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MICHIGAN STATE UNIVERSITY
TEXTILES, CLOTHING AND RELATED ARTS
COLLEGE OF HOME ECONOMICS

/COMPILATION OF THE CONSUMER'S INTERPRETATIONS
OF CARE INFORMATION AS FOUND ON
FOUR LABELED PIECES OF STRETCH FABRIC/

by
Catherine Anne Hartman
//

A PROBLEM

Submitted to
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CHAPTER I

INTRODUCTION

Statement of the Problem

The purpose and major objective of this problem are to determine how the consumer interprets care information presented with selected stretch fabrics. The investigation will test consumer interpretation of care factors in hypothetical situations and self-reported past experiences. In this study, care will be limited to the process of cleaning the fabrics, specifically: method of cleaning, water temperature, type of detergent, use of water softener, drying technique, and pressing technique. Interpretation is defined as the expression of the person's conception of the labeled fabric.

The writer hopes that this study will contribute toward curriculum development and instruction in home economics, as well as point out the continuing need for communication among the textile industry, the home economist, and the consumer.

Review of the Literature

Relatively little research has been conducted on homemakers' interpretations of caring for new fabrics on the market. This review of books, periodicals, bulletins, and

theses relates to the following aspects of the researcher's investigation: (1) the adequacy of labeling; (2) consumer awareness and use of labels; (3) consumer interpretation of care instruction; and (4) care properties of four stretch fabrics available on the market.

The Adequacy of Labeling: The interpretation and meaningfulness of textile terms has been of concern to home economists. There is reason for concern because the effectiveness and value of promotional and educational materials depend on common interpretation and understanding of the terminology. The accuracy of some responses to certain research questionnaires and interviews also depends upon common interpretation and understanding of words used. The matter has become increasingly important because new developments are constantly appearing and it is almost impossible for the home economist and the consumer to be completely and currently informed.

Today, the textile industry offers the consumer wide choices in beauty, variety, and serviceability as a result of recent developments. An increasing number of man-made materials with new surface effects have been appearing on the consumer market. Well-known natural fibers have been modified to alter chemical and physical properties as well as appearance. Thus, knowledge obtained through consumer education is probably more necessary today than ever before.

the following: (1) the number of people who have been vaccinated; (2) the number of people who have been tested; (3) the number of people who have been hospitalized; and (4) the number of people who have died.

The first two items are the most important, as they provide a direct measure of the effectiveness of the vaccination campaign. The third and fourth items are also important, as they provide a measure of the severity of the disease.

The following table shows the data for the first two items, as of the end of the year.

The data shows that the vaccination campaign has been very successful, with over 80% of the population vaccinated. This is a significant achievement, especially given the fact that the disease is highly contagious.

The data also shows that the number of people who have been tested has increased significantly, from 10,000 in the first quarter to 50,000 in the fourth quarter. This is a positive sign, as it indicates that more people are seeking medical attention and testing.

The data also shows that the number of people who have been hospitalized has decreased, from 100 in the first quarter to 50 in the fourth quarter. This is a positive sign, as it indicates that the disease is becoming less severe.

The data also shows that the number of people who have died has decreased, from 10 in the first quarter to 5 in the fourth quarter. This is a positive sign, as it indicates that the disease is becoming less deadly.

The following table shows the data for the third and fourth items, as of the end of the year.

The data shows that the number of people who have been hospitalized has decreased, from 100 in the first quarter to 50 in the fourth quarter. This is a positive sign, as it indicates that the disease is becoming less severe.

The data also shows that the number of people who have died has decreased, from 10 in the first quarter to 5 in the fourth quarter. This is a positive sign, as it indicates that the disease is becoming less deadly.

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Because of the large number of items which are packaged and the numerous characteristics which are not recognizable even when the article can be examined, labels are potentially a most important source of information to the consumer.¹ Any written or printed information attached in any manner to the fabric at the time of the sale may be defined as a label.² Wingate³ defines a label as informative when written in a simple, easy-to-grasp, understandable form, giving the inherent qualities of the merchandise. An informative label should give the consumer a definite idea of the quality of the product by listing composition and construction, performance, uses, and care.⁴ This basis for intelligent choice enables the consumer to compare the qualities of textile products.

In the book, "Consumer Economics, Principles and Problems," Wilhelm and Heimerl state:

"What an article is made of determines to a large extent what it will do as well as how it should be laundered, ironed, and otherwise cared for; therefore, it is essential to know the fiber content. Making this knowledge available to the buyer is the main objective of government regulations. Consequently, labeling textiles and garments to show what they are made of is mandatory."⁵

¹Irma H. Gross and Elizabeth Walbert Crandall, Management for Modern Families (2d ed.; New York: Appleton-Century-Crofts, 1963), p. 135.

²Jessie V. Coles, Standards and Labels for Consumer Goods (New York: The Ronald Press Company, 1949), p. 56.

³Isabel B. Wingate, Textile Fabrics and Their Selection (New Jersey: Prentice-Hall, Inc., 1964), pp. 11-12.

⁴Roger Wolcott, Informative Labeling (New York: National Consumer-Retailer Council, Inc., 1941), p. 14.

⁵Fred Wilhelm and Ramon Heimerl, Consumer Economics, Principles and Problems (2d ed.; New York: McGraw-Hill Book Co., Inc., 1959), p. 203.

Effective labeling is the responsibility of manufacturers, retailers, and consumers.⁶ Consumer protection through effective labeling has been attempted and provided to a certain extent through legislation. In 1939, the Wool Products Labeling Act was designed "to protect producers, manufacturers, distributors, and consumers from the unrevealed presence of substitutes and mixtures in spun, woven, knitted, felted or otherwise manufactured wool products. . ."⁷ The Fur Products Labeling Act also provides consumer protection against "misbranding, false advertising, and false invoicing of fur products and furs."⁸

In 1958, the Eighty-second Congress passed the Textile Fiber Products Identification Act. It serves "to protect producers and consumers against misbranding and false advertising of fiber content of textile fiber products. . ."⁹ The textile label must be affixed visably to the product and must state plainly: (1) "the designation with equal prominence of each natural and manufactured fiber in the textile fiber product by its generic name in the order of predominance by

⁶Phyllis Drake and Mary Anna Grimes, Labeling of Ready-made Street Dresses (Texas Agricultural Station, Bulletin 943, November, 1959), p. 2

⁷U.S., Statutes at Large, LIV, Part 1, p. 1128.

⁸U.S., Statutes at Large, LXV, p. 175.

⁹U.S., Statutes at Large, LXXII, Part 1, p. 1717.

weight; (2) the percentage of each fiber by weight exclusive of ornament and those not exceeding five per cent of the total weight; (3) the manufacturer's name or other identification issued and registered by the Federal Trade Commission; and (4) if the textile fiber is imported the name of the country where it was processed or manufactured."¹⁰

McBride, in a 1953 investigation, suggests that if consumers are to evaluate the relative merits of available fabrics and garments, without an excessive expenditure of time and money, they need adequate statements of fact about the quality and performance of such items. McBride also disclosed that these women did not read labels carefully although three-fourths of them understood the meaning of various textile terms. This observation indicates that consumers could use such information if it appeared on the label.¹¹

In 1956-57, Drake and Grimes found very little informative labeling concerning care on ready-made street dresses in Dallas and four smaller cities. Less than one-half of the dresses contained instructions to wash or dry clean although 82 per cent of the women indicated that this information was helpful to them. Only one-fourth of the dresses that could be laundered had washing instructions; two-thirds

¹⁰Ibid., pp. 1719-1720.

¹¹Betty L. McBride, "Informative Labeling and Advertising of Ready-to-wear Garments" (Unpublished M.A. Thesis, Library, University of Chicago, 1953).

of the women found these instructions helpful.¹²

The adequacy of Labels on women's garments made from synthetic, natural, or mixed fibers was examined by Abell in 1957. The study suggests that more satisfactory service from any textile product results when the fabric or product is used as intended, and is cared for according to the manufacturer's directions. Research was limited to care information on labels accompanying slips, foundation garments, blouses, dresses, and suits. The labels on 520 garments were analyzed; 187 labels provided laundering directions, 14 gave instructions for pressing, and 38 recommended dry cleaning. Care instructions were weakened by the lack of uniformity in laundering information, and the vague terms used which passed for laundering information.¹³

Awareness and Utilization of Labels: Good shopping techniques depend not only on adequate labeling of merchandise, but also on the consumers' awareness and utilization of that information.

A study by Myers in 1954 indicated that consumer induced failures on garments are largely traceable to (1) poor laundering, (2) antiperspirants and deodorants, and (3) accidents. Poor laundering accounted for a large percentage of the mechanical damage, as well as color and shrinkage failure.

¹²Drake and Grimes, op. cit., p. 4.

¹³Marion A. Abell, "A Study of the Adequacy of Labels on Women's Garments Made from Synthetic, Natural, or Mixed Fibers" (Unpublished M.S. Thesis, Edwin Watts Chubb Library, Ohio University, 1957).

According to laboratory test reports on consumer returned merchandise, many failures classified as accidental care are traceable to improper laundering. Myers suggested that a labeling program should not only describe qualitative features of a garment but also provide accurate information concerning its care and most effective use.¹⁴

Mary L. Brown in 1959, indicated that 56 per cent of the women interviewed in Boone and Boone County, Iowa, were satisfied with the present blouse labeling; the other women interviewed stated varying degrees of satisfaction. Information which was rated high in importance by the consumer included dry cleaning or washing instructions, name of fiber, shrinkage control, and colorfastness to washing.¹⁵

Research concerning consumer satisfaction with women's blouses was published by the Agricultural Experiment Station at the University of Rhode Island. Over half the consumers reporting care instructions on their blouses stated that they followed them; over one-third of the women interviewees said that they did not follow them. Principle reasons stated for not following recommended care instructions were: "Know how without labels because of previous experience"; "Easier or takes less time to do my way"; "Prefer not to wash"; and,

¹⁴Samuel L. Myers, "Textile and Apparel Testing and Labeling" Harvard Studies in Marketing Farm Products No. 5-H, 1954.

¹⁵Mary L. Brown, "Labeling Preferences of Consumers of Blouses" (Unpublished M.S. Thesis, Ames, Iowa Library, Iowa State University of Science and Technology, 1959).

"Didn't know what the label said."¹⁶

Consumers want to know whether garments can be washed or dry cleaned. According to Drake and Grimes, 82 per cent of the women interviewed found this information on labels helpful. Some women preferred to dry clean all dresses with perhaps the exception of everyday cottons! Many of the women stated that they would home launder dresses that retained an attractive appearance with reasonably careful treatment.

