

PATTERN SELECTION AND CONSUMPTION PRACTICES
OF SELECTED COLLEGE WOMEN AT
OKLAHOMA STATE UNIVERSITY

By

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Bachelor of Science

Farmington State Teachers College

Farmington, Maine

1965

Submitted to the Faculty of the Graduate College
of the Oklahoma State University
in partial fulfillment of the requirements
for the Degree of
MASTER OF SCIENCE
August, 1969

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ACKNOWLEDGMENTS

The author wishes to thank Dr. Donice A. Hawes for her encouragement and guidance during the planning and writing of this thesis; Miss Dorothy Saville and Dr. Robert A. Lowry for serving as members of the advisory committee; her family and a number of friends for encouragement and assistance in time of need.

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
II. BACKGROUND FOR THE STUDY	5
III. METHODS AND PROCEDURE	9
IV. FINDINGS AND DISCUSSION	11
V. SUMMARY AND CONCLUSIONS	49
REFERENCES CITED	51
APPENDIX A	52
APPENDIX B	60

LIST OF TABLES

Table	Page
I. Types of Garments Made by 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	13
II. Number of Garments Made Within the Last Year by 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	14
III. Reasons for Sewing as Reported by 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	15
IV. Pattern Envelope Information Used by 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	16
V. Pattern Direction Sheet Information Used by Selected Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	17
VI. Preference of Pattern Size Range of 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	20
VII. Comparison of Old and New Pattern Sizing by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	21
VIII. Frequency of Using Patterns as Reported by 95 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	23
IX. Source of Most Information in Learning To Sew as Reported by 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	24

Table	Page
X. Length of Experience in Sewing as Indicated by 97 Home Economics Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University . .	25
XI. Frequency of Copying Designs When Using Various Design Sources in the Construction of Garments as Reported by 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	26
XII. Pattern Brands Available for Purchase by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	27
XIII. Preferred Pattern Brands of 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	27
XIV. Places Where Pattern Advertisements Were Seen by 91 Home Economics Education Majors and 48 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	34
XV. Pattern Companies' Advertisements Most Often Seen by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	34
XVI. Frequency of Choosing Easy-to-sew Patterns by 96 Home Economics Education Majors and 51 Clothing, Textiles, and Merchandising Majors at Oklahoma State University.	35
XVII. Frequency of Choosing Patterns Taking Little Time To Construct Among Various Garment Types by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	36
XVIII. General Order of Planning Essentials for Sewing as Indicated by 96 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	38
XIX. Sources of Ideas for Garments Sewn by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University . .	39
XX. Price of Last Pattern Purchased by 96 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University . .	40

Table	Page
XXI. Frequency of Using "Designer" Patterns by 95 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	44
XXII. Places Where Patterns Were Purchased by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	45
XXIII. Preferred Place To Purchase Patterns as Reported by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	46
XXIV. Frequency of Ordering Patterns Through a Store as Reported by 96 Home Economics Education Majors and 51 Clothing, Textiles, and Merchandising Majors at Oklahoma State University	47
XXV. Preference for Presentation and Selection of Patterns as Indicated by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	48
 APPENDIX TABLES	
XXVI. Classification of 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University Used in This Study . . .	61
XXVII. Size of Home Town as Indicated by 97 Home Economics Education Majors and 52 Clothing, Textiles, and Merchandising Majors at Oklahoma State University Used in This Study	62

LIST OF FIGURES

Figure	Page
1. Exactness of Measurements of Sewers and Pattern Brands as Evaluated by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	18
2. Pattern Brand Preference for Various Pattern Qualities As Reported by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	29
3. Pattern Brand Preference for Various Garment Types as Reported by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	31
4. Price Limits Willing To Be Paid for Patterns for Various Garment Types as Reported by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University	42

CHAPTER I

INTRODUCTION

It is estimated that some 41 million people sew at home in the United States today (8). Among these home sewers who range in age from pre-teens and teenagers to grandmothers are women and girls who make varying amounts of clothing for themselves and others. The market for fabrics, patterns, sewing machines, and notions increases every year (3, 8). Stores with fabric departments crowd more and more sewing merchandise into them. Many communities and shopping centers today have shops specializing in fabrics and sewing needs.

American women and girls sew for several reasons. The reasons most commonly expressed are to save money, fit a difficult figure, relax with a hobby, express individuality and creativity, achieve pride in an accomplishment, and/or counteract various dissatisfactions with ready-to-wear garments.

The home sewer may not find complete satisfaction in shopping for and using the items that she needs for sewing. Common complaints are that fabric is too expensive, the prettiest fabric is found only in ready-to-wear, patterns do not fit right, the best dress designs are not available in patterns, it takes too long to construct a garment, and it takes much skill to create a satisfactory garment.

Most home sewers use commercial patterns as guides for constructing garments. Patterns for all types of garments from underwear to

bridal gowns are on the market in a wide selection of styles. Some of today's styles are easier and quicker to construct than those of other periods in modern history. The home sewer has the opportunity to choose patterns that are suitable for all members of the family from a number of sizes and size ranges.

This investigation concerned pattern preferences and buying habits of selected college women attending Oklahoma State University the spring semester, 1969. The study had the following objectives:

1. To identify practices used by college women in the selection of patterns.
2. To determine pattern use by college women.
3. To identify dissatisfactions that may exist with available patterns as expressed by college women.

The information gained from this investigation can be utilized in a variety of ways. Individuals in certain fields of work might use the information to their own advantage. The information might indicate to educators certain strengths and weaknesses in the teaching of pattern selection. Such identified weaknesses would hopefully be corrected through classes in high school, college, 4-H or sewing clubs, or instruction by means of television, programmed methods, or the textbook. Pattern companies might use such information to either expand existing services or correct faulty aspects of the present patterns and their sales. The methods of the selection, the sizing, the variety offered, and the information offered might all be re-evaluated. Retailers of patterns might profit from this information when considering the presentation of the merchandise, the training of salespeople, and pattern promotion. With optimum conditions and merchandise, the consumer might

then enjoy more efficient selection of patterns and better use of the pattern.

Definitions of Terms

Consumer--a person who buys and uses patterns.

Consumption--the using of a pattern by a consumer to make a garment.

Direction sheet--the piece of paper with diagrams and written explanations telling how to assemble the garment. Usually this sheet also includes plans for cutting the garment pieces from the fabric, instructions for altering the pattern pieces, and methods of marking construction details (location of darts, buttons, buttonholes, pockets, pleats, and fold lines). The direction sheet, included with the pattern, may also be called a guide sheet, instruction sheet, sewing guide, or primer.

Garment--an article of clothing; any piece of apparel except hosiery, shoes, bras, girdles, and accessories, including scarves, millinery, gloves, handbags, belts, and jewelry.

New sizing--the standard bust, waist, and hip measurements used by the major pattern companies since January, 1968. Its intent is to make pattern sizes uniform among the pattern companies and to make it possible for the home sewer to buy any pattern with the same size designation as her ready-to-wear size.

Old sizing--the bust, waist, and hip measurements used for patterns prior to January, 1968.

Pattern--paper pieces for cutting the parts of a garment, such as sleeve, skirt, collar. Also included with these pieces are a direction

sheet and an envelope to contain all of them.

Pattern envelope--the envelope which contains the pattern pieces and the direction sheet.

Practices--frequent actions; usual methods; those procedures customarily followed by women and girls in the selection of a pattern or the use made of a pattern.

Sample--a portion representing a whole; number of college women selected systematically by drawing names from an alphabetical list of students enrolled in the Home Economics Education Department and the Clothings, Textiles, and Merchandising Department in the Division of Home Economics at Oklahoma State University, spring semester, 1969.

Selection--that which is chosen; decision concerning the choice of a pattern.

Sew--to join or fasten with stitches made with a needle and thread by hand or by a sewing machine.

Sewer--a person who sews.

Size range--a series of garment sizes, progressing from smaller to larger and based upon different body measurements and proportions.

Style--a garment design, including silhouette, construction lines, and decorative lines.

CHAPTER II

BACKGROUND FOR THE STUDY

The commercial dress pattern is an American invention. The credit for its origin goes to Ebenezer Butterick, a tailor and shirtmaker by occupation, who, in 1863, decided to record a garment design on paper. At first, patterns were of stiff paper, but eventually they were made of tissue paper, as they are today. The first pattern was created for men's clothing (6). The idea of a paper pattern became an instant success, and Mr. Butterick entered the pattern business on a large scale. Other early patterns were made for children's clothing but when women's apparel patterns came about, the trade grew even more (1).

Since those days, patterns have changed to reflect the sewing equipment, the knowledge, and fashion tastes of the American woman. The first patterns had no printing on them. In order to know which pattern piece was which and where to stitch and make darts, one was guided by a series of perforations in the pattern pieces. No seam or hem allowances were provided, and no direction sheet showed how to put the garment together. The home sewer could get sewing instruction from a book such as The Dressmaker, published by the Butterick Publishing Company in 1911. Virtually all commercial patterns today have the seam lines, dart lines, grain lines, etc. printed on each pattern piece, and they include direction sheets with written and illustrated details of construction.

Over the years, as women's figures have changed, so have the pattern sizes. One important study concerning women's measurements for establishing garment and pattern sizes was completed in 1941. The most recent change in pattern sizes went into effect January, 1968 (2). Studies were made as far back as 1964 to determine how the sizes at that time should be revised. This project was undertaken by the four largest pattern companies in the United States, known collectively as the Pattern Fashion Industry. The new standards of sizes were adopted and approved by the Measurement Standard Committee of this group, then adopted by the companies (7). The previous size patterns are gradually being eliminated from the market.

This change was made to create sizes more like those used by the ready-to-wear garment industry. Involving only patterns for women, the new sizing has a waistline smaller in proportion to bust and hip measurements than formerly. Also, the size number is generally smaller in the new sizing than in the former sizing. This may be a psychological factor, since many women like to feel they wear a small size dress (5). Although all major pattern companies use the same body measurements for a given size, some differences can be found in the way home-sewn garments fit when made from different brand patterns. For example, the amount of ease, or room required for body movement, in a garment will vary according to style and the activity for which the garment is designed. Then, too, one company may design a bodice for a B-cup chest, while another uses an A-cup chest (5).

Size ranges have differed and expanded through the years. The attempt is to fit as many kinds of figures as economically feasible. Proportioned sizes were on the market at one time in recent years, but

they are not now commonly seen. They were available for short, medium, and tall heights. The common size ranges today are misses', women's, half-size, junior, junior petite, young junior-teen, and a new miss petite introduced this spring.

Commercial dress patterns are available to the consumer in a variety of merchandising situations. The most common procedure is to shop at a retail store. Such a store provides catalogs, usually displayed on a counter of some sort, in which all the currently available patterns are pictured. The customer selects the pattern she wants and the salesperson pulls it from the pattern files. Each pattern is identified by brand, number, and size. A store may stock only one of each pattern style in each size. As each pattern is sold, it is reordered that day, so that it will be available again as soon as possible. Selling patterns requires considerable time and effort to keep a complete stock.

