

PRACTICES AND PROBLEMS IN BUYING READY-MADE CLOTHING  
AS REPORTED BY SELECTED HOMEMAKERS

By

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PRACTICES AND PROBLEMS IN BUYING READY-MADE CLOTHING  
AS REPORTED BY SELECTED HOMEMAKERS

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## PREFACE

The study explored the ready-made clothing buying practices and problems of selected homemakers in the four largest communities of one county in Oklahoma in the belief that the information would be helpful in developing educational programs for homemakers.

The writer wishes to express her sincere appreciation to Dr. Ilse Wolf for her valuable assistance, guidance, and inspiration throughout the study. Appreciation is also expressed to Dr. Florence McKinney for her helpful contributions and suggestions throughout the study and to Dr. June Cozine for many suggestions in the initial stages of the study.

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## TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION . . . . .	1
II. REVIEW OF LITERATURE . . . . .	10
III. ANALYSIS OF DATA . . . . .	23
Characteristics of Homemakers and Their Families . .	24
Procedures Related to Securing Family Clothing . . .	29
Clothing Purchases . . . . .	32
IV. SUMMARY, PROPOSALS, AND RECOMMENDATIONS . . . . .	91
Summary and Conclusions . . . . .	91
Proposals . . . . .	102
Recommendations . . . . .	106
BIBLIOGRAPHY . . . . .	109
APPENDIX . . . . .	112

## LIST OF TABLES

Table	Page
I. Marital Status of Homemakers . . . . .	25
II. Age of Homemakers . . . . .	25
III. Education of Homemakers . . . . .	25
VI. Study of Home Economics in School Programs . . . . .	27
V. Number of Years of Membership in Home Demonstration Club . . . . .	27
VI. Family Income of Homemakers . . . . .	27
VII. Sex and Age of Children Under Twenty . . . . .	28
VIII. Employment Outside the Home of Homemakers . . . . .	29
IX. Frequency of Keeping Records of Clothing Expenditures by Homemakers . . . . .	31
X. Plans for Purchasing the Family's Clothing by Homemakers . . . . .	31
XI. Method of Payment for Ready-Made Clothing Purchases by Homemakers . . . . .	31
XII. Credit Obligations for Clothing and Clothing Items . . . . .	33
XIII. Percentage of Family Income Used for Clothing Purchases by Homemakers . . . . .	33
XIV. Family Income Allocated to Family Members for Clothing . . . . .	33
XV. Sources of Information Used in Clothing Purchases by Homemakers According to Membership . . . . .	35
XVI. Sources of Information Used in Clothing Purchases by Homemakers According to Age . . . . .	37
XVII. Sources of Information Used in Clothing Purchases by Homemakers According to Education . . . . .	38

# LIST OF TABLES (Cont.)

Table	Page
XVIII. Sources of Information Used in Clothing Purchases by Homemakers According to Home Economics Study . .	40
XIX. Sources of Information Used in Clothing Purchases by Homemakers According to Income . . . . .	41
XX. Factors Considered in Purchasing Ready-Made Clothing for Children, Teenage Girls, Teenage Boys, Women, and Men by Homemakers . . . . .	42
XXI. Factors Considered in Purchasing Ready-Made Clothing for Women by Homemakers According to Home Economics Study . . . . .	44
XXII. Factors Considered in Purchasing Ready-Made Clothing for Women and Men by Homemakers According to Income . . . . .	45
XXIII. Reasons for Purchasing Ready-Made Clothing by Home- makers According to Membership . . . . .	48
XXIV. Reasons for Purchasing Ready-Made Clothing by Home- makers According to Age . . . . .	49
XXV. Reasons for Purchasing Ready-Made Clothing by Home- makers According to Education . . . . .	50
XXVI. Reasons for Purchasing Ready-Made Clothing by Home- makers According to Home Economics Study . . . . .	52
XXVII. Reasons for Purchasing Ready-Made Clothing by Home- makers According to Income . . . . .	53
XXVIII A. Label Information Considered Helpful in Ready-Made Clothing Purchases by Homemakers According to Membership . . . . .	54
XXVIII B. Label Information Considered Helpful in Ready-Made Clothing Purchases by Homemakers . . . . .	55
XXIX. Label Information Considered Helpful in Ready-Made Clothing Purchases by Homemakers According to Age .	57
XXX. Label Information Considered Helpful in Ready-Made Clothing Purchases by Homemakers According to Education . . . . .	59

# LIST OF TABLES (Cont.)

Table	Page
XXXI. Label Information Considered Helpful in Ready-Made Clothing Purchases by Homemakers According to Home Economics Study . . . . .	60
XXXII. Label Information Considered Helpful in Ready-Made Clothing Purchases by Homemakers According to Income . . . . .	62
XXXIII. Clothing and Textiles' Laws Familiar to Homemakers .	63
XXXIV. Place of Purchase for Children, Women, and Men's Clothing by Homemakers According to Membership . .	64
XXXV. Place of Purchase for Children, Women, and Men's Clothing by Homemakers According to Age . . . . .	66
XXXVI. Place of Purchase for Children, Women, and Men's Clothing by Homemakers According to Education . . .	67
XXXVII. Place of Purchase for Children, Women, and Men's Clothing by Homemakers According to Home Economics Study . . . . .	69
XXXVIII. Place of Purchase for Children, Women, and Men's Clothing by Homemakers According to Income . . . .	70
XXXIX. Families Purchasing Clothing Needs at Sales and Types of Sales by Homemakers . . . . .	72
XL. Families Purchasing Clothing Needs at Sales and Types of Sales by Homemakers According to Income . . . .	74
XLI A. Frequency of Clothing Purchase Ready-Made and Satisfaction with the Purchase by Homemakers for Children . . . . .	76
XLI B. Frequency of Clothing Purchase Ready-Made and Satisfaction with the Purchase by Homemakers for Boys and Men's . . . . .	78
XLI C. Frequency of Clothing Purchase Ready-Made and Satisfaction with the Purchase by Homemakers for Teen-age Girls and Women . . . . .	79
XLII A. Problems Encountered in Purchasing Ready-Made Clothing by Homemakers According to Membership . .	81



# LIST OF TABLES (Cont.)

Table	Page
XLIII B. Problems Encountered in Purchasing Ready-Made Clothing by Homemakers . . . . .	82
XLIII. Problems Encountered in Purchasing Ready-Made Clothing by Homemakers According to Age . . . . .	84
XLIV. Problems Encountered in Purchasing Ready-Made Clothing by Homemakers According to Education . . . .	86
XLV. Problems Encountered in Purchasing Ready-Made Clothing by Homemakers According to Home Economics Study . . . . .	87
XLVI. Problems Encountered in Purchasing Ready-Made Clothing by Homemakers According to Income . . . .	89
XLVII. Homemakers Interested in Attending Clothing Workshops . . . . .	90

## CHAPTER I

### INTRODUCTION

One of the many responsibilities of homemakers today is that of selecting and buying clothing for family members of widely differing ages. Because of the increasing number of women in the labor force, and the many roles of today's homemaker, there is limited time to construct clothing for the family. The improvement in the quality of ready-made clothing and a wide choice of prices, styles, and fabrics have encouraged many homemakers to purchase the family wardrobe of ready-made garments.

According to the 1960 census the population of the United States of 178,464,236 is an all time high.<sup>1</sup> The personal consumption expenditures for clothing and related items is \$30,600,000,000.<sup>2</sup> This, according to the Bureau of Census, is also a record high.

Clothing ranks fourth in the expenditures of families in this country, superceded only by food, housing, and transportation. Knowledge of family clothing buying practices is an important phase of family economics. In the 1965 edition of Consumer Problems and Personal Finance Troelstrup reported that research showed . . . "women buy about 55 percent

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<sup>1</sup>U. S. Bureau of the Census, United States Census of the Population, 1960, I, U. S. Government Printing Office (Washington, D.C.), p. 4.

<sup>2</sup>U. S. Bureau of the Census, Historical Statistics of the United States, 1962, U. S. Government Printing Office (Washington, D.C.), p. 26.

of all consumer goods for the family and have a 57 percent influence in determining what is to be bought. Their family clothing purchases ranged from a low four percent for men's clothing, to over 50 percent for boys, 75 percent for girls, and 88 percent for their clothing. Moreover they exert considerable influence on clothing bought by other family members."<sup>3</sup> Consequently, women occupy positions of responsibility and influence as purchasing agents of clothing for their families in the American economy. For this reason they need to be well informed consumers in order to make wise purchases of clothing for their families. A major responsibility of today's homemaker is buying clothes intelligently in terms of the needs and desires of their families. The advent of many new fibers, the blending and mixing of the new and traditional fibers, and the development of countless finishes afford special uses and satisfactions as well as an almost endless variety of styles and types of garments and present a formidable array for selection. The homemaker should know what to buy and where to shop.

The Extension program in home economics focuses its attention on family living. The goal of the program is to strengthen family living by helping families recognize and meet their problems as they work to improve the quality of their life at home and in the community.

For many years the study of clothing has been emphasized in the Cooperative Extension Family Living program. This phase of the program stressed clothing construction, but gave limited attention to the consumer aspect of buying ready-made clothing.

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<sup>3</sup>Arch W. Troelstrup, Consumer Problems and Personal Finance, McGraw-Hill Book Company, Inc., New York, 1965, p. 153.

For an educational program to serve the people effectively it must involve itself in the continuous changes in family living to meet the needs of those it serves. With social, economic, and technological changes, homemakers are recognizing the need for up-to-date consumer information regarding ready-made clothing. To plan a functional program demands that the home demonstration agent have an understanding of the present practices and problems of the families with whom she works.

This study is concerned with identifying some of the ready-made clothing buying practices and problems encountered by homemakers, both home demonstration club members and non-members, and formulating suggestions for the further development of the county Extension clothing program.

#### Statement of Problem

The problem selected for the study was to learn more about the ready-made clothing buying practices and problems of families in Jefferson County, Oklahoma.

Sub-problems necessary in developing the over-all study were:

1. What ready-made clothing articles are purchased?
2. What proportion of the family income is spent on clothing for the family?
3. Where does the homemaker get information for purchasing clothing?
4. What factors does the homemaker consider in purchasing ready-made clothing?
5. For what reasons does the homemaker purchase ready-made garments?
6. Where do families purchase ready-made clothing?

7. How do families pay for the purchase of ready-made clothing?
8. What are some of the problems homemakers encounter when purchasing ready-made clothing?
9. How may age, educational level, income, home demonstration club membership, family size, and ages of children affect the practices and problems of buying ready-made clothing?

### Purposes of the Study

1. To identify some of the clothing articles purchased by a group of home demonstration club members and selected non-members.
2. To identify some of the problems in purchasing ready-made clothing by the two groups of homemakers.
3. To determine some of the buying practices of homemakers in purchasing ready-made clothing.
4. To determine if age, educational level, income, home demonstration club membership, family size, and ages of children have any relation to the purchasing practices and problems of ready-made clothing for families.
5. To develop proposals for a county Extension program designed to assist homemakers in solving some of their problems in purchasing ready-made clothing.

### Statement of the Hypotheses and Assumptions Related to the Study

The study was planned and based on the following hypotheses:

- (1) homemakers do buy much ready-made clothing for their families,
- (2) they have problems in buying ready-made clothing, and (3) their buying practices and problems are affected by certain characteristics of the homemakers and their families.

The following assumptions underlie the hypotheses of the study:

1. The Cooperative Extension Service is an educational organization of an informal nature designed to help people learn to solve the problems they encounter in everyday living.
2. The Family Living program of the Cooperative Extension Service is designed to assist individuals and families in solving their everyday problems in home, family, and community living.



3. The development of educational consumer programs for families is one of the responsibilities of the Cooperative Extension Service.
4. By identifying the consumer practices and problems of families and using this information in Extension program development, county Extension workers will be able to serve the consumer effectively.
5. The questionnaire will identify some of the practices and problems encountered by homemakers in the purchase of ready-made clothing.

### Definition of Terms

Throughout this study, the following interpretation of major terminology related to the problem is used:

1. Cooperative Agricultural Extension Service, Extension Service, and Extension refer to the same off campus informal educational program in agriculture, home economics, and related areas sponsored jointly by the federal, state, and county governments and administered through state land-grant college. Programs at the county level are conducted by county Extension workers who are field staff of the state land-grant institutions.
2. Extension Family Living Program or Home Demonstration Program refers to the home economics phase of the Cooperative Extension Service. This program is under the direct supervision of the county home demonstration agent.
3. Home Demonstration Club is an organization of women whose educational program in individual, family, and community living is developed and implemented under the guidance of the home demonstration agent.
4. Home Demonstration Club Members refers to the women, mostly homemakers, who belong to a home demonstration club.
5. Non-members refers to the women or homemakers not enrolled in a home demonstration club.
6. Clothing Buying Practices refers to activities engaged in when planning, shopping, and making actual purchases of ready-made garments.
7. Ready-made clothing and clothing refer to manufactured clothes available for use when purchased. Throughout the study the term, clothing, will generally be used to designate ready-made or ready-to-wear clothing.

### Limitations of the Study

This study was limited in relation to the selection of the ready-made clothing articles purchased and to the problems encountered in the purchasing of clothing by selected homemakers in Jefferson County, Oklahoma.

A second limitation of the study resulted from the selection of the population sample which represented homemakers living in the four largest towns of the county, each of which had one home demonstration club.

The four home demonstration clubs had approximately 80 members each. Two questionnaires were distributed to each club member in attendance at the regular club meeting in May, 1965. Each club member was asked to answer one questionnaire and to take a second questionnaire to be answered by a non-member of her choice.

### Procedure

In order to determine the ready-made clothing buying practices and problems of selected families in Jefferson County, Oklahoma, the subsequent procedure was used:

1. Research and other literature related to the study were reviewed and summarized.
2. Possibilities for the study were discussed with Oklahoma State University faculty members serving as consultants in research methods in Home Economics and in the subject matter area of Home Management.
3. The problem was clarified and limited and the study justified.
4. An analysis of methods for collecting data resulted in the use of a questionnaire. A tentative questionnaire was prepared and pretested before the final one was developed.

5. A method for selecting the sample was determined with the assistance of the Director of the Statistical Laboratory at Oklahoma State University.
6. Tables were planned along with the questionnaire.
7. The study was made in the towns of Waurika, Ringling, Ryan, and Hastings, all located in Jefferson County, Oklahoma.
8. The data were machine tabulated and percentages were figured.
9. The findings were analyzed and summarized.
10. Conclusions were drawn and recommendations made.
11. Proposals were developed for a county clothing educational program.

The homemakers selected for this study were home demonstration club members and non-members. These groups were chosen because Extension has been giving consideration to methods of broadening the Home Economics Extension program by increasing the depth and scope of program content for members and by reaching homemakers who are not members of organized home demonstration clubs.

From a review of literature and related research the questionnaire was selected as a functional method for collecting data. The questionnaire was organized in three parts, namely: (a) personal information concerning the homemaker and her family, (b) a list of clothing articles the homemaker may purchase for her family, and (c) problems that may be encountered in making these purchases. A copy of the questionnaire is included in the appendix.

Selected personnel of the Oklahoma Cooperative Extension Service were asked to review the instrument for clarity and content. They reported no difficulty in interpreting it. The instrument was pretested with a group of home demonstration club members in Cotton County, Oklahoma. These homemakers were comparable to the homemakers who were included in the study.



At the regular May meeting of four home demonstration clubs of Jefferson County, Oklahoma, the agent was in attendance and distributed the questionnaires. As the agent read each statement on the questionnaire, the club member checked the appropriate answer for herself and her family. Thus, each club member attending this May meeting of her club was involved in the study. A second questionnaire was given to each of these club members to take home. Each club member was to select and ask a homemaker who was not a member of a home demonstration club to answer the same questionnaire. Each club member assumed the responsibility of returning the completed questionnaire to the club president. After the presidents of the four clubs collected the questionnaires, they gave them to the home demonstration agent.

Questionnaires from 72 club members and 58 non-club members were received. All of these questionnaires, except two from club members, were answered completely and were used in the study.

The data from the questionnaires were transferred to data processing cards and machine tabulated. The responses were compiled and transposed to percentages for both members and non-members. The information was analyzed for each group of respondents in terms of five variables: age, educational level, home economics study, income, and home demonstration club membership.

The hypotheses, purposes, assumptions, procedures, and other information relating to the development of this problem have been presented in this chapter. In Chapter II information concerning Home Economics Extension work and a review of related studies dealing with ready-made clothing buying practices and problems will be presented. The findings of the study and the interpretation of these data are described in

Chapter III. The summary of the study, conclusions, and recommendations are outlined in Chapter IV, the final chapter.

## CHAPTER II

### REVIEW OF LITERATURE

The Cooperative Extension Service came into existence in 1914 with the passage of the Smith-Lever Act. This act stated that the purpose of the agency was:

. . . to aid in diffusing among the people of the United States useful and practical information on subjects related to agriculture and home economics and to encourage the application of the same.<sup>1</sup>

The Cooperative Extension Service is the educational arm of the United States Department of Agriculture and the State Land-Grant Institution. It is a partnership agency of the federal, state and county government. Its aim is to help carry out programs for the educational and social benefit of the community and its individual members.

Extension is an informal and distinct type of educational program and has been guided by the principle of "helping people to help themselves." According to the Scope Report, the organization has helped people to attain:

- (1) greater ability in maintaining more efficient farms and homes;
- (2) greater ability to acquire higher incomes and level of living;
- (3) increased competency and ability by both adults and youth to assume leadership and citizenship responsibilities; and (4) increased ability and willingness to undertake organized group action which will contribute to improving the welfare.<sup>2</sup>

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<sup>1</sup>Lincoln David Kelsey and Cannon Chiles Hearne, Cooperative Extension Work (Ithaca, New York, 1963), p. 27.

<sup>2</sup>Paul A. Miller, et al., A Statement of Scope and Responsibility of the Cooperative Extension Service, (Washington, April, 1958), p. 3.

The Scope Report points out the organization has helped people to:

(1) identify their needs, problems, and opportunities; (2) study their resources; (3) become familiar with specific methods of overcoming problems; (4) analyze alternative solutions to their problems where alternatives exist; and (5) arrive at the most promising course of action in light of their own desires, resources and abilities.<sup>3</sup>

An important part of the Cooperative Extension Service is the home economics, home demonstration, or family living program. This program is concerned with the improvement of individual, family and community living. The committee on Home Economics Development of the American Association of Land-Grant Colleges and State Universities stated:

Phases of the home economics Extension program are designed to help families acquire the knowledge, the experience, and the understanding that will enable them to adjust to the everchanging social and economic conditions of the world.<sup>4</sup>

The home economics Extension program emphasizes the participation of people in planning and conducting informal educational efforts. In recent years the Cooperative Extension Service has placed increased emphasis on consumer education. Hall, at a workshop on consumer education at New York State women's program, stated:

Consumer education means many things. It should provide information and prevent the consumer from being victimized; it should provide education that points out helpful buying factors, and it should provide a meaningful background that acquaints the consumer with the procedures of business and manufacturing.<sup>5</sup>

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<sup>3</sup>Ibid., p. 4.

<sup>4</sup>Lela O'Toole, et al., Home Economics in Land-Grant Colleges and Universities, A Statement of Objectives and Future Directions, (Washington, 1960), p. 10-11.

<sup>5</sup>Frederica L. Beinert, "Editor's Page," What's New In Home Economics, XXXIX (March, 1962), p. 15.

Armstrong, a former Extension Clothing Specialist in Oklahoma, stated in a 1955 Extension bulletin:

Every woman wants to get the most for her money and get full return for the money she spends on clothing; she not only wants it to be flattering in appearance but she wants it to wear well and then to look well as long as it wears. With 15 percent of the yearly budget spent for clothing, buying wisely is essential.<sup>6</sup>

The review of research supported the fact that today's families are selecting and purchasing greater quantities of ready-to-wear than families did fifty years ago. If the homemaker is to be an intelligent consumer, she needs more information about selecting ready-made clothes than her great-grandmother. Choice-making is important for today's families. Troelstrup stated that the choices an individual makes, consciously and subconsciously, determine, to a large extent, his character.<sup>7</sup>

Moreover, several studies showed that new developments in fibers and finishes are rapid and most consumers are confronted with the need for specific information of the changes in textiles and clothing. The many new synthetic fibers being used in addition to the familiar man-made and natural fibers, the growing practice of blending two or more fibers within a fabric and the application of new finishes have made the need for knowledge of care and performance features greater than ever before.

A study conducted by Bryan in 1959 with home demonstration members in Garvin County, Oklahoma, indicated that more articles of clothing are purchased ready-made than are produced in the home. Her findings

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<sup>6</sup>Ola Armstrong, Your Clothing Dollar, Extension Circular 561, (Oklahoma, 1955), p. 1.

<sup>7</sup>Arch W. Troelstrup, Consumer Problems and Personal Finance, McGraw-Hill Book Company, Inc., New York, 1965, p. 235.

also indicated that 75 percent of the homemakers reported that learning how to select ready-made clothing was important to them.<sup>8</sup>

Studies conducted by Tate and Glisson listed reasons why the homemaker purchases ready-made garments for the family, namely: (1) homemakers are spared long hours in constructing garments at home; (2) garments can be easily purchased and are ready for use; (3) the wearer can see how a garment looks before investing any money; and (4) large numbers of women work outside the home and have less time for home sewing.<sup>9</sup>

Because technological, social, and economic changes have been so rapid during the past 50 years, Curtis, in 1961, conducted a study to determine how these changes have affected the way a homemaker selects, uses, and cares for clothing of family members in a selected area in Wakefield, Rhode Island. In the Curtis study the factors considered by homemakers in selecting clothing were grouped into practical and aesthetic features. The practical features included quality, durability, ease of care, versatility, construction features, room for growth, and comfort. The aesthetic group included suitability to the person, style, fit, and suitability for special occasions. The study revealed that homemakers mentioned the practical features more often than the aesthetic features. The investigator stated that this bears

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<sup>8</sup>Cleo Stiles Bryan, A Study of Garvin County Homemakers and Why Members Drop Out of Home Demonstration Clubs, Unpublished Master's Thesis, Oklahoma State University, 1959.