Sixty-seven per cent of the women used the instructions for laundering although the labels did not always give complete information. The instructions may have included directions to machine or hand wash, how to drip dry, use of bleach, whether to machine dry, whether to avoid wringing or twisting, temperature of water, kind of detergent to use, directions for pressing with steam or dry iron, and ironing temperature to use.¹⁷

Taber made a study of the clothing and buying habits and preferences of home economics students. Washing and ironing instructions were looked for most often by 107 students answering the questionnaire; 97 students said that they read labels on outer garments under consideration for purchasing. Twenty-five per cent of the students said they always understood

¹⁶Consumer Satisfaction with Women's Blouses (I - Laboratory-Wear Studies, Rhode Island Agr. Exp. Sta. Bul. 342: 1958), pp. 35-36.

¹⁷Drake and Grimes, op. cit., p. 5.

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the information and 75 per cent sometimes did.¹⁸

Interpretations of Cleaning Instructions: A 1961 study by Muscetti was concerned with the interpretation of washing instructions on labels of winter skirts. No matter what the manufacturer's instructions for washing included, the homemakers gave most of their attention to the fiber content of the skirts they were evaluating. Homemakers were more willing to wash a skirt that consisted of all man-made fibers or one that contained a high percentage of man-made fiber. On the other hand, these homemakers generally preferred to have all wool, or skirts with a high percentage of wool, dry cleaned. This reaction of homemakers indicated that, in general, the respondents had some knowledge of the washability characteristics of man-made fibers. These responses would also tend to indicate that homemakers are not familiar with 100 per cent wool fabrics that have been chemically treated to insure dimensional stability. Muscetti also indicated that appearance was more important to the consumer than washability; there was no significant difference from upper and lower occupational categories in the relevant importance of appearance and care.¹⁹

¹⁸Bennela D. Taber, "A Study of the Clothing Buying Habits and Preferences of the Home Economics High School Student" (Unpublished M.A. Thesis, Library, University of Rhode Island, 1960).

¹⁹Kathleen Marie Muscetti, "Homemakers Interpretation of Washing Instructions on Labels of Winter Skirts" (Unpublished M.S. Thesis, Ames, Iowa Library, Iowa State University of Science and Technology, 1961).

Care Properties of Four Stretch Fabrics Available on the Market: The review of literature thus far has been concerned with the adequacy, awareness and use, as well as interpretation of the information found on labels. There has been with the introduction of the new element of stretch, a need for labels for consumer information regarding care and properties of stretch fabrics. The main theme of the Textile Salesmen's Association meeting in New York City was: "Are you Ready for Stretch?" E. R. Dwelle, supervisor of apparel merchandising Chemstrand Co. stated:

"The industry must admit to the great need of education at the consumer and retail level - not only what you can expect from stretch - but what you cannot expect from stretch."²⁰

One of the means by which stretch is produced in fabrics is slack mercerization. This process is used to produce stretch in the filling direction for 100 per cent cotton fabrics. Generally, cotton may be machine washed and dried,²¹ and no special precautions in ironing are necessary.²² Laboratory studies show that the process of slack mercerization does affect the launderability qualities of cotton. The results point toward a need for improved dimensional stability

²⁰"Are You Ready for Stretch?," Modern Textiles, XLV (July, 1964), p. 25-6.

²¹American Home Economics Association, Textile Handbook (Washington, D.C.: American Home Economics Association, 1963), front inside cover.

²²Norma Hollen and Jane Saddler, Textiles (2d. ed.; New York: The Macmillan Co., 1964), p. 35

after repeated laundering.²³ If the fabrics are stabilized by resin treatment or compressive shrinkage, laundering will have less effect on stretch properties.²⁴ There is an increased harshness of some slack mercerized products that may be overcome by the use of softeners. Permanent or durable softeners are a need for the future success of stretch cotton.²⁵ Slack mercerization causes some wash-and-wear properties, but to obtain a rating higher than four,²⁶ the application of wash-wear cross-linking agents is necessary.^{27, 28}

A stretch denim fabric is available in 75 per cent cotton (warp direction) and 25 per cent nylon (filling direction). Launderability of this fabric is affected by the presence of the thermoplastic yarns: nylon. Therefore, care in temperature selection should be followed because nylon is heat sensitive. Following temperature precautions, the fabric may be machine washed and dried. A warm iron is recommended

²³C. H. Fisher, "Stretch Cottons: Their Properties and Their Promise," Modern Textile Magazine, XLIV (March, 1963), pp. 45-47.

²⁴William G. Sloan, Milton J. Hoffman, Helen M. Robinson, Harry B. Moore, and Albert S. Cooper, Jr., "Stretchable Cotton Fabrics - Properties and Processing Techniques," American Dyestuff Reporter, LII (May 27, 1963), pp. 412-418.

²⁵Fisher, loc. cit.

²⁶A five point scale is utilized, five being the best rating in terms of appearance after washing.

²⁷Fisher, loc. cit.

²⁸William G. Sloan, Alton L. Murphy, Milton J. Hoffman, Harry B. Moore, and Albert S. Cooper, Jr., "Cotton Stretch Fabrics by Slack Mercerization: Part 1, The Effects of Yarn and Fabric Construction," Textile Research Journal, XXXIII (March, 1963), pp. 191-198.

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for touch up ironing.²⁹

One of the lengthwise stretch fabrics available is 70 per cent rayon and 30 per cent DuPont stretch nylon. Because of the greater percentage of rayon, this fabric should be dry cleaned. According to the "Textile Handbook," published by the American Home Economics Association, rayon can be laundered although it has a tendency to shrink. Rayon does not withstand the same care treatment that can be given cotton or linen. The nylon content of this fabric introduces heat sensitivity and should be pressed only with a cool iron.³⁰

A fourth type of stretch product is composed of 60 per cent Dacron polyester, 32 per cent cotton, and 8 per cent Lycra spandex. This fabric may be either washed or dry cleaned. When washing, warm water should be used allowing fabric to drip dry or dry in a dryer on 'warm.' High temperature and stretching should be avoided. The synthetic setting (or slightly higher) of the iron would be satisfactory for pressing.³¹

Summary

Very little research attention has been given to the investigation of consumer interpretations concerning care

²⁹American Home Economics Association, op. cit., back cover.

³⁰Ibid., front and back covers.

³¹E. I. Du Pont De Nemours & Co., Inc., Textile Fibers Dept., Tips for Home Sewing: Stretch, Woven Fabric of "Dacron," Cotton, and "Lycra" (New York: American Thread Company).

information on new textile products. The label issue has been a subject of much research and legislation, and according to McBride, both labels and advertising are more informative today than they were in the 1930's.³² Even so, few groups are satisfied with current labeling practices. The problem of what information should be provided on textile labels remains unsolved.

Focus of the Study

Based on the reported research, there is a need for continued study in the area of consumer interpretations of label information. The purpose of this study is to determine how the consumer interprets information presented on the relatively new stretch fabrics. Consumer's experience with stretch fabric may be limited, however, answers will reflect previous experiences in reading labels and caring for other fabrics.

The specific assumptions and objective guiding this study are as follows:

Assumptions:

1. The consumer in this study can speak and read English.
2. The majority of the consumers look at textile labels either in the process of buying or using the textile product.

³²McBride, loc. cit.

1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 26

3. Labels are informative and provide a service to the consumer.

Objective:

1. To determine the consumers' interpretations of care information as found on four labeled pieces of stretch fabric.

CHAPTER II

METHODOLOGY

Because a very limited amount of data has been recorded concerning consumers' interpretations of care information, a large part of this study will be exploratory in nature.

This chapter includes a discussion of (1) selection of method, (2) selection of fabrics, (3) development of the instrument, (4) pretest, (5) the community setting, (6) selection and description of sample, (7) administration of instrument, and (8) method of analysis.

Selection of Method

Consumers were carefully studied in formulating the research method to be used in this study. Availability of time and creating an atmosphere for willingness to take part were seriously considered in selecting the technique that would yield the best response.

Data procurement devices used by researchers in similar studies were analyzed. After careful study, particularly of the Steinhoff instrument,¹ a combination of interview and questionnaire was chosen.

¹Jeanne Joubert Steinhoff, "A Study of Consumer Awareness and Utilization of Garment Labels" (Unpublished M.A. Problem, Department of Textiles and Clothing Library, Michigan State University, 1963).

Data concerning care of stretch fabrics, past experiences in care of fabrics, and buying practices was collected by interviewing. One of the advantages of the interview method is that it can be used on almost all segments of the population.² In fact, in contrast to the questionnaire, a frequent problem in interviewing is that of limiting the responses of the verbose individual.

Surveys conducted by personal interview have an additional advantage over questionnaires in that they usually yield a much better sample of the general population.³ Many people are willing and able to cooperate in a study when all they have to do is talk.

Another advantage of the interview is its flexibility.⁴ In an interview there is the possibility of repeating or rephrasing questions to make sure that they are understood, or of asking further questions in order to clarify the meaning of a response. Its flexibility makes the interview a superior technique for the exploration of areas where there is little basis for knowing either what question to ask or how to formulate them.

²Claire Sellitz, Marie Jahoda, Morton Deutsch, Stuart W. Cook, Research Methods in Social Relations (New York: Holt, Rhinehart, Winston, 1963), p. 241.

³Ibid.

⁴Ibid.

The interviewer is in a position to observe not only what the respondent says but also how he or she says it. The interviewer can, if she wishes, follow up contradictory statements. If need be, the interviewer can directly challenge the subject's report in order to see how consistent the answers will be.

A heavy reliance is placed on the subject's verbal report for information about the experiences she has had and for the knowledge of her behavior.⁵ Usually the investigator has not observed the events discussed.

Because some interviewees might be reluctant to openly report personal data concerning their education, occupation, and income, this information was obtained through a one page background questionnaire presented at the end of the interview.

Utilization of stretch fabrics added a note of interest in obtaining the interviewees' attention and cooperation throughout the study.

Choice of Fabrics

Fabrics with which the interviewees had had little experience were chosen for the study.⁶ The consumers' answers would then reflect previous experience in reading labels and caring for other fabrics.

⁵Ibid.

⁶See Apendix A for samples of fabrics: p. 68.

Woven stretch fabrics suitable for outer garments were chosen for the study, not only because they were new, but also because there were recommended ways to care for them depending on fiber content, finishes, and the property of stretch.

Fabric A, a red vertical stretch material, was composed of 70 per cent rayon and 30 per cent DuPont stretch nylon. The label from the bolt presented the following information:

6 70% Rayon 30% DuPont Stretch Nylon Crease Resistant Dry Clean

The fiber content of Fabric B, a red stretch denim, was 75 per cent cotton (warp direction) and 25 per cent nylon (filling direction). The following label information was presented with the fabric:

Welcome to 7 crossway stretch Wash and Wear- Wash Same as Cottons- Avoid Chlorine Bleaches- Drip Dry on Rust Proof Hang- ers. Touch up with warm Iron as Desired. Fabric: 75% Cotton, 25% Nylon
--

⁶A trade name was provided on the fabric.