Every month, new patterns are introduced by each pattern company, and new catalogs are provided for the store counters. Along with this shipment are pattern preview booklets showing the new styles. The booklets are free to the customer. They are placed where they will be easily seen and picked up by the customer, or the salesperson puts one in the paper bag with the customer's purchase.

The major pattern companies also publish pattern catalogs each season and sewing instruction books which the customer may purchase. Both are usually displayed in the pattern area of the store.

Since adding new pattern styles monthly would soon mean an inventory too large to manage, the pattern company removes some patterns from the market each month. The discarded patterns are generally

styles that are out of fashion or styles that were not popular with the consumer. Thus, depending on the style, a pattern may be on the market for just a few months or for as long as several years.

Patterns are sold under "fair trade," which means that they are sold at the retail price fixed by the manufacturers. This is why all stores charge the same prices, and why the stores do not have "sales" on patterns, while they might on other merchandise not sold under "fair trade."

It must be pointed out that the foregoing is not the only method of marketing patterns. Some merchants may use a self-service swivel rack for the display and selection of patterns. Only a limited stock of the most popular patterns can be handled in this way. The customer simply looks over those available and makes a choice. This method is common in self-service department stores, discount stores, drug stores, and grocery stores. As far as the store is concerned, it requires less time spent on bookkeeping, but it is more difficult to keep a complete stock.

Some women purchase patterns through the mail. A number of popular and farm magazines as well as newspapers offer patterns which may be ordered by mail. Many offer some of the less well-known brands in patterns. The home sewer thus has a number of decisions to make when selecting and purchasing a pattern.

CHAPTER III

METHODS AND PROCEDURE

A questionnaire designed to identify college women's preferences and buying habits concerning commercial dress patterns was developed to collect data for this investigation. The questionnaire was pre-tested with a group of 15 women students from fields other than home economics education and clothing, textiles, and merchandising. After compiling and analyzing the responses and comments of respondents in the pre-test, appropriate corrections and modifications in the questionnaire were made.

The sample for the investigation consisted of home economics education majors and clothing, textiles, and merchandising majors enrolled for the spring semester at Oklahoma State University. The study was made in April, 1969. There were 220 majors in home economics education, and 138 in clothing, textiles, and merchandising. One male student's name was omitted. From the alphabetical roll of students in the two departments, alternate names were selected, giving a sample of 179 students.

Questionnaires were mailed to the 179 persons. The six-page questionnaire was accompanied by a letter (see Appendix A) and return envelope. Campus mail was used for students with on-campus addresses, and regular first-class U. S. mail was used for those living off campus.

The responses from the 149 returned questionnaires were compiled.
Statistics based on percentages were used to interpret the data.

CHAPTER IV

FINDINGS AND DISCUSSION

One hundred forty-nine of the 179 questionnaires sent to home economics education majors and clothing, textiles, and merchandising majors at Oklahoma State University were returned, which was an 83 per cent response. The 149 responses included 42 per cent of the women majoring in the departments of Home Economics Education and Clothing, Textiles, and Merchandising at the time of the study.

In thinking about the results of this survey one must keep in mind that it does not necessarily represent women enrolled in other colleges or women who sew in general. The students in home economics education have received or are receiving college level instruction in sewing in preparation for a career of teaching home economics. The students who were clothing, textiles, and merchandising majors received similar instruction in sewing for careers in apparel design, fashion journalism, and fashion merchandising. All were undergraduates.

All of the 149 women who responded to the questionnaire do sew. The category of garments the largest number of women had reportedly ever made was dresses (except after-five dresses) and second to that was skirts. Other garments made, in order of number of students who made them, included blouses, shorts and slacks, suits and coats, after-five dresses, and nightwear and housecoats. It is not known why all kinds of garments had not been made by all respondents, but some

possible reasons are that they did not know how, or they never had an opportunity to try that type garment, or they had no desire to make it.

The 149 women in the sample had apparently been busy sewing within the past year, for they made a total of 2216 garments or an average of 15.0 garments per person, according to the results of the questionnaire. Nearly half of these garments were dresses, followed by skirts. The least frequently made garments were in the after-five dresses and nightwear and housecoats categories. For exact figures, see Tables I and II. These women made an average of 7.3 dresses, and the number of dresses ranged individually from zero to 30. Approximately two out of every three women made an after-five dress. The range for this type garment was from zero to three. The average number of after-five dresses made per student was 0.64. Nearly 92 per cent of the sample made a coat or suit during the last year. The most made by any individual was six, while some made none. The average number in this category was 0.92. The number of skirts made by these women was, on the average, 2.1. The number actually made ranged from none to eight. The average number of blouses made by the sample was 1.4 each. The most any one made was ten, but some reported making none. Two out of three women made an item of nightwear or a housecoat. Many did not sew any items in this category, but one person made as many as seven garments. The average number was 0.62. Those garments that were made were not necessarily all to be worn by the sewer herself. Some individuals, although they had sewn in the past, had done no sewing within the last year.

TABLE I
 TYPES OF GARMENTS MADE BY 97 HOME ECONOMICS EDUCATION
 MAJORS AND 52 CLOTHING, TEXTILES, AND
 MERCHANDISING MAJORS AT OKLAHOMA
 STATE UNIVERSITY

Garment Category	HEED*		CTM**		Total	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Dresses, except after-five	97	100.0	51	98.1	148	99.3
After-five dresses	71	73.2	33	63.5	104	69.8
Suits and coats	78	80.4	39	73.1	117	77.0
Skirts	91	93.8	49	94.3	140	94.0
Blouses	84	86.6	43	82.7	127	85.2
Shorts and slacks	78	80.4	43	82.7	121	81.2
Nightwear, housecoats	59	60.8	28	53.8	87	58.4

* Home Economics Education majors.
 ** Clothing, Textiles, and Merchandising majors.

There were numerous reasons for sewing reported by these women. The reason indicated by the largest number was that they could have better clothes for less cost. This was true for the home economics education segment of the sample, but in the clothing, textiles, and merchandising segment this reason was equalled by the reason that sewing was a hobby. Table III gives the figures for all reasons.

When asked if they sewed as much as they would like, 136 of the 149 college women indicated they did not. The reasons why they did not sew more and the number reporting them were: lack of time, 128; lack of equipment, 12; lack of money, 8; other reasons, 9. Many gave

combinations of reasons. In indicating that time was lacking, many added that the reason time was short was that they had to spend much time studying and/or tending to their families.

TABLE II
NUMBER OF GARMENTS MADE WITHIN THE LAST YEAR BY 97
HOME ECONOMICS EDUCATION MAJORS AND 52 CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS AT OKLAHOMA
STATE UNIVERSITY

Garment Category	HEED		CTM		Total	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Dresses, except after-five	791	51.3	297	44.2	1088	49.1
After-five dresses	54	3.5	41	6.1	95	4.3
Suits and coats	90	5.8	47	7.0	137	6.2
Skirts	205	13.3	110	16.3	315	14.2
Blouses	158	10.2	62	9.2	220	9.9
Shorts and slacks	177	11.5	91	13.5	268	12.1
Nightwear and housecoats	68	4.4	25	3.7	93	4.2
Totals	1543	100.0	673	100.0	2216	100.0
	\bar{X} =	15.9	\bar{X} =	12.9	\bar{X} =	15.0

The college women in the sample seemed to find patterns very useful for reasons other than merely as a guide for cutting the shapes of garment pieces. See Table IV. The pattern envelope was a source of considerable information to help the sewer in selecting and planning

the use of the pattern. The particular type of information used by the greatest number of women was the table of yardage requirements. This table indicates the number of yards of fabric of various widths needed for the garment. Other commonly used types of information were the garment illustration (pictured on the envelope either as a drawing or photograph or both), back views of garments, and the list of notions needed. The back views are generally sketched on the back of the envelope and show all structural lines of the garment. A list of notions required for the garment makes shopping simpler and eliminates guesswork on knowing quantities and sizes of those items needed to complete the garment.

TABLE III

REASONS FOR SEWING AS REPORTED BY 97 HOME ECONOMICS
EDUCATION MAJORS AND 52 CLOTHING, TEXTILES, AND
MERCHANDISING MAJORS AT OKLAHOMA STATE
UNIVERSITY

Reason	HEED		CTM		Total	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Better fit	60	61.9	29	55.8	89	59.7
Sewing is a hobby	84	86.6	41	78.8	125	83.9
Larger wardrobe	85	87.6	36	69.2	121	81.2
To express creativity	43	44.3	28	53.8	81	54.4
Better clothes at less cost	89	91.8	41	78.8	130	87.1
Other*	9	9.3	12	23.1	21	14.1

*Other reasons indicated were self-satisfaction, original designs, gifts, dissatisfaction with ready-to-wear garments, class requirement, dislike for shopping, source of earning money, and making costumes for parties.

TABLE IV

PATTERN ENVELOPE INFORMATION USED BY 97 HOME
ECONOMICS EDUCATION MAJORS AND 52 CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS AT
OKLAHOMA STATE UNIVERSITY

Type of Information	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Garment illustration	91	93.8	47	90.4	138	92.2
Back views of garments	85	87.6	45	86.5	130	89.3
Written description	29	30.0	24	46.2	53	35.6
Yardage requirements	94	96.9	49	94.2	143	96.0
Size chart	63	64.9	28	54.9	91	61.1
Suggested fabrics	49	51.5	21	40.4	70	47.0
List of notions	70	72.2	32	61.5	102	68.7
None	0	0.0	0	0.0	0	0.0

The pattern direction sheet was also apparently very helpful to the respondents. The sewing instructions accompanying the pattern were used by 90.6 per cent of the sample. The layout diagram, or cutting plan, was used by 70.5 per cent of the women. Table V shows the complete data.

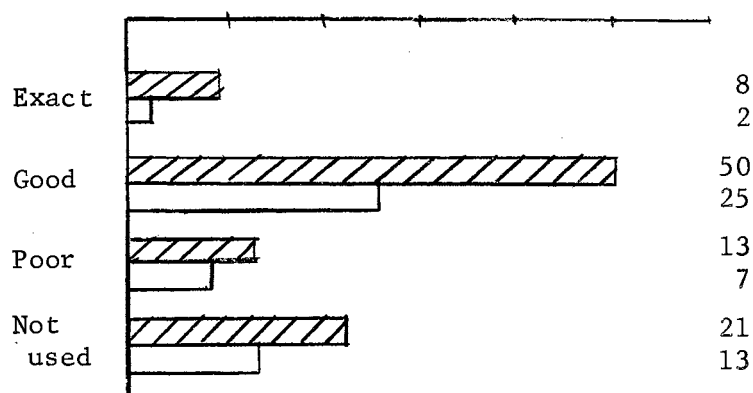
Seventy-seven per cent of the students were satisfied with the direction sheet in its present form which is a large, multi-fold piece of paper. The remainder, who expressed dissatisfaction with the direction sheet, did so because they found it awkward to manipulate while sewing. The following suggestions were made for improvements: booklet forms; all directions printed on one side so it could be put on a wall

near the sewing machine; a long sheet of paper folded accordion style; every diagram and description limited to a single folded space.

