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A STUDY OF TEXTILE FABRICS
AND THEIR LABELS
FALL 1941

Thesis for the Degree of M. A.
MICHIGAN STATE COLLEGE
Leona Mae Fisher
1943

THESIS

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**A STUDY OF TEXTILE FABRICS
AND THEIR LABELS
FALL 1941**

by

LEONA MAE FISHER

A THESIS

**Submitted to the Graduate School of Michigan
State College of Agriculture and Applied
Science in partial fulfillment of the
requirements for the degree of**

MASTER OF ARTS

Department of Textiles, Clothing, and Related Arts

1943

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Leona Mae Fisher

Lake City, Michigan
January 1, 1945

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INTRODUCTION

INTRODUCTION

This study was undertaken in order to determine the kind and amount of information which was available concerning the dress fabrics which were examined and purchased by students in the Department of Textiles, Clothing, and Related Arts of Michigan State College during the fall of 1941, and to determine the extent to which desirable textile labeling practices were being carried on by retailers.

The production of new types of synthetic fabrics has been increasing. Many of these are similar in appearance to fabrics made from natural fibers, but are unlike them in wearing qualities and care required. Lack of information concerning these fabrics can result in their misuse by consumers. Such misuse creates economic waste, dissatisfaction, ill will, and distrust between consumers and retailers, retailers and wholesalers, wholesalers and manufacturers.

Consumer and trade dissatisfaction has resulted in the promulgation of several trade practice rulings for the textile industry by the Federal Trade Commission. Rules were promulgated for the rayon industry October 26, 1937, for the shrinkage of woven cotton yard goods June 31, 1938, for the silk industry November 4, 1938, for the cotton converting industry August 18, 1939, for the labeling of wool products July 15, 1941, and for the linen industry February 1, 1941.

This study should show to what extent certain retail stores are using informative labeling on yard goods. It should indicate the degree to which they are conforming to the trade practice rulings of the Federal Trade Commission. It should suggest the price range of swatches which retailers could profitably send to the college for student selection and purchase. It should indicate the progress that has been made in

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accuracy and adequacy of informative labeling of fabrics since earlier studies were made by Kansas State College (1939) and by the Texas Home Economics Association (1939). It should portray fashions in fabrics and purchasing habits of students in Michigan State College in the period immediately preceding the entry of the United States into World War II.

CHAPTER I

RELATED STUDIES

RELATED STUDIES

Fabric labeling studies have been made by the Texas Home Economics Association and Kansas State College. These studies indicated a need for more accurate and more adequate labeling on both ready-to-wear and yard goods.

The two year labeling study sponsored by the Texas Home Economics Association was completed in 1939 (1,2). The committee on the standardization of consumer goods studied labels on ready made garments to determine their adequacy and to discover whether there was any relationship between the satisfaction received from the article and the information given on the label.

Labeling information found on 803 labels collected by high school and college students was evaluated the first year. Each label sent in was accompanied with a statement regarding the satisfaction the article had given the student, the price paid for the garment, and the information given by labels regarding color, fit, style, and size where applicable.

The study included 126 dresses. Of this number 88 were cotton, 18 silk, 6 linen, 1 rayon, 1 wool, 2 mixed fibers, and in 10 the fiber content was not indicated. There were 27 unsatisfactory cotton dresses. Eight faded, 3 shrunk, 2 pulled at the seams, 4 did not fit, 4 were not durable, 4 were poorly constructed, and 2 had unsatisfactory trimmings. Sizes were given on 21 of the 126 dresses. Other information given included the trade name on 121, manufacturer's name on 35, manufacturer's name and address on 31. A few carried guarantees. Ten were guaranteed colorfast, 3 preshrunk, 1 pure linen, 1 pure silk and 1 was guaranteed

to fit. Five carried guarantees which were not specific. The cotton price range was \$0.98 to \$5.00 and the silk price range was \$9.00 to \$19.75. Price was not an indication of satisfaction.

Labels of 37 slips were submitted. All bore trade names and 3 the manufacturer's name. Five were labeled silk, 6 rayon, and 16 were not identified in regard to fiber content. Two were crepe, 6 satin, 5 knitted and 1 taffeta. Seven were guaranteed against fading, 4 against seam slippage, and a knitted one against running. Seven were considered unsatisfactory. Five faded, 1 pulled and split, and 1 shrunk. The prices of 5 were given. The price range was \$1.00 to \$2.98.

Five pairs of pajamas out of the eleven included in the study were considered unsatisfactory. One nightgown out of the three studied was considered unsatisfactory. The criteria for judging satisfaction were not listed.

Forty-seven shirts ranging from \$0.69 to \$2.50 were included in the study. Forty-one carried trade names, 13 manufacturer's names, and 5 both trade names and manufacturer's names. Fifteen were guaranteed against fading, including 4 white shirts. Seventeen were labeled regarding shrinkage. Thirty-eight were reported satisfactory. The 7 unsatisfactory ones were not guaranteed against any of their unsatisfactory qualities. Three shrunk and 1, priced \$0.98, faded when washed.

Common faults of all the garments considered unsatisfactory by the students were fading, excessive shrinkage, pulling at the seams, poor wearing qualities, and inferior workmanship. Price was not an accurate guide to quality. None of the unsatisfactory garments carried guarantees. Information regarding fiber content was often lacking and sometimes misleading when given. A need for standardization of sizes was indicated.

The second year questionnaires were sent to 568 Texas manufacturers of food and textile products. Only 15 per cent of this number replied. The year the products were first marketed, the products manufactured, the trade names used, the method of labeling, and the area of distribution were indicated on the questionnaire.

It was found that grade differences were not indicated by 52 per cent of the manufacturers who replied. Quality variations were indicated in a number of ways. Twenty-six per cent used trade names, 3 per cent had their own numbering system, 10 per cent used different colors on labels, and 8 per cent varied label wording.

A label sample was returned by the manufacturers who replied. They gave suggestions for educating the consumer to buy wisely. Their suggestions included: educate the consumer so that he will understand the meaning of the label, teach him to select the quality and type suitable for his purposes, and encourage him to note service qualities of the product purchased for future reference in buying.

In all, 1,526 labels were studied. None of these labels gave all the information the consumer should have before purchasing the article. The articles carrying labels with the greatest amount of information gave the most satisfaction. This study points out the need for more informative labeling on ready-to-wear garments.

Available information regarding the fiber content of fabrics on the retail market was studied for accuracy at Kansas State College during 1939 (5). A total of 268 fabrics from 18 midwestern stores was studied. The information given on labels and given by salespersons was noted and recorded. Microscopic and chemical tests were made to check the accuracy of this information.

It was found that single fiber fabrics were most frequently labeled correctly and identified correctly by salespersons. Fifty-seven carried labels 40.4 per cent accurate, while sales information was 31.6 per cent accurate. The least accurate information was given on the 135 synthetic fabrics studied. Thirty-four were labeled. These labels were partially accurate. Sales information on 110 fabrics of this group was 8.2 per cent accurate, 85.4 per cent partially accurate, and 6.4 per cent wrong. The percentage of fiber content was given on one label. This was incorrect. Verbal percentages were accurate in one out of twelve instances.

It was concluded that the information given was both inadequate and inaccurate for consumer satisfaction.

CHAPTER II

PURPOSE, PROCEDURE, FINDINGS

PURPOSE, PROCEDURE, FINDINGS

This study of the types of fabrics which were examined and purchased by the students in four clothing classes of Michigan State College during the fall term of 1941, was designed to determine:

- a. the methods used by the students in purchasing fabrics
- b. the extent to which students relied upon the cooperation of stores in various cities of the United States in order to secure fabrics which they deemed suitable
- c. the types, amounts, and prices paid for fabrics used by students in the classes selected for study
- d. the kind, amount, and form of information which accompanied fabrics
- e. the extent to which retailers were complying with the textile labeling regulations of the Federal Trade Commission.

The author prepared a simple record blank (Appendix, p.76) which each student was asked to complete. In addition to the facts which the student listed, she attached any swatches which had been given to her during her preliminary search; a sample piece of the fabric purchased, and the sales slips and labels which accompanied it. The data were then compiled and summarized (Chapter II).

An effort was made to draw some conclusions as to the status of textile labeling as shown by the approximately 1400 swatches submitted by retailers and wholesalers, and 245 dress lengths of yard goods purchased by students in the Department of Textiles, Clothing, and Related Arts of Michigan State College, East Lansing, Michigan, during the early fall of 1941.

Emphasis should be given to the fact that students are encouraged to purchase fabrics from their local stores whenever possible; that in East Lansing there are no stores which carry dress fabrics, and that frequently it is necessary for purchases to be made by mail. The fact that 21 retail stores sent more than 1400 small swatches to Michigan State College in one term, may appear to be uneconomical and unreasonable.

It should be noted, however, that one store has found it so advantageous to submit samples, that approximately 1200 were included in the group, fall term, 1941. It is the policy of this firm to mount and organize swatches according to type of fabric, fiber content, and color; to lend them for a period of weeks; recall them after they have served their purpose; bring the collections up-to-date and send them again at the beginning of another term.

Because the same information is given for fabrics of like type but different color, it seemed unnecessary for the purposes of this study to tabulate all data. Consequently 82 representative swatches were chosen for study.