⁷A trade name was provided on the fabric.

Fabric C, a predominantly blue plaid, was 100 per cent cotton. The label attached to the fabric included the following information:

H-O-R-I-Z-O-N-T-A-L S-T-R-E-T-C-H	
Fashion's newest ingredient, built into <u>100% combed cotton</u> to create a revolutionary new fabric. There's great giv'n take- it moves in the direction you move; stretches around for action with complete ease of fit. Made for give, <u>not</u> for the pulled look. Continues to retain its shape.	
*Needs little or no ironing	*Wrinkle resistant
*Washfast colors	*Needs no starch
Machine or hand wash. Drip or tumble dry. Do not use bleach.	
8	

Fabric D was a solid light blue hue and composed of 60 per cent Dacron polyester, 32 per cent cotton, and 8 per cent Lycra-spandex. The following information was taken from the bolt:

60% Dacron Polyester
32% Cotton
8% Lycra-Spandex
Wash or Dry Clean

Development of the Instrument

Although constructed to focus on care for a new product, the interview-questionnaire was divided into four parts to gain the necessary information. The parts were: (1) personal background of the consumer; (2) consumers' interpretations

⁸A trade name was provided on the fabric.

on care from given information on the stretch fabrics; (3) consumers' past experiences with caring for fabrics; and (4) consumers' experience in purchasing clothing.

Preliminary interviewing gave the researcher some skill in directing the responses of the subjects. Attention was given to broadening and limiting responses as well as restricting the possibility of influencing responses.

Reliability

The reliability of any test refers to and depends on the extent to which repeated administrations to the sample population will yield the same results. The reliability of the instrument was not determined. Genuine change would be possible in the time lapse between two administrations of the instrument. Personal experiences and consumer education could affect the answers of a later test using the same fabrics.

Validity

The validity of an instrument refers to and depends on "the degree to which a measurement procedure measures what it purports to measure."⁹ As a result of the pretest, the test was assumed to be valid. The assumption was based on the fact that in the pretest and in the development of

⁹Marie Jahoda, Morton Deutsch, and Stuart W. Cook, Research Methods in Social Relations (New York: The Dryden Press, 1951), p. 109.

of the instrument, a number of women were interviewed to determine whether or not the interpretation of the questions by the respondents was the same as that which was intended by the researcher. The interview was modified to convey the intended interpretations. The responses obtained from the pretest were similar to those of the final instrument.

The Pretest

The pretest was conducted at a Lansing, Michigan laundromat near the East Lansing City Limits. Consumers who met the requirements of the study were asked to participate. Eight women were interviewed. These women proved to be ideal for the pretest and were later included in the final population sample.

The purposes of the pretest were to provide a base of experience for the researcher, to test the interview-questionnaire technique in the laundromat atmosphere, and to see whether or not the length of the interview was within the time span available to a laundromat customer.

When a logical moment in the washing cycle had arrived, the consumer was asked to take part in the study. The interviewees looked at the fabrics and told how they would care for them. Prior to the actual interview, the researcher made introductory remarks such as the following:

Would you like to look at these fabrics? (pause) How would you care for garments made of these fabrics if they were a part of your wardrobe?

The woman's answers were recorded by the researcher on a pre-coded check sheet during the interview. At the end of the interview, the respondent was asked to fill out a personal background sheet.¹¹

The length of the interview for the pretest ranged from ten to fifteen minutes, which did not seem to interfere with washing schedules. As a result of the pretest, two questions were omitted.¹² The remainder of the instrument for data collection and the interview technique proved to be satisfactory for the research requirements.

The Community Setting

The community from which the sample was derived is Lansing-East Lansing, Michigan. The community is atypical in many respects. Michigan State University affects a large segment of the East Lansing population in relation to such elements as age, mobility, occupation, and income. Lansing, the capital of Michigan, is the fourth largest city in the state. The major employers of Lansing are the State of Michigan, and Oldsmobile-Fisher Body Division of General Motors Industry. In East Lansing, Michigan State University is the major employer.

¹¹See Appendix B for interview-questionnaire schedule: p. 70.

¹²Inspection of the results seemed to indicate questions concerning bleach and starch for the test fabrics could be eliminated without adverse effects on the study. These revisions narrowed and helped focus the study.

In 1960, persons of age twenty-five and over of East Lansing had a median 15.8 years of schooling compared to 11.9 years for the City of Lansing. The median age of the East Lansing residents was 22.2 years, whereas 28.9 was the median age in Lansing. Fifty-four and eight-tenths per cent of the population moved into their present homes in East Lansing after 1958; 31.4 per cent of the Lansing residents have moved into their homes after 1958. The average effective buying income per household in East Lansing, excluding students, is \$13,176 and in Lansing is \$7,652.¹³

It can be seen from the statistical information above, that the two cities vary greatly, and that at least some of these factors might affect the sample.

Selection and Description of Sample

The respondent in this study was restricted to females who cared for clothing in their families. All of the women had to be able to read and speak English in order to understand the interview and fill out the background questionnaire.

The Sample

The sample was obtained from customers at a laundromat within a period of one week. The researcher interviewed at different times during the day and evening in order to take as diversified a sample of the laundromat's population as possible. An attempt was made to approach all of the

¹³Statistics available at the Chamber of Commerce of Greater Lansing.

customers although at busy times this was impossible.

The description of the fifty women comprising the sample includes: age, education level, husband's occupation, own occupation, age of children, and family income.

Age of sample.— Table 1 shows the distribution of the sample according to age. The sample varied and was in keeping with the figures available for Lansing and East Lansing. The largest percentage (40 per cent) of women were under the age of twenty-five.

TABLE 1.--Number and percentage of customers interviewed at a laundromat in each age group

Age group	Number	Percentage
Under 25 years	20	40
25-40 years	17	34
41 years and over	13	26
Totals	50	100

Education level.— Educational background of the sample is described in Table 2. The sample was diversified, the largest groups being high school (32 per cent) and college graduates (30 per cent). The sample seemed to represent both Lansing and East Lansing.

College majors included Elementary Education (4), Home Economics (4), Mathematics, Music, Nursing, English-Science, Education, Humanities, and English Studies.

TABLE 2.--Number and percentage of customers interviewed at a laundromat at each educational level

Educational level	Number	Percentage
Less than 4 years of high school	11	22
High school graduate	16	32
Vocational school, business college, completed	4	8
Junior college, part of college completed	4	8
College completed	15	30
Totals	50	100

Occupations of husbands.-- Occupations of the husbands varied although the largest groups were professional (16 per cent), skilled workers (16 per cent), and students (16 per cent), as shown in Table 3.

Occupations of interviewees.-- Fifty per cent of the women interviewed were employed in various occupations (see Table 4). The remaining women were unemployed dependents, retired, students, or housewives.

TABLE 3.--Number and percentage of husbands of women interviewed at a laundromat at each occupation level

Occupation level	Number	Percentage
General worker	4	3
Office worker	2	4
Small business	3	6
Professional	8	16
Salesman	1	2
Skilled worker	8	16
Student	3	16
Totals ^a	34	68

^aSome of the women were not married; several of the women's husbands were retired.

TABLE 4.--Number and percentage of women interviewed at a laundromat at each occupational level

Occupation level	Number	Percentage
General worker	7	14
Office worker	9	18
Small business	1	2
Professional	6	12
Saleswoman	1	2
Skilled worker	1	2
Totals ^a	25	50

^aFifty per cent of the women were not employed.

Age of children.- In Table 5, the distribution of the sample by the age of children is tabulated. Forty-eight per cent of the women had children.

TABLE 5.--Number and percentage of women interviewed at the laundromat with children at each age level

Age level of children	Number	Percentage
None	26	52
Preschool, kindergarten through grade six	16	32
7th grade and above	10	20
Totals ^a	52	104

^aTwo women had children in both age groups.

Family income.- Amount of family income varied, although a disproportionate amount fell between ₦3,000 and ₦7,499. Categories were based on the average family income (see Table 6)

TABLE 6.--Number and percentage of women interviewed at a laundromat in each family income level

Family income level	Number	Percentage
Below ₦3,000	6	12
₦3,000- ₦7,499	22	44
₦7,500- ₦9,999	7	14
₦10,000- ₦14,999	10	20
Above ₦15,000	1	2
Totals ^a	25	50

^aFour women preferred not to answer the question.

Method of Analysis

Tabulation was done entirely by hand. In order to describe the data, the researcher wishes to (1) characterize care practices typical of the group, (2) indicate how widely the groups vary in terms of care practices, and (3) point out some possible relationships among the different variables in the data.

Whenever possible, percentage comparisons are made. In some cases, the number of responses was insufficient for accurate comparison. In these cases numerical summarization was used. All questions were analyzed.

CHAPTER III

FINDINGS

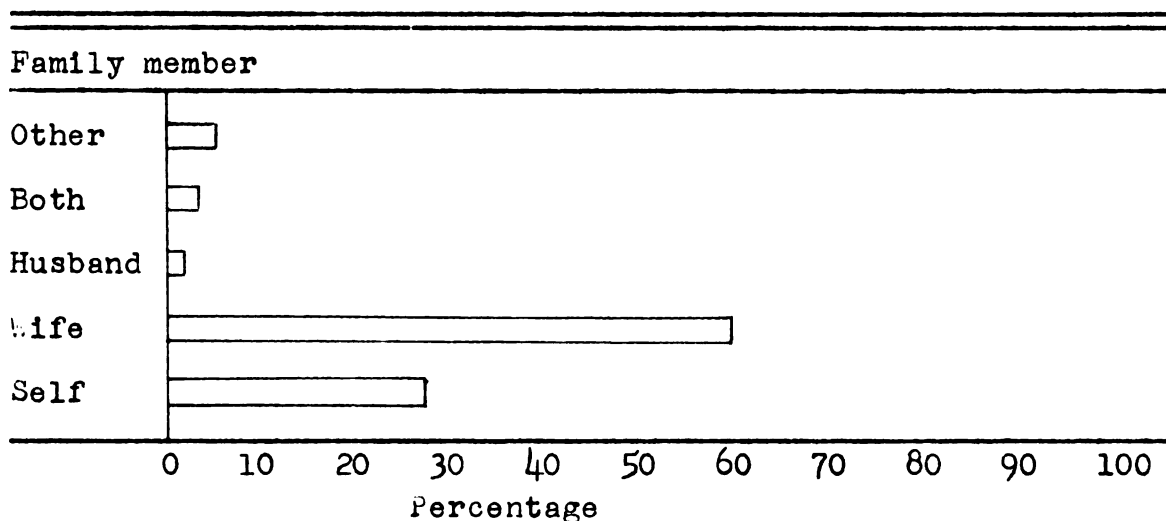
The findings of this problem are grouped into four sections: (1) experiences in buying and caring for clothing, (2) consumer care practices for four pieces of labeled stretch fabric, (3) consistency in choice of cleaning method for four fabrics, and (4) selected cleaning methods in relation to age and income.