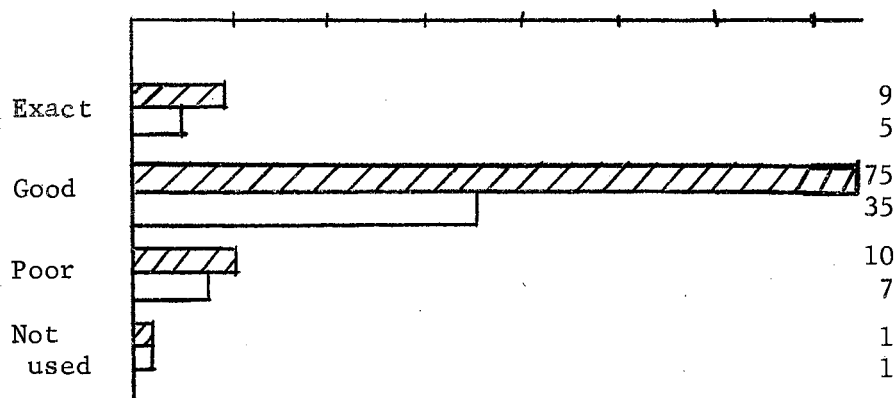
TABLE V
PATTERN DIRECTION SHEET INFORMATION USED BY
SELECTED HOME ECONOMICS EDUCATION MAJORS
AND CLOTHING, TEXTILES, AND MERCHANDISING
MAJORS AT OKLAHOMA STATE UNIVERSITY

Type of Information	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Layout, cutting plan	74	76.3	31	58.7	105	70.5
Sewing instructions	88	90.7	47	90.4	135	90.6
Alteration instructions	30	30.9	15	28.8	45	30.2
Marking instructions	34	35.1	13	25.0	47	31.5
None	2	2.1	3	5.8	5	3.2

Since sizing and fit are important factors in the success of home sewing, this aspect of patterns was investigated. An interesting finding was that size measurements for various brands did not correspond equally well to every sewer's personal measurements. The brands with the best rating for close approximation of size to actual measurements were McCall's and Simplicity in both segments of the sample. Figure 1 shows these findings. Thirty-five per cent of the home economics education majors and 38.8 per cent of the clothing, textiles, and merchandising majors indicated that they did not buy the same size in



Butterick



McCall's



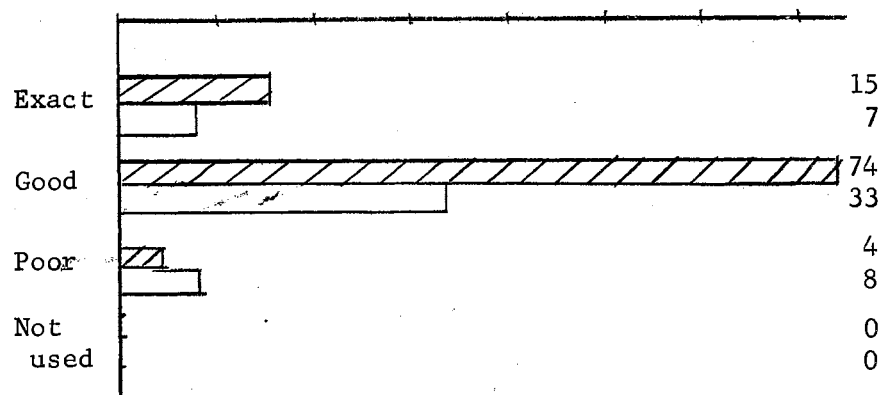
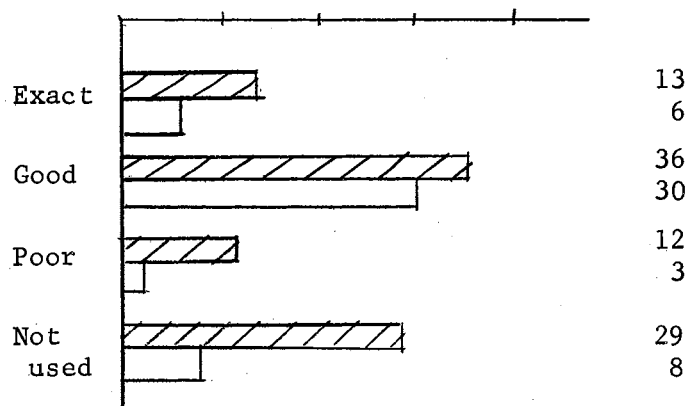
HEED  Number of respondents designating that choice.
 CTM  Number of respondents designating that choice.

Figure 1. Exactness of Measurements of Sewers and Pattern Brands as Evaluated by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University



Simplicity



Vogue

Figure 1 (continued)

all brands of patterns that they used for themselves. It would appear, however, that if there were adequate standardization of sizes among brands, and among styles within brands, the home sewer could expect to choose her one best size at all times and in any brand of pattern.

The size range from which most students preferred to select their size was the misses' range. The next most common was the junior range, then the junior petite range. See Table VI.

TABLE VI

PREFERENCE OF PATTERN SIZE RANGE OF 97 HOME
ECONOMICS EDUCATION MAJORS AND 52 CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS AT
OKLAHOMA STATE UNIVERSITY

Range	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Misses'	74	76.3	28	51.8	102	67.5
Miss Petite	1	1.0	3	5.5	4	2.6
Junior	11	11.3	9	16.7	20	13.3
Junior Petite	8	8.3	9	16.7	17	11.3
Young Junior/Teen	1	1.0	1	1.9	2	1.3
Women's	2	2.1	4	7.4	6	4.0
Half-Size	0	0.0	0	0.0	0	0.0
Totals	97	100.0	54*	100.0	151	100.0

*Two respondents indicated two choices each.

Fifty-five per cent of the clothing, textiles, and merchandising majors and 44 per cent of the home economics education majors had fitting problems when they sewed for themselves. There were a number of ways that they solved these problems. Eighty-seven per cent decided to change the original length of the pattern. Other common methods were: change the original seam allowances, 77.0 per cent; change darts, 50.0 per cent; slash and spread, 34.4 per cent; choosing garments with few areas of fit, 22.8 per cent. Only 4.3 per cent combined different sizes of patterns, and 5.7 per cent used other solutions.

Since the new sizing measurements are somewhat different from the old sizing, an evaluation of the change was sought. One hundred forty-five women had used the former sizing, three had not, and one did not reply. They generally felt that the new sizing was better in every pattern brand. Many found no difference between the former and the new sizing, and a smaller number felt that the former sizing was better. Three persons had not yet used the new sizing. Some had not used it in all brands, and so they did not make a comparison in all brands. Table VII gives complete data on this question.

TABLE VII

COMPARISON OF OLD AND NEW PATTERN SIZING BY 97 HOME
ECONOMICS EDUCATION MAJORS AND 52 CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS
AT OKLAHOMA STATE UNIVERSITY

Brand	Old Sizing Better		New Sizing Better		No Difference in Sizing	
	HEED	CTM	HEED	CTM	HEED	CTM
Butterick	4	3	39	19	16	11
McCall's	8	3	55	29	20	12
Simplicity	8	4	62	29	20	11
Vogue	2	3	27	20	13	8
Total Number	22	13	183	97	69	42

The majority of the women had no problem finding their size available when they shopped for patterns. Of those replying, 96.5 per cent said their size was generally in stock. Three persons did not reply to the question. One might conclude, though, that retailers are doing well in meeting this aspect of pattern demands.

Although a dress pattern is a durable commodity, its use is not generally extensive. Most students in both majors generally used a pattern twice. See Table VIII. This must be recognized as only a general practice because some did state that some patterns in their collections were used only once, while a good one might be used many times. Another factor would have to be the type of garment. A coat or evening gown style is not as likely to be repeated in one's wardrobe as a skirt or a pair of slacks.

The women indicated that the sources of most information on learning to sew were a friend or mother or high school classes. Another important source was college classes. For home economics education majors, 4-H had been an important source of sewing instruction. All other sources received small responses. A complete breakdown of sources of information used in learning to sew is presented in Table IX.

It is likely that many students learned about sewing from several sources, and it may be difficult to measure exactly from which place one learned most. From their responses, they apparently learned much about sewing before attending college. This possibility was also indicated by the students' replies on the length of time they had been sewing. Again, this was probably a general estimation of how long they had been sewing, rather than any definite length of time.

TABLE VIII

FREQUENCY OF USING PATTERNS AS REPORTED BY 95 HOME
ECONOMICS EDUCATION MAJORS AND 52 CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS AT
OKLAHOMA STATE UNIVERSITY

Frequency	HEED		CTM		Total	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Once only	19	20.0	22	41.5	41	27.7
Twice	57	60.0	24	45.3	81	54.7
Three times or more	19	20.0	7	13.2	26	17.6
Totals	95	100.0	53*	100.0	148	100.0

*One person indicated two choices.

The majority of women (77 per cent) had been sewing for six years or more. Generally, one might expect those persons who have sewn for many years to have the greatest skill. This, however, was not necessarily so. Other factors would have to do with the amount and the kind of sewing done. Table X presents complete data on length of experience in sewing.

The college student who sews at home uses various sources of garment ideas to copy, some to more extent than others. Most of the students samples used the pattern envelope, magazines, stores, and advertisements "sometimes." Most never copied the garment of a relative or friend or a garment from a mail-order catalog. Complete statistics are found in Table XI.

TABLE IX

SOURCE OF MOST INFORMATION IN LEARNING TO SEW AS
 REPORTED BY 97 HOME ECONOMICS EDUCATION MAJORS
 AND 52 CLOTHING, TEXTILES, AND MERCHANDISING
 MAJORS AT OKLAHOMA STATE UNIVERSITY

Source	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Friend, mother	34	31.2	21	35.0	55	32.6
Books	2	1.8	0	0.0	2	1.2
High school classes	39	35.8	16	26.7	55	32.6
College classes	11	10.1	11	18.3	22	13.0
Other classes	1	0.9	4	6.7	5	2.9
4-H	16	14.7	0	0.0	16	9.5
Television	0	0.0	0	0.0	0	0.0
Direction sheet	4	3.7	5	8.3	9	5.3
Other	2	1.8	3	5.0	5	2.9
Totals	109*	100.0	60**	100.0	169	100.0

*The difference of 12 above the number sampled (97) indicates multiple answers.