Two hundred fifty students were enrolled in the clothing construction classes during the fall term, 1941 (Table I, p. 9). Two hundred thirty-two students cooperated in this study. Of these, 92 were enrolled in TC & RA 150a, an elementary clothing course featuring the use of commercial patterns in the construction of a school or sports dress; 76 were enrolled in TC & RA 250, a course in the study of pattern making and dress design; 53 were enrolled in TC & RA 352, an advanced dressmaking course in which wool fabrics are used; 11 were enrolled in TC & RA 352c, a course in design and construction of an afternoon dress

TABLE I

Students Cooperating in Study

Course Number	Students Enrolled	Students Cooperating	Percentage of Students Cooperating
TC & RA 150a	97	92	94.86
TC & RA 250	82	76	92.68
TC & RA 352	58	53	91.37
TC & RA 352c	13	11	84.61
Totals	250	232	92.8%

TABLE II

Geographical Distribution of Stores

Store Name	Address
A. & S. Silks & Woolens	New York, New York
B. Altman & Co.	New York, New York
Amulsen & Elwood Co.	Minneapolis, Minnesota
The F. N. Arbaugh Co.	Lansing, Michigan
The Boston Store	Chicago, Illinois
J. B. Brauch & Co.	Coldwater, Michigan
Herbert N. Bush, Inc.	Flint, Michigan
Carson Pirie Scott & Co.	Chicago, Illinois
B. H. Comstock & Co.	Traverse City, Michigan
A. H. Corwin Dry Goods	Marion, Michigan
Edson & Moore, Inc.	Detroit, Michigan
Grossmens & Co.	Muskegon, Michigan
Halle Bros.	Cleveland, Ohio
The Wm. Henseler Co.	Buffalo, New York
A. B. Herpolsheimer Co.	Grand Rapids, Michigan
The J. L. Hudson Co.	Detroit, Michigan
J. W. Knapp Co.	Lansing, Michigan
Lansing Dry Goods Co.	Lansing, Michigan
Lord & Taylor	New York, New York
R. H. Macy & Co., Inc.	New York, New York
Mandel Bros.	Chicago, Illinois
Marshall Field & Co.	Chicago, Illinois
Mary Ann Silks	New York, New York
James McCutcheon & Co.	New York, New York
James W. McCreary & Co.	New York, New York
Mills Dry Goods Co.	Lansing, Michigan
J. C. Penney Co.	Lansing, Michigan
Howard R. T. Radcliff, Interior Decorators	Toledo, Ohio
S. Stapler Fabrics	Philadelphia, Pennsylvania
Paul Stekette & Sons	Grand Rapids, Michigan
Stern Bros.	New York, New York
Stillman's	Jackson, Michigan
John Wannamaker	New York, New York
Wm. C. Weichman Co.	Saginaw, Michigan
Chas. F. Welek & Co., Inc.	St. Louis, Missouri
George Wyman & Co.	South Bend, Indiana

of silk or fabric which handles like silk.

They enjoyed the privilege of selecting their fabrics either in person or by mail from 36 stores in 19 cities in 8 states (Table II, p. 10).

LABELING METHODS USED ON SWATCHES STUDIED

Pin tickets were used most commonly in labeling swatches. The amount of information given on this type of label is necessarily limited. Tickets from Hudson's and Marshall Field's are commendable. They give fiber content, width and price in all instances. Those from Hudson's also state service features in many instances. These include washability, permanence of finish, and color fastness (Plate I, p. 12).

Enclosing the swatches in envelopes seemed more satisfactory than pin or string ticket labeling. More information regarding the care and use of fabrics was given on the envelopes. Specific statements were made regarding special finishes (Plate II, p. 13 & Plate III, p. 14).

The greater number of purchases by mail were made from stores which mounted their swatches on charts in loose leaf booklets. This method of labeling has several advantages: a greater number of samples is apt to be submitted, the appearance of each sample is better, a maximum amount of information can be given, and price comparisons can be made more readily (Table III, p. 15 & Table XIII, p. 35).

Eighteen of the 21 stores submitting swatches used pin ticket labeling. Three stores, Amulxen & Elwood Co., Marshall Field & Co., and James McCutcheon & Co. placed some swatches in envelopes. The fabric name, fiber content, price, width, special finishes, and store name were printed on the face of the envelope and a variety of colors of the same fabric were included (Table III, p. 15).

PLATE I

Typical Pin and String Tickets

Cut to Order not returnable

WELEK'S
ST. LOUIS

Qual. *Elite*
No. *100%*
Con- *Wool*
tent *Wool*

Col. *270 blue*

Pc. *52500*
No. *52500*

Yds. *9*

Omery

Obverse

Cut to Order not returnable

This piece has been examined, shrunk and decatized. Ready For The Needle.

DO NOT FURTHER
SPONGE NOR
PROCESS

WELEK'S

Reverse

The J. L. Hudson Co.

100% WOOL

% REUSED

% RAYON

% RABBIT HAIR

54% 196

MORRIS
KAPLAN

Form T5
SAMPLES FROM
THE J. L. HUDSON CO.
DETROIT

Price *1.00*

Width *36"*

Material *Linum*

Crush	Yes
Resisting	No. <i>X</i>
	Yes <i>X</i>
Washable	No.
	Yes
Sunfast	No. <i>X</i>
	Yes
Pre-Shrunk	No. <i>X</i>
Dept. <i>40</i>	Sales No. <i>18</i>

MARSHALL FIELD
& COMPANY
CHICAGO

60% RAYON

15% RABBIT
HAIR

25% WOOL

B. ALTMAN & CO.

9081

Content *100% WOOL*

Content *3 1/2 lb*

Content

Price *4.50*

Distributed By
MCCUTCHEON'S
VIRGIN
WOOL

35%

Rayon 65%

New York

PLATE II

Typical Envelopes in which Swatches were Enclosed

Marshall Field's
presents
BUNNYMOSS
woven of
 80% SPUN RAYON 15% RABBITS' HAIR
 5% VIRGIN WOOL
\$1.25 yard
38-39 inches wide
MARSHALL FIELD & COMPANY
 Fabrics—Second Floor, South, State

FLAXABIL
 LINEN

Guaranteed Fast Colors

*A crease resisting, fully shrunk fabric
 insuring perfect fit of garment
 after washing.*

Width 36½ Inch

Price \$1.50 Per yard

WASH GOODS SECTION

MARSHALL FIELD & CO.

State & Washington Sts.

Chicago, Ill.

PLATE III

Typical Envelopes in which Swatches were Enclosed

Fabric Section		Second Floor	
MARSHALL FIELD & COMPANY			
State and Washington Sts. — Chicago			

P R E S E N T S

YIPPI

All Spun Rayon

Crown Tested for fabric durability, color fastness
and general wearing qualities.

Tested Crease-Resistance ^{*TEBILIZED} ^{*Reg. U. S. Pat. Off.}

FULL RANGE OF COLORS, INCLUDING WHITE, NAVY & BLACK

38"/39" WIDE **85c** PER YARD

Kaycraft
MAC K. MADE
Fabrics

SANFORIZED SHRUNK & ANTI CREASE

T. B. L. Process
Guaranteed Fast Colors

A crease resisting fully shrunk sheer
fabric insuring perfect fit of garment
after washing.

Width 38 Inch Price 78¢ per yd.

Wash Goods Section 2nd Floor

MARSHALL FIELD & CO.

State & Washington Sts. Chicago, Ill.

THIS FABRIC WILL NOT SHRINK MORE THAN 1% TEST METHOD CCC-T-191a

"Lovely Lady"

Chiffon Voile

TABLE III

Methods Used in Labeling Swatches

Store Name	Swatches	Pin Tickets	Envelopes	Fabric Stamp
A. & S. Silks & Woolens	3	3		
B. Altman & Co.	19	19		2
Amulexer & Elwood Co.	21	20	1	
The F. N. Arbaugh Co.	6	6		
The Boston Store	1	1		
J. B. Brauch & Co.				
Herbert N. Bush, Inc.				
Carson Pirie Scott & Co.	8	8		
B. H. Comstock & Co.				
A. H. Corwin Dry Goods				
Edson & Moore, Inc.				
Grossmens & Co.				
Halle Bros.				
The Wm. Henzeler Co.				
A. B. Herpolsheimer Co.				
The J. L. Hudson Co.	33	33		
J. W. Knapp Co.	6	6		
Lansing Dry Goods Co.				
Lord & Taylor	16	16		
R. H. Macy & Co., Inc.	5	5		
Mandel Bros.	6	6		
Marshall Field & Co.	37	24	13	
Mary Ann Silks	8	8 (Chart Form)		
James McCutcheon & Co.	19	12	7	1
James W. McCreery & Co.	4	4		
Mills Dry Goods Co.	4	4		
J. C. Penney Co.	2	2		
Howard R. T. Radcliff, Interior Decorators				
S. Stapler Fabrics	43	43 (Chart Form)		3
Paul Steketee & Sons				
Stern Bros.	6	6		
Stillman's				
John Wannemaker	4	4		
Wm. C. Weichman Co.				
Chas. F. Welek & Co., Inc.	82	82 (Chart Form)		
George Wyman & Co.				
Totals	334	313	21	6

Two swatches from Amulexen & Elwood Co. and one swatch from James McCutcheon & Co. happened to show selvage stamps. These stamps indicated that the fabrics were imported. Three woolen swatches from Paul Steketee & Sons happened to be clipped so that stamps showed which stated the trade name of the fabric (Table III, p. 15).

String tickets were not used on the swatches.

Three stores, Mary Ann Silks, S. Stapler Fabrics, and Chas. F. Welek & Co., Inc. mounted their swatches on charts. These charts stated the fabric name, price, width, and in several instances mentioned special finishes and gave cutting directions (Table III, p. 15).

LABELLING METHODS USED ON DRESS LENGTHS

The dress lengths purchased from Chas. F. Welek & Co., Inc. were labeled most satisfactorily. Each dress length was accompanied with a string or a pin ticket (Plate I, p. 12) and a legible sales slip which gave specific information regarding the character of the fabric (Plate IV, p. 18). Mimeographed sheets giving suggestions for cutting and sewing accompanied a few of the fabrics from this store. They are commendable (Plate V, p. 19). This store also enclosed a sheet or attached a label to the fabric whenever an imperfection was present. Examples of these labels are given (Plate VI, p. 20).

Twenty-seven of the 245 dress lengths purchased had selvage stamps. They supported the information given on sales slips and string tickets in most instances. This is a satisfactory labeling practice that should be used more widely. The stamp is placed on the fabric at the time of manufacture, therefore it should be a reliable source of information for both merchants and consumers (Table V, p. 23).

A slip designed to discourage the expensive practice of returning merchandise was enclosed with the purchases from The J. L. Hudson Co. This had been prepared by the Retail Merchants Association of Detroit (Plate VII, p. 21).

All dress lengths purchased were accompanied by sales slips. String tickets were attached to all of the woolen fabrics purchased from Chas. F. Welek & Co., Inc. All other fabrics purchased from the store were accompanied by pin tickets. These tickets stated that the fabric was cut to order and was not returnable. They also gave the stock number, fiber content, color, price, yards, name of purchaser, and special information regarding finishes (Table IV, p. 22).

Separate sheets were included with three of the dress lengths from Chas. F. Welek & Co., Inc. One sheet stated that an allowance had been made for a slight flaw and requested examination of the fabric before cutting (Plate VI, p. 20). The other two sheets gave directions for handling and sewing synthetic and wool jerseys (Plate V, p. 19).

