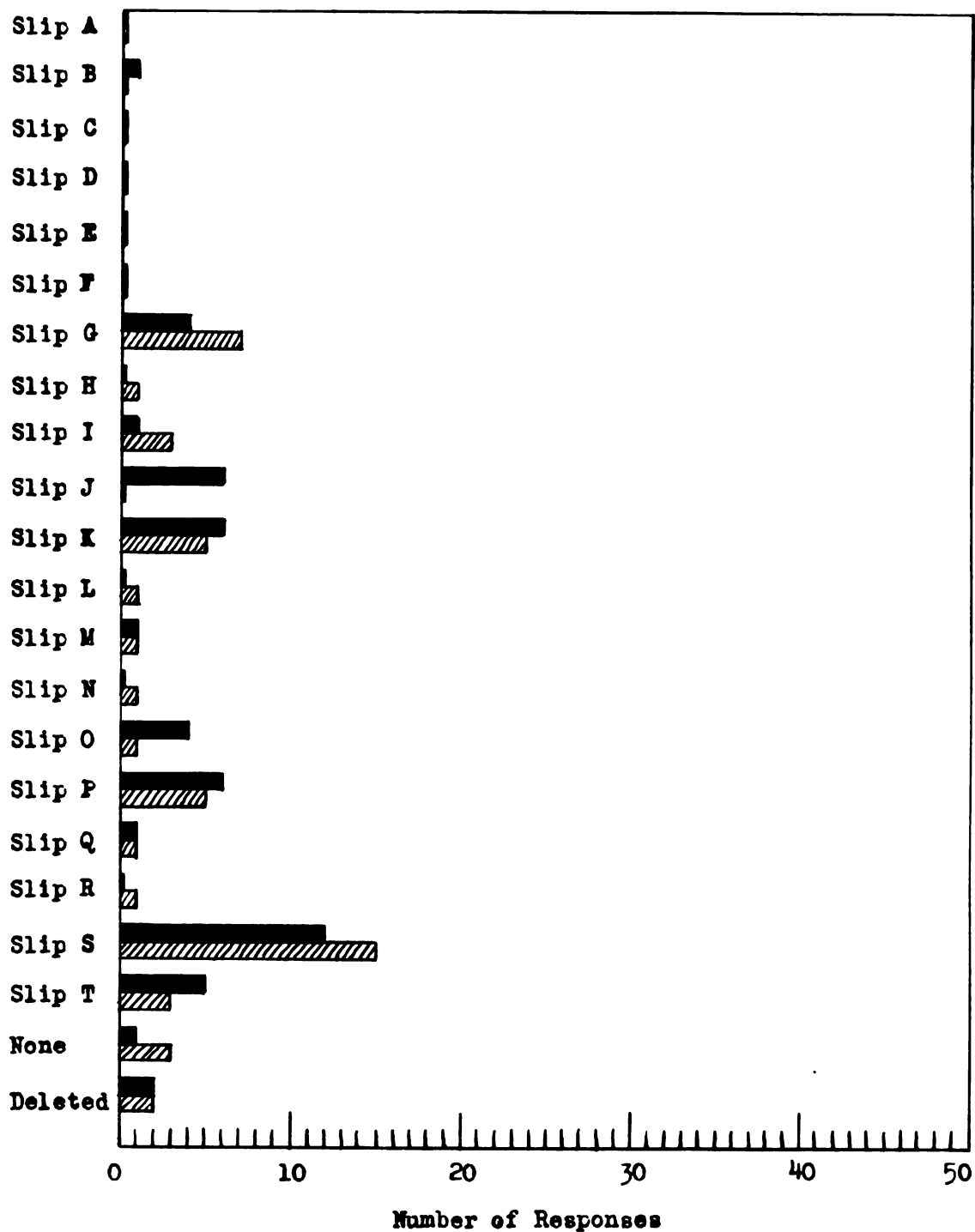
Favorite Slip

At the conclusion of the questions on specific exhibits, the women were asked in question 11 to choose their favorite from the twenty slips in the five exhibits. This open-end question gave the participant an opportunity to list her favorite slip and write in the reasons why she chose that particular slip. Chart XI, page 84, shows the number of preferences for each slip.

Slip S, a nylon knit, was the favorite of women in both groups with a total of 27 responses. Second in rank with 11 responses each were three slips: Slip G, a nylon knit; Slip K, a nylon knit; and Slip P, a Dacron-nylon-cotton blend batiste. Slip T, another nylon knit, ranked fifth with eight preferences. Dacron-cotton blends rated in the sixth and seventh position with six women, all from Group I,

CHART XI

Preferences for the Favorite Slip from Exhibits I - V*
by Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 - Group I
 - Group II

* Each woman was asked to name her favorite of the twenty slips included in Exhibits I - V.

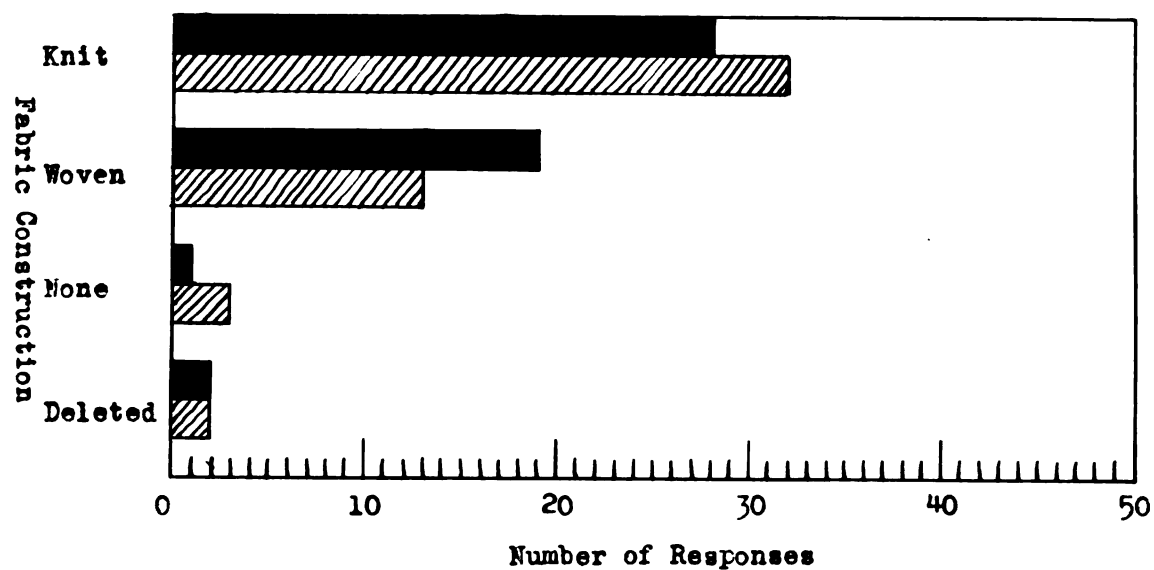
selecting Slip J and five women selecting Slip O. Other scattered selections were: four preferences for Slip I, a nylon crepe; two preferences for Slip M, a Dacron knit; and two preferences for Slip Q, a Dacron-nylon-rayon crepe. One response was given for each of the following slips: Slip B, an embossed cotton; Slip H, an embossed cotton; Slip L, a Dacron-nylon knit; Slip N, a nylon crepe; and Slip R, a nylon-Orlon taffeta. Five slips were not chosen by anyone: Slip A, a cotton plissé; Slip C, a "Wrinkl-Shed" cotton batiste; Slip D, a nylon crepe; Slip E, a Dacron-cotton blend; and Slip F, an acetate knit. Four women would not have purchased any of the slips and four answers were deleted.

Considering the entire group of 100 women 60 per cent chose knit slips as compared to 32 per cent selecting a woven slip as a favorite. Slight differences existed between Group I and Group II in that 28 women from Group I and 32 women from Group II chose knit slips. From the data it will be noted that Group I accepted woven slips better than Group II with 19 woven slips selected by Group I and 13 by Group II. The graphic representation of preferences for fabric construction is shown in Chart XII, page 84.

More differences existed between groups in the fiber content of the favorite slip. Twenty-eight women from Group I and 34 women from Group II chose a nylon slip as their favorite; thus, 62 per cent of all participants selected nylon. Women of Group I accepted blends more readily than the women of Group II. Of the 26 per cent of the participants selecting blends, 17 women were from Group I and only

CHART XII

Fabric Construction of Favorite Slips Selected
by Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 - Group I
 - Group II

nine from Group II. Slips of Dacron and cotton had two preferences each. Acetate was the only fiber that was not selected by anyone. See Chart XIII, page 86 for graphic representation of the choices of fiber contents.

A summary of the preferences for specific blends showed that six women of Group I and five of Group II accepted the Dacron-cotton-nylon blend. Dacron-cotton blend was selected by ten women of Group I but only one woman in Group II selected it as her favorite. Slips of other blends were not as well accepted, but it is noteworthy that all these slips were not of conventional styling. Summary of choices of blends is shown in Chart XIV, page 87.

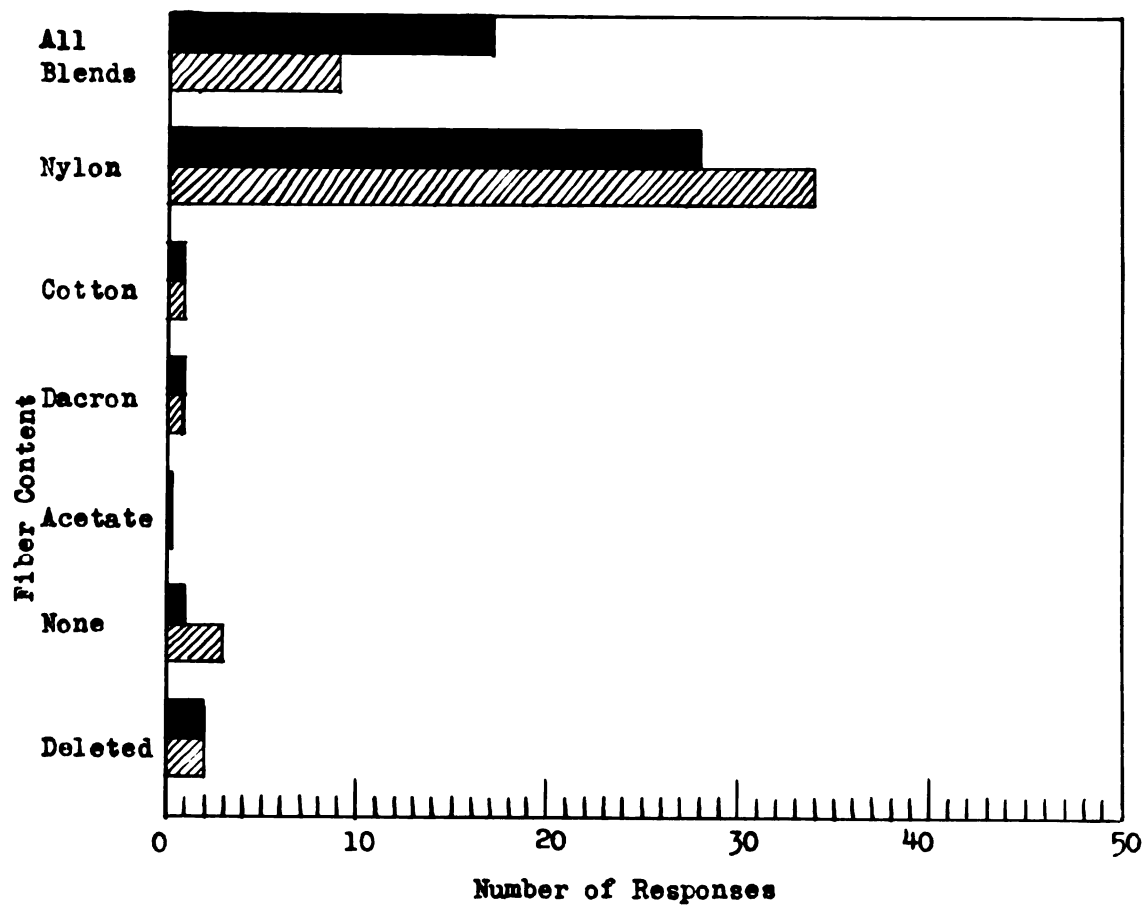
When asked to pick a favorite slip, over half of the women selected a \$5.95 slip. The preferred price range was the same for both groups, with 27 women of Group I and 28 women of Group II selecting it. The second largest preference came for the \$3.98 slips with 11 women of Group I and 14 women of Group II expressing this preference. Only seven of the freshmen-sophomore women and five of the junior-senior women chose a \$2.98 slip as their favorite. Selections by each group are shown in Chart XV, page 88.

Among the favorite slips chosen by both groups, knit construction was the most popular, as was nylon fiber content and the \$5.95 price. The selection of blends by 26 women is significant as blends are new on the lingerie market.

After writing in the code letter of the favorite slip of all twenty displayed in the five exhibits, the women were asked in an

CHART XIII

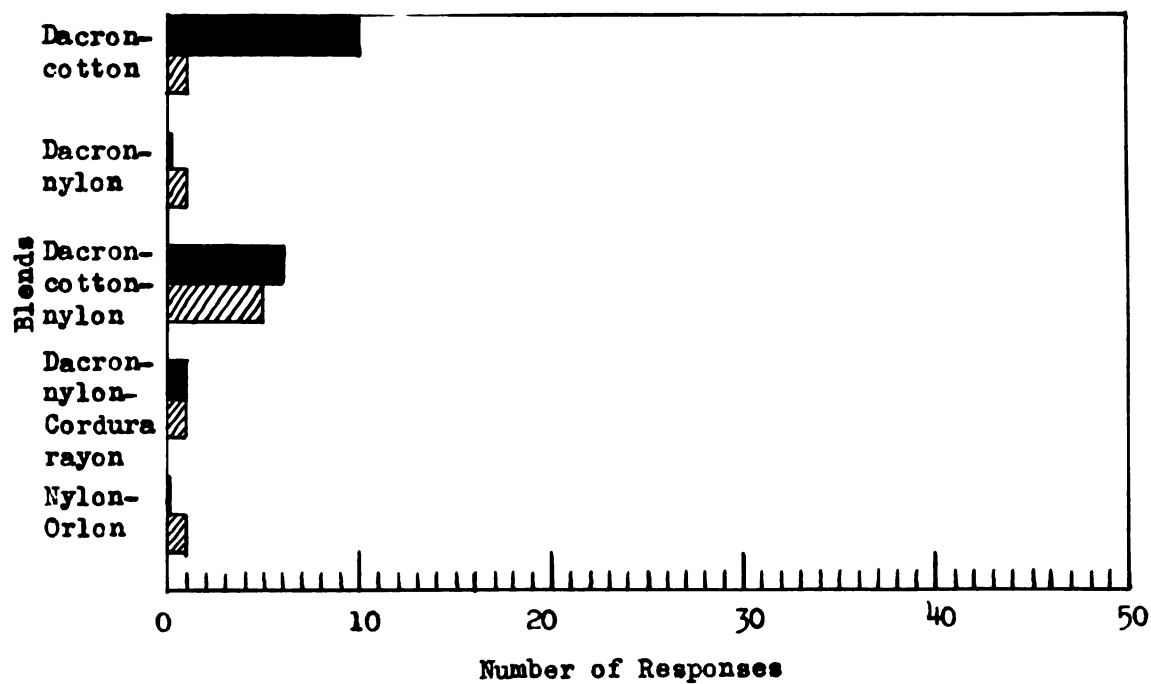
Fiber Content of Favorite Slips Selected by
Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 - Group I
 - Group II

CHART XIV

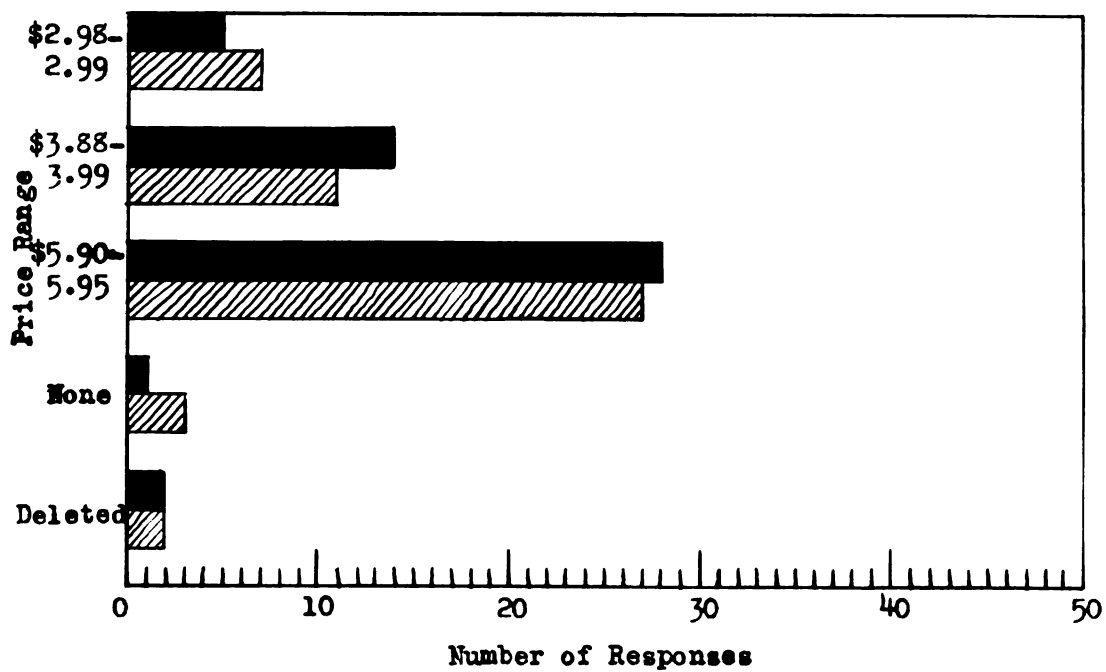
Fiber Content of Blends of Favorite Slips
Selected by Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)



 - Group I
 - Group II

CHART XV

Price Ranges of Favorite Slips Selected
by Group I (Freshmen-Sophomores) and
Group II (Juniors-Seniors)



 -Group I
 -Group II

open-end question, "Why do you like this slip best?" A summary of responses for all slips is shown in Appendix C, Table XXVII, page 206.

Slip S was selected most frequently as the favorite. The reasons for the selection by 27 women follow:

SLIP S*

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Appearance and style	10	Fiber content (nylon)	11
Fiber content (nylon)	7	Fabric construction (knit)	10
Care	6	Appearance or style	8
Appears durable	5	Number of skirt gores (4)	7
Good workmanship for		Trim	7
the price	5	Looks like a good fit	7
Looks like a good fit	4	Good workmanship for	
Fabric construction (knit)	3	the price	5
Bodice cut	2	Care	5
Adjustable straps	2	Price (\$5.95)	3
Price (\$5.95)	1	Bodice cut	3
Number of skirt gores (4)	1	Appears durable	3
Trim	1	Brand name	3
Miscellaneous**	3	Miscellaneous**	7

*Slip S, a \$5.95 nylon knit. See Appendix A, Illustration 19, page 169 for description and illustration.

**Miscellaneous includes items checked less than ten times by all participants for all slips.

Main reasons for selection of Slip S by Group I were "appearance and style" and "nylon fiber content". Group II added "knit fabric construction" to these reasons for their choice.

Ranking in second place with eleven checks each were three slips; Slip G, Slip K, and Slip P. Slip G was selected by eleven women for the following reasons:

SLIP G*

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	4	Respondents	7
<u>Reasons</u>		<u>Reasons</u>	
Price (\$2.98)	3	Appearance or style	7
Trim	3	Looks like a good fit	5
Appears durable	2	Trim	4
Fabric construction (knit)	2	Good workmanship for	
Bodice cut	1	the price	3
Fiber content (nylon)	1	Fabric construction (knit)	3
Good workmanship for		Fiber content (nylon)	2
the price	1	Price (\$2.98)	2
Looks like a good fit	1	Appears durable	2
Appearance or style	1	Bodice cut	1
		Care	1

*Slip G, a \$2.98 nylon knit. See Appendix A, Illustration 2, page 152 for description and illustration.

The most important reasons listed by Group I were \$2.98 price, "trim", as compared to Group II that selected "appearance or style" and "looks like a good fit".

SLIP K*

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	6	Respondents	5
<u>Reasons</u>		<u>Reasons</u>	
Fiber content (nylon)	4	Fiber content (nylon)	5
Trim	4	Trim	4
General appearance or style	3	Looks like a good fit	3
Price (\$3.99)	2	Fabric construction (knit)	3
Good workmanship for		General appearance or style	3
the price	2	Price (\$3.99)	2
Fabric construction (knit)	2	Bodice cut	2
Care	2	Care	2
Number of skirt gores (2)	1	Good workmanship for	
Bodice cut	1	the price	1
Appears durable	1	Adjustable straps	1
Looks like a good fit	1	Miscellaneous	3
Adjustable straps	1		
Miscellaneous	5		

*Slip K, a \$3.99 nylon knit. See Appendix A, Illustration 3, page 153 for description and illustration.

Slip K, another nylon knit, was chosen by eleven women for the preceding reasons. "Nylon" and "trim" were the most important reasons mentioned by each group.

Slip P, also selected by eleven women, had the following reasons for preference:

SLIP P*

Group I		Group II	
Respondents	<u>Number</u>	Respondents	<u>Number</u>
<u>Reasons</u>		<u>Reasons</u>	
Trim	4	Fiber content (Dacron-	
Care	4	cotton-nylon	5
Fiber content (Dacron-		Trim	4
cotton-nylon)	3	Shadow panel	3
Bodice cut	3	Number of skirt gores (2)	2
Shadow panel	3	Proportioned length	2
Appearance or style	3	Price (\$5.95)	1
Appears durable	2	Good workmanship for	
Price (\$5.95)	1	the price	1
Looks like a good fit	1	Looks like a good fit	1
Fabric construction (woven)	1	Care	1
Proportioned length	1	Appearance or style	1
Adjustable straps	1	Miscellaneous	4
Miscellaneous	6		

*Slip P, a \$5.95 Dacron-cotton-nylon batiste. See Appendix A, Illustration 16, page 166 for description and illustration.

Most significant reasons for selection of Slip P by Group was "trim" and "care", as compared to "Dacron-cotton-nylon" fiber content and "trim" by Group II.

Slip T, a nylon knit, ranked next in total preference for the following reasons:

SLIP T*

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	5	Respondents	3
<u>Reasons</u>		<u>Reasons</u>	
Appearance or style	5	Fiber content (nylon)	2
Price (\$5.90)	3	Price (\$5.90)	2
Trim	3	Trim	2
Appears durable	3	Good workmanship for	
Fiber content (nylon)	2	the price	2
Good workmanship for		Fabric construction (knit)	2
the price	2	Adjustable straps	2
Looks like a good fit	2	Bodice cut	1
Fabric construction (knit)	1	Looks like a good fit	1
Care	1	Appearance or style	1
Adjustable straps	1	Miscellaneous	2

*Slip T, a \$5.90 nylon knit. See Appendix A, Illustration 20, page 170 for description and illustration.

Results are scattered from the selection of Slip T by so few students.

Two Dacron-cotton blends ranked next in preference; Slip J at

SLIP J*

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	6	Respondents	0
<u>Reasons</u>			
Fiber content (Dacron-cotton)	4		
Price (\$3.98)	4		
Care	4		
Trim	2		
Shadow panel	2		
Adjustable straps	2		
Appearance or style	2		
Number of skirt gores (4)	1		
Bodice cut	1		
Appears durable	1		
Good workmanship for			
the price	1		
Fabric construction (woven)	1		
Miscellaneous	2		

*Slip J, a \$3.98 Dacron-cotton batiste. See Appendix A, Illustration 14, page 164 for description and illustration.

\$3.98 was selected by six women of Group I and Slip O at \$5.95 was selected by four women of Group I and one from Group II. Reasons for the selection of Slip J precede and reasons for selection of Slip O follow:

SLIP O*

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	4	Respondents	1
<u>Reasons</u>		<u>Reasons</u>	
Fiber content (Dacron-cotton)	3	Fiber content (Dacron-cotton)	1
Number of skirt gores (4)	2	Trim	1
Trim	2	Care	1
Fabric construction (woven)	2	Adjustable straps	1
Shadow panel	2	Miscellaneous	1
Price (\$5.95)	1		
Poor workmanship for the price	1		
Care	1		
Adjustable straps	1		
Appearance or style	1		
Miscellaneous	3		

*Slip O, a \$5.95 Dacron-cotton batiste. See Appendix A, Illustration 15, page 165 for description and illustration.

It is worthy of note that ten of the 11 women selecting Dacron-cotton slips were from Group I. One of the most important reasons listed for both slips was the fiber content of the slips.

Specific reasons for the choices of Slips I, M, Q, B, H, L, N, and R were not included as the preferences and reasons for the preference were so scattered.

Four women would not have selected any of the slips. Fit was the reason listed by the one respondent from Group I, who was especially tall. Dislike for the combinations of style, fabric, and trim were mentioned by the three women from Group II.

