

LABELING OF LADIES' SLACKS: KINDS
OF LABELS AND INFORMATION

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CHAPTER I

INTRODUCTION

The many new fabrics, finishes and fibers developed by the textile industry in recent years have opened a new world to the consumer, but the broad freedom of choice that confronts the shopper is often bewildering. Because of the wide variety of textile products available today, the consumer is dependent upon the integrity of the manufacturer and the merchant to supply her with information about the product. A major factor in her education is the informative label or tag supplied by the manufacturer or retailer. Several steps have been taken to help reach the goal of providing the consumer with the information needed about a textile product which is being considered for purchase.

The United States Congress has passed laws which require the inclusion of fiber content on the label of a textile product. With more recent developments of finishes which impart such characteristics as durable press to a garment, it is evident that today's homemaker needs to know the procedures necessary to keep the garment in good wearing condition. The emphasis appears to be shifting from fiber content toward the aspects of care and performance of fabrics. In response to that emphasis, various independent agencies have developed voluntary consumer standards useful for informative labeling of textile products.

Another important issue of current concern is the permanence of the label. Many consumers are interested to know if the information is

given in such a way that it will remain useful for the entire life of the garment.

In view of continuing interest in textile labeling the purposes of this study were:

1. To determine the type of labeling and the kind and amount of information on ladies' slacks at four price levels in five types of stores.

2. To determine consumer preferences for type of labeling and information on ladies' slacks.

It was hoped by the author that a study of this nature would be beneficial both to consumers and manufacturers by exploring the following questions: What information is on the label? Is such information likely to be useful? On what kind of a label is the information given? Is the labeling information permanently attached to the garment or will the label be discarded before the garment is worn? This study might also be of value to persons in consumer education who are concerned with helping consumers become more aware of labels and the information given on labels.

CHAPTER II

REVIEW OF LITERATURE

Considerable progress has been made in setting up standards for adequate labeling of textile products by such groups as the Federal Trade Commission, the United States of America Standards Institute (formerly the American Standards Association), the American Home Economics Association, the National Consumer-Retailer Council and the National Retail Merchants Association. Their work has been two-fold: to develop specific standards and requirements, and to carry on a program of education of the producer and consumer to achieve adequate labeling of textiles.

The Wool Products Labeling Act (37) became effective in 1941 and was the first legislation specifically requiring fiber identification. The purpose of the act was stated as follows: ". . . to protect producers, manufacturers, distributors and consumers from the unrevealed presence of substitutes and mixtures in spun, woven, knit, felted or otherwise manufactured wool products." The act required that manufacturers of fabrics or other products except upholstery and floor coverings containing wool must attach to the goods a label or tag stating the exact percentage and condition of wool and any other fibers that might be present. As a result of this act, the term "wool" was to be used on labels when the fiber had never been reclaimed from any woven or felted wool product. Wool recovered from mill remnants,

cutting waste and such sources was required to be labeled as "reprocessed," while wool reclaimed from discarded apparel was plainly labeled as "reused wool." The statement of fiber content was to be carried, without any change in the original percentage statement, until after the product was sold to the ultimate consumer.

Protection for buyers of furs was established by the Fur Products Labeling Act (14) which became effective in August of 1952. The act provided that fur advertisements and labels must give the true English name of the animal from which the fur was taken, tell whether it had been pointed, dyed, bleached, or artificially colored, state if it was new or used and give the country of its origin.

The Flammable Fabrics Act (11) was passed by Congress in 1953 after the American Association of Textile Chemists and Colorists, at the request of the National Retail Merchants Association, developed a fabric flammability test as a result of concern with product liability because of women's sweaters and boys' cowboy chaps which flashed burned (30). The law prohibited the introduction or movement in interstate commerce of wearing apparel made of fabrics that were so highly flammable as to be dangerous when they were worn. This act was amended in 1967 to authorize the Secretary of Commerce to protect the public against unreasonable risk of flammable fabrics by: conducting research into the flammability of products, fabrics, etc.; conducting feasibility studies on flammability reduction; developing flammability test methods and devices; changing present standards of flammability for clothing materials and clothing; and developing and issuing flammability standards for interior furnishings (21).

The most recent government regulation regarding fiber content was preceded by a great deal of controversy over the question of whether the consumer actually wanted to know the fiber content of a fabric. A number of producers of fibers and fabrics argued that performance labeling was much more desirable. They believed that mere identification of fibers would not convey any information about quality and performance to the consumer. The outcome of the performance labeling versus the fiber content labeling discussion was evidenced in fiber identification legislation.

The Textile Fiber Products Identification Act of March 1960 (31) covers those textile fiber products which were not covered by previous acts. Labels are now required to state the following information:

1. The generic names and percentages by weight of the constituent fibers present in the textile fiber product, exclusive of permissive ornamentation, in amounts of more than 5 percentum in order of predominance by weight with any percentage of fiber or fibers required to be designated as "other fiber" or "other fibers" appearing last. No fiber present in the amount of 5 percentum or less of the total fiber weight shall be designated by its generic name but shall be designated as "other fiber."
2. The name or registered identification number of the manufacturer.
3. If such textile fiber product is an imported product, the name of the country where such product was processed or manufactured (26).

The purpose of the act is ". . . to protect producers and consumers against misbranding and false advertising of fiber content of textile fiber products" (31). The act states that the stamp, tag or label shall remain on the product until it is sold or delivered to the ultimate consumer.

Under the act, the Federal Trade Commission has established the following generic names for manufactured fibers: acrylic, modacrylic,

polyester, rayon, acetate, saran, azlon, nytril, nylon, rubber, spandex, vinal, olefin, vinyon, metallic, glass (26). Each generic name of a manufactured fiber covers a class of fibers which may differ more or less widely in properties. The act is not intended to establish generic names on the basis of quality. The object of the generic name and definition is to identify the fiber-forming substance in the particular class of fiber.