**The difference of 8 above the number sampled (52) indicates multiple answers.

TABLE X

LENGTH OF EXPERIENCE IN SEWING AS INDICATED BY 97
HOME ECONOMICS EDUCATION MAJORS AND 52 CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS
AT OKLAHOMA STATE UNIVERSITY

Length of Time	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Less than one year	2	2.1	2	3.8	4	2.7
One to three years	3	3.1	3	5.8	6	4.0
Three to six years	14	14.4	10	19.2	24	16.1
Six or more years	78	80.4	37	71.2	115	77.2
Totals	97	100.0	52	100.0	149	100.0

More than 90 per cent of the sample indicated that the four most widely used pattern brands were available for them to buy. One brand, Simplicity, was available to every person. The next most available brand was McCall's, obtainable to 98.7 per cent. Butterick and Vogue brands were similar in availability, with responses indicated by 91.3 per cent and 91.9 per cent, respectively. Fifteen per cent of the sample stated that other brands were also accessible to them. This data is presented in Table XII.

The brand of pattern preferred by the largest number of the women was Simplicity. In the clothing, textiles, and merchandising group, the preference for Simplicity was equalled by a preference for Vogue patterns (36.4 per cent each). See Table XIII.

TABLE XI

FREQUENCY OF COPYING DESIGNS WHEN USING VARIOUS DESIGN SOURCES
IN THE CONSTRUCTION OF GARMENTS AS REPORTED BY 97 HOME
ECONOMICS EDUCATION MAJORS AND 52 CLOTHING, TEXTILES,
AND MERCHANDISING MAJORS AT OKLAHOMA STATE UNIVERSITY

Source	Often				Sometimes				Never			
	HEED		CTM		HEED		CTM		HEED		CTM	
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
Pattern envelope (HEED N=96) (CTM N=52)	37	38.5	23	44.3	48	50.0	24	46.2	11	11.5	5	9.6
Magazine (HEED N=93) (CTM N=49)	26	28.0	16	32.7	59	63.4	31	63.3	8	8.6	2	4.1
Store or window (HEED N=90) (CTM N=49)	29	32.2	16	32.7	55	61.1	31	63.3	6	6.7	7	14.3
Relative or friend (HEED N=90) (CTM N=46)	5	5.6	1	2.2	43	47.8	16	34.8	42	46.7	29	63.0
Mail-order catalog (HEED N=90) (CTM N=45)	6	6.7	0	0.0	44	48.9	7	15.6	40	44.4	38	84.4
Advertisements (HEED N=90) (CTM N=36)	24	26.7	1	2.8	52	57.8	30	83.3	14	15.6	5	13.9

TABLE XII

PATTERN BRANDS AVAILABLE FOR PURCHASE BY HOME
ECONOMICS EDUCATION MAJORS AND CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS
AT OKLAHOMA STATE UNIVERSITY

Brand	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Butterick	89	91.8	47	90.4	136	91.3
McCall's	96	99.0	51	98.1	147	98.7
Simplicity	97	100.0	52	100.0	149	100.0
Vogue	89	91.8	48	92.3	137	91.9
Other*	14	14.4	9	17.3	23	15.4

*Other brands named were Spadea, Advance, Modes Royal, Young Naturals, and those from farm magazines and newspapers.

TABLE XIII

PREFERRED PATTERN BRANDS OF 97 HOME ECONOMICS
EDUCATION MAJORS AND 52 CLOTHING, TEXTILES,
AND MERCHANDISING MAJORS AT
OKLAHOMA STATE UNIVERSITY

Brand	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Butterick	14	14.0	5	9.1	19	12.3
McCall's	27	27.0	10	18.2	37	23.9
Simplicity	46	46.0	20	36.4	66	42.5
Vogue	13	13.0	20	36.4	33	21.3
Totals	100*	100.0	55*	100.1	155	100.0

*Three persons indicated two preferences.

When considering different pattern characteristics, it was found that the largest number of women preferred Simplicity for fit, ease of construction, ease of following directions, and cost, while Vogue was preferred for style. These findings are based on specific preferences indicated by the sample. Many had no preference in one or more categories. Figure 2 shows all details on the matter of brand preference.

Certain brands of patterns were often preferred for a particular type of garment over other brands. Simplicity was most commonly chosen for dresses (except after-five dresses), skirts, blouses, shorts and slacks, and nightwear and housecoats. Vogue patterns were most often selected for after-five dresses and suits and coats. A large number of women indicated no preference of brand, and many chose more than one brand as their preference for some or all garment types. Thus, although they may be brand conscious, these women were not necessarily loyal to one brand only. See Figure 3.

Ninety-three per cent of the sample saw advertisements for patterns. The places where these advertisements were seen were magazines, 92.7 per cent; stores, 70.0 per cent; and other places, 9.5 per cent. See Table XIV. The pattern brands whose advertisements were seen most often were McCall's and Simplicity, as shown in Table XV.

Advertisements influenced nearly 60 per cent of the home economics education majors, and 50 per cent of the clothing, textiles, and merchandising majors. There were a variety of ways in which advertising influenced pattern choices. The most common influence of an advertisement was calling attention to a pattern that otherwise might not be noticed. Seeing a garment actually made up in fabric and on display in a store gave a good idea of just how the pattern design would appear

when made into a garment. It is possible, however, that some students were unaware of the influence of advertisements.

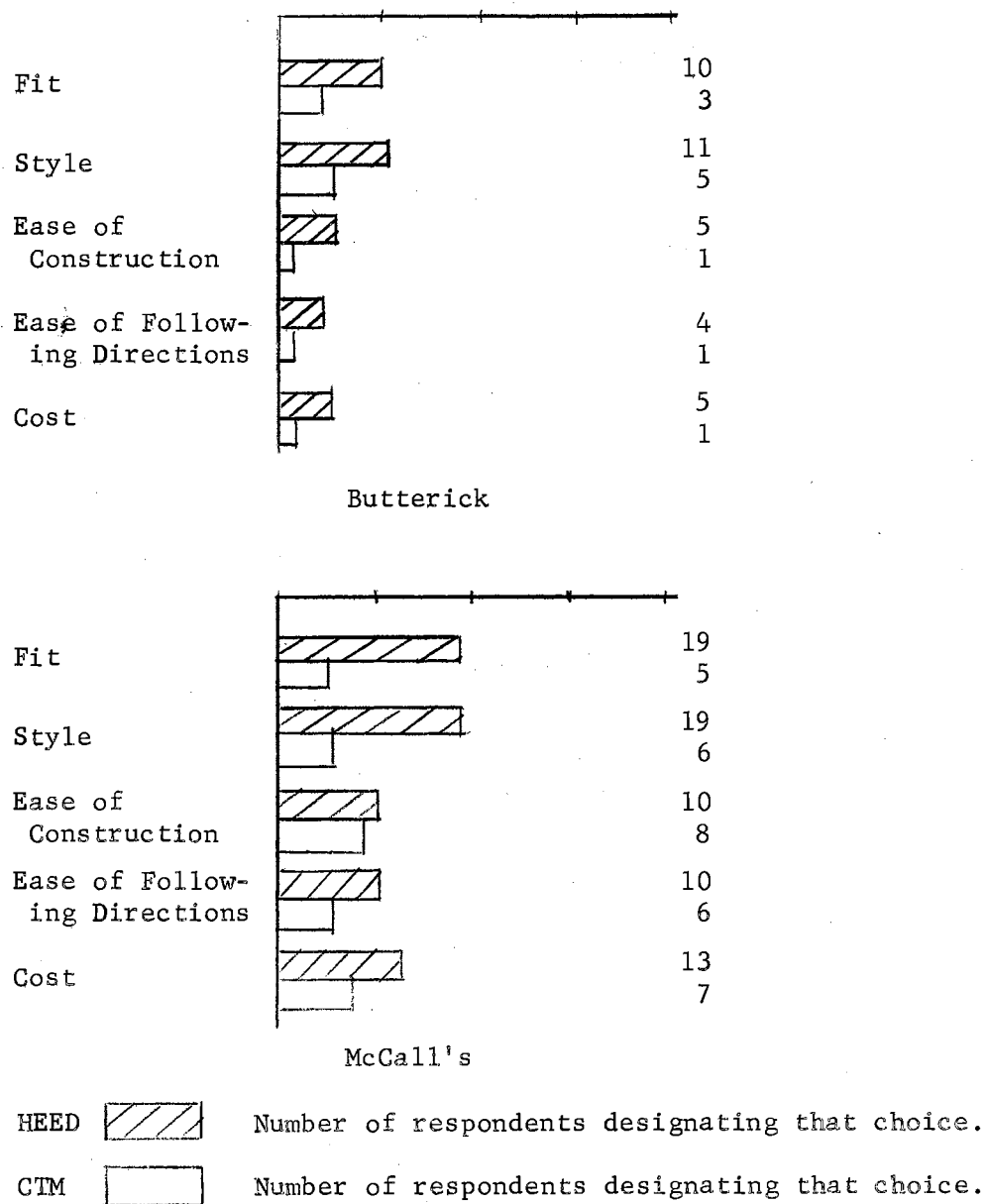


Figure 2. Pattern Brand Preference for Various Pattern Qualities as Reported by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University