Summary of question 11:

Knit fabric construction and nylon fiber content were the favorite choices in four of the top five slips. Other significant preferences were shown for the blends of Dacron-cotton-nylon or Dacron-cotton. Women of Group I accepted blends more readily than Group II. Both groups were most likely to pick a slip in the \$5.95 price range. The most significant reasons for choice of a slip were its fiber content, appearance and style, and trim. Of lesser importance were fabric construction, care, good workmanship and apparent fit.

Exhibit VI

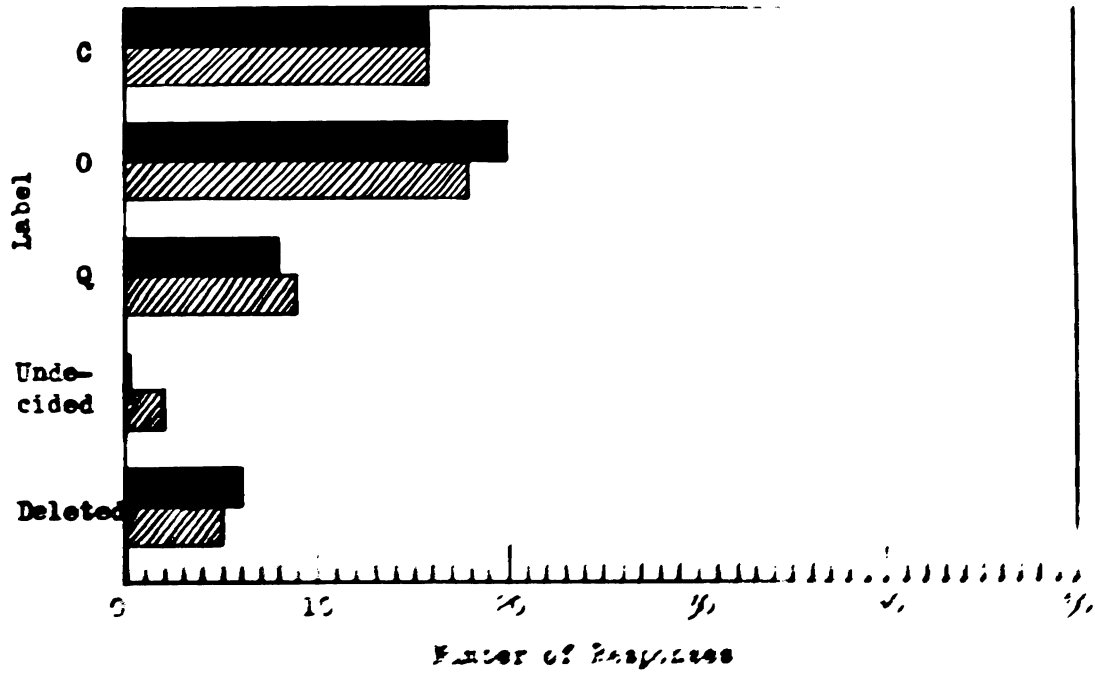
Exhibit VI consisted of labels from Slips C, O, Q, and E which had been selected for variation in information provided, amount of labeling, and legibility of the label.

Question 12 pertained to labels C, O, and Q. Participants were asked, "Examine the labels C, O, and Q. Which do you think is the best label?" Circle your answer." The women also had the opportunity to check "undecided". Facsimilies of the labels are shown in Appendix A, Illustrations 21-23, pages 171-173. Results showed 38 responses for Label O, 32 for Label C, and 17 for Label Q. Two women from Group II were undecided. Chart XVI, on the following page, shows a graphic representation of the results.

After selecting the best label the women were asked, "Check below the items (kinds of information) which influenced your choice." An opportunity was provided to write in other answers. A complete summary of results is shown in Appendix C, Table XXV, page 204.

CHART XVI

Preferences for "Best" Label of Question 12,
Exhibit VI* by Group I (Freshmen-Sophomores)
and Group II (Juniors-Seniors)



Question 12, Exhibit VI* is a question of preference. It is not a question of fact. It is a question of opinion. It is a question of taste. It is a question of style. It is a question of taste. It is a question of style. It is a question of taste. It is a question of style.

The reasons for the selection of Label O by 20 freshmen and sophomore women and 18 junior and senior women were:

LABEL O

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	20	Respondents	18
<u>Reasons</u>		<u>Reasons</u>	
Informative label	19	Fiber content	16
Fiber content	17	Laundrying directions	16
Laundrying directions	16	Informative label	15
Brand name	12	Easy to read	9
Special features with regard to construction, care, etc.	10	Price	8
Name of fabric	9	Special features with regard to construction, care, etc.	8
Easy to read	8	Name of fabric	8
Price	5	Brand name	3
Finish	5	Finish	3
Nationally advertised	4	Nationally advertised	1
Miscellaneous	9	Miscellaneous	7

"Fiber content", "laundrying directions", and "informative label" were the most significant responses for both Group I and Group II.

LABEL C

Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	16	Respondents	16
<u>Reasons</u>		<u>Reasons</u>	
Brand name	16	Informative label	13
Nationally advertised	16	Laundrying directions	11
Finish	13	Special feature with regard to construction, care, etc.	11
Laundrying directions	11	Easy to read	10
Informative label	10	Brand name	10
Name of fabric	9	Finish	8
Easy to read	9	Nationally advertised	8
Fiber content	5	Name of fabric	7
Special features with regard to construction, care, etc.	5	Fiber content	5
Price	2	Miscellaneous	2
Miscellaneous	2		

The reasons for the selection of Label C as the best label by 16 women of Group I and 16 women from Group II are given above. The most significant factors listed by each group were not the same. Group I ranked in the top three places "brand name", "nationally advertised", and "finish" as compared to Group II which ranked "informative label", "laundering directions" and "special features with regard to construction, care, etc." as being most important. It appeared that the women of Group II ranked as important those items which were essential in the care and purchase of a slip.

Label Q was chosen by eight respondents from Group I and nine respondents from Group II as the best label for the following reasons:

LABEL Q			
Group I		Group II	
	<u>Number</u>		<u>Number</u>
Respondents	8	Respondents	9
<u>Reasons</u>		<u>Reasons</u>	
Laundering directions	7	Laundering directions	9
Informative label	7	Informative label	8
Brand name	5	Easy to read	8
Fiber content	4	Brand name	8
Special features with regard to construction, care, etc.	3	Name of fabric	5
Easy to read	3	Fiber content	5
Nationally advertised	2	Nationally advertised	4
Name of fabric	2	Special features with regard to construction, care, etc.	4
Price	1	Price	2
Finish	1	Finish	2
Miscellaneous	2	Miscellaneous	3

Both groups of women mentioned "laundering directions" and "informative label" as being important, but the women of Group II also listed "easy to read" and "brand name".

Question 13 was based on Label E. See the facsimilie in Appendix A, Illustration 24, page 174. The question read, "The information given on the label attached to Slip E is listed below. Check the information which is important or valuable to you as a consumer. (You may or may not wish to select this slip.)" The number of responses for each item by each group follow in rank order:

LABEL E

Group I		Group II	
<u>Information</u>	<u>Number</u>	<u>Information</u>	<u>Number</u>
"Quick Drying"	49	"Quick Drying"	48
"A Dacron* and Combed Cotton fabric"	39	"A Dacron* and Combed Cotton fabric"	46
"Guaranteed Washable 160°"	37	"1% Residual control"	40
"Unconditionally Washable"	37	"Unconditionally Washable"	34
"1% Residual control"	31	"Guaranteed Washable 160°"	31
"Light fast"	30	"Light fast"	27
"This luxurious fabric is woven of the finest combed COTTON and specially treated DACRON* resulting in a weave of unusual beauty."	10	"This luxurious fabric is woven of the finest combed COTTON and specially treated DACRON* resulting in a weave of unusual beauty."	11
"*DuPont's Polyester Fiber"	7	"*DuPont's Polyester Fiber"	4
"by Jo-Glo Fabrics, Inc."	1		

Both groups selected as the two most important factors, information related to laundering and fiber content; namely, "quick drying" and "Dacron and combed cotton fabric". Other information listed by over half the participants in each group were: "guaranteed washable 160°", "unconditionally washable", "1% residual control", and "light fast". Although lightfastness does not seem significant to white slips, it was checked by 57 respondents. The use of the "light fast" was misleading as it must have been interpreted to mean opaqueness rather than the meaning of colorfastness to light. It is also significant

that least important factors were the manufacturer of the fabric, the manufacturer of the fiber, and a sentence naming the fabric as "luxurious" and the weave as having "unusual beauty".

Summary of Exhibit VI:

The participants in this study chose the best label as one that was "informative" and gave "laundrying directions". Slightly less significant factors to these women were the "fiber content", "brand name", and "easy to read". When asked to check specifically the most valuable information on one label the women placed more emphasis on launderability and fiber content. The junior and senior women usually showed more knowledge of factors significant to wear and care of a slip. Least emphasis was given by these women to the fabric manufacturer, the fiber manufacturer and superfluous information.

Analysis of Data from Part II

The second part of the instrument consisted of general questions about preferences, buying practices, care of slips, satisfactions, and the slip wardrobe of the student. In the preparation of the instrument it had been assumed there would be a relationship between responses to these questions and results of the questions based on the exhibits of slips and labels in Part I. Part II of the instrument is found in Appendix B, pages 183-186.

Questions 1-2

The participants were first asked in an open-end question, "List the three or four most important features you look for when buying a

slip." The freshmen and sophomore women responded 185 times as compared to 200 responses from the junior and senior women of Group II.

The following table was compiled from responses of both groups:

<u>Features</u>	<u>Number of Responses</u>	<u>Per Cent of Total Responses</u>
Style and appearance	52	14
Fabric	47	12
Workmanship	43	11
Trim	41	11
Fiber content	37	10
Bodice cut	25	6
Proportioned length	22	6
Durability	20	5
Skirt cut	19	5
Fit	19	5
Price	19	5
Care	18	4
Straps	13	3
Miscellaneous	10	3
Total	385	100

The five most significant reasons accounting for 58 per cent of the responses were "style and appearance", "fabric", "workmanship", "trim", and "fiber content."

A comparison of responses by groups reveals the data summarized on the following page. The five most important reasons were the same for both groups, but the order of importance was not similar. It was difficult by the wording of the responses to determine if the respondents meant "fiber" as well as "fabric construction" when they used the words "material" or "fabric". Twenty-two of the women or six per cent of the responses were for proportioned length in a slip.

Group I			Group II		
<u>Features</u>	<u>Number of Responses</u>	<u>Per Cent</u>	<u>Features</u>	<u>Number of Responses</u>	<u>Per Cent</u>
Style and appearance	28	15	Fabric	26	13
Fabric	21	11	Style and appearance	24	12
Workmanship	20	11	Trim	24	12
Trim	17	9	Workmanship	23	11
Fiber content	14	8	Fiber content	23	11
Durability	13	7	Bodice cut	15	8
Price	13	7	Proportioned length	15	8
Fit	11	6	Skirt cut	12	6
Bodice cut	10	5	Fit	8	4
Care	10	5	Care	8	4
Skirt cut	7	4	Durability	7	4
Proportioned length	7	4	Price	6	3
Straps	7	4	Straps	6	3
Miscellaneous*	<u>7</u>	<u>4</u>	Miscellaneous*	<u>3</u>	<u>1</u>
Total	185	100	Total	200	100

*Miscellaneous includes items checked less than ten times by all participants.

In question 2 the students were asked, "List three or four dissatisfactions you have had with slips you have owned." The following table shows the reasons for dissatisfactions:

<u>Reasons</u>	<u>Number of Responses</u>	<u>Per Cent of Total Responses</u>
Trim	57	20
Fit	32	11
Length	28	10
Straps	25	9
Discoloration	24	8
Construction	22	8
Shrinkage	20	7
Static electricity	14	5
Care	12	4
Non-durable	12	4
Miscellaneous	<u>37</u>	<u>13</u>
Total	286	99*

*The percentage totals only 99 because results have been given to the nearest whole number.

Group I and Group II were almost evenly divided in the 286 responses, with 142 and 144 responses, respectively. Half of the dissatisfactions listed were related to four factors: "trim", "fit", "length", and "straps".

Variations in reasons for dissatisfactions existing within each group are listed as follows:

Group I			Group II		
<u>Reasons</u>	<u>Number of Responses</u>	<u>Per Cent</u>	<u>Reasons</u>	<u>Number of Responses</u>	<u>Per Cent</u>
Trim	32	23	Trim	25	17
Shrinkage	15	11	Straps	18	13
Length	14	10	Fit	18	13
Fit	14	10	Length	14	10
Discoloration	11	8	Discoloration	13	9
Workmanship	10	7	Workmanship	12	8
Non-durable	9	6	Care	8	6
Static electricity	7	5	Static electricity	7	5
Straps	7	5	Shrinkage	5	3
Care	4	3	Non-durable	3	2
Miscellaneous	19	12	Deleted	3	2
			Miscellaneous	18	12
Total	142	100	Total	144	100

The most important reasons for dissatisfaction by Group I were "trim", "shrinkage", "length", and "fit". The four main reasons for dissatisfaction by Group II were "trim", "straps", "fit", and "length". The major difference between Groups I and II were the inclusion of "shrinkage" by Group rather than "straps" which was emphasized by women in Group II.

Summary of Questions 1 and 2:

A comparison of results of the first two questions of Part II seemed to indicate that dissatisfaction with trim might have made

"trim" and "style" important factors in selection of a slip. Both groups indicated dissatisfaction with length of slips, but proportioned length was a factor in selection by only twenty-two of the women. Experience with poor fit in a slip may also have been related to the importance of style as a deciding factor in purchasing a slip. Dissatisfaction with straps may have been one indication that better quality workmanship would bring greater satisfaction.

Questions 3-8

The women were asked in the third through eighth questions about their preferences for specific style features of a slip to determine if there were any significant trends. See Appendix B, page 183, for the questions. All questions had pre-categorized reasons to be checked and a space provided for writing in other reasons.

In question 3 the women were asked, "How many gores do you like in the slip skirt? The results follow:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
2-gore	16	10	26	22
4-gore (center front gores, center back gore, and two side gores)	28	25	53	45
4-gore (3-gore front and 1-gore back)	3	4	7	6
6-gore (3-gore front and 3-gore back)	4	3	7	6
Makes no difference	7	14	21	17
Miscellaneous	0	4	4	3
Total	58	60	118	99

Forty-five per cent of the responses were for the four-gore skirt when it was cut with a center front, a center back, and two side gores.

A less significant preference was shown for the two-gore skirt which

had 22 per cent of all responses. Seventeen per cent of the responses indicated that the number of skirt gores made no difference. This preference for a four-gore skirt is correlated to the selection of slips in Exhibits I and II because of their four-gore skirt. See summary of choices on pages 36 and 45.

In question 4 the women were asked, "In a woven fabric slip what skirt cut do you prefer?" Student responses by groups follow:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Bias	5	4	9	9
Straight-cut	18	13	31	30
Combination of bias and straight cut	7	15	22	22
Do not know	16	13	29	28
Makes no difference	6	4	10	10
Miscellaneous	0	1	1	1
Total	52	50	102	100

Most of the responses were divided among "straight-cut", "combination of bias and straight cut" and "do not know". The grain of the material was not mentioned as a significant factor in the choice of any of the slips in the various exhibits; however, the fabric was straight-cut in the favorite woven slips of the exhibits.

In question 5 the women were asked, "What style(s) bodice front do you prefer?" with the following results:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
V-Style	46	39	85	71
Built-up	10	16	26	21
Camisole	4	2	6	5
Makes no difference	1	2	3	3
Total	61	59	120	100

A significant preference was shown for the V-style bodice in that it had 71 per cent of all responses. This correlated with the choice of slips in Exhibit V in which the college women rejected slips other than those with V-style bodice. An inconsistency appeared in the 21 per cent of the responses indicating preference for a built-up bodice because the crepe slip of Exhibit V, which had a built-up bodice, was rejected largely due to its styling. It may be that some of the women interpreted "built-up" bodice to be a variation of the V-style.

In question 6 the participants were asked to check the question, "What type(s) of shoulder straps do you prefer?". Results follow by group:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
3/8 inch ribbon	22	36	58	47
3/8 inch self-fabric	18	12	30	24
3/4 inch ribbon	15	10	25	20
Built-up shoulder	1	1	2	2
Wide strap as in camisole top	3	2	5	4
Makes no difference	1	1	2	2
Miscellaneous	<u>0</u>	<u>1</u>	<u>1</u>	<u>1</u>
Total	60	65	125	100

Nearly half of the responses were for the 3/8 inch ribbon strap. Other important preferences were for 3/8 inch self-fabric strap and 3/4 inch ribbon strap. Therefore, definite preferences existed among the women of both groups for 3/8 inch straps and ribbon straps. The 24 per cent response for self-fabric straps and 20 per cent for 3/4 inch width is large enough to indicate the need for the variety existing in today's market.

In question 7 the women were asked, "What type(s) of trim do you like best?" The responses follow:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Permanent pleating	26	34	60	33
Lace	22	24	46	26
Tulle or net	17	21	38	21
Eyelet embroidery	9	10	19	11
Embroidered edging	3	3	6	3
Makes no difference	6	1	7	4
Miscellaneous	2	2	4	2
Total	85	95	180	100

The best liked trims by both groups were "permanent pleating", "lace", and "tulle or net". All of these trims were used on the slips chosen as favorites among the exhibits; however, the amount of trim and quality of trim seemed to be important factors of acceptance or rejection. Even though three kinds of trim were specified as favorites, many variations in quality, amount, fiber content, and potential durability make the kind of trim only one factor of choice.

In question 8 the women were asked, "Which fabric(s) do you like best for slips?" The following results show the responses by groups:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Knit	31	44	75	50
Batiste	18	13	31	21
Crepe	7	10	17	11
Cotton plissé	7	3	10	7
Embossed cotton	4	0	4	3
Taffeta	2	0	2	1
Satin	5	3	8	5
Have no preference	3	0	3	2
Total	77	73	150	100

The fact that knit fabric construction was listed in 50 per cent of the responses correlates to the selection in Part I of a knit slip as a favorite of all slips by 60 per cent of the women. See Chart XII, page 86. Batiste and crepe were the favorite woven slip fabrics with cotton plissé a third choice. The preference for batiste correlates with the choice of batiste blends as second to knits in the favorite slip among all the exhibits. See Chart XIII, page 88. It is worthy of note that forty-eight per cent of the responses were for woven fabrics. This higher percentage tended to indicate a favorable response to new fiber combinations in woven fabrics for slips.

Summary of questions 3-8:

The most significant factor apparent in the choice of style features was a diversity of preferences. Indication of preferences for the V-style bodice was the only response checked by three-fourths of the participants. In other questions the most favorable features were given a 45-47 per cent response. This data would tend to bear out the market practice of providing many style features for appeal to the preferences of consumers.

Questions 9-15

Questions 9-15 pertained to preferences and wear experiences for certain fabrics or style features of slips to determine if experience had a role in the women's choice. The women were first asked if they liked the particular fabric or style feature, after which they were also asked if they had worn it. For both questions the women checked

pre-categorized answers: "yes", "no", or "do not know". No space was provided for writing in additional information or preferences. See Appendix B, pages 183-184 for questions 1-15.

In question 9a the women were asked, "Do you like blends in slips?" and in 9b they were asked, "Have you worn a slip made of a blend?" The responses to the combined questions follow:

	Number of Responses			Per Cent
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	<u>of Total</u>
"Yes" Responses	35	28	63	63
Have worn blends	30*	25	55	
Have not worn blends	2	2	4	
Do not know if blends have been worn	3	1	4	
"No" Responses	3	2	5	5
Have worn blends	3	2	5	
Have not worn blends	0	0	0	
Do not know if blends have been worn	0	0	0	
"Do Not Know" Responses	12	19	31	31
Have worn blends	1	0	1	
Have not worn blends	9	16	25	
Do not know if blends have been worn	2	3	5	
Total Responses	50	49	99	99

*Read as follows: Of the 35 women who liked blends, 30 women had worn blends, two women had not worn blends, and three women did not know if they had worn blends.

A favorable response for blends was expressed by nearly two-thirds of the women, while one-third of the women were undecided. Group I accepted blends more readily than Group II. It was especially significant that 55 of the 63 women expressing preference for blends had worn them.

Most of the women who did not know if they liked blends had not worn them. Data indicated experience had a role in the preference expressed for blends.

In questions 10a and 10b the women were asked, "Do you like a camisole top slip?" and "Have you worn a camisole top slip?" A summary of answers by groups follows:

	Number of Responses			Per Cent
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	<u>of Total</u>
"Yes" Responses	14	11	25	29
Have worn camisole top slips	13	9	22	
Have not worn camisole top slips	1	2	3	
Do not know if camisole top slips have been worn	0	0	0	
"No" Responses	22	28	50	57
Have worn camisole top slips	15	24	39	
Have not worn camisole top slips	7	4	11	
Do not know if camisole top slips have been worn	0	0	0	
"Do Not Know" Responses	5	7	12	14
Have worn camisole top slips	0	1	1	
Have not worn camisole top slips	4	4	8	
Do not know if camisole top slips have been worn	1	2	3	
Total Responses	41	46	87	100

More than half the respondents from each group expressed a negative response for a camisole top slip as compared to the more than one-fourth of the women who liked a slip with this feature. The stated preference for camisole top slips by 25 women is greater than would have been expected after the strong rejection of a camisole top slip in Exhibit V.

See page 75 for data about Slip R. Factors other than style may have been significant in the rejection of this slip. It is interesting to note that most of the women who expressed either a like or dislike for camisole styling had worn a slip of this style.

The women were asked in question 11a, "Do you like proportioned length in a slip?" and in question 11b, "Have you worn a slip with proportioned length?" and gave the responses shown in the following data:

	Number of Responses			Per Cent
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	<u>of Total</u>
"Yes" Responses	33	44	77	88
Have worn slips with proportioned length	27	40	67	
Have not worn slips with proportioned length	6	3	9	
Do not know if slips with proportioned length have been worn	0	1	1	
"No" Responses	1	1	2	2
Have worn slips with proportioned length	0	0	0	
Have not worn slips with proportioned length	1	1	2	
Do not know if slips with proportioned length have been worn	0	0	0	
"Do Not Know" Responses	8	1	9	10
Have worn slips with proportioned length	0	0	0	
Have not worn slips with proportioned length	3	1	4	
Do not know if slips with proportioned length have been worn	5	0	5	
Total Responses	42	46	88	100

Eighty-eight per cent of the women expressed favorable preference, two per cent unfavorable, and 10 per cent did not know if they liked proportioned length in slips. The many women who reported they liked proportioned length exceeded the number of women who complained about dissatisfactions in slip length or the number of women who would be expected to need "tall" or "short" lengths because of their height. However, the women may have liked the idea of proportioned length even though they do not need it for themselves. Most of the women liking proportioned length had worn a slip with this feature. Of the women who did not know if they liked proportioned length, about half had not worn and the other half did not know if they had worn a slip with this feature. Experience was important in the acceptance of proportioned length.

The women were asked in question 12a and 12b, respectively, "Do you like a slide fastener in a slip?" and "Have you worn a slip with a slide fastener?" Responses are summarized on the following page. Slide fasteners were not well accepted by either group as indicated by the 60 per cent negative response and 25 per cent response for "do not know". Only 17 per cent of the respondents liked slide fasteners. It is noteworthy that nearly all the women liking slide fasteners had worn a slip with one. Among the fifty negative responses, only 14 respondents had worn a slip with a slide fastener as compared to the 36 women who had not. Most of the women who admitted they did not know if they liked a slide fastener had not worn a slip with one. For this particular style feature experience resulted in divided preferences

and lack of experience produced a negative or undecided response.

	Number of Responses			Per Cent of Total
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
"Yes" Responses	7	8	15	17
Have worn a slip with a slide fastener	6	8	14	
Have not worn a slip with a slide fastener	1	0	1	
Do not know if a slip with a slide fastener has been worn	0	0	0	
"No" Responses	23	27	50	58
Have worn a slip with a slide fastener	4	10	14	
Have not worn a slip with a slide fastener	19	17	36	
Do not know if a slip with a slide fastener has been worn	0	0	0	
"Do Not Know" Responses	11	11	22	25
Have worn a slip with a slide fastener	0	1	1	
Have not worn a slip with a slide fastener	10	9	19	
Do not know if a slip with a slide fastener has been worn	1	1	2	
Total Responses	41	46	87	100

In question 13a the women were asked, "Do you look for opaqueness in a slip fabric?" and in question 13b, "Have you worn a slip of opaque fabric?" to which they responded as is shown in the chart on the following page.

Sixty-four per cent of the respondents indicated preference for opaqueness in a fabric as compared to 22 per cent who replied unfavorably and 15 per cent who did not know. Most of the women who gave both favorable and unfavorable responses for opaqueness had worn a slip

of an opaque fabric. Nine of the 13 women who did not know if they liked opaqueness did not know if they had worn a slip of such a fabric indicating a lack of understanding of the term "opaque" as applied to fabric. Experience with opaque slip fabrics had usually been favorable.