<sup>9</sup>Mildred Thurow Tate and Oris Glisson, Family Clothing, John Wiley and Sons, Inc., New York, 1961, p. 32.

out the general trend today in which practical features are highlighted in advice regarding the selection of clothing.<sup>10</sup>

According to Tate and Glisson, a family's philosophy toward clothing influences the way the clothing money is spent.

"To some families, the chief purpose of clothing is to protect the body and meet the minimum requirements of the culture. To others clothing is an art and an expression of personality, requiring as much study for successful performance as any factor associated with the life of the family."<sup>11</sup>

Through its philosophy the family attempts to pin-point its clothing problems by identifying its attitudes toward clothing and the needs clothing must fulfill to achieve family satisfaction. Sturm and Grieser to be an intelligent consumer stated:

After you have planned your clothing needs and know what you have to buy and how much money you can spend, your next step is to buy the clothes which will best meet your needs. Intelligent buying fulfills your wardrobe requirements with clothes that will give good service and that you will enjoy. It is as important to a successful wardrobe as any part of your clothing plan. Successful buying includes wise shopping, awareness of your own clothing standards, and acceptance of your responsibility as an intelligent consumer.<sup>12</sup>

Because of wide spread psychological appeal used in advertising and selling Erwin and Kinchen recommended:

A better understanding of our psychological needs and our habit of associating meanings, attitudes, feelings, and moods with the things we buy would make us wiser consumers. These symbolic meanings are related to basic urges as hunger, sex, and the desire

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<sup>10</sup>Patricia B. Curtis, Relation of Socio-Economic Changes to Changing Patterns of Clothing Selection, Care and Use by Homemakers in a Selected Area in Wakefield, Rhode Island, Unpublished Master's Thesis, University of Rhode Island, 1961.

<sup>11</sup>Tate and Glisson, p. 19-20.

<sup>12</sup>Mary Mark Sturm and Edwina H. Grieser, Guide to Modern Clothing, McGraw-Hill Book Company, St. Louis, 1965, p. 2146.

for recognition, affection, security, and new experiences (avoidance of boredom).<sup>13</sup>

To support the idea that clothes do make a difference in the way people feel, Hurlock stated:

One of the chief values of clothing is that it enables people to advertise themselves in a way that will win the attention and admiration of others. Many who lack any ability and could not hope to rise above the "average" on their merits alone, find a satisfactory outlet for this desire for recognition through the medium of dress.<sup>14</sup>

This idea is supported by Flugel who declared, "There can be little doubt that the ultimate and essential cause of fashion lies in social competition."<sup>15</sup>

However, as alleged by Stepat:

We vary in our tastes, our attention toward clothing, the satisfactions we gain, and the ways in which we use clothing to express ourselves. A person's interests, attitudes and goals tell something about her values in her relation to her appearance.<sup>16</sup>

Research of younger women at various social and age levels by Ryan indicated, ". . . that the individual's satisfaction from clothing depended to a great extent on the social acceptability of the individual through clothing."<sup>17</sup>

Rosencranz inferred from her research in 1960 that clothing selected by older women contributed to the mental health of the individual. In a group of older women, garments were purchased as a means to "cheer-up."

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<sup>13</sup>Mabel D. Erwin, and Lila A. Kinchen, Clothing for Moderns, The Macmillan Company, New York, 1964, p. 214.

<sup>14</sup>Elizabeth B. Hurlock, The Psychology of Dress, Ronald Press Company, New York, 1929, p. 27.

<sup>15</sup>J. C. Flugel, The Psychology of Clothes, Hogarth Press, Ltd., London, 1950, p. 138.

<sup>16</sup>Dorothy Stepat, "Before and After With A Clothing Selection Class," Practical Home Economics, XXXIII, No. 8, (April, 1955), p. 14.

<sup>17</sup>Mary S. Ryan, Psychological Effect of Clothing, Cornell University Agricultural Experiment Station, Bulletin 898, (July, 1953), p. 23.



This method of "cheering-up" appeared stronger among the women having a yearly income over \$2,000.<sup>18</sup>

The attention given clothing and the satisfactions gained by the individual are affected by many outside factors, especially in the case of young people. This idea is supported by Hurlock:

Youth is extremely suggestible and easily led. In no phase of life does this show itself so well as in clothing. Newspapers, advertisers, fashion journals, and cinema all bring news as to what is being worn in the big fashion centers of the world. The adolescent is the first to take up each new fashion as it appears.<sup>19</sup>

Clothing consumption ranks fourth in family expenditures. Monroe stated that:

Personal consumption expenditures for clothing were in excess of 24 billions of dollars in 1962 in constant dollars--an amazing sum. What we are less likely to read is that around half of this dollar volume of clothing goes to the richest one-fourth families; the rest, probably a little less than half, to the other three-fourths.<sup>20</sup>

In a paper presented at the 40th Annual Agriculture Outlook Conference in November, 1962, Britton reported that from 1941 to 1961, clothing purchases per person had fluctuated within a relatively narrow range, showing only about five percent difference between the highest and the lowest annual expenditures. At that time she pointed out that disposable personal income had increased considerably, and because of this, clothing expenditures declined from 13 percent of income in 1929 to 11 percent in 1941 and 10 percent in 1961 in constant dollars. She indicated that several reasons have been suggested for this declining

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<sup>18</sup>Maloa Ebeling and Mary Lou Rosencranz, "Sociological and Personal Aspects of Clothing for Older Women Studies," Journal of Home Economics, Vol. 57, (March, 1961), p. 464-465.

<sup>19</sup>Hurlock, p. 183.

<sup>20</sup>Day Monroe, "Why Do People Buy?" Better Selling, VI, (July, 1962), p. 26.

long time trend in clothing expenditures. These are the increased competition of other goods and services; the changing composition of the population, the greater utility of the fibers used, today's casual mode of dressing, and the price changes in clothing compared with those in other items.<sup>21</sup>

Britton also commented on other ways consumers have found to spend their money: expenditures for gasoline and oil have been increasing, durable goods purchases are high, housing and household operations are taking a greater proportion of real income than before the war, with the house perhaps replacing clothing as a status item.<sup>22</sup>

Another important point made in Britton's report was that the composition of the population has been changing, and now includes a higher proportion of those persons who customarily spend less for clothing. The number of persons under 15 years of age and those 65 or over increased from 32 percent of the population in 1940 to 40 percent in 1960. At the same time, there has been a decline in the proportion of the population that is 15 to 34 years old. This may be a further explanation of the declining importance of clothing expenditures since young adults are usually high clothing consumers and are quick to accept and demand new styles.<sup>23</sup>

A study was made by Besson of alumnae who graduated between 1940 to 1959 at Northern Illinois University; she investigated the practices

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<sup>21</sup>Virginia Britton, "Supplies and Prices of Clothing and Textiles," A Report to the Fortieth Annual Agricultural Conference, Washington, D.C., (November 16, 1962), p. 1.

<sup>22</sup>Ibid., p. 1.

<sup>23</sup>Ibid., p. 2.

families used when buying major cost clothing items. According to Besson's study the majority of families paid cash for their purchases. A few more of the families who did not have children tended to buy in certain stores where they could charge their purchases, while a few more of those families with children bought in certain stores where they could obtain discounts. However, slightly more of the women with children paid for their purchases through charge accounts. More of the families who did not have children than those who did paid less than planned or they expected to spend for clothing. As the family expanded, more clothing purchases were charged, perhaps for ease of returning; families with children found it difficult to spend less than planned or anticipated for clothing. Relatively few women participating in the study kept records of clothing expenditures. Less than one-half of all women kept actual clothing records with a number equal to those who did keep records using store sales slips or receipts, or check book entries, stubs, or canceled checks for this purpose. Many of the women reported being influenced in their purchasing of family clothing by their need for the item, by its practicality, quality, becomingness, and price, by previous experience with a similar item and by sales.<sup>24</sup>

A study conducted by Field in 1961 with high school girls on the selection and buying of ready-to-wear, reported that the majority of girls bought most of their clothing ready-made. The reason for buying a garment and the factors which influenced the girl to buy a particular

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<sup>24</sup>Margery Louise Besson, Effect of Selected Factors On Practices and Problems in Buying Ready-Made Clothing, Unpublished Doctoral Dissertation, Ohio State University, 1964.

garment were similar. The reasons which were given most often for buying were: style, fit, color, quality, serviceability, need, and construction. The factors which influenced a girl to buy were: style, price, color, quality, fit, and attractiveness. The sources of information most often used by girls when shopping or planning to shop were: newspaper advertisements, store window displays, and clothing worn by classmates. The majority of clothes was purchased in department stores or speciality shops. Paying cash was the method of payment most often used by the girls. Lay-away and charge accounts were also commonly used.<sup>25</sup>

In a study of family clothing inventories conducted by Brew, O'Leary, and Dean in 1956, the following information was given:

The largest proportion of clothing acquired was purchased new, ready-to-wear. However, appreciable amounts of clothing were received as gifts from persons outside the immediate family.<sup>26</sup>

All of these studies seem to indicate that all members of the family are purchasing more ready-made clothing than they are making.

Research also revealed that as families buy increasing amounts of their clothing ready-made they often encounter problems in making a satisfactory selection. Some difficulties which people have experienced in shopping are derived from the fact that:

Only three out of every ten purchases are firmly decided upon before the shopper gets to the store. The remaining seven are purchases resulting either from some vague advance plan or from a spur-of-the-moment decision. Almost half of all purchases are

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<sup>25</sup>Nancy Ellen Field, A Summary of Research Done On The Selection and Buying of Ready-To-Wear and Recommendations For Use, Unpublished Master Thesis, Oklahoma State University, 1956.

<sup>26</sup>Margaret L. Brew, R. R. O'Leary, and L. C. Dean, Family Clothing Inventories and Purchases: With An Analysis to Show Factors Affecting Consumption, Agricultural Information Bulletin, No. 148, (Washington, D.C., April, 1956), p. 3.

made completely on impulse. Two out of three shoppers never bother to prepare even a partial shopping list.<sup>27</sup>

An item sometimes causing difficulty is the fact that most buying motives are emotional in nature, and nearly all consumer goods and services are sold through appeals to the customer's basic pride. Another type of buying difficulty discovered by Stone and Form centered around salespeople.

When a cross section of Vansburg homemakers in 1957 were asked: What irritates you most about clerks when you shop for women's clothing? the most frequently mentioned responses divided themselves between 'low pressure' techniques on the part of the clerk, such as ignoring the customer; not giving the customer enough time, or displaying reluctance to wait on the customer; and 'high pressure' techniques, like misinforming the customer to complete a sale, attempting to sell the customer something she doesn't like, or supervising the customer too closely.<sup>28</sup>

A study conducted by Drake and Grimes in 1959 on consumers' interest in the use of label information on ready-made street dresses revealed that:

Most of the women interviewed looked for labels when purchasing dresses. More than half made this a usual practice. Only one-fifth indicated they paid little or no attention to labels. Those who sought label information when buying made good use of the information found. There were indications that they would make better use of information if more were available to them.<sup>29</sup>

Another important point in their study was that the women were encountering problems of understanding the content of the label. The

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<sup>27</sup>Arnold B. Baruch, ed., Kiplinger's Family Buying Guide, (New Jersey, 1959), p. 11.

<sup>28</sup>Gregory P. Stone and W. H. Form, The Local Community Clothing Market: A Study of the Social and Social-Psychological Contexts of Shopping, Technical Bulletin 262, (Michigan, November, 1957), p. 50.

<sup>29</sup>Phyllis Drake and Mary Anna Grimes, Labeling of Ready-Made Dresses Technical Bulletin 943, (Texas, 1959), p. 2.

majority of women preferred specific information in a brief and clearly stated form and reliable instructions for the care of the garment. Label information considered most helpful in the order given by the women was: care, washing instructions, fiber content, brand, shrinkage, size, colorfastness, and finishes.<sup>30</sup>

#### Summary

The Cooperative Extension Service is an educational agency designed to serve all people. The establishment and development of the United States Department of Agriculture and the land-grant institution led to the beginning of Extension. The Cooperative Extension Service was created by the Smith-Lever Act of 1914 to provide for informal instruction and practical demonstrations in agriculture and home economics. Extension is guided by the principle of helping people to help themselves. Therefore it is directed toward helping people analyze local conditions and to develop and carry out programs for the education and social benefit of the community and its individual members.

The home economics Extension program emphasizes the participation of people in planning and conducting informal education experiences. It is concerned with the improvement of individual, family, and community living.

Because homemakers are in the labor force and incomes for the majority of families have increased, there is generally more money to buy but less time to construct clothing for the family. In addition, improvements in the quality of ready-made clothing and a wider choice

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<sup>30</sup>Ibid., p. 5.

of styles and fabrics have encouraged many homemakers to purchase family wardrobes of ready-made garments.

Clothing ranks fourth in expenditures of American families. The way the family feels about clothing influences the way clothing money is spent. One of the chief values of clothing is that it enables individuals to advertise themselves in a way that will win the attention and admiration of others.

A review of related studies showed that more garments are purchased ready-made than are made at home. The reasons most frequently given for selecting a particular garment were style, fit, color, need, construction, and serviceability. The sources of information found most helpful for the purchasing of clothing were newspaper advertisements and the satisfactions with the clothing worn by individuals. Paying cash was the method of payment most often used.

The present study was designed to identify the clothing buying practices and problems of a selected group of Jefferson County, Oklahoma, families and to provide information whereby the Extension clothing program may keep pace with changing conditions and more effectively serve homemakers. The following chapter will present the findings of this study. It will reveal information concerning the articles purchased and problems encountered by two groups of homemakers; members and non-members of home demonstration clubs.

## CHAPTER III

### ANALYSIS OF DATA

An analysis and summary of the data obtained in this study are presented in this chapter. The study involved two groups of homemakers, home demonstration club members and non-members. The purposes of the study were to (1) identify some of the clothing articles purchased by the two groups of homemakers; (2) ascertain some of the problems they encountered in purchasing ready-made clothing for the family; (3) determine some of their buying practices; (4) determine if age, education, study of Home Economics in school, income, home demonstration club membership, and sex and age of children under 20 may have any relation to the purchasing practices and problems of ready-made clothing for families; and (5) to develop proposals for a county Extension program designed to assist homemakers in solving their problems in purchasing ready-made clothing.

The questionnaire was organized in three parts; namely, (1) personal information concerning the homemaker and her family, (2) clothing articles the homemaker may purchase for her family, and (3) problems that she may encounter in the market. Two copies of the questionnaire were distributed at the regular club meeting in May, 1965, to each member in attendance. Club members did not know about the questionnaire until they arrived at the meeting. During the meeting each member answered one questionnaire and then was asked to take the second questionnaire to a non-member for answering.



Questionnaires were received from 72 club members and 58 non-members. Two questionnaires from members were incomplete, therefore, were not used in the study.

#### Characteristics of Homemakers and Their Families

The first eight items of the questionnaire were related to characteristics of the homemakers participating in the study. The responses to these items were reported for the member group of 70 homemakers and the non-member group of 58 homemakers in Tables I through VIII.

Table I indicates that 92.7 percent of the members, compared with 81 percent of non-members were married at the time of the study. Of the widowed homemakers the largest percentage (17.2 percent) were non-members. It was interesting to note that only one homemaker in the non-member group and none in the member group was divorced.

Table II shows an analysis of the age of members and non-members. Nearly one-half of the respondents were 50 years of age or older. Only 14 (11 percent) of the homemakers were 29 years of age and under. In this age group there were four times as many non-members as members. The largest percentages of homemakers who were 30-49 years were non-members. A large proportion of the club members were 50 years of age and older. On the whole, the non-members were younger than members.

An examination of Table III shows that more of the respondents had completed high school than any other educational level. Approximately one-fifth of the homemakers had received some education beyond high school, while more than two-fifths had not completed high school. For participants in the study the members tended to choose non-members with more education than they had had.

TABLE I  
MARITAL STATUS OF HOMEMAKERS

Marital Status	Members N-70*		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
Married	64	91.4	47	81.0	111	86.7
Widowed	5	7.1	10	17.3	15	11.7
Divorced	0	00.0	1	1.7	1	0.8

\*One did not respond.

TABLE II  
AGE OF HOMEMAKERS

Age	Members N-70*		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
19-29 years	3	4.3	11	19.0	14	10.9
30-49 years	25	35.7	26	44.8	51	39.8
50 years or older	41	58.6	21	36.2	62	48.4

\*One did not respond.

TABLE III  
EDUCATION OF HOMEMAKERS

Educational Level	Members N-70		Non-Members N-58**		Total N-128	
	No.	%	No.	%	No.	%
8th grade or less	12	17.2	2	3.4	14	10.9
1-3 years high school	14	20.0	15	25.4	29	22.7
Completed high school	29	41.4	26	44.8	55	43.0
1-3 years college	11	15.7	7	12.1	18	14.1
Completed college	4	5.7	7	12.1	11	8.6

\*\*One did not respond.

The findings in Table IV indicated that approximately three-fourths or more homemakers in both groups had studied home economics in high school. This investigation also pointed out that more non-members than members had received training in home economics in high school. A small percentage of the respondents in both groups had studied home economics beyond high school. All non-members reported some home economics course work in either high school or college.

Of the 70 members the largest percentage (33.4 percent) had participated 16 or more years in Extension (Table V). The next largest percentage was the less than four year membership group with approximately 30 percent of the members in this group.

Forty-four percent of the total sample, as shown in Table VI, reported incomes within the \$5,000-\$9,999 category during 1964. More members were in the lowest or \$1,500-\$2,499 income category and in the highest or \$10,000 or over than were non-members. Because so few cases were included in the lowest and highest categories, each of these will be combined with the nearest group in the subsequent analysis of data. Hereafter, the categories will be less than \$2,500; \$2,500-\$4,999; \$5,000 and over.

The age and sex of the children under 20 years of age in the two groups of homemakers are presented in Table VII. Both members and non-members had children in each age group. However, more of the children of non-members were in the infant through five years age level and more of the children of members were in the 13 through 20 years age level. The 128 respondents reported a total of 67 boys and 66 girls.

TABLE IV  
STUDY OF HOME ECONOMICS IN SCHOOL PROGRAMS

School Programs	Members N-70		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
Highschool	41	58.7	50	86.3	91	71.1
College	5	7.1	8	13.7	13	10.1
None	24	34.2	0	00.0	24	18.8

TABLE V  
NUMBER OF YEARS OF MEMBERSHIP IN HOME DEMONSTRATION CLUB

Number of Years	Number Reporting N-70*	Per Cent
Less than 4 years	21	30.0
4-9 years	15	21.4
10-16 years	10	14.3
16 and over	23	33.3

\*One did not respond.

TABLE VI  
FAMILY INCOME OF HOMEMAKERS

Income	Members N-70		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
\$1,499 or less	1	1.4	1	1.7	2	1.6
\$1,500-\$2,499	12	17.1	3	5.2	15	11.7
\$2,500-\$4,999	21	30.0	25	43.1	46	35.9
\$5,000-\$9,999	29	41.5	28	48.3	57	44.5
\$10,000 or over	7	10.0	1	1.7	8	6.3

TABLE VII  
SEX AND AGE OF CHILDREN UNDER TWENTY

Age	Members N-70						Non-Members N-58						Total N-128			
	Male			Female			Male			Female			Male		Female	
	Total No.			Total No.			Total No.			Total No.						
	Fami- lies	Total No.		Fami- lies	Total No.		Fami- lies	Total No.		Fami- lies	Total No.		No.	%	No.	%
Infant through 5 years	5	5	7.1	5	6	8.6	12	14	20.0	11	15	21.4	19	14.8	21	16.4
6-12 years	8	10	14.3	8	11	15.7	8	13	18.6	7	10	14.3	23	18.0	21	16.4
13-20 years	13	15	21.4	11	15	21.4	17	10	14.3	8	9	12.9	25	19.5	24	18.8

A summary is presented in Table VIII of the employment status of the homemakers. More members (71.0 percent) than non-members (53.5 percent) were full-time homemakers--not employed outside the home. However, five times more non-members than members reported full-time employment. Slightly over one-fifth of all homemakers had part-time employment with the number of members exceeding the number of non-members.

TABLE VIII  
EMPLOYMENT OUTSIDE THE HOME OF HOMEMAKERS

Employment	Members N-70		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
None	50	71.0	31	53.5	81	63.3
Full-time	3	4.4	16	27.6	19	14.8
Part-time	17	24.6	11	18.9	28	21.9

#### Procedures Related to Securing Family Clothing

The Tables IX through XIV record plans and payment of clothing items as related by the homemakers to questions 19 through 25 of the questionnaire.

#### Frequency of Keeping Records of Clothing Expenditures

The data in Table IX revealed that over three-fourths of the families did not keep an account of money spent on clothing purchases. Of the 28 who did keep records of clothing expenditures, 17 were members and 11 were non-members. The methods used for keeping records most

frequently were using home account book, keeping sales slips and check stubs, and memory.

#### Plans for Purchasing the Family Clothing

The data in Table X disclosed the number of families making plans for purchasing family clothing.

Seventy-two families (56.3 percent) reported they did not have a plan. A partial plan was listed by 50 (39.1 percent) of the homemakers. Only one homemaker who was a club member indicated that her family used a definite plan. The findings from homemakers in both the member and non-member groups were quite similar. Four checked other methods of planning but did not specify what was meant.

#### Method of Payment for Ready-Made Clothing

Information presented in Table XI indicated methods of payment for clothing purchases for the family.