The required label under the Fiber Products Identification Act is primarily for the consumer's use in selecting merchandise, and the required information appearing thereon should assist her by informing her as to the fiber content of the article she purchases. The Federal Trade Commission also recommends that the consumer become familiar with the generic names of manufactured fibers and thus avoid becoming confused by trade-mark names for the same basic fiber (26).

Recently the first part of this act was amended ". . . to permit naming any fiber in a textile product, regardless of its percent by weight, provided it has a clearly established and definite functional significance where present in the amount contained in such product" (27). The new law, while not mentioning any fiber specifically, is designed to make possible the use of the generic name "spandex" in labeling, advertising or promotion even though that fiber may constitute 5 percent or less of the total weight of a textile product.

Previous to the time of enactment of the Fiber Identification Act, which made fiber content mandatory in labeling, a number of manufacturers were giving this information to the consumer on their labels. Generic names, however, were rarely included.

Paralleling the Textile Fiber Products Identification Act was the development of American Standard Performance Requirements for Textile Fabrics, L22, by the American Standard Association (2). Since the promulgation of the original L22 standards, the name of the association has been changed to the United States of America Standards Institute and, in June 1968, the original standards were revised and updated (3). The new L22 covers essential performance qualities of fabrics for sixty-seven end uses in wearing apparel and home furnishings. The standards cover requirements and test methods for special properties but do not prescribe style, finish or other manufacturing details of an article. Rather, they set minimum requirements for the end use of a fabric covering such characteristics as strength, dimensional stability, colorfastness, retention of finish, atmospheric fading, laundering, pressing, sunlight, flammability, odor, delamination, durable press and stretch properties.

Appearing about the same time as the original L22 standards were the National Retail Merchants Association's Sure Care Symbols (7). The NRMA proposed a set of graphic symbols accompanied by verbal explanations giving detailed instructions for care of the garment. A campaign was begun to have these symbols permanently attached to textiles and garments and to educate the consumer in the meaning of the symbols.

Another addition to the drive for standards for informative labeling has come in the Voluntary Industry Guide for Improved and Permanent Care Labeling of Consumer Textile Products which was issued in 1967 (15). The Industry Advisory Committee on Textile Information, which developed the guide, has recommended to industry the use of permanent care labels on all textile articles where care instructions will

be helpful to the user. The Voluntary Industry Guide has established a standard terminology in the form of a glossary which tells the consumer how to care for both familiar and unfamiliar fibers, fabrics and apparel. It is an attempt by textile and allied industries to set up guidelines in cooperation with the government but without government interference.

Textile labeling has been the subject of much discussion on the part of manufacturers as well as consumers, especially since the passage of the Textile Fiber Products Identification Act. Generally, members of the textile industry who are concerned with consumer problems are divided into two schools of thought. There are those who believe that fiber identification is a standard which is of most importance and there are others who believe that use and care information is more desirable.

Diamond (8) related that the Fiber Identification Act would aid the consumer because it specifically prohibited false advertising of products within its scope. He felt that identification of fiber content was essential to avoid misleading consumers and at the same time to protect manufacturers. Burkholder stated that

. . . this law, of course, protects the interest of manufacturers of the different fibers, but more important, it offers protection and aid to the consumer as she begins to recognize the characteristics of different fiber groups and learns what to expect from each of them (6).

Goodrich Chemical Company, a producer of textile fibers announced

The present widespread use of trade names has led most consumers to believe that there are a great many different fibers on the market. There are many fibers but not nearly so many as consumers are lead to believe. The new law will make things much easier (13).

An article from the Textile World printed at the time of the passage of

the Textile Fiber Products Identification Act stated that the act had two objectives:

1. To provide consumers with truthful disclosures of fiber content.
2. To protect producers, manufacturers and distributors from hidden presence of substitutes of mixtures in textile fiber products (10).

Mack and Wham (23) have indicated that the passage of the Fiber Identification Act was a distinct forward step toward fulfilling long-standing hopes for reliable textile performance standards which have real meaning to the consumer. They further stated that although fiber identification is extremely important, actual performance labeling is even more important. A combination of the two types of information -- fiber content and performance -- gives the consumer of textile commodities a definite basis for making wise choices. The value which the consuming public derives from the standards will depend upon an educational program in which home economists should certainly assume leadership.

Opposition to the Fiber Identification Act was voiced by a number of groups. Freeman (12) said that the National Retail Merchants Association which represented more than 10,000 department and specialty stores opposed the legislation, as did many industry groups. They contended that the bill would not serve the best interests of either the consumer or the retailer and that, in effect, it represented the special interests of legislation. Freeman called the act "more confusing than helpful" (12)

Klurfeld (19) stated that the textile industry's objections to the Fiber Identification Act were fundamental. The industry did not believe that consumers would be in any better position to purchase an article

of apparel intelligently simply by being told the exact fiber content of that article. Also opposed to the act was Lovell, director counsel of the National Association of Shirt, Pajama and Sportwear Manufacturers.

He wrote:

We know that consumers look for satisfactory performance and wear in the apparel they buy and that this is a determining factor in their purchases. Recognizing this, we opposed the Textile Fiber Products Identification Act feeling that for the consumer to know what the component fibers are would be of less value than to know how the garment would wear and how it should be cleansed. Accordingly, we suggested to Congress that we would favor mandatory performance standard representatives to appear on apparel rather than what was suggested (22).

The American Home Economics Association recognized the need for adequate informative labeling of textile products as to quality, use and care and realized the difficult and complicated nature of the problem. The association stated that a voluntarily adopted system for labeling textile products as to quality, use and care would be a democratic way to achieve informative labeling (35). Tesi said that "Consumer satisfaction has been provided by the ever increasing use of end use standards such as those set forth in ASA's L22 and expanded upon by the individual fiber producers and other textile and retail organizations" (29).