	Number of Responses			Per Cent of Total
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
"Yes" Responses	24	32	56	64
Have worn a slip of opaque fabric	23	32	55	
Have not worn a slip of opaque fabric	1	0	1	
Do not know if a slip of opaque fabric has been worn	0	0	0	
"No" Responses	8	1	19	21
Have worn a slip of opaque fabric	5	10	15	
Have not worn a slip of opaque fabric	3	1	4	
Do not know if a slip of opaque fabric has been worn	0	0	0	
"Do Not Know" Responses	10	3	13	15
Have worn a slip of opaque fabric	0	3	3	
Have not worn a slip of opaque fabric	1	0	1	
Do not know if a slip of opaque fabric has been worn	9	0	9	
Total Responses	42	46	88	100

In questions 14a and 14b the women were asked, "Do you like a slip with a shadow panel?" and "Have you worn a slip with a shadow panel?" Responses are summarized on the following page.

Ninety-two per cent of the respondents favored the shadow panel. It is interesting to compare this figure with the 64 per cent of

respondents who expressed preference for an opaque slip fabric as opaqueness may be achieved by either an opaque fabric or a shadow panel. No definite conclusion can be drawn as other data in the questionnaire does not directly relate to opaqueness. Preference for a shadow panel was the result of experience as most of the women who liked the shadow panel had also worn a slip with this feature.

	Number of Responses			Per Cent
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	<u>of Total</u>
"Yes" Responses	41	39	80	92
Have worn a slip with a shadow panel	38	36	74	
Have not worn a slip with a shadow panel	3	2	5	
Do not know if a slip with a shadow panel has been worn	0	1	0	
"No" Responses	1	2	3	3
Have worn a slip with a shadow panel	1	2	3	
Have not worn a slip with a shadow panel	0	0	0	
Do not know if a slip with a shadow panel has been worn	0	0	0	
"Do Not Know" Responses	0	4	4	5
Have worn a slip with a shadow panel	0	1	1	
Have not worn a slip with a shadow panel	0	2	2	
Do not know if a slip with a shadow panel has been worn	0	1	1	
Total Responses	42	45	87	100

The women were asked in question 15a, "Do you like "no-iron" cotton slips?" and in question 15b, "Have you worn "no-iron" cotton slips?" The respondents' choices follow:

	Number of Responses			Per Cent
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	<u>of Total</u>
"Yes" Responses	24	18	42	49
Have worn "no-iron" cotton slips	19	14	33	
Have not worn "no-iron" cotton slips	5	4	9	
Do not know if "no-iron" cotton slips have been worn	0	0	0	
"No" Responses	13	20	33	38
Have worn "no-iron" cotton slips	9	15	24	
Have not worn "no-iron" cotton slips	4	5	9	
Do not know if "no-iron" cotton slips have been worn	0	0	0	
"Do Not Know" Responses	4	7	11	13
Have worn "no-iron" cotton slips	0	1	1	
Have not worn "no-iron" cotton slips	4	5	9	
Do not know if "no-iron" cotton slips have been worn	0	1	1	
Total Responses	41	45	86	100

Preferences expressed for "no-iron" cotton slips were somewhat divided as 49 per cent of the women liked them, 38 per cent did not, and 13 per cent did not know. The majority of women who expressed both favorable and unfavorable reaction to "no-iron" cotton slips had not worn any.

Summary of Questions 9-15:

Experience in wearing a style feature or special fabric appeared to make a definite impression, usually favorable. Most women who had not had wear experience with a particular style or fabric did not know if they would like the less conventional styling or newer fabrics.

Only with the slide fastener and the camisole styled slip did wear experience bring negative reaction.

Questions 16-17

Questions 16 and 17 pertaining to sizing and fit of slips may be seen in Appendix B, page 184. Answers to these questions were pre-categorized except for the second part of Question 17 which was open end. In the sixteenth question the women were asked, "How do you determine the size slip to buy?" The responses were as follows:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Bust size	35	35	70	59
Dress size	11	4	15	12
Sales girl suggests size	1	0	1	1
Try on	12	21	33	28
Total	59	60	119	100

Nearly 60 per cent of the responses indicated purchase by bust size and only 13 per cent by dress size. Twenty-eight per cent of the women tried on slips before purchasing. Women of Group I were more likely to buy by dress size and the women of Group II were more likely to try on a slip before purchase. At least one manufacturer sells slips by dress size, but it is possible that when the women ask for dress size the salesclerk equates it to bust size.

In question 17 the women were asked, "Do you have any fitting problems in slips?" The responses follow:

	Number of Responses			Per Cent of Total
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Yes	22	30	52	53
No	28	19	47	47
Total	50	49	99	100

The women were very nearly divided in their responses, although slightly over half the women recorded some fitting problems. The junior and senior women were more likely to mention a problem than were the freshmen and sophomore women. The women who listed fitting problems specified the following problems in response to an open-end question:

<u>Reasons</u>	Number of Responses			Per Cent of Total
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Incorrect length	17	21	38	68
Relation of hip and bust proportions	6	10	16	28
Miscellaneous	0	2	2	4
Total	23	33	56	100

The responses were significant in that 68 per cent of the women had trouble with length and 28 per cent of the women had trouble in fitting the bust and hip correctly. This suggested a need for proportioned sizes, not only in length, but also in bust and hip.

Summary of Questions 16-17:

Most women bought slips by bust size and about one-third of them tried slips on before purchasing. The data seemed to indicate that there would be more satisfaction with the fit of the slip if the women purchased slips by proportioned length and if proportioned bust and hip sizes were more readily available.

Question 18

The eighteenth question consisted of five parts in which the students were to write in the number of slips in their wardrobe. See Appendix B, page 184. The following responses were given in answer to the question, "How many slips in your wardrobe have you worn in the past year? Do not include petticoats or half-slips. Write in the number."

Number of Slips Per Woman	Total Number of Women			Total Number of Slips		
	Group I	Group II	Total	Group I	Group II	Total
3	3	1	4	9	3	12
4	15	7	22	60	28	88
5	10	11	21	50	55	105
6	11	11	22	66	66	132
7	1	4	5	7	28	35
8	5	4	9	40	32	72
9	1	4	5	9	36	45
10	3	4	7	30	40	70
11	1	0	1	11	0	11
12	0	3	3	0	36	36
Total	50	49	99	274	324	598
Average Number of slips per woman				5.5	6.6	6.0

It was interesting that the quantity ranged from three to 12; significantly, the women of Group II had on the average one more slip per person than the women of Group I, with an average of 6.6 and 5.5 slips respectively.

The women were then asked, "How many of these slips are of each fabric construction? Write in the number." The following responses are significant:

<u>Fabric Construction</u>	<u>Total Number of Women</u>			<u>Total Number of Slips*</u>			<u>Per Cent of Total Slips per Woman</u>		
	Group	Group	Total	Group	Group	Total	Group	Group	Total
	I	II		I	II		I	II	
Woven	34	40	74	120	93	213	45	29	36
Knit	36	46	82	126	221	347	47	70	60
Do not know	7	1	8	23	2	25	8	1	4
Total				269	316	585	100	100	100

*The number of slips shown here will not total the sum listed in the preceding question because responses with mathematical errors were deleted.

The responses to this question seemed significant in that a relationship to their favorite slip appeared (See Chart XI , page 82). The freshmen and sophomore women, who accepted slips of woven fabric better than Group II in the various exhibits, had an almost equal number of woven and knit slips in their wardrobe. The junior and senior women, who showed a definite preference for knit slips in selections throughout the exhibits, had over twice as many knit as woven slips.

The women were then asked, "How many of these slips are of the following fiber content? Write in the number." The responses for woven slips were:

<u>Fiber Content</u>	<u>Number of Women</u>			<u>Number of Slips*</u>			<u>Per Cent of Total</u>		
	Group	Group	Total	Group	Group	Total	Group	Group	Total
	I	II		I	II		I	II	
Rayon or Acetate	10	13	23	22	19	41	23	23	23
Cotton	14	15	29	33	24	57	34	28	31
Nylon	10	13	23	21	22	43	22	26	24
Blend	9	10	19	16	16	32	17	19	18
Do Not Know	1	3	4	4	3	7	4	4	4
Total				96	84	180	100	100	100

*The number of woven slips will not total the sum reported in the preceding question because mathematical errors by the respondents were deleted.

Significantly, the percentage of woven slips of each fiber content did not vary greatly; cotton had 31 per cent, nylon 24 per cent, rayon and acetate 23 per cent, and blends 18 per cent.

Responses for the fiber content of knit slips follow:

Fiber Content	Number of Women			Number of Slips*			Per Cent of Total		
	Group	Group	Total	Group	Group	Total	Group	Group	Total
	I	II		I	II		I	II	
Rayon or Acetate	3	2	5	5	4	9	5	2	3
Cotton	1	0	1	2	0	2	2	0	1
Nylon	25	41	66	87	190	277	84	91	89
Blend	4	4	8	5	5	10	5	3	3
Do Not Know	1	1	2	4	9	13	4	4	4
Total				103	208	311	100	100	100

*The number of knit slips will not total the sum reported in the preceding question because mathematical errors by the respondents were deleted.

Nylon fiber content was most significant in knit slips; 277 slips or 89 per cent of all knit slips were nylon. Sixty-six of the women reported nylon knit slips in their wardrobe. This large number of nylon knit slips correlates directly with the preference for nylon knit in four of the five favorite slips when the women were asked earlier to name the favorite slip of all exhibits. Other averages are insignificant because of the small numbers.

The fiber content of slips whose fabric construction was not known follows on the next page. So few women reported slips of unknown fabric construction that this data is relatively insignificant.

Fiber Content	Number of Women			Number of Slips*			Per Cent of Total		
	Group	Group	Total	Group	Group	Total	Group	Group	Total
	I	II		I	II		I	II	
Rayon or Acetate	0	0	0	0	0	0	0	0	0
Cotton	0	0	0	0	0	0	0	0	0
Nylon	5	0	5	17	0	17	78	0	71
Blend	1	1	2	2	2	4	9	100	17
Do Not Know	1	0	1	3	0	3	13	0	12
Total				22	2	24	100	100	100

*The number of "do not know" responses will not total the sum reported in the preceding question because mathematical errors by the respondents were deleted.

The women were then asked about the color of these slips, "How many of these slips are of the following colors? Write in the number." Results of the responses for pre-categorized color listings follow:

	Number of Women			Per Cent of Women		
	Group	Group	Total	Group	Group	Total
	I	II		I	II	
White	47	48	95	100	100	100
Black	4	11	15	9	23	16
Navy	2	2	4	4	4	4
Pink	4	6	10	9	13	11
Light blue	3	3	6	6	6	6
Red	1	3	4	2	6	4
Brown	0	1	1	0	2	1
Tan	0	1	1	0	2	1

	Number of Slips*			Per Cent of Total		
	Group	Group	Total	Group	Group	Total
	I	II		I	II	
White	236	286	522	93	90	91
Black	5	12	17	2	4	3
Navy	2	2	4	1	1	1
Pink	6	10	16	2	3	3
Light blue	3	3	6	1	1	1
Red	1	3	4	-	1	1
Brown	0	1	1	0	-	-
Tan	0	1	1	0	-	-
Total	253	318	571	100	100	100

*The numbers will not total the sum of slips listed in the first part of question 18 because responses having mathematical errors were deleted.

It was expected that the women would have a predominance of white slips in their wardrobe; in this case, 91 per cent of all the slips were white. Black and pink slips each had three per cent of the responses. Seldom mentioned colors were navy, light blue, red, brown, and tan.

The women were asked in the last portion of question 18, "How many of these slips have you acquired in each of the following ways? Write in the number." The respondents checked the following in the pre-categorized response:

Responses	<u>Number of Women</u>			<u>Number of Slips*</u>			<u>Per Cent of Total</u>		
	Group	Group	Total	Group	Group	Total	Group	Group	Total
	I	II		I	II		I	II	
Selected by self	43	42	85	143	172	315	54	56	55
Selected by family	26	28	54	54	57	111	21	18	19
Gift	34	31	65	67	81	148	25	26	26
Miscellaneous	1	0	1	1	0	1	-	0	0
Total				265	310	575	100	100	100

*The total number of slips will not equal the sum of slips reported in the first part of question 18 because responses with mathematical errors were deleted.

Over one-half of the slips were selected by the women for themselves; approximately one-fourth were received as gifts; and the remainder were selected by a family member. One woman had a slip which was made at home. Since nearly half of the slips were not purchased by the individual for her own use, it seemed important that consumers, as potential gift buyers, know preferences. Better sales advice might be given if personnel understood preferences of women who would be recipients of gifts.

Summary of Question 18:

Junior and senior women had an average of 6.6 slips in their wardrobe as compared to 5.5 slips in the wardrobe of the freshmen and sophomore women. The younger women had more woven slips and fewer knit slips than the older group. Fiber content of woven slips were reported almost equally among rayon and acetate, cotton, nylon, and blends; knit slips were almost always nylon. About 90 per cent of the slips in the college women's wardrobes were white. Half of the slips had been selected by the women for themselves with the other half received as gifts or selected by a family member.

The data on fabric construction was related to the choice of the favorite slip among all slips of the exhibits. The freshmen and sophomore women had more woven slips in their wardrobes and they more readily accepted woven fabrics when selecting slips in the exhibits of Part I; the junior and senior women had more knit slips and they also selected knit slips more often when naming their favorite of all slips in the exhibits.

Questions 19-28

The nineteenth through twenty-eighth questions concerned the wear and care of slips in the individual's wardrobe as it was felt there might be some relationship to preferences expressed in Part I. Appendix B, page 185, shows the questions which had been pre-categorized for the student to check. In question 19 the women were asked, "Have you some slips in your wardrobe which you wear infrequently or not at all?" to which the following responses were given:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Yes	34	44	78	78
No	16	6	32	32
Total	50	50	100	100

It appeared significant that over three-fourths of the women had slips which they wore infrequently or not at all. The women were then asked to write in the number of slips that they were not wearing. Their responses follow:

<u>Number of Slips</u>	<u>Total Number of Slips</u>		
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>
1	9*	15	24
2	40	28	68
3	0	21	21
4	16	28	44
5	0	5	5
8	8	0	8
Total	73	97	170
Number of respondents	34	44	78
Average number of slips worn infre- quently or not at all	2.1	2.2	2.2

*Read as follows: Nine slips were reported by women in Group I with one slip in their wardrobe which they wore infrequently or not at all.

Although one woman reported as many as eight slips, the average number of slips worn infrequently or not at all was 2.2.

The respondents were also instructed, "Check your reason(s) for not wearing them." The following responses were given:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Too short	16	16	32	18
For a special dress	16	13	29	16
Uncomfortable	12	16	28	16
Does not fit	8	12	20	11
Require ironing	9	8	17	9
Shabby	6	8	14	8
Discolored	5	6	11	6
Needs repair	4	6	10	5
Too long	0	6	6	3
Out of style	0	1	1	1
Miscellaneous	5	7	12	7
Total	81	99	180	100

The most important reasons for not wearing a slip or seldom wearing one were that the slip might have been too short, reserved for a special dress, or uncomfortable. Again, there was an emphasis on the need for proportioned length. The number of slips for a special dress might possibly be related to the number of colored slips, especially the less neutral, reported in their wardrobes. From the data it was impossible to ascertain what factors were related to the discomfort of the slips.

The women were asked in question 20, "For a nylon foods uniform what fiber content(s) do you like in a slip?" A total of 124 responses were given, as shown on the following page. Fifty-nine women or 48 per cent of all responses were "do not wear nylon uniform". It is significant that among the women who wore nylon uniforms, the fiber content of the top three choices were cotton or a blend with cotton for a total of 42 per cent of all responses.

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Do not wear nylon uniform	34	25	59	48
Cotton	9	17	26	21
Dacron-cotton blend	5	11	16	13
Dacron-cotton-nylon blend	2	8	10	8
Nylon	4	0	4	3
Rayon or acetate	0	3	3	2
Dacron-nylon-rayon blend	3	0	3	2
Dacron	0	1	1	1
Makes no difference	0	2	2	2
Total	57	67	124	100

The women were asked in question 21, "For school or everyday wear what fiber content(s) do you like in a slip?" Many of the women responded more than once resulting in a total of 178 responses from both groups. The freshmen and sophomore women were not as responsive as the junior and senior women. The results were:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Nylon	36	45	81	46
Dacron-cotton blend	8	10	18	10
Cotton	10	5	15	8
Dacron-nylon blend	5	10	15	8
Dacron	5	8	13	7
Rayon or acetate	8	4	12	7
Dacron-cotton-nylon blend	5	5	10	6
Orlon-nylon blend	2	6	8	4
Dacron-nylon-rayon blend	1	1	2	1
Makes no difference	3	1	4	2
Total	83	95	178	99

A 46 per cent response for nylon indicated the first preference for both groups. This very favorable response for nylon corresponds to the selection of nylon knits as the top three choices among all the exhibits for a favorite slip. Although the number of women accepting

any one particular blend was small as compared to nylon fiber content, the total response of 29 per cent for all blends was high. Two-thirds as many responses were for blends as for nylon and some of the women liked both. Preference for slips of many fibers and blends for everyday wear indicated they were accepted among this group of college women.

In question 22 the women were asked, "How often do you wear a slip (not including a petticoat or half-slip)?" Responses by group follow:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Always	42	41	83	83
Frequently	7	7	14	14
Occasionally	1	2	3	3
Never	0	0	0	0
Total	50	50	100	100

Eighty-three per cent of the women indicated that they "always" wore full-length slips and 14 per cent "frequently" wore them.

Since it was felt that many women wear a petticoat or half-slip rather than a full length slip, the women were asked in question 23, "How often do you wear a petticoat or half-slip rather than a slip?" The women were asked to respond for both summer and winter wear as there might have been a difference in wear practices. Responses for the wear of a petticoat or half-slip in summer follow on the next page. The majority of women wear a petticoat or half-slip "frequently" according to the 56 per cent response. Thirty-five per cent of the women occasionally wear a petticoat or half-slip; but the extremes of wear were seldom reported with seven per cent mentioning "always" and two per cent "never" wearing a slip.

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Always	6	1	7	7
Frequently	27	29	56	56
Occasionally	17	18	35	35
Never	0	2	2	2
Total	50	50	100	100

Responses for the wear of a petticoat or half-slip in winter follow:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Always	0	0	0	0
Frequently	5	7	12	13
Occasionally	27	20	47	52
Never	15	17	32	35
Total	47	44	91	100

None of the women reported "always" wearing a petticoat or half-slip in winter and only 13 per cent reported "frequently" wearing them. However, 52 per cent of the responses indicated petticoats or half-slips were worn "occasionally" and 35 per cent reported "never" wearing them in winter.

A comparison of these results revealed that petticoats and half-slips are worn frequently or occasionally, the difference being dependent upon the season of the year.

In question 25 the women were asked, "How long do you usually wear a slip?" with the following responses being given:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
1-2 years	31	15	46	46
2-4 years	10	29	39	39
4 or more years	1	0	1	1
Do not know	8	6	14	14
Deleted	1	0	1	
Total	49	50	99	99

Most women reported that they wore their slips one to two years or two to four years. It is worthy of note that among the freshmen and sophomore women 31 reported one to years and only 10 reported wearing slips two to four years, while the junior and senior women's report reversed the proportion in that only 15 reported wearing slips one to two years and 29 reported wearing them two to four years. The shorter length of time for wearing a slip by the freshmen and sophomore women might be related to their more recent experience with slips which were graduation gifts or were purchased before enrolling in the university. There might also be a relationship here to the number of slips in the wardrobe, the younger group having an average of one less slip than the older group. (See the quantity of slips in the wardrobes by groups on page 120 referring to question 18.) A relationship to fiber content might exist in that the younger women had more slips of fibers that were less durable than nylon.

The women were asked in question 25, "Do you repair your slips?" to which they listed the responses listed on the following page. Although all of the women reported repairing their slips at some time, the response was almost equally divided among "always", "frequently", and "occasionally".

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Always	17	17	34	34
Frequently	20	14	34	34
Occasionally	13	17	30	30
Never	0	1	1	1
Total	50	49	99	99

The women were asked in question 26, "How many days do you usually wear a slip before laundering it?" Some of the women checked more than one period of time making the total number of responses exceed 100. Results were:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
1	0	4	4	4
2	4	13	17	16
3	26	21	47	44
4	16	7	23	22
5	7	4	11	10
6	1	1	2	2
7	1	1	2	2
Total	51	55	106	100

The range of time varied from one to seven days: however, the largest number of responses was given by 44 per cent at three days. Sixteen per cent of the responses listed two days, 22 per cent four days, and 10 per cent five days as the number of days a slip was worn before laundering. Although differences existed between groups, they were not significant.

Questions 27 and 28 were included to determine the most common method of laundering slips by college women. In question 27 the women were asked, "How do you launder your slips?" The responses were:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Automatic washer	34	40	74	56
Conventional washer	4	5	9	7
Hand launder	25	23	48	37
Total	63	68	131	100

Many of the women used more than one method, but it appeared significant that 56 per cent of the responses were for the automatic washer as compared to 39 per cent by hand laundry. Only seven per cent used a conventional washer. The large response for the automatic washer was probably due to the availability of the washers in most university living units and the saving of time and energy. The response seemed to indicate the need for slips durable enough to retain a good appearance after laundering in an automatic washer.

The women were asked in question 28, "How do you dry your slips?" They gave these responses:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Automatic dryer	5	15	20	16
Drip dry	19	25	44	35
Spin dry	16	5	21	17
Wring out water before hanging	19	21	40	32
Total	59	66	125	100

All methods of drying slips were used; however, the number of responses do not correlate with the method of laundering. Therefore, responses do not appear to be valid as drying methods are not well distinguished. The most significant factor that can be drawn from this data is that few women drip dry their slips, drip drying being the usually recommended procedure by the manufacturer of the garment.

Summary of Questions 19-28:

Responses to the nineteenth through twenty-eighth questions on wear and care of the slip wardrobe are seldom related directly to the preferences for slips in the various exhibits of Part I. The selection of nylon fiber content in the slip to be worn under everyday clothing was related to earlier preferences for the nylon fiber. Cottons or blends with cotton were accepted especially for wear with nylon foods uniforms.

Other responses indicated dissatisfactions with slips as three-fourths of the women reported having slips which they wear infrequently or not at all. The women included in this study wore a petticoat or half-slip frequently or occasionally. Slips are worn one to four years and are usually repaired at some time. Since the women reported their slips are usually laundered in an automatic washer, there appeared to be a need for slips which are durable enough to withstand the agitation of the complete cycle of the washer.

Questions 29-34

Questions 29-34 were included to determine specific buying practices of the college women included in the study since some of these practices might have related to the selection of slips in the various exhibits.

The women were asked in question 29, "In what type of store do you usually purchase a slip for a gift or for yourself?" The responses are recorded on the following page. Seventy-eight of the responses were for the department store and 16 per cent were for the speciality shop.

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Department store	43	48	91	78
Speciality shop	9	9	18	16
Mail-order house	4	0	4	3
Variety store	0	0	0	0
Makes no difference	2	1	3	3
Total	58	58	116	100

The women were asked in question 30, "Before you make a purchase for a gift or for yourself do you shop in several stores?" with the following responses being given:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Frequently	29	18	47	47
Occasionally	16	29	45	45
Never	5	3	8	8
Total	50	50	100	100

Most of the women shop either "frequently" or "occasionally" in more than one store before a purchase. This was more true of the freshmen and sophomore women than of the junior and senior women.

In question 31 when the women were asked, "What price slip do you usually purchase for a gift or for yourself?" the results were:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Under \$2.00	0	0	0	0
\$2.00-\$4.00	17	5	22	20
\$4.00-\$6.00	26	37	63	58
Over \$6.00	3	7	10	9
No set price range	6	8	14	13
Total	52	57	109	100

Responses from both groups indicated that 58 per cent of the slips would have been purchased in the \$4.00-\$6.00 price range. This response correlates directly to the largest number of preferences for \$5.95 slips when the participants were asked to name the favorite of all slips included in the exhibits of Part I. More women from Group I would buy slips in \$2.00-\$4.00 price range; consequently, the difference in price paid for a slip by each group might be related to their satisfactions and wear experiences.

In question 32 the women were asked, "Do you try on a slip before purchasing one for yourself?" The responses were:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Always	2	12	14	14
Frequently	15	7	22	22
Occasionally	12	20	32	32
Never	20	8	28	28
Do not buy slips for myself	0	3	3	3
Total	49	50	99	99

Results did not indicate significant trends except that 70 per cent of the women did try on slips, at least occasionally. Women of Group I were less likely to try on a slip than were the women of Group II.

In question 33 the women were asked, "Do you shop for a special brand when buying a slip for a gift or for yourself?" with the following results:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Yes	11	9	20	20
No	38	40	78	78
Do not know	1	1	2	2
Total	50	50	100	100

Only twenty per cent of the women shop for a special brand as compared to the 78 per cent who do not. The women who shop for a special brand were asked to name the brand. The following brands were listed by the relatively few women who shopped for a particular brand:

<u>Brands</u>	<u>Number of Responses</u>		
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>
Barbizon	4	6	10
Van Raalte	4	3	7
Vanity Fair	1	1	2
Luxite	1	1	2
Fishers (on sale)	1	0	1
Laros	1	0	1
Seampruf	1	0	1
Lady Love	0	2	2
"Any well-known brand"	2	0	2
Total	15	13	28

It cannot be assumed that any significance should be attached to these brands, although most of them are average to above average in price range.