Over one-half of the respondents indicated that they paid cash for their purchases. A combination of charge accounts and cash was checked by an additional 40 percent of the homemakers. Thus, only about two homemakers out of ten used lay-a-way method of financing clothing purchases.

#### Credit Obligations for Clothing and Clothing Items

As shown in Table XII, only three homemakers in both groups reported that they had missed credit obligations. However, one non-member indicated that she had clothing items on lay-a-way which had not been claimed.

TABLE IX

## FREQUENCY OF KEEPING RECORDS OF CLOTHING EXPENDITURES BY HOMEMAKERS

Record	Members N-70		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
Yes	17	24.3	11	18.9	28	21.9
No	53	75.7	47	81.0	100	78.1

TABLE X

## PLANS FOR PURCHASING THE FAMILY'S CLOTHING BY HOMEMAKERS

Use of Plan	Members N-70		Non-Members N-58**		Total N-128	
	No.	%	No.	%	No.	%
Complete plan	1	1.4	0	00.0	1	0.8
Partial plan	28	40.0	22	37.9	50	39.1
No plan	38	54.3	34	58.6	72	56.2
Other	3	4.3	1	1.7	4	3.1

\*\*One did not respond.

TABLE XI

## METHOD OF PAYMENT FOR READY-MADE CLOTHING PURCHASES BY HOMEMAKERS

Method of Payment	Members N-70*		Non-Members N-58**		Total N-128	
	No.	%	No.	%	No.	%
Always cash	37	52.9	29	50.0	66	51.6
Charge account	0	00.0	1	1.7	1	0.8
Charge account and cash	31	44.3	24	41.4	55	43.0
Lay-a-way	1	1.4	1	1.7	2	1.6

\*One did not respond.

\*\*Three did not respond.



### Percentages of Family Income Used for Clothing

Table XIII shows that approximately four out of ten families in both groups spent the same percentages as the national average, 10-12 percent of yearly income on clothing.<sup>1</sup> Three out of ten reported that they spent less and the same number reported that they did not know how much they spent.

### Family Income Allocated to Family Members

Over 77 percent of both groups of families reported they did not have a definite plan for dividing the money allocated for family clothing among family members as presented in Table XIV. Less than 20 percent indicated that they did such planning sometimes while only two families reported this to be a regular practice.

### Clothing Purchases

Data related to clothing buying practices and problems of the 128 respondents are presented in Tables XV through XLVII. These include information sources used, factors considered important, reasons for purchasing, label information considered important, place of purchase, types of sales patronized, frequency of clothing purchased and satisfaction with the purchase, and problems encountered in selecting clothing.

### Sources of Information Used in Clothing Purchases

One of the sub-problems outlined for this study was to learn the sources from which homemakers get information for purchasing clothing.

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<sup>1</sup>Virginia Britton, "Supplies and Prices of Clothing and Textiles," A Report to the Fortieth Annual Agricultural Conference, Washington, D. C. (November 16, 1962), p. 1.

TABLE XII

## CREDIT OBLIGATIONS FOR CLOTHING AND CLOTHING ITEMS BY HOMEMAKERS

Use of Credit	Members N-70		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
Payment missed	2	2.9	1	1.7	3	2.3
Unclaimed lay-a-ways	0	00.0	1	1.7	1	7.8

TABLE XIII

## PERCENTAGE OF FAMILY INCOME USED FOR CLOTHING PURCHASES BY HOMEMAKERS

Percentage of Family Income	Members N-70		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
More than 10-12%	1	1.4	1	1.7	2	1.6
Less than 10-12%	21	30.0	15	25.9	36	28.1
Average (10-12%)	30	42.9	25	43.1	55	43.0
Did not know	18	25.7	17	29.3	35	27.3

TABLE XIV

## FAMILY INCOME ALLOCATED TO FAMILY MEMBERS FOR CLOTHING

Proportion of Family Income	Members N-70		Non-Members N-58**		Total N-128	
	No.	%	No.	%	No.	%
Always	1	1.4	1	1.7	2	1.6
Sometimes	15	21.4	10	17.2	25	19.5
Never	54	77.1	45	77.6	99	77.4

\*\*Two did not respond.

A summary of these findings are presented in Table XV. The questionnaire listed 10 sources of information and asked each participant to check as many as she used effectively. Six of the sources related to printed material, three to personal contacts, and one to the past experience of the participant. All sources listed in the questionnaire were checked by four or more participants. The most frequently checked source for both groups was past experience which was checked by over eight out of ten respondents. This proportion was also true with regard to duration of membership.

Approximately four out of ten respondents used magazine advertisements. However, this source was checked by more non-members than members. It was the third most frequently used source for the non-members, and ranked fourth by members.

For the club members the extension bulletins were third from the top as an effective source of information; about 42 percent of the members used them. This source, along with the home economics trained person was the least used source of information by the non-members. Both sources were used by only four, or 6.9 percent, of the 58 non-member homemakers. The use of a home economics trained person ranked second by the members. This source was reported by eight times more members than non-members. Only four (6.9 percent) of the non-members checked the home economics trained person as a source, however all the non-members themselves had had some formal home economics education in school. It was interesting to note that the most frequent use of the home economics trained person was reported by the members with long membership, 16 years or over.

TABLE XV

## SOURCES OF INFORMATION USED IN CLOTHING PURCHASES BY HOMEMAKERS ACCORDING TO MEMBERSHIP

Information Sources	Members N-70*										Non-Members N-58		Total N-128	
	Less than 4 yrs. N-21***		4-9 years N-15***		10-16 years N-10***		16 yrs. and over N-23***		Total N-70		No.	%	No.	%
	No.	%	No.	%	No.	%	No.	%	No.	%				
Magazine advertisements	5	23.8	6	40.0	6	60.0	7	30.4	24	34.3	24	41.4	48	37.5
Magazine articles	6	28.6	6	40.0	1	10.0	8	34.8	21	30.0	10	17.2	31	24.2
Newspaper advertisements	6	28.6	2	13.3	4	40.0	6	26.1	18	25.7	14	24.1	32	25.0
Newspaper articles	5	23.8	2	13.3	0	00.0	6	26.1	13	18.6	11	18.9	24	18.8
Extension bulletins	8	38.1	6	40.0	1	10.0	14	60.9	29	41.4	4	6.9	33	25.8
Testing laboratory	4	19.0	4	26.7	0	00.0	7	30.4	15	21.4	6	10.3	21	16.4
Salespersons	5	23.8	2	13.3	5	50.0	4	17.4	16	22.9	14	24.1	30	23.4
Your past experience	19	90.5	14	93.3	9	90.0	19	82.6	61	87.1	44	75.9	105	82.0
Friend's advice	7	33.3	4	26.7	5	50.0	5	21.7	21	30.0	25	43.1	46	35.9
Home Economics trained person	8	38.1	8	53.3	5	50.0	11	47.8	32	45.7	4	6.9	36	28.1

\*One did not respond.

\*\*\*Homemakers checked more than one source.

Magazines published by independent testing laboratories were checked least frequently with only two out of ten respondents reporting them as a source of information. A small number of both members and non-members reported receiving information from newspaper advertisements, magazine articles, salespersons, and newspaper articles. Although less than one-third of the members checked friend's advice as a source of information, it was the most frequently checked source recorded for non-members.

Are the sources of information used in clothing purchases affected by age, education, home economics study, and income of the homemakers? Table XVI compares the sources of information used by homemakers of three age groups: 19 through 29, 30 through 49, and 50 years or older. Regardless of age of the homemaker the most frequently used source of information was past experience. The non-members in the 50 years or older category used magazine advertisements and friend's advice as second and third most frequently checked sources of information while the members in the same age group used information from home economics trained persons and extension bulletins. The club members in the middle age group used past experience, home economics trained persons, and magazine advertisements in that descending order of frequency as their sources for information.

The responses related to use of information analyzed according to education of the respondents are summarized in Table XVII. Only three sources (magazine articles, testing laboratories, and past experiences) were checked by at least one respondent in each educational level. However, past experience was most frequently checked with the range of 69.2 percent to 100 percent of the respondents. Non-members who had one to three years of college or who were college graduates indicated more

TABLE XVI

## SOURCES OF INFORMATION USED IN CLOTHING PURCHASES BY HOMEMAKERS ACCORDING TO AGE

Information Sources	Members N-70*						Non-Members N-58					
	19-29 years		30-49 years		50 yrs. or older		19-29 years		30-49 years		50 yrs. or older	
	N-3		N-25		N-41		N-11		N-26		N-21	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Magazine advertisements	0	00.0	12	48.0	12	29.3	4	36.4	10	38.5	10	47.6
Magazine articles	1	33.3	9	36.0	11	26.8	2	18.2	4	15.4	4	19.0
Newspaper advertisements	0	00.0	10	40.0	8	19.5	3	27.3	6	23.1	5	23.8
Newspaper articles	0	00.0	7	28.0	6	14.6	2	18.2	5	19.2	4	19.0
Extension bulletins	1	33.3	11	44.0	17	41.5	2	18.2	2	7.7	0	00.0
Testing laboratory	0	00.0	1	4.0	14	35.2	0	00.0	5	19.2	1	4.8
Sales persons	0	00.0	9	36.0	7	17.1	2	18.2	4	15.4	8	38.1
Your past experience	3	100.0	24	96.0	33	80.5	9	81.8	21	80.8	14	66.7
Friend's advice	2	66.7	9	36.0	10	24.4	7	63.6	8	30.8	10	47.6
Home Economics trained person	1	33.3	14	56.0	17	41.5	3	27.3	1	3.8	0	00.0

\*One did not respond.

TABLE XVII  
SOURCES OF INFORMATION USED IN CLOTHING PURCHASES  
BY HOMEMAKERS ACCORDING TO EDUCATION

Sources of Information	Members N-70										Non-Members N-58**									
	8th grade or less N-12		1-3 yrs. high school N-14		Completed high school N-29		1-3 yrs. college N-11		Completed college N-4		8th grade or less N-2		1-3 yrs. high school N-15		Completed high school N-26		1-3 yrs. college N-7		Completed college N-7	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Magazine advertisements	2	16.7	1	7.1	13	44.8	5	45.5	3	75.0	0	00.0	10	66.7	5	19.2	5	71.4	4	51.1
Magazine articles	2	16.7	4	28.6	9	31.0	3	27.3	3	75.0	2	100.0	1	6.7	3	11.5	2	28.6	2	28.6
Newspaper advertisements	2	16.7	4	28.6	9	31.0	3	27.3	3	75.0	0	00.0	1	6.7	7	26.9	4	57.1	2	28.6
Newspaper articles	0	00.0	1	7.1	9	31.0	2	18.2	1	25.0	1	50.0	1	6.7	2	7.7	2	28.6	4	57.1
Extension bulletins	3	25.0	8	57.1	16	55.2	2	18.2	0	00.0	0	00.0	1	6.7	1	3.8	0	00.0	2	28.6
Testing laboratory	1	8.3	5	35.7	7	24.1	1	9.1	1	25.0	1	50.0	1	6.7	2	7.7	1	14.3	1	14.3
Salespersons	1	8.3	1	7.1	9	31.0	4	36.4	1	25.0	1	50.0	6	40.0	6	23.1	1	14.3	0	00.0
Your past experience	10	83.3	12	85.7	26	89.7	9	81.8	4	100.0	2	100.0	11	73.3	18	69.2	6	85.7	6	85.7
Friend's advice	2	16.7	2	14.3	12	41.4	5	45.5	0	00.0	2	100.0	7	46.7	14	53.8	2	28.6	0	00.0
Home Economics trained person	5	41.7	8	57.1	15	51.7	3	27.3	1	25.0	0	00.0	0	00.0	2	7.7	0	00.0	2	28.6

\*\*One did not respond.

sources being used; however, members who had one to three years high school or were high school graduates reported using more sources than non-members. Because of the small number in each educational category no definite relationship was established between sources of information and education.

As depicted in Table XVIII a higher percentage of members who had received home economics training in high school or college reported using more sources of information for clothing purchases than non-members, although the difference is very small for several of the sources.

Table XIX presents a summary of the responses related to use of information recorded according to income. Both members and non-members in the \$2,499 or less income level reported using fewer sources than those in the other two income levels. More members with \$5,000 and over income reported using more sources than non-members in the same income level. Regardless of income levels, the most frequently used source of information was past experience. Few non-members used extension bulletins or consulted home economics trained persons.

#### Factors Considered in the Purchase of Ready-Made Clothing

Twelve items were listed in the questionnaire as factors influencing the purchase of ready-made clothing. The homemakers were asked to indicate the ones they considered most important in selecting clothing for children under twelve, teenage boys, teenage girls, for themselves, and for men. A summary of responses is presented in Table XX.

"Design," "price," and "care" were among the three factors most frequently checked by both groups of homemakers regardless of club



TABLE XVIII

SOURCES OF INFORMATION USED IN CLOTHING PURCHASES BY HOMEMAKERS  
ACCORDING TO HOME ECONOMICS STUDY

Information Sources	Members N-70*				Non-Members N-58			
	Highschool N-41		College N-5		Highschool N-50		College N-8	
	No.	%	No.	%	No.	%	No.	%
Magazine advertisements	19	46.3	4	80.0	23	46.0	5	62.5
Magazine articles	14	35.2	3	60.0	8	16.0	2	25.0
Newspaper advertisements	17	41.5	3	60.0	13	26.0	3	37.5
Newspaper articles	12	29.3	2	40.0	10	20.0	3	37.5
Extension bulletins	20	48.8	0	00.0	4	8.0	2	25.0
Testing laboratory	9	22.0	0	00.0	5	10.0	0	00.0
Sales persons	11	26.8	2	40.0	13	26.0	0	00.0
Your past experience	37	90.2	4	80.0	39	78.0	8	100.0
Friend's advice	17	41.5	1	20.0	20	40.0	0	00.0
Home Economics trained person	22	53.7	1	20.0	4	8.0	2	25.0

\*24 reported no training.

TABLE XIX

SOURCES OF INFORMATION USED IN CLOTHING PURCHASES  
BY HOMEMAKERS ACCORDING TO INCOME

Sources of Information	Members N-70*						Non-Members N-58					
	\$2,499 and less N-13		\$2,500-\$4,999 N-21		\$5,000-over N-36		\$2,499 and less N-4		\$2,500-\$4,999 N-25		\$5,000-over N-29	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Magazine advertisements	5	38.5	5	23.8	14	38.9	1	25.0	9	36.0	14	46.7
Magazine articles	3	23.1	8	38.1	10	27.8	0	00.0	4	16.0	6	20.0
Newspaper advertisements	0	00.0	3	14.3	15	41.7	1	25.0	3	12.0	10	33.3
Newspaper articles	1	7.7	2	9.5	10	27.8	0	00.0	3	12.0	8	30.0
Extension bulletins	7	53.8	9	42.9	13	36.1	0	00.0	1	4.0	3	10.0
Testing laboratories	3	23.1	1	4.8	11	30.6	1	25.0	4	16.0	1	3.3
Salespersons	4	30.8	3	14.3	9	25.0	2	50.0	7	28.0	5	16.7
Your past experience	8	61.5	21	100.0	32	88.9	3	75.0	17	68.0	24	80.0
Friend's advice	3	23.1	5	23.8	13	36.1	1	25.0	14	56.0	10	33.3
Home Economics trained person	5	38.5	10	47.6	17	47.2	0	00.0	2	8.0	2	6.7

\*One did not respond.

TABLE XX  
FACTORS CONSIDERED IN THE PURCHASE OF READY-MADE CLOTHING FOR CHILDREN, TEENAGE GIRLS,  
TEENAGE BOYS, WOMEN, AND MEN BY HOMEMAKERS

Factors	Members N-70										Non-Members N-58										Total N-128									
	Children		Teenage Girls		Teenage Boys		Women		Men		Children		Teenage Girls		Teenage Boys		Women		Men		Children		Teenage Girls		Teenage Boys		Women		Men	
	N-21		N-20		N-17		N-70		N-61		N-30		N-15		N-16		N-58		N-49		N-51		N-35		N-33		N-128		N-110	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Design or style	18	85.7	20	100.0	17	100.0	70	100.0	52	85.2	25	83.3	15	100.0	14	87.5	58	100.0	48	98.0	43	84.3	35	100.0	31	93.9	128	100.0	100	90.9
Color	16	76.2	18	90.0	12	70.6	61	87.1	45	73.8	23	76.7	12	80.0	11	68.8	49	84.5	37	75.5	39	76.5	30	85.7	23	69.7	110	85.9	82	74.5
Durability of fabric	21	100.0	15	75.0	16	94.1	42	60.0	51	83.6	29	96.7	7	46.7	13	81.3	33	56.9	41	83.7	50	98.0	22	62.9	29	87.9	75	58.6	91	82.7
Workmanship	20	95.2	17	85.0	16	94.1	58	82.9	60	98.4	23	76.7	12	80.0	13	81.3	44	75.9	38	77.6	43	84.3	29	82.9	29	87.9	102	79.7	98	89.1
Brand name	8	38.1	9	45.0	8	47.4	29	41.4	31	50.8	10	33.3	4	26.7	5	31.3	23	39.7	17	34.7	18	35.3	13	37.1	13	39.4	52	40.6	48	43.6
Weight of fabric	14	66.6	12	60.0	11	64.7	25	35.7	36	59.0	15	50.0	2	13.3	5	31.3	16	27.6	26	53.1	29	56.9	14	40.0	16	48.5	41	32.0	62	56.4
Fiber content	12	57.1	9	45.0	7	41.2	30	42.9	25	41.0	10	33.3	4	26.7	8	50.0	25	43.1	16	32.7	22	43.1	13	37.1	15	45.5	55	43.0	41	37.3
Texture of fabric	14	66.7	13	65.0	10	58.8	38	54.3	28	45.9	13	43.3	3	20.0	6	37.5	23	39.7	26	53.1	27	52.9	16	45.7	16	48.5	61	47.7	54	49.1
Harmony with wardrobe	15	71.4	20	100.0	14	82.4	62	88.6	40	65.6	15	50.0	11	73.3	10	62.5	47	81.0	30	61.2	30	58.8	31	88.6	24	72.7	109	85.2	70	63.9
Care	20	95.2	18	90.0	14	82.4	65	92.9	57	93.4	30	100.0	14	93.3	16	100.0	50	86.2	41	83.7	50	98.0	32	91.4	30	90.9	115	89.8	98	89.1
Informative label	16	76.2	15	75.0	11	64.7	43	61.4	31	50.8	12	40.0	6	40.0	7	43.8	22	37.9	21	42.9	28	54.9	21	60.0	18	54.5	65	50.8	52	47.3
Price of garment	18	85.7	20	95.0	17	100.0	64	91.4	57	93.4	27	90.0	13	86.7	14	87.5	52	89.7	44	89.8	45	88.2	33	94.3	31	93.9	116	90.6	101	91.8

membership. "Brand name" and "fiber content" were the two factors that were least frequently checked as important in selecting ready-made clothing by all homemakers.

The majority of members and non-members considered "durability" and "workmanship" important in selecting clothing for children and teenage boys and "color" in selecting clothing for teenage girls and women.

Table XXI shows the factors considered in the purchase of ready-made clothing by homemakers classified according to home economics study. Of the 41 member homemakers who had studied home economics in high school, 90 percent considered "design or style," "price," "care," and "harmony with the present wardrobe" important. Less than half of the members who had studied home economics in high school considered "brand name," "fiber content," and "weight of fabric."

The five members who studied home economics in college checked the same three characteristics: design or style, care, and price. The factors considered less frequently by the non-members with home economics training in college were "weight of fabric," "informative label," "texture of fabric," and "brand name."