Several research studies have been conducted which deal, at least in part, with the amount and type of information available on garment labels and the kind of label on which the information is given. Ratcliff (25), in 1945, found very little informative labeling on cotton dresses. Less than one-fourth of the dresses had care instructions on the labels. Only 5 percent of these labels gave complete laundering directions and 8 percent stated colorfastness, shrinkage and fiber content. One percent gave information on finishes.

In 1957, Abell (1) studied the adequacy of labels on several items of women's clothing made from synthetic, natural or mixed fibers. The kinds of labels most commonly found were: a size and price pin ticket or tag; a stitched-in ribbon label showing trade-mark and usually fiber content; and a manufacturer's hang tag giving information ranging from a trade-mark to several facts and care instructions. Seventy-three percent of the labels stated fiber content while almost half of the labels gave information on finishes. Crease resistance and Sanforized were finishes most often reported. One-third of the garment labels had care instructions, however no pressing information was given. Labels lacked uniformity in laundering information, and terms for laundering instructions were vague.

As part of a study published in 1959 on labeling of ready-made dresses, Drake and Grimes (9) examined several thousand dresses for availability of information. On the numerous labels, there was little use and care information. Brand name and size were given on two-thirds of the dresses, generally on a stitched-in label. Six percent of these stitched-in labels gave fiber name and store name while less than 1 percent gave washing or dry cleaning information. Dresses costing under \$20 had more label information on hang tags than did the more expensive garments. Less than one-half of the hang tags had instructions to wash or dry clean. Washing instructions for washable garments were on one-fourth of the hang tags. Over half of the hang tags gave information on fiber content; about one-third on finish; 18 percent on shrinkage; and 8 percent on colorfastness. Brand or manufacturer's name was found on most of the hang tags. Drake and Grimes found that many labels were

wordy but that some were mainly advertising and gave no information as to care or performance.

Kohler's 1965 study (20) of ladies' blouses, found that a majority of blouse labels did not provide sufficient information for the consumer to use in terms of selection and care. She found more ribbon labels than any other type. Eighty-four percent of the blouses had ribbon labels and over half had paper hang tags and cloth or paper tabs. Manufacturer's name, brand or trade-mark appeared on all of the blouses, but less than half of the garments gave care instructions. Although three-fourths of the labels gave information on fiber percent, generic name and size, they were lacking in information on fabric structure, special finishes, performance and certification. Brand was the most common information appearing on stitched-in labels. Half of the ribbon labels showed size and nearly half showed fiber percent and generic name. Brand name, laundering instructions, fiber percent, and generic name composed the most frequent information appearing on paper hang-tags. Size was the most common information found on cloth and paper tabs, while style description was most common on button tabs.

Several studies have attempted to discover what information consumers would like to have on labels. In 1939 the National Consumer-Retailer Council (18) conducted a study to obtain the opinions of consumers, retailers and manufacturers as to what information should be contained on labels of twelve textile items. Ninety percent of the consumers responding said they wanted the following information on the labels of wash dresses: fibers used in fabric and the percent by weight; weighting or sizing added to the fabric; size -- bust, waist, hips, and length; color permanence of fabric and trimming to sun,

washing and perspiration; shrinkage; and special and detailed instructions for washing.

Van Syckle (33) in 1951, found that consumers listed fiber content, performance, care instructions and manufacturer or store as being useful information on labels. Trade name and description of materials were reported as other useful information. The same year, Miller (24) conducted a study on labeling of women's ready-to-wear garments in order to prepare a filmstrip to be used in consumer education. Interviews with retailers and sales clerks revealed that one of the most frequent requests of homemakers was for more detailed care and laundering instructions for the textile products they purchased.

Jarrell (16), in 1958 found the following information, in order of importance, was most often desired by women purchasing man-made ready-to-wear: care, stability, launder and dry-clean, fiber, durability, color and size. Kohler's study (20) reported that consumers considered brand name, fiber content, type of fabric and size the most important information they used in selection.

Information desired on sewn-in labels by consumers studied by Drake and Grimes (9) included brand name or trade-mark, manufacturer's name or the name of the store, information on whether the garment should be washed or dry-cleaned, fiber content and size. Information desired on the hang tag was laundering instructions, ironing, temperature, colorfastness, shrinkage, fiber content, to wash or dry-clean and finish. Over three-fourths of these same consumers indicated that label information found most helpful was washing or dry-cleaning information. More than two-thirds of the women used laundering instructions; about one-half used fiber content, mainly as it related to care; and one fourth used brand name.

Label items rated most important by Brown's study (5) in 1959 were washing or dry cleaning instructions, fiber content and shrinkage. Other items rated high were: ironing and pressing instructions, bleaching, colorfastness, finishes added, reaction to perspiration and special care of ornaments. The teenage consumer, when asked by Jones (17) in 1960, to give the most important information the label offered, indicated care. A small percentage indicated finishes, fiber content, colorfastness and guarantee of satisfaction.

In a 1962 survey conducted by Good Housekeeping (34), a sizable number of homemakers stated that they would like additional information on clothing labels. They wanted more complete, clear instructions for care, cleaning or washing. This survey also pointed out that of all the different product labels studied, clothing labels came in for most criticism. One out of three respondents reported that she did not find all the details she needed on clothing labels.

A study conducted by Brannon (4) in 1965 confirmed several concepts reported in previously mentioned research. She found that, in general, only a small percentage of homemakers were familiar with textile laws and the protection they provide for the consumer. The homemakers were more concerned with labeling information giving care and washing instructions than with any other items on a list which included such possibilities as fiber content, shrinkage, brand, colorfastness, finish and manufacturer's name.

CHAPTER III

METHOD AND PROCEDURE

Two instruments were used to obtain data for this study. A checklist was used to record the information contained on the labels including all styles of ladies' slacks in the store's stock. An interview schedule was developed to ask consumers, who were shopping for slacks, their preferences with respect to labeling.