Twenty-seven of the dress lengths purchased carried selvage stamps (Table IV, p. 22 & Table V, p. 23). One drapery fabric was labeled "Bonded Fabrics - Regency scrolls - Vat dyes - 100 per cent completely guaranteed washable and sunfast." Three woolens were labeled "Botany Woolen - Ready for the Needle," two, "Forstmann Woolen." Forty-one woolens were labeled "Ready for Sewing" and one "Selvage Edge 1/8 inch." Three cotton seersuckers were stamped "Shrinkage 1 per cent," and two rayons "Union Made - Textile Workers Union of America." One cotton, an Indian Head was labeled "Permanent Finish." One silk crepe was stamped "Pure Dye Silk." Twelve linens were labeled "Vitalized - Tebilized."

INVOICE

CHAS. F. WELEK & COMPANY, INC.

IMPORTERS OF FINE FABRICS SINCE 1895
315 NORTH TENTH STREET
ST. LOUIS, MO.

PHONE
CENTRAL 6350

COD 2276553

OUR INVOICE NUMBER 1533 IEP

DATE 10 11 41 SALESMAN

TERMS NET

DAYS

SOLD TO •

YVONNE HENRY
SOUTH WILLIAMS HALL
EAST LANSING, MICH.

• YOUR ORDER NUMBER

• YOUR DEPARTMENT

• SHIPPED BY PP COD

PLEASE MAKE
YOUR PAYMENTS
ACCORDING TO
ABOVE TERMS

PLATE IV

Typical Sales Slip from Welek's

QUALITY NUMBER	QUANTITY	COLOR	ARTICLE AND DESCRIPTION	ARTICLE	UNIT PRICE	AMOUNT	TOTAL
S2028	3 YD	COL	12270 RENOIR ROSE			11 25	
CORT	1 SP	74%	WOOL 26% RABBIT HAIR	3	75 YD	15	
RICH	2 SP	SILK	THREAD		15 SP	10	
415	1 PC	MERC	THREAD		05 SP	25	
		SEAM	BINDING		25 PC	11 75	
			LESS 10%			1 17	
			PP & COD			10 58	
						34	10 92

PLEASE NOTE-Special Home
Economics Class Discount

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE
EXAMINE GOODS CAREFULLY
WE ARE NOT RESPONSIBLE AFTER YOU CUT

GOODS CUT OFF NOT RETURNABLE
NO RETURNS OR CLAIMS CAN BE ALLOWED
UNLESS MADE WITHIN FIVE (5) DAYS

B-TS-\$

PLATE V

Slips Giving Suggestions for Handling Fabrics
Included in Purchases from Welek's

Suggestions for the handling of WOOL JERSEY

- Cutting - Cut, - do not tear. Place the right side of fabric next to the pattern on table, thus preventing edges from curling up. The right side of fabric is the rib side. Always cut on the lengthwise, the up and down of the rib.
- Edges - Run a basting thread along the edges after cutting. This gives the support which the stitching supplies later.
- Seams - Pinking is advisable.
- Buttons - Snappers, hooks, eyes, buttonholes - which must resist pulling, should be backed with some reinforcing material.
- Pressing - Always on the length of fabric - never on the width.

CHAS. F. WELEK & CO., Inc.

SUGGESTIONS FOR SEWING SILK OR SYNTHETIC JERSEYS (Rayon)

On Singer Machine, a GOOD SHARP No. 11 Needle is suggested, using with it 00 Mercerized Cotton, or preferably 0 size Silk Thread. Silk Thread should by all means be used on Silk Jersey, but Mercerized Cotton is sometimes used on the Synthetic Rayon Jerseys. Use a loose stitch, or loose tension, on the machine.

Feeding the fabric into the machine is important. The fabric should be basted and neither be pushed nor pulled through the machine. It is better to guide the fabric through the machine using both hands so as to keep the two cuts being sewed together and moving at the same speed.

In the case of the Wilcox & Gibbs machine, a GOOD SHARP No. 2 needle is suggested. Other information is the same for either machine.

In cutting these Jerseys, they will work up more satisfactorily if they are cut on the run of the Jersey or cut with the lengthwise grain.

Jersey Dresses and Garments should not be hung on hangers for any length of time. Keeping them in boxes is always recommended.

CHAS. F. WELEK & CO., Inc.

PLATE VI

Imperfection Sheet and Tag Included with Two Purchases from
Welek's

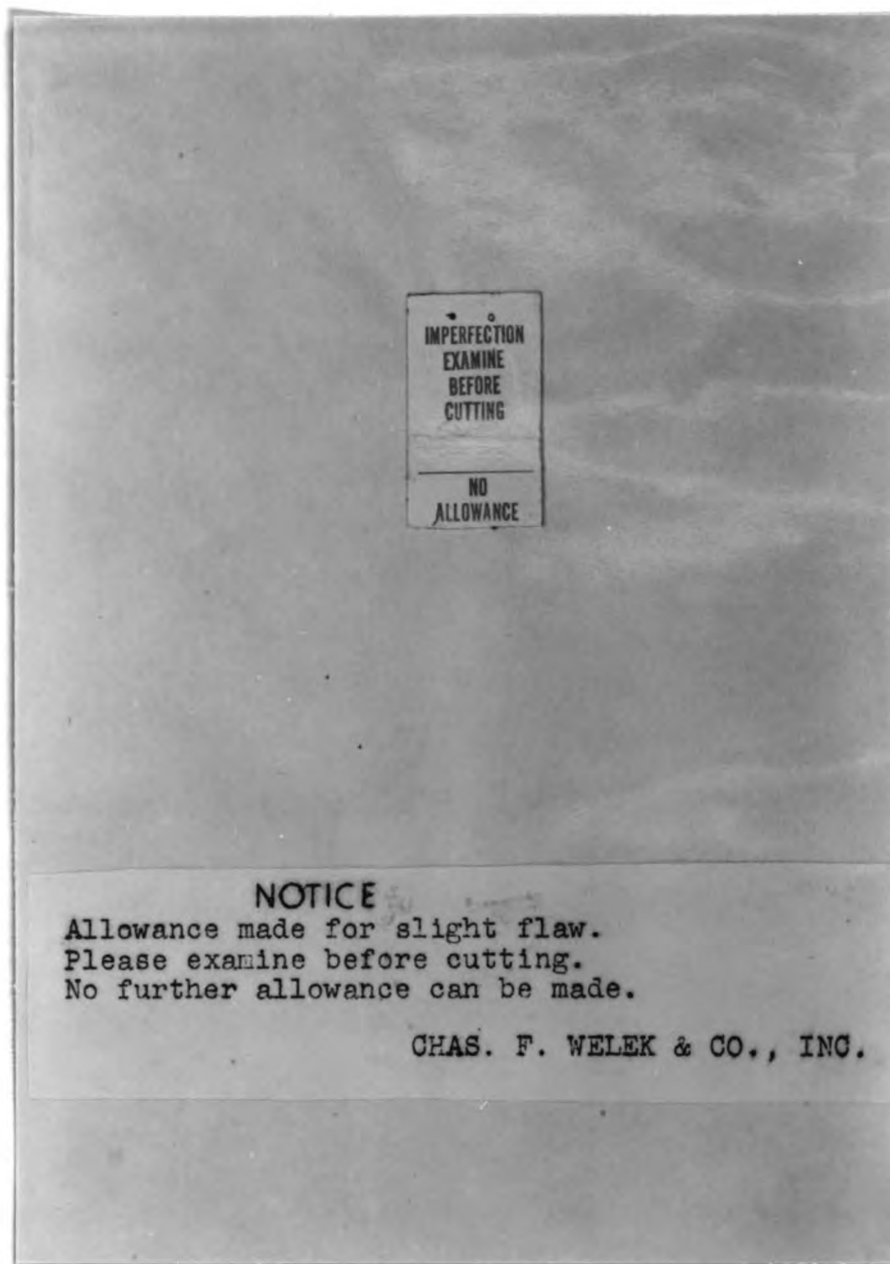


PLATE VII

Credit Policy Slip

Your Co-operation, Please!

Calling for merchandise to be returned to the stores has developed into a heavy expense for the merchants.

Therefore, we request that all merchandise except heavy or bulky items be returned personally.

This request is in conjunction with the following rules—

- 1** Merchandise which has been out of the store for more than one week will not be accepted for credit or refund.
- 2** Merchandise will be accepted for credit, cash refund or adjustment only when accompanied by a sales check.
- 3** Merchandise showing definite and clear evidence of having been used or worn will not be accepted for credit.

**RETAIL MERCHANTS
ASSOCIATION**

of DETROIT

TABLE IV

Methods Used in Labeling Fabrics

Store Name	Dress Lengths Purchased	Sales Slip	Separate Sheet	Fabric Stamp
A. & S. Silks & Woolens	11	11		
B. Altman & Co.	2	2		
Amulsen & Elwood Co.	1	1		
The F. N. Arbaugh Co.	17	17		1
The Boston Store	0	0		
J. B. Brauch & Co.	1	1		
Herbert N. Bush, Inc.	2	2		
Carson Pirie Scott & Co.	1	1		
B. H. Comstock & Co.	1	1		
A. H. Corwin Dry Goods	1	1		
Edson & Moore, Inc.	1	1		
Grossmans & Co.	1	1		
Halle Bros.	1	1		
The Wm. Henseler Co.	1	1		
A. B. Herpolsheimer Co.	1	1		
The J. L. Hudson Co.	22	22		1
J. W. Knapp Co.	23	23		1
Lansing Dry Goods Co.	3	3		
Lord & Taylor	11	11		
R. H. Macy & Co., Inc.	0	0		
Mandel Bros.	0	0		
Marshall Field & Co.	7	7		
Mary Ann Silks	0	0		
James McCutcheon & Co.	11	11		1
James W. McGreevy & Co.	0	0		
Mills Dry Goods Co.	9	9		
J. C. Penney Co.	3	3		
Howard R. T. Radcliff, Interior Decorators	1	1		
S. Stapler Fabrics	8	8		
Paul Steketee & Sons	5	5		1
Stern Bros.	0	0		
Stillman's	2	2		
John Wannamaker	0	0		
Wm. C. Weichman Co.	1	1		
Chas. F. Welek & Co., Inc.	96	96	3	22
George Wyman & Co.	1	1		
Total	245	245	3	27

TABLE V

Information Stamped on Selvages

Number of Fabrics	Stamp on Selvage
1	Bonded Fabrics-Regency scrolls-Vat dyes-100% completely guaranteed washable and sunfast.
3	Botany Woolen-Ready for the Needle.
2	Forstmann Woolen
1	Permanent Finish
1	Pure Dye Silk
41	"Ready for Sewing"
1	Selvage Edge 1/8"
3	Shrinkage 1%
2	Union Made- Textile Workers Union of America
12	Linens-Vitalized- Tebilized
67	Total

TABLE VI

Information Observed on Posters

4	Fabric Name
5	Fabric Name and Price
1	Fabric Name and Width
2	Fabric Name and Washable
2	Fiber Content and Width
2	Price
3	Sale
1	Fine wearing drapery fabric at great reduction
1	Worn here and south, packs easily, does not crush
1	Model Display - House Coat
<hr/>	
22	Total

TABLE VII

Information Given by Sales Persons

I. Fiber Content of Fabrics

Number	Comment	Fabric Type
11	Cotton	3 Corduroy 2 Velveteen 1 Indian Head 1 Chintz 4 Gingham

POSTER DISPLAYS

The students cooperating in this study recorded the general type of information which they remembered having noticed on posters when they were shopping for fabrics. Fiber content and washability were the only service features which students noted. According to their reports, many posters stated the fabric name, price, and width (Table VI, p. 24).