In question 34 the women were asked, "Do you read the label when buying a slip?" to which they responded:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Always	29	26	55	55
Frequently	15	18	33	33
Occasionally	6	6	12	12
Never	0	0	0	0
Total	50	50	100	100

All of the women read the label at least occasionally when purchasing a slip; however, it was especially noteworthy that 55 per cent of the

women always read the label. From this data there was an indication that information on labels was important for this select group of college women.

Summary of Questions 29-34:

In summarizing the buying practices of the college women included in this study, it was reported that the department store was the most popular place of purchase; several stores were usually shopped before purchasing; the most popular price was \$4.00-\$6.00; many women tried on slips before purchasing; brand name was relatively insignificant in purchase of a slip; and labels were usually read before purchasing a slip. The wide range of buying practices by these college women pointed up the need for variety as offered in the present market.

Questions 35-38

Questions 35-38 about satisfactions or dissatisfactions with slips were exploratory. Some of the newer preference studies in textiles and clothing have attempted to determine satisfaction or dissatisfactions with clothes as related to various factors.

In question 35, the women were asked, "When you are shopping for clothes, do you wear one of your better slips?" with the following results:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Always	26	26	52	52
Frequently	18	20	38	38
Occasionally	4	4	8	8
Never	2	0	2	2
Total	50	50	100	100

Ninety per cent of the college women of this study wore a better slip when shopping for clothes either "always" or "frequently". This reaction indicated that the women had a feeling for quality and/or a sensitivity about appearance when another person was likely to see their lingerie.

In question 36 the women were asked, "Do you think that your slips are inferior or better quality than those of your girl friends?" The results were:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Inferior quality	4	0	4	4
Better quality	8	4	12	12
About the same quality	38	46	84	84
Total	50	50	100	100

Most women of both groups felt they had about the same quality slips as those of their friends. A few women thought they had better quality slips than those of their friends and four women of Group I felt their slips were inferior.

In question 37 the women were asked, "Do you care if your slips are inferior or better in appearance than those of your girl friends?" The responses were:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Prefer better appearance	23	27	50	50
Makes no difference	27	23	50	50
Prefer inferior appearance	0	0	0	0
Total	50	50	100	100

Half the women preferred better appearance and the other half of the women reported that it made no difference. It was interesting to note that women of Group II were more likely to check a desire for better quality, although the difference was not great enough to be significant.

The women were asked in question 38, "Have you ever been ashamed of your slips?" Their responses were totaled as follows:

<u>Responses</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
Yes	14	19	33	33
No	36	31	67	67
Total	50	50	100	100

Only one-third of the women reported having been ashamed of their slips. Women of Group I were less apt to report being ashamed of slips. Reasons listed for being ashamed were summarized as follows:

<u>Reasons</u>	<u>Number of Responses</u>			<u>Per Cent of Total</u>
	<u>Group I</u>	<u>Group II</u>	<u>Total</u>	
In need of repair	3	9	12	24
Discoloration or soil	2	10	12	24
Old and worn	4	4	8	16
Poor fit	3	3	6	12
Too short	2	2	4	8
Trim wearing out	3	0	3	6
Require ironing	0	2	2	4
Unattractive trim	0	1	1	2
Worn or too whort when trying on clothes	1	0	1	2
Heel caught in lace during wear	0	1	1	2
Total	18	32	50	100

Need of repair and discoloration of the fabric were mentioned most often.

Summary of Questions 35-38:

No definite conclusions can be drawn concerning satisfactions and dissatisfactions; however, there was an indication that more study should be done in this area of investigation. None of the responses were related directly to the preferences or buying practices expressed by this group of college women, but the desire for equal or better quality slips indicated that there might have been psychological or social implications or relationships involved which were not probed by these questions.

CHAPTER V

SUMMARY

This study concerning preferences and buying practices of college women for 20 selected white slips was coordinated with a serviceability study on six white slips carried out by Experiment Station research at Michigan State University. Both studies were planned to bring up-to-date previous research on slips which had been conducted by the Textiles, Clothing, and Related Art Department.

The purpose of this study was to determine the preferences and buying practices of a group of college women for white slips of different quality, fiber content, fabric, appearance, styling, and workmanship. The 100 participants included 50 freshmen and sophomore women who were enrolled in a beginning textiles course and 50 junior and senior women who had completed an advanced textiles course and at least one course in clothing construction. The instrument was used to determine the relationship of preferences for selected white slips to the experiences and practices of college women. In the first part the questions were based on five exhibits of 20 selected white slips and one exhibit of four labels; in the second part the questions were based on the student's preferences, buying practices, and personal wardrobe.

Significant preferences expressed for the slips of exhibits in Part I of the instrument revealed that the most important factors in the selection of a slip were potential durability, apparent fit, fiber content, bodice cut, and good workmanship. For a few slips functional

finishes, shadow paneling, four-gore skirts, and proportioned lengths were important. It appeared significant that factors of selection are related to serviceability, fit, and styling.

Most of the women accepted the slips in all the exhibits, with the exception of a rather important rejection of the cotton and nylon crepe slips especially by the junior and senior women. Knits and batistes of blended fibers were well accepted in all exhibits by the majority of all women participating in the study.

When the women were asked why they named a slip as one "least likely to buy", they usually mentioned a dislike for the style and trim. Factors of fit and serviceability were seldom mentioned for rejection; thus, it was assumed that the women rejected slips mainly for style and trim. Factors of acceptance, however, included fit and serviceability as well as style and trim.

Significant preferences were apparent when the women were asked to name the "favorite" of all slips among the exhibits. Nylon was the favorite fiber content with blends of cotton and synthetics ranking second; knit was the favorite fabric construction with woven batistes showing appreciable acceptance; and the \$5.95 price range was the most popular for this selected group of college women.

When asked to choose a "best" label and check the reasons for the choice, the participants selected a label which they marked as being "informative" and giving "laundering directions". In another question, when asked to check the most valuable information for a consumer on the label, the women responded most often to information about the fiber content and launderability. Significantly, the junior

and senior women appeared to choose a label for information related to launderability and serviceability more often than the freshmen and sophomore women.

In Part II of the instrument the women reported the most significant factors in purchasing a slip were style or appearance, fabric, workmanship, trim, and fiber content. The factors of dissatisfaction mentioned most often were closely related to the desired features; namely, trim, fit, length, and discoloration in wear.

When the women were asked about preferences for a specific feature the most significant factor appeared to be the diversity of preferences. The data would tend to bear out the market practice of providing many style features for meeting the preferences of consumers.

When asked for preferences and wear experience with certain style features and fabrics, it appeared that experience played a role, usually favorable, in the women's choice. Well-accepted style features by women who reported experience with them were: blends, proportioned length, opaqueness in a slip fabric, and shadow paneling. Women who had wear experience did not always like the camisole top slips, slide fasteners, and "no-iron" cotton slips; women without wear experience with these special features usually indicated they were uncertain about their preference.

It appeared significant that the preferences for slips by each group related closely to the slips in the wardrobe. The freshmen and sophomore women who had almost an equal number of woven and knit slips accepted slips of woven blends more readily than the older group; the

junior and senior women who had over twice as many knits as woven slips in their wardrobe expressed a strong preference for knit slips. On the average the junior and senior women had one more slip than the younger group. For both groups the woven slips were almost equally divided among the fiber contents of cotton, rayon and acetate, nylon, and blends; knit slips were almost always nylon. Approximately 90 per cent of the slips reported by these women were white. Half of the slips had been selected by the women for themselves while the other half were received as a gift or selected by another member of the family.

From questions on wear and care practices it appeared significant that slips needed to be durable enough for laundering in an automatic washer. In this study many women had slips which were worn infrequently or not at all; many women wore petticoats or half-slips frequently or occasionally, depending upon the season of the year; slips usually were worn from one to four years; and slips were repaired at some time. Although blends of cotton were chosen for wear under a nylon foods uniform, nylon fiber content was preferred for everyday wear.

The women of this study reported the following buying practices: most women bought slips by bust size; many women had fitting problems, especially in length or proportion of bust and hip; the department store was the most popular place of purchase; several stores were usually shopped before purchasing; the most popular priced slips were \$4.00-\$6.00; many women tried on slips before purchasing; brand name was relatively insignificant in the selection of a slip; and labels were usually read before making a purchase.

No definite conclusions were drawn concerning satisfactions or dissatisfactions with a slip; however, the desire by the participants for equal or better quality slips than those of their friends indicated that there might be psychological or social implications or relationships involved which were not probed in this study.

CHAPTER VI

CONCLUSIONS

It is the purpose of this section to point out the major conclusions of this study, to make suggestions based on implications of the findings, and to indicate the direction for further research.

Fundamental to the thinking back of this preference study was the general contention that insights into buying practices, preferences, and satisfactions can be determined. Throughout the analysis of the data, significant trends in preferences and buying practices were shown; however, the degree of satisfaction with slips was not determined because of the limited nature of the questions.

A survey of the Lansing-East Lansing market revealed the availability of slips made of man-made fibers, blends, and functionally finished fabrics that seemed to have an attractive appearance and sales appeal. Preferences expressed in the study revealed that blends were well accepted by the women for their fiber content and attractive styling. Newer resin finishes on cotton were accepted better than the well-known plissé finish.

Throughout the planning of this study it had been assumed that the major factors in selection of a slip were appearance, quality, and launderability. Results of the study revealed the importance of appearance which included the fabric, style, and trim; quality which included potential durability and good workmanship; and the apparent fit. Launderability was seldom mentioned as a reason for selection; perhaps

laundryability became less significant because the original selection of slips eliminated those which required ironing. Methods used in laundering slips by the participants revealed the need for durable slips; therefore, the participants might have inferred laundryability when they mentioned durability.

A portion of the instrument was directed toward buying practices and previous experience as it was felt preferences for slips would be related to these factors. Results revealed an obvious relationship between preferences and the following factors: wear experience with certain style features or fabrics, the type of slips in the personal wardrobe, and dissatisfactions experienced with slips. No attempt was made to determine the degree of relationship between buying practices and preferences, although a high correlation appeared with some data.

The population was limited to college women enrolled in home economics courses. It was felt that junior and senior women with advanced course experience in clothing and textiles would show appreciable differences in their buying practices and preferences from the freshmen and sophomore women with limited course experience. Perhaps the assumption was made too hastily without sufficient insight into the purposes and direction of the courses, because results revealed only slight differences between the two groups. The younger women appeared to be slightly more willing to experiment with newer blends and usually showed more variation in preferences; however, it is questionable to what extent, if any, these preferences related to

course experience. Junior and senior women with more course experience showed superior judgment by selecting labels with serviceability and launderability information. It would be interesting to know if other factors such as the socio-economic level of the women and their majors at the university might have been more significant in the expressed preferences than the course work in textiles and clothing.

In planning the study it was felt that the results would be valuable to educators, retailers, and consumers. Teachers of consumer information in textiles and clothing need to know the preferences, buying practices, and previous wear experiences of students. Findings revealed the need for emphasis on recognition of pertinent label information and of factors related to quality, durability, and launderability. Among these factors are style features, fiber content, fabric construction, and good workmanship. Manufacturers have met the popular demand on the lingerie market with a variety in styling, trim, fiber content, fabrics, and price ranges. This limited group of consumers would have been more satisfied with their market selections if proportioned sizes, both in length and in the relationship between bust and hip sizes, had been more readily available. Consumers, when purchasing slips for themselves or for a gift, need to shop carefully, reading the labels and selecting the many features related to attractiveness and durability.

The need for additional research is evidenced by the findings of this study. A similar investigation among other consumer groups should reveal pertinent data that would be extremely helpful to retailers,

educators, and consumers. Results of dissatisfactions experienced by these college women with slips which they had worn revealed the need for study in the problem of sizing for certain body types. Physical testing and wear studies related to serviceability of trim on slips would be valuable in making recommendations for trims that would bring satisfaction. Exploratory questions on satisfactions indicated a whole new area of study that needs to be investigated in connection with the socio-economic and psychological factors to determine why women like or dislike their clothing.

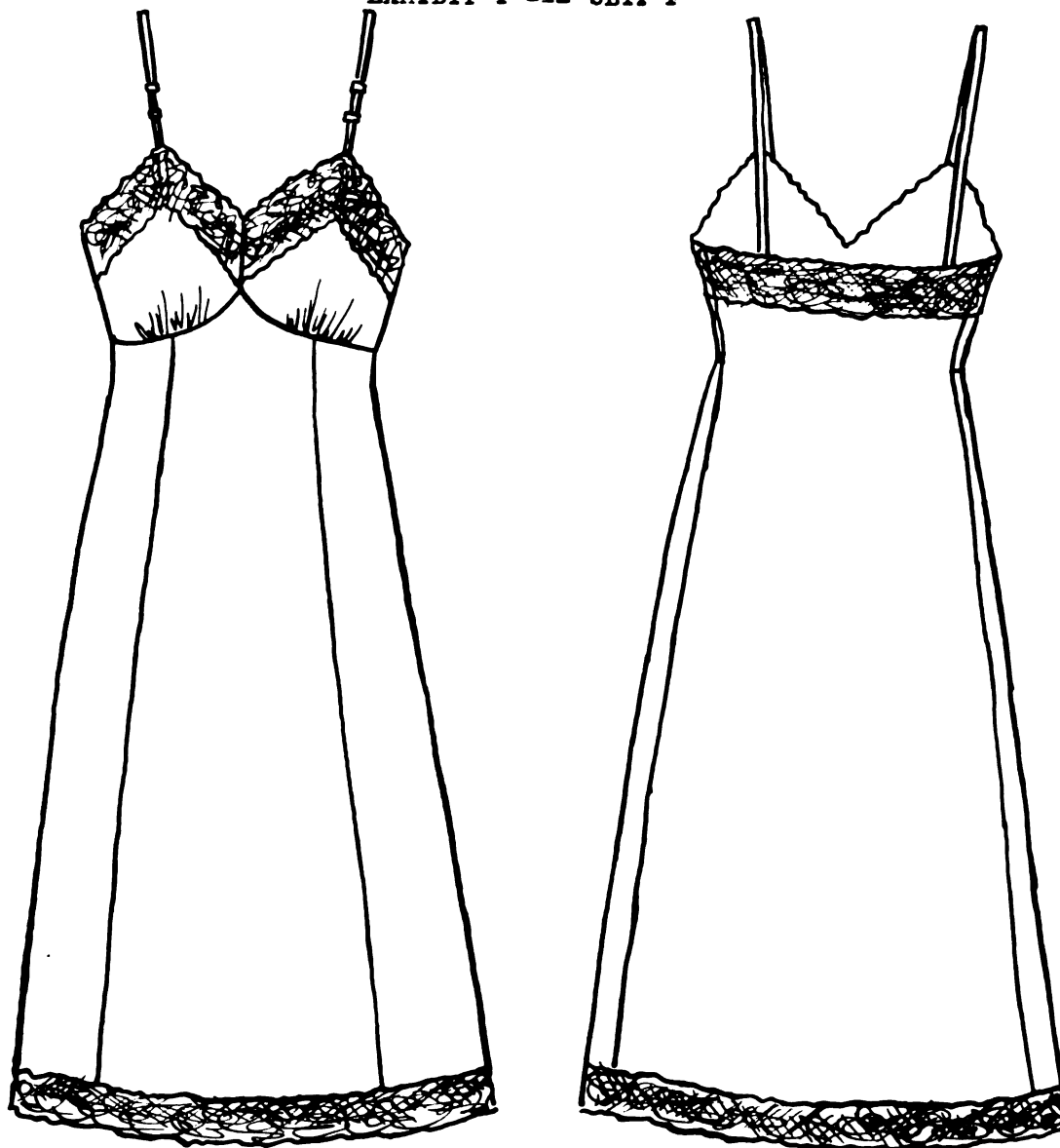
APPENDIXES

APPENDIX A

APPENDIX A

ILLUSTRATION 1

EXHIBIT I --- SLIP F



FRONT

BACK

DESCRIPTION

Acetate

Knit

\$2.99

"Lorraine"

Purchased at Lansing Dry
Goods Co., Inc.

Four-gore skirt

1/2 inch ribbon adjustable straps

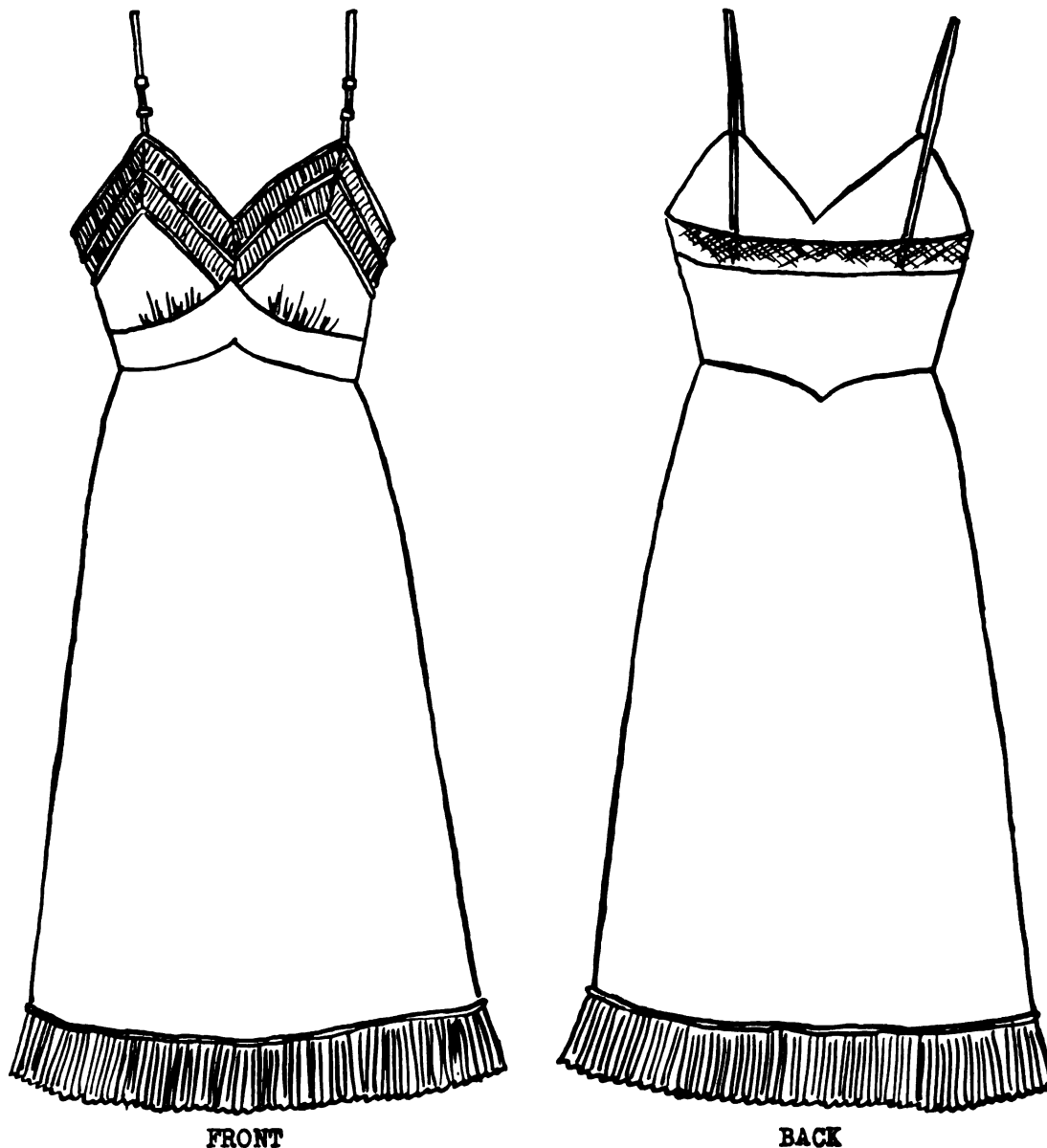
2 1/4 inch lace bodice trim

1 3/4 inch lace skirt trim

APPENDIX A

ILLUSTRATION 2

EXHIBIT I --- SLIP G



FRONT

BACK

DESCRIPTION

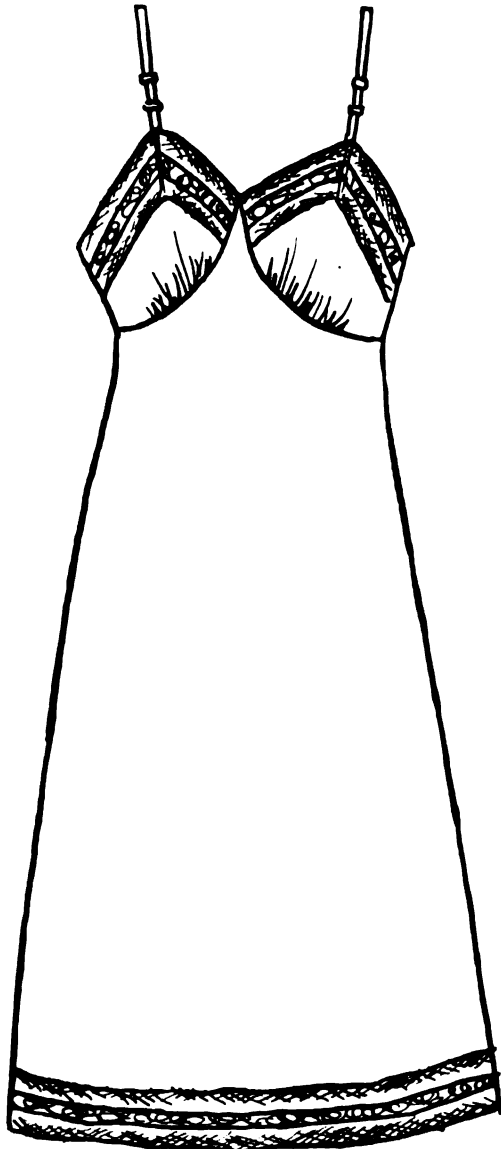
Nylon
 Knit
 \$2.98
 Purchased at Lerner Shops
 Two-gore skirt

$\frac{3}{8}$ inch ribbon adjustable straps
 3 inch sheer nylon knit pleating
 with cords bodice front trim
 1 $\frac{1}{2}$ inch sheer nylon knit bodice
 back trim
 3 $\frac{3}{4}$ inch sheer nylon knit pleat-
 ing skirt trim

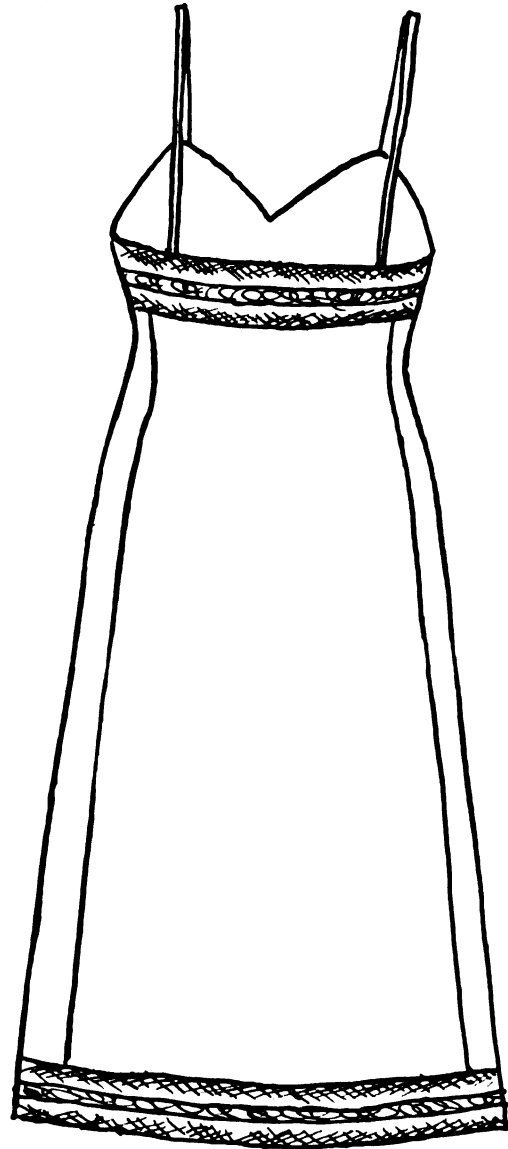
APPENDIX A

ILLUSTRATION 3

EXHIBIT I --- SLIP K



FRONT



BACK

DESCRIPTION

Nylon
 Knit
 \$3.99
 "Lorraine"
 Purchased at Lansing Dry
 Good Co., Inc.