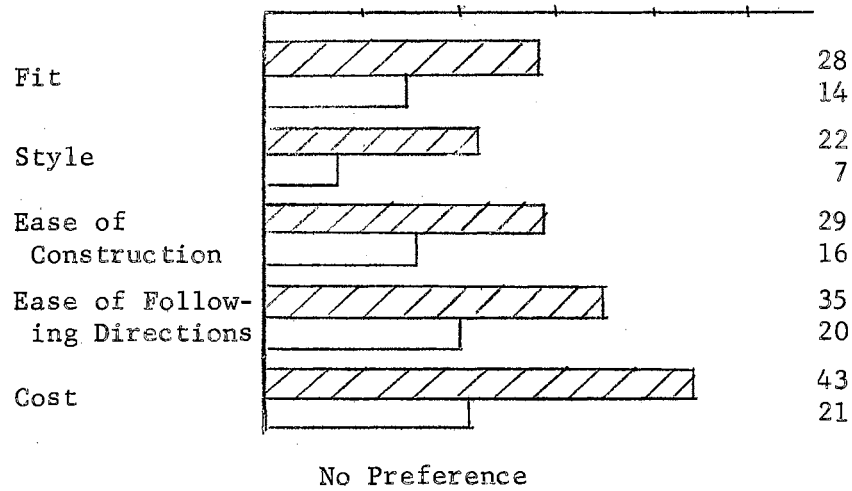
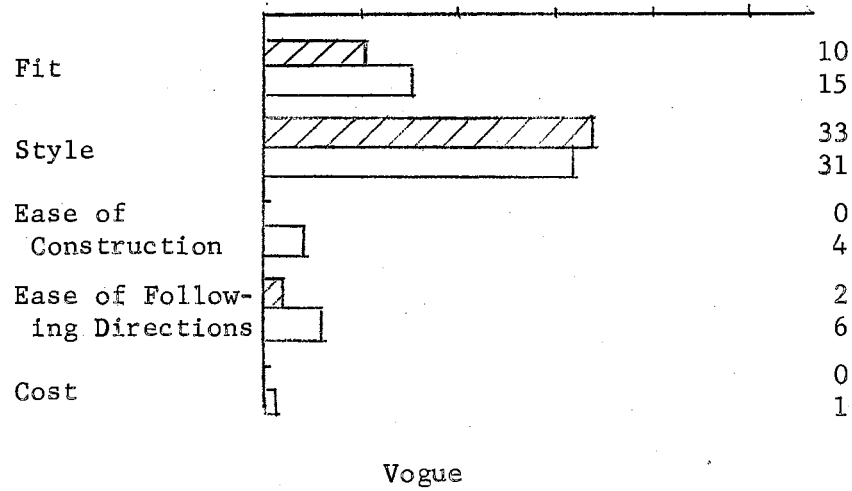
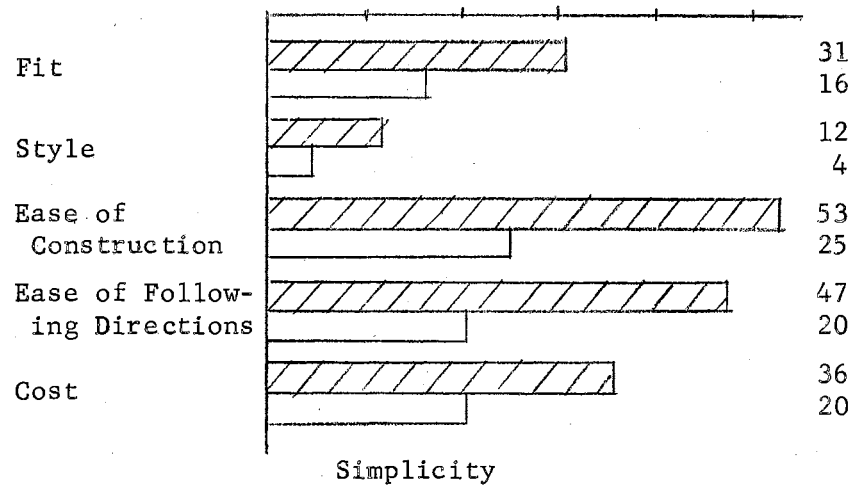
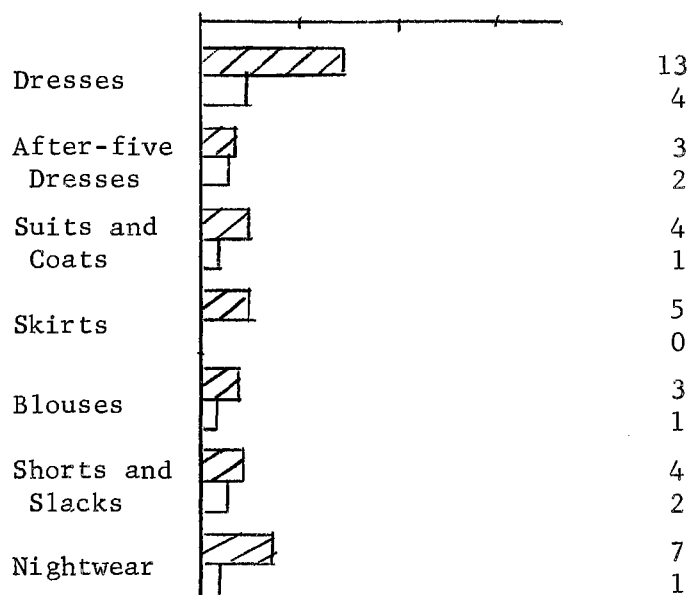
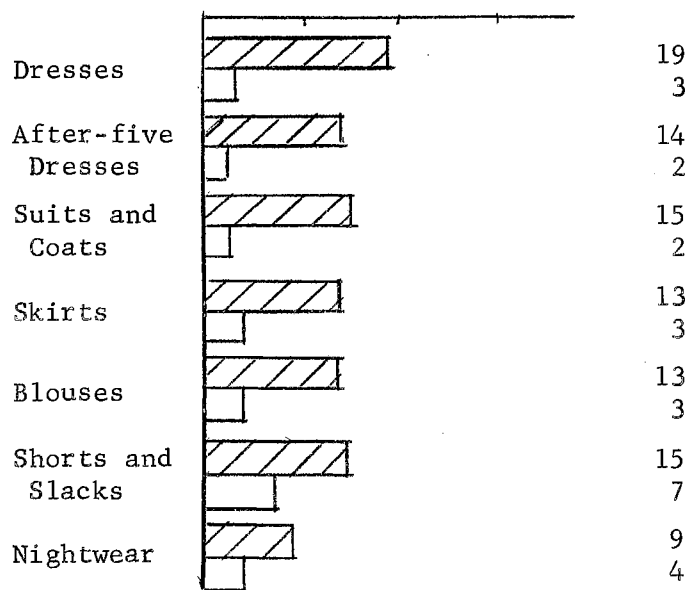


Figure 2 (Continued)



Butterick



McCall's



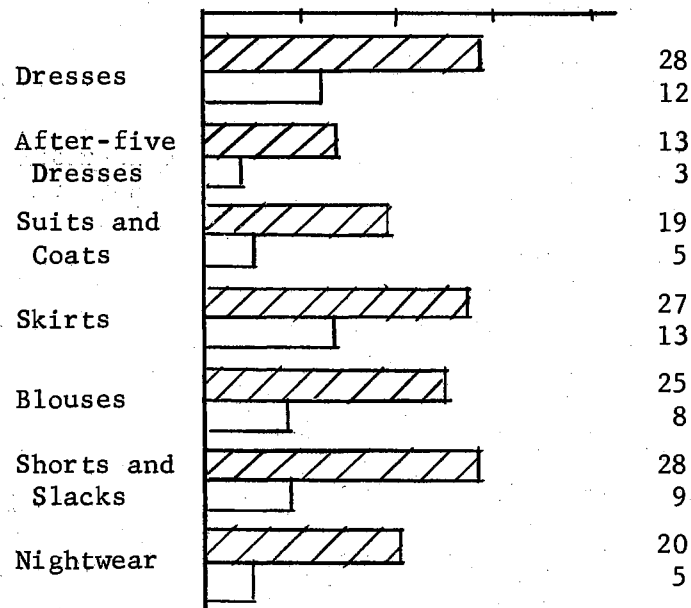
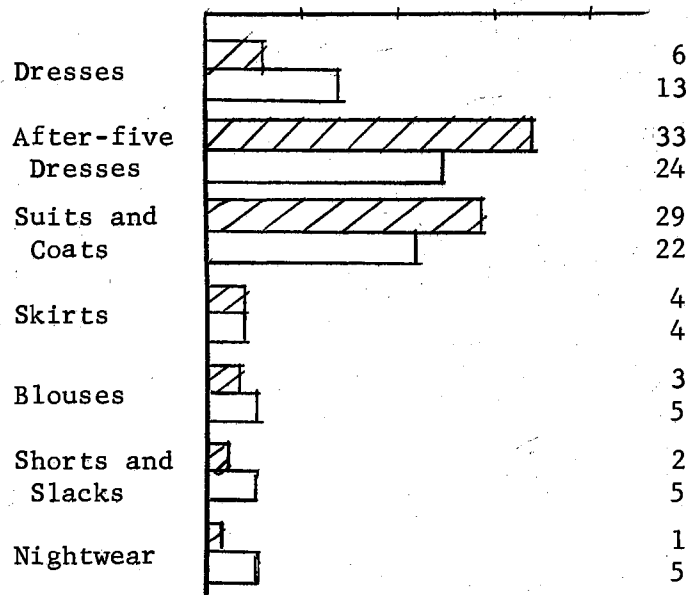
HEED  Number of respondents designating that choice.CTM  Number of respondents designating that choice.

Figure 3. Pattern Brand Preference for Various Garment Types as Reported by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University



Simplicity



Vogue

Figure 3 (Continued)

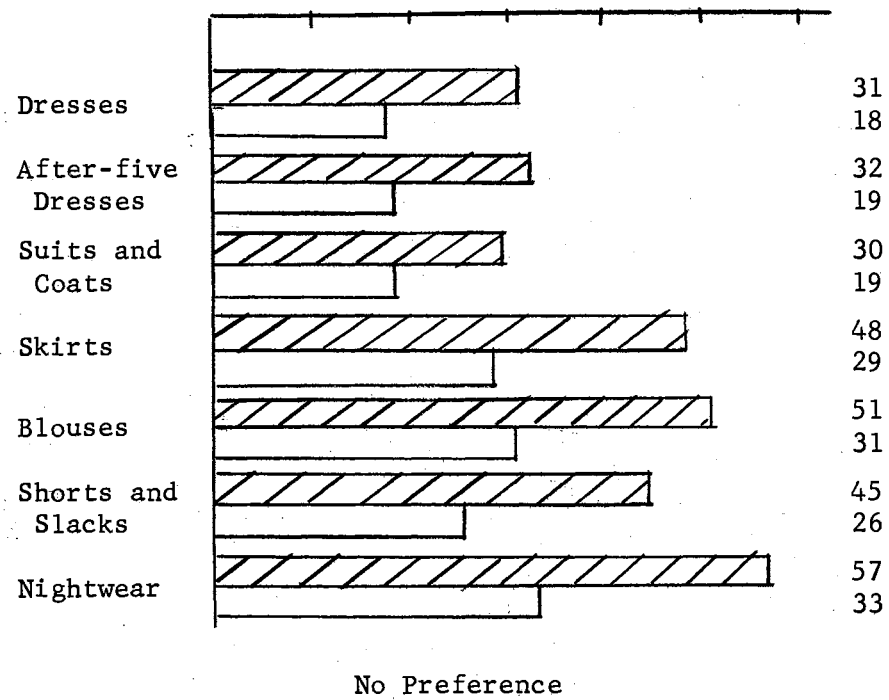


Figure 3 (Continued)

TABLE XIV

PLACES WHERE PATTERN ADVERTISEMENTS WERE SEEN BY
91 HOME ECONOMICS EDUCATION MAJORS AND 48
CLOTHING, TEXTILES, AND MERCHANDISING
MAJORS AT OKLAHOMA STATE UNIVERSITY

Place	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Magazines	83	91.3	44	91.7	127	92.7
Stores	65	71.5	31	64.6	96	70.0
Other	11	12.1	2	4.2	13	9.5

TABLE XV

PATTERN COMPANIES' ADVERTISEMENTS MOST OFTEN SEEN
BY HOME ECONOMICS EDUCATION MAJORS AND CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS
AT OKLAHOMA STATE UNIVERSITY

Company	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Butterick	5	4.1	2	2.5	7	3.5
McCall's	56	45.9	34	44.7	90	45.5
Simplicity	53	43.5	29	38.2	82	41.5
Vogue	8	6.5	11	14.5	19	9.6
Other	0	0.0	0	0.0	0	0.0
Totals	122	100.0	76	99.9*	198	100.1*

Many respondents indicated multiple answers.

*The reason for not achieving a total of 100 per cent is due to rounding errors among figures added.