A summary of factors homemakers considered helpful in the purchase of ready-made clothing for women and men according to income is presented in Table XXII. There was complete agreement by respondents in all income levels that design was helpful in purchasing women's clothing. Secondly, "price" was considered by all members and non-members on all income levels with the exception of members in \$5,000 and over income level who considered care. However, they did list price third. Weight of fabric was checked by the smallest number of respondents on all income levels as being an important factor in the purchase of ready-made clothing

TABLE XXI

FACTORS CONSIDERED IN THE PURCHASE OF READY-MADE CLOTHING FOR WOMEN  
BY HOMEMAKERS ACCORDING TO HOME ECONOMICS STUDY

Factors	Members N=70				Non-Members N=58			
	Highschool N=41		College N=5		Highschool N=50		College N=8	
	No.	%	No.	%	No.	%	No.	%
Design or style	41	100.0	5	100.0	50	100.0	8	100.0
Color	35	85.4	4	80.0	48	86.0	7	87.5
Durability of fabric	27	65.8	4	80.0	29	58.0	5	62.5
Workmanship	35	85.4	4	80.0	38	76.0	8	100.0
Brand name	16	39.0	1	20.0	20	40.0	4	50.0
Weight of fabric	18	43.9	2	40.0	15	30.0	3	37.5
Fiber content	17	41.5	2	40.0	23	46.0	5	62.5
Texture of fabric	27	65.8	2	40.0	19	38.0	3	37.5
Harmony with present wardrobe	37	90.2	4	80.0	40	80.0	6	75.0
Care	37	90.2	5	100.0	42	84.0	6	75.0
Informative label	24	58.5	3	60.0	18	36.0	4	50.0
Price of garment	38	92.7	5	100.0	44	88.0	5	62.5

TABLE XXII

FACTORS CONSIDERED IN THE PURCHASE OF READY-MADE CLOTHING FOR WOMEN AND MEN  
BY HOMEMAKERS ACCORDING TO INCOME

Factors	Members N-70												Non-Members N-58											
	\$2,499 and less				\$2,500-\$4,999				\$5,000 and over				\$2,499 and less				\$2,500-\$4,999				\$5,000 and over			
	Women N-13		Men N-11		Women N-21		Men N-18		Women N-36		Men N-32		Women N-4		Men N-2		Women N-25		Men N-18		Women N-29		Men N-29	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Design or style	13	100.0	9	81.8	21	100.0	13	72.2	36	100.0	30	93.8	4	100.0	2	100.0	25	100.0	18	100.0	29	100.0	28	96.6
Color	12	92.3	6	54.5	17	81.0	12	66.7	32	88.7	27	84.4	2	50.0	1	50.0	22	88.0	14	77.8	25	81.2	22	75.9
Durability of fabric	6	46.2	10	90.9	12	57.1	15	83.3	24	66.7	26	81.3	0	00.0	1	50.0	10	40.0	16	88.9	23	79.3	24	82.8
Workmanship	11	84.6	11	100.0	17	81.1	17	94.4	30	83.3	32	100.0	2	50.0	1	50.0	17	68.0	13	72.2	25	86.2	24	82.8
Brand name	8	69.2	6	54.5	7	33.3	10	55.6	14	38.9	15	46.9	2	50.0	0	00.0	8	32.0	6	33.3	13	44.8	11	37.9
Weight of fabric	4	30.8	6	54.5	5	23.8	11	61.6	16	44.4	19	59.4	1	25.0	1	50.0	4	16.0	7	38.9	11	37.9	18	62.1
Fiber content	4	30.8	3	27.3	8	36.1	7	38.9	18	50.0	15	46.9	0	00.0	0	00.0	7	28.0	3	16.7	18	62.1	13	44.8
Texture of fabric	4	30.8	3	27.3	14	66.7	6	33.3	20	55.6	19	59.4	1	25.0	0	00.0	6	24.0	7	38.9	16	55.2	19	65.5
Harmony with present wardrobe	11	84.6	5	45.5	19	90.5	9	50.0	32	88.9	26	81.3	1	25.0	1	50.0	21	84.0	8	44.4	25	86.2	21	72.4
Care	11	84.6	9	81.8	20	95.2	18	100.0	34	94.4	30	93.8	4	100.0	1	50.0	22	88.0	17	94.4	24	82.8	23	79.3
Informative label	8	61.5	3	27.3	10	47.6	6	33.3	25	69.4	22	68.8	1	25.0	0	00.0	6	24.0	4	22.2	15	51.7	17	58.6
Price of garment	12	92.3	11	100.0	20	95.2	17	94.4	32	88.9	29	90.6	3	75.0	2	100.0	22	88.0	15	83.3	27	93.1	27	93.1

with the exception of members in \$5,000 and over income level who considered brand name. Next, fiber content and brand name were frequently mentioned by members in all income levels as not important factors in selecting clothing with the exception of members in \$2,499 or less income level more of whom checked texture of fabric as not important. Informative label was the second least frequently checked factor as helpful in selecting clothing by non-members with the exception of the \$5,000 and over income group who checked second least frequently brand name and checked informative label third least frequently.

There was less agreement as to what was helpful in purchasing men's clothing than for women's clothing. Four different items (workmanship, care, price, and design or style) were checked by 100 percent of the respondents within one or two income levels. But by members in the lowest income level texture of fabric and fiber content were checked least frequently as helpful in buying men's clothing, whereas, members of the middle income level checked brand name and weight of fabric least frequently and members of the higher income levels checked fiber content and brand name least frequently. Over 58 percent of the highest income level of non-members checked all of the items as helpful in buying men's clothing with the exception of brand name and fiber content which were checked by only 37.9 percent and 44.8 percent of the respondents, respectively. In contrast, six of the items were checked as helpful in buying men's clothing by less than 45 percent of the middle income level of non-members.

### Reasons for Purchasing Ready-Made Clothing

Table XXIII shows the reasons for purchasing ready-made clothing. Of the eight choices presented in the questionnaire the one most frequently checked by the respondents was lack of time to sew. Although more non-members were employed outside their homes than were members, a higher percentage of members (70.0 percent) than non-members (56.9 percent) checked this as a reason. More members who had belonged to a club four to nine years checked lack of time to sew than any other membership category. The second most frequently given reason for purchasing garments was lack of sewing ability. A higher percentage of non-members than members gave this as a reason.

Other reasons given by homemakers in descending order were: garments you make look "homemade," ready-made garments fit better, too time consuming, do not like to sew, and less expensive. Of the 128 homemakers only five gave do not have a sewing machine as a reason for purchasing ready-made clothing.

An examination of Table XXIV shows that all age categories, both non-members and members, listed lack of time to sew, do not sew well, and garments look "home-made" most frequently as the reasons for their purchasing clothing ready-made. Equal numbers of non-members listed too time consuming and do not like to sew.

The responses according to the education of the respondents are summarized in Table XXV. Regardless of educational level the reason most frequently given was lack of time to sew. Three groups gave do not sew well and two groups listed lack of time. Members and non-members with one to three years of college listed garments look "home-made" and



TABLE XXIII

## REASONS FOR PURCHASING READY-MADE CLOTHING BY HOMEMAKERS ACCORDING TO MEMBERSHIP

Reason	Members N=70*								Total Members Non-Members N=70* N=58				Total N=128	
	Less than 4 years N=21		4-9 years N=15		10-16 years N=10		16 years and over N=23		N=70*		N=58		N=128	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Lack of time	16	76.2	13	86.7	6	60.0	14	60.9	49	70.0	33	56.9	82	64.1
Do not sew well	6	29.2	3	20.0	5	50.0	8	34.8	22	31.4	22	37.9	44	34.4
Less expensive	1	4.8	1	6.7	0	00.0	1	4.3	3	4.3	6	10.3	9	7.0
Garments look better	4	19.0	1	6.7	2	20.0	7	30.4	14	20.0	9	15.5	23	18.0
Garment looks "homemade"	9	43.7	4	26.7	1	10.0	5	21.7	19	27.1	11	19.0	30	23.4
Do not like to sew	1	4.8	0	00.0	5	50.0	4	17.4	10	14.3	9	15.5	19	14.8
Do not have a sewing machine	0	00.0	0	00.0	1	10.0	0	00.0	1	1.4	4	6.9	5	3.9
Too time consuming	3	14.3	3	20.0	1	10.0	2	8.7	9	12.9	11	19.0	20	15.6

\*One did not respond.

TABLE XXIV  
REASONS FOR PURCHASING READY-MADE CLOTHING BY HOMEMAKERS  
ACCORDING TO AGE

Reason	Members N=70*						Non-members N=58					
	19-29 years N=3		30-39 years N=25		50 years and over N=41		19-29 years N=11		30-39 years N=26		50 years and over N=21	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Lack of time	3	100.0	20	80.0	26	63.4	4	36.3	17	65.4	12	57.1
Do not sew well	2	66.7	9	36.0	11	26.8	6	54.5	11	42.3	7	33.3
Less expensive	0	00.0	0	00.0	3	7.3	1	9.1	3	11.5	2	9.5
Garments fit better	0	00.0	4	16.0	10	24.4	1	9.1	4	15.4	4	19.0
Garments look "homemade"	2	66.7	6	24.0	11	26.8	2	18.2	2	7.7	5	23.9
Do not like to sew	0	00.0	3	12.0	7	17.1	1	9.1	6	23.1	2	9.5
Do not have a sewing machine	0	00.0	0	00.0	1	2.4	1	9.1	0	00.0	3	14.3
Too time consuming	0	00.0	3	12.0	6	14.6	2	18.2	6	23.1	3	14.3

\*One did not respond.

TABLE XXV  
REASONS FOR PURCHASING READY-MADE CLOTHING BY HOMEMAKERS  
ACCORDING TO EDUCATION

Reason	Members N-70										Non-Member N-58**									
	8th grade or less N-12		1-3 years highschool N-14		Completed highschool N-29		1-3 years college N-11		Completed college N-4		8th grade or less N-2		1-3 years highschool N-15		Completed highschool N-26		1-3 years college N-7		Completed college N-7	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Lack of time	6	50.0	10	71.4	23	79.3	7	63.6	3	75.0	1	50.0	9	60.0	14	53.8	3	42.8	5	71.4
Do not sew well	5	41.3	2	14.3	8	27.6	7	63.6	0	00.0	1	50.0	4	26.7	13	50.0	2	28.6	2	28.6
Less expensive	1	8.3	0	00.0	2	6.9	0	00.0	0	00.0	0	00.0	1	6.7	3	11.5	0	00.0	2	28.6
Garments fit better	4	33.3	2	14.3	5	17.2	3	27.2	0	00.0	0	00.0	1	6.7	3	11.5	3	42.9	1	14.3
Garments look "homemade"	2	16.7	2	14.3	9	31.0	5	45.4	1	25.0	0	00.0	2	13.3	4	15.4	3	42.9	1	14.3
Do not like to sew	3	25.0	4	28.6	0	00.0	3	27.3	0	00.0	0	00.0	2	13.3	4	15.4	1	14.3	2	28.6
Do not have a sewing machine	1	8.3	0	00.0	0	00.0	0	00.0	0	00.0	0	00.0	1	6.7	1	3.8	1	14.3	1	14.3
Too time consuming	1	8.3	2	14.3	4	13.8	1	9.1	1	25.0	0	00.0	0	00.0	6	23.1	2	28.6	2	28.6

\*\*One did not respond.

garments fit better as second and third most frequently checked reasons for not sewing. Five age levels did not seem to believe that home sewing was less expensive than purchasing ready-made garments.

The responses related to reasons for not sewing according to home economics study of respondents are presented in Table XXVI. All of the respondents who had studied home economics in high school or college except the member group with college training reported the most frequent reason for purchasing ready-made clothing was lack of time. A majority of the homemakers listed they did not sew well as the second most frequently checked reason. No members indicated that they did not have a sewing machine.

A summary of the responses to reasons why homemakers purchase ready-made clothing are analyzed according to income level in Table XXVII. Members in \$2,499 or less income category gave a wider range of reasons, however, not as many gave the lack of time to sew as those in the other two income categories. Regardless of income, the lack of time to sew was the reason most frequently given for purchasing ready-made garments by the respondents.

#### Label Information Considered Helpful

The answers to a question designed to learn what label information homemakers found helpful in ready-made clothing purchases is presented in Tables XXVIII A and XXVIII B. The respondents checked "usually," "sometimes," or "never" as their response to information contained on labels of ready-made clothing.

Nearly 90 percent of the respondents reported that they usually looked for size, care, and washing instructions on the label. This

TABLE XXVI  
REASONS FOR PURCHASING READY-MADE CLOTHING BY HOMEMAKERS  
ACCORDING TO HOME ECONOMICS STUDY

Reason	Members N-70*						Non-Members N-58			
	Highschool N-41		College N-5		Highschool N-50		College N-8			
	Yes		Yes		Yes		Yes			
	No.	%	No.	%	No.	%	No.	%		
Lack of time	31	75.6	2	40.0	27	54.0	5	62.5		
Do not sew well	14	34.1	2	40.0	18	36.0	1	12.5		
Less expensive	1	2.4	0	00.0	5	10.0	1	12.5		
Garments fit better	10	24.4	2	40.0	9	18.0	0	00.0		
Garments look "homemade"	14	34.1	3	60.0	10	20.0	2	25.0		
Do not like to sew	5	12.2	1	20.0	7	14.0	1	12.5		
Do not have a sewing machine	0	00.0	0	00.0	3	6.0	1	12.5		
Too time consuming	6	14.6	1	20.0	11	22.0	3	37.5		

\*Twenty-four did not respond.

TABLE XXVII  
REASONS FOR PURCHASING READY-MADE CLOTHING BY HOMEMAKERS  
ACCORDING TO INCOME

Reason	Members N-70						Non-Members N-58					
	\$2,499 and less N-13		\$2,500- \$4,999 N-21		\$5,000 and over N-36		\$2,499 and less N-4		\$2,500- \$4,999 N-25		\$5,000 and over N-29	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Lack of time	6	46.2	15	71.4	28	77.8	2	50.0	13	52.0	18	62.1
Do not sew well	3	23.1	4	19.0	15	41.7	1	25.0	10	40.0	11	37.9
Less expensive	3	23.1	0	00.0	0	00.0	1	25.0	2	8.0	3	10.3
Garments fit better	4	30.8	4	19.0	6	16.7	0	00.0	4	16.0	5	17.2
Garments look "homemade"	4	30.8	5	23.8	10	27.8	2	50.0	4	16.0	5	17.2
Do not like to sew	3	23.1	0	00.0	7	19.4	1	25.0	3	12.0	5	17.2
Do not have a sewing machine	1	7.7	0	00.0	0	00.0	0	00.0	2	8.0	2	6.9
Too time consuming	1	7.7	3	14.3	5	13.9	0	00.0	2	8.0	9	31.0

TABLE XXVIII  
 LABEL INFORMATION CONSIDERED HELPFUL IN READY-MADE CLOTHING PURCHASES BY HOMEMAKERS  
 ACCORDING TO MEMBERSHIPS

Label Information	Members N-70*																		Total Members N-70					
	4 years or less N-21						4-9 years N-15						10-16 years N-10						16 years and over N-23					
	Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Care	21	100.0	0	00.0	0	00.0	12	80.0	3	20.0	0	00.0	10	100.0	0	00.0	0	00.0	20	87.0	3	13.0	0	00.0
Washing instructions	19	90.5	2	9.5	0	00.0	15	100.0	0	00.0	0	00.0	9	90.0	1	10.0	0	00.0	19	82.6	4	17.4	0	00.0
Fiber content	12	57.1	9	42.9	0	00.0	9	66.0	6	40.0	0	00.0	7	70.0	3	30.0	0	00.0	14	60.9	9	39.1	0	00.0
Shrinkage	19	90.5	2	9.5	0	00.0	11	73.3	4	26.7	0	00.0	9	90.0	1	10.0	0	00.0	17	73.9	6	26.1	0	00.0
Size	19	90.5	2	9.5	0	00.0	15	100.0	0	00.0	0	00.0	10	100.0	0	00.0	0	00.0	22	95.6	1	4.3	0	00.0
Brand	6	26.6	15	71.4	0	00.0	7	46.7	8	53.3	0	00.0	3	30.0	7	70.0	0	00.0	9	39.1	14	60.9	0	00.0
Colorfastness	18	83.7	3	14.3	0	00.0	10	66.7	5	33.3	0	00.0	9	90.0	1	10.0	0	00.0	16	69.6	6	26.1	1	4.3
Finish	14	66.7	7	33.3	0	00.0	8	53.3	7	46.7	0	00.0	5	50.0	5	50.0	0	00.0	15	65.2	6	26.1	2	8.7
Manufacturer's name	5	23.8	14	66.7	2	9.5	4	26.7	9	60.0	2	13.3	2	20.0	5	50.0	3	30.0	4	17.4	16	69.6	3	13.0
Special seals																								
a. Good Housekeeping	2	9.5	9	42.9	10	47.6	4	26.7	4	26.7	7	46.7	1	10.0	0	00.0	9	90.0	10	43.5	7	30.4	6	26.1
b. Parent Magazine	2	9.5	6	28.6	13	61.9	3	20.0	5	33.3	7	46.7	0	00.0	0	00.0	10	100.0	2	8.7	2	8.7	19	82.6

\*One did not respond.

TABLE XXVIII B

## LABEL INFORMATION CONSIDERED HELPFUL IN READY-MADE CLOTHING PURCHASES BY HOMEMAKERS

Label Information	Total Members N-70						Non-Members N-58						Total N-128					
	Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Care	63	90.0	7	10.0	0	00.0	53	91.4	5	8.6	0	00.0	116	90.6	12	9.4	0	00.0
Washing instructions	63	90.0	7	10.0	0	00.0	49	84.5	9	15.5	0	00.0	112	87.5	16	12.5	0	00.0
Fiber content	43	61.4	27	38.6	0	00.0	18	31.0	35	60.3	5	8.6	61	47.7	62	48.4	5	3.9
Shrinkage	57	81.4	13	18.6	0	00.0	35	60.3	20	34.5	3	5.2	92	71.9	33	25.8	3	2.3
Size	67	95.7	3	4.3	0	00.0	52	89.7	6	10.3	0	00.0	119	93.0	9	7.0	0	00.0
Brand	26	37.1	44	62.9	0	00.0	23	39.7	33	56.9	2	3.4	49	38.3	77	60.2	2	1.6
Colorfastness	54	77.1	15	21.4	1	1.4	38	65.5	17	29.3	3	5.2	92	71.9	32	25.0	4	3.1
Finish	43	61.4	25	35.7	2	2.9	27	46.5	28	48.3	3	5.2	70	54.7	53	41.4	5	3.9
Manufacturer's name	16	22.9	44	62.9	10	14.3	18	31.0	29	50.0	11	19.0	34	26.6	73	57.0	21	16.4
Special seals																		
a. Good Housekeeping	17	24.3	20	28.6	33	47.1	14	24.1	13	22.4	31	53.4	31	24.2	33	25.8	64	50.0
b. Parent Magazine	7	10.0	13	18.6	50	71.4	2	3.4	11	19.0	45	77.6	9	7.0	24	18.7	85	64.4



was true for members regardless of length of membership in a home demonstration club.

Manufacturer's name and special seals such as Good Housekeeping and Parent Magazine were less frequently mentioned as label information considered helpful by homemakers, even less frequently by non-members than members.

On the whole, the homemakers indicated that they used much of the information found on labels in buying ready-made clothing.

In answer to a free response question only 13 homemakers listed the following additional label information which they considered helpful: price, wash and wear, wrinkle resistance, and where the fabric was made.

An analyses of label information considered in purchasing ready-made clothing by homemakers according to different age levels is presented in Table XXIX.

Of the ten kinds of label information that homemakers considered helpful, five were mentioned more frequently by all homemakers in all age levels than any of the others, however, they were not mentioned in the same order by the different groups. These were care, size, washing instructions, shrinkage, and colorfastness.

Non-members checked sometimes that they considered most frequently brand, finish, and fiber content; members also considered these, and in addition, manufacturer's name. Nevertheless, the percentage checking each of these aspects of label information varied among age groups for both members and non-members. The majority of respondents in both groups did not consider Parent Magazine seal as helpful. As the age level in both groups increased, non-members indicated that they never

TABLE XXIX  
 LABEL INFORMATION CONSIDERED HELPFUL IN READY-MADE CLOTHING PURCHASES  
 BY HOMEMAKERS ACCORDING TO AGE

Label Information	Members N-70*															Non-Members N-58																				
	19-29 years N-3					30-49 years N-25					50 years and older N-41					19-29 years N-11					30-49 years N-26					50 years and older N-21										
	Usually	Sometimes	Never			Usually	Sometimes	Never			Usually	Sometimes	Never			Usually	Sometimes	Never			Usually	Sometimes	Never			Usually	Sometimes	Never								
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%				
Care	3	100.0	0	00.0	0	00.0	23	92.0	2	8.0	0	00.0	36	87.8	5	12.2	0	00.0	10	90.9	1	9.1	0	00.0	24	92.3	2	7.7	0	00.0	19	90.5	2	9.5	0	00.0
Washing instructions	1	33.3	2	66.7	0	00.0	25	100.0	0	00.0	0	00.0	36	87.8	5	12.2	0	00.0	9	81.8	2	18.2	0	00.0	21	80.8	5	19.2	0	00.0	19	90.5	2	9.5	0	00.0
Fiber content	0	00.0	3	100.0	0	00.0	17	68.0	8	32.0	0	00.0	25	61.0	16	39.0	0	00.0	3	27.3	8	72.7	0	00.0	9	34.6	15	57.7	2	7.7	6	28.6	12	57.1	3	14.3
Shrinkage	2	66.7	1	33.0	0	00.0	21	84.0	4	16.0	0	00.0	34	82.9	7	17.1	0	00.0	5	45.4	6	54.5	0	00.0	17	65.4	8	30.8	1	3.8	13	61.9	6	28.6	2	9.5
Size	3	100.0	0	00.0	0	00.0	24	96.0	1	4.0	0	00.0	39	95.1	2	4.9	0	00.0	10	90.9	1	9.1	0	00.0	26	100.0	0	00.0	0	00.0	16	76.2	5	23.8	0	00.0
Brand	1	33.3	2	66.7	0	00.0	9	36.0	16	64.0	0	00.0	16	39.0	25	61.0	0	00.0	1	9.1	10	90.9	0	00.0	10	38.5	15	57.7	1	3.8	12	57.1	8	38.1	1	4.8
Colorfastness	1	33.3	2	66.7	0	00.0	19	76.0	6	24.0	0	00.0	34	82.9	6	14.6	1	2.4	5	45.4	5	45.4	1	9.1	19	73.1	6	23.1	1	3.8	14	66.7	6	28.6	1	4.8
Finish	1	33.3	2	66.7	0	00.0	15	60.0	10	40.0	0	00.0	27	65.8	12	29.3	2	4.9	2	18.2	9	81.8	0	00.0	12	46.1	12	46.1	2	7.7	13	61.9	7	33.3	1	4.8
Manufacturer's name	0	00.0	2	66.7	1	33.3	4	16.0	16	64.0	5	20.0	11	26.8	26	63.4	4	9.8	1	9.1	7	63.6	3	27.3	9	34.6	15	57.7	2	7.7	8	38.1	7	33.3	6	28.6
Special seals																																				
a. Good Housekeeping	0	00.0	2	66.7	1	33.3	3	12.0	6	24.0	16	64.0	14	34.1	11	26.8	16	39.0	1	9.1	5	45.4	5	45.4	8	30.8	5	19.2	13	50.0	5	23.8	3	14.3	13	61.9
b. Parent Magazine	0	00.0	1	33.3	2	66.7	3	12.0	5	20.0	17	68.0	4	9.8	6	14.6	31	75.6	1	9.1	4	36.4	6	55.5	1	3.8	5	19.2	20	76.9	0	00.0	2	9.5	19	90.5

\*One did not respond.

used the Good Housekeeping seal for purchasing clothing; however, this was not true for the members.