Two-gore skirt
 3/8 inch ribbon adjustable straps
 2 inch sheer nylon knit, fagoting,
 and lace bodice trim
 2 inch sheer nylon knit, fagoting,
 and lace skirt trim

APPENDIX A

ILLUSTRATION 4

EXHIBIT I --- SLIP L



FRONT

BACK

DESCRIPTION

Dacron-nylon blend

Knit

\$3.99

"Lady Carroll"

Purchased at Lansing Dry
Goods Co., Inc.

Four-gore skirt

3/8 inch ribbon adjustable straps

2 1/2 inch embroidered nylon edging
bodice front and center front
trim

Pleated lace skirt center front trim

2 1/2 inch embroidered nylon edging
bodice back trim

1 3/4 inch embroidered nylon edging
skirt trim

APPENDIX A

ILLUSTRATION 5

EXHIBIT I --- SLIP M



FRONT

BACK

DESCRIPTION

Dacron

Knit

\$3.98

"Adonna"

Purchased at J. C. Penney Co.,
Inc.

Four-gore skirt

3/8 inch ribbon adjustable straps

4 inch lace and sheer nylon knit
pleating bodice front trim

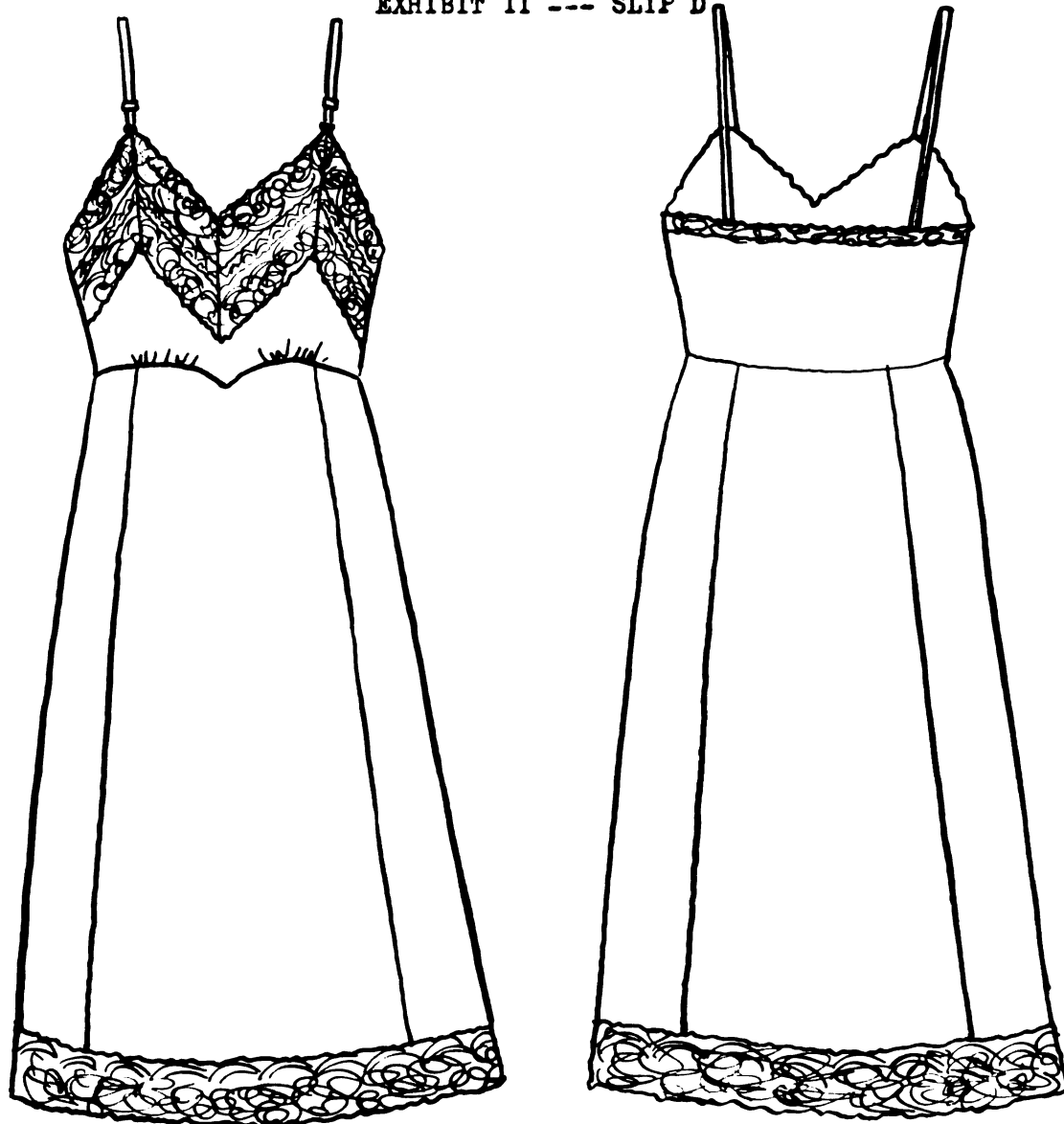
1 1/4 inch lace bodice back trim

1 1/4 inch lace skirt trim

APPENDIX A

ILLUSTRATION 6

EXHIBIT II --- SLIP D



FRONT

BACK

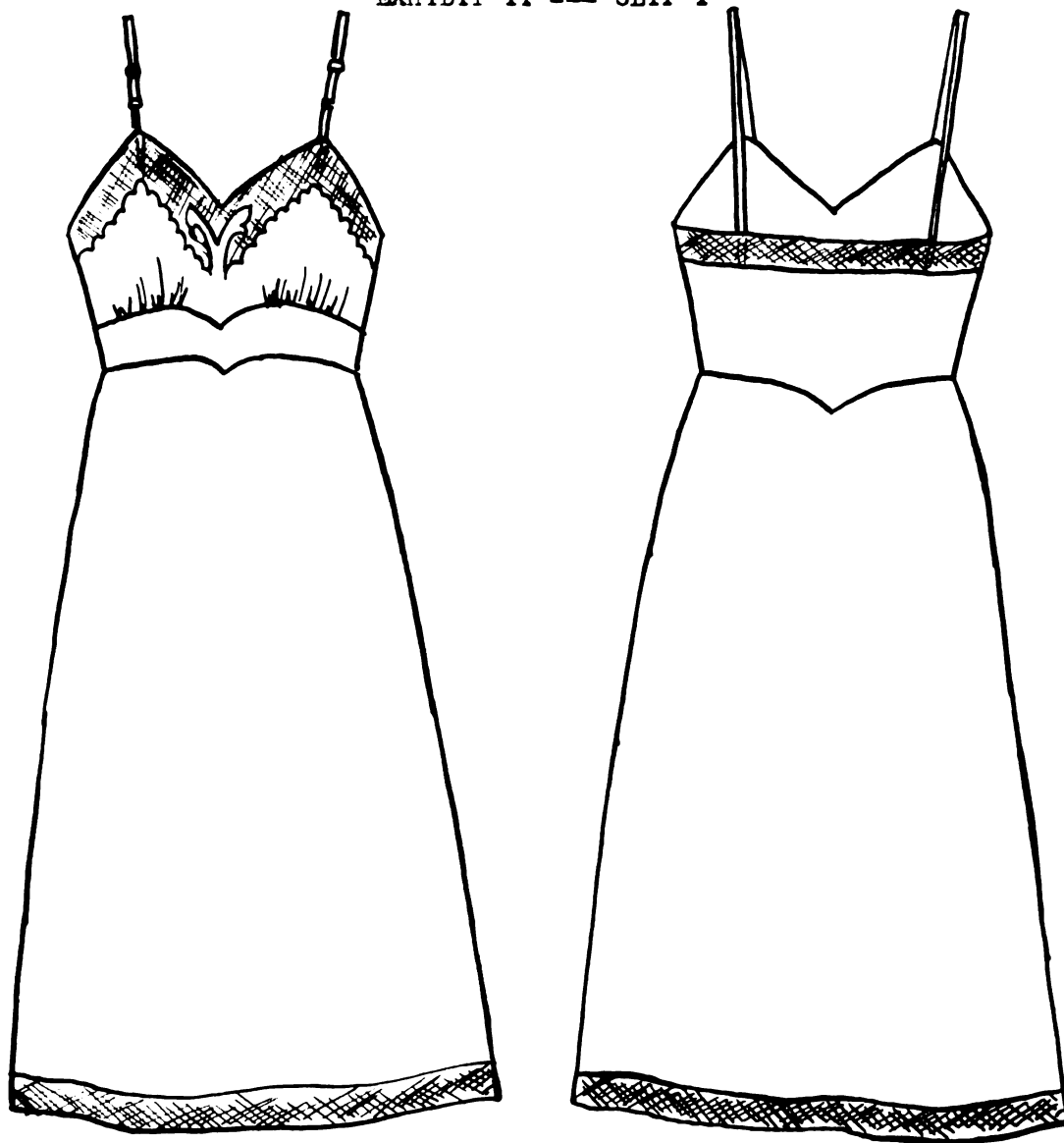
DESCRIPTION

Nylon	Bias-cut fabric
Crepe	1/4 inch self-fabric adjustable
\$2.98	straps
Purchased at J. C. Penney Co.,	4 inch lace and sheer knit bodice
Inc.	front trim
"Cuddylon" crepe by Burlington	1/2 inch lace bodice back trim
Mills	2 3/4 inch lace skirt trim
Four-gore skirt	

APPENDIX A

ILLUSTRATION 7

EXHIBIT II --- SLIP I



FRONT

BACK

DESCRIPTION

Nylon
 Crepe
 \$3.98
 "Seamprufe"
 Purchased at F. N. Arbauch Co.
 "Cuddylon" crepe by Burlington
 Mills

Two-gore skirt
 Straight-cut fabric
 3/8 inch ribbon adjustable straps
 1 1/2 inch tulle bodice trim
 1 5/8 inch tulle skirt trim
 Proportioned length

APPENDIX A

ILLUSTRATION 8

EXHIBIT II --- SLIP N



FRONT

BACK

DESCRIPTION

Nylon

Crepe

\$5.95

"Seamprufe"

Purchased at F. N. Arbaugh Co.

"Cuddylon" crepe by Burlington

Mills

Four-gore skirt

Bias-cut fabric

Embroidered sheer nylon knit over
nylon crepe bodice

3/8 inch ribbon adjustable straps

1 5/8 inch lace bodice front trim

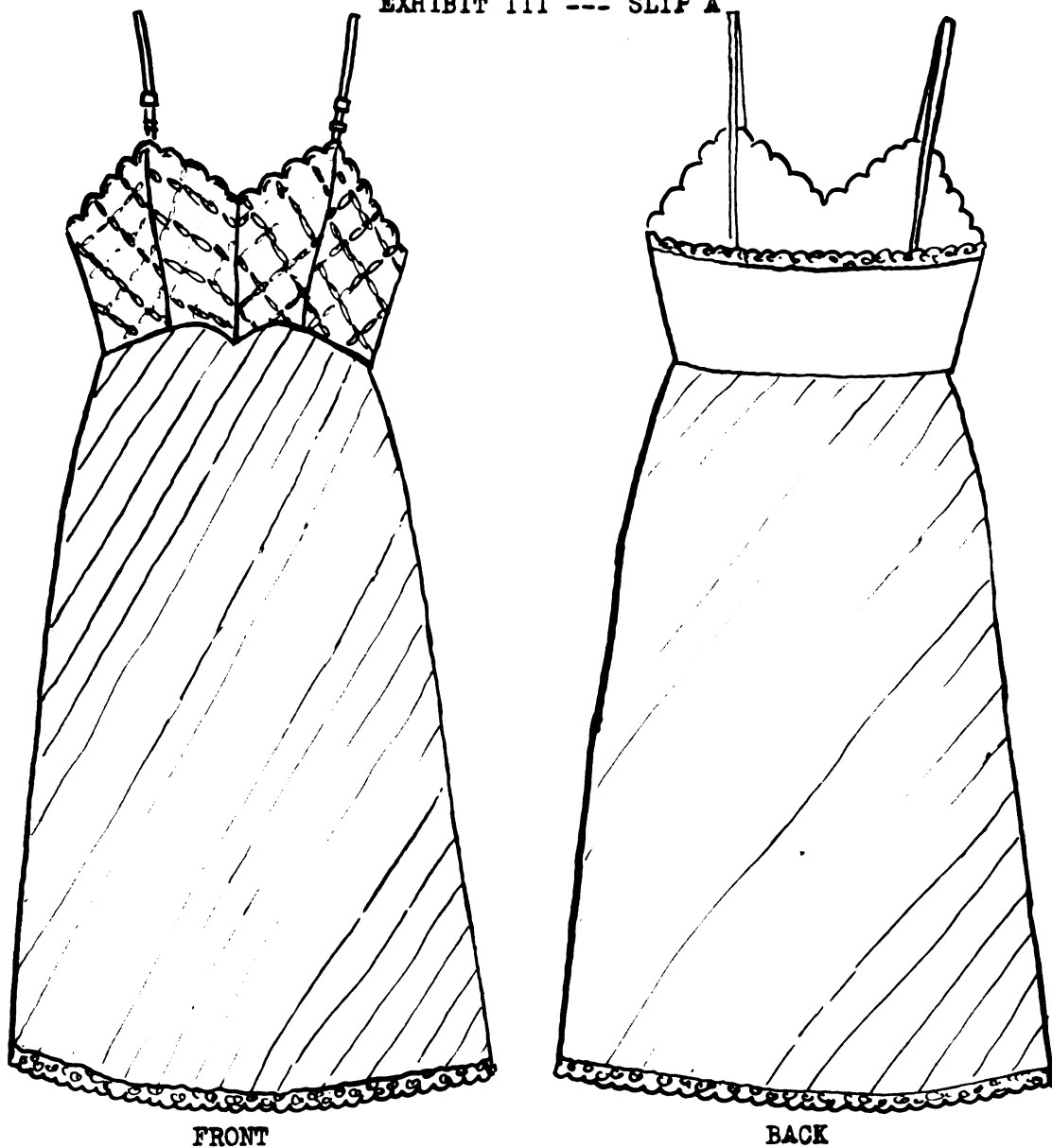
7/8 inch lace bodice back trim

1 7/8 inch lace skirt trim

APPENDIX A

ILLUSTRATION 9

EXHIBIT III --- SLIP A



FRONT

BACK

DESCRIPTION

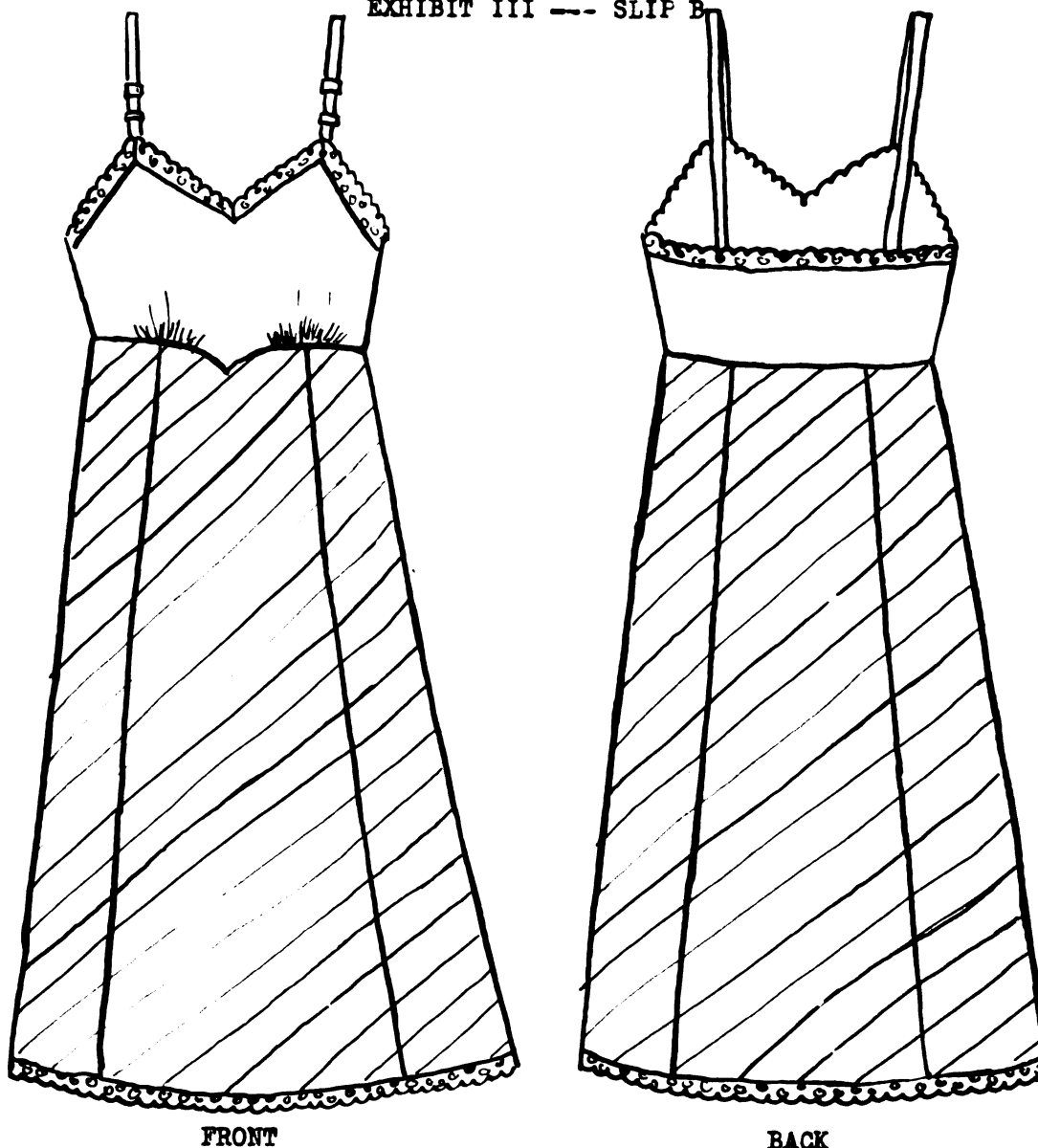
Cotton
 Plissé
 \$2.08
 "Charmode"
 Purchased at Sears Roebuck
 and Co.
 Two-gore skirt

All-round shadow panel (shaded area)
 Straight-cut fabric
 Eyelet plissé bodice
 3/8 inch self fabric adjustable
 straps
 3/4 inch eyelet plissé bodice trim
 3/4 inch eyelet plissé skirt trim

APPENDIX A

ILLUSTRATION 10

EXHIBIT III --- SLIP B



FRONT

BACK

DESCRIPTION

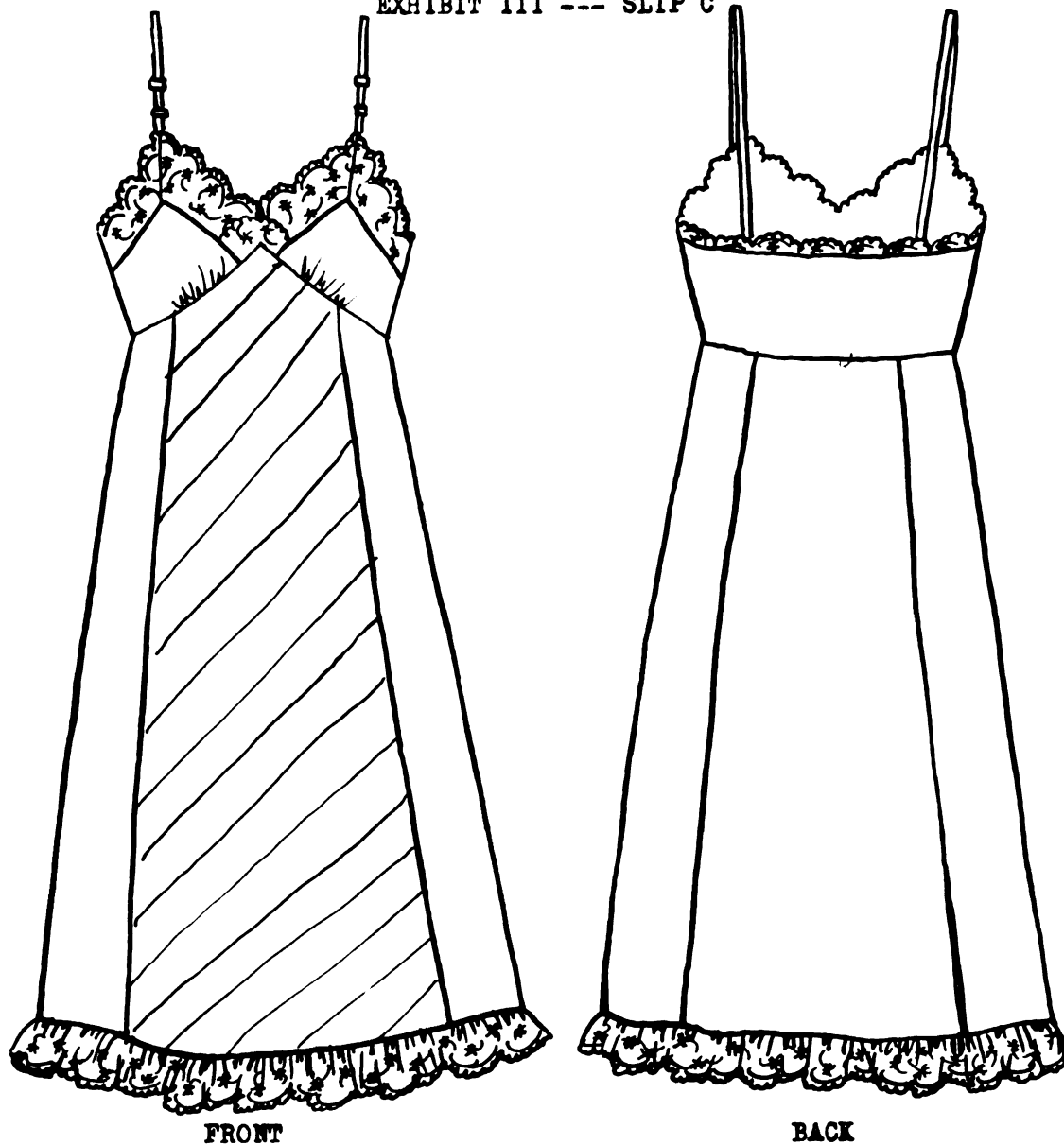
Cotton
 Embossed batiste
 \$2.98
 Purchased at J. C. Penney, Co.,
 Inc.
 Four-gore skirt

All-round shadow panel (shaded area)
 Straight-cut fabric
 3/8 inch self-fabric adjustable
 straps
 7/8 inch cotton eyelet bodice trim
 3/4 inch cotton eyelet skirt trim

APPENDIX A

ILLUSTRATION 11

EXHIBIT III --- SLIP C



FRONT

BACK

Cotton
Batiste
\$2.98

"Gilead" by United Mills

Purchased at The Vogue

"Wrinkl-Shed" finish by Dan River
Four-gore skirt

Center front shadow panel (shaded
area)

Straight-cut fabric

DESCRIPTION

3/8 inch self-fabric adjustable
straps

2 1/4 inch embroidered sheer nylon
bodice front trim

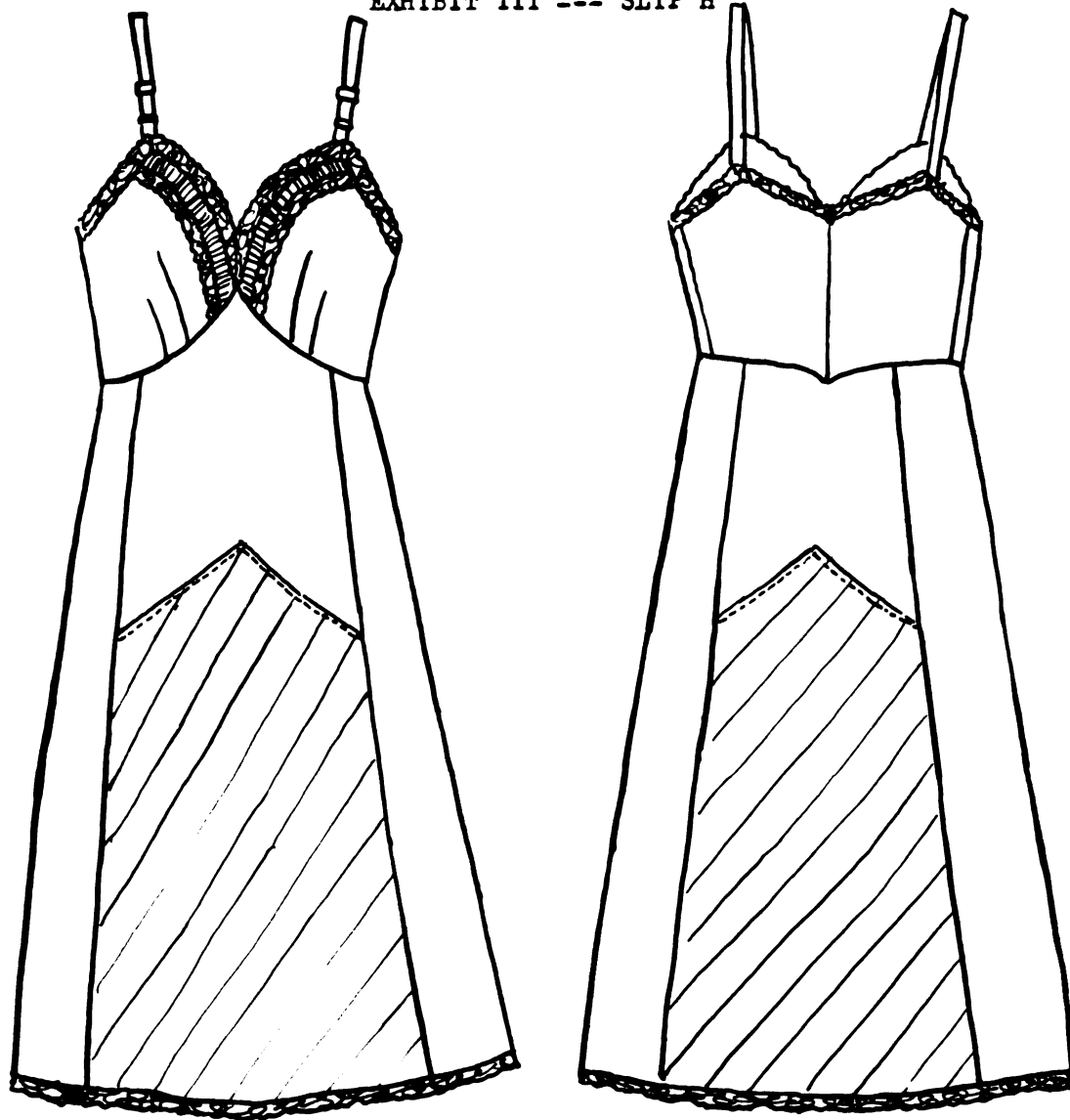
5/8 inch embroidered sheer nylon
bodice back trim

2 1/2 inch embroidered sheer nylon
skirt trim, slightly gathered

APPENDIX A

ILLUSTRATION 12

EXHIBIT III --- SLIP H



FRONT

BACK

DESCRIPTION

Cotton
 Embossed
 \$3.98
 "Artemis"
 Purchased at J. W. Knapp Co.
 Four-gore skirt
 Center front and center back
 shadow panels (shaded area)

Straight-cut fabric
 5/8 inch self-fabric adjustable
 straps
 1 3/4 inch lace and gathered self-
 fabric bodice front trim
 1/2 inch lace bodice back trim
 3/8 inch lace skirt trim
 Proportioned length

APPENDIX A

ILLUSTRATION 13

EXHIBIT IV --- SLIP E



FRONT

BACK

DESCRIPTION

Dacron-cotton blend

Batiste

\$2.99

"Marvelle"

Purchased at Lansing Dry Goods
Co., Inc.