Two-thirds of the women sampled sometimes chose patterns that were designated easy to sew. One in four never chose such a pattern. The remainder chose them often. It is not known whether they chose these patterns because they felt unable to sew more difficult ones or whether they preferred simple styles. Table XVI shows how the data breaks down between the two segments of the sample.

TABLE XVI
 FREQUENCY OF CHOOSING EASY-TO-SEW PATTERNS BY
 96 HOME ECONOMICS EDUCATION MAJORS AND 51
 CLOTHING, TEXTILES, AND MERCHANDISING
 MAJORS AT OKLAHOMA STATE UNIVERSITY

Frequency	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Often	7	7.3	5	9.8	12	8.3
Sometimes	69	71.9	30	58.8	99	67.3
Never	20	20.8	16	31.4	36	24.5
Totals	96	100.0	51	100.0	147	100.1*

*The reason for not achieving a total of 100 per cent is due to rounding errors among the figures added.

In both segments of the sample, the college women sometimes chose patterns that took little time to construct. This was shown in all garment types except after-five dresses and suits and coats for the clothing, textiles, and merchandising women. See Table XVII.

TABLE XVII

FREQUENCY OF CHOOSING PATTERNS TAKING LITTLE TIME TO CONSTRUCT
 AMONG VARIOUS GARMENT TYPES BY HOME ECONOMICS EDUCATION
 MAJORS AND CLOTHING, TEXTILES, AND MERCHANDISING
 MAJORS AT OKLAHOMA STATE UNIVERSITY

Source	Often				Sometimes				Never			
	HEED		CTM		HEED		CTM		HEED		CTM	
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
Dresses, except after-five (HEED N=95) (CTM N=52)	20	21.1	8	15.4	63	66.3	37	71.2	12	12.6	7	13.4
After-five dresses (HEED N=88) (CTM N=51)	6	6.8	3	5.9	47	53.4	20	39.2	35	39.8	28	54.9
Suits and coats (HEED N=90) (CTM N=50)	7	7.8	2	4.0	50	55.6	19	38.0	33	36.6	29	58.0
Skirts (HEED N=93) (CTM N=52)	29	31.2	20	38.5	47	50.5	22	42.3	17	18.3	10	19.2
Blouses (HEED N=91) (CTM N=52)	31	34.1	16	30.8	43	47.2	27	51.9	17	18.7	9	17.3
Shorts and slacks (HEED N=91) (CTM N=51)	32	35.2	16	31.4	44	48.3	22	43.1	15	16.5	13	25.5
Nightwear & housecoats (HEED N=88) (CTM N=47)	28	31.8	13	37.7	34	38.6	21	44.6	26	29.6	13	27.7

Apparently they did not wish to make after-five dresses or suits and coats hastily. Since a student's wardrobe generally does not require a large number of these types of garments, more time might have been spent making them than in making simple skirts and blouses. Patterns for skirts, blouses, shorts and slacks, and nightwear and housecoats were often selected if they could be sewn quickly.

Fifty-seven per cent of the home economics education majors and 77.1 per cent of the clothing, textiles, and merchandising majors seldom saw pattern designs that were not available in the size needed. It was not determined what, if anything, was done by the remainder about the patterns they liked but that were not made in their sizes. One may simply wish it were in her size, or she may attempt an interpretation of a similar pattern to copy the preferred design.

When considering the order of planning and purchasing the pattern and materials for a garment to be made, 58.7 per cent of the college women did not have a definite scheme. They chose either the pattern or the fabric first, then the rest of their supplies accordingly. The next largest group, 32.7 per cent, generally chose the pattern first, then the fabric. Much smaller percentages, 6.0 and 2.7, chose the fabric first or used another scheme, respectively. See Table XVIII.

The thinking process of planning a garment is undoubtedly a complex one without a definite beginning point. Ideas apparently come from many directions and motives for decisions are equally numerous. Certain sources of garment ideas appear to be used more prevalently than others. Nine out of ten students got ideas from magazines and newspapers, while eight out of ten found ideas in stores and store windows and the pattern catalogs in stores. Other rather important

sources were the clothes other people wear and the free pattern preview booklets. Table XIX gives the complete data.

TABLE XVIII
GENERAL ORDER OF PLANNING ESSENTIALS FOR SEWING
AS INDICATED BY 96 HOME ECONOMICS EDUCATION
MAJORS AND 52 CLOTHING, TEXTILES, AND
MERCHANDISING MAJORS AT OKLAHOMA
STATE UNIVERSITY

Order	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Pattern, then fabric	33	34.4	16	29.6	49	32.7
Fabric, then pattern	6	6.3	3	5.6	9	6.0
Either of the above	55	57.3	33	61.1	88	58.7
Other	2	2.1	2	3.7	4	2.7
Totals	96	100.1**	54*	100.0	150	100.1**

* Two respondents indicated two replies.

** The reason for not achieving a total of 100 per cent is due to rounding errors among the figures added.

Many patterns show more than one view or version of a garment, each of which can be made from the one pattern purchase. Evidently this is a good idea for 87 per cent of the respondents indicated they preferred to choose a pattern with many views, rather than one with just one view. Their reasons for preferring this varied pattern were mainly that they could use the pattern over again, yet have garments

that did not look exactly alike. This, many added, saves money.

TABLE XIX

SOURCES OF IDEAS FOR GARMENTS SEWN BY HOME
ECONOMICS EDUCATION MAJORS AND CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS
AT OKLAHOMA STATE UNIVERSITY

Source	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Stores, store windows	83	85.5	37	71.2	120	80.5
Magazines, newspapers	88	90.7	47	90.4	135	90.6
Mail-order catalogs, brochure	31	32.0	7	13.5	38	25.3
What others wear	66	68.0	33	63.5	99	66.4
Movies, TV	13	13.4	12	23.1	25	16.8
Pattern preview booklet	57	58.8	31	59.6	88	59.0
Home pattern catalog	35	36.1	15	28.8	50	33.5
Store pattern catalog	81	83.5	43	82.8	124	83.3
Other	7	7.2	6	11.5	13	8.7

Some patterns today include a combination of garment types. For example, some may contain a pattern for a skirt, blouse, and jacket that may be used separately or as parts of an ensemble. Other patterns contain only one type garment, such as a skirt or a blouse. Ninety per

cent of the respondents preferred to select a pattern with a combination of garment types. This practice could be economical, but occasionally one could be acquiring duplicate patterns for some garments, such as a plain pair of slacks or a straight skirt.

TABLE XX

PRICE OF LAST PATTERN PURCHASED BY 96 HOME ECONOMICS
EDUCATION MAJORS AND 52 CLOTHING, TEXTILES,
AND MERCHANDISING MAJORS AT OKLAHOMA
STATE UNIVERSITY

Price	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
65¢	10	10.4	2	3.8	12	8.1
75¢	53	55.2	27	52.0	80	54.0
\$1.00	12	12.5	6	11.5	18	12.2
\$2.00 or more	21	21.9	11	21.2	32	21.6
Not remembered	0	0.0	6	11.5	6	4.1
Totals	96	100.0	52	100.0	148	100.0

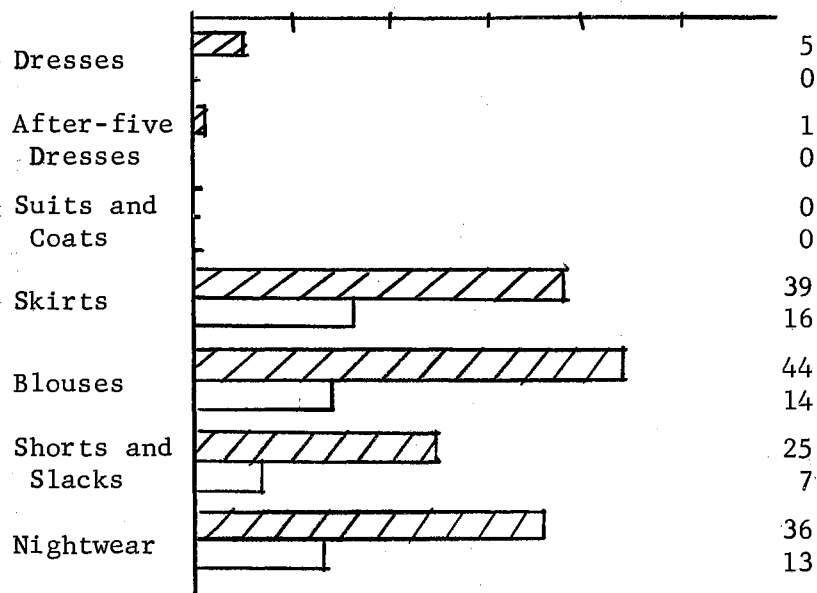
Evidently the students sampled were conscious of the prices they pay for patterns as 96 per cent remembered the price of the last pattern purchased. More than half of them paid 75 cents, the prevailing price of a pattern today. One fifth paid \$2.00 or more. See Table XX. While \$2.00 may be considered to be a high price for patterns by some

persons, it is not an uncommon price for special garment styles and for some pattern brands.

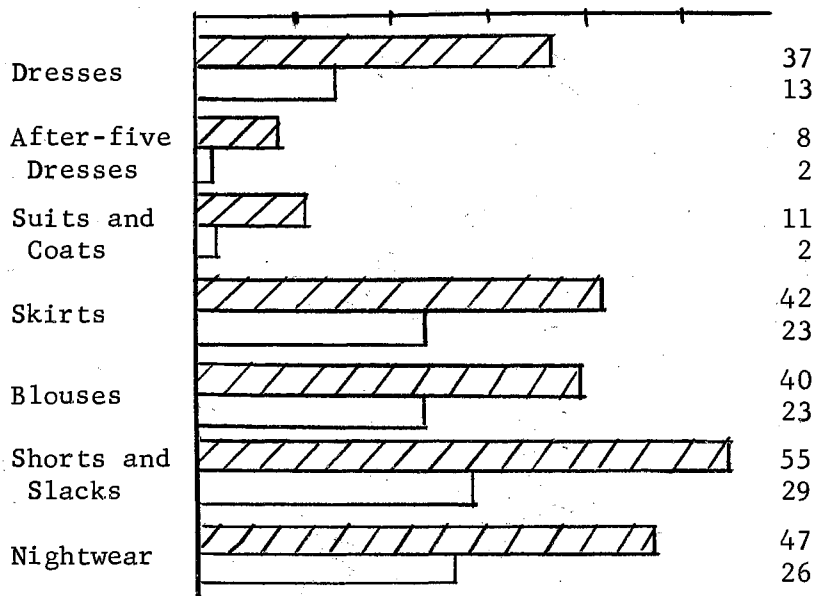
Very definite ideas on the cost of patterns were found to relate to the garment type and the willingness to pay. The students were willing to pay moderate to high prices for dresses (except after-five dresses). A majority were willing to pay high prices (\$2.00 or more) for patterns for suits and coats and after-five dresses. For all other types of garments, they preferred to pay no more than 75 cents, with a sizable number preferring to pay no more than 65 cents. Figure 4 gives the complete data regarding prices willing to be paid.