Table XXX shows the label information considered helpful by both groups of homemakers with different educational attainment. Fewer non-members who had attended college or graduated reported that they never considered label information with the exception of manufacturer's name and magazine seals. Care, washing instructions, shrinkage, and size were usually considered important by from 70 to 100 percent of the members in all educational levels. This was also true for non-members with the exception of a statement relative to shrinkage which was considered helpful by from 50 to 71 percent. Over 70 percent of the members and over 60 percent of the non-members with exception of two who had an eighth grade or less education usually considered colorfastness.

Does home economics study in high school or college influence the label information homemakers considered in purchasing clothing? In Table XXXI are the answers given by the respondents of this study. Slightly more of the members than non-members who had studied home economics in high school and/or college reported that they considered the label information of care, washing instructions, fiber content, shrinkage, size, colorfastness, and finish in the purchasing of clothing. Two to three of the 50 non-members who had studied home economics in high school never considered fiber content, finish, shrinkage, or colorfastness. Every college graduate regardless of membership considered to some degree each of the ten items related to label information. Manufacturer's name and special magazine seals were most frequently checked as "never" being considered by the respondents in buying clothing.

TABLE XXX  
LABEL INFORMATION CONSIDERED HELPFUL IN READY-MADE CLOTHING PURCHASES  
BY HOMEMAKERS ACCORDING TO EDUCATION

Label Information	Members N-70																							
	8th grade or less N-12						1-3 years highschool N-14						Completed highschool N-29						1-3 years college N-11					
	Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Care	9	75.0	3	25.0	0	00.0	12	85.7	2	14.3	0	00.0	29	100.0	0	00.0	0	00.0	10	90.9	1	9.1	0	00.0
Washing instructions	10	83.3	2	16.7	0	00.0	12	85.7	2	14.3	0	00.0	27	93.1	2	6.9	0	00.0	10	90.9	1	9.1	0	00.0
Fiber content	7	58.3	5	41.7	0	00.0	11	78.6	3	21.4	0	00.0	14	48.3	15	51.7	0	00.0	8	72.7	3	27.3	0	00.0
Shrinkage	10	83.3	2	16.7	0	00.0	13	92.9	1	7.1	0	00.0	23	79.3	6	20.7	0	00.0	8	72.7	3	27.3	0	00.0
Size	12	100.0	0	00.0	0	00.0	13	92.9	1	7.1	0	00.0	27	93.1	2	6.9	0	00.0	11	100.0	0	00.0	0	00.0
Brand	7	58.3	5	41.7	0	00.0	4	28.6	10	71.4	0	00.0	10	34.5	19	65.5	0	00.0	4	36.4	7	63.6	0	00.0
Colorfastness	9	75.0	2	16.7	1	8.3	13	92.9	1	7.1	0	00.0	22	75.9	7	24.1	0	00.0	7	63.6	4	36.4	0	00.0
Finish	8	66.7	3	25.0	1	8.3	9	64.3	4	28.6	1	7.1	19	65.5	10	34.5	0	00.0	4	36.4	7	63.6	0	00.0
Manufacturer's name	5	41.7	6	50.0	1	8.3	3	21.4	10	71.4	1	7.1	4	13.8	20	69.0	5	17.2	3	27.3	6	54.5	2	18.2
Special seals																								
a. Good Housekeeping	3	25.0	3	25.0	6	50.0	6	42.9	3	21.4	5	35.7	7	24.1	10	34.5	12	41.4	1	9.1	3	27.3	7	63.6
b. Parent Magazine	1	8.3	1	8.3	10	83.3	2	14.3	3	21.4	9	64.3	4	13.6	6	20.7	19	65.5	0	00.0	2	18.4	9	31.0

  

Label Information	Non-Members N-58**																	
	8th grade or less N-2						1-3 years highschool N-15						Completed highschool N-26					
	Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Care	2	100.0	0	00.0	0	00.0	14	93.9	1	6.7	0	00.0	24	92.3	2	7.7	0	00.0
Washing instructions	2	100.0	0	00.0	0	00.0	14	93.9	1	6.7	0	00.0	21	80.8	5	19.2	0	00.0
Fiber content	1	50.0	1	50.0	0	00.0	3	20.0	10	66.7	2	13.3	6	23.1	17	65.4	3	11.6
Shrinkage	1	50.0	1	50.0	0	00.0	9	60.0	5	33.3	1	6.7	15	57.7	9	34.6	2	7.7
Size	2	100.0	0	00.0	0	00.0	13	86.7	2	13.3	0	00.0	24	92.3	2	7.7	0	00.0
Brand	0	00.0	1	50.0	1	50.0	5	33.3	10	66.7	0	00.0	10	38.5	15	57.7	1	3.8
Colorfastness	0	00.0	2	100.0	0	00.0	10	66.7	4	26.7	1	6.7	16	61.5	8	30.2	2	7.7
Finishes	1	50.0	1	50.0	0	00.0	9	60.0	5	33.3	1	6.7	8	30.8	17	65.4	1	3.8
Manufacturer's name	0	00.0	1	50.0	1	50.0	4	26.7	7	46.7	4	26.7	7	26.9	15	57.7	4	15.4
Special seals																		
a. Good Housekeeping	1	50.0	1	50.0	0	00.0	3	20.0	2	13.3	10	66.7	5	19.2	5	19.2	16	61.5
b. Parent Magazine	0	00.0	1	50.0	1	50.0	0	00.0	1	6.7	14	93.9	0	00.0	5	19.2	21	80.8

\*\*One did not respond

TABLE XXXI

LABEL INFORMATION CONSIDERED HELPFUL IN READY-MADE CLOTHING PURCHASES  
BY HOMEMAKERS ACCORDING TO HOME ECONOMICS STUDY

Label Information	Members N-70*												Non-Members N-58											
	Highschool N-41						College N-5						Highschool N-50						College N-8					
	Usually No.	%	Sometimes No.	%	Never No.	%	Usually No.	%	Sometimes No.	%	Never No.	%	Usually No.	%	Sometimes No.	%	Never No.	%	Usually No.	%	Sometimes No.	%	Never No.	%
Care	39	95.1	2	4.9	0	00.0	4	80.0	1	20.0	0	00.0	45	90.0	5	10.0	0	00.0	6	75.0	2	25.0	0	00.0
Washing instructions	37	90.2	4	9.8	0	00.0	5	100.0	0	00.0	0	00.0	42	84.0	8	16.0	0	00.0	6	75.0	2	25.0	0	00.0
Fiber content	22	53.7	18	46.3	1	2.4	5	100.0	0	00.0	0	00.0	16	32.0	31	62.0	3	6.0	3	37.5	5	62.5	0	00.0
Shrinkage	33	80.5	8	19.5	0	00.0	4	80.0	1	20.0	0	00.0	30	60.0	18	36.0	2	4.0	4	50.0	4	50.0	0	00.0
Size	38	92.7	3	7.3	0	00.0	5	100.0	0	00.0	0	00.0	45	90.0	5	10.0	0	00.0	6	75.0	2	25.0	0	00.0
Brand	16	39.0	25	61.0	0	00.0	2	40.0	3	60.0	0	00.0	20	40.0	29	58.0	1	2.0	3	37.5	5	62.5	0	00.0
Colorfastness	31	75.6	10	24.4	0	00.0	4	80.0	1	20.0	0	00.0	35	70.0	13	26.0	2	4.0	5	62.5	3	37.5	0	00.0
Finish	25	61.0	16	39.0	0	00.0	2	40.0	3	60.0	0	00.0	23	46.0	25	50.0	2	4.0	3	37.5	4	50.0	1	12.5
Manufacturer's name	8	19.5	26	63.4	7	17.1	2	40.0	2	40.0	1	20.0	14	28.0	26	52.0	10	20.0	2	25.0	5	62.5	1	12.5
Special seals																								
a. Good Housekeeping	9	21.9	12	29.3	20	48.8	0	00.0	0	00.0	5	100.0	11	22.0	10	20.0	29	58.0	3	37.5	3	37.5	2	25.0
b. Parent Magazine	5	12.2	8	19.5	28	65.8	0	00.0	0	00.0	5	100.0	2	4.0	9	18.0	39	78.0	2	25.0	3	37.5	3	37.5

This study was also designed to learn if there was any relation between label information considered by homemakers and the income of their families. In Table XXXII is a summary of the responses tabulated according to income. All respondents in all income levels considered care, washing instruction, fiber content, shrinkage, size, brand, color-fastness, and finish either usually or sometimes with the exception of one or two individuals in the middle and high income level. In all income levels more members checked usually than sometimes for label information, with but one exception: brand. The same was true for non-members in the middle and high income levels with the exception of fiber content. But 75 to 100 percent of the lowest income level of non-members checked that they considered this label information sometimes with the exception of care, washing instruction, and brand.

#### Laws Familiar to Homemakers

Table XXXIII shows that only a small percentage of the homemakers were familiar with clothing and textiles laws.

The Wool Products Labeling Act was the most familiar law to both groups. This was checked by one-fourth of the respondents. In descending order of frequency the clothing and textile laws familiar to homemakers were: Textile Fiber Products Identification Act, Federal Flammable Fabrics Act, Fur Products Labeling Act, and LS-22 American Standard Association.

TABLE XXXII  
 LABEL INFORMATION CONSIDERED HELPFUL IN READY-MADE CLOTHING PURCHASES  
 BY HOMEMAKERS ACCORDING TO INCOME

Label Information	Members																	
	\$2,499 or less						\$2,500-\$4,999						\$5,000 and over					
	N-13						N-21						N-36					
	Usually No.	%	Sometimes No.	%	Never No.	%	Usually No.	%	Sometimes No.	%	Never No.	%	Usually No.	%	Sometimes No.	%	Never No.	%
Care	12	92.3	1	8.3	0	00.0	17	81.0	4	19.0	0	00.0	34	94.4	2	5.6	0	00.0
Washing instructions	12	92.3	1	8.3	0	00.0	19	90.5	2	9.5	0	00.0	32	88.9	4	11.1	0	00.0
Fiber content	8	61.5	5	41.7	0	00.0	12	57.1	9	42.9	0	00.0	23	63.9	13	36.1	0	00.0
Shrinkage	9	69.2	4	33.3	0	00.0	18	85.7	3	14.3	0	00.0	30	83.3	6	16.7	0	00.0
Size	13	100.0	0	00.0	0	00.0	20	93.1	1	6.9	0	00.0	34	94.4	2	5.6	0	00.0
Brand	8	69.2	5	41.7	0	00.0	7	33.3	14	66.7	0	00.0	11	30.6	25	69.4	0	00.0
Colorfastness	10	76.9	3	25.0	0	00.0	17	81.0	3	14.3	1	4.8	27	75.0	9	25.0	0	00.0
Finish	8	61.5	5	41.7	0	00.0	12	57.1	8	38.1	1	4.8	23	63.9	12	33.3	1	2.8
Manufacturer's name	5	38.5	7	58.3	1	8.3	3	14.3	16	76.2	2	9.5	8	22.2	21	58.3	7	19.4
Special seals																		
a. Good Housekeeping	7	53.8	1	8.3	5	41.7	5	23.8	7	33.3	9	42.9	5	13.9	12	33.3	19	52.8
b. Parent Magazine	2	15.4	1	8.3	10	76.9	2	9.5	4	19.0	15	71.4	3	8.3	8	22.2	25	69.4

Label Information	Non-Members																	
	\$2,499 or less						\$2,500-\$4,999						\$5,000 and over					
	N-4						N-25						N-29					
	Usually No.	%	Sometimes No.	%	Never No.	%	Usually No.	%	Sometimes No.	%	Never No.	%	Usually No.	%	Sometimes No.	%	Never No.	%
Care	3	75.0	1	25.0	0	00.0	23	92.0	2	8.0	0	00.0	27	93.1	2	6.9	0	00.0
Washing instructions	4	100.0	0	00.0	0	00.0	19	76.0	6	24.0	0	00.0	26	89.2	3	10.3	0	00.0
Fiber content	0	00.0	4	100.0	1	25.0	5	20.0	16	64.0	4	16.0	13	44.8	15	51.7	1	3.4
Shrinkage	1	25.0	3	75.0	0	00.0	17	68.0	6	24.0	2	8.0	17	58.6	11	37.9	1	3.4
Size	1	25.0	3	75.0	0	00.0	23	92.0	2	8.0	0	00.0	28	96.6	1	3.4	0	00.0
Brand	2	50.0	2	50.0	0	00.0	9	36.0	15	60.0	1	4.0	12	41.4	16	55.2	1	3.4
Colorfastness	1	25.0	3	75.0	0	00.0	17	68.0	6	24.0	2	8.0	20	69.0	8	27.6	1	3.4
Finish	1	25.0	3	75.0	0	00.0	11	44.0	12	48.0	2	8.0	15	51.7	13	44.8	1	3.4
Manufacturer's name	0	00.0	3	75.0	1	25.0	7	28.0	12	48.0	6	24.0	11	37.9	14	48.3	4	13.8
Special seals																		
a. Good Housekeeping	0	00.0	0	00.0	4	100.0	8	32.0	6	24.0	11	44.0	6	20.7	7	24.1	16	55.2
b. Parent Magazine	0	00.0	0	00.0	4	100.0	1	4.0	5	20.0	19	76.0	1	3.4	6	20.7	22	37.9

TABLE XXXIII  
CLOTHING AND TEXTILES' LAWS FAMILIAR TO HOMEMAKERS

Laws	Members N-70		Non-Members N-58		Total N-128	
	Yes		Yes		Yes	
	No.	%	No.	%	No.	%
Wool Products Labeling Act	16	22.9	15	25.9	31	24.2
Textile Fiber Products Identification Act	11	15.7	15	25.9	26	20.3
Fur Products Labeling Act	4	5.7	5	8.6	9	7.0
American Standards Association	3	4.3	2	3.4	5	3.9
Federal Flammable Fabrics Act	10	14.3	8	13.8	18	14.1

Place of Purchasing Ready-Made Clothing

Another purpose outlined for this study was to learn where homemakers shop for ready-made clothing. Respondents were asked to check at which of the six places listed in the questionnaire they shopped for clothing for children and for women and men. A summary of clothing outlets patronized by homemakers is listed in Table XXXIV.

Over 90 percent of the respondents, both members and non-members, checked that they shopped at department stores for children's clothing, over 50 percent at mail order stores, and over 40 percent at chain stores. The length of membership did not appear to effect their patronizing these three business establishments. Fewer members chose to shop at discount stores than non-members; however, non-members chose variety stores less frequently than members.

Nearly all of the respondents shopped at department stores for clothing for women and men. Following in descending order of frequency were



TABLE XXXIV

PLACE OF PURCHASE FOR CHILDREN, WOMEN, AND MEN'S CLOTHING BY HOMEMAKERS  
ACCORDING TO MEMBERSHIPS

Place of Purchase	Members N-70*								Total Members Non-Members N-70 N-58				Total N-128	
	Less than 4 yrs.		4-9 yrs.		4-16 yrs.		16 yrs. and over							
	N-14		N-5		N-6		N-8		N-33		N-39		N-72	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Children's														
Department store	13	92.9	5	100.0	6	100.0	8	100.0	32	97.1	36	92.3	68	94.4
Chain store	4	28.6	3	60.0	5	83.3	2	25.0	14	41.2	18	46.2	32	44.4
Speciality shop	4	28.6	1	20.0	2	33.3	4	50.0	11	33.3	12	30.8	23	31.9
Mail order	7	50.0	4	80.0	6	100.0	2	25.0	19	55.9	20	51.3	39	54.2
Variety store	2	14.3	0	00.0	0	00.0	2	25.0	4	11.8	3	7.7	7	9.7
Discount store	3	21.4	0	00.0	0	00.0	0	00.0	3	8.8	9	23.1	12	16.7
Women and Men's														
	N-21		N-15		N-10		N-23							
Department store	21	100.0	15	100.0	10	100.0	23	100.0	70	100.0	57	98.3	127	99.2
Chain store	6	28.6	8	53.3	7	70.0	8	34.8	29	41.4	25	43.1	54	42.2
Speciality shop	13	61.9	9	60.0	7	70.0	11	47.8	41	58.6	31	53.4	72	56.2
Mail order	5	23.8	6	40.0	6	60.0	10	43.5	27	38.6	28	48.3	55	43.0
Variety store	2	9.5	0	00.0	3	30.0	2	8.7	8	11.4	1	1.7	9	7.0
Discount store	3	14.3	1	6.7	2	20.0	2	8.7	8	11.4	10	17.2	18	14.1

\*One did not respond.

speciality, mail order, and chain stores as places for buying clothing for adults. Regardless of membership duration the pattern was similar for members of home demonstration clubs.

An analysis of the clothing stores patronized by homemakers of different ages for ready-made clothing for children and for women and men are presented in Table XXXV.

Almost all respondents in all age levels patronized department stores for children's and for women's and men's clothing. All age levels of the member group bought children's clothing at each of the six stores listed. In contrast, the non-members 50 years and over did not patronize speciality, mail order, or variety stores. Only five members of this group reported shopping for children's clothing. The number of respondents in the two age levels, 19-29 years and 50 years and over, who purchased for children were so small that the percentages seemed unimportant.

Speciality shops were the second most frequently checked place for purchase of clothing for women and men on all age groups except the 19-29 year age group of non-members. Very few of any age level patronized the variety store and discount house when purchasing clothing for themselves and their husbands.

Table XXXVI shows the clothing stores patronized for children's, women's, and men's clothing by respondents in all educational levels. For children, department and mail order stores were first and second most frequently patronized stores for members and non-members who had completed high school or had one to three years of college. No regular pattern for stores patronized by homemakers with different educational levels could be identified; nevertheless, for children, chain

TABLE XXXV  
PLACE OF PURCHASE FOR CHILDREN, WOMEN, AND MEN'S CLOTHING  
BY HOMEMAKERS ACCORDING TO AGE

Place of Purchase	Members N-70*						Non-Members N-58					
	19-29 years		30-49 years		50 years and over		19-29 years		30-49 years		50 years and over	
	N-3		N-22		N-8		N-11		N-23		N-5	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Children's												
Department store	3	100.0	20	90.9	8	100.0	10	90.9	23	100.0	3	60.0
Chain store	1	33.3	11	50.0	2	25.0	5	45.4	11	47.8	2	40.0
Speciality shop	1	33.3	7	31.8	3	37.5	3	27.3	9	39.1	0	00.0
Mail order	1	33.3	16	72.7	2	25.0	8	72.7	12	52.2	0	00.0
Variety store	1	33.3	1	4.5	2	25.0	3	27.3	0	00.0	0	00.0
Discount store	1	33.3	1	4.5	1	12.5	4	36.4	3	13.0	2	40.0
Women and Men's												
	N-3		N-25		N-41		N-11		N-26		N-21	
Department store	3	100.0	25	100.0	41	100.0	10	90.9	26	100.0	21	100.0
Chain store	1	33.3	11	44.0	17	41.5	6	54.5	13	50.0	6	28.6
Speciality shop	2	66.7	19	76.0	19	46.3	5	45.4	17	65.4	9	42.9
Mail order	1	33.3	13	52.0	13	31.7	7	63.6	13	50.0	8	38.1
Variety store	0	00.0	1	4.0	7	17.1	0	00.0	0	00.0	1	4.8
Discount store	1	33.3	1	4.0	6	14.6	3	27.3	3	11.5	4	19.0

\*One did not respond.

TABLE XXXVI  
PLACE OF PURCHASE FOR CHILDREN, WOMEN, AND MEN'S CLOTHING  
BY HOMEMAKERS ACCORDING TO EDUCATION

Place of Purchase	Members N-70*										Non-Members N-58**									
	8th grade or less		1-3 yrs. H.S.		Completed H.S.		1-3 yrs. college		Completed college		8th grade or less		1-3 yrs. H.S.		Completed H.S.		1-3 yrs. college		Completed college	
	N-0		N-7		N-16		N-8		N-2		N-1		N-8		N-18		N-5		N-5	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Children's																				
Department store	0	00.0	6	85.6	16	100.0	8	100.0	2	100.0	1	100.0	8	100.0	18	100.0	4	80.0	5	100.0
Chain store	0	00.0	3	42.9	4	18.8	5	62.5	2	100.0	0	00.0	4	50.0	10	55.6	2	40.0	2	40.0
Speciality shop	0	00.0	1	14.3	7	43.7	2	25.0	1	50.0	0	00.0	1	12.5	6	33.3	1	20.0	4	80.0
Mail order	0	00.0	2	28.6	10	62.5	5	62.5	2	100.0	0	00.0	4	50.0	11	61.1	3	60.0	2	40.0
Variety store	0	00.0	1	14.3	2	12.5	0	00.0	1	50.0	0	00.0	0	00.0	2	11.1	1	20.0	0	00.0
Discount store	0	00.0	1	14.3	1	6.3	0	00.0	1	50.0	0	00.0	1	12.5	5	27.8	1	20.0	2	40.0
Women and Men's																				
	N-12		N-14		N-29		N-11		N-4		N-2		N-15		N-26		N-7		N-7	
Department store	12	100.0	14	100.0	29	100.0	11	100.0	4	100.0	2	100.0	15	100.0	25	96.1	7	100.0	7	100.0
Chain store	5	41.7	4	28.6	12	41.4	6	54.5	2	50.0	0	00.0	8	53.3	11	42.3	3	42.9	3	42.9
Speciality shop	6	50.0	6	42.9	15	51.5	10	90.9	4	100.0	0	00.0	7	46.7	15	57.7	5	71.4	4	57.1
Mail order	4	33.3	5	35.7	11	37.9	5	45.4	2	50.0	0	00.0	7	46.7	13	50.0	5	71.4	3	42.9
Variety store	4	33.3	1	7.1	2	6.9	0	00.0	1	25.0	0	00.0	1	6.7	0	00.0	0	00.0	0	00.0
Discount store	2	16.7	1	7.1	4	13.8	0	00.0	1	25.0	0	00.0	3	20.0	3	11.5	0	00.0	4	57.1

\*One did not respond.