Fabric by Jo-Glo Fabrics, Inc.

Four-gore skirt

Center front shadow panel (shaded
area)

Bias-cut fabric

 $\frac{3}{8}$ inch self-fabric adjustable
straps2 $\frac{3}{4}$ inch lace bodice front trim

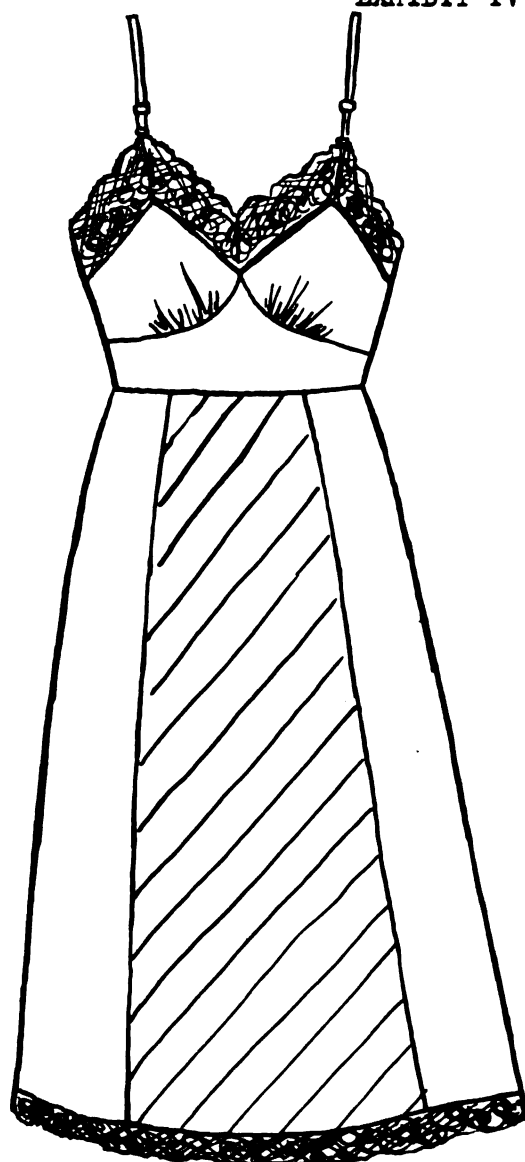
1 inch lace bodice back trim

2 $\frac{3}{4}$ inch lace skirt trim

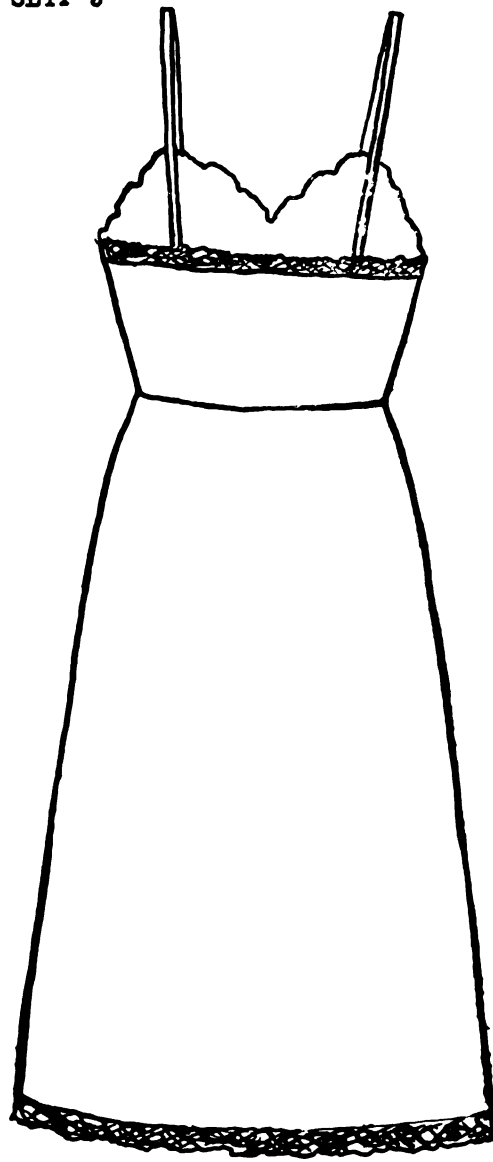
APPENDIX A

ILLUSTRATION 14

EXHIBIT IV --- SLIP J



FRONT



BACK

DESCRIPTION

Dacron-cotton blend

Batiste

\$3.98

"Charmode"

Purchased at Sears Roebuck and Co.

Four-gore skirt

Center front shadow panel (shaded area)

Straight-cut fabric

3/8 inch self-fabric adjustable straps

2 inch lace bodice front trim

1 inch lace bodice back trim

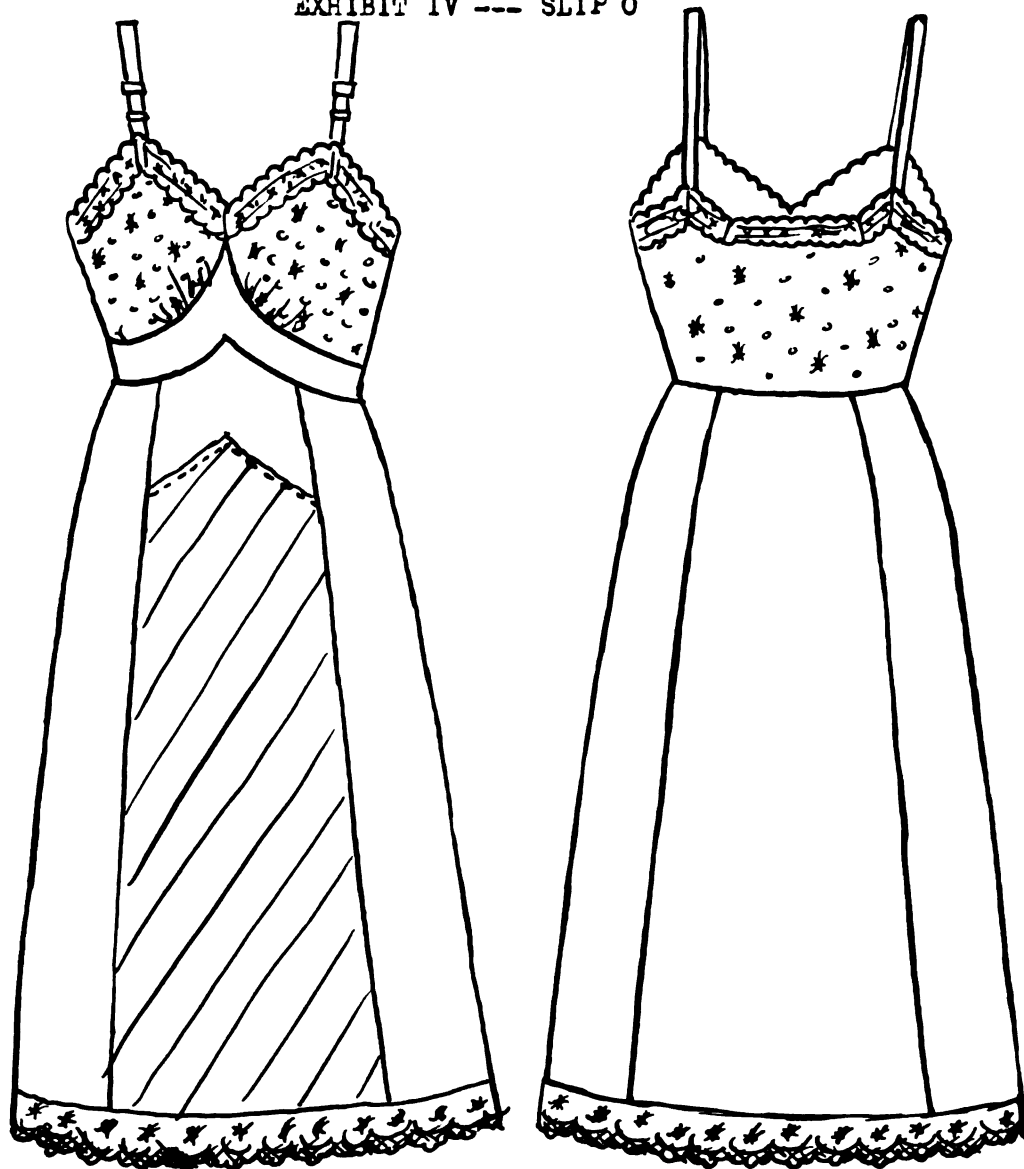
1 inch lace skirt trim

65% Dacron-35% cotton blend

APPENDIX A

ILLUSTRATION 15

EXHIBIT IV --- SLIP O



FRONT

BACK

DESCRIPTION

Dacron-cotton blend

Batiste

\$5.95

"Her Majesty"

Purchased at J. W. Knapp Co.

Fabric by Burlington Mills

Four-gore skirt

Center front shadow panel (shaded area)

Straight-cut fabric

Dacron-cotton eyelet bodice front and back

5/8 inch ribbon adjustable straps

1 1/4 inch embroidered nylon edging bodice trim

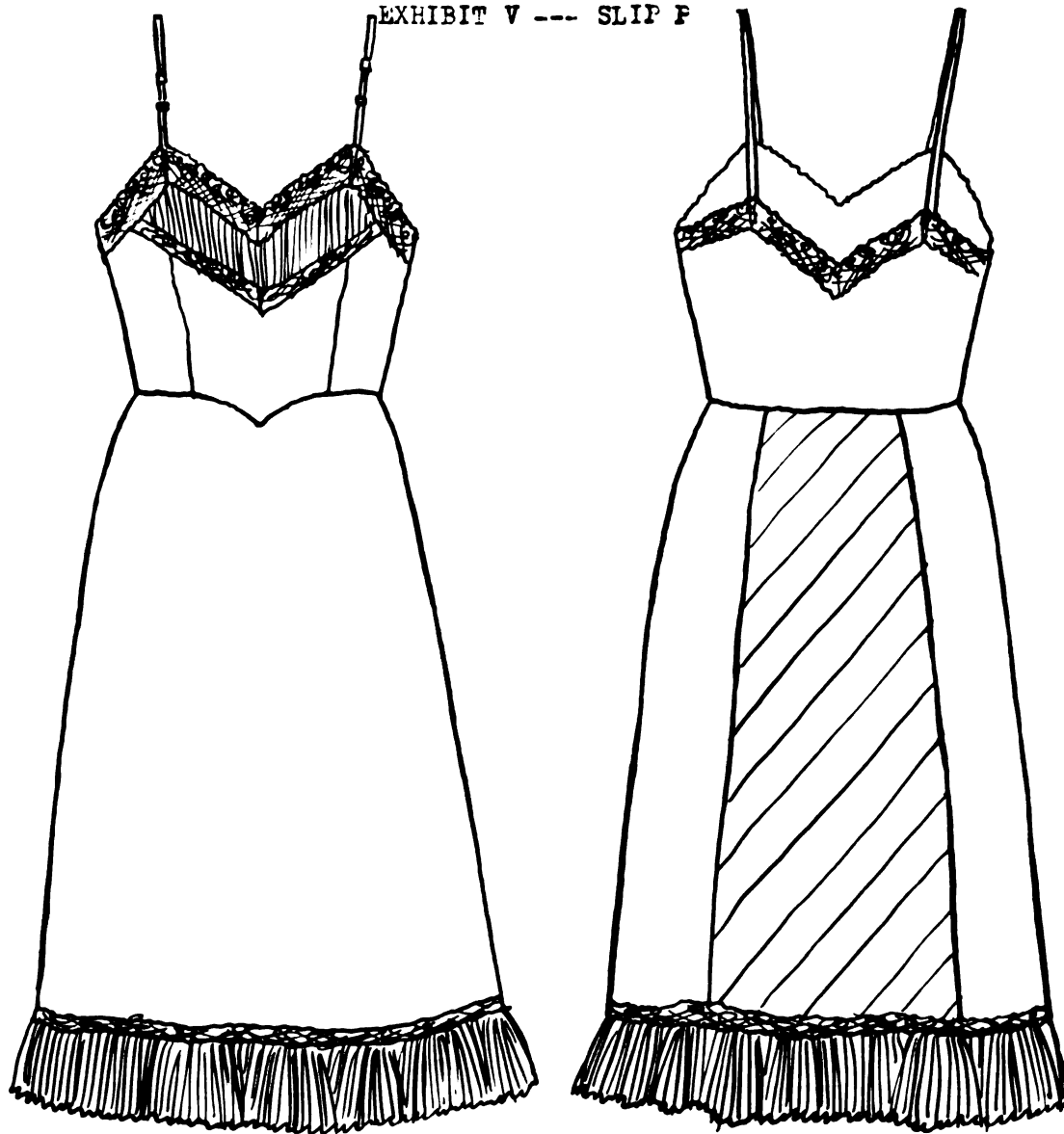
1 5/8 inch embroidered nylon edging skirt trim

65% Dacron-35% cotton blend

APPENDIX A

ILLUSTRATION 16

EXHIBIT V --- SLIP F



FRONT

BACK

DESCRIPTION

Dacron-cotton-nylon blend

Batiste

\$5.95

"Barbizon"

Purchased at J. W. Knapp Co.

Two-piece skirt

Center back shadow panel (shaded area)

Straight-cut fabric

1/4 inch self-fabric adjustable straps

3 3/4 inch lace and pleated self-fabric bodice front trim

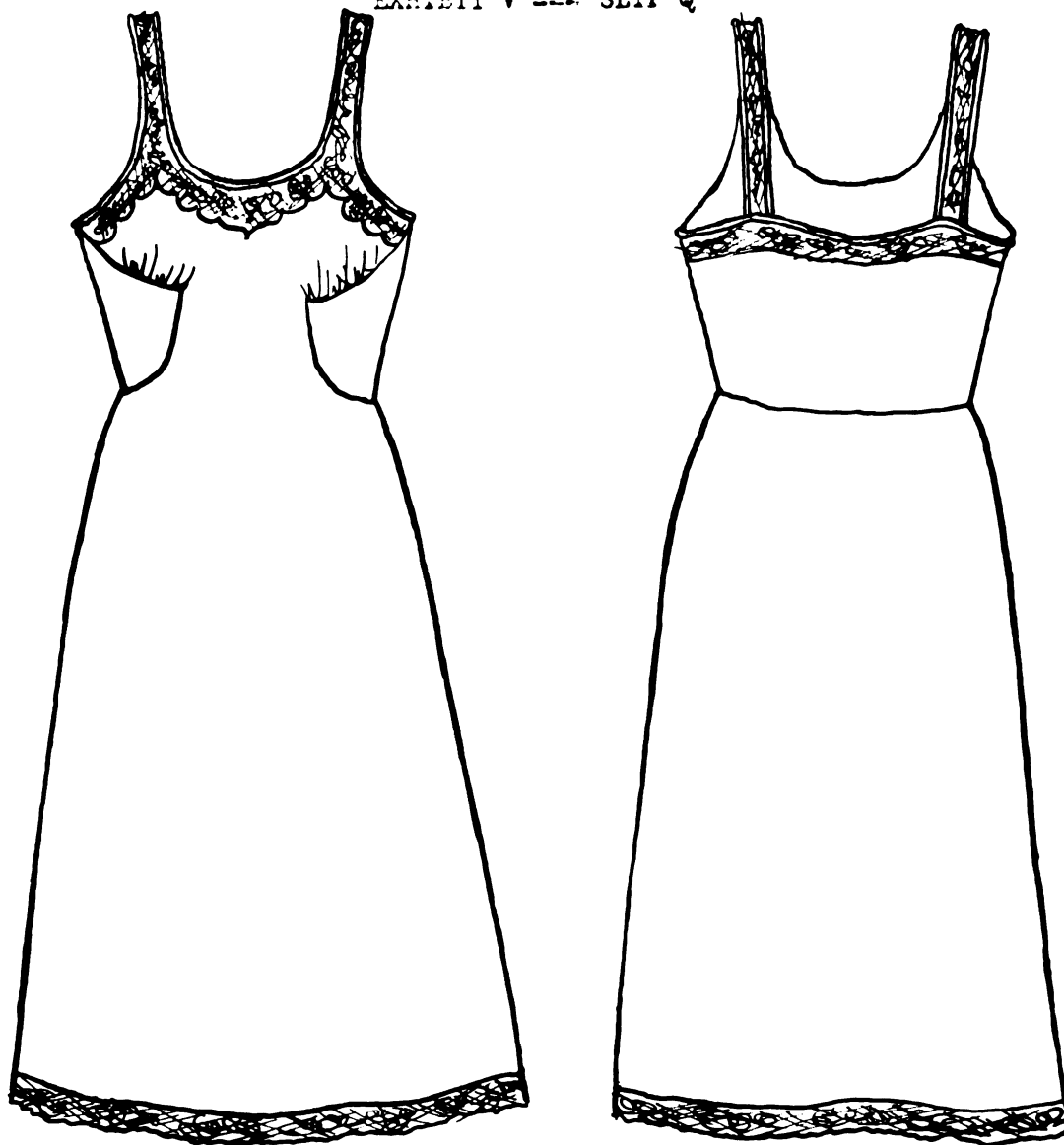
1 1/4 inch lace bodice back trim

4 1/8 inch lace and pleated self-fabric skirt trim

APPENDIX A

ILLUSTRATION 17

EXHIBIT V --- SLIP Q



FRONT

BACK

DESCRIPTION

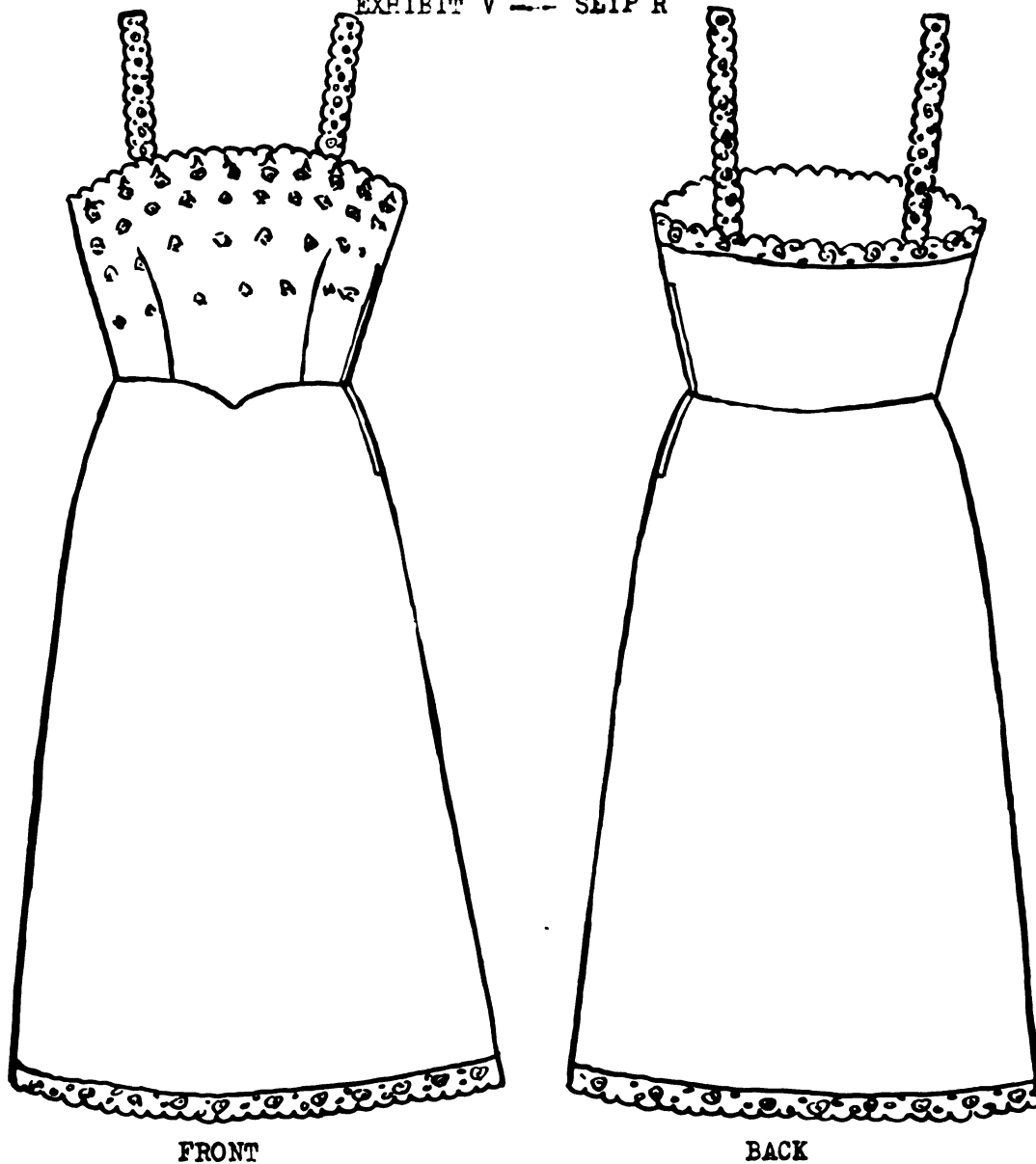
Nylon-Dacron-Cordura rayon
 Crepe
 \$5.95
 "Barbizon"
 Purchased at J. W. Knapp Co.
 Two-gore skirt

Bias-cut fabric
 1 1/4 inch lace non-adjustable
 straps
 1 1/4 - 3 inch lace bodice trim
 1 3/8 inch lace skirt trim
 Built-up bodice

APPENDIX A

ILLUSTRATION 18

EXHIBIT V --- SLIP R



FRONT

BACK

DESCRIPTION

Nylon-Orlon blend

Taffeta

\$5.95

"Barbizon"

Purchased at J. W. Knapp Co.

Two-gore skirt

Bias-cut fabric

Nylon-Orlon taffeta eyelet bodice
front1 1/4 inch nylon-Orlon taffeta non-
adjustable straps1 1/8 inch embroidered nylon-Orlon
taffeta edging bodice back trim1 1/8 inch embroidered nylon-Orlon
taffeta edging skirt trim

Camisole styling

Slide fastener side closing

APPENDIX A

ILLUSTRATION 19

EXHIBIT V --- SLIP S



Nylon

Knit

\$5.95

"Van Raalte"

Purchased at F. N. Arbaugh Co.