Selection of Type of Garment To Be Studied

After reviewing previous research studies on labeling, ladies' slacks were selected as the objects of this study. Several studies have been conducted on ladies' blouses and dresses, however, no information could be found on any previous studies on ladies' slacks. The atmosphere of home and family life has been shifting during recent years from the more reserved, formal style to the casual, relaxed attitude. Slacks have become an integral part of the wardrobe for wear both at home and away from home. The use of slacks serves both to limit the study and give it depth since slacks are available in a relatively narrow variety of styles but in a wide variety of fibers and fiber blends and a wide range of prices.

Development of Data Collection Instruments

The label checklist (see Appendix A) was developed as an adaptation of the National Consumer Retailer Council's "Master Label

Outline" (36). Information included:

What It Is Made Of (composition) - fiber content

How It Is Made (construction) - weave, type of fabric, etc.

What It Will Do (performance) - colorfastness, shrinkage, etc.

How To Care For It - washing or dry cleaning instructions

Name of Manufacturer or Distributor

Finish was included and was later combined with the information on construction for purposes of tabulation. Guarantee was also recorded.

The various kinds of labels and the methods by which they were attached to the slacks were identified through observation. The description of the three kinds of labels follows:

1. Paper Hang Tag - a cardboard or stiff paper tag attached to the garment by a string. This label is removed before wearing the garment.

2. Paper Tag Sewn Into the Garment - a small, usually square slip of paper sewn on the inside of the waistband or into a seam, which is either removed before wearing or which deteriorates after a short amount of wear.

3. Cloth Tag Sewn Into the Garment - a ribbon or piece of cloth sewn to the inside of the waistband or into a seam, including information which is either woven in or printed on. This label is permanent and is generally as durable as the garment itself.

The interview schedule (see Appendix B) was designed to obtain information concerning label preferences of consumers as they shopped for slacks. Questions and possible answers were kept short so that the interview would take little of the shopper's time. Reaction of each shopper to two labels (see Appendix C) was also obtained.

Selection of Stores

A group of retail stores selling ladies' slacks in Oklahoma City, Oklahoma was selected as the sample for this study (see Appendix D). The area included in the study was bounded by Main Street on the South, Heffner Road on the North, Bryant Ave. on the East, and May Ave. on the West. In order to employ appropriate limitations to the study, the Main Street boundary was first selected with the exclusion of all stores south of that division. The other boundaries were then set by the following criteria. Within this area is found at least one branch of every major retail store selling ladies' slacks in Oklahoma City as well as a majority of the smaller stores. Within this area is also found a good overall distribution of the resident population as to annual family income.

The selected area was divided arbitrarily into three economic residential areas using 1960 Bureau of the Census information (32) obtained from the Oklahoma City Chamber of Commerce.¹

Selection of different types of retail stores was based on an adaptation of a classification found in Family Clothing by Tate and Glisson (28). The type and number of stores selected from a total of 106 stores in the area were:

1. Variety (5 stores) - selling all kinds of inexpensive household and garden items as well as clothing for the entire family.
2. Department (5 stores) - selling many kinds of household items as well as clothing for all family members.

¹The median family income within each area was designated as Low - \$2,000 to \$4,500; Middle - \$4,600 to \$7,600; High - \$7,700 to \$10,500.

3. Discount (3 stores) - selling items generally found in both variety and department stores at a supposedly reduced price.
4. Family Clothing (8 stores) - selling clothing for all members of the family.
5. Specialty (12 stores) - selling only items of ladies' ready-to-wear.

A listing of retail stores selling ladies' slacks in the area was obtained from the Yellow Pages of the 1967 Oklahoma City telephone directory. One branch of each store which fell into the categories of variety, department, discount, and family clothing store, was selected with the intent of distributing these stores as evenly as possible throughout the three economic residential areas. Since there were so many more specialty shops than the other types of stores, the number of specialty shops selected was proportionate to the number of the other types of stores. The specialty shops were selected as much as possible to provide equal distribution within the three economic residential areas and equal distribution geographically within the three areas.

Because of increasing mobility of the population it must be understood that even though a store is located in a certain economic residential area, it may not carry merchandise which is similar in price to the economic area. Insofar as possible, the author tried to select stores that would provide an equal distribution as to geographic location within economic residential areas as well as an equal distribution of various price ranges of merchandise.

Collection of Data

The data were collected between June 21 and July 26, 1968. The stores were visited between the hours of 10 A.M. and 5 P.M. on

Thursdays and Fridays. Permission was received from store personnel to examine labels and question shoppers in each store. Labels on all of the slacks in the store's stock were examined. One pair of slacks representing every combination of labels and information composed the sample. A checklist was used for each garment in the sample. Labels on a total of 329 pairs of ladies' slacks were examined. The interviews were conducted at the same time. Consumers who were shopping for slacks were approached and asked if they read labels on ladies' slacks. If so, they were asked to cooperate in the study by answering five questions. The first three shoppers in each store (four shoppers in one store) who indicated they did read labels were used in the sample. A total of 100 shoppers were interviewed.

Compilation of Data

From the checklists, data were tabulated according to kind of tag and information given. General and specific information on the type of label (hang tag, sewn-in paper tag, or sewn-in cloth tag) and the information given on the label (care, performance, fabric construction and/or finish, fiber content, guarantee and manufacturer) are presented in Tables I to III. Tables IV to VI show the data grouped and compared as to type of store, price level, and fiber content. Information from the interview schedules was tabulated and is discussed in Chapter IV.

CHAPTER IV

FINDINGS AND DISCUSSION

Many different items of information were found on the 329 pairs of ladies' slacks examined and a great variety of words and phrases were used on the labels. The information, however, was condensed and grouped for purposes of presentation and discussion.

All garments had at least two labels of one or more types. The maximum number of labels on any garment was seven, and the most common number of labels on a garment was three. More hang tags were found than any other type of label.