Experiences in Buying and Caring for Clothing

An analysis of reported experiences in buying and caring for clothing will be the focus of this section. Each member of the sample was asked five questions. (1) Who purchases most of the clothing in your family? (2) How has most of your family's clothing been obtained during the past year? (3) Have you had any experience in cleaning "new" fabrics? (4) Have you ever washed a garment and later wished you had dry cleaned it? and (5) What experiences have you had taking care of stretch fabrics? Who purchases most of the clothing in your family?-The percentage distribution of family clothing purchase habits is shown in Figure 1. Sixty per cent of the women purchased the clothing for their families, and 28 per cent purchased clothing for themselves. Four per cent of the interviewees purchased

clothing with other members of their families, and in one case, the husband purchased all of the clothing.

FIGURE 1.--Percentage distribution of family purchasing habits for fifty women in a laundromat



How has most of your family's clothing been obtained during the past year?-Clothing obtained during the past year by the respondents and their families was classified into three groups:

(1) gifts, (2) family purchases, and (3) hand-me-downs. Table 7 shows how family clothing for this sample was acquired.

TABLE 7.--Number and percentage of women acquiring the majority of family clothing through gifts, purchases, and hand-me-downs during the past year

Family member's clothing	Gift		Purchase		Hand-me-down	
	No.	%	No.	%	No.	%
Children's clothing	2	9	20	91	--	--
Men's clothing	--	--	34	100	--	--
Women's clothing	--	--	50	100	--	--

The majority of clothing for men, women, and children was purchased by the family unit. Gifts accounted for "part" of the clothing for men, women and children. Four children received a part of their clothing through hand-me-downs, and one interviewee stated that a small part of her clothing was obtained through hand-me-downs.

Based on the data from the first two questions, the specific population interviewed has had experience in purchasing clothing. The families obtain most of their clothing through purchase, and the respondents do most of the buying.

Have you had any experience cleaning "new" fabrics?- The word "new" may have had different connotations to the consumers. (i.e. the word "new" may be used to describe all fabrics except cotton, wool, and silk; or, "new" may mean the fabrics, finishes, etc. presented to the market within the last five years).

The respondents were asked what experience they had had in cleaning "new" fabrics. Fifty-two per cent described various experiences concerning the cleaning of "new" fabrics; 42 per cent stated they had no experience with "new" fabrics; while six per cent stated they had little experience in caring for "new" fabrics.

Appendix C, p. 74, contains a list of responses which the interviewees used to describe as "new" fibers or fabrics. In addition the appendix includes the respondent's descriptions of care of the fabric, problems in care, and whether they expressed approval or disapproval of the fabric.

Have you ever washed a garment and later wished you had dry cleaned it?- Replying to this question, 58 per cent of the consumers said "Yes!" while 42 per cent said "No." One-third of the respondents who gave the negative reply added that they dry cleaned when in doubt. Several of the women stated that they had dry cleaned garments that they wished they had washed. Appendix D, p. 77, contains a description by the respondents of problem fabrics or garments, the care given them, the results of the care, and remedies. Change in shape and color, loss of finish, raveling, and pressing problems were most often mentioned.

What experience have you had in caring for stretch fabrics?-

The consumers were asked what experiences they had had in caring for stretch fabrics. Thirty-eight per cent had no experience with stretch garments. A wide range of descriptions of fabrics, garments, and care practices was stated by the remainder of the respondents. Only 30 per cent of the sample could describe the stretch fabric which they had encountered, while the remaining 32 per cent described stretch garments which they possessed. The fabric with which they had the most experience was stretch denim, and the garments most often mentioned were pants or slacks. Appendix E, p. 80, contains a description of experiences women had with stretch fabrics. The answers were divided into four areas: the garment or fabric, care given, problems of care, and an expression or approval or disapproval of the fabric.

The last three questions have dealt with the experiences

the respondent has had in cleaning fabrics. Approximately half of the women described unfortunate incidents in cleaning. Also, nearly half of the women referred to examples in cleaning "new" fabrics. Almost two-thirds of the sample described experiences with stretch fabrics mostly consisting of winter stretch garments, such as ski pants.

Consumer Care Practices for Four Pieces of Labeled Stretch Fabrics

Findings related to care of the four fabrics were divided into the following groups: (1) cleaning practices, (2) water temperature, (3) type of cleaning agent, (4) use of fabric softener, (5) drying practices, and (6) pressing practices. Cleaning practices.- The number and percentage of women utilizing each cleaning practice for the four fabrics is described in Table 8.

According to the label on Fabric A, dry cleaning was the advised procedure. Eighty per cent of the respondents said they would dry clean the fabric; 14 per cent, wash the fabric by hand; and six per cent, wash by machine. Past experiences, personal resources, appearance, and the label directions may have influenced over three-fourths of the consumers to make the correct choice.

The label on Fabric B recommended washing the same as cotton. Machine washing was chosen as the method used for cleaning this fabric by 50 per cent of the sample, hand washing by 30 per cent, and dry cleaning by 20 per cent. The fact that cottons may be cared for in different ways is reflected by the choices of the consumers for Fabric B.

Machine or hand wash were the directions on Fabric C. Forty-six per cent of the women recommended washing by hand. Thirty-six per cent preferred to machine wash Fabric C, while 18 per cent would dry clean it. Consumers might be influenced by their past experiences with denim, as well as the appearance and label of the fabric.

Directions on the label of Fabric D read wash or dry clean. The interviewees recommended the following care practices: dry cleaning, 38 per cent; hand wash, 34 per cent; and machine wash, 28 per cent. Since there was no wrong choice possible, it might be expected that the consumers would base their choices on appearance, past experience, and their resources.

In the majority of cases, the consumer's choices of cleaning practices for all fabrics were similar to those given on the labels.

TABLE 8.--Number and percentage of women utilizing each cleaning practice for four fabrics

	Wash by hand		Wash by machine		Dry Clean	
	No.	%	No.	%	No.	%
Fabric A	7	14	3	6	40	80
Fabric B	15	30	25	50	10	20
Fabric C	23	46	18	36	9	18
Fabric D	17	34	14	28	19	38

Water temperature.-Table 9 provides a description of the number and percentage of women utilizing each water temperature for the four fabrics.

Since the label for Fabric A states dry clean, no directions concerning water temperature were provided. The eleven respondents washing the fabric, all said they would use warm water.

The directions on Fabric B recommended to wash the same as cotton. warm water was selected by 70 per cent of the interviewees, and hot water by only six per cent.

Label information on Fabric C may have influenced the women in choice of water temperature. This information included directions to machine or hand wash. the washfast colors. The interviewees suggested the following water temperatures: warm water, 76 per cent; and cold water, six per cent.

Water temperature information was not available on the label of Fabric D. Warm water was chosen by 56 per cent of the sample, cold by six per cent, and a hot temperature by two per cent.

Almost all of the women said they would use warm water on these fabrics. Choices of water temperature may have been influenced by the color of the fabrics.

TABLE 9.--Number and percentage of women utilizing each water temperature for four fabrics

	Hot		warm		Cold	
	No.	%	No.	%	No.	%
Fabric A	--	--	11	22	--	--
Fabric B	3	6	35	70	--	--
Fabric C	--	--	38	76	3	6
Fabric D	1	2	28	56	3	6

Type of cleaning agent.-- None of the fabrics provided information as to what type of cleaning agent to use. A description of the number and percentage of women utilizing each type of cleaning agent for the four fabrics is provided in Table 10.¹

For Fabric A, ten per cent of the women named an all-purpose cleaning agent, ten per cent mentioned a mild cleaning agent, while two per cent gave no particular brand.

Forty-two per cent of the sample suggested an all-purpose cleaning agent for Fabric B; 22 per cent would use a mild cleaning agent; 20 per cent did not use any particular brand.

Fabric C would be washed with an all-purpose cleaning agent by 42 per cent of the sample, a mild cleaning agent by 30 per cent, and no particular brand by 16 per cent.

¹Examples of mild cleaning agents were Lux, Ivory, Vel, and Dreft. Examples of all-purpose cleaning agents included Duz, Rinso, Dash, All, Salvo, Fab, Surf, and Tide.

Thirty-six per cent of the sample would use an all-purpose cleaning agent on Fabric D; 20 per cent choose a mild cleaning agent. Twelve per cent did not state a particular brand.

The rank order by first choice of cleaning agent for all of the fabrics is as follows: all-purpose cleaning agents, mild cleaning agents, and no particular brand.

TABLE 10.--Number and percentage of women utilizing each type of cleaning agent for four fabrics

	Mild		All-purpose		No particular brand	
	No.	%	No.	%	No.	%
Fabric A	5	10	5	10	1	2
Fabric B	11	22	21	42	10	20
Fabric C	15	30	21	42	8	16
Fabric D	10	20	18	36	6	12

Use of fabric softeners.-- Information concerning fabric softeners was not available on the labeled stretch fabrics. The majority of women stated they would not use fabric softeners on the sample fabrics, as shown in Table 11.

When asked if they would use a fabric softener on Fabric A, 16 per cent answered "No," and six per cent, "Yes." For Fabric B, 22 per cent suggested using a fabric softener whereas 56 per cent stated that they would not use one. Fifty-six per cent of the sample preferred not using a fabric softener on

Fabric C, while 30 per cent chose to do so. Eighteen per cent said "Yes," and 48 per cent, "No," when asked if they would use fabric softeners for Fabric D.

TABLE 11.--Number and percentage of women who would or would not use fabric softeners for four fabrics

	Yes		No	
	No.	%	No.	%
Fabric A	3	6	8	16
Fabric B	11	22	28	56
Fabric C	15	30	28	56
Fabric D	9	18	24	48

Drying practices.— The rank order of drying practices differs slightly among the four fabrics. Hanging on the line was most often mentioned; drip dry and tumble dry were mentioned approximately the same number of times; while flat dry or rolling in a towel and laying out flat were each mentioned once. The number and percentage of women utilizing each drying practice for the four fabrics is recorded in Table 12.

A drying technique was not provided on the label of Fabric A. Ten per cent chose to hang the fabric on the line; six per cent, drip dry; four per cent, tumble dry; and two per cent, flat dry.