\*\*Two did not respond.

and mail order stores and for adults speciality shops and mail order house were most frequently patronized more often than the other business enterprises. With few exceptions, discount stores and variety stores were least frequently patronized for children's and for women's and men's clothing in all educational levels. Although the number of respondents with college degrees are few, more of them patronized discount stores than those with less education.

An effort was made to learn if there was any relationship between clothing buying practices and study of home economics. Table XXXVII is a summary of the clothing outlets patronized by respondents according to their study of home economics.

Homemakers in both groups (members and non-members) who had studied home economics in high school listed similar places for shopping for children's clothing. In descending order of frequency they were department, mail order, chain, speciality, discount, and variety stores. For members who had studied home economics in college, all bought children's clothing at department, chain, and speciality stores. Even though all non-members bought children's clothing at department stores, only 75 and 50 percent, respectively, bought it at chain stores and speciality shops.

In shopping for women's and men's clothing both members and non-members, regardless of whether they had studied home economics in high school or college, reported a similar order of frequency in the stores they patronized. They were in descending order of frequency department, speciality, mail order, chain, discount, and variety stores.

May family income influence the places where homemakers shop for family clothing? Table XXXVIII shows where the 128 respondents of this

TABLE XXXVII

PLACE OF PURCHASE FOR CHILDREN, WOMEN, AND MEN'S CLOTHING BY  
HOMEMAKERS ACCORDING TO HOME ECONOMICS STUDY

Place of Purchase	Members N-70				Non-Members N-58			
	Highschool N-24		College N-3		Highschool N-35		College N-4	
	No.	%	No.	%	No.	%	No.	%
Children's								
Department store	23	95.8	3	100.0	32	91.4	4	100.0
Chain store	12	50.0	3	100.0	15	42.5	3	75.0
Speciality shop	8	33.3	2	66.8	10	28.6	2	50.0
Mail order	18	75.0	3	100.0	19	54.3	1	25.0
Variety store	3	12.5	1	33.3	3	8.6	0	00.0
Discount store	3	12.5	1	33.3	8	22.9	1	25.0
Women and Men's	N-41		N-5		N-50		N-8	
Department store	41	100.0	5	100.0	49	98.0	8	100.0
Chain store	18	43.9	3	60.0	21	42.0	4	50.0
Speciality shop	25	61.0	5	100.0	27	54.0	4	50.0
Mail order	18	43.9	3	60.0	22	44.0	4	50.0
Variety store	3	7.3	1	20.0	1	2.0	0	00.0
Discount store	5	12.2	1	20.0	7	14.0	3	37.5

TABLE XXXVIII

PLACE OF PURCHASE FOR CHILDREN, WOMEN, AND MEN'S CLOTHING  
BY HOMEMAKERS ACCORDING TO INCOME

Place of Purchase	Members N=70						Non-Members N=58					
	\$2,499 or less		\$2,500 to \$4,999		\$5,000 and over		\$2,499 or less		\$2,500 to \$4,999		\$5,000 and over	
	N=1		N=6		N=26		N=0		N=15		N=24	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Children's												
Department store	1	100.0	6	100.0	25	96.2	0	00.0	14	93.3	22	91.7
Chain store	0	00.0	5	83.3	9	36.0	0	00.0	7	46.7	11	45.8
Speciality shop	1	100.0	0	00.0	10	38.5	0	00.0	4	26.7	8	33.3
Mail order	0	00.0	6	100.0	13	50.0	0	00.0	8	53.3	12	50.0
Variety store	1	100.0	0	00.0	3	11.5	0	00.0	1	6.7	2	8.3
Discount store	0	00.0	1	16.7	2	7.8	0	00.0	4	26.7	5	20.8
Women and Men's												
	N=13		N=21		N=36		N=4		N=25		N=29	
Department store	13	100.0	21	100.0	36	100.0	4	100.0	24	96.0	29	100.0
Chain store	5	38.5	11	52.4	13	36.1	1	25.0	10	40.0	14	48.3
Speciality shop	5	38.5	9	42.9	27	75.0	1	25.0	11	44.0	19	65.5
Mail order	6	46.2	9	42.9	12	33.3	2	50.0	11	44.0	15	51.7
Variety store	5	38.5	1	4.8	2	5.6	0	00.0	1	4.0	0	00.0
Discount store	2	15.4	2	9.5	4	11.1	0	00.0	6	24.0	4	16.7

study classed by their income levels shopped for clothing. Only one member and no non-member in the \$2,499 or less income category shopped for children's clothing. More respondents, both members and non-members in the \$2,500-\$4,999 and \$5,000 and over income levels indicated that they shopped at department and mail order stores first and second, respectively, than at any other type of store. For members, speciality shops and non-members, the chain store was third.

The most frequently patronized place for shopping for women's and men's clothing on all income levels was the department store. The mail order store was the second most frequently checked by all respondents in the \$2,499 and less category. For members in the next higher income level (\$2,500-\$4,999) the chain store was second. However, for non-members the mail order store was second. The speciality shop for all homemakers in the \$5,000 and over income level was the second most frequently checked place for purchasing women's and men's clothing. Few homemakers in the lowest income level reported they shopped for children's clothing. More respondents in the highest income (\$5,000 and over) bought both children's, women's, and men's clothing at discount houses than those in the other income levels.

#### Families Purchasing Clothing Needs at Sales

It is believed that families may purchase some of their clothing at sales. Homemakers were asked if they "usually," "sometimes," or "never" purchase clothing at sales, and at what types of sales do they usually buy. A summary of these responses is presented in Table XXXIX.

Over 90 percent of the members and almost 85 percent of the non-members reported that they sometimes purchased clothing at sales. Only



TABLE XXXIX

## FAMILIES PURCHASING CLOTHING NEEDS AT SALES AND TYPES OF SALES BY HOMEMAKERS

Type of Sales	Members N=70						Non-Members N=58						Total N=128					
	Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Sales	4	5.7	65	92.8	1	4.3	5	8.6	49	84.5	4	6.9	9	7.0	114	89.1	5	3.9
Clearance	20	28.6	40	57.1	10	14.3	16	27.6	38	65.5	4	6.9	36	28.1	78	60.9	14	10.9
Special purchase sale	7	10.0	41	58.6	22	31.4	6	10.3	38	65.5	14	24.1	13	10.2	79	61.7	36	28.1
Annual sale	26	37.1	37	52.9	7	9.4	16	27.6	38	65.5	4	6.9	42	32.8	75	58.6	11	8.6
Anniversary sale	10	14.3	40	57.1	20	28.6	8	13.8	39	67.1	11	19.0	18	14.1	79	61.7	31	24.2

nine individuals (7 percent) indicated that they usually purchased at sales, and five that they never purchased at sales.

The four types of sales listed in the questionnaire were clearance, special purchase, annual, and anniversary. Around 60 percent of all respondents indicated that they sometimes purchased clothing at each of the four types of sales listed. Clearance and annual sales were most frequently mentioned as places they usually purchased clothing. Special purchase and anniversary sales were least frequently patronized.

Does income affect whether families buy at sales and what type of sales are patronized? A summary of these responses is given in Table XL.

All members with an income of \$2,500 to \$4,999 and non-members with an income of \$2,499 or less checked that they sometimes bought at sales. From 82 to 91 percent of members and non-members in the other four income levels indicated they sometimes buy at sales.

A higher percentage of all respondents in all income levels reported that they patronized annual sales than any other kind with exception of non-members in the \$2,499 or less income level. Members and non-members in the lowest income level and members in the highest level reported that they most frequently purchased clothing sometimes at clearance and annual sales; the respondents in the middle income level patronized anniversary and special purchase sales; and non-members in the highest level clearance and anniversary sales. Special purchase sales was checked most frequently by members in all income levels as the sale at which they never buy clothing.

TABLE XL

FAMILIES PURCHASING CLOTHING NEEDS AT SALES AND TYPE OF SALES  
BY HOMEMAKERS ACCORDING TO INCOME

Type of Sale	Members N-70																	
	\$2,499 or less N-13						\$2,500-\$4,999 N-21						\$5,000 and over N-36					
	Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Sales	1	7.7	11	84.6	1	7.7	0	00.0	21	100.0	0	00.0	3	8.3	33	91.7	0	00.0
Clearance	3	23.1	7	53.8	3	23.1	3	14.3	10	47.6	8	36.4	9	25.0	22	61.1	5	13.9
Special purchase sale	3	23.1	4	30.8	6	46.1	3	14.3	13	61.9	5	23.8	1	2.8	24	66.7	11	30.6
Annual sale	4	30.8	6	46.1	3	23.1	10	47.6	8	38.1	3	14.3	12	33.3	23	63.9	1	2.8
Anniversary sale	2	15.4	5	38.5	6	46.1	1	4.8	15	71.4	5	23.8	7	19.4	20	55.6	9	25.0
	Non-Members N-58																	
	\$2,499 or less N-4						\$2,500-\$4,999 N-25						\$5,000 and over N-29					
	Usually		Sometimes		Never		Usually		Sometimes		Never		Usually		Sometimes		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Sales	0	00.0	4	100.0	0	00.0	3	12.0	21	84.0	1	4.0	2	6.9	24	82.8	3	10.3
Clearance	1	25.0	3	75.0	0	00.0	8	32.0	15	60.0	2	8.0	7	24.1	20	69.0	2	6.9
Special purchase sale	1	25.0	1	25.0	2	50.0	2	8.0	20	80.0	23	92.0	3	10.3	16	55.2	10	34.5
Annual sale	0	00.0	3	75.0	1	25.0	8	32.0	16	64.0	1	4.0	8	27.6	19	65.5	2	6.9
Anniversary sale	0	00.0	2	50.0	2	50.0	5	20.0	17	68.0	3	12.0	3	10.3	20	69.0	6	20.7

Frequency of Ready-Made Clothing and Satisfaction with the Purchase

Many homemakers included in this study reported that it is more profitable for her family to purchase clothing ready-made than to make them (Table XXIII). Homemakers were asked to check which clothing item they bought ready-made as "always," "sometimes," or "never" and their satisfaction with the purchase as "always," "sometimes," or "never." The same question was asked with regard to clothing for children, for men and boys, and for girls and women. A summary of the responses to these questions is presented in Tables XLIA, XLIB, and XLIC.

Children's clothing was divided into seven categories: shoes and six types of garments. Only the homemakers who had children of grade school age and under were to respond to this question. Twenty-four members and 33 non-members checked that they bought clothing for children. In descending order of frequency a majority of both members and non-members checked that they purchased these items of children's clothing: shoes, undergarments, coats and jackets, and sleeping garments. Three clothing items that were bought sometimes by all respondents were play clothes, party dresses, and school dresses; however, more non-members sometimes purchased sleeping garments than party dresses. Fewer of the respondents bought party dresses and school dresses than other articles of clothing.

Only those who always or sometimes bought children's clothing were to indicate satisfaction with the purchases. The majority of homemakers (members and non-members) reported that they were always satisfied with their purchase of undergarments, coats and jackets, and sleeping garments. Homemakers frequently checked as being only sometimes satisfied with

TABLE XLI A  
FREQUENCY OF CLOTHING PURCHASED READY-MADE AND SATISFACTION  
WITH THE PURCHASE BY HOMEMAKERS

Clothing Item	Members N-24 of N-70												Non-Members N-33 of N-58												Total N-57 of N-128																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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	Always	Sometimes	Never		Always	Sometimes	Never		Always	Sometimes	Never		Always	Sometimes	Never		Always	Sometimes	Never		Always	Sometimes	Never		Always	Sometimes	Never																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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their purchasing of shoes, party dresses, school dresses, and play clothes. Three members checked that they were never satisfied with their purchases of children's shoes. This was the only item that was checked as never.

#### Men's and Boy's Clothing

The second part of the question applied to clothes purchased for men and boys. Nine types of clothing that men and boys would need were listed. Sixty-seven members and 48 non-members responded to this question. All nine of the clothing items were checked as always being purchased by a range of 81 to 98 percent for both members and non-members. Slightly more members indicated that they always purchased more of the nine clothing items than non-members. Those purchased "always" listed in descending order of frequency were underwear, trousers, shoes, and suits.

Two clothing items for which the majority of members and non-members were always satisfied with the purchases were nightwear and underwear. Members and non-members checked shoes, jackets, and shirts most frequently as their being only "sometimes" satisfied with these purchases. Eight of the nine clothing items for men were checked by one or two homemakers as their never being satisfied with the purchase.

#### Girl's and Women's Clothing

The third part of the question was concerned with clothing items that teenage girls and women would normally have in their wardrobe. The 128 respondents were to check the clothing items they "usually," "sometimes," or "never" buy and their satisfaction with each type of item. Eight types of clothing were included in the question. Dresses were divided into three types; namely, house, street, and dressy.

TABLE XLI B  
FREQUENCY OF CLOTHING PURCHASED READY-MADE AND SATISFACTION  
WITH THE PURCHASE BY HOUSEMAKERS

Clothing Item	Members N-67 of N-70												Non-Members N-48 of N-58												Total N-115 of N-128											
	Frequency						Satisfaction						Frequency						Satisfaction						Frequency						Satisfaction					
	Always		Sometimes		Never		Always		Sometimes		Never		Always		Sometimes		Never		Always		Sometimes		Never		Always		Sometimes		Never		Always		Sometimes		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Men and Boy's																																				
Coats	61	91.0	5	7.5	1	1.5	26	39.4	39	59.1	1	1.5	43	89.6	5	10.4	0	00.0	25	52.1	23	47.9	0	00.0	104	90.4	10	8.7	1	0.9	51	44.7	62	54.4	1	0.9
Suits	62	92.5	4	6.0	1	1.5	26	39.4	39	59.1	1	1.5	44	91.7	4	8.3	0	00.0	21	43.7	27	56.3	0	00.0	106	92.1	8	7.0	1	0.9	47	41.2	66	57.9	1	0.9
Trousers	65	97.0	2	3.0	0	00.0	28	41.8	39	58.2	0	00.0	46	95.8	2	4.2	0	00.0	22	45.8	25	52.1	1	2.1	111	96.5	4	3.5	0	00.0	50	43.5	64	55.7	1	0.9
Jackets	61	91.0	5	7.5	1	1.5	23	34.8	42	64.6	1	1.5	43	89.6	5	10.4	0	00.0	17	35.4	30	62.5	1	2.1	104	90.4	10	8.7	1	0.9	40	35.1	72	63.2	2	1.8
Shirts	62	92.5	5	7.5	0	00.0	34	50.7	32	63.6	1	1.5	39	81.3	9	18.8	0	00.0	18	37.5	30	62.5	0	00.0	101	87.8	14	12.2	0	00.0	52	45.2	62	53.9	1	0.9
Sport clothes	55	82.1	9	13.4	3	4.5	25	39.1	39	60.9	0	00.0	42	87.5	6	12.5	0	00.0	20	41.6	27	56.3	1	2.1	97	84.3	15	13.0	3	2.6	45	40.5	66	59.5	1	0.9
Underwear	66	98.5	1	1.5	0	00.0	52	77.6	15	22.4	0	00.0	46	95.8	2	4.2	0	00.0	34	70.8	14	29.2	0	00.0	112	97.4	3	2.6	0	00.0	86	74.8	29	25.2	0	00.0
Nightwear	62	92.5	5	7.5	0	00.0	54	80.6	13	19.4	0	00.0	39	81.3	5	10.4	4	8.3	31	70.5	16	36.4	1	2.3	101	87.8	10	8.7	4	3.5	84	73.7	29	25.4	1	0.9
Shoes	63	94.0	4	6.0	0	00.0	18	26.9	49	73.1	0	00.0	45	93.8	3	6.3	0	00.0	18	37.5	29	60.4	1	2.1	108	93.9	7	6.1	0	00.0	36	31.6	78	68.4	1	0.9

TABLE XII C  
FREQUENCY OF CLOTHING PURCHASED READY-MADE AND SATISFACTION  
WITH THE PURCHASE BY HOMEMAKERS

Clothing Item	Members N-70																Non-Members N-58																Total N-128							
	Frequency								Satisfaction								Frequency								Satisfaction								Frequency				Satisfaction			
	Always		Sometimes		Never				Always		Sometimes		Never				Always		Sometimes		Never				Always		Sometimes		Never				Always		Sometimes		Never			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Girls and Women's																																								
Coats, jackets	49	70.0	20	28.6	1	1.4	32	46.4	37	53.6	0	00.0	50	86.2	8	13.8	0	00.0	31	53.4	27	46.6	0	00.0	99	77.3	28	21.9	1	0.8	63	49.6	64	50.4	0	00.0				
Suits	34	48.6	26	37.1	10	14.3	20	33.3	39	65.0	1	1.7	40	69.0	10	17.2	8	13.8	19	38.0	30	60.0	1	2.0	74	57.8	36	28.1	18	14.1	39	35.5	69	62.7	2	1.8				
House dresses	10	14.3	41	58.6	19	27.1	11	21.6	39	76.5	1	2.0	14	24.1	34	58.6	10	17.2	11	22.9	37	77.1	0	00.0	24	18.8	75	58.6	29	22.7	22	20.2	76	69.7	1	0.9				
Street dresses	12	17.1	57	81.4	1	1.4	14	20.3	55	79.7	0	00.0	20	34.5	33	56.9	5	8.6	14	26.4	39	73.6	0	00.0	32	25.0	90	70.3	6	4.7	28	23.0	94	77.0	0	00.0				
Dressy dresses	25	35.7	40	57.1	5	7.1	17	26.2	48	73.8	0	00.0	24	41.4	29	50.0	5	8.6	13	24.5	39	73.6	1	1.9	49	38.3	69	53.9	10	7.8	30	25.4	87	73.7	1	0.8				
Skirts	15	21.4	48	68.6	7	10.0	18	28.6	45	71.4	0	00.0	17	29.3	36	62.1	5	8.6	21	39.6	32	60.4	0	00.0	32	25.0	84	65.6	12	9.4	37	32.5	77	67.5	0	00.0				
Blouses	23	32.9	44	62.9	3	4.3	23	34.3	43	64.2	1	1.5	24	41.4	30	51.7	4	6.9	28	51.9	26	48.1	0	00.0	47	36.7	74	57.8	7	5.5	51	41.3	69	57.0	1	0.8				
Sportswear	19	27.1	45	64.3	6	8.6	23	35.9	40	62.5	1	1.6	25	43.1	29	50.0	4	6.9	21	38.9	33	61.1	0	00.0	44	34.4	74	57.8	10	7.8	44	37.0	74	62.2	1	0.8				
Sleepwear	47	67.1	22	31.4	1	1.4	46	66.7	23	33.3	0	00.0	42	72.4	15	25.9	1	1.7	44	77.2	13	22.8	0	00.0	89	69.5	37	28.9	2	1.6	90	71.4	36	28.6	0	00.0				
Shoes	64	91.4	6	8.6	0	00.0	25	35.7	42	60.0	3	4.3	53	91.4	5	8.6	0	00.0	24	41.4	34	58.6	0	00.0	117	91.4	11	8.6	0	00.0	49	38.3	76	59.4	3	2.3				



The study revealed that more non-members than members always purchased each of these eight types of clothing. Of the total number of respondents the majority indicated that they always purchased shoes, coats and jackets, sleepwear, and suits. The other clothing items were checked by the majority as being purchased sometimes. They were dresses--house, street, dressy--skirts, blouses, and sportswear. Members and non-members checked house dresses (22.7 percent) and suits (14.1 percent) as the items most frequently never purchased.

In general the majority of respondents reported that they were sometimes satisfied with six of the eight women's clothing items listed in the questionnaire. Sleepwear was checked more frequently by both groups as being always satisfied with the purchase and non-members checked second most frequently coats and jackets. One to three individuals checked that they were never satisfied with shoes, suits, house dresses, dressy dresses, blouses, and sportswear.

#### Problems Encountered in Purchasing Ready-Made Clothing

Twelve problems that homemakers may encounter when purchasing ready-made clothing were listed in the questionnaire. Each respondent was asked to check in the column which most nearly described the degree of her problem. The homemakers who checked the questionnaire reported problems with purchasing ready-made clothing as presented in Tables XLIIA and B.

The homemakers in each of the two groups reported quite similar problems in the area of purchasing ready-made clothing. Selecting well-fitting garments was "usually" encountered by over 50 percent of the respondents. Two other problems that members and non-members usually encountered most of the time were altering ready-made clothing

TABLE XLIIA  
PROBLEMS ENCOUNTERED WITH PURCHASING READY-MADE CLOTHING BY HOMEMAKERS ACCORDING TO MEMBERSHIP

Problems	Members K-70*																							
	Less than 4 years N-21								4-9 years N-15								4-16 years N-10							
	Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Selecting well-fitting garments	11	52.4	10	49.6	0	00.0	0	00.0	6	40.0	8	53.3	1	6.7	0	00.0	5	50.0	5	50.0	0	00.0	0	00.0
Selecting accessories	1	4.8	20	95.2	0	00.0	0	00.0	1	6.7	13	86.7	0	00.0	1	6.7	1	10.0	7	70.0	0	00.0	2	20.0
Altering ready-made clothing	10	47.6	10	47.6	1	4.8	0	00.0	9	60.0	6	40.0	0	00.0	0	00.0	4	40.0	5	50.0	1	10.0	0	00.0
Understanding labels	1	4.8	9	42.9	1	4.8	10	47.6	1	6.7	5	33.3	4	26.7	5	33.3	1	10.0	2	20.0	1	10.0	6	60.0
Selecting clothes for children	2	9.5	9	42.9	10	47.6	0	00.0	2	13.3	5	33.3	6	40.0	2	13.3	0	00.0	6	60.0	4	40.0	0	00.0
Selecting coats & suits for adults	4	19.0	17	81.0	0	00.0	0	00.0	0	00.0	13	86.7	2	13.3	0	00.0	0	00.0	10	100.0	0	00.0	0	00.0
Selecting comfortable sleeping garments	0	00.0	2	9.5	19	90.5	0	00.0	0	00.0	1	6.7	14	93.3	0	00.0	0	00.0	1	10.0	9	90.0	0	00.0
Selecting sportswear	3	14.3	15	71.4	3	14.3	0	00.0	5	33.3	7	46.7	3	20.0	0	00.0	1	10.0	8	80.0	1	10.0	0	00.0
Selecting dress clothes	4	19.0	17	81.0	0	00.0	0	00.0	7	46.7	6	40.0	2	13.3	0	00.0	2	20.0	8	80.0	0	00.0	0	00.0
Selecting clothing for elderly	1	4.7	0	00.0	19	90.5	1	4.8	2	13.3	3	20.0	9	60.0	0	00.0	0	00.0	1	10.0	8	80.0	0	00.0
Selecting foundation garments	4	19.0	14	66.7	2	9.5	1	4.8	3	20.0	7	46.7	1	6.7	4	26.7	3	30.0	6	60.0	0	00.0	1	10.0
Displeasing salespersons	0	00.0	12	57.1	9	42.9	0	00.0	0	00.0	6	40.0	8	53.3	1	6.7	0	00.0	5	50.0	5	50.0	0	00.0

\*One did not respond.