Even though there is an upper limit in the amount they were willing to pay for patterns, 97 per cent would still buy patterns if the price increased. Several respondents said that they might not buy as many, however.

"Designer" patterns are featured by many pattern companies in a special category set apart from the regular patterns. They are usually created by a famous fashion designer or, if not, they have a high-quality look that somehow distinguishes them from other pattern designs. Twenty-five per cent of the sample used "designer" patterns often, 61 per cent used them sometimes, and nearly 14 per cent never did. Table XXI indicates frequency of using such patterns. The main reasons given for using "designer" patterns were that the students liked the styles and considered them original, fashionable, and distinctive. Those who did not use these patterns felt they were difficult to sew, too expensive, or unattractive. Some had not had an opportunity to use them.



65¢



75¢



HEED  Number of respondents designating that choice.
 CTM  Number of respondents designating that choice.

Figure 4. Price Limits Willing To Be Paid for Patterns for Various Garment Types as Reported by Home Economics Education Majors and Clothing, Textiles, and Merchandising Majors at Oklahoma State University

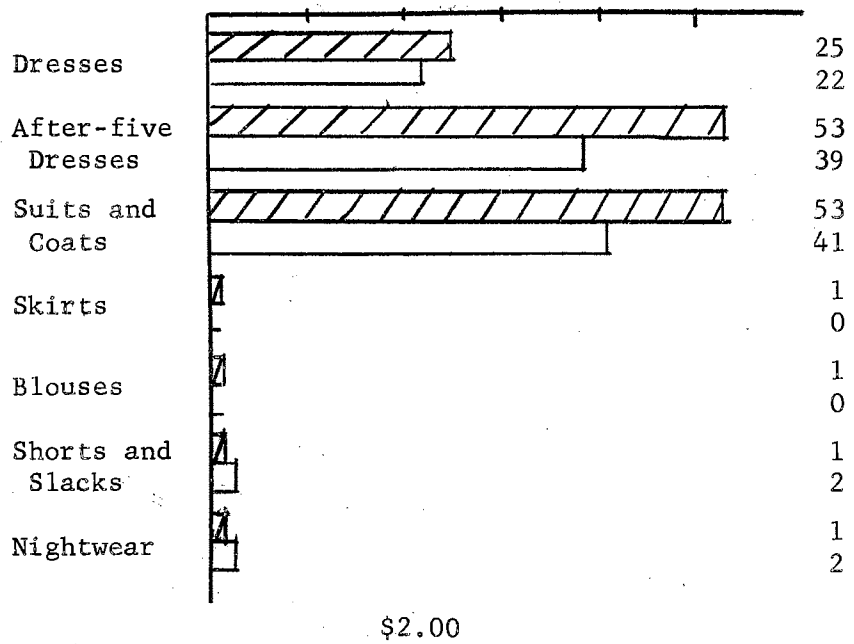
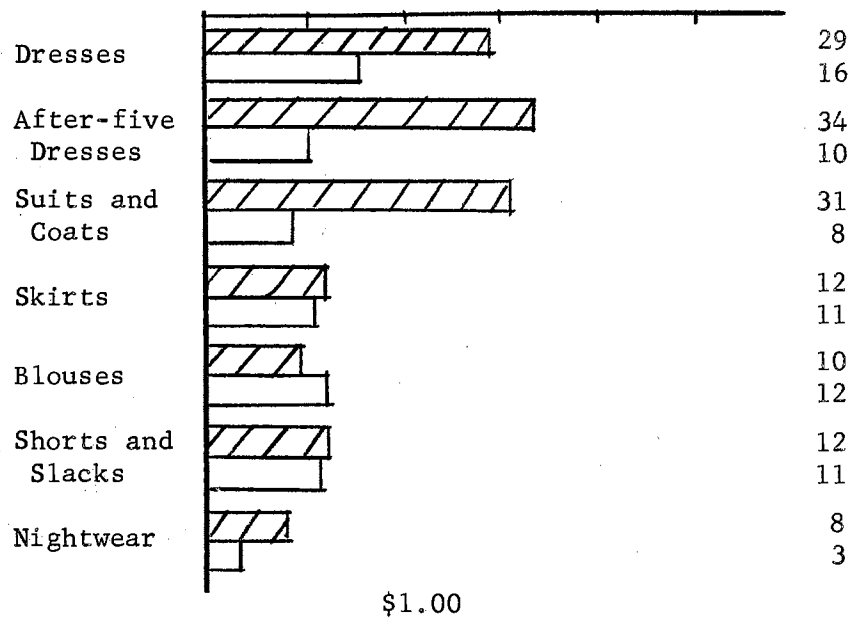


Figure 4 (Continued)

TABLE XXI

FREQUENCY OF USING "DESIGNER" PATTERNS BY 95 HOME
ECONOMICS EDUCATION MAJORS AND 52 CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS
AT OKLAHOMA STATE UNIVERSITY

Frequency	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Often	25	26.3	12	23.1	37	25.2
Sometimes	61	64.2	29	55.7	90	61.2
Never	9	9.5	11	21.2	20	13.6
Totals	95	100.0	52	100.0	147	100.0

The students did most of their pattern shopping at three types of stores. The fabric store was used by 97.4 per cent, the department store by 73.8 per cent, and the variety store by 40.2 per cent. Very few (2.7 per cent) used a mail order catalog or newspaper or magazine as a source for pattern purchasing. See Table XXII. By far the preferred place to purchase a pattern was the fabric store with eight out of ten persons indicating this preference, as shown in Table XXIII.

If a store which sells patterns does not have a pattern wanted by a customer, it frequently offers to order it especially for that customer. Half of the women took advantage of this service, though most of them did so only "sometimes" rather than "often." The other half stated that they never did. See Table XXIV. Reasons for having a pattern ordered were that the desired size was out of stock, or certain brands and styles could be obtained only by ordering. Those who did

not order patterns stated that they could get a pattern at another store if one store was out, they felt it took too long to wait for it to come, or they just never needed to order one. Some did not know they could order a pattern.

TABLE XXII

PLACES WHERE PATTERNS ARE PURCHASED BY HOME
ECONOMICS EDUCATION MAJORS AND CLOTHING,
TEXTILES, AND MERCHANDISING MAJORS
AT OKLAHOMA STATE UNIVERSITY

Place	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Department store	74	76.4	36	69.3	110	73.8
Fabric store	94	97.0	51	98.1	145	97.4
Variety store	44	45.4	16	30.8	60	40.2
Discount store	11	11.3	3	5.8	14	9.4
Mail order catalog	4	4.1	0	0.0	4	2.7
Newspaper, magazine	4	4.1	0	0.0	4	2.7
Other	0	0.0	0	0.0	0	0.0

There are varied methods of presenting patterns by a store for the customer's selection. Apparently one method is more desirable than all the others. More than eight out of ten preferred to sit at the pattern counter while making up their minds about a pattern. No doubt the opportunity to sit at some time during a shopping excursion is a

welcomed choice. Table XXV shows the data concerning this preference.

TABLE XXIII
 PREFERRED PLACE TO PURCHASE PATTERNS AS REPORTED BY
 HOME ECONOMICS EDUCATION MAJORS AND CLOTHING,
 TEXTILES, AND MERCHANDISING MAJORS
 AT OKLAHOMA STATE UNIVERSITY

Place	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Department store	18	17.5	5	9.6	23	14.8
Fabric store	81	78.6	47	90.4	128	82.6
Variety store	3	2.9	0	0.0	3	2.0
Discount store	0	0.0	0	0.0	0	0.0
Mail order catalog	0	0.0	0	0.0	0	0.0
Newspaper, magazine	0	0.0	0	0.0	0	0.0
Other	1	1.0	0	0.0	1	0.6
Totals	103 [*]	100.0	52	100.0	155	100.0

* Five respondents indicated multiple answers.

TABLE XXIV

FREQUENCY OF ORDERING PATTERNS THROUGH A STORE AS
 REPORTED BY 96 HOME ECONOMICS EDUCATION MAJORS
 AND 51 CLOTHING, TEXTILES, AND MERCHANDISING
 MAJORS AT OKLAHOMA STATE UNIVERSITY

Frequency	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Often	1	1.4	1	2.0	2	1.4
Sometimes	50	52.0	21	41.2	71	48.3
Never	45	46.8	29	56.8	74	50.3
Totals	96	100.2*	51	100.0	147	100.0

*The reason for not achieving a total of 100 per cent is due to rounding errors among the figures added.

TABLE XXV

PREFERENCE FOR PRESENTATION AND SELECTION OF PATTERNS
AS INDICATED BY HOME ECONOMICS EDUCATION MAJORS
AND CLOTHING, TEXTILES, AND MERCHANDISING
MAJORS AT OKLAHOMA STATE UNIVERSITY

Choice	HEED		CTM		Totals	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Stand at the pattern counter	3	3.0	4	7.4	7	4.5
Sit at the pattern counter	83	83.0	46	85.2	129	83.8
Use a self-service swivel rack	4	4.0	0	0.0	4	2.6
No preference	8	8.0	3	5.6	11	7.1
Other	2	2.0	1	1.8	3	1.9
Totals	100 [*]	100.0	54 ^{**}	100.0	154	99.9 ^{***}

* Three indicated duplicate choices.

** Two indicated duplicate choices.

*** The reason for not achieving a total of 100 per cent is due to rounding errors among the figures added.

CHAPTER V

SUMMARY AND CONCLUSIONS

The data collected in this study were obtained from questionnaires which were mailed to a selected sample of 179 college women. One hundred forty-nine questionnaires were returned. The sample included 97 students enrolled in the Department of Home Economics Education and 52 enrolled in the Department of Clothing, Textiles, and Merchandising in the Division of Home Economics at Oklahoma State University, Stillwater, Oklahoma.

The questionnaires sought to determine buying practices and the use made of commercial garment patterns. It was found that generally the two segments of the sample expressed similar views. All the women sewed and used patterns. They sewed for a variety of reasons, and most wished they had time to sew more. Their opinions were based on their sewing experience, and most had been sewing for at least six years. They learned to sew by a friend's or mother's instruction or by attending sewing classes. When planning to make a garment, most persons had no special order of choosing a pattern or fabric, and they had a number of resources of ideas for a garment. Advertisements were seen and were influential in deciding on a garment to make, reported more than half the respondents.

When buying a pattern, the students were aware of brands, sizes, prices, and the information included with a pattern. Preference for a

brand was based on several pattern qualities, the type of garment to be made, and the availability of that brand. The students were generally satisfied with the new sizing of patterns. Some, however, found fitting a problem, and some did not use the same size in all brands. Patterns were purchased mostly at fabric stores, department stores, and variety stores. The most preferred place was the fabric store.