The label of Fabric B states drip dry on rust proof

hangers. Thirty-four per cent of the women said, "Hang the fabric on the line;" 22 per cent, "Tumble dry;" 20 per cent, "Drip dry;" and two per cent, "Roll in towel and lay the garment flat." Other factors besides the label seem to influence the consumer's choice in drying technique for this fabric. Resources, for example apartment conditions and rules, may play an important part in the consumer's choice.

Drip or tumble dry is recommended by the label on Fabric C. The interviewees advised the following methods for the fabric: hang on line (38 per cent), tumble dry (22 per cent), and drip dry (22 per cent). No wrong choice was possible, therefore, it might be expected that the choice of method was based on resources, past experiences, and appearance.

Drying directions were not provided for Fabric D. Twenty-six per cent of the women preferred to hang the fabric on the line, 20 per cent stated they would drip dry the fabric, while 16 per cent suggested the tumble dry method.

TABLE 12.--Number and percentage of women utilizing each drying practice for four fabrics

	Flat Dry		Hung on line		Drip dry		Tumble dry		Roll in towel lay out flat	
	No.	%	No.	%	No.	%	No.	%	No.	%
Fabric A	1	2	5	10	3	6	2	4	--	--
Fabric B	--	--	17	34	10	20	11	22	1	2
Fabric C	--	--	19	38	11	22	11	22	--	--
Fabric D	--	--	13	26	10	20	8	16	--	--

Pressing practices.- More respondents chose the practice of steam ironing than dry ironing; no ironing and touch-up ironing were also mentioned. The number and percentage of women utilizing each pressing practice for the four fabrics is listed in Table 13.

Fabric A was labeled crease resistant. Forty-eight per cent of the women suggested a steam iron whereas 36 per cent preferred a dry iron for this fabric. Sixteen per cent of the interviewees said they would not press the fabric at all, and four per cent said they would do touch-up ironing. Several women were concerned about pressing dirt in this fabric between dry cleanings. The practice of no ironing was recommended most often for this fabric.

Touch up with a warm iron as desired were the directions on Fabric B. The respondents mentioned the following practices: steam iron, 54 per cent; dry iron, 34 per cent; no ironing, 12 per cent; and touch-up ironing, ten per cent. There seemed to be little relationship between label instructions and the replies. Other factors, such as resources, past experiences, and appearance may be affecting the consumer.

According to the label, Fabric C is wrinkle resistant and needs little or no ironing. Fifty-six per cent of the women would use a steam iron whereas 38 per cent chose the dry iron. Eight per cent indicated touch-up ironing and six per cent of the women would not press the fabric at all.

Fabric C is similar to Fabric B in that few consumers

seemed to pay much attention to the label which stated that little or no ironing was necessary.

Fabric D gives no information concerning pressing. Steam pressing was suggested by 50 per cent of the women as the method they would choose, dry ironing by 38 per cent, touch-up ironing by four per cent, and no ironing by 12 per cent.

TABLE 13.--Number and percentage of women utilizing each pressing practice for four fabrics

	No ironing		Touch-up ironing		Steam		Dry	
	No.	%	No.	%	No.	%	No.	%
Fabric A	8	16	2	4	24	48	18	36
Fabric B	6	12	5	10	27	54	17	34
Fabric C	3	6	4	8	28	56	19	38
Fabric D	6	12	2	4	25	50	19	38

Half of the respondents mentioned a specific pressing temperature for each of the four fabrics. A cool temperature was most often designated. The number and percentage of women indicating each iron temperature for the four fabrics is indicated in Table 14.

A specific pressing temperature was not indicated for Fabric A. Forty-four per cent of the respondents suggested a cool temperature, and six per cent a medium temperature.

Touch-up with a warm iron if desired were the directions on Fabric B. A cool temperature was recommended by 30 per

cent of the women, a medium iron by 12 per cent, and a hot iron setting by eight per cent.

The label of Fabric C did not provide a temperature guide. Iron temperatures suggested for the fabric were: cool, 26 per cent; medium, 12 per cent; and hot, 16 per cent.

A pressing temperature was not available on the label of Fabric D. Twenty-six per cent of the women advised a cool iron, whereas 14 per cent mentioned a medium iron, and ten per cent a cool iron.

It would seem that the respondents were concerned about heat sensitivity with these stretch fabrics. Greatest concern was given for the rayon-nylon fabric (A), and secondly, the cotton-nylon fabric (B). Although directions concerning iron temperatures were provided only for Fabric B, responses for B, C (100 per cent cotton), and D (Cotton, Dacron, Lycra) were quite similar.

TABLE 14.--Number and percentage of women indicating each iron temperature for four fabrics

	Hot		Medium		Cool	
	No.	%	No.	%	No.	%
Fabric A	--	--	3	6	22	44
Fabric B	4	8	6	12	15	30
Fabric C	8	16	6	12	13	26
Fabric D	5	10	7	14	13	26

Care practices in relation to labels for four stretch

fabrics were discussed in this section. In some cases, there was a similarity in label directions and treatment; in others, a difference was noted. The label does not determine the care given to the fabric, and other factors, such as appearance of the fabric, the consumer's resources, and past experience, may influence the consumer's decision.

Consistency in Choice of Cleaning Method for Four Fabrics

Consistency, or treating the fabrics in the same way, was one of the factors explored in this study.

Consistency of cleaning procedure is described in Table 15. Fifty-eight per cent of the women treat at least three out of four fabrics in the same way. Directions to dry clean were given by 14 per cent of the women for the four fabrics, whereas eight per cent would always wash by hand, and two per cent always by machine. Interviewees who were consistent three out of four times included: 12 per cent who washed by hand, 18 per cent by machine, and four per cent who dry cleaned. Consistency totals for the three cleaning procedures were similar.

One out of four of the labels specifically stated the fabric was to be dry cleaned. Two out of four labels implied both machine and hand washing as possible care treatments. One label read "wash or dry clean," which suggests that all three methods are possible. Consistency in care treatment for three fabrics is therefore possible without conflicting with label recommendations.

The first part of the report deals with the general conditions of the country, the climate, the soil, and the vegetation. It also mentions the principal occupations of the population, which are agriculture and stock raising. The second part of the report describes the principal cities and towns of the country, and the third part describes the principal rivers and lakes. The fourth part of the report describes the principal mountains and hills, and the fifth part describes the principal forests. The sixth part of the report describes the principal minerals and the seventh part describes the principal products of the country.

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TABLE 15.--Percentage of respondents who showed consistency of cleaning procedure in relation to method

Consistency criteria	wash by hand %	wash by machine %	Dry clean %
Identical rating on all fabrics	8	2	14
Identical on 3 out of 4 fabrics	12	18	4
Totals ^a	20	20	18

^aRatings differed for 42 per cent.

Table 16 shows the consumer's consistency in choice of cleaning agent. Ratings were provided only for those who would wash more than one fabric. An all-purpose cleaning agent was always suggested by 34 per cent, a mild cleaning agent by 24 per cent, and 14 per cent gave no particular brand. Twelve per cent varied the detergent with the fabric. Specific types of cleaning agents were not recorded on the labels.

TABLE 16.--Percentage of respondents who showed consistency in choice of cleaning agent for the fabrics they would wash^a

Consistency criteria	Mild %	All-purpose %	No particular brand %
Identical rating on all washed fabrics	24	34	14
More than one rating ^b			

^aRestricted to those who chose to wash more than one fabric.

^bTwelve per cent varied the detergent with the fabric.

Consistency in the decision to use fabric softener is recorded in Table 17. The percentages represent interviewees

who chose to wash more than one fabric. Seventy-six per cent (54 per cent no, and 22 per cent yes) stated an identical reply concerning the use of fabric softeners. Eight per cent of the respondents varied the decision to use fabric softener with the fabric. Directions concerning fabric softeners were not provided by the labels.

TABLE 17.--Percentage of respondents who showed consistency in decision to use fabric softener for fabrics they would wash^a

Consistency criteria	Yes %	No %
Identical rating on all washed fabrics	22	54
More than one rating ^b		

^aRestricted to those who chose to wash more than one fabric.

^bEight per cent of the respondents varied the decision to use fabric softener with the fabric.

The percentage of respondents who showed consistency in drying techniques were restricted to those who chose to wash more than one fabric (see Table 18). A total of 58 per cent of the respondents gave identical drying techniques for the fabrics they would wash. The rank order of consistency in drying technique was hanging on the line (28 per cent), drip dry (18 per cent), and tumble dry (12 per cent). Twenty-six per cent of the interviewees varied drying techniques with the fabrics.

1. The first part of the report is a general introduction to the project, which includes a brief history of the company and a description of the project's objectives. The second part of the report is a detailed description of the project's methodology, which includes a description of the data collection process and the statistical methods used to analyze the data. The third part of the report is a discussion of the results of the project, which includes a description of the findings and a comparison of the results to the project's objectives. The fourth part of the report is a conclusion, which summarizes the project's findings and provides recommendations for future research.

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Drying techniques were provided for only Fabrics B and C, and it was possible to be consistent by choosing the drip dry method. Twenty-six per cent of the interviewees varied drying techniques with the fabric.

TABLE 18.--Percentage of respondents who showed consistency in drying technique for fabrics that were washed^a

	Drying technique				
	Flat dry %	Hung on line %	Drip dry %	Tumble dry %	Roll in towel and lay out flat %
Identical rating on washed fab- rics	--	28	18	12	--
More than one rating ^b					

^aRestricted to those who chose to wash more than one fabric.

^bTwenty-six per cent of the respondents varied drying techniques with the fabric.

Table 19 gives the percentage of women who showed consistency in pressing procedure. Information was provided for fabrics B and C, stating that little or no ironing was necessary, or touch up if desired.

Sixty per cent of the respondents were consistent on all of the fabrics; 24 per cent were consistent on three out of four of the fabrics. Pressing procedure was varied by 16 per cent of the women. The rank order of total number of women who were consistent three or more out of four times in each method is: steam pressing, 48 per cent; dry pressing, 32 per cent; and no pressing, four per cent. No one consistently used

the technique of touch-up pressing.

A definite trend toward using the same pressing procedure for the four fabrics is noted. Information on the label did not seem to influence the women.

TABLE 19.--Percentage of respondents who showed consistency of pressing procedure in relation to method

Consistency criteria	No pressing %	Steam %	Dry %	Touch-up pressing %
Identical rating on all fabrics	2	36	22	--
Identical on 3 out of 4 fabrics	2	12	10	--
Totals ^a	4	48	32	--

^aSixteen per cent varied their pressing procedure with the fabric.