TABLE XLIIB

## PROBLEMS ENCOUNTERED WITH PURCHASING READY-MADE CLOTHING BY HOMEMAKERS

Problems	Total Members N-70								Non-Members N-58								Total N-128							
	Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Selecting well-fitting garments	34	48.6	34	48.6	1	1.4	1	1.4	34	58.6	18	31.0	4	6.9	2	3.4	68	53.2	52	40.6	5	3.9	3	3.3
Selecting accessories	5	7.1	57	81.4	2	2.9	6	8.6	8	13.8	44	75.9	6	10.3	0	00.0	13	10.2	101	78.9	8	6.2	6	4.7
Altering ready-made clothing	28	40.0	37	52.9	4	5.7	1	1.4	27	46.6	22	37.9	6	10.3	2	3.4	55	43.0	59	46.1	10	7.8	3	2.3
Understanding labels	4	5.7	28	40.0	8	11.4	30	42.9	1	1.7	39	67.2	10	17.2	8	13.8	5	3.9	67	52.3	18	14.1	38	29.7
Selecting clothes for children	4	5.7	26	37.1	36	51.5	4	48.6	1	1.7	27	46.6	29	50.0	1	1.7	5	3.9	53	41.4	65	50.8	5	3.9
Selecting coats & suits for adults	9	12.9	55	78.6	3	4.3	3	4.3	14	24.1	36	62.1	7	12.1	1	1.7	23	18.0	91	71.1	10	7.8	4	3.1
Selecting comfortable sleeping garments	5	7.1	7	10.0	57	81.4	1	1.4	2	3.4	17	29.3	38	65.5	1	1.7	7	5.5	24	18.8	95	74.2	2	1.6
Selecting sportswear	11	15.7	45	64.3	11	15.7	3	4.3	15	25.9	27	46.6	15	25.9	1	1.7	26	20.3	72	56.2	26	20.3	4	3.1
Selecting dress clothes	22	31.4	43	61.4	3	4.3	2	2.8	27	46.6	22	37.9	6	10.3	3	5.2	49	38.3	65	50.8	9	7.0	5	3.9
Selecting clothing for elderly	4	5.7	5	7.1	56	80.0	5	7.1	7	12.1	11	19.0	37	64.9	3	5.2	11	8.6	16	12.5	93	72.7	8	6.3
Selecting foundation garments	16	22.9	40	57.1	5	7.1	9	12.9	11	19.0	36	62.1	9	15.5	2	3.4	27	21.1	76	59.4	14	10.9	11	8.6
Displeasing salespersons	0	00.0	33	47.1	35	50.0	2	2.8	2	3.4	27	46.6	27	46.6	2	3.4	2	1.6	60	46.9	62	48.4	4	3.1

and selecting dress clothes. Five problems that the majority of homemakers "sometimes" encountered listed in descending order of frequency were: (1) selecting accessories, (2) selecting coats and suits, (3) selecting foundation garments, (4) selecting sportswear, and (5) understanding labels. This sequence was the same for members but not for non-members who listed problems with labels as the second most frequent category. Over 40 percent of the members indicated that they were not sure if understanding labels was a problem; however, nearly 70 percent of the non-members indicated that was sometimes a problem. The majority of homemakers did not consider the following as problems in purchasing ready-made clothing: (1) selecting sleeping garments, (2) selecting clothes for the elderly, and (3) selecting children's clothes.

A smaller number of those with 16 years or over membership checked a smaller number of problems encountered. Less than 50 percent with 16 years or over membership checked that they usually encountered any clothing buying problems. Respondents in every membership group ranging from 60 to 33 percent for different periods of duration of membership were not sure about their understanding labels.

The responses of problems encountered with purchasing ready-made clothing, according to age of homemakers are summarized in Table XLIII. The majority of responses from both groups indicated that selecting well-fitting garments was usually a problem. However, the majority of two age levels listed as "usual" other problems; namely, the majority of members 30-49 years old reported altering ready-made clothing and non-members 50 years and over reported selecting dress clothes as usually a problem. A majority of the respondents listed selecting accessories and selecting coats and suits as being a problem sometimes.

TABLE XLIII  
PROBLEMS ENCOUNTERED IN PURCHASING READY-MADE CLOTHING  
BY HOUSEMAKERS ACCORDING TO AGE

Problems	Members N-70*																			
	19-29 years N-3								30-49 years N-25								50 years and over N-41			
	Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure		Usually		Sometimes	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Selecting well-fitting garments	2	66.7	1	33.3	0	00.0	0	00.0	10	40.0	14	56.0	1	4.0	0	00.0	22	53.7	18	43.9
Selecting accessories	0	00.0	3	100.0	0	00.0	0	00.0	1	4.0	21	84.0	1	4.0	2	8.0	4	9.8	32	78.0
Altering ready-made clothing	1	33.3	2	66.7	0	00.0	0	00.0	11	44.0	13	52.0	1	4.0	0	00.0	15	36.3	22	53.4
Understanding labels	0	00.0	1	33.3	1	33.3	1	33.3	0	00.0	9	36.0	4	16.0	12	48.0	4	9.8	18	43.9
Selecting clothes for children	0	00.0	2	66.7	1	33.3	0	00.0	4	16.0	15	60.0	6	24.0	0	00.0	0	00.0	8	19.5
Selecting coats & suits for adults	2	66.7	1	33.3	0	00.0	0	00.0	0	00.0	23	92.0	2	8.0	0	00.0	7	17.1	30	73.2
Selecting comfortable sleeping garments	0	00.0	2	66.7	1	33.3	0	00.0	0	00.0	3	12.0	22	88.0	0	00.0	5	12.2	2	4.9
Selecting sportswear	2	66.7	1	33.3	0	00.0	0	00.0	3	12.0	20	80.0	2	8.0	0	00.0	7	17.1	23	56.3
Selecting dress clothes	0	00.0	3	100.0	0	00.0	0	00.0	4	16.0	19	76.0	2	8.0	0	00.0	17	41.5	21	51.2
Selecting clothes for elderly	0	00.0	0	00.0	3	100.0	0	00.0	0	00.0	0	00.0	25	100.0	0	00.0	4	9.8	5	12.2
Selecting foundation garments	0	00.0	2	66.7	1	33.3	0	00.0	4	16.0	15	60.0	3	12.0	3	12.0	12	29.4	22	53.4
Displeasing salespersons	0	00.0	2	66.7	1	33.3	0	00.0	0	00.0	13	52.0	11	44.0	1	4.0	0	00.0	18	43.9

\*One did not respond.

Problems	Non-Members N-58																			
	19-29 years N-11								30-49 years N-26								50 years and over N-21			
	Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure		Usually		Sometimes	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Selecting well-fitting garments	6	54.5	3	27.3	2	18.2	0	00.0	18	69.2	5	19.2	1	3.8	2	7.7	10	47.6	10	47.6
Selecting accessories	0	00.0	10	90.9	1	9.1	0	00.0	3	11.5	20	76.9	3	11.5	0	00.0	5	23.8	14	66.7
Altering ready-made clothing	2	18.2	7	63.6	2	18.2	0	00.0	13	50.0	10	38.5	3	11.5	0	00.0	12	57.1	5	23.8
Understanding labels	0	00.0	8	72.7	2	18.2	1	9.1	0	00.0	18	69.2	5	19.2	3	11.5	1	4.8	13	61.9
Selecting clothes for children	0	00.0	7	63.6	4	36.4	0	00.0	1	3.8	17	65.4	7	26.9	1	3.8	0	00.0	3	14.3
Selecting coats & suits for adults	3	27.3	8	72.7	0	00.0	0	00.0	4	15.4	16	61.5	5	19.2	1	3.8	7	33.3	12	57.1
Selecting comfortable sleeping garments	0	00.0	3	27.3	7	63.6	1	9.1	1	3.8	8	30.8	17	65.4	0	00.0	1	4.8	6	28.6
Selecting sportswear	1	9.1	5	45.4	4	36.4	1	9.1	5	19.2	15	57.7	6	23.1	0	00.0	9	42.9	7	33.3
Selecting dress clothes	2	18.2	9	81.8	0	00.0	0	00.0	11	42.3	9	34.6	3	11.5	3	11.5	14	66.7	4	19.0
Selecting clothes for elderly	1	9.1	2	18.2	4	36.4	2	18.2	3	11.5	4	15.4	18	69.2	1	3.8	3	14.3	5	23.8
Selecting foundation garments	0	00.0	8	72.7	2	18.2	1	9.1	4	15.3	17	65.4	5	19.2	0	00.0	7	33.3	11	52.4
Displeasing salespersons	2	18.2	3	27.3	6	54.5	0	00.0	0	00.0	13	50.0	11	42.3	2	7.7	0	00.0	11	52.4

All age categories checked most frequently that selecting comfortable sleeping garments was not a problem. Understanding labels was the most frequently mentioned problem about which respondents were not sure; however, all non-members and members 50 years and older listed this as a problem sometimes.

Only one member of the youngest group (19-29 years of age) checked only one problem about which she was not sure, whereas, from one to 16 of the members of the oldest group (50 years and over) checked that they were not sure about 11 of the 12 problems listed in the questionnaire. The reverse was true for non-members where only six individuals of the oldest group checked that they were not sure about three problems while 15 of the youngest group checked they were sure about seven of the 12 problems.

The responses to problems encountered in purchasing ready-made clothing is analyzed according to education of the respondents in Table XLIV. More women on all educational levels except members who had completed high school and non-members who had completed college listed selecting well-fitting garments as usually a problem than any other problem. It was interesting to note that more non-members who had completed college than any other group listed understanding labels as usually a problem. Understanding labels was listed sometimes a problem by all other educational levels. Selecting clothes for children and and selecting comfortable sleeping garments were the least frequently encountered problems by all educational levels. Almost an equal number in each educational level listed displeasing salespersons as sometimes or never a problem.

TABLE XLIV  
PROBLEMS ENCOUNTERED IN PURCHASING READY-MADE CLOTHING BY HOUSEWIVES ACCORDING TO EDUCATION

Problems	Members																																							
	8th grade or less								1-3 years high school								Completed high school								1-3 years college								Completed college							
	N-12								N-14								N-29								N-11								N-4							
	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %								
Selecting well-fitting garments	7	58.3	5	41.7	0	00.0	0	00.0	8	57.1	5	35.7	0	00.0	1	7.1	13	44.8	15	51.7	1	3.4	0	00.0	3	27.3	8	72.7	0	00.0	0	00.0	3	75.0	1	25.0	0	00.0	0	00.0
Selecting accessories	1	8.3	11	91.7	0	00.0	0	00.0	1	7.1	10	71.4	1	7.1	2	14.3	2	6.9	24	82.8	1	3.4	2	6.9	1	9.1	8	72.7	0	00.0	2	18.2	0	00.0	4	100.0	0	00.0	0	00.0
Altering ready-made clothing	5	41.7	5	41.7	2	18.7	0	00.0	7	50.0	6	42.9	0	00.0	1	7.1	10	34.5	18	62.1	1	3.4	0	00.0	4	36.4	6	54.5	1	9.1	0	00.0	2	50.0	2	50.0	0	00.0	0	00.0
Understanding labels	3	25.0	5	41.7	0	00.0	4	33.3	1	7.1	6	42.9	1	7.1	6	42.9	0	00.0	13	44.8	4	13.8	12	41.4	0	00.0	2	18.2	1	9.1	8	72.7	0	00.0	2	50.0	2	50.0	0	00.0
Selecting clothes for children	0	00.0	2	16.7	10	83.3	0	00.0	1	7.1	4	28.6	8	57.1	1	7.1	2	6.9	12	41.4	11	41.4	4	10.3	0	00.0	7	63.6	4	36.4	0	00.0	1	25.0	1	25.0	2	50.0	0	00.0
Selecting coats & suits for adults	3	25.0	9	75.0	0	00.0	0	00.0	2	14.3	9	64.3	1	7.1	2	14.3	2	6.9	25	86.2	1	3.4	1	3.4	1	9.1	10	90.9	0	00.0	0	00.0	1	25.0	2	50.0	1	25.0	0	00.0
Selecting comfortable sleeping garments	2	16.7	0	00.0	10	83.3	0	00.0	2	14.3	1	7.1	10	71.4	1	7.1	1	3.4	3	10.3	25	86.2	0	00.0	0	00.0	2	18.2	9	81.9	0	00.0	0	00.0	1	25.0	3	75.0	0	00.0
Selecting sportswear	4	33.3	5	41.7	3	25.0	0	00.0	1	7.1	8	57.1	3	21.4	2	14.3	4	13.8	20	69.0	4	13.8	1	3.4	1	9.1	10	90.9	0	00.0	0	00.0	1	25.0	2	50.0	1	25.0	0	00.0
Selecting dress clothes	6	50.0	6	50.0	0	00.0	0	00.0	6	42.9	5	35.7	1	7.1	2	14.3	8	27.6	20	69.0	1	3.4	0	00.0	1	9.1	10	90.9	0	00.0	0	00.0	1	25.0	2	50.0	1	25.0	0	00.0
Selecting clothes for elderly	2	16.7	2	16.7	8	66.7	0	00.0	0	00.0	1	7.1	9	64.3	4	28.6	2	6.9	2	6.9	24	82.8	1	3.4	0	00.0	0	00.0	11	100.0	0	00.0	0	00.0	0	00.0	4	100.0	0	00.0
Selecting foundation garments	6	50.0	5	51.7	1	8.3	0	00.0	3	21.4	8	57.1	0	00.0	3	21.4	5	17.2	16	55.2	2	6.9	6	20.7	2	18.2	8	72.7	1	9.1	0	00.0	0	00.0	3	75.0	1	25.0	0	00.0
Displeasing salespersons	0	00.0	6	50.0	6	50.0	0	00.0	0	00.0	7	50.0	7	50.0	0	00.0	0	00.0	13	44.8	15	51.7	1	3.4	0	00.0	4	36.4	6	54.5	1	9.1	0	00.0	3	75.0	1	25.0	0	00.0

Problem	Non-Members																																							
	8th grade or less								1-3 years high school								Completed high school								1-3 years college								Completed college							
	N-2								N-15								N-26								N-7								N-7							
	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %	Usually No.	Sometimes %	Never No.	Not Sure %								
Selecting well-fitting garments	2	100.0	0	00.0	0	00.0	0	00.0	9	60.0	6	40.0	0	00.0	0	00.0	14	53.8	9	34.6	2	7.7	1	3.8	5	71.4	1	14.3	1	14.3	0	00.0	3	42.9	2	28.5	1	14.3	1	14.3
Selecting accessories	0	00.0	2	100.0	0	00.0	0	00.0	0	00.0	13	86.7	2	13.3	0	00.0	7	26.9	17	65.4	2	7.7	0	00.0	0	00.0	7	100.0	0	00.0	0	00.0	0	00.0	5	71.4	2	28.6	0	00.0
Altering ready-made clothing	2	100.0	0	00.0	0	00.0	0	00.0	7	46.7	6	40.0	1	6.7	1	6.7	11	42.3	11	42.3	3	11.5	1	3.8	5	71.4	1	14.3	1	14.3	0	00.0	2	28.6	4	57.1	1	14.3	0	00.0
Understanding labels	0	00.0	2	100.0	0	00.0	0	00.0	0	00.0	10	66.7	1	6.7	4	26.7	1	3.8	17	65.4	5	19.2	3	11.5	0	00.0	5	71.4	1	14.3	1	14.3	5	71.4	2	28.6	0	00.0	0	00.0
Selecting clothing for children	0	00.0	2	100.0	0	00.0	0	00.0	0	00.0	6	40.0	9	53.3	0	00.0	1	3.8	14	53.8	11	42.3	0	00.0	0	00.0	3	42.9	4	57.1	0	00.0	0	00.0	2	28.6	4	57.1	1	14.3
Selecting coats & suits for adults	0	00.0	2	100.0	0	00.0	0	00.0	3	20.0	11	73.3	1	6.7	0	00.0	8	30.8	14	53.8	3	11.5	1	3.8	1	14.3	5	71.4	1	14.3	0	00.0	1	14.3	4	57.1	2	28.6	0	00.0
Selecting comfortable sleeping garments	0	00.0	2	100.0	0	00.0	0	00.0	1	6.7	2	13.3	12	80.0	0	00.0	0	00.0	9	34.6	16	61.5	1	3.8	1	14.3	1	14.3	5	71.4	0	00.0	0	00.0	3	42.9	4	57.1	0	00.0
Selecting sportswear	0	00.0	2	100.0	0	00.0	0	00.0	6	40.0	6	40.0	3	20.0	0	00.0	7	26.9	11	42.3	7	26.9	1	3.8	1	14.3	4	57.1	2	28.6	0	00.0	1	14.3	4	57.1	2	28.6	0	00.0
Selecting dress clothes	1	50.0	1	50.0	0	00.0	0	00.0	8	53.3	7	46.7	0	00.0	0	00.0	11	42.3	11	42.3	2	7.7	2	7.7	4	57.1	1	14.3	1	14.3	1	14.3	3	42.9	2	28.6	2	28.6	0	00.0
Selecting clothing for elderly	0	00.0	0	00.0	2	100.0	0	00.0	1	6.7	5	33.4	9	53.3	0	00.0	5	19.2	4	15.4	15	57.7	2	7.7	1	14.3	1	14.3	5	71.4	0	00.0	0	00.0	1	14.3	5	71.4	1	14.3
Selecting foundation garments	0	00.0	1	50.0	1	50.0	0	00.0	3	20.0	11	73.3	1	6.7	0	00.0	4	15.4	18	69.2	3	11.5	1	3.8	2	28.6	2	28.6	2	28.6	1	14.3	1	14.3	4	57.1	2	28.6	0	00.0
Displeasing salespersons	0	00.0	0	00.0	2	100.0	0	00.0	1	6.7	7	46.7	7	46.7	0	00.0	1	3.8	12	46.1	12	46.1	1	3.8	0	00.0	4	57.1	2	28.6	1	14.3	0	00.0	4	57.1	3	42.9	0	00.0

\*\*One did not respond.

The responses to clothing purchasing problems are summarized according to the study of home economics by 128 homemakers in Table XLV. Members and non-members who had studied home economics in high school reported three problems usually encountered in the purchasing of ready-made clothing; namely, selecting well-fitting garments, altering ready-made clothing, and selecting dress clothes. However, members who had studied home economics in college listed most frequently altering ready-made clothing, displeasing salespersons, and selecting well-fitting garments. The problems most frequently mentioned by non-members were selecting dress clothes, altering ready-made clothing, and selecting foundation garments. It was interesting to note that many respondents who had studied home economics in high school reported that they usually or sometimes encountered problems with displeasing salespersons.

A summary of the responses to problems encountered with purchasing ready-made clothing according to income is presented in Table XLVI. The majority of respondents in all income levels except members with \$5,000 and over income and non-members with \$2,499 or less income reported that they usually had problems in selecting well-fitting garments. Selecting children's clothes, selecting comfortable sleeping garments, and selecting clothes for the elderly were frequently mentioned as never a problem. Understanding labels was listed by some individuals in all income levels except non-members with a \$2,499 or less income as a problem of which they were not sure.