COMMENTS OF SALES PERSONS

A record was not kept of the number of sales persons who served the students. However, the student reports show that thirty-four sales persons indicated the fiber content of the dress lengths which were purchased (Table VII, p. 25).^{*} Eleven stated that the fabric was cotton, one said that a gabardine was 20 per cent cotton. Nineteen stated that 3 alpacas, 1 flannel, and 15 spun rayons contained rayon. Two stated that 2 fabrics contained 65 and 80 per cent rayon. One gave the wool percentage of a crepe as 65 per cent.

Methods of caring for 38 fabrics were suggested by sales persons. Suggestions were made for washing: 1 corduroy, 1 rayon and cotton print, 2 gabardines, 2 seersuckers, and 7 spun rayons. Five gave directions for washing 1 seersucker and 5 spun rayons. Seven gave pressing instructions for 1 gabardine, 2 velveteens, and 4 spun rayons.

A total of 12 sales persons gave information regarding fabric finishes. Two said that a velvet and a rayon jersey were crease resistant, two that woolens were pre-shrunk, and two that an Indian Head and a velveteen had permanent finishes. Five stated that 1 corduroy, 1 Indian Head, 1 seersucker, 1 spun rayon, and 1 woolen were sun fast. One sales person stated that pastel shades are not as color fast as they were

^{*}The author made no attempt to verify the fiber content of the fabrics by laboratory procedures.

before the present emergency. She was selling rayon crepes.

Twelve sales persons made statements regarding the durability of the fabrics they were selling. Two suggested that the materials were easy to sew. One suggested that a woolen fabric be shrunk before sewing (Table VII, p. 25).

FIBER IDENTIFICATION

INDICATED LABELS ATTACHED TO SWATCHES

Fiber content was stated on the labels of 177 of the 334 swatches which were tabulated (Table VIII, p. 28 & Table X, p. 30). Eighteen per cent of the swatches believed by the author to be cotton were labeled for fiber content. Forty-five per cent of the swatches believed to be rayon and 74 per cent of the swatches believed to be wool carried labels which stated their fiber content by percentage. The fiber content of the swatches believed to be cotton and rayon, linen, rayon and silk, silk, and metal cloth were all identified by labels. Twenty-six per cent of the swatches which appeared to be made of wool were not labeled for fiber content.

INDICATED LABELS ATTACHED TO DRESS LENGTHS

Fibers were identified by labels on 109 of the 245 dress lengths which were tabulated (Table IX, p. 29 & Table XI, p. 31). Ninety-eight per cent of the dress lengths which were assumed by the author to be cotton, were identified as such either by labels or sales slips. All of the linens were identified both by sales slips and labels. Fifteen per cent of the fabrics purchased which were assumed to be rayon, were identified by labels and sales slips. The fabrics purchased which were believed to be silk, were identified as silk on both labels and sales

TABLE VIII

Fiber Content of Swatches of Specific Fabrics

Swatches	Number	Fiber Identified by Label	Percentage Fiber Content by Label	Fiber Assigned by Author
Cotton				
Broadcloth	3	1		2
Chambray	5			5
Corduroy	9	1		8
Crash	1			1
Dimity	1	1		
Gabardine	2			2
Gingham	21	4		17
Percales	2			2
Diama	2			2

TABLE IX

Fiber Content of Dress Lengths of Specific Fabrics

Dress Lengths Purchased	Number	Fiber Identified by Label	Percentage Fiber Content by Label	Fiber Identified by Sales Slip	Fiber Assigned by Author
Cotton					
Chambray	8	7		7	1
Chints	1			1	
Corduroy	14			14	
Drapery	1			1	
Gabardine	2	2		2	
Gingham	11	5		11	
Homespun	1			1	
Indian Head	1			1	
Lace	1			1	
Pique	11	4		11	
Percales	2			2	
Seersucker	5	1		5	
Upholstery	1			1	

I

TABLE X

Fiber Content of Swatches

Swatches	Number	Fiber Identified by Label	Percentage Fiber Content by Label	Fiber Assigned By Author
Cotton	72	13		59
Cotton & Rayon	4	4		
Linen	13	13		
Rayon	118	53		65
Rayon & Silk	8	8		
Silk	19	19		
Metal Cloth	2	2		
Wool	87	65	65	22
Fiber Not Stated	11			11
Totals	334	177	65	157

TABLE XI

Fiber Content of Dress Lengths

Dress Lengths Purchased	Number	Fiber Identified by Label	Percentage Fiber Content by Label	Fiber Identified by Sales Slip	Fiber Assigned by Author
Cotton	68	21		67	1
Cotton and Rayon	5			5	
Linen	16	16		16	
Rayon	90	14		14	75
Silk	4	2		4	
Silk and Rayon	2	1		1	
Wool	60	60	43	27	
Totals	245	114	43	134	76

slips; silk and rayon mixtures were identified either by labels or by sales slips; woolens were identified by labels and sales slips.

SERVICE FEATURES

A few of the cotton fabrics purchased carried labels which stated that they were "washable," "pre-shrunk," "color fast," and had a "permanent finish." Two cottons, a gingham and a seersucker, and one rayon and cotton suiting were labeled "washable." Three chambrays and one gingham were labeled "pre-shrunk." One cotton, an Indian Head, carried a permanent finish selvage stamp. One gingham and two seersuckers were labeled "color fast" (Table XII, p. 33).

Selvage stamps on all of the linens purchased stated that they were "Vitalized - Tebilized." One was labeled "shrink proof."

The two silk crepes and the one paper taffeta silk were labeled "pure dye." The silk and rayon velvet was labeled "crush resistant."

Selvage stamps and labels on 38 of the woolens stated that they were "Ready for the Needle," "Pre-shrunk," and "Decatized" (Table XII, p. 33).

STORES PATRONIZED

Thirty-eight per cent of all the purchases were made in the State of Michigan. Twenty-two and four-tenths per cent of these purchases were made in the city of Lansing, a few miles from the campus. This city has a population of 78,753. County seats throughout the state with populations ranging from 7,343 (Coldwater) to 1,623,452 (Detroit) secured 15.60 per cent of the purchases. The J. L. Hudson Co. secured 8.97 per cent of these purchases.

TABLE XII

Service Features of Fabrics as Indicated by Labels

A. Cottons

Type of Fabric	Washable	Pre Shrunk	Permanent Finish	Color Fast
Chambray		3		
Cotton Drapery				1
Gingham	1	1		
Indian Head			1	2
Seersucker	1			
Spun Rayon & Cotton	1			
Totals	3	4	1	3

B. Linens

Type of Fabric	Vitalized-Tebilized	Shrink Proof
Linen	12	1

C. Silks

Type of Fabric	Pure Dye	Crush Resistant
Crepes	2	
Taffeta	1	
Silk & Rayon Velvet		1
Totals	3	1

D. Woolens

Type of Fabric	Ready for Needle	Pre Shrunk	Decatized
Woolens	38	38	38

Chas. F. Welek & Co., Inc. obtained 39.19 per cent of the purchases made. This is both a wholesale and retail store in the city of St. Louis which has a population of 816,048. It caters to college trade.

Nine New York City stores obtained 14.2 per cent of the purchases. Chicago stores and S. Stapler Fabrics in Philadelphia each secured 3.2 per cent of the patronage. Halle Bros. in Cleveland, Howard R. T. Radcliff, Interior Decorators in Toledo, The Wm. Henzeler Co. in Buffalo, and George Wyman & Co. in South Bend obtained 1.6 per cent of the purchases made (Table XIII, p. 35).

METHODS OF PURCHASING

Of the 245 purchases, 163 were made by mail from 10 of the 21 stores whose swatches were included in the study. Ninety-six of these purchases were from Chas. F. Welek & Co., Inc., 15 from The J. L. Hudson Co., 11 from A. & S. Silks & Woolens, 11 from Lord & Taylor, 11 from James W. McCreery & Co., 8 from S. Stapler Fabrics, 7 from Marshall Field & Co., 2 from B. Altman & Co., 1 from Amuloxen & Elwood Co., and 1 from Carson Pirie Scott & Co. (Table XIII, p. 35 & Table XIV, p. 36).

Thirty-three per cent or 82 of the 245 dress lengths were purchased over the counter: 23 from 15 stores which did not submit swatches and 4 from The J. L. Hudson Co. which submitted 33 swatches. These stores were probably located in the students' home shopping centers. Of the 55 purchases made in Lansing stores, 23 were from J. W. Knapp Co., 17 from The F. N. Arbaugh Co., 9 from Mills Dry Goods Co., 3 from Lansing Dry Goods Co., and 3 from J. C. Penney Co. (Table XIII, p. 35 & Table XIV, p. 36).