Garment Label Information

The relationship between the type of labeling and the kind of information found on slacks is presented in Table I. Over three-fourths of the garments gave care information on the labels. This is a higher incidence of care information than has been reported in other studies (1, 9, 20). Ninety-nine percent of the garments were labeled with fiber content. These findings indicate that industries are complying with the Textile Fiber Products Identification Act and that many manufacturers are following the suggestions of those agencies which advocate voluntary care and performance labeling.

More information of all kinds was found on paper hang tags than on any other type of label. Care information was given primarily on paper hang tags but was also found on a combination of paper hang tags

TABLE I

INFORMATION GIVEN ON 329 PAIRS OF LADIES' SLACKS BY KIND OF INFORMATION AND TYPE OF LABELING

| Kind of Information | Type of Labeling | | | | | | | | | | Total Garments With Info. No. % | | | | | |
|---|-----------------------------------|----|-----------------------|----|-----------------------|----|--------------------------------|----------|--------------------------------|----------|---|-----------------------------|----------|---------------------------------|----------|----|
| | Paper Hang Tag No. % | | Sewn-In | | | | Two or More Types | | | | | | | | | |
| | | | Paper No. % | | Cloth No. % | | Hang Tag & Sewn-In Cloth | | Hang Tag & Sewn-In Paper | | | Sewn-In Cloth & Paper | | Hang Tag & Sewn-In Labels | | |
| | | | | | | | No. % | No. % | No. % | No. % | | No. % | No. % | No. % | No. % | |
| Care | 174 | 53 | 3 | * | 23 | 7 | 48 | 15 | 2 | * | 1 | * | 1 | * | 252 | 77 |
| Performance - Fabric and/or Garment | 165 | 50 | 1 | * | 3 | * | 14 | 4 | 4 | 1 | 1 | * | 0 | 0 | 188 | 57 |
| Fabric Construc- tion and/or Finish | 84 | 26 | 2 | * | 7 | 2 | 21 | 6 | 0 | 0 | 0 | 0 | 1 | * | 115 | 35 |
| Fiber Content | 125 | 38 | 70 | 21 | 11 | 3 | 25 | 8 | 93 | 28 | 0 | 0 | 2 | * | 326 | 99 |
| Guarantee | 28 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 28 | 8 |
| Manufacturer | 93 | 28 | 0 | 0 | 78 | 24 | 130 | 40 | 0 | 0 | 0 | 0 | 5 | 2 | 306 | 93 |

*Less than 1%.

and sewn-in cloth labels on a significant number of garments. Fiber content was given mainly on paper hang tags but also on sewn-in paper labels, and a significant number of garments gave fiber content on both a paper hang tag and a sewn-in paper tag. The manufacturer's name was found on either paper hang tags or on sewn-in cloth tags but was most often found on both a hang tag and a sewn-in cloth tag. This finding indicates that a manufacturer may be more concerned with permanently attaching his name to a garment than in providing any other kind of information.

Some of the more common items of specific information falling under each general information heading are given in Table II. Directions on a majority of garments stated that the slacks were washable, and washing instructions were given. Information on almost half of the garments stated that the slacks could be machine washed. Instructions were also given for drying and ironing.

The most common performance characteristic given was dimensional stability although the labels usually used such wording as "stretch" and "retains shape" rather than "dimensional stability". Minimum care features were given on almost one-third of the garments.

Approximately half of the garments which had a guarantee listed an address for returning the garment if the customer was dissatisfied. It appears that some manufacturers may guarantee their product but not encourage the enforcement of the guarantee.

Thirteen percent of the garments carried a brand name of a fabric finish while only 6 percent had both brand name and an explanation of the properties resulting from the finish. This finding suggests that

TABLE II

BREAKDOWN OF LABEL INFORMATION GIVEN ON 329 PAIRS OF LADIES' SLACKS*

| Kind of Information | Number | Percent |
|---|--------|---------|
| Care | | |
| Dry Clean Only | 30 | 9 |
| Dry Clean or Wash | 33 | 10 |
| Do Not Dry Clean | 17 | 5 |
| Washable | 182 | 55 |
| Machine Wash | 162 | 49 |
| Hand Wash | 96 | 29 |
| Washing Instructions | 203 | 62 |
| Drying Instructions | 150 | 46 |
| Ironing Instructions | 142 | 43 |
| Performance - Fabric and/or Garment | | |
| Minimum Care ¹ | 97 | 30 |
| Dimensional Stability ² | 133 | 40 |
| Color Stability ³ | 49 | 14 |
| Comfort | 21 | 6 |
| Fabric Hand and Appearance | 23 | 7 |
| Durability | 8 | 2 |
| Fabric Construction and/or Finish | | |
| Fabric Construction ⁴ | 49 | 14 |
| Brand Name of Finish | 44 | 13 |
| Explanation of Finish Properties | 8 | 2 |
| Both Brand Name and Explanation of Finish | 20 | 6 |
| Guarantee | | |
| Guaranteed | 28 | 8 |
| Address Given for Return | 12 | 4 |
| Manufacturer | | |
| Manufacturer's Name | 306 | 93 |
| Manufacturer's Address | 63 | 19 |

*The table shows the frequency an item of information was found on the labels. Since several items of information often appeared on a label, each figure under number and percent is in relation to 329 and 100 percent.

¹Includes crease or wrinkle resistant, permanent press, permanent pleats and creases, wash and wear, easy care.

²Includes stretch, shape retention, overcoming sag instructions, shrinkage (Sanforized, preshrunk, percent of expected shrinkage, will not shrink, shrinkage controlled or stabilized).

³Includes colorfast: fast to light, chlorine, washing, dry cleaning; care given in regard to color.

⁴Includes knit, corduroy, denim, etc.

perhaps some manufacturers assume consumers know what properties to expect from a finish produced under a certain brand name.