Fifty-two per cent of the women stated a specific pressing temperature for the fabrics (see Table 20). More than half of these women (30 per cent) usually used the same temperature for all of the fabrics. Twenty per cent of the total sample indicated that they varied pressing temperatures with the fabric. The rank order of totals for consistency by temperature is cool (16 per cent), medium (ten per cent), and hot (six per cent). One fabric provided a specific ironing temperature: the label on Fabric B stipulated a warm iron (classified as cool).

Past experiences may have lead women to be temperature conscious for all "new" fabrics. Therefore the women would tend to use a cool (or warm) iron for all of the fabrics.

TABLE 20.--Percentage of respondents who showed consistency by indicating a specific pressing temperature in relation to pressing temperature

Consistency criteria	Hot %	Medium %	Cool %
Identical rating on all fabrics	--	2	10
Identical on 3 out of 4 fabrics	6	8	6
Ratings differed ^a			

^aTwenty per cent indicated that they varied pressing temperature with the fabric.

A greater tendency in consistency was noted in use of fabric softener, choice of cleaning agent, and pressing procedure for these fabrics. Interviewees were more likely to vary cleaning procedure, pressing temperature, and drying techniques (see Table 21). More information was available on the labeled fabrics for factors in which the interviewees varied. There is also a possibility that the differing care practices might have a greater effect on the fabric if incorrectly used. (i.e., (1) Is it a matter of personal preference as to whether a woman uses a fabric softener or not? Would it be harmful or beneficial if she chose or chose not to use a fabric softener? (2) Is choice of cleaning agent a personal decision or does this vary with the fabric? (3) Does it matter if the interviewee chooses to use a steam or dry iron on these specific fabrics?)

In contrast, cleaning problems most often mentioned by the women were related to choice of cleaning procedure (see Appendix D). The interviewees varied most in choice of cleaning procedure. This data seems to point out a possible relationship between personal experience and choice of cleaning procedure.

The manufacturers would seemingly provide information about a preferred care practice. (i.e., The manufacturer might provide a list of "Do's" and "Don'ts" for the specific fabric, but is the manufacturer likely to provide information about a care practice that does not benefit or harm the fabric?)

TABLE 21.--Summary by rank order of consistency and variability by percentage of interviewees, and information available on the label

Care practice	Consistent %	Varied %	Label instructions available %
Use of fabric softener	90	10	0
Use of cleaning agent	86	14	0
Pressing procedure	84	16	2
Drying technique	69	31	2
Pressing temperature	62	38	1
Cleaning procedure	58	42	4

Both past experience and the label may influence what the consumer does for these fabrics.

Selected Cleaning Methods in Relation to Age and Income

The effect of personal background such as age and income are explored in this section.

A comparison of age and percentage of women using each cleaning practice for the four fabrics is described in Table 22. A greater percentage of women under twenty-five than over forty-one chose to wash the four fabrics by hand. Dry cleaning was chosen by women over forty-one more often than by women under twenty-five.

TABLE 22.--Percentage of respondents in each age group compared with cleaning practices for four fabrics

	Percentage of respondents using each cleaning practice											
	Wash by hand				Wash by machine				Dry clean			
	A	B	C	D	A	B	C	D	A	B	C	D
Under 25	25	40	60	50	5	60	40	40	70	--	--	10
25-40	--	29	47	24	12	47	35	23	88	23	18	53
Over 41	15	15	23	23	--	38	31	15	84	46	46	61

Consistency in choice of cleaning procedure was compared to age in Table 23. Sixty-nine per cent of the women over forty-one were consistent, 60 per cent of the women under twenty-five were consistent, whereas 47 per cent of the women between twenty-five and forty gave similar answers.

TABLE 23.--Percentage of respondents who showed consistency of cleaning procedure in relation to age

Consistency criteria	Below 25 %	25-40 %	Over 41 %
Identical rating on all fabrics	15	18	46
Identical on 3 out of 4 fabrics	45	29	23
Ratings differed	40	53	31

Income may also influence choice of cleaning practice (see Table 24). Because income groups were unequal it is difficult to point out specific trends. Dry cleaning, the most expensive method, was least chosen by the income group under \$3,000. Other income groups used the dry cleaning method more frequently. Washing by hand, the least expensive method, was most often chosen by the income group under \$3,000.

Table 25 describes the percentage of respondents showing consistency of pressing procedure in relation to age. A difference is noted for identical ratings for four fabrics. Ratings provided by the age group of under twenty-five were less consistent in choice of pressing technique than older age groups.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud. The text also mentions the need for regular audits and the importance of having a clear chain of custody for all documents.

2. The second part of the document outlines the specific procedures for handling financial records. It details the steps for creating, updating, and archiving records, as well as the responsibilities of the personnel involved. The text also discusses the importance of ensuring that all records are stored in a secure and accessible manner.

3. The third part of the document addresses the issue of data security. It discusses the various threats to financial data, such as theft, loss, and corruption, and provides recommendations for how to protect against these threats. The text also mentions the importance of having a disaster recovery plan in place.

4. The fourth part of the document discusses the importance of training and education for all personnel involved in the financial system. It emphasizes that ongoing training is necessary to ensure that all personnel are up-to-date on the latest procedures and technologies. The text also mentions the importance of having a clear policy on acceptable use of the system.

5. The fifth part of the document discusses the importance of having a clear policy on the use of financial data. It emphasizes that all personnel must understand the rules governing the use of the data and the consequences of misuse. The text also mentions the importance of having a clear policy on the retention and disposal of financial records.

6. The sixth part of the document discusses the importance of having a clear policy on the use of financial data. It emphasizes that all personnel must understand the rules governing the use of the data and the consequences of misuse. The text also mentions the importance of having a clear policy on the retention and disposal of financial records.

7. The seventh part of the document discusses the importance of having a clear policy on the use of financial data. It emphasizes that all personnel must understand the rules governing the use of the data and the consequences of misuse. The text also mentions the importance of having a clear policy on the retention and disposal of financial records.

TABLE 24.--Number and percentage of respondents in each income category compared with cleaning practices for four fabrics

FABRIC A

	Wash by hand		Wash by machine		Dry clean	
	No.	%	No.	%	No.	%
Below \$3,000	3	50	1	17	2	33
\$3,000-\$7,499	1	4	1	4	20	92
\$7,500-\$9,999	1	14	--	--	6	86
\$10,000-\$14,999	1	10	1	10	8	80
Above \$15,000	--	--	--	--	1	100

FABRIC B

	Wash by hand		Wash by machine		Dry clean	
	No.	%	No.	%	No.	%
Below \$3,000	4	66	1	17	1	17
\$3,000-\$7,499	5	23	13	59	4	18
\$7,500-\$9,999	4	57	3	43	--	--
\$10,000-\$14,999	2	20	5	50	3	30
Above \$15,000	--	--	1	100	--	--

FABRIC C

	Wash by hand		Wash by machine		Dry clean	
	No.	%	No.	%	No.	%
Below \$3,000	6	100	--	--	--	--
\$3,000-\$7,499	8	36	11	50	3	14
\$7,500-\$9,999	4	57	2	29	1	14
\$10,000-\$14,999	4	40	3	30	3	30
Above \$15,000	1	100	--	--	--	--

FABRIC D

	Wash by hand		Wash by machine		Dry clean	
	No.	%	No.	%	No.	%
Below \$3,000	4	66	2	33	--	--
\$3,000-\$7,499	6	27	6	27	10	45
\$7,500-\$9,999	4	57	3	43	--	--
\$10,000-\$14,999	2	20	2	20	6	60
Above \$15,000	1	100	--	--	--	--

Ratings varied for approximately equal percentages from each age group.

TABLE 25.--Percentage of respondents who showed consistency of pressing procedure in relation to age

Consistency criteria	Under 25 %	25-40 %	Over 41 %
Identical rating on all fabrics	45	71	69
Identical on 3 out of 4 fabrics	40	12	15
Ratings differed	15	18	15

The percentage of respondents who showed consistency by indicating a specific pressing temperature in each age group is recorded in Table 26. A comparison of totals for each age group shows that the respondents under twenty-five may be more conscious of iron temperature, and vary their ratings more with the fabric than other age groups.

TABLE 26.--Percentage of respondents who showed consistency by indicating a specific pressing temperature in relation to age^a

Consistency criteria	Under 25 %	25-40 %	Over 41 %
Identical rating on all fabrics	15	6	15
Identical on three out of 4 fabrics	30	12	15
Ratings differed	31	18	8
Totals	76	36	38

^aFifty-two per cent of the women mentioned a specific temperature for the four fabrics.

Table 27 describes the percentage of respondents in each age group compared with pressing practices for the four fabrics. A greater percentage of women over forty-one than the other age groups seem to choose the practice of no ironing.

The percentage of respondents in each age group were compared with indications of pressing temperatures for the four fabrics in Table 28. All age groups used a cool temperature most often for the four fabrics. The youngest age group seemed most likely to choose the cool temperature. Differences were slight for medium and hot temperatures compared to age groups.

In summary, relationships have been described between age and cleaning procedures especially the youngest and oldest groups. The youngest group tended to do the following:

- (1) Washed by hand more often than the other age groups.
- (2) Rated second in consistency in choice of cleaning procedure.
- (3) Were less consistent in choice of pressing technique than other age groups.
- (4) Were more conscious of iron temperature than other age groups.
- (5) Varied ironing temperature more for the fabric than other age groups.
- (6) Chose a cool temperature more often for all of the fabrics than other age groups.

The oldest group tended toward the following practices:

- (1) Dry clean more often than other groups.
- (2) Were most consistent in choice of cleaning procedure.
- (3) Chose the practice of no ironing more than other age groups.

The influence of income may also affect the answers of the women. The income group under \$3,000 was least likely to

TABLE 27.--Percentage of respondents in each age group compared with pressing practices for four fabrics

	Percentage of respondents using each pressing practice											
	No Iron				Steam				Dry			
	A	B	C	D	A	B	C	D	A	B	C	D
Under 25	10	10	5	10	45	45	50	45	45	45	45	45
25-40	12	12	6	--	65	65	59	65	23	23	35	35
Over 41	31	15	8	31	31	54	61	38	38	31	31	31

TABLE 28.--Percentage of respondents in each age group compared with indication of pressing temperature for four fabrics

	Percentage of respondents using each pressing temperature											
	Hot				Medium				Cool			
	A	B	C	D	A	B	C	D	A	B	C	D
Under 25	--	10	20	10	5	15	10	15	60	40	35	45
25-40	--	12	18	12	--	6	12	12	41	18	12	18
Over 41	--	--	8	8	15	15	15	15	23	31	31	8

choose the dry cleaning method whereas other income groups chose to dry clean about equally for these fabrics. Washing by hand was most often selected by the income group under ₦3,000. Other income groups used the dry cleaning method more frequently although other methods were also employed for all of the fabrics.