TABLE XIII

Stores Submitting Swatches and Selling Fabrics

Store Name	Fabrics	
	**Swatches Sent	Dress Lengths Purchased
A. & S. Silks & Woolens	3	11
B. Altman & Co.	19	2
Amulaxen & Elwood Co.	21	1
The F. N. Arbaugh Co.	6	17
The Boston Store	1	0
J. B. Brauch & Co.	0	1
Herbert N. Bush, Inc.	0	2
Carson Pirie Scott & Co.	8	1
B. H. Comstock & Co.	0	1
A. H. Corwin Dry Goods	0	1
Edson & Moore, Inc.	0	1
Grossmens & Co.	0	1
Halle Bros.	0	1
The Wm. Henzeler Co.	0	1
A. B. Herpolsheimer Co.	0	1
The J. L. Hudson Co.	33	22
J. W. Knapp Co.	6	23
Lansing Dry Goods Co.	0	3
Lord & Taylor	16	11
R. H. Macy & Co., Inc.	5	0
Mandel Bros.	6	0
Marshall Field & Co.	37	7
Mary Ann Silks	8	0
James McCutcheon & Co.	19	11
James W. McCreery & Co.	4	0
Mills Dry Goods Co.	4	9
J. C. Penney Co.	2	3
Howard R. T. Radcliff, Interior Decorators	0	1
S. Stapler Fabrics	43	8
Paul Steketee & Sons	0	5
Stern Bros.	6	0
Stillman's	0	2
John Wannamaker	4	0
Wm. C. Weichman Co.	0	1
*Chas. F. Welek & Co., Inc.	1200	96
George Wyman & Co.	0	1
Totals	1451	245

*An estimate of the number of swatches sent. See page 8.

**More than this number of swatches may have been sent by the stores.
This represents the number turned over to the author by the students
(See Appendix, p. 76).

TABLE XIV

Methods Used in Purchasing Fabrics According to Price Ranges

Price Range Per Yard	Total Number Purchased	Purchased	
		Over the Counter	By Mail
\$5.00-\$6.00	2	0	2
\$4.00-\$5.00	5	0	5
\$3.00-\$4.00	14	2	12
\$2.00-\$3.00	46	5	41
\$1.00-\$2.00	111	38	73
\$0.00-\$1.00	67	37	30
Total	245	82	163

Sixty-seven per cent of the 245 dress lengths were purchased by mail. All fabrics costing \$4.00 to \$6.00 per yard were purchased by mail. Approximately 86 per cent of the fabrics costing \$2.00 to \$4.00 and 66 per cent of the fabrics costing \$1.00 to \$2.00 were purchased by mail. Of those costing \$1.00 or less, 55 per cent were purchased over the counter. Of the fabrics costing \$2.00 or less, 43 per cent were purchased over the counter (Table XIV, p. 36).

PRICE RANGES

SWATCHES

The price range per yard of the swatches included in the study was \$0.25 to \$10.50. The price range of the swatches considered to be cottons was \$0.25 to \$1.98; of the cotton and rayon mixtures \$1.00 to \$1.25; of the linens \$0.90 to \$2.50; of the rayons \$0.68 to \$3.95; of the rayons and silks \$1.65 to \$3.65; of the silks \$1.15 to \$6.50; of the metal cloths \$2.95 to \$3.75; and of the woolens \$1.25 to \$10.50 (Table XV, p. 39 & Table XVI, p. 40).

DRESS LENGTHS

The price range per yard of the dress lengths purchased was \$0.29 to \$5.15.

Students in TC & RA 150a, Clothing, paid from \$0.45 to \$3.98 per yard for 94 dress lengths. Fifty of the fabrics cost \$1.00 to \$1.50; 36 from \$0.45 to \$1.00; and 12 from \$1.59 to \$3.98. These students used fabrics of cotton, rayon, rayon mixtures, and linen.

The 76 students in TC & RA 250, Dress Design, paid from \$0.29 to \$3.45 per yard for 84 dress lengths. Forty-eight of this group cost from \$1.00 to \$1.95 per yard; 28 from \$0.29 to \$0.98; and 6 from \$2.00

to \$3.45. Students in this course used fabrics of cotton, rayon, silk, and mixtures of these fabrics.

The 53 students in TC & RA 352, Advanced Clothing, paid from \$1.95 to \$5.15 per yard for 56 dress lengths. Twenty-eight pieces cost from \$2.85 to \$3.95 per yard; 20 cost from \$1.95 to \$2.75; and 8 from \$3.98 to \$5.15. These students used woolens.

Eleven students in TC & RA 352c, Advanced Clothing, paid from \$1.25 to \$3.95 per yard for 11 dress lengths. Five of the 11 paid from \$1.95 to \$2.25, 3 paid from \$1.25 to \$1.65, and 3 paid from \$2.50 to \$3.95. These students used silk and rayon fabrics.

The average price per yard paid by students in the clothing construction classes at Michigan State College fall term 1941 was \$1.87; the median price \$1.29; the modal price \$1.00. The average price per yard paid by students in TC & RA 150a, Clothing, was \$1.12; in TC & RA 250, Dress Design, \$1.10; in TC & RA 352, Advanced Clothing, \$3.08; and in TC & RA 352c, Advanced Clothing, \$2.17. The median price per yard paid by students was: TC & RA 150a, \$1.25; TC & RA 250, \$1.19; TC & RA 352, \$2.95; and TC & RA 352c, \$2.25 (Table XV, p. 39, Table XVII, p. 41, & Table XVIII, p. 42).

TABLE XV

Price Range of Swatches and Dress Lengths

Stores	Number Swatches Sent	Price Range Swatches Sent	Number Purchases Made	Price Range Purchases Made
A. & S. Silks & Woolens	3	\$0.90 - \$6.00	11	\$1.10 - \$2.25
B. Altman & Co.	19	0.45 - 6.50	2	0.65 - 4.50
Amulex & Elwood Co.	21	0.39 - 1.85	1	
The F. N. Arbaugh Co.	6	0.59 - 3.49	17	0.36 - 2.98
The Boston Store	1	0.69 -	0	
J. B. Brauch & Co.	0		1	1.75
Herbert N. Bush, Inc.	0		2	2.50 - 3.98
Carson Pirie Scott & Co.	8	0.68 - 4.50	1	1.00
B. H. Comstock & Co.	0		1	0.79
A. H. Corwin Dry Goods	0		1	0.59
Edson & Moore, Inc.	0		1	0.39
Grossmens & Co.	0		1	1.95
Halle Bros.	0		1	1.00
The Wm. Henzler Co.	0		1	1.69
A. B. Herpolsheimer Co.	0		1	0.49
The J. L. Hudson Co.	33	0.49 - 4.95	22	0.35 - 4.95
J. W. Knapp Co.	6	0.59 - 1.20	23	0.36 - 2.98
Lansing Dry Goods Co.	0		3	0.59 - 1.29
Lord & Taylor	16	1.00 - 3.95	11	1.29 - 5.00
R. H. Macy & Co., Inc.	5	0.59 - 1.88	0	
Mandel Bros.	6	0.48 - 1.48	0	
Marshall Field & Co.	37	0.38 - 4.00	7	0.68 - 1.50
Mary Ann Silks	8		0	
James McCutcheon & Co.	19	0.75 - 5.50	11	0.79 - 2.98
James W. McCreery & Co.	4	2.25 - 2.29	0	
Mills Dry Goods Co.	4	0.79 - 1.98	9	0.49 - 1.98
J. C. Penney Co.	2	0.79 - 0.98	3	0.49 - 0.89
Howard R. T. Radcliff, Interior Decorators	0		1	1.00
S. Stapler Fabrics	43	0.90 - 5.95	8	1.25 - 2.00
Paul Stekette & Sons	0		5	0.29 - 2.69
Stern Bros.	6	1.98 - 3.98	0	
Stillman's	0		2	0.69 - 0.98
John Wannamaker	4	0.25 - 2.00	0	
Wm. C. Weichman Co.	0		1	1.59
Chas. F. Welek & Co., Inc.*	1200	0.45 - 10.50	96	0.45 - 5.15
George Wyman & Co.	0		1	1.39
Totals	1451	\$0.25 - \$10.50	245	\$0.29 - \$5.15

* See page 8.

TABLE XVI

Price Range of Swatches of Various Fibers and Fabrics

TABLE XVII

Price Range of Fabrics of Various Fibers and Types

Dress Lengths Purchased	Number	Price Range
<u>Cotton</u>		
Chambray	8	\$0.59 - \$0.79
Chints	1	0.35
Corduroy	14	0.89 - 1.29
Drapery	1	1.19
Gabardine	2	0.89
Gingham	11	0.49 - 1.00
Homespun	1	1.00
Indian Head	1	0.49
Lace	1	2.00
Pique	11	0.45 - 3.25
Percale	2	0.29 - 0.59
Seersucker	5	0.36 - 0.85
Upholstery	1	1.95
Velveteen	9	0.69 - 1.95
<u>Cotton & Rayon</u>		
Crepe	1	0.59
Suiting	4	1.00
<u>Linen</u>		
Plain Linen	15	1.50 - 2.50
Embroidered Linen	1	3.98
<u>Rayon</u>		
Alpaca	3	1.00 - 1.19
Bengaline	2	1.19 - 1.29
Brocade	1	1.00

TABLE XVIII

Prices Paid for Fabrics

Price per yd.	Number	Number Purchased			
		150a	250	352	352c
\$5.15	1			1	
5.00	1			1	
4.95	1			1	
4.75	1			1	
4.50	1			1	
4.25	2			2	
3.98	2	1		1	
3.95	6			5	1
3.75	4			4	
3.45	1		1		
3.25	1		1		
2.98	2		1		
2.95	11			11	
2.85	7			7	
2.75	3			3	
2.69	1			1	
2.65	5			4	1
2.55	1			1	
2.50	4	1		2	1
2.49	2			2	
2.45	1		1		
2.35	1			1	
2.25	5			2	3
2.00	3		2	1	
1.98	3	2		1	
1.95	10	2	4	2	2
1.79	1		1		
1.75	3		3		
1.69	3	1	2		
1.65	2				

CHAPTER III

DEVELOPMENT OF INFORMATIVE
LABELING OF TEXTILES

DEVELOPMENT OF INFORMATIVE LABELING OF TEXTILES

ACTIVITIES OF CONSUMER INTEREST GROUPS

Two consumer organizations have been active in the promotion of informative labeling for textile fabrics. The American Home Economics Association works constantly for the promotion of standards for consumer goods which will be foundations for wiser consumer choices. The New York City Federation of Women's Clubs has advocated textile labeling.

The American Home Economics Association was organized in 1908 (4) It now has a membership of over 15,000. This organization is interested in all problems affecting family life. It sometimes acts in an advisory capacity for private and government groups. The consumer education committee in the Textiles and Clothing Division of this organization has as its goal the establishment of standards and the use of accurate labels which will give the consumer adequate purchasing information.