Care information was divided into several categories under which information is most commonly given on labels and is shown in Table III. Directions on over half of the garments stated whether the garment should be washed by machine or by hand. About one-third of the garments were labeled as to washing temperature and use of laundry aids. Drying procedures were mentioned more than twice as often as dryer temperature. Ironing procedures were given on almost one-third of the garments and included the direction "little or no ironing needed" most often.

The kind and amount of label information found on slacks in different types of stores is shown in Table IV. Care information and manufacturer's name were found most frequently on labels of garments sold in department stores. Two other kinds of information - performance and fabric construction and/or finish - were given more often on garments sold in variety stores. Fiber content was listed on all of the garments sold in department, specialty and variety stores, and a guarantee was given most often on garments sold in discount stores. In general, of the five types of stores, department and variety stores sold slacks with the most complete label information, and discount and family clothing stores sold slacks labeled with the least amount of information.

The relationship between the price of the garment and the kind and amount of label information is given in Table V. Information on performance and fabric construction and/or finish appeared most frequently on labels of low priced garments. Care instructions and a guarantee were given more on medium-low priced garments than garments in any other

TABLE III

SPECIFIC CARE INFORMATION ON LABELS ON 329 PAIRS OF LADIES' SLACKS*

| Kind of Care Information | Number | Percent |
|---------------------------------|--------|---------|
| Washing Instructions | | |
| Type of Washing ¹ | 182 | 55 |
| Washing Procedures ² | 82 | 25 |
| Washing Temperature | 116 | 35 |
| Laundry Aids ³ | 109 | 33 |
| Drying Instructions | | |
| Drying Procedures ⁴ | 140 | 42 |
| Dryer Temperature | 67 | 20 |
| Ironing Instructions | | |
| Ironing Procedures ⁵ | 106 | 32 |
| Ironing Temperature | 49 | 15 |

*The table shows the frequency an item of information was found on the labels. Since several items of information often appeared on a label, each figure under number and percent is in relation to 329 and 100 percent.

¹Includes machine wash, hand wash.

²Includes stain removal, wash separately, cycle on washing machine, soaking, rinsing, avoid tangle, twisting, spinning.

³Includes type of detergent, bleach.

⁴Includes blocking, drip dry, machine dry, remove from dryer immediately.

⁵Includes little or no ironing needed, iron while damp, iron on wrong side.

TABLE IV

LABEL INFORMATION GIVEN ON 329 PAIRS OF LADIES' SLACKS SOLD IN FIVE DIFFERENT TYPE STORES

| Type of Store | Care | | Performance- Fabric and/or Garment | | Fabric Construction and/or Finish | | Fiber Content | | Guarantee | | Manufacturer | |
|-------------------------|------|----|--|----|---|----|---------------|-----|-----------|----|--------------|----|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Department N=72 | 63 | 88 | 46 | 64 | 33 | 46 | 72 | 100 | 7 | 10 | 71 | 99 |
| Discount N=45 | 33 | 73 | 28 | 62 | 14 | 31 | 43 | 96 | 6 | 13 | 32 | 71 |
| Family Clothing N=76 | 52 | 68 | 35 | 46 | 23 | 30 | 75 | 99 | 6 | 8 | 74 | 98 |
| Specialty N=108 | 82 | 76 | 59 | 55 | 29 | 27 | 108 | 100 | 7 | 6 | 105 | 97 |
| Variety N=28 | 22 | 79 | 20 | 72 | 16 | 57 | 28 | 100 | 2 | 7 | 24 | 86 |

TABLE V
LABEL INFORMATION GIVEN ON 329 PAIRS OF LADIES' SLACKS AT FOUR PRICE LEVELS

| Price Levels | Care | | Performance- Fabric and/or Garment | | Fabric Construction and/or Finish | | Fiber Content | | Guarantee | | Manufacturer | |
|---|------|----|--|----|---|----|---------------|-----|-----------|----|--------------|-----|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Low \$1.59-\$5.99 N=93 | 73 | 78 | 63 | 68 | 43 | 46 | 92 | 99 | 9 | 10 | 74 | 80 |
| Medium-Low \$6.00-\$10.99 N=102 | 85 | 83 | 65 | 64 | 41 | 40 | 101 | 99 | 12 | 12 | 99 | 97 |
| Medium-High \$11.00-\$19.99 N=118 | 87 | 74 | 57 | 48 | 28 | 24 | 118 | 100 | 7 | 6 | 117 | 99 |
| High \$20.00-\$44.00 N=16 | 7 | 44 | 3 | 19 | 1 | 6 | 15 | 94 | 0 | 0 | 16 | 100 |

price range. Fiber content was found on all garments in the medium-high price range, and manufacturer's name was given on all of the high priced garments. In general, slacks in the medium-low price range contained more complete label information than in any other price group. Low priced garments were only slightly less well labeled, and high priced garments had labels containing the least amount of information. This finding agrees, at least in part, with other research (9).

Slacks were grouped according to fiber content and compared as to the amount of label information as shown in Table VI. Slacks which were made from a blend of natural and manmade fibers had the greatest amount of label information. Slacks made from 100 percent manmade fibers also gave more complete label information than the other four fiber content groupings. Slacks with the least amount of label information were those made from 100 percent cotton and those made from 100 percent wool or silk.