The findings of this investigation reflect pattern selection and consumption practices of a particular portion of the women who sew. These women were all university students and were probably of a similar age. Other studies might prove valuable in determining satisfactions and dissatisfactions in buying and using patterns if:

1. The sample included a different group of home sewers. For example, high school girls, homemakers, mothers, or career women might have quite different opinions concerning patterns.
2. A study correlated sewing skills with pattern choices.
3. The study were done with persons of a different geographic area of the nation.
4. The questionnaire were revised to probe into certain areas of pattern consumption in greater depth.

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APPENDIX A

CTM Department
Division of Home Economics
Oklahoma State University
Stillwater, Oklahoma 74074
March 31, 1969

Dear

You have been chosen to participate in an important part of a graduate student's thesis -- namely mine! Your opinions are needed as a part of my study on preferences and buying practices concerning dress patterns. There are no right and wrong answers. Being a candidate for a master's degree in the Department of Clothing, Textiles, and Merchandising, I assure you I am looking forward to your responses.

The enclosed questionnaire will take just a few minutes of your time, and I shall be most grateful to you for answering the questions and returning the questionnaire in the enclosed self-addressed stamped envelope. Please return not later than April 15. I thank you in advance for your help.

Yours truly,

Ella Mae Littlefield

Enclosure

Please indicate the following information about yourself. This is needed to complete this study.

Major _____ Home town _____

Classification _____ Population of home town _____

A. PATTERN USE

1. To determine the types of garments you sew and the extent of your sewing, indicate answers in both columns:

	Check if you ever made this item	Number made within past year
dresses, except after-five	_____	_____
after-five dresses	_____	_____
suits and coats	_____	_____
skirts	_____	_____
blouses	_____	_____
shorts and slacks	_____	_____
nightwear and housecoats	_____	_____

2. Why do you sew? (Check as many as you wish.)

better fit	_____	to express creativity	_____
sewing is a hobby	_____	better clothes at less cost	_____
larger wardrobe	_____	other (identify)	_____

3. Do you sew as much as you would like? Yes _____ No _____

If "no," why not? _____

4. Which of the following types of information found on the pattern envelope are helpful to you? (Check as many that apply.)

garment illustration	_____	size chart	_____
back views of garments	_____	suggested fabrics	_____
written description	_____	list of notions	_____
yardage requirements	_____	none	_____

5. Which of the following types of information found on the direction sheet do you find helpful? (Check as many that apply.)

layout, cutting plan	_____
sewing instructions	_____
alteration instructions	_____
marking instructions	_____
none	_____

6. Do you find the size and shape of the direction sheet satisfactory for your use? Yes _____ No _____

If "no," what suggestions do you have for improving it? _____

7. How nearly do your body measurements correspond with the size you wear in each brand of pattern you use?

	Exactly	Good	Poor	Not Used
Butterick	_____	_____	_____	_____
McCall's	_____	_____	_____	_____
Simplicity	_____	_____	_____	_____
Vogue	_____	_____	_____	_____
other (identify)_____	_____	_____	_____	_____

8. Do you buy the same size in all brands of patterns you use for yourself? Yes _____ No _____

9. Which size range do you prefer when sewing for yourself? (Check one.)

Misses	_____	Young Junior/Teen	_____
Miss Petite	_____	Women's	_____
Junior	_____	Half Size	_____
Junior Petite	_____		

10. Is fitting a problem for you when you sew for yourself?

Yes _____ No _____

If "yes," how do you solve the problem? (Check as many as you wish.)

change darts	_____	choose garments with few	
change seam allowances	_____	areas of fit	_____
change length	_____	slash and spread	_____
combine different size patterns	_____	other (identify)	_____

11. Did you use patterns before the "new sizing" was introduced?

Yes _____ No _____ Don't know _____

If "yes," how does the "new sizing" compare to the "old sizing" in the brands you have used?

	"old sizing" was better	"new sizing" is better	no difference
Butterick	_____	_____	_____
McCall's	_____	_____	_____
Simplicity	_____	_____	_____
Vogue	_____	_____	_____

12. Is your pattern size generally available where you shop?

Yes _____ No _____

13. How often do you usually use a pattern?

once only	_____
twice	_____
three times or more	_____

14. Where did you learn most about sewing? (Check only one.)

friend, mother	_____	4-H	_____
books	_____	Television	_____
high school classes	_____	pattern direction sheet	_____
college classes	_____	other (identify)	_____
other classes	_____		

15. How long have you been sewing?

less than one year	_____
from one to three years	_____
from three to six years	_____
more than six years	_____

16. When you sew, do you attempt to make a garment look exactly like one

	often	sometimes	never
pictured on the pattern envelope	_____	_____	_____
pictured in a magazine	_____	_____	_____
seen in a store or window	_____	_____	_____
owned by a relative or friend	_____	_____	_____
seen in a mail-order catalog	_____	_____	_____
seen in an advertisement	_____	_____	_____

B. PATTERN PREFERENCES

1. Which brands of patterns are available for you to buy?

Butterick	_____	Vogue	_____
McCall's	_____	other (identify)	_____
Simplicity	_____		_____

2. In general, which one brand of pattern do you prefer more than any other?

Butterick	_____	Vogue	_____
McCall's	_____	other (identify)	_____
Simplicity	_____		_____

3. When sewing for yourself, which brand of pattern do you prefer for:

	preferred brand	no preference (check)
fit	_____	_____
style	_____	_____
ease of construction	_____	_____
ease of following directions	_____	_____
cost	_____	_____

4. In general, which brand of pattern do you prefer when making:

	preferred brand	No preference (check)
dresses, except after-five	_____	_____
after-five dresses	_____	_____
suits and coats	_____	_____
skirts	_____	_____
blouses	_____	_____
shorts and slacks	_____	_____
nightwear and housecoats	_____	_____

5. Do you see advertisements for patterns? Yes ___ No ___

If "yes," where do you see these advertisements?

Magazines _____ Stores _____ Other (identify) _____

Which pattern company's advertisements do you see most often?

Butterick	_____	Vogue	_____
McCall's	_____	other (identify)	_____
Simplicity	_____		_____

Do these advertisements influence your pattern selection?

Yes ___ No ___

If "yes," how? _____

6. When you select a pattern do you especially look for an indication that it will be easy to sew? often ___ sometimes ___ never ___
7. How often do you look for patterns that will take little time to construct in the following categories?

	often	sometimes	never
dresses, except after-five	_____	_____	_____
after-five dresses	_____	_____	_____
suits and coats	_____	_____	_____
skirts	_____	_____	_____
blouses	_____	_____	_____
shorts and slacks	_____	_____	_____
nightwear and housecoats	_____	_____	_____

8. Do you often see pattern designs you like but that are not made in your size? Yes ___ No ___

9. Which do you consider first when you plan a garment?

pattern, then fabric	_____
fabric, then pattern	_____
either one of the above	_____
other (identify)	_____

10. Where do you get ideas for garments you will make? (Check as many as you wish.)
- | | |
|----------------------------------|-------|
| stores and store windows | _____ |
| magazines, newspapers | _____ |
| mail-order catalogs and brochure | _____ |
| what others wear | _____ |
| what is worn in movies or on TV | _____ |
| free pattern preview booklets | _____ |
| home pattern catalogs | _____ |
| store pattern catalogs | _____ |
| other (identify) | _____ |
11. Do you prefer to purchase a pattern containing one or many different views or versions of the same basic pattern? one _____ many _____
If "many," why? _____
12. Do you prefer to purchase a pattern containing more than one type of garment, such as skirt, blouse, and slacks, or one containing only a skirt, or blouse, or slacks?
- | | |
|----------------------------|-------|
| more than one type garment | _____ |
| only one type garment | _____ |
13. What was the price of the last pattern you bought?
- | | | | |
|-------------|-------|----------------|-------|
| 65¢ or less | _____ | \$2.00 or more | _____ |
| 75¢ | _____ | don't remember | _____ |
| \$1.00 | _____ | | |
14. How much are you willing to pay for a pattern in each of the following categories?
- | | 65¢ | 75¢ | \$1.00 | \$2.00 or more |
|----------------------------|-------|-------|--------|----------------|
| dresses, except after-five | _____ | _____ | _____ | _____ |
| after-five dresses | _____ | _____ | _____ | _____ |
| suits and coats | _____ | _____ | _____ | _____ |
| skirts | _____ | _____ | _____ | _____ |
| blouses | _____ | _____ | _____ | _____ |
| shorts and slacks | _____ | _____ | _____ | _____ |
| nightwear and housecoats | _____ | _____ | _____ | _____ |
15. If pattern prices increased, would you still purchase them?
Yes _____ No _____
16. How often do you use "designer" patterns?
- Often _____ Sometimes _____ Never _____
- Why or why not? _____
17. Where do you generally buy patterns? (Check as many that apply.)
- | | | | |
|------------------|-------|-----------------------|-------|
| department store | _____ | Mail order catalog | _____ |
| fabric store | _____ | newspapers, magazines | _____ |
| variety store | _____ | other (identify) | _____ |
| discount store | _____ | | |

18. Which is your favorite place to purchase patterns? (Check one.)

department store	_____	mail order catalog	_____
fabric store	_____	newspapers, magazines	_____
variety store	_____	other (identify)	_____
discount store	_____		

19. Do you order patterns through a store?

often _____ sometimes _____ never _____

Why or why not? _____

20. When selecting a pattern in a store, do you prefer to

stand at the catalog counter	_____
sit at the catalog counter	_____
use a self-service swivel rack	_____
no preference	_____
other (identify)	_____

APPENDIX B

TABLE XXVI
 CLASSIFICATION OF 97 HOME ECONOMICS EDUCATION MAJORS
 AND 52 CLOTHING, TEXTILES, AND MERCHANDISING MAJORS
 AT OKLAHOMA STATE UNIVERSITY
 USED IN THIS STUDY

Class	HEED		CTM		Total	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Freshman	0	0.0	1	2.0	1	0.7
Sophomore	22	22.7	13	25.0	35	23.4
Junior	40	41.3	16	30.8	56	37.6
Senior	35	36.0	22	42.2	57	38.3
Total	97	100.0	52	100.0	149	100.0

TABLE XXVII

SIZE OF HOME TOWNS AS INDICATED BY 97 HOME ECONOMICS
EDUCATION MAJORS AND 52 CLOTHING, TEXTILES, AND
MERCHANDISING MAJORS AT OKLAHOMA STATE
UNIVERSITY USED IN THIS STUDY

Population	HEED		CTM		Total	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Less than 1000	15	15.5	3	5.8	18	12.1
1001 to 5000	22	22.7	8	15.4	30	20.1
5001 to 10,000	7	7.2	2	3.8	9	6.1
10,001 to 25,000	20	20.6	5	9.6	25	16.8
25,001 to 50,000	9	9.3	5	9.6	14	9.4
50,001 to 100,000	2	2.0	3	5.8	5	3.3
100,001 or more	22	22.7	26	50.0	48	32.2
Totals	97*	100.0	52**	100.0	149	100.0

*Ten were from a state other than Oklahoma.

**Five were from a state other than Oklahoma.

VITA

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