The New York City Federation of Women's Clubs has been very active in promoting labeling of textiles as well as other consumer problems (5). This organization began a campaign for the labeling of rayon in 1936. Members requested sales persons to put the fiber content of fabrics on their sales slips. These slips were assembled and sent to the Federal Trade Commission as evidence of consumer interest in fabric identification. As a result, trade practice rules were promulgated for the rayon industry by the Federal Trade Commission October 26, 1937.

LABELING ACTIVITIES OF BUSINESS ORGANIZATIONS

A number of business organizations have taken an active part in fostering informative labeling in the field of textiles. The activities of the following organizations are noteworthy in this study: National

Consumer-Retailer Council, American Standards Association, National Better Business Bureau, National Retail Dry Goods Association, Association of Cotton Textile Merchants of New York, and the American Institute of Laundering.

The National Consumer-Retailer Council was organized in 1937 (6,7, 8). This council grew from the work of the Advisory Committee on Ultimate Consumer Goods of the American Standards Association. Ten national organizations are represented in its membership: American Association of University Women, American Home Economics Association, General Federation of Women's Clubs, National Association of Purchasing Agents, National Congress of Parents and Teachers, National League of Women Voters, National Retail Dry Goods Association, Bureau of Home Economics -- United States Department of Agriculture, National Bureau of Standards -- United States Department of Commerce, and Consumers' Project -- United States Department of Labor.

National associations of consumers and retailers which include consumer education as a part of their work program are eligible for active membership. Representatives of federal agencies, national associations of manufacturers, Better Business Bureaus, and other groups having a substantial interest in the work of the council are eligible to associate membership.

The objectives of this council are educational. It encourages the use of adequate standards for consumer goods and the use of uniform terminology in describing such goods. It promotes informative salesmanship and factual information in advertising. It fosters cooperation between local stores and local consumer groups. The use of suggested codes of ethics for both retailers and consumers is advanced.

The name of this organization may be used on labels which meet with the approval of its technical committee. This committee has power to enter into contracts, which will safe-guard the council, with manufacturers or distributors which submit satisfactory labels. Evidence based upon laboratory tests must be supplied to prove that the labels properly describe the goods to which they are attached. Service fees are charged for reviewing label forms, but not for the use of the statement on labels that meet with the approval of the council. A consultation staff is provided to assist manufacturers in developing informative labels.

The American Standards Association (9) is a federation of 72 trade associations, technical societies, and government departments. Its Advisory Committee on Ultimate Consumer Goods promotes work on standards for consumer goods. The committee advises the selection of new projects for standardization, checks on personnel of committees engaged in forming standards, follows up progress of work, recommends approving standards, but does not develop standards. It has worked on the development of standards for bedding, upholstery, and for the sizes of children's garments and patterns in the field of textiles.

National Better Business Bureau, Inc. (10) was established in 1911 by the Associated Advertising Clubs of the World. There are seventy-five local bureaus in the United States and Canada acting as independent corporations. These bureaus attempt to eliminate unfair and deceptive advertising by promoting fair competition and ethical standards. They expose unfair practices and settle disputes regarding them. They provide accurate information regarding legitimate business enterprises. They encourage intelligent buying and attempt to establish public confidence in business. Work of the organization is sponsored by member-

ship contributions of legitimate business concerns.

The National Better Business Bureau has published an Informative Labeling Manual (10) in which the basic theory of informative labeling is presented. This labeling theory may apply to any type of textile fabric. However, the majority of the labels illustrated in the manual are for finished products.

The National Retail Dry Goods Association (11) represents 5,700 retail stores. It cooperates with consumers and governmental groups in developing standards for merchandise. In 1937 the merchandising division conducted a national department store survey to determine the types of information consumers wanted on twenty-five items of merchandise. In general, consumers asked for washing instructions or directions for special care required, material content, correct statement of size, grade, or quality, directions for use, purpose of the article, weighting or sizing, and a statement regarding construction and workmanship. This organization is affiliated with the American Standards Association. It considers the wants of consumer groups.

The Association of Cotton Textile Merchants of New York agreed to use informative labels on sheets and pillowcases after July 1, 1939 (12). Grades were to be indicated. Inferior grades were to be marked irregular, second quality, second selection, or second. The cooperation of producers, distributors and dealers was urged.

The American Institute of Laundering, cooperating with the Tennessee Eastman Acetate Company, worked out laundry approved labels for spun rayons (13). Work began on this project in 1939 and includes the testing of rayon blends for convertors, and suggestions for finishers. This plan has extended the manufacturer's control of the product to the

completed garment and eliminated the risks involved in selling unlabeled rayons of unpredictable qualities. The label has transferred laundering responsibility to the consumer.

ACTIVITIES OF MANUFACTURERS

Textile manufacturers who have been pioneers in textile labeling are: Cannon Company, Chatham Company, Pequot Company, Pacific Mills, Botany Company, Pepperell Company, and the Whittall Rug Company. Although most of their informative labels have been used on utilitarian goods rather than on fashion goods, their success or failure will influence the future of informative labeling on fashion merchandise such as was used in this study.

In 1935 the Cannon Company sponsored a long time advertising campaign to help local dealers (14). Labels were planned to promote the use of National Manufacturer's brands. Labels for each of three grades and separate packaging for each label were designed. The name "Cannon" and the secondary brand name were to appear on each label. The secondary brand name became the sole property of the retailer using it in a given city. National advertising promoted sales.

The Chatham Manufacturing Company began using informative labels on sheets in 1935 (15,16,17). These labels were designed to meet the demands of home economists and of Women's Clubs. The sheets were packed by pairs in a visible package. The label used was in the form of a folder. Page one of the folder gave the specifications of the sheet. Quality, uniformity, thread count, tensile strength, weight per square yard, and amount of sizing were stated. Page two was a non-technical explanation of page one.

Ruth O'Brien, Chief of the Division of Textiles and Clothing of the Bureau of Home Economics, United States Department of Agriculture, and her staff, as well as Home Demonstration Agents were consulted by Chatham before the label was adopted.

This company was confronted with the problem of selling a new idea in a highly competitive field. The plan appealed to the professional homemaker, women's clubs, and the National Retail Dry Goods Association. Folders were prepared for classroom use to teach quality in sheeting. The labels were so successful that informative labels were gradually introduced on blankets. They were used by Chatham on their complete blanket line by 1938. Statements were made regarding fiber content (in accordance with commercial standards by the National Bureau of Standards), size, weight, strength, warmth, color, and binding.

The use of informative labels has resulted in more intelligent selling, maintenance of uniform quality, less returned goods and trading up. The best results were obtained in sections of the country where shopping is done in a quiet, leisurely manner.

The same year the Pequot Company used labels which stated that their merchandise exceeded government specifications (18). They were criticized because many people do not know the meaning of U. S. Standards. Pequot used simple, direct, descriptive labels which were easily understood, otherwise. This company considered this type of label less confusing and more satisfying to customers than a technical one.

A "Factag" plan was announced by Pacific Mills in May, 1940 (19,20, 21,22). These tags were to be used on fabrics for men's, women's, and children's clothing. They were to indicate the degree of colorfastness

for the first time in the textile field. This was to be indicated by the use of colored bands ((19) Table p. 30).

Standard Test No.	Fastness to Washing	Standard Test No.	Fastness to Light
4	Superior - Gold bar	5	Superior - Gold bar
3	Satisfactory - Blue bar	3	Satisfactory - Blue bar
2	Fair - Buff bar	2	Adequate-Blue & Buff bar
		1	Fair - Buff bar

This plan was approved by National Bureau of Standards, Washington, D. C., Better Fabrics Testing Bureau, R. H. Macy Bureau of Standards, and the laboratories of Montgomery Ward, Sears Roebuck, and J. C. Penney.

The tag was also to give the fiber content, washing instructions, and shrinkage data of the garment.

The goals hoped for were better consumer relations, sales person training, silent selling, greater confidence in product and reduction in returns.

In 1941 the Botany Company adopted a new label (23) which included statements regarding fiber content, breaking strength of warp and weft, colorfastness, seam slippage, wearing quality, and shrinkage. The laboratory tests made on these fabrics are in accordance with the United States Commercial Standards for Wool Fabrics.

Four grades of Pepperell sheets and pillow cases are labeled with "Buy Guides" (24). Similar labels for other grades are in progress. These buy guides are three inches by nine inches. They give the following information: name of grade of sheet, name of testing bureau (Better Fabrics Testing Bureau), fiber content, type of cotton used, thread count, weight per square yard, finishing materials, type of hem, tensile strength, shrinkage tests, and general information on buying and caring for sheets and pillow cases.

The Whittall Rug Company of Wooster, Massachusetts, has a specification labeling plan similar to the Chatham plan (25). Their rug labels state the weave, fiber content, dyes, yarn, pitch, wires, shot, and tufts.

ACTIVITIES OF RETAILERS

Some retail stores have been outstanding in the field of informative labeling. Those included in this study are: Kaufmann Department Store, Pittsburg; Marshall Field Incorporated, Chicago; B. Altman and Company, New York; Macy Company, New York; Bloomingdale Department Store, New York; J. C. Penney Company, New York; and Sears Roebuck and Company, Chicago.

In 1936 Kaufmann Department Store of Pittsburg announced a plan to attach specification labels to merchandise to satisfy consumer demands (26). This company has multiple fellowships at the Mellon Institute of Industrial Research. Their workers evaluate competitive merchandise, create new products, and appraise new merchandise before it is offered to the public. They supplied the information for the labels used on 132 kinds of merchandise sold by Kaufmanns. They set standards and have made descriptive labeling possible. As the labeling plan progresses, technical specifications and more specific directions for care of the item will be included.

Marshall Field Inc. inaugurated an educational plan in 1936 (27,28). A series of "How to Buy" booklets were published for consumer use. In 1937 the Fieldcrest certified quality plan was announced. Informative labels were placed on seventeen major lines. These labels were to indicate what the article was made of, as fiber content; how it was made, as thread count; the service it would give, as tensile strength and weight

per square yard; the care for best service; grade description; and trade mark publicity. These labels were supplemented by retailer booklets "Announcing Fieldcrest Quality Plan" and "Fieldcrest Labels Give the Facts." This merchandising plan was expected to bring more profitable sales and to establish better consumer-retailer relationships.