Consumer Preferences For Labeling

When the 100 consumers who were interviewed while they were shopping for slacks were asked, "Which is more important to you on a label, care instructions or fiber content?", 64 shoppers responded that care instructions were more important, and 36 said fiber content was more important. This finding concurs with several other studies (4, 16, 24). When asked which kind of label, hang tag, sewn-in paper tag or sewn-in cloth tag, was more useful, 60 shoppers said a sewn-in cloth tag and 40 said a hang tag. None preferred a sewn-in paper tag. Ninety-nine of the 100 respondents preferred to have the information given on one single tag rather than on several tags. The author found that several items of information, especially fiber content, manufacturer's name and,

TABLE VI

LABEL INFORMATION GIVEN ON 329 PAIRS OF LADIES' SLACKS COMPOSED OF DIFFERENT FIBER CONTENT

| Fiber Content | Care | | Performance- Fabric and/or Garment | | Fabric Construction and/or Finish | | Fiber Content | | Guarantee | | Manufacturer | |
|---|------|----|--|----|---|----|---------------|-----|-----------|----|--------------|-----|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 100% Cotton N=44 | 32 | 73 | 21 | 48 | 14 | 32 | 44 | 100 | 1 | 2 | 41 | 93 |
| 100% Wool or Silk N=15 | 6 | 40 | 3 | 20 | 1 | 7 | 15 | 100 | 0 | 0 | 15 | 100 |
| 100% Manmade N=94 | 69 | 73 | 60 | 64 | 32 | 34 | 94 | 100 | 9 | 10 | 90 | 96 |
| Blend - Manmade N=27 | 22 | 82 | 15 | 56 | 4 | 15 | 27 | 100 | 1 | 4 | 26 | 96 |
| Blend - Natural and Manmade N=120 | 99 | 82 | 75 | 62 | 53 | 44 | 120 | 100 | 17 | 14 | 107 | 89 |
| Other (Bonded Fabrics) N=26 | 23 | 88 | 14 | 54 | 9 | 35 | 26 | 100 | 0 | 0 | 26 | 100 |
| Not Given N=3 | 1 | 33 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 33 |

to a lesser degree, care, were given on a combination of two different kinds of labels. The consumers, however, by their response to this question, indicated that rather than having several different labels giving different information, or having the same information repeated on several labels, they preferred all the information on one label. This finding also indicates that the numerous labels on many garments may be confusing and may discourage the consumer from using the information that is available.

After shoppers responded to the first three questions they gave their preference as to which one of the two labels they would be more inclined to read. Fifty-seven said they would read the small label, and 43 chose the large label. The small label had smaller print, was not colorful, but gave more information. The large label had large print, was colorful (some red and gold printing), but gave very little information. When asked the reason for their choice, the shoppers who selected the small label gave answers which could be categorized under the following headings: information given - 52, large label too faded - 3, color or absence of color - 2. Those choosing the large label gave the following reasons: color or absence of color - 30, size of label - 20, size of print - 13, label simplified - 3. This finding indicates that some consumers may be influenced by factors such as color or size of label; factors that do not really relate to the main purpose of a label - the conveyance of information about the product.

CHAPTER V

SUMMARY AND CONCLUSIONS

This study was designed to investigate the labeling of ladies' slacks for type of labeling and kind and amount of information. Consumer preferences for type of labeling and information on ladies' slacks were also explored.

The labels on 329 pairs of ladies' slacks were inspected and 100 shoppers were interviewed in 33 retail stores in Oklahoma City, Oklahoma. The stores were divided into five types: variety, department, discount, family clothing and specialty stores. The slacks were grouped into four price levels (low--\$1.59 to \$5.99; medium-low--\$6.00 to \$10.99; medium-high--\$11.00 to \$19.98; high--\$20.00 to \$44.00). They were grouped by fiber content into 100 percent cotton, 100 percent wool or silk, 100 percent manmade, blend of manmade, blend of manmade and natural, and other (bonded fabrics). The labels were divided into three types: paper hang tags, paper tags sewn into the garment, and cloth tags sewn into the garment. Information on the labels was placed in the following categories: care; performance of fabric and/or garment; fabric construction and/or finish; fiber content; guarantee; and manufacturer. Information on the labels was compiled through the use of a checklist. An interview schedule was used to obtain consumer preferences for labeling.

Ladies' slacks in the merchandise of 33 stores in Oklahoma City were found to have some type of label on all 329 pairs. Fiber content, which is required in the Textile Fiber Products Identification Act, was given on all but three of the garments. Paper hang tags were used more than any other kind of label. Department stores carried slacks with more complete label information than any other type of store.

Some care and performance information appeared on a significant number of slacks; but information on temperature or procedures to be used for washing, drying and ironing, color stability, shrinkage and finish was not provided on an appreciable number of garments. These factors are considered important in the care of fabrics. It is believed by the author through her work with teenagers and adults in clothing classes, that a considerable number of different procedures are used when a label says a garment may be machine washed. More specific information would undoubtedly produce more satisfactory results for all consumers.

Permanent cloth labels conveying useful information were used on a small number of ladies' slacks, however this type of label could be used to good advantage even more in the future. More information on care and performance could be given on sewn-in cloth labels as signified by the consumers in this study and by the NRMA Sure Care Symbols and Voluntary Industry Guide for Improved and Permanent Care Labeling.

This study indicated that price is not necessarily related to quality of a garment in so far as quality can be judged by the label information. Man-made fibers, in general, had more complete label information than natural fibers, possibly because of the great variety of characteristics available with the many, new fibers.

It was found that although consumers may indicate certain preferences in labeling, their actual use of the label may not be consistent with their preference. Some shoppers preferred an informative label but actually selected a label on the basis of color or size of label. Since the consumers who were questioned preferred one label to several, it is suggested that fabric manufacturers, garment manufacturers and retailers work together to reduce the number of labels and tags appearing on a garment. Those persons responsible for labeling could also provide care information which consumers in this study consider more valuable than fiber content.

Recommendations for further study include a suggestion for more complete examination of consumer preferences in labeling and the extent to which the consumer really uses the information which may be given on a label. A more complete study would be instructive to manufacturers in helping them improve the quality of their labels by including the information which consumers will use. It is also recommended that a study be made of exactly how much consumers know about textile products: new fibers, finishes, terms used on labels, etc., to see how complete the information on labels really needs to be for it to be useful to consumers.