CHAPTER IV

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The purpose of this problem was to determine how the consumer interprets care information presented with selected stretch fabrics. Specifically, reported experiences in buying and caring for clothing, consumer care practices for four sample fabrics, consistency of care practices, and selected practices in relation to income and age were analyzed.

Four labeled stretch fabrics were used as the basic instrument to measure the consumer's interpretation of care information. A questionnaire was also developed in order to obtain certain background information about the interviewees. The final instrument was administered to 50 women who were customers at a laundromat. The women varied in age, amount of education, occupational group, income, and number of children.

The findings of the study may be summarized as follows:

- (1) Interviewees have had experience in purchasing clothing and do most of the buying for the family.
- (2) Respondents have had experience in cleaning fabrics. Approximately half of the women described unfortunate incidents in cleaning; nearly half

referred to examples in cleaning "new" fabrics; almost two thirds described experiences with stretch fabrics, consisting mainly of winter stretch garments, such as ski pants.

- (3) Fabric A, composed of 70 per cent rayon and 30 per cent nylon, was labeled, crease resistant and dry clean. Four-fifths of the women said they would dry clean the fabric. The following procedures were recommended by the women who would use the methods hand or machine wash. All of the women suggested warm water; an equal number recommended all-purpose and mild cleaning agents; the majority of the women did not use a fabric softener; and drip dry and hang on the line were named as the drying procedure by two-thirds of the women.

More than four-fifths of the women would iron Fabric A with a steam or dry iron. A cool temperature was advised by almost one-half of the interviewees.

- (4) The composition of Fabric B was 75 per cent cotton and 25 per cent nylon. Care information on the label read, wash and wear - wash same as cottons - avoid chlorine bleaches - drip dry on rust proof hangers, touch up with warm iron as desired. Machine washing was chosen by 50 per cent of the sample, hand washing by 30 per cent, and dry cleaning by 20 per cent. Almost three-fourths of the women recommended

warm water for the fabric. More women recommended all-purpose cleaning agents than mild cleaning agents. The majority of the women did not suggest a water softener. A variety of drying practices were mentioned, with only 20 per cent of the women advising the drip dry method. Fifty-four per cent of the women recommended the pressing practice of steam ironing; and 34 per cent, dry ironing. Only 10 per cent suggested touch-up ironing. A cool ironing temperature was advocated by 30 per cent of the women and a medium temperature by 12 per cent.

- (5) Fabric C, composed of 100 per cent cotton, was labeled machine or hand wash, washfast colors, drip or tumble dry, needs little or no ironing. Washing by hand was chosen by 46 per cent of the women; machine washing by 36 per cent, and dry cleaning by 18 per cent. Three-fourths of the women suggested warm water. An all-purpose cleaning agent was chosen by 42 per cent of the women, whereas 34 per cent mentioned a mild one. Over half of the sample would not use a fabric softener. A variety of drying techniques were suggested, including hanging on the line (38 per cent), tumble dry (22 per cent), and drip dry (22 per cent). Steam ironing (56 per cent) and dry ironing (38 per cent) were recommended ironing procedures. A cool pressing temperature was mentioned by 26 per cent of the women.

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1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

1. The first group of respondents (10%) was made up of 100% females, 100% of whom were married. The mean age was 40.5 years, with a range of 30 to 50 years. The majority of respondents (80%) were employed, with 20% being unemployed. The majority of respondents (80%) were employed, with 20% being unemployed. The majority of respondents (80%) were employed, with 20% being unemployed.

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

- (6) The label on Fabric D, 60 per cent Dacron polyester, 32 per cent cotton, and eight per cent Lycra-spandex, provided directions to wash or dry clean. The interviewees recommended the following care practices: dry cleaning: 38 per cent; hand wash: 34 per cent; and machine wash: 28 per cent. The majority of women chose to wash the fabric in warm water. An all-purpose cleaning agent was suggested by 36 per cent of the sample whereas 20 per cent recommended a mild one. The majority of the women would not use a fabric softener. A variety of drying techniques were mentioned including, hang on the line (38 per cent), tumble dry (22 per cent), and drip dry (22 per cent). Ironing procedures included steam ironing: 50 per cent, and dry ironing: 38 per cent. Twenty-six per cent of the women mentioned a cool temperature for pressing.
- (7) This sample of women showed greatest consistency in care treatment for the fabrics in the following areas: use of fabric softener, use of cleaning agent, and pressing procedure. Less consistency was apparent in these areas: cleaning procedure, pressing temperature, and drying techniques.
- (8) A relationship between age and cleaning procedure may be noted for this sample in the youngest and oldest groups. women under 25 tended to wash by hand,

were less consistent in choice of pressing technique, were more likely to mention a specific ironing temperature, and chose a cool iron temperature setting for all of the fabrics more often than other age groups. Women over 41 in the sample were more likely to dry clean, were more consistent in choice of cleaning procedure, and chose the practice of no ironing more than other age groups.

- (9) Level of income may have affected the answers of the women in this sample. The income group under \$3,000 was least likely to choose the dry cleaning method, whereas other income groups chose to dry clean about equally for these fabrics. Washing by hand was selected most often by the income group under \$3,000. Other income groups used the dry cleaning method more frequently, although other methods were also employed for all the fabrics.

Conclusions

Although incomplete care instructions were provided, the label appeared to affect women of this study in their choices of cleaning practices. Specifically, choices of cleaning practice for these fabrics are similar to information provided on the label.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that proper record-keeping is essential for transparency and accountability, particularly in financial matters. The text suggests that organizations should implement robust systems to track every detail, from small expenses to major investments.

2. The second part of the document addresses the challenges of data management in a rapidly changing environment. It notes that as the volume of data increases, the complexity of managing it also grows. The author argues that organizations must invest in advanced technologies and skilled personnel to effectively handle this information. This section also touches upon the importance of data security and privacy, warning against the risks of data breaches and unauthorized access.

3. The third part of the document focuses on the role of leadership in driving organizational success. It states that leaders must provide clear vision and direction, while also fostering a culture of innovation and collaboration. The text highlights the importance of effective communication and the ability to inspire and motivate team members. It suggests that leaders should be open to feedback and willing to adapt their strategies as needed.

4. The fourth part of the document discusses the importance of continuous learning and development. It argues that organizations must invest in the growth of their employees to remain competitive in the long run. This involves providing opportunities for training, professional development, and cross-functional experiences. The text also emphasizes the importance of staying up-to-date with industry trends and emerging technologies.

5. The fifth part of the document concludes by summarizing the key points discussed and offering final thoughts on the future of the organization. It reiterates the importance of maintaining high standards of integrity and ethical behavior, and encourages all stakeholders to work together towards a common goal. The author expresses optimism about the future, provided that the organization continues to embrace change and innovation.

When information was not available on the label, the women in the sample tended to treat all fabrics in the same manner. For example, few interviewees varied the use of fabric softener and choice of cleaning agent with the four stretch fabrics.

Factors other than the label may have influenced cleaning practices used by the women in this sample. The age group under 25 and the lowest income group were more likely to wash by hand and less likely to dry clean these fabrics, than the age group over 41 and other income groups. The young women under 25 interviewed in this sample were more likely to vary pressing techniques than interviewees over the age of 41.

Educational media could be increased considerably to provide care information about new fabrics for consumers. Informed personnel and effective illustrative materials in cleaning establishments are two means of acquainting women with factual information on the care of textiles. High school, college, and non-credit classes may be used as means to distribute information to help consumers make wise decisions on care practices. Written materials concerning care information could be made more available to the consumers through women's magazines and extension bulletins as well as research journals. The textile industry could increase and make more effective care information to various communication medias at the time new products arrive on the market, so that consumers will have a body of knowledge on which to base their care decisions.

Recommendations

The major purpose of this study was to determine how the consumer interprets care information presented with selected stretch fabrics. As a result of the findings of this exploratory study, the following recommendations are made:

- (1) Replication of this study with women in another laundromat.
- (2) Replication of this study with women who launder clothing at home.
- (3) Replication of this study with a larger sample population in order to test more rigorously for the association of age and income to choices of care practices.

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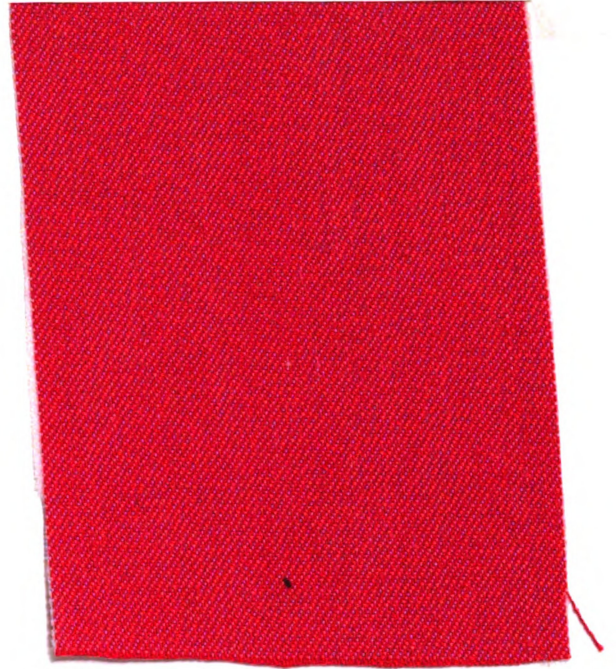
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APPENDIX A

SAMPLES OF FABRICS USED



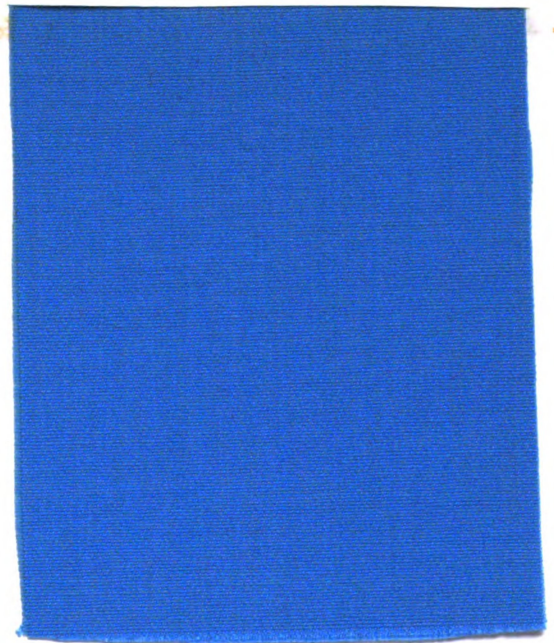
FABRIC A



FABRIC B



FABRIC C



FABRIC D

APPENDIX B

INTERVIEW - QUESTIONNAIRE

INTERVIEW WITH CONSUMERS

1. If you had garments made of these fabrics in your wardrobe, and they became soiled, how would you go about cleaning them?