As a result of consumer agitation, retailer labeling movements were initiated throughout the country. B. Altman and Co., New York City, announced its intention to label all merchandise with fiber content in 1937 and asked for the cooperation of manufacturers (29). From experimentation Macy's in New York City found that the use of informative labels improved consumer-retailer relations (30). Bloomingdale Department Store used informative labels before Federal Trade Rulings became effective (31). This organization believes that the success of the labeling plan will be proportional to the cooperation of mills and manufacturers.

In 1940 the J. C. Penney Company announced its intention to replace manufacturers' labels with Penney labels except in the case of nationally advertised goods (32). The labels were to indicate construction and performance. The list of items to bear these labels included sheets, blankets, outdoor clothing, bathing suits and woolen piece goods. Blanket labels, for example, would state fiber content, construction and merit, weight, size, and washing instructions.

Sears Roebuck and Company presented its "Infotag" plan at a meeting of the National Consumer-Retailer Council on May 7, 1940 (33,34,35,36). The plan began because of the agitation and publicity arising from the consumer movement. This company believes that merchandising benefits result from informative labeling. These benefits include better buying

and selling, training of sales persons, and clinching of sales. The labels include a nationally known trade name, selling copy, technical specifications, guarantees, and instructions for care and handling. They are planned for seventeen lines including three brands of sheets and fourteen brands of towels.

CHAPTER IV

FEDERAL TRADE COMMISSION REGULATIONS
CONCERNING THE LABELING OF
TEXTILE FABRICS

FEDERAL TRADE COMMISSION REGULATIONS CONCERNING THE LABELING
OF TEXTILE FABRICS

TRADE PRACTICE RULES OF THE FEDERAL TRADE COMMISSION

The Federal Trade Commission was established by an Act of Congress September, 1914 (37). Five commissioners are appointed by the President and confirmed by the Senate for seven year terms at ten thousand dollars per year. The Commission is empowered to control unfair methods of competition in interstate commerce. It conducts investigations upon its own initiative, upon requests of the President, either house of Congress, or the Attorney General, or upon complaint from citizens.

Whenever unfair methods are found, the Commission issues an order to "cease and desist." A fine may be imposed if this order is ignored.

The Commission may call trade practice conferences. Representatives of an industry may draw up rules for their own conduct at such conferences. The Commission undertakes to enforce these rules against the signers of the rules.

The sections of the Clayton Act which deal with price discriminations, price fixing, and restraint of trade through intercorporate control are administered by the Commission. It also administers the Export Trade Act.

The Wheeler-Lea Act, which was passed by Federal Congress, March, 1938, broadens the powers of the Federal Trade Commission. The act gave the Commission jurisdiction over practices that injure the public, but which may not invalue or injure a competitor. Unless an appeal is made, the Commission's "cease and desist" orders are effective after 60 days. Suits may be conducted in district courts where substantial penalties

may be inflicted for an offense. False advertising of foods, drugs, cosmetics, and therapeutic devices is prohibited also by this act.

The Commission acts cooperatively with consumers, merchants, and manufacturers for the purpose of securing adequate information about goods. Informative labels are a step in this direction.

In the textile field trade practice rules have been declared by the Federal Trade Commission for the rayon industry, for the shrinkage of woven cotton yard goods, for the silk industry, for the cotton converting industry, for the linen industry, and for the wool industry.

Federal Trade Commission Trade Practice Rules for the Rayon Industry were promulgated October 26, 1937 (38). These rules supersede the resolution concerning the term "Rayon" released on October 3, 1925 and the effect and intent of this resolution as announced on February 1, 1929.

The rules provide that fibers, yarns, threads and fabrics made of rayon must be sold, branded, and advertised as rayon. The statement made regarding the manufacturing process must be accurate. All trademarks of manufacturers, processors, and distributors must be truthful and non-deceptive. The use of misleading descriptive words are not to be used. An example of a misleading term would be "silk - linen" on a rayon fabric. Unless the word rayon is used in connection with fabric terms commonly associated with fabrics of other fiber content, these terms must not be used. Examples are "georgette" and "chiffon" which are commonly associated with the fiber silk. The fiber content of mixed goods must be listed in order of predominance by weight.

Misleading merchandising methods are considered unfair.

Suggested trade practices include percentage labeling of fibers in

mixed goods and labeling giving information regarding treatment and care of fabrics. The latter information may be given through advertising copy.

The Federal Trade Commission promulgated Trade Practice Rules for the Shrinkage of Woven Cotton Yard Goods, June 30, 1938 (39).

"Residual shrinkage" is defined as the shrinkage which remains in goods after it has been subjected to a shrinkage process. Any misleading information given to the consuming public regarding the pre-shrunk character of goods is forbidden. The amount of residual shrinkage in goods must be indicated when the terms pre-shrunk or shrunk are used. The term "shrink-proof" and similar terms must not be used unless the goods is free from residual shrinkage and has not been stretched after undergoing the shrinkage process. Statements made must be easily read and placed in a conspicuous place. The "Commercial Standard - CS59-36" is acceptable for determining shrinkage properties.

Trade Practice Rules for the Silk Industry were promulgated on November 4, 1938 (40). These rules supersede the rules of June 18, 1932 regarding silk weighting.

Silk is defined as the natural fiber of the silk worm. Any concealment of silk fibers, yarns, threads, strands, fabrics, and garments is forbidden. The use of "silk-noil" or "waste silk" must be revealed on labels. Fabrics which are free from metallic weighting and adulterating materials may be labeled "Pure Silk" and "Pure Dye Silk." Ten per cent tolerance is permitted in colored fabrics and 15 per cent in black fabrics. The percentage of weighting must be revealed in weighted goods. The presence of non-fibrous or adulterating materials must also be revealed. Unless silk is actually present the word silk cannot be used

alone or with another fiber name in describing a fabric.

The fiber content of mixed goods must be revealed in order of predominance by weight. This information must be conspicuously placed on the label.

It is considered unfair to sell silk under any false circumstances or misrepresentations, or to aid or abet such a practice. Merchandise cannot be sold as silk unless it is silk. Aged, deteriorated and damaged merchandise must be sold as such.

Trade and Corporate names must not use the term silk unless a substantial portion of their business is in silk.

It is recommended that the percentage fiber content of mixed goods be indicated on labels. It is acceptable to qualify the term silk in silk fabrics, as silk georgette. Information regarding the care and handling of the product is suggested as a good practice.

On August 18, 1939 Trade Practice Rules were promulgated for the Cotton Converting Industry (41). These rules are a revision, extension, and replacement of rules passed on September 1, 1931, December 14, 1931, June 30, 1933, and July 2, 1936.

Under the new rules it is considered unfair to misrepresent the grade, quality, quantity, construction, manufacture, or distribution of any cotton product. Misbranding and false invoicing designed to deceive purchasers or consumers is unfair. The origin of the goods must be honestly stated. When products are shipped they must not vary from the samples that were submitted for inspection. Commercial bribery and activities inducing breaches of contract between others are unlawful. Any other action which tends to represent competitors products in a false way or handicap his business is unfair. Imitation of trade-marks for

the purpose of deceiving consumers is unfair. Publication of false price lists and price discrimination is forbidden.

Goods sold by specification should have confirmation on the invoice and contracts should be performed according to plan.

The Wool Products Labeling Act of 1939 became effective July 1, 1941 (42). All wool products subject to this act must be identified by stamps, labels or tags. This information must be given: fiber content, percentage by weight of wool, non-fibrous loading, filling or adulterating matter, and the name of the manufacturer and other persons involved in merchandising the product. A manufacturer may use his registered number if he wishes, but the name of at least one reseller must then be used. Trade names cannot be substituted.

Labels must be easily read and understood. If information is given which is not required by law, it must not interfere with the required data. Labels must be conspicuous, consistent in type size, in fiber naming, and easily legible. Every item must be labeled separately unless they are attached identical pairs. The percentage of ornamentation must be stated.

Specialty fibers must be qualified when used in lieu of the word wool. Angora goat hair may be designated as mohair and cashmere goat hair as cashmere when their percentages and qualifications are given.

Virgin wool or new wool applies only to wool that has never been used.

Samples must bear the same labels as wool products. Each section of sectional products must be labeled. Fiber content of the face and back of a pile fabric must be listed separately. Linings, paddings, stiffenings, and trimmings composed of any type of wool must be labeled

separately from the product itself.

Manufacturers are required to keep accurate and detailed records of all purchases and products manufactured. They must guarantee against misbranding.

These rules are to be enforced by the Federal Trade Commission. This act does not apply to carpets, rugs, mats, or upholsteries.

Trade Practice Rules for the Linen Industry became effective May 1, 1941 (43). Linen is defined as the fiber of the flax plant or a product made of this fiber. All linen fibers and products made of these fibers must be sold as such. Unless a fabric is composed entirely of flax fibers it cannot be sold as "linen," "flax," "pure linen," "all linen," or "all flax." When a fabric is not made in whole or in part of linen the terms or syllables "lin," "lyn," and the like must not be used alone or in connection with other fiber names. The term "linen product" can only be used on articles containing 50 per cent or more of linen by weight. The term "part linen" must be used only on articles containing a substantial portion of linen and the entire fiber content must be revealed. The fiber content of such mixed goods must be stated in order of predominance by weight. When fibers are present in amounts of 5 per cent or less they may be called miscellaneous fibers. Fiber content of mixed goods must be stated in percentages. Finishing materials and loading or adulterating materials must be indicated by some form of labeling.

A variation of more than 5 per cent will not be permitted when the approximate size of an article is stated. A variation of 2 per cent should not be exceeded when an exact statement of size is made. An exact statement of size must be made on imported linens. Inferior and damaged merchandise must be sold as such.

The term "linen" cannot be used as a trade mark unless the article is of linen fiber construction. The term "hand" cannot be used to describe the process of manufacture unless it is true.

Fictitious price reductions, false price advertising, and price tags designed to deceive are forbidden. Sale advertisements must be truthful. The sale must not be composed largely of inferior merchandise or of a quality other than the one advertised.

Price discrimination between customers and consignment selling designed to clog or close trade are unfair.

Shrinkage statements must be specific and accurate. Residual shrinkage must be stated in percentages.

It is recommended that merchandise should not be accepted for return without just cause. Percentage fiber content of mixed goods is approved. Information regarding treatment and care of the product is considered a good practice.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS AND RECOMMENDATIONS

This study of textile fabrics and their labels, was limited to the fabrics which were used by students in the clothing construction classes of Michigan State College during the fall term of 1941. The purpose and procedure have been outlined, the data compiled, and the results noted in Chapter II.