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APPENDIX A

CHECKLIST FOR DETERMINING TYPE OF LABELING AND KIND AND AMOUNT OF INFORMATION ON LADIES' SLACKS

1. Date and Time of Visit _____
2. Store Name and Address _____
3. Price of Garment _____
4. Fiber Content and % _____
5. Brand Name and/or Manufacturer _____
6. Type and Number of Labels Available _____

_____ Hang Tag
 _____ Paper Tag Sewn Into or Onto Garment
 _____ Cloth Tag Sewn Into Garment
7. Information Found on Labels:

| No Info. | Hang Tag | Paper Sewn | Cloth Sewn | |
|-------------|-------------|---------------|---------------|----------------------------------|
| | | | | A. Fiber Content |
| | | | | B. Care |
| | | | | 1. Dry Cleanable |
| | | | | 2. Machine Washable |
| | | | | 3. Hand Washable |
| | | | | 4. Little or No Ironing Needed |
| | | | | 5. Additional Information _____ |
| | | | | C. Expected Performance |
| | | | | 1. Crease or Wrinkle Resistant |
| | | | | 2. Permanent Press |
| | | | | 3. Stretch |
| | | | | 4. Additional Information _____ |
| | | | | D. Guarantee |
| | | | | E. Shrinkage |
| | | | | 1. Sanforized |
| | | | | 2. Preshrunk |
| | | | | 3. % of Expected Shrinkage Given |
| | | | | 4. Additional Information _____ |
| | | | | F. Colorfastness |
| | | | | 1. Additional Information _____ |
| | | | | G. Finish |
| | | | | 1. Additional Information _____ |
| | | | | H. Fabric Construction |
| | | | | I. Manufacturer's Name |

APPENDIX B

INTERVIEW SCHEDULE FOR DETERMINING CONSUMER PREFERENCES FOR
TYPE OF LABELING AND INFORMATION ON LADIES' SLACKS

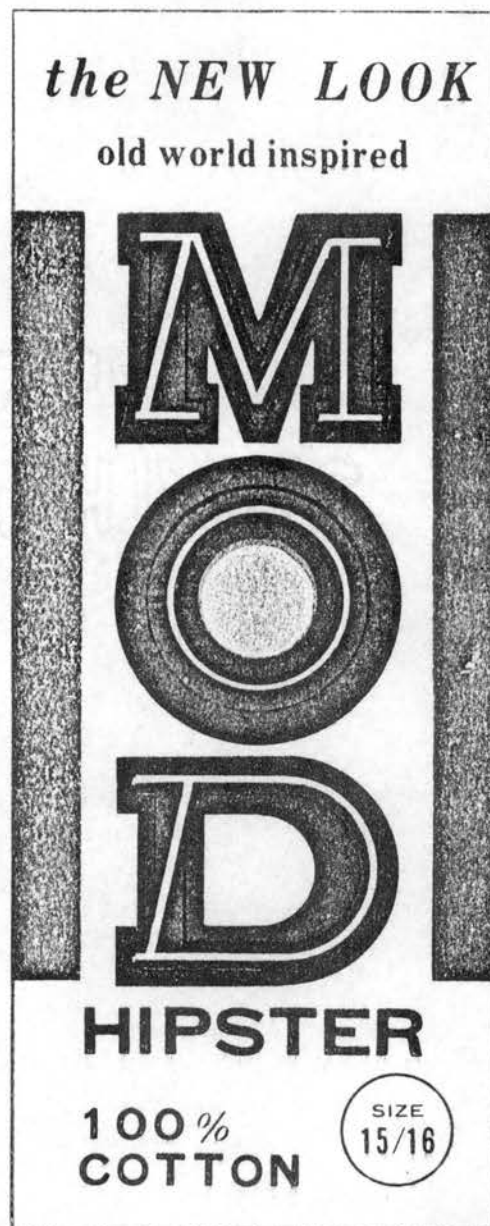
1. Which is more important to you on a label? Age of Consumer
- | | |
|-------------------------|-------------------|
| _____ Fiber Content | _____ Teenager |
| _____ Care Instructions | _____ Young Adult |
| | _____ Older Adult |
2. What type of label do you feel would be most useful?
- _____ Paper Hang Tag
- _____ Paper Tag Sewn Into or Onto Garment
- _____ Cloth Tag Sewn Into Garment
3. Which would you prefer:
- _____ Several tags giving information
- _____ One tag giving all the information
4. Which of these labels would you be more inclined to read? (Show two labels)
- _____ Large label
- _____ Small label

What is the reason for your answer?

- _____ Size of Label
- _____ Size of Print
- _____ Color or Absence of Color
- _____ Information Given
- Other reasons _____
- _____

APPENDIX C

LABELS USED IN CONSUMER INTERVIEW SCHEDULE



APPENDIX D

LIST OF STORES IN WHICH SLACKS WERE OBSERVED AND CONSUMERS INTERVIEWED

Department Stores

Brown, John A., Co.
Dillard's Brown-Dunkin
Montgomery Ward Co.
Penney, J. C., Co.
Sears Roebuck & Co.

Discount Stores

American Mutual Co.
Founders Fair
Spartan-Atlantic Department Store

Family Clothing Stores

Anderson, Andy, Sporting Goods Co.
Anthony, C. R., Co.
Browne Department Store
Emmer Bros.
Jerome's Ladies-Children's Apparel
Lipe's, Kathryn, Inc.
Rosenthal's, Al, Inc.
Rothschild's, B. & M.

Specialty Shops

Balliet's
Coppie's Ladies Ready-to-Wear
Gwen Wulff Ladies Ready-to-Wear
Jane's Dress Shop
Jewel's Fashions
Lerner Shops
LouWan's
Mouse Trap
Pants Parlour
Streets
VanCleef's
Villagette

Variety Stores

Davis Stores

Kress, S. H., & Co.

TG&Y Stores Co. (1014 N. W. 6th)

TG&Y Stores Co. (2015 N. E. 23rd)

TG&Y Family Center

VITA

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