CLEANING:

- a. wash by hand
- b. machine
- c. dry clean
- d. other

WATER TEMPERATURE

- a. hot
- b. warm
- c. cold
- d. other

CLEANING AGENT

- a. mild
- b. all purpose
- c. brand name
- d. other

BLEACH

- a. yes
- b. no
- c. type or brand
- d. other

STARCH

- a. yes
- b. no
- c. type or brand
- d. other

FABRIC SOFTENER

- a. yes
- b. no
- c. type or brand
- d. other

DRYING

- a. flat dried
- b. hung on the line
- c. drip dried
- d. tumble dried
- e. removing excess moisture between towels, and lay out flat to dry.
- f. other

PRESSING

- a. no ironing
- b. steam ironing
- c. dry ironing
 - hot
 - medium
 - cool
 - other
- d. touch up ironing
- e. other

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud. The document also notes that records should be kept for a sufficient period of time to allow for a thorough review if necessary.

2. The second part of the document outlines the procedures for the collection and distribution of funds. It states that all funds received should be deposited into a designated account and that disbursements should be made only through approved channels. The document also specifies the roles and responsibilities of the individuals involved in the process, including the collection of funds, the preparation of checks, and the distribution of funds to the appropriate parties.

3. The third part of the document discusses the importance of transparency and accountability in the financial system. It states that all transactions should be clearly documented and that the results of the financial activities should be made available to the public. The document also notes that the financial system should be subject to regular audits and that any discrepancies should be promptly investigated and resolved.

4. The fourth part of the document outlines the procedures for the management of the financial system. It states that the financial system should be managed in a way that ensures the efficient use of resources and that the financial system is able to meet the needs of the community. The document also specifies the roles and responsibilities of the individuals involved in the management of the financial system, including the collection of funds, the preparation of checks, and the distribution of funds to the appropriate parties.

5. The fifth part of the document discusses the importance of the financial system in the overall economy. It states that the financial system is a key component of the economy and that it plays a vital role in the distribution of funds and the management of the economy. The document also notes that the financial system should be subject to regular audits and that any discrepancies should be promptly investigated and resolved.

6. The sixth part of the document outlines the procedures for the management of the financial system. It states that the financial system should be managed in a way that ensures the efficient use of resources and that the financial system is able to meet the needs of the community. The document also specifies the roles and responsibilities of the individuals involved in the management of the financial system, including the collection of funds, the preparation of checks, and the distribution of funds to the appropriate parties.

7. The seventh part of the document discusses the importance of the financial system in the overall economy. It states that the financial system is a key component of the economy and that it plays a vital role in the distribution of funds and the management of the economy. The document also notes that the financial system should be subject to regular audits and that any discrepancies should be promptly investigated and resolved.

8. The eighth part of the document outlines the procedures for the management of the financial system. It states that the financial system should be managed in a way that ensures the efficient use of resources and that the financial system is able to meet the needs of the community. The document also specifies the roles and responsibilities of the individuals involved in the management of the financial system, including the collection of funds, the preparation of checks, and the distribution of funds to the appropriate parties.

9. The ninth part of the document discusses the importance of the financial system in the overall economy. It states that the financial system is a key component of the economy and that it plays a vital role in the distribution of funds and the management of the economy. The document also notes that the financial system should be subject to regular audits and that any discrepancies should be promptly investigated and resolved.

10. The tenth part of the document outlines the procedures for the management of the financial system. It states that the financial system should be managed in a way that ensures the efficient use of resources and that the financial system is able to meet the needs of the community. The document also specifies the roles and responsibilities of the individuals involved in the management of the financial system, including the collection of funds, the preparation of checks, and the distribution of funds to the appropriate parties.

2. Have you had any experience with cleaning new fabrics?
3. Have you ever washed a garment and later wished you had dry cleahed it?
4. What experience have you had taking care of stretch fabrics?
5. Who purchases most of the clothing in your family?
 Wife_____Husband_____Both_____Other_____
6. How has most of your family's clothing been obtained during the past year?

	Gifts	Purchased by your family	Hand-me-downs
children's clothing			
men's clothing			
women's clothing			

General Comments:

PERSONAL BACKGROUND OF THE CONSUMER

Check those items which best describe you or your family.

A. General Background Information

In which age Group
do you belong?

How many children do you have
in each of these groupings?

- | | |
|-------------------------------|---|
| ____(1) Under 25 years of age | ____(1) None |
| ____(2) 25 to 40 years of age | ____(2) Pre-school, kindergarten
through grade 6 |
| ____(3) Over 41 years of age | ____(3) 7th grade and above |

B. Educational Background

As of July 1, 1964 how much education have you completed?

- ____(1) Less than four years of high school
- ____(2) Graduate of high school
- ____(3) Vocational school or business college completed
- ____(4) Junior college or part of a four year college program
- ____(5) Graduate of college or university. My major area
in college is _____.

C. Occupational Background

What is/are the occupation (s) of the main contributors to the
income in your family? Indicate whether the occupation is for
the husband, wife, or others by writing in the position and
member of the family.

OCCUPATION FAMILY
MEMBER

- | | |
|-------|---|
| _____ | (1) General worker (laborer, janitor, waitress, etc.) |
| _____ | (2) Office worker (bookkeeper, cashier, secretary,
etc.) |
| _____ | (3) Owns or manages a small business (store, gaso-
line station, insurance agency, cafe, repair
shop, etc.) |
| _____ | (4) Owns or manages a larger business. How many
persons work for him? _____ Name of business _____ |
| _____ | (5) Owns or manages a farm |
| _____ | (6) Rents a farm |
| _____ | (7) Professional (lawyer, doctor, banker, teacher,
etc.) |
| _____ | (8) Salesman (insurance, real estate, retail store,
etc.) |
| _____ | (9) Skilled worker (carpenter, electrician, etc.) |
| _____ | (10) Other (Indicate what occupation) _____ |

Which, if any, of these occupations, are part-time? _____

D. Income Groupings

In which group will your family's yearly income fall?

- | | |
|-----------------------|---------------------------|
| ____(1) below \$3,000 | ____(4) \$10,000-\$14,999 |
|-----------------------|---------------------------|

APPENDIX C

EXPERIENCE WITH CLEANING NEW FABRICS

"Have you had any experience with cleaning new fabrics?"

EXPERIENCES

Fabric or fiber classification	Care given	Problems in care	Expression of approval or disapproval
Knits	Dry cleans		
Dacron			Silk, linen, wool wear out
Knits		Wished she had dry cleaned	
"Marshmallow fabric"		Doesn't know how will clean	
Madras	Washed with white clothes		
Dacron		Spots	
Polyesters, Celanese Acetate, Arnel, Fortrel	Hand washes, no ironing		
Dacron	Washes successfully		
Dacron and cotton		Doesn't stay white	
Lycra stretch slacks	Dry cleans and washes	Wrinkles when washed	
Drip dries			Likes
Blends			Usually sticks to cotton

SINGLE RESPONSES DESCRIBING:

Fabric or Fiber Classification:

- (4) Dacron
 - Drip dries
 - Wash and wear cotton
 - Stretch
 - Lycra
 - Synthetics
 - Polyesters
- (2) Whipped Cream
 - Dacron blends
 - Tarpoon

Care Given:

- Asks attendant
- (4) Dry cleans practically all

Approval or Disapproval:

- (2) Buy mostly cotton
 - Usually buy cotton or wool

APPENDIX D

INAPPROPRIATE CLEANING OF FABRICS

"Have you ever washed a garment and later wished you had dry cleaned it?"

EXPERIENCES

Description of problem fabric or garment	Care given	Results	Remedy
Wool skirt	Hand washed	Shrinkage	
Linen like material		Shrinkage Ravels	
		Trouble with ironing	Iron on the wrong side
Dacron sweater	Washed by hand	Shrinkage	
	Washed	Loss of sizing	Spray sizing
Mohair sweater	Washed in the machine	Shrinkage	
Cordoroy		Hard to clean	
Knit-like		Raveled	
Wool		Shrinkage	
Nylon suit	Hung up after washing	12 inches longer	
Rayon-cotton blend		Shrinkage	
Wool sweater	Washed in machine, put through dryer	Fits daughter's doll	
Sweaters			Opposite is also true (colors change)

Description of problem fabric or garment	Care given	Results	Remedy
Raincoat with fuzzy back	Washed by machine	Lint	
Sweaters		Shrinkage	

SINGLE RESPONSES DESCRIBING:

Problem Fabric or Garment:

- (3) Sweaters
- Linen

Results:

- Problems with pressing
- Shrinkage
- Stretches
- Faded
- (2) Change of shape
- (3) Loss of body

Remedy:

- Doesn't take chances
- Careful, reads labels
- (2) Dry cleans first
- (2) Dry cleans when in doubt
- Dry cleans all but Dacron
- Dry cleans almost exclusively
- The opposite is also true

APPENDIX E

EXPERIENCE IN CARING FOR STRETCH FABRICS

"What experiences have you had in caring for stretch fabrics?"

EXPERIENCES

Description of fabric or garment	Care given	Problems	Expression of Approval or Disapproval
Stretch denim	Machine, hot water, mangle		
Stretch pants, wool content	Dry cleans		
Stretch pants	Washes		
Slacks	Dry cleans		
Pajamas	Wash in machine, press with warm iron		
Stretch denim	Washes in machine, dryer		
	Dryer	Shrinkage	
Stretch pants for baby	Machine		
Wool combination	Dry cleans	Balls	
Children's clothing	Dry cleans all but denim		
Denim (heavier than sample)	Machine		
Cotton knits		Stretches	
Winter fabric	Washes		
Part wool stretch slacks	Dry cleans		
White Stag	Dry cleans	Faded, replaced by the store	
Jack Winter, winter slacks	Dry cleans	Stretches, no recovery	

Description of fabric or garment	Care given	Problems	Expression of Approval or Disapproval
Stretch winter slacks	Dry cleans		
Winter slacks	Dry cleans		
Winter slacks	Dry cleans		
Denim	Machine		
Winter pants (rayon)	Washes by hand		
Slacks	Washes		
	Washes	Stretched; now dry cleans	
Winter stretch pants	Dry cleans		
Stretch denim	Washes		
Stretch slacks	Dry cleans		
Stretch slacks	Dry cleans	washed by hand, gives more wrinkles	
Stretch denim	Washes by machine		

SINGLE RESPONSES DESCRIBING:

Fabric or Garment:

- (2) Stretch pants
 Stretch denim
 Bathing suits
 Jersey

Care:

wash by machine
 Sews like silk: place strip of paper in between
 of fabric

Expression of Approval or Disapproval:

Doesn't like



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