Four-gore skirt

Lace over sheer nylon knit bodice

DESCRIPTION

3/8 inch ribbon adjustable straps

1 1/2 inch tulle bodice front trim

2 3/8 inch tulle and lace bodice
back trim5 3/4 inch lace and sheer nylon
knit pleating skirt trim

APPENDIX A

ILLUSTRATION 20

EXHIBIT V --- SLIP T



FRONT

BACK

DESCRIPTION

Nylon

Knit

\$5.90

Purchased at J. C. Penney Co., Inc.

Two-gore skirt

Sheer nylon knit over pleated lace
bodice

5/8 inch ribbon adjustable straps

1 3/8 inch lace bodice trim

Gathered knit over sheer knit band
at midriff9 1/2 inch gathered knit band and
sheer knit with lace trimgathered over pleated lace and
sheer knit skirt trim

APPENDIX A

ILLUSTRATION 21

EXHIBIT VI

LABEL C



HAS THESE AMAZING FEATURES:

- wrinkles smooth out
- stays clean longer
- dries faster
- and . . . WRINKL-SHED processed cottons will never shrink out of fit.†
- never needs starch
- retards perspiration odor
- resists mildew

® Reg. Trade Mark for Dan River Mills' Wrinkle-Resistant Cotton Process. † Fabric shrinkage not more than 1%.

EXCLUSIVE WITH

incomparable
GILEAD
lingerie

THE ULTIMATE IN WASH AND WEAR

NO-IRON COTTONS

BECAUSE OF THE ADDED SUPREME

WRINKL-SHED FINISH

APPLIED BY DAN RIVER

PANELLED FOR OPAQUENESS

Simply place washed garment on hanger
 dripping wet . . . needs little or no ironing.

DO NOT USE BLEACH.

United Mills, 180 Madison Ave., N. Y. C.
 makers of the New Incomparable Gilead Bra-Slip

APPENDIX A

ILLUSTRATION 22

EXHIBIT VI

LABEL O



This is Burlington's

Wundaspun
A scientific blend of 65% Dacron and 35% fine Egyptian cotton. This combination brings you a luxury fabric with these remarkable performance qualities:

- fully washable • quick drying • wrinkle resistant
- soft and absorbent • never needs ironing

Wash in luke warm suds, scrub soiled areas as necessary, and rinse thoroughly in warm water. Do not squeeze or wring — just hang on wooden hanger to drip dry — and your garment is ready to wear.

Burlington Mills



Wearers save the Life of America
PRINTED IN U.S.A.

APPENDIX A

ILLUSTRATION 23

EXHIBIT VI

LABEL Q



Never need iron this beautiful
crepe with pebbly lustrous surface.

Washes easily too and drapes so
well without cling, sag or static!

**Swish**

through lukewarm
rich suds for a
few seconds

Rinse

until the
water
is clear

**Hang**

on a hanger,
while wet. Hang
from shoulder,
full length to dry
(do not squeeze
or wring).

*Your new slip (or gown)
is ready to wear
without ironing!*

APPENDIX A

ILLUSTRATION 24

EXHIBIT VI

LABEL E



This luxurious fabric is woven of the finest combed COTTON and specially treated DACRON* resulting in a weave of unusual beauty.

- Guaranteed washable 160°
- 1% Residual control
- Light fast
- Quick drying

QUESTIONNAIRE

Date _____

A study is being conducted among college women to determine their preferences and buying practices for selected white slips. Your cooperation is needed in filling out the following questionnaire. Do not sign your name.

Personal Data

Major: _____ Age: _____
 Class: _____ Freshman Height: _____
 _____ Sophomore Weight: _____
 _____ Junior
 _____ Senior

Check the T.C.R.A. Courses Completed:

- _____ None
 _____ 140 (Color and Design Applied to Daily Living)
 _____ 170 (Textiles for the Consumer)
 _____ 372 (Textiles II....Fabric Construction)
 _____ 150a (Clothing Construction I)
 _____ 250d (Clothing Construction II)
 _____ 350 (Dress Form, Pattern Designing, Fitting, and Construction)
 _____ 352 (Design and Construction of a Wool Costume)
 _____ 352c (Flat Pattern Designing and Construction)
 _____ 352d (Tailoring)
 _____ 357 (Clothing Construction Problems)

Part I: These questions are based on five exhibits of slips. It is important that you answer every question; however, you may start with any exhibit. In each exhibit you will be asked to choose the slip or slips which you would buy for yourself or for a gift. If you do not like any slip in a given exhibit do not feel obligated to select a slip. However, if you do not select a slip in the exhibit, it is important that you check your reason or reasons.

For each exhibit examine the slips carefully, noting the letter identification and label on the slip. Circle the slip(s) of your choice for the corresponding question. Then check (✓) the reason(s) for your choice in the space provided. If there are other reasons, specify them in the lower blanks. For example:

Slip X

_____ Lace trim
 _____ Bodice cut
 _____ 2-gore skirt
 _____ Ribbon straps
 _____ Appears durable
 Other _____

Slip Y

✓ _____ Eyelet trim
 _____ Bodice cut
 ✓ _____ 4-gore skirt
 _____ 3/4" ribbon straps
 _____ Appears durable
 Other Shadow panel

Slip Z

_____ Permanent pleating trim
 _____ Bodice cut
 _____ 4-gore skirt
 _____ Self-fabric straps
 _____ Appears durable
 Other _____

APPENDIX B

EXHIBIT I

<u>Slip F</u>	<u>Slip G</u>	<u>Slip K</u>	<u>Slip L</u>	<u>Slip M</u>
Acetate	Nylon	Nylon	Dacron-Nylon Blend*	Dacron
Knit	Knit	Knit	Knit	Knit
\$2.99	\$2.98	\$3.99	\$3.99	\$3.98

*A blend is a fabric made from a combination of two or more fibers, such as Dacron-nylon.

1. Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice.

<u>Slip F</u>	<u>Slip G</u>	<u>Slip K</u>
<input type="checkbox"/> Acetate	<input type="checkbox"/> Nylon	<input type="checkbox"/> Nylon
<input type="checkbox"/> \$2.99	<input type="checkbox"/> \$2.98	<input type="checkbox"/> \$3.99
<input type="checkbox"/> 4-gore skirt	<input type="checkbox"/> 2-gore skirt	<input type="checkbox"/> 2-gore skirt
<input type="checkbox"/> Bodice cut	<input type="checkbox"/> Bodice cut	<input type="checkbox"/> Bodice cut
<input type="checkbox"/> Lace trim	<input type="checkbox"/> Sheer pleated trim	<input type="checkbox"/> Lace and knit trim
<input type="checkbox"/> Appears durable	<input type="checkbox"/> Appears durable	<input type="checkbox"/> Appears durable
<input type="checkbox"/> Good workmanship for the price	<input type="checkbox"/> Good workmanship for the price	<input type="checkbox"/> Good workmanship for the price
<input type="checkbox"/> Looks like a good fit	<input type="checkbox"/> Looks like a good fit	<input type="checkbox"/> Looks like a good fit
Other _____	Other _____	Other _____

<u>Slip L</u>	<u>Slip M</u>	<u>None</u>
<input type="checkbox"/> Dacron-nylon blend*	<input type="checkbox"/> Dacron	<input type="checkbox"/> Do not like fiber content
<input type="checkbox"/> \$3.99	<input type="checkbox"/> \$3.98	<input type="checkbox"/> Do not like knit slips
<input type="checkbox"/> 4-gore skirt	<input type="checkbox"/> 4-gore skirt	<input type="checkbox"/> Too expensive
<input type="checkbox"/> Paneled and pleated front	<input type="checkbox"/> Bodice cut	<input type="checkbox"/> Too inexpensive
<input type="checkbox"/> Nylon embroidery trim	<input type="checkbox"/> Lace and sheer pleated trim	<input type="checkbox"/> Do not like any of the styles
<input type="checkbox"/> Appears durable	<input type="checkbox"/> Appears durable	<input type="checkbox"/> Will not wear well
<input type="checkbox"/> Good workmanship for the price	<input type="checkbox"/> Good workmanship for the price	<input type="checkbox"/> Will not fit well
<input type="checkbox"/> Looks like a good fit	<input type="checkbox"/> Looks like a good fit	<input type="checkbox"/> Poor workmanship for the price
Other _____	Other _____	Other _____

2. Which slip would you be least likely to buy? Circle your answer.

Slip F Slip G Slip K Slip L Slip M

- 2a. Check the reason(s) why you would not buy that slip for a gift or for yourself,

☐ Do not like fiber content
☐ Do not like knit
☐ Do not like the style
☐ Do not like the trim
☐ Too expensive
☐ Too inexpensive
☐ Poor workmanship for the price
☐ Will not fit well
☐ Will not wear well
 Other _____

1. The first part of the document is a letter from the author to the reader, explaining the purpose of the study and the methods used. The letter is dated 1st January 1998 and is addressed to the reader.

2. The second part of the document is a list of references, which includes books, articles, and other sources used in the study.

3. The third part of the document is a list of figures, which includes tables, graphs, and other visual aids used in the study.

4. The fourth part of the document is a list of tables, which includes tables of data, tables of results, and other tables used in the study.

5. The fifth part of the document is a list of appendices, which includes appendices A, B, C, and D, each containing additional information related to the study.

6. The sixth part of the document is a list of footnotes, which includes footnotes 1, 2, 3, and 4, each containing additional information related to the study.

Slip D
\$2.98

Slip I
\$3.98

Slip N
\$5.95

Each slip is made of "Cuddylon" 100% nylon crepe.

3. Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice.

Slip D

_____ \$2.98
 _____ Nylon crepe
 _____ 4-gore skirt
 _____ Bias fabric
 _____ Bodice cut
 _____ Lace and knit trim
 _____ Appears durable
 _____ Good workmanship for the price
 _____ Looks like a good fit
 Other _____

Slip I

_____ \$3.98
 _____ Nylon crepe
 _____ 2-gore skirt
 _____ Straight-cut fabric
 _____ Bodice cut
 _____ Proportioned length
 _____ Tulle trim
 _____ Appears durable
 _____ Good workmanship for the price
 _____ Looks like a good fit
 Other _____

Slip N

_____ \$5.95
 _____ Nylon crepe
 _____ 4-gore skirt
 _____ Bias fabric
 _____ Embroidered sheer bodice
 _____ Bodice cut
 _____ Lace trim
 _____ Appears durable
 _____ Good workmanship for the price
 _____ Looks like a good fit
 Other _____

None

_____ Do not like crepe
 _____ Do not like nylon
 _____ Do not like the trim
 _____ Do not like any of the styles
 _____ Will not wear well
 _____ Will not fit well
 _____ Poor workmanship for the price
 Other _____

4. Which slip would you be least likely to buy? Circle your answer.

Slip D

Slip I

Slip N

- 4a. Check the reason(s) why you would not buy that slip for a gift or for yourself.

_____ Do not like nylon
 _____ Do not like crepe
 _____ Do not like the style
 _____ Too expensive
 _____ Too inexpensive
 _____ Do not like the trim
 _____ Poor workmanship for the price
 _____ Will not fit well
 _____ Will not wear well
 Other _____

EXHIBIT III

Slip A
Cotton
Plissé
\$2.98

Slip B
Cotton
Embossed
\$2.98

Slip C
Cotton
"Wrinkl-Shed"
\$2.98

Slip H
Cotton
Embossed
\$3.98

5. Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice.

<u>Slip A</u>	<u>Slip B</u>	<u>Slip C</u>
<u>\$2.98</u>	<u>\$2.98</u>	<u>\$2.98</u>
<u>Plissé</u>	<u>Embossed cotton</u>	<u>"Wrinkl-Shed" cotton</u>
<u>Straight-cut fabric</u>	<u>Straight-cut fabric</u>	<u>Straight-cut fabric</u>
<u>2-gore skirt</u>	<u>4-gore skirt</u>	<u>4-gore skirt</u>
<u>All-round shadow panel</u>	<u>All-round shadow panel</u>	<u>Front shadow panel</u>
<u>Bodice cut</u>	<u>Bodice cut</u>	<u>Bodice cut</u>
<u>Eyelet trim</u>	<u>Eyelet trim</u>	<u>Embroidered nylon trim</u>
<u>Appears durable</u>	<u>Appears durable</u>	<u>Appears durable</u>
<u>Good workmanship</u>	<u>Good workmanship</u>	<u>Good workmanship</u>
<u>for the price</u>	<u>for the price</u>	<u>for the price</u>
<u>Looks like a good fit</u>	<u>Looks like a good fit</u>	<u>Looks like a good fit</u>
<u>Other</u>	<u>Other</u>	<u>Other</u>

<u>Slip H</u>	<u>None</u>
<u>\$3.98</u>	<u>Too expensive</u>
<u>Embossed cotton</u>	<u>Too inexpensive</u>
<u>Straight-cut fabric</u>	<u>Do not like cotton</u>
<u>4-gore skirt</u>	<u>Do not like the finishes</u>
<u>Front and back shadow panel</u>	<u>Do not like any of the styles</u>
<u>Bodice cut</u>	<u>Do not like the trims</u>
<u>Lace trim</u>	<u>Will not wear well</u>
<u>Proportioned length</u>	<u>Poor workmanship for the price</u>
<u>Appears durable</u>	<u>Will not fit well</u>
<u>Good workmanship for the price</u>	<u>Other</u>
<u>Looks like a good fit</u>	
<u>Other</u>	

6. Which slip would you be least likely to buy? Circle your answer.

Slip A

Slip B

Slip C

Slip H

- 6a. Check the reason(s) why you would not buy that slip for a gift or for yourself.

Do not like cotton
Do not like the finish
Do not like the style
Too expensive
Too inexpensive
Do not like the trim
Poor workmanship for the price
Will not fit well
Will not wear well
Other

EXHIBIT IV

Slip E
\$2.99

Slip J
\$3.98

Slip O
\$5.95

All slip fabrics are Dacron-cotton blends*.

*A blend is a fabric made from a combination of two or more fibers, such as Dacron-cotton.

7. Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice.

Slip E

☐ \$2.99
☐ Dacron-cotton blend*
☐ 4-gore skirt
☐ Bias fabric
☐ Bodice cut
☐ Lace trim
☐ 3/8" self-fabric straps
☐ Appears durable
☐ Good workmanship for the price
☐ Looks like a good fit
 Other _____

Slip J

☐ \$3.98
☐ Dacron-cotton blend*
☐ 4-gore skirt
☐ Straight-cut fabric
☐ Bodice cut
☐ Lace trim
☐ 3/8" self-fabric straps
☐ Appears durable
☐ Good workmanship for the price
☐ Looks like a good fit
 Other _____

Slip O

☐ \$5.95
☐ Dacron-cotton blend*
☐ 4-gore skirt
☐ Straight-cut fabric
☐ Eyelet embroidery bodice
☐ Bodice cut
☐ Nylon eyelet trim
☐ 5/8" ribbon straps
☐ Appears durable
☐ Good workmanship for the price
☐ Looks like a good fit
 Other _____

None

☐ Do not know about Dacron-cotton blend*
☐ Do not like the appearance of Dacron-cotton blend*
☐ Do not like any of the styles
☐ Do not like the trims
☐ Will not wear well
☐ Will not fit well
☐ Poor workmanship for the price
 Other _____

8. Which slip would you be least likely to buy? Circle your answer.

Slip ESlip JSlip O

- 8a. Check the reason(s) why you would not buy that slip for a gift or for yourself.

☐ Do not like Dacron-cotton blend*
☐ Do not like the style
☐ Do not like the trim
☐ Too expensive
☐ Too inexpensive
☐ Poor workmanship for the price
☐ Will not fit well
☐ Will not wear well
 Other _____

<u>Slip P</u>	<u>Slip Q</u>	<u>Slip R</u>	<u>Slip S</u>	<u>Slip T</u>
Dacron-Cotton-Nylon*	Dacron-Nylon-Rayon*	Nylon-Orlon*	Nylon	Nylon
Batiste	Crepe	Taffeta	Knit	Knit
\$5.95	\$5.95	\$5.95	\$5.95	\$5.90

*A blend is a fabric made from a combination of two or more fibers, such as Dacron-cotton-nylon.

9. Which slip(s) do you prefer to buy for a gift or for yourself? Circle the slip(s) of your choice and check the reason(s) for this choice.

<u>Slip P</u>	<u>Slip Q</u>	<u>Slip R</u>
<input type="checkbox"/> Dacron-cotton-nylon*	<input type="checkbox"/> Dacron-nylon-rayon*	<input type="checkbox"/> Nylon-Orlon*
<input type="checkbox"/> Batiste	<input type="checkbox"/> Crepe	<input type="checkbox"/> Taffeta
<input type="checkbox"/> Back shadow panel	<input type="checkbox"/> No shadow panel	<input type="checkbox"/> No shadow panel
<input type="checkbox"/> 2-gore skirt	<input type="checkbox"/> 2-gore skirt	<input type="checkbox"/> 2-gore skirt
<input type="checkbox"/> Straight-cut fabric	<input type="checkbox"/> Bias fabric	<input type="checkbox"/> Bias fabric
<input type="checkbox"/> Bodice cut	<input type="checkbox"/> Built-up bodice	<input type="checkbox"/> Camisole bodice
<input type="checkbox"/> Self-fabric straps	<input type="checkbox"/> Built-up straps	<input type="checkbox"/> Camisole straps
<input type="checkbox"/> Adjustable straps	<input type="checkbox"/> Non-adjustable straps	<input type="checkbox"/> Non-adjustable straps
<input type="checkbox"/> Lace and pleat trim	<input type="checkbox"/> Lace trim	<input type="checkbox"/> Eyelet trim
<input type="checkbox"/> Proportioned length	<input type="checkbox"/> Appears durable	<input type="checkbox"/> Embroidered bodice
<input type="checkbox"/> Appears durable	<input type="checkbox"/> Good workmanship for the price	<input type="checkbox"/> Appears durable
<input type="checkbox"/> Good workmanship for the price	<input type="checkbox"/> Looks like a good fit	<input type="checkbox"/> Good workmanship for the price
<input type="checkbox"/> Looks like a good fit	<input type="checkbox"/> Other _____	<input type="checkbox"/> Looks like a good fit
<input type="checkbox"/> Other _____		<input type="checkbox"/> Other _____

<u>Slip S</u>	<u>Slip T</u>	<u>None</u>
<input type="checkbox"/> Nylon	<input type="checkbox"/> Nylon	<input type="checkbox"/> Too expensive
<input type="checkbox"/> Knit	<input type="checkbox"/> Knit	<input type="checkbox"/> Too inexpensive
<input type="checkbox"/> 4-gore skirt	<input type="checkbox"/> 2-gore skirt	<input type="checkbox"/> Do not like the styles
<input type="checkbox"/> Lace over sheer nylon bodice	<input type="checkbox"/> Sheer nylon over pleated lace bodice	<input type="checkbox"/> Do not like the trims
<input type="checkbox"/> Bodice cut	<input type="checkbox"/> Bodice cut	<input type="checkbox"/> Will not fit well
<input type="checkbox"/> 3/8" ribbon straps	<input type="checkbox"/> 5/8" ribbon straps	<input type="checkbox"/> Will not wear well
<input type="checkbox"/> Adjustable straps	<input type="checkbox"/> Adjustable straps	<input type="checkbox"/> Poor workmanship for the price
<input type="checkbox"/> Tulle and lace trim	<input type="checkbox"/> Lace trim	<input type="checkbox"/> Other _____
<input type="checkbox"/> Lace and pleats for skirt trim	<input type="checkbox"/> Sheer nylon gathered over lace and pleats for skirt trim	
<input type="checkbox"/> Appears durable	<input type="checkbox"/> Appears durable	
<input type="checkbox"/> Good workmanship for the price	<input type="checkbox"/> Good workmanship for the price	
<input type="checkbox"/> Looks like a good fit	<input type="checkbox"/> Looks like a good fit	
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____	

10. Which slip would you be least likely to buy? Circle your answer.

Slip P Slip Q Slip R Slip S Slip T

- 10a. Check the reason(s) why you would not buy that slip for a gift or for yourself.

<input type="checkbox"/> Do not like the fiber content	<input type="checkbox"/> Too expensive
<input type="checkbox"/> Do not like the styles	<input type="checkbox"/> Too inexpensive
<input type="checkbox"/> Do not like knit slips	<input type="checkbox"/> Poor workmanship for the price
<input type="checkbox"/> Do not like woven slip fabrics	<input type="checkbox"/> Will not fit well
<input type="checkbox"/> Do not like the trim	<input type="checkbox"/> Will not wear well
<input type="checkbox"/> Other _____	

11. From the slips you have seen in the various exhibits, will you select a favorite slip that you would like to buy for yourself?

Slip _____

11a. Why do you like this slip best? _____

EXHIBIT VI

Exhibit VI consists of labels from slips C, Q, O, and E.

12. Examine the labels C, O, and Q. Which do you think is the best label? Circle your answer.

Label C Label O Label Q Undecided

- 12a. Check below the items (kinds of information) which influenced your choice.

_____ Brand name
 _____ Name of fabric
 _____ Fiber content
 _____ Price
 _____ Finish
 _____ Nationally advertised
 _____ Laundering directions
 _____ Special features with regard to construction, care, etc.
 _____ Informative label
 _____ Easy to read
 _____ Like the color of the label
 _____ Like the shape of the label
 Other _____

13. The information given on the label attached to Slip E is listed below. Check the information which is important or valuable to you as a consumer. (You may or may not wish to select this slip.)

_____ "A Dacron* and Combed Cotton fabric"
 _____ "*Du Pont's Polyester Fiber"
 _____ "Unconditionally Washable"
 _____ "by Jo-Glo Fabrics, Inc."
 _____ "This luxurious fabric is woven of the finest combed COTTON and specially treated DACRON* resulting in a weave of unusual beauty."
 _____ "Guaranteed Washable 160 "
 _____ "1% Residual control"
 _____ "Light fast"
 _____ "Quick drying"

[illegible]

Part II: General information is desired concerning your preferences, your buying practices, and the slips in your wardrobe. In this group of questions several blanks are provided where multiple responses are expected. Exhibits are not used to answer these questions.

1. List the three or four most important features you look for when buying a slip:

1. _____	3. _____
2. _____	4. _____
2. List three or four dissatisfactions you have had with slips you have owned:

1. _____	3. _____
2. _____	4. _____
3. How many gores do you like in the slip skirt?
 - ☐ 2-gore.
 - ☐ 4-gore (center front gore, center back gore, and two side gores)
 - ☐ 4-gore (3-gore front and 1-gore back)
 - ☐ 6-gore (3-gore front and 3-gore back)
 - ☐ Makes no difference
 - ☐ Other _____
4. In a woven fabric slip what skirt cut do you prefer?
 - ☐ Bias
 - ☐ Straight-cut
 - ☐ Combination of bias and straight-cut
 - ☐ Do not know
 - ☐ Makes no difference
 - ☐ Other _____
5. What style(s) bodice front do you prefer?

<input type="checkbox"/> V-style	<input type="checkbox"/> Makes no difference
<input type="checkbox"/> Built-up	Other _____
<input type="checkbox"/> Camisole	_____
6. What type(s) shoulder straps do you prefer?

<input type="checkbox"/> 3/8 inch ribbon	<input type="checkbox"/> Wide strap as in camisole top
<input type="checkbox"/> 3/4 inch ribbon	<input type="checkbox"/> Makes no difference
<input type="checkbox"/> 3/8 inch self-fabric	Other _____
<input type="checkbox"/> Built-up shoulder	_____
7. What type(s) of trim do you like best?

<input type="checkbox"/> Lace	<input type="checkbox"/> Embroidered edging
<input type="checkbox"/> Permanent pleating	<input type="checkbox"/> Makes no difference
<input type="checkbox"/> Tulle or net	Other _____
<input type="checkbox"/> Eyelet embroidery	_____
8. Which fabric(s) do you like best for slips?

<input type="checkbox"/> Crepe	<input type="checkbox"/> Taffeta
<input type="checkbox"/> Cotton plissé	<input type="checkbox"/> Satin
<input type="checkbox"/> Embossed cotton	<input type="checkbox"/> Have no preference
<input type="checkbox"/> Knit	Other _____
<input type="checkbox"/> Batiste	_____
9. Several slips in the exhibits were blends. A blend is a fabric made from a combination of two or more fibers, such as Dacron-cotton blend.