Thoughtful perusal leads one to raise many questions; to wish that the study might have been more extensive as well as more intensive, and that additional studies which suggest themselves might be undertaken immediately.

What types of fabrics did the girls of Michigan State College select during the fall of 1941? Top ranking cotton purchases were: corduroy first, pique and gingham tied for second, velveteen third, and chambray fourth. More plain dress linens were used than cotton corduroys. Rayon crepes were two and one-half times as popular as spun rayons. Silk fabrics were nearly extinct. Three times as many 100 per cent wool fabrics as wool blends were used. Of the blends, wool and rabbit hair led the list, but cotton, rayon, and silk were combined with wool also.

Where did the students buy their fabrics? Apparently that depended on the price, because more than half of the fabrics costing less than \$1.00 were purchased in person and over the counter. All of the fabrics in the highest price range, \$4.00 - \$6.00; 86 per cent in the \$2.00 - \$4.00 price range; and 66 per cent in the \$1.00 - \$2.00 price range, were purchased by mail.

Why does this relationship between price and place of purchase exist? Is it true that local stores are not aware of the types and qualities of fabrics which the students desire? Do they find it more profit-

able to cater to the larger group of persons who purchase inexpensive fabrics and consequently by-pass the business of the discriminating college students? Do they understand that a really large number* of college students purchase fabrics each year for use in their clothing classes; that the fabrics themselves represent only a part of the necessary expenditures for materials; that many of these students will sew for themselves and their families long after they have finished their college training; and that many others will become teachers and influence another generation of students to select fabrics from the stores which cater to their needs? Apparently some of the larger stores are aware of these facts. One company is particularly aggressive in seeking the business of the college students and is most cooperative in catering to their needs. Ninety-six of the 245 purchases included in this study were made from this store.

How much does it cost the college student to purchase dress fabrics for her class problems? This was not a subject for study. However, the study indicates that the average price paid per yard by students in the elementary clothing classes was \$1.12; in the dress design classes \$1.10; and in the two advanced construction classes, \$3.08 and \$2.17. These figures may be misleading. Total cost is determined by the number of yards purchased. The yardage requirement is influenced by the width of the fabric. Therefore, the total cost of the wool garments made from fabrics costing an average of \$3.08 and the silk or rayon fabrics costing \$2.17 per yard may not have been greatly different.

It would have been interesting to follow through the fabrics of the study to determine the difficulties which the students encountered in handling them. Did they fray, slip, water spot, wrinkle, shrink, or

*652 undergraduate students were enrolled in the clothing construction classes of Michigan State College during the regular school year, 1941-42.

stretch? Were they pressed or printed off-grain? Was the yardage accurate? Did the fabrics hold the press? Were there reasons which could not be anticipated from the information at hand, why another choice would have been better for a specific purpose?

It would have been enlightening to study the serviceability of the garments made from the fabrics: to recall them occasionally for inspection in order to determine the types of deterioration which took place in the natural process of wearing out; to analyze wearing records to determine how much service was secured from each garment; to determine the cost per unit of wear as contrasted with the total original cost; to evaluate the relationship between the satisfaction received from the garment and the extent of accurate information which could be secured about the fabric before its purchase. Would such a study have revealed, as did the study of the Texas Home Economics Association, that the articles carrying labels with the greatest amount of information gave the most satisfactory service?

It would have been exceedingly worthwhile to check the accuracy of the fabric labels and the accuracy of the sales persons' comments concerning them by means of microscopical, physical, and chemical tests. Would such tests have proved, as did the Kansas State College investigation in 1939, that the information on the labels and comments of sales persons were in many cases inaccurate?

It would be of interest to repeat similar studies from year to year in order to determine fabric trends, price trends, merchandising trends, and consumer purchasing trends.

What kind and how much information did the labels of the 1941 fall dress fabrics carry to the consumer? The great majority of the swatches

were labeled with pin tickets, most of which contained only the price and width of the fabric. However one store should be commended particularly for its policy of including more information and for checking whether or not the fabric was crush resisting, washable, sunfast, and pre-shrunk, and for indicating its fiber content. This was done consistently for all fabrics and there seemed to be an equal chance that the negative as well as the positive service features would be checked.

A few of the stores enclosed their more or less promotional types of fabrics in envelopes which contained helpful information while others mounted their fabrics and labeled them. In both of these cases such things as fiber content, special finishes, care, various types of descriptive statements and guarantees were apt to be included. In no case were such fabric specifications as breaking strength, thread count, weight, and resistance to abrasion stated.

There was a great difference in the kind and amount of information which the stores provided concerning their goods. As might have been expected, those which had widely established reputations, a large enough trade area to bring them within the jurisdiction of the Interstate Commerce Commission, and were located in cities where Better Business Bureaus were functioning, complied more fully with the rules and regulations. Often these stores exceeded any imposed or recommended practices and included types of information which lessened the claims for dissatisfaction and difficulties which might develop in using the goods.

Did the labeling of these fabrics comply with the requirements of the Wool Labeling Act and of the Trade Practice Agreements of the Federal Trade Commission? As nearly as could be estimated by a non-technical

study of the fabrics, less than one-fifth of the cotton swatches, one-half of the rayon swatches, three-fourths of the wool swatches and all of the linen swatches submitted to the students as samples from which their selection of fabrics could be made, carried labels stating fiber content. Of the dress fabrics purchased, about one-third of the cotton, one-sixth of the rayon, all of the linen and all of the wool, carried labels stating fiber content. Apparently legislation is much more effective than trade practice agreements in securing compliance with a labeling practice. Claims as to "Shrink-proofness" of cotton fabrics were almost conspicuous by their absence. Perhaps this should be credited to the Trade Practice Rules.

There is one final implication: Why are not manufacturers and retailers practicing more general and more adequate textile labeling? What can the trained home economist do about it?

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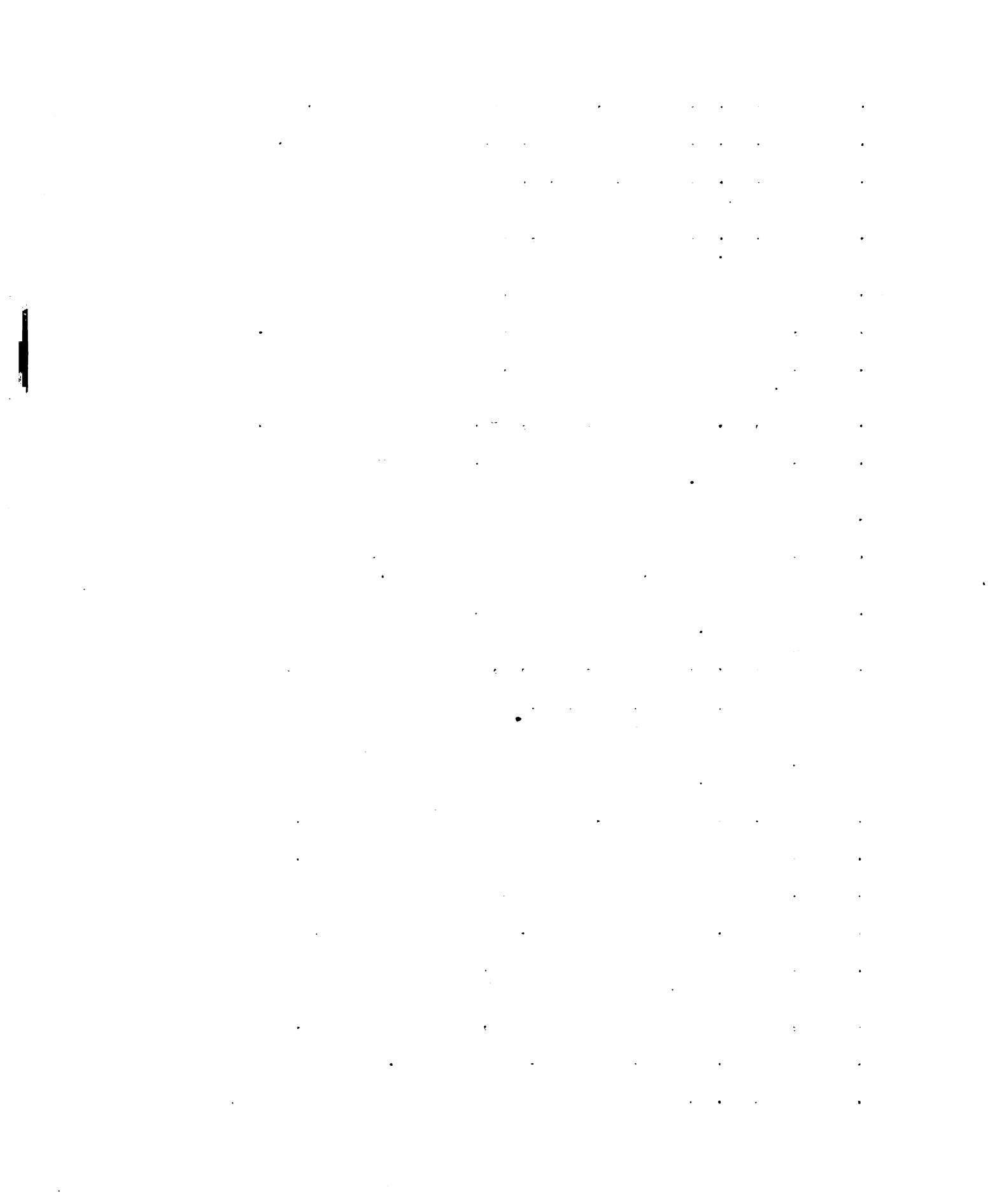
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APPENDIX

APPENDIX

Record of Fabrics

Purchased by Members of the Clothing Construction Classes

Michigan State College
October, 1941

Student's Name:

Course number: TC & RA _____

Fabric purchased:

Type,

Trade name (if known),

Cost,

Please attach a swatch of the fabric to this sheet!

Store:

Name,

Address,

Purchased:

By mail,

Over-the-counter,

Information received:

What did the clerk say about the fabric's

fiber content,

durability,

care,

What facts did you notice on the posters used in displaying the fabrics?

What facts did you notice on the end of the bolt?

What written materials were wrapped with your fabrics?
(labels, tags, tickets, sales slips, bills of sale, etc.).

Please attach them all to this sheet!

What terms were written on the fabric itself?
(selvage and wrong side)

Please quote them all exactly!

Please contribute all of the samples which you have collected in your search for fabrics for this course (with their attached tickets) to the box which has been provided.

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