9a. Do you like blends in slips?	9b. Have you worn a slip made of a blend?
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Do not know	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Do not know

- 10a. Do you like a camisole top slip? ☐ Yes ☐ No ☐ Do not know
- 10b. Have you worn a camisole top slip? ☐ Yes ☐ No ☐ Do not know
- 11a. Do you like proportioned length in a slip? ☐ Yes ☐ No ☐ Do not know
- 11b. Have you worn a slip with proportioned length? ☐ Yes ☐ No ☐ Do not know
- 12a. Do you like a slide fastener in a slip? ☐ Yes ☐ No ☐ Do not know
- 12b. Have you worn a slip with a slide fastener? ☐ Yes ☐ No ☐ Do not know
- 13a. Do you look for opaqueness in a slip fabric? ☐ Yes ☐ No ☐ Do not know
- 13b. Have you worn a slip of opaque fabric? ☐ Yes ☐ No ☐ Do not know
- 14a. Do you like a slip with a shadow panel? ☐ Yes ☐ No ☐ Do not know
- 14b. Have you worn a slip with a shadow panel? ☐ Yes ☐ No ☐ Do not know
- 15a. Do you like "no-iron" cotton slips? ☐ Yes ☐ No ☐ Do not know
- 15b. Have you worn "no-iron" cotton slips? ☐ Yes ☐ No ☐ Do not know
- 16a. How do you determine the size slip to buy?
☐ Bust size ☐ Try on
☐ Dress size ☐ Other _____
☐ Sales girl suggests size _____
17. Do you have any fitting problems in slips?
☐ Yes
☐ No
 If yes, what? _____
18. How many slips in your wardrobe have you worn in the past year?
Do not include petticoats or half-slips. Write in the number.
 _____ slips
- 18a. How many of these slips are of each fabric construction?
Write in the number.
☐ Woven (crepe, satin, taffeta, plisse, embossed cotton, etc.)
☐ Knit (jersey or tricot)
☐ Do not know
- 18b. How many of these slips are of the following fiber content?
Write in the number.
- | <u>Woven</u> | <u>Knit</u> | <u>Do not know</u> |
|---|---|---|
| <input type="checkbox"/> Rayon or acetate | <input type="checkbox"/> Rayon or acetate | <input type="checkbox"/> Rayon or acetate |
| <input type="checkbox"/> Cotton | <input type="checkbox"/> Cotton | <input type="checkbox"/> Cotton |
| <input type="checkbox"/> Nylon | <input type="checkbox"/> Nylon | <input type="checkbox"/> Nylon |
| <input type="checkbox"/> Blend | <input type="checkbox"/> Blend | <input type="checkbox"/> Blend |
| <input type="checkbox"/> Do not know | <input type="checkbox"/> Do not know | <input type="checkbox"/> Do not know |
| Other _____ | Other _____ | Other _____ |
- 18c. How many of these slips are of the following colors? Write in the number.
- | | | |
|--------------------------------|--------------------------------|-------------------------------------|
| <input type="checkbox"/> White | <input type="checkbox"/> Pink | <input type="checkbox"/> Light blue |
| <input type="checkbox"/> Black | <input type="checkbox"/> Brown | <input type="checkbox"/> Red |
| <input type="checkbox"/> Navy | <input type="checkbox"/> Tan | Other _____ |
- 18d. How many of these slips have you acquired in each of the following ways? Write in the number.
☐ Selected by self
☐ Selected by member of your family
☐ Gift
 Other _____

19. Have you some slips in your wardrobe which you wear infrequently or not at all?

☐ Yes
☐ No

19a. If yes, how many? _____ (Write in the number.)

19b. Check your reason(s) for not wearing them.

☐ For a special dress
☐ Out of style
☐ Uncomfortable
☐ Shabby
☐ Require ironing
☐ Needs repair

☐ Discolored
☐ Does not fit
☐ Too long
☐ Too short
☐ Other _____

20. For a nylon foods uniform what fiber content(s) do you like in a slip?

☐ Cotton
☐ Rayon or acetate
☐ Nylon
☐ Dacron
☐ Makes no difference
☐ Do not wear nylon uniform

☐ Dacron-cotton blend
☐ Dacron-cotton-nylon blend
☐ Dacron-nylon-rayon blend
☐ Orlon-nylon blend
☐ Dacron-nylon blend
☐ Other _____

21. For school or everyday wear what fiber content(s) do you like in a slip?

☐ Cotton
☐ Rayon or acetate
☐ Nylon
☐ Dacron
☐ Makes no difference
☐ Other _____

☐ Dacron-cotton blend
☐ Dacron-cotton-nylon blend
☐ Dacron-nylon-rayon blend
☐ Orlon-nylon blend
☐ Dacron-nylon blend

22. How often do you wear a slip (not including petticoat or half-slip)?

☐ Always ☐ Frequently ☐ Occasionally ☐ Never

23. How often do you wear a petticoat or half-slip rather than a slip?

Summer
☐ Always
☐ Frequently
☐ Occasionally
☐ Never

Winter
☐ Always
☐ Frequently
☐ Occasionally
☐ Never

24. How long do you usually wear a slip?

☐ 1-2 years
☐ 2-4 years
☐ 4 or more years
☐ Do not know

25. Do you repair your slips?

☐ Always ☐ Frequently ☐ Occasionally ☐ Never

26. How many days do you usually wear a slip before laundering it?

Circle the number of days.

1 2 3 4 5 6 7 8 9

27. How do you launder your slips?

☐ Automatic washer
☐ Conventional washer

☐ Hand launder
☐ Other _____

28. How do you dry your slips?

☐ Automatic drier
☐ Drip dry
☐ Spin dry

☐ Wring out water before hanging
☐ Other _____

29. In what type of store do you usually purchase a slip for a gift or for yourself? 11
 ☐ Department store ☐ Variety store
 ☐ Specialty shop ☐ Makes no difference
 ☐ Mail-order house Other _____
30. Before you make a purchase for a gift or for yourself do you shop in several stores?
 ☐ Frequently ☐ Occasionally ☐ Never
31. What price slip do you usually purchase for a gift or for yourself?
 ☐ Under \$2.00 ☐ Over \$6.00
 ☐ \$2.00-\$4.00 ☐ No set price range
 ☐ \$4.00-\$6.00
32. Do you try on a slip before purchasing one for yourself?
 ☐ Always ☐ Never
 ☐ Frequently ☐ Do not buy slips for myself
 ☐ Occasionally
33. Do you shop for a special brand when buying a slip for a gift or for yourself?
 ☐ Yes
 ☐ No
 ☐ Do not know
 If yes, what brand(s)? _____
34. Do you read the label when buying a slip?
 ☐ Always ☐ Frequently ☐ Occasionally ☐ Never
35. When you are shopping for clothes, do you wear one of your better slips?
 ☐ Always ☐ Frequently ☐ Occasionally ☐ Never
36. Do you think that your slips are inferior or better quality than those of your girl friends?
 ☐ Inferior quality
 ☐ Better quality
 ☐ About the same quality
37. Do you care if your slips are inferior or better in appearance than those of your girl friends?
 ☐ Prefer better appearance
 ☐ Makes no difference
 ☐ Prefer inferior appearance
38. Have you ever been ashamed of your slips?
 ☐ Yes
 ☐ No
 If yes, why? _____

APPENDIX C

APPENDIX C

TABLE IX

Stores Surveyed for Availability of
White Slips

Department Stores:

F. N. Arbaugh Co.
Federal Department Store
J. W. Knapp, Co.

Speciality Shops:

Bobette Hosiery and Corset Shop
Cotton Shop
Gittleman's East Lansing Shop
Green's Apparel Shop
Hughes Store
Jacobson's
Kellogg Shop
King Clothing
Lansing Dry Goods Co., Inc.
Lerner Shops
Mills Dry Goods Co.
Porter Apparel
Purcell's
San Souci
Style Shop Seaman Co.
Three Sisters
Siegel's Town and College Shop
The Vogue
Wanda Hancock

Mail-Order Houses (Retail Outlet):

Alden's Inc.
Sears Roebuck and Co.

Variety Stores:

S. S. Kresge Co.
W. T. Grant Co.

Chain Store:

J. C. Penney Company, Inc.

APPENDIX C

TABLE X

Preferences for Slips of Exhibit I* and the Number of Reasons**
for Choice by Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	Slip F		Slip G		Slip K		Slip L		Slip M	
	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II
Total Number of responses	1	0	24	20	21	24	3	3	15	15
<u>Reasons</u>										
Fiber content	1	0	16	16	14	16	2	1	10	9
Price	0	0	8	7	6	3	1	1	3	4
Number of skirt gores	0	0	2	0	1	2	0	1	10	14
Bodice cut	0	0	17	16	10	16	3	3	8	6
Trim	1	0	8	12	14	15	2	1	4	6
Appears durable	0	0	15	12	18	19	0	0	8	5
Good workmanship for the price	0	0	14	14	15	19	1	1	8	7
Looks like a good fit	0	0	16	10	10	7	2	2	9	7
Appearance	0	0	1	3	2	5	1	1	0	0
Care	0	0	0	1	1	0	0	0	1	0
Miscellaneous	0	0	0	0	3	1	2	0	0	0

*Exhibit I consisted of all knit slips at \$2.98-\$3.98 price range. See Appendix A, Illustrations 1-5, pages 151-155 for detailed information about the slips.

**Participants checked one or more reasons for their choice of a particular slip.

APPENDIX C

TABLE XI

Women Selecting None of the Slips of Exhibit I and Reasons
for No Preference by Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	Group I	None Group II
Total number of responses	3	7
<u>Reasons</u>		
Do not like fiber contents	1	1
Do not like knit slips	1	1
Too inexpensive	0	3
Do not like any of the styles	1	4
Will not wear well	0	2
Will not fit well	0	3
Poor workmanship for the price	0	2

APPENDIX C

TABLE XII

Selections for the Slip "Least Likely to Buy" in Exhibit I and
Reasons for Dislike of the Slip by Group I(Freshmen-Sophomores)
and Group II(Juniors-Seniors)

	Slip F		Slip G		Slip K		Slip L		Slip M	
	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II
Total number of responses	10	9	0	0	2	3	36	37	0	0
<u>Reasons</u>										
Do not like fiber content	5	5	0	0	0	0	0	2	0	0
Do not like knit	4	2	0	0	1	0	2	0	0	0
Do not like the style	5	6	0	0	2	3	28	36	0	0
Do not like the trim	4	3	0	0	1	1	30	34	0	0
Too expensive	0	0	0	0	0	0	2	0	0	0
Too inexpensive	3	2	0	0	0	0	0	7	0	0
Poor Workmanship for the price	4	5	0	0	1	0	12	8	0	0
Will not fit well	2	4	0	0	2	3	7	15	0	0
Will not wear well	2	6	0	0	0	1	23	14	0	0
Too fancy	0	0	0	0	0	0	5	5	0	0
Care	0	0	0	0	0	0	1	0	0	0
Miscellaneous	0	1	0	0	0	0	8	4	0	0

APPENDIX C

TABLE XIII.

Preferences for Slips of Exhibit II* and the Number of Reasons**
for Choice by Group I(Freshment-Sophomores) and
Group II(Juniors-Seniors)

	Slip D		Slip I		Slip N	
	Group I	Group II	Group I	Group II	Group I	Group II
Total number of responses	2	2	22	17	20	13
<u>Reasons</u>						
Price	0	2	4	4	2	1
Fabric	2	1	11	9	7	7
Number of skirt gores	1	1	1	3	16	10
Cut of fabric	0	0	5	5	4	3
Embroidered sheer bodice	-	-	-	-	11	7
Bodice cut	1	0	15	10	13	10
Proportioned length	-	-	10	12	-	-
Trim	1	0	9	7	3	6
Appears durable	1	0	18	13	10	8
Good workmanship for the price	0	0	13	5	8	3
Looks like a good fit	0	0	9	6	14	10
Double bodice	0	0	0	0	0	2
Care	0	0	1	0	0	1
Appearance	0	0	3	1	0	0
Miscellaneous	0	0	3	3	1	0

*Exhibit II consisted of slips made of "Cuddylon" 100 per cent nylon crepe at three prices: \$2.98, \$3.98, and \$5.95. See Appendix A, Illustrations 6-8, pages 156-158 for detailed information about the slips.

**Participants checked one or more reasons for their choice of a particular slip.

APPENDIX C

TABLE XIV

Women Selecting None of the Slips of Exhibit II and Reasons
for No Preference by Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	None	
	Group I	Group II
Total number of responses	10	21
<u>Reasons</u>		
Do not like crepe	9	17
Do not like nylon	1	0
Do not like trims	5	6
Do not like any of styles	3	5
Will not wear well	1	3
Will not fit well	0	4
Poor workmanship for price	0	2
Care	0	1
Miscellaneous	1	6

APPENDIX C

TABLE X V

Selections for the Slip "Least Likely to Buy" in Exhibit II and
Reasons for Dislike of the Slip by Group I(Freshmen-Sophomores)
and Group II(Juniors-Seniors)

	Slip D		Slip I		Slip N	
	Group I	Group II	Group I	Group II	Group I	Group II
Total number of responses	36	29	2	7	11	8
<u>Reasons</u>						
Do not like nylon	0	0	0	1	0	1
Do not like crepe	6	10	0	1	2	3
Do not like the style	20	22	2	7	7	5
Too expensive	0	1	0	1	6	2
Too inexpensive	9	10	0	0	0	0
Do not like the trim	27	22	0	5	10	7
Poor workmanship for the price	7	2	0	2	2	1
Will not fit well	12	13	2	4	2	0
Will not wear well	13	8	0	2	0	0
Miscellaneous	2	2	0	0	1	0

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TABLE XVI

Preferences for Slips of Exhibit III* and the Number of Reasons**
for Choice by Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	Slip A		Slip B		Slip C		Slip H	
	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II
Total number of responses	0	0	4	1	29	22	6	3
<u>Reasons</u>								
Price	0	0	1	0	5	3	1	1
Finish	0	0	3	1	25	17	3	0
Cut of fabric	0	0	2	0	5	4	0	0
Number of skirt gores	0	0	2	1	9	13	5	2
Shadow panel	0	0	3	1	25	16	5	3
Bodice cut	0	0	1	0	16	16	1	1
Trim	0	0	4	0	12	12	2	1
Proportioned length	-	-	-	-	-	-	4	2
Appears durable	0	0	3	0	16	9	3	3
Good workmanship for the price	0	0	2	0	21	10	3	0
Looks like a good fit	0	0	1	0	12	8	2	1
Care	0	0	0	0	0	1	0	0
Wide straps	0	0	0	0	0	0	0	1
Miscellaneous	0	0	0	0	1	1	1	0

*Exhibit III consisted of four cotton slips at two prices, \$2.98 and \$3.98. Fabrics with functional finishes include cotton plissé, embossed cotton and "Wrinkl-Shed" cotton batiste. See Appendix A, Illustrations 9-12, pages 159-162 for detailed information about the slips.

** Participants checked one or more reasons for their choice of a particular slip.

APPENDIX C

TABLE XVII

Women Selecting None of the Slips of Exhibit III and Reasons
for No Preference by Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	Group I	None Group II
Total number of responses	14	24
<u>Reasons</u>		
Too expensive	0	0
Too inexpensive	1	5
Do not like cotton	8	17
Do not like the finishes	5	14
Do not like any of the styles	11	13
Do not like the trims	4	8
Will not wear well	1	0
Poor workmanship for the price	1	3
Will not fit well	3	7
Care	1	1
Miscellaneous	4	2

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TABLE XVIII

Selections for the Slip "Least Likely to Buy" in Exhibit III and
Reasons for Dislike of the Slip by Group I(Freshmen-Sophomores)
and Group II(Juniors-Seniors)

	Slip A		Slip B		Slip C		Slip H	
	Group	Group	Group	Group	Group	Group	Group	Group
	I	II	I	II	I	II	I	II
Total number of responses	31	38	10	5	1	1	5	3
<u>Reasons</u>								
Do not like cotton	10	12	3	2	0	0	1	0
Do not like the finish	15	19	5	4	0	0	2	3
Do not like the style	26	36	9	5	0	1	4	3
Too expensive	5	0	1	0	0	0	1	0
Too inexpensive	2	7	0	1	0	0	0	0
Do not like the trim	16	19	2	2	1	1	4	3
Poor workmanship for the price	9	7	3	0	0	0	2	0
Will not fit well	17	32	6	4	0	0	1	2
Will not wear well	5	6	1	0	0	1	1	0
Miscellaneous	8	0	4	0	0	0	0	1

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TABLE XIX

Preferences for Slips of Exhibit IV* and the Number of Reasons**
for Choice by Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	Slip E		Slip J		Slip O	
	Group	Group	Group	Group	Group	Group
	I	II	I	II	I	II
Total number of responses	4	7	24	16	25	28
<u>Reasons</u>						
Price	3	5	7	6	4	5
Dacron-cotton blend	2	5	14	10	18	21
Number of skirt gores	2	4	11	8	13	16
Cut of fabric	1	3	5	4	6	4
Eyelet embroidery bodice	-	-	-	-	14	14
Bodice cut	2	4	13	10	14	14
Trim	2	3	8	7	7	11
Straps	2	3	9	4	15	13
Appears durable	4	4	12	9	21	21
Good workmanship for the price	3	7	12	9	13	16
Looks like a good fit	2	4	11	12	16	18
Shadow panel	2	0	2	4	6	5
Care	1	0	0	1	0	1
Miscellaneous	0	0	0	0	3	3

*Exhibit IV consisted of slips made from Dacron-cotton blends at three prices: \$2.99, \$3.98, and \$5.95. See Appendix A, Illustrations 13-15, pages 163-165 for detailed information about the slips.

**Participants checked one or more reasons for their choice of a particular slip.

APPENDIX C

TABLE XX

Women Selecting None of the Slips of Exhibit IV and Reasons
for No Preference by Group I(Freshmen-Sophomores and
Group II(Juniors-Seniors)

	Group I	None Group II
Total number of responses	0	7
<u>Reasons</u>		
Do not know about Dacron-cotton blend	0	3
Do not like appearance of Dacron-cotton blend	0	1
Do not like any of the styles	0	4
Do not like the trims	0	4
Miscellaneous	0	3

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TABLE XXI

Selections for the Slip "Least Likely to Buy" in Exhibit IV and
Reasons for Dislike of the Slip by Group I(Freshmen-Sophomores)
and Group II(Juniors-Seniors)

	Slip E		Slip J		Slip O	
	Group	Group	Group	Group	Group	Group
	I	II	I	II	I	II
Total number of responses	33	30	3	6	13	11
<u>Reasons</u>						
Do not like Dacron-cotton blend	0	1	0	0	0	1
Do not like the style	15	14	1	1	6	5
Do not like the trim	18	16	0	2	6	6
Too expensive	0	1	0	0	9	6
Too inexpensive	11	15	0	0	1	0
Poor workmanship for the price	6	6	1	2	1	0
Will not fit well	11	10	2	2	1	4
Will not wear well	9	4	0	0	0	1
Miscellaneous	3	4	0	1	0	0

APPENDIX C

TABLE XXII

Preferences for Slips of Exhibit V* and the Number of Reasons**
for Choice by Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	Slip P		Slip Q		Slip R		Slip S		Slip T	
	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II
Total number of responses	21	12	2	5	2	3	31	36	12	18
<u>Reasons</u>										
Fiber content	15	10	0	3	1	1	23	30	9	10
Fabric construction	8	6	0	1	0	1	15	27	1	13
Shadow panel	16	8	0	0	0	0	-	-	-	-
Number of skirt gores	4	0	0	0	1	1	19	19	2	0
Cut of fabric	9	0	1	1	1	1	-	-	-	-
Double bodice	-	-	-	-	-	-	14	24	10	13
Bodice cut	12	4	2	5	1	2	12	21	4	7
Straps	10	4	2	3	1	2	12	10	5	10
Adjustable straps	13	10	0	1	0	2	17	26	6	11
Trim	10	11	2	3	1	1	8	15	6	8
Proportional length	13	8	-	-	-	-	-	-	-	-
Embroidered bodice	-	-	-	-	0	2	-	-	-	-
Skirt trim	-	-	-	-	-	-	11	16	10	12
Appears durable	16	9	1	4	1	2	24	20	6	3
Good workmanship for the price	12	7	1	2	1	1	13	15	5	11
Looks like a good fit	5	3	1	2	0	1	16	23	5	8
Care	1	0	0	0	1	0	4	0	1	0
Miscellaneous	0	1	0	1	0	2	1	5	3	3

*Exhibit V consisted of five slips, three woven blends and two nylon knits, at \$5.90 and \$5.95. See Appendix A, Illustrations 16-20, pages 166-170 for detailed information about the slips.

**Participants checked one or more reasons for their choice of a particular slip.

APPENDIX C

TABLE XXIII

Women Selecting None of the Slips of Exhibit V and Reasons
for No Preference by Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	Group I	None Group II
Total number of responses	6	2
<u>Reasons</u>		
Too expensive	3	0
Do not like the styles	6	2
Do not like the trims	4	1
Will not fit well	2	0
Miscellaneous	1	0

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TABLE XXIV

Selections for the Slip "Least Likely to Buy" in Exhibit V and
Reasons for Dislike of the Slip by Group I(Freshmen-Sophomores)
and Group II(Juniors-Seniors)

	Slip P		Slip Q		Slip R		Slip S		Slip T	
	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II
Total number of responses	2	4	20	16	13	19	2	0	10	9
<u>Reasons</u>										
Do not like fiber content	2	0	7	7	6	12	1	0	1	0
Do not like styles	1	3	20	16	13	13	1	0	7	8
Do not like knit slips	0	0	0	0	0	0	0	0	3	1
Do not like woven slips	0	0	0	3	0	7	0	0	1	0
Do not like trim	0	2	10	6	3	8	0	0	7	7
Too expensive	0	0	2	1	5	1	0	0	1	1
Too inexpensive	0	0	1	0	0	0	0	0	0	0
Poor workmanship for price	0	0	4	1	4	2	1	0	1	1
Will not fit well	0	3	9	5	9	9	0	0	3	3
Will not wear well	0	0	2	0	1	1	1	0	1	2
Do not like straps	0	0	5	2	3	4	0	0	1	1
Care	0	6	0	0	1	0	0	0	0	1
Miscellaneous	0	0	1	0	2	6	0	0	7	6

APPENDIX C

TABLE XXV

Preference for Labels in Exhibit VI*, Question 12,
and the Number of Reasons** for Choice by
Group I(Freshmen-Sophomores) and
Group II(Juniors-Seniors)

	Label C		Label O		Label Q	
	Group I	Group II	Group I	Group II	Group I	Group II
Total number of responses	16	16	20	18	8	9
<u>Reasons</u>						
Brand name	16	10	12	3	5	5
Name of fabric	9	7	9	8	2	5
Fiber content	5	5	17	16	4	5
Price	2	0	5	8	1	2
Finish	13	8	5	3	1	2
Nationally advertised	16	8	4	1	2	4
Laundering directions	1	1	16	16	7	9
Special features with regard to construction, care, etc.	5	11	10	8	3	4
Informative label	10	13	19	15	7	8
Easy to read	9	10	8	9	3	8
Miscellaneous	2	2	9	7	2	3

*Exhibit VI, question 12, consisted of three labels from Slip C, Slip O, and Slip Q. See Appendix A, Illustrations 21-23, pages 171-173 for facsimiles of the labels.

**Participants checked one or more reasons for their choice of a particular label.

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TABLE XXVI

Information on Label E* in Exhibit VI Considered Valuable
for Consumers by Group I(Freshmen-Sophomores)
and Group II(Juniors-Seniors)

<u>Information</u>	Number of Responses		
	Group I	Group II	Total
"Quick drying"	49	48	97
"A Dacron* and Combed Cotton fabric"	39	46	85
"Unconditionally Washable"	37	34	71
"1% Residual control"	31	40	71
"Guaranteed Washable 160°"	37	31	68
"Light fast"	30	27	57
"This luxurious fabric is woven of the finest combed COTTON and specially treated DACRON* resulting in a weave of unusual beauty."	10	11	21
"*DuPont's Polyester Fiber"	7	4	11
"by Jo-Glo Fabrics, Inc."	1	0	1

*Label E was attached to Slip E. See Appendix A, Illustration 24, page 174 for a facsimile of the label.

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TABLE XXVII

Reasons* for Selection of a Slip as Favorite Among All Exhibits by
Group I (Freshmen-Sophomores) and Group II (Juniors-Seniors)

	S	G	K	P	T	J	O	I	M	Q	B	H	L	N	R
	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II	Group I	Group II	Group I
Slip	12	15	4	7	6	5	3	6	0	5	1	1	3	1	1
Slip	4	7	6	5	6	5	3	5	1	1	1	1	1	1	1
Slip	1	2	4	5	3	5	2	2	4	0	3	1	1	1	1
Slip	7	11	1	2	4	0	3	1	1	1	0	1	0	0	0
Slip	10	8	1	8	1	2	0	1	1	0	0	0	1	0	0
Slip	1	7	3	4	4	3	2	2	1	0	0	1	0	0	0
Slip	3	10	2	3	1	0	1	2	0	0	1	0	0	0	0
Slip	6	5	0	1	2	2	4	1	1	0	0	1	0	0	0
Slip	1	3	3	2	2	1	1	3	2	4	0	1	0	0	0
Slip	5	5	1	3	2	1	0	1	0	1	0	0	0	0	0
Slip	4	7	1	5	1	3	1	1	2	1	0	0	0	0	0
Slip	5	3	2	2	1	2	0	3	0	1	0	0	0	0	0
Slip	2	4	0	0	1	1	0	1	2	2	0	1	0	0	0
Slip	2	3	1	1	1	2	3	0	0	1	0	0	0	0	0
Slip	1	7	0	0	1	0	0	2	0	0	1	0	0	0	1
Slip	-	-	-	-	-	3	3	-	-	-	-	0	0	0	-
Slip	3	10	0	0	5	3	10	9	0	0	4	0	4	1	0
Slip															

*Slips A, C, D, E, F were not selected by anyone of either group.

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