TABLE XLV  
PROBLEMS ENCOUNTERED IN PURCHASING READY-MADE CLOTHING BY HOMEMAKERS  
ACCORDING TO HOME ECONOMICS STUDY

Problem	Members N-70*																Non-Members N-58															
	High School N-41								College N-5								High School N-50								College N-8							
	Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Selecting well-fitting garments	20	48.8	20	48.8	1	2.4	0	00.0	2	40.0	3	60.0	0	00.0	0	00.0	29	58.0	15	30.0	4	8.0	2	4.0	3	37.5	3	37.5	1	12.5	1	12.5
Selecting accessories	2	4.9	34	82.9	1	2.4	4	9.7	0	00.0	4	80.0	0	00.0	1	20.0	7	14.0	37	74.0	6	12.0	0	00.0	0	00.0	6	75.0	2	25.0	0	00.0
Altering ready-made clothing	17	41.5	22	53.7	2	4.9	0	00.0	3	60.0	2	40.0	0	00.0	0	00.0	22	44.0	20	40.0	7	14.0	1	2.0	4	50.0	4	50.0	0	00.0	0	00.0
Understanding labels	1	2.4	17	41.5	6	14.6	17	41.5	0	00.0	2	40.0	2	40.0	1	20.0	0	00.0	32	64.0	10	20.0	8	16.0	0	00.0	5	62.5	3	37.5	0	00.0
Selecting clothing for children	3	7.3	16	39.0	19	46.3	3	7.3	1	20.0	2	40.0	2	40.0	0	00.0	1	2.0	24	48.0	24	48.0	1	2.0	0	00.0	3	37.5	4	50.0	1	12.5
Selecting coats & suits for adults	5	12.2	32	78.0	3	7.3	1	2.4	0	00.0	4	80.0	1	20.0	0	00.0	10	20.0	32	64.0	6	12.0	1	2.0	1	12.5	5	62.5	2	25.0	0	00.0
Selecting comfortable sleeping garments	2	4.9	4	9.8	35	85.4	0	00.0	1	20.0	4	80.0	0	00.0	0	00.0	1	2.0	13	26.0	35	70.0	1	2.0	0	00.0	3	37.5	5	62.5	0	00.0
Selecting sportswear	4	9.8	30	73.2	6	14.6	1	2.4	1	20.0	3	60.0	1	20.0	0	00.0	13	26.0	22	44.0	14	28.0	1	2.0	1	12.5	5	62.5	2	25.0	0	00.0
Selecting dress clothes	10	24.4	29	70.7	2	4.9	0	00.0	1	20.0	3	60.0	1	20.0	0	00.0	21	42.0	21	42.0	6	12.0	2	4.0	4	50.0	2	25.0	2	25.0	0	00.0
Selecting clothes for elderly	2	4.9	2	4.9	36	87.8	1	2.4	0	00.0	0	00.0	0	00.0	5	100.0	6	12.0	9	18.0	32	64.0	3	6.0	1	12.5	1	12.5	5	62.5	1	12.5
Selecting foundation garments	7	17.1	25	61.0	3	7.3	6	14.6	0	00.0	4	80.0	1	20.0	0	00.0	10	20.0	30	60.0	8	16.0	2	4.0	3	37.5	2	25.0	2	25.0	1	12.5
Displeasing salespersons	0	00.0	18	43.9	23	56.1	0	00.0	3	60.0	2	40.0	0	00.0	0	00.0	2	4.0	22	44.0	24	48.0	2	4.0	0	00.0	7	87.5	1	12.5	0	00.0

\*Twenty-four persons did not respond.

TABLE XLVI  
PROBLEMS ENCOUNTERED IN PURCHASING READY-MADE CLOTHING BY HOMEMAKERS ACCORDING TO INCOME

Problem	Members N-70																			
	\$2,499 or less N-13								\$2,500-\$4,999 N-21								\$5,000 and over N-36			
	Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure		Usually		Sometimes	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Selecting well-fitting garments	7	53.8	0	00.0	0	00.0	0	00.0	13	61.9	6	28.6	1	4.8	1	4.2	14	38.9	22	61.1
Selecting accessories	2	15.4	9	69.2	0	00.0	1	7.7	1	4.8	18	85.7	0	00.0	2	9.5	2	5.6	29	80.6
Altering ready-made clothing	4	30.8	7	53.8	2	15.4	0	00.0	9	42.9	11	52.4	0	00.0	1	4.8	15	38.9	19	52.8
Understanding labels	2	15.4	8	61.5	0	00.0	3	23.1	2	9.5	7	33.3	3	14.3	9	42.9	0	00.0	13	36.1
Selecting clothing for children	0	00.0	2	15.4	11	84.6	0	00.0	3	14.3	6	28.6	11	52.4	1	4.8	1	2.8	18	50.0
Selecting coats & suits for adults	2	15.4	11	84.6	0	00.0	0	00.0	4	19.0	14	66.7	1	4.8	2	9.5	3	8.3	30	83.3
Selecting comfortable sleeping garments	1	7.7	1	7.7	11	84.6	0	00.0	1	4.8	2	9.5	17	80.9	1	4.8	3	8.3	4	11.1
Selecting sportswear	4	30.8	5	38.5	4	30.8	0	00.0	4	19.0	10	47.6	5	23.8	2	9.5	3	8.3	30	83.3
Selecting dress clothes	4	30.8	9	69.2	0	00.0	0	00.0	9	42.9	9	42.9	1	4.8	2	9.5	9	25.0	25	69.4
Selecting clothes for elderly	2	15.4	3	23.1	8	61.5	0	00.0	1	4.8	1	4.8	17	80.9	2	9.5	1	2.8	1	2.8
Selecting foundation garments	5	38.5	7	53.8	1	7.7	0	00.0	5	23.8	10	47.6	2	9.5	4	19.0	6	16.7	23	63.9
Displeasing salespersons	0	00.0	6	46.2	7	53.8	0	00.0	0	00.0	8	38.1	13	61.9	0	00.0	0	00.0	4	11.1
Problem	Non-Members N-58																			
	\$2,499 or less N-4								\$2,500-\$4,999 N-25								\$5,000 and over N-25			
	Usually		Sometimes		Never		Not Sure		Usually		Sometimes		Never		Not Sure		Usually		Sometimes	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Selecting well-fitting garments	1	25.0	3	75.0	0	00.0	0	00.0	15	60.0	8	32.0	2	8.0	0	00.0	18	64.3	7	25.0
Selecting accessories	2	50.0	2	50.0	0	00.0	0	00.0	2	8.0	18	72.0	5	20.0	0	00.0	4	14.3	24	85.7
Altering ready-made clothing	2	50.0	2	50.0	0	00.0	0	00.0	10	40.0	9	36.0	4	16.0	2	4.0	15	53.6	11	39.3
Understanding labels	0	00.0	4	100.0	0	00.0	0	00.0	1	4.0	16	64.0	4	16.0	4	16.0	0	00.0	19	67.9
Selecting clothing for children	0	00.0	1	25.0	3	75.0	0	00.0	1	4.0	9	36.0	15	60.0	0	00.0	0	00.0	17	60.7
Selecting coats & suits for adults	1	25.0	3	75.0	0	00.0	0	00.0	6	24.0	15	60.0	4	16.0	0	00.0	7	25.0	18	64.3
Selecting comfortable sleeping garments	0	00.0	1	25.0	3	75.0	0	00.0	2	8.0	7	28.0	16	64.0	0	00.0	0	00.0	9	32.1
Selecting sportswear	1	25.0	3	75.0	0	00.0	0	00.0	7	28.0	10	40.0	8	32.0	0	00.0	7	25.0	14	50.0
Selecting dress clothes	4	100.0	0	00.0	0	00.0	0	00.0	12	48.0	11	44.0	1	4.0	1	4.0	11	39.3	11	39.3
Selecting clothes for elderly	2	50.0	1	25.0	1	25.0	0	00.0	4	16.0	4	16.0	16	64.0	1	4.0	1	3.6	6	21.4
Selecting foundation garments	0	00.0	3	75.0	0	00.0	1	25.0	5	20.0	14	56.0	5	20.0	1	4.0	6	21.4	19	67.9
Displeasing salespersons	0	00.0	4	100.0	0	00.0	0	00.0	1	4.0	9	36.0	14	56.0	1	4.0	1	3.6	14	50.0

Homemakers Interested in Attending Clothing Workshops

All respondents were asked to check whether they would be interested in attending workshops on problems encountered in purchasing ready-made clothing. A summary of these responses is presented in Table XLVII. Over four-fifths of the members and one-half of the non-members indicated an interest in attending such workshops.

TABLE XLVII

HOMEMAKERS INTERESTED IN ATTENDING CLOTHING WORKSHOP

Workshop	Members N-70		Non-Members N-58		Total N-128	
	No.	%	No.	%	No.	%
Yes	59	84.3	31	53.4	90	70.3
No	11	15.7	27	46.5	38	29.7

## CHAPTER IV

### SUMMARY, PROPOSALS, AND RECOMMENDATIONS

#### Summary and Conclusions

This study was planned to identify some of the ready-made clothing buying practices and problems encountered by selected homemakers in Jefferson County, Oklahoma, and to formulate suggestions for effective development of future Extension programs.

The sample was composed of two groups of homemakers. One group represented members of home demonstration clubs located in the four largest towns of the county. The second was a group of homemakers who were not members of home demonstration clubs, but were selected by the members. Throughout the study this second group was referred to as the non-member group.

A questionnaire was used in collecting the data. The questionnaires were distributed to all club members in attendance at the regular May club meeting. Each member was asked to answer one questionnaire and to be responsible for taking a second questionnaire to a non-member of her choice for answering. Questionnaires from 70 club members and 58 non-members were obtained. The data were tabulated, analyzed, and some comparisons were made according to seven variables: length of membership, age, educational level, study of home economics, family income, family size, and composition.

The findings seem to support two of the three hypotheses; namely, (1) Homemakers do buy much ready-made clothing for their families and (2) They have some problems in buying ready-made clothing. But the third hypothesis, homemakers' buying practices and problems related to family clothing are affected by certain characteristics of the homemaker and her family, was not clearly confirmed by the data. Although some differences in the practices and problems of buying family clothing are discernible among some of the different variables, it is difficult to demonstrate that these differences are the result of these variables especially as some inconsistencies were also evident. The inadequate support for the third hypothesis, may be the result of limited number of cases included in the study. When the 128 homemakers were divided into groups according to the variables, the numbers in some groups were too small to be considered.

Eight items of the questionnaire were related to characteristics of the homemakers participating in the study. Eighty-six percent of the respondents were married; 11 percent were widowed. Nearly 50 percent of the respondents were 50 years of age or older, 40 percent 30 to 49 years, and 10 percent 19 to 29 years old. However, non-members tended to be younger than members.

Nearly 45 percent of the respondents had completed high school. However, more members (17.2 percent) reported having less than eighth grade education than non-members (3.4 percent). Twelve percent of the non-members indicated they had completed college whereas only about six percent of the members had. All of the non-members had studied some home economics, while 24 of the member group reported no home economics course work in either high school or college. Of

the 70 members the largest percentage (33.4 percent) had participated 16 years or more in Extension. The next largest percentage was the less than four year membership group with approximately 30 percent of the members in this group.

Members and non-members had children in every age group listed in the questionnaire. More of the children of non-members were in the infant through five year age level and more of the children of members were in the 13 through 20 year age group.

More members (71.0 percent) than non-members (53.5 percent) were full-time homemakers. Five times more non-members than members reported full-time employment. Slightly over one-fifth of all homemakers had part-time employment with members exceeding the number of non-members.

Thus in comparing the members of home demonstration clubs with the non-members group, the non-members group was younger, had more formal education, including the study of home economics, had younger children, had higher incomes, and was more frequently employed outside the home.

Of the seven variables studied it seemed that membership was most likely to influence buying practices. This was illustrated by the fact that members in the 50 year and older age category checked home economics trained person and extension bulletins as second and third most frequently used source of information, whereas, non-members in the same age category did not consider these as sources.

The decision that the data supported the first two hypotheses was based on the extent to which each of the five purposes of the study were achieved.

The first purpose of the study was to identify some of the clothing articles purchased by a group of home demonstration club members and non-members. In answering the questionnaire the respondents were asked to check one of three categories for a number of items of clothing belonging to children, boys and men, girls and women. These categorized responses applied to the purchase of ready-made items and were answered as always, sometimes, or never. The findings indicated that the majority of both groups of homemakers always purchased certain items of children's clothing; namely, shoes, undergarments, coats and jackets, and sleeping garments. Three clothing items that were bought sometimes for children by all respondents were play clothes, party dresses, and school dresses. Fewer of the respondents bought party dresses and school dresses than other articles of children's clothing.

Nine items of clothing for boys and men were listed in the questionnaire. All nine of the clothing items were checked as always being purchased by 81 to 98 percent of all homemakers including both members and non-members. Slightly more of the members than non-members indicated that they purchased a greater variety of items of boys and men's clothing.

In purchasing clothing for teenage girls and women the majority of the total number of respondents indicated that they always purchased shoes, coats and jackets, sleepwear, and suits. The other four clothing groups (dresses, skirts, blouses, and sportswear) were checked by the majority as being purchased sometimes. A larger percentage of non-members purchased ready-made clothing items for girls and women than did members. The findings indicated that 57 to 98 percent of all clothing items for the family were usually purchased ready-made with

the exception of two items of children's clothing; namely, school dresses and party dresses and four items in girls and women's clothing; namely, dresses--house, street, dressy,--skirts, blouses, and sportswear. All of these items were purchased sometimes by the majority of homemakers. These findings support the study conducted by Bryan in 1959 with home demonstration members in Oklahoma which revealed that more articles of clothing were purchased ready-made than were produced in the home. Her findings also indicated that 75 percent of the homemakers reported that learning how to select ready-made clothing was important to them.

The second purpose was to identify some of the problems encountered in purchasing ready-made clothing by the member and non-member groups. The findings show that many of the homemakers encountered problems when purchasing clothing for the family. Each respondent was asked to check a list of possible problems related to purchasing family clothing which she believed she encountered usually, sometimes, or never. It was also possible for the respondent to indicate if she was not sure if this was a problem. Selecting well-fitting garments was indicated as a usually encountered problem by over 50 percent of the respondents. Two other problems that members and non-members usually encountered were altering ready-made clothing and selecting dress clothes. Five problems that the majority of homemakers sometimes encountered were selecting accessories, coats and suits, foundation garments, sportswear, and understanding labels. This sequence was different for non-members who listed problems with labels as the second most frequently encountered problem. Over 40 percent of the members indicated that they were not sure if understanding labels was a problem. However, nearly 70 percent of the



non-members indicated this was sometimes a problem. The majority of homemakers did not consider the following as problems in purchasing ready-made clothing: selecting sleeping garments, clothes for the elderly, and children's clothing. The uncertainty of the respondents about the meaning of labels was confirmed by a study conducted by Drake and Grimes who also found that women had difficulty in understanding labels. The reasons why homemakers do not understand labels may be inadequate information on the label or the use of words they do not understand.

The third purpose was to determine some of the buying practices of homemakers in purchasing ready-made clothing. Seven buying practices were included: procedures related to securing family clothing, information sources used, factors considered important, reasons for selection, label information considered valuable, place of purchase, and types of sales patronized. The findings revealed that approximately four out of ten of the respondents spent the same percentage of their annual income as the national average of 10-12 percent. Three out of ten reported that they spent less and the same number reported that they did not know how much they spent.

Few of the respondents reported doing any definite planning particularly written planning or detailed record keeping for the purchases of family clothing. Over 77 percent of both groups of homemakers reported that they did not have a definite plan for dividing the money allocated for clothing among family members. Moreover, over three-fourths of the families did not keep an account of money spent on clothing purchases. Of the 128 respondents, 72 (56.3 percent) reported that they did not have a plan for purchasing the family's clothing while 50

(39.1 percent) reported using a partial plan. Only one homemaker who was a club member indicated that her family used a definite plan. Besson's findings also indicated that relatively few homemakers did any planning or kept records of clothing expenditures. Troelstrup recommended careful planning and detailed record keeping on purchasing of family clothing if the family was to be well dressed in harmony with the family income.

Consequently, these questions arise: Can homemakers purchase clothing which will satisfy family members and fit into the family income without definite planning? Did the homemakers do only mental planning? Did the respondents believe the planning question referred to written planning? Further study may be necessary to learn what type of planning homemakers do and whether they are satisfied with the wardrobes they have in relation to the money spent.

Although over one-half of the homemakers indicated that they paid cash for their clothing purchases, a combination of charge account and cash was checked by 40 percent of them. The Besson study also revealed that clothing for the family was purchased for cash most frequently though second in frequency was the combination of charge account and cash.

Ten sources of information that homemakers use in purchasing clothing for the family were listed in the questionnaire. The most frequently checked source of information used by both groups was past experience which was checked by over 80 percent of the total respondents. Home economics trained person and extension bulletins ranked second and third, respectively, as effective sources of information used by members. However, these sources were least frequently used by non-members.

Friend's advice and magazine advertisements were ranked second and third in frequency by non-members. Magazines published by independent testing laboratories were checked least frequently with less than one-fifth of the respondents reporting them as a source of information. It is natural that individuals would draw on their past experiences but with many new developments in fibers and finishes, past experience may not always be a reliable guide in purchasing clothing. Homemakers may find it necessary to use current information because of the many changes in textile products.

Twelve factors that homemakers may consider in the purchase of ready-made clothing for children, teenage boys, teenage girls, women, and men were listed in the questionnaire. Design or style, price, and care were the three factors most frequently checked as important; whereas, brand name and fiber content were the two factors least frequently checked as important by both groups of homemakers in purchase of clothing for all five groups of family members. The majority of members and non-members considered durability and workmanship important in selecting clothing for children and teenage boys, while harmony and color were considered important in selecting clothing for teenage girls and women. In selecting clothing appearance seemed more important to women than to men, but they also related this to price and care of the garment. Studies by Curtis and Besson also listed design or style, care, and price as important factors considered in the purchase of clothing for women.

Of the eight reasons listed in the questionnaire for purchasing ready-made clothing, lack of time was the most frequently checked. Although more non-members were employed outside the home than were

members, a higher percentage of members than non-members checked lack of time as a reason. The second most frequently given reason was lack of sewing ability. However, more non-members than members gave this as a reason. Do not have a sewing machine and ready-made clothing are less expensive were the least frequently given reasons for purchasing clothing by both groups. Tate and Glisson reported the reasons homemakers purchase clothing ready-made were homemakers are spared long hours in constructing garments at home; garments can be easily purchased and are ready for use; the wearer can see how a garment looks before investing any money; and large numbers of women work outside the home and have less time for home sewing.

In order to see what label information homemakers found helpful, ten kinds were listed. The respondents checked usually, sometimes, or never as their answers to label information considered useful as buying aids for ready-made clothing. Nearly 90 percent of the respondents reported that they usually looked for size, care, and washing instructions on the label. The majority of homemakers sometimes considered shrinkage and colorfastness as important label information. Apparently shrinkage and colorfastness were usually not a problem if the clothing item was given proper care. On the whole, the homemakers indicated that they considered the information found on the label. Studies conducted by Curtis, and Drake and Grimes indicated homemakers usually sought label information and made good use of the information found.

Respondents were asked to check at which of the six places listed in the questionnaire they shopped for clothing for children and for women and men. Both members and non-members checked that they shopped

most frequently at department stores for the entire family. Mail order houses and speciality shops were the second and third most frequently checked place for buying family clothing. Fewer members chose to shop at discount houses than non-members; however, non-members chose variety stores less frequently than members. Since department stores would carry every item of clothing needed by a family and generally carry quality items this may be the reason for it being the most frequently checked place by homemakers.

The fourth purpose was to determine if age, educational level, income, home demonstration club membership, family size, and age of children have any relationship to the purchasing practices and problems of ready-made clothing of families. Members with 16 years or over membership checked a smaller number of problems encountered in purchasing clothing. Less than 50 percent with 16 years or over membership checked that they usually encountered any clothing buying problems. More women on all educational levels excepting those members who had completed college listed selecting well-fitting garments as usually a problem more than any other problem. Members and non-members who studied home economics in high school reported three problems usually encountered in the purchasing of ready-made clothing; namely, selecting well-fitting garments, altering ready-made clothing, and selecting dress clothes. However, members who had studied home economics in college listed most frequently altering ready-made clothing, displeasing salespersons, and selecting well-fitting garments. The problems most frequently mentioned by non-members who had studied home economics in college were selecting dress clothes, altering ready-made clothing, and selecting well-fitting garments.

Respondents in the lower income level (\$2,499 or less) checked fewer sources of information being used. Regardless of age of the homemaker the most frequently used source of information was past experience. The non-members in the 50 years or older category used magazine advertisements and friend's advice as second and third most frequently checked sources of information while the members in the same age group used information from home economics trained persons and extension bulletins. The club members in the middle age group used past experience, home economics trained persons, and magazine advertisements in that descending order of frequency as their sources for information. Non-members who had one to three years of college or were college graduates indicated more sources being used; however, members who had one to three years of high school or were graduates reported using more sources than non-members. A higher percentage of members who had received home economics training in high school or college reported using more sources of information for clothing purchases than non-members, although the difference is very small for several of the sources.

Design was listed by a large majority of respondents in all income levels as important in purchasing women's clothing. Secondly, price was considered by all members and non-members on all income levels with the exception of members in \$5,000 and over income levels who considered care second and price third.

Although the majority of all respondents checked most frequently lack of time to sew as a reason for buying the family clothing ready-made, more members who had belonged to a club four to nine years checked this reason than any other membership category. Regardless of

education level the most frequently given reason for not making clothing at home was lack of time to sew and the second most frequent reason was do not sew well. Members and non-members with one to three years of college listed garments look homemade and garments fit better as second and third most frequently checked reasons for not sewing. All of the respondents who had studied home economics in high school or college except the member group with college training reported the most frequent reason for purchasing ready-made clothing was lack of time. Only one of the 128 respondents reported that she did not have a sewing machine. Members in \$2,499 or less income category gave a wide range of reasons for not sewing. However, not as many gave lack of time to sew as those in the other two income levels.

Slightly more of the members than non-members who had studied home economics in high school and/or college reported that they considered the label information of care, washing instruction, fiber content, shrinkage, size, colorfastness, and finish in the purchasing of clothing.

The findings indicated that age, educational level, income, home demonstration club membership, family size, and ages of children did not seem to have much association with the buying practices and problems which the homemakers indicated that they had.

### Proposals

The fifth purpose of the study was to get information that would be helpful in expanding and improving the Family Living program in the Jefferson County Extension Service. As a result of the findings and the study of other research and related literature the following

suggestions for the development of the Home Economics Extension program may help the homemakers solve some of their clothing buying problems. The proposals will be divided into two categories; namely, programs with homemakers and programs with merchants.

#### Programs with Homemakers

1. Since the findings indicated that certain homemakers are not reached by the Extension Service it is recommended that an organized effort be made to learn why these women do not belong to any home demonstration club and to experiment with ways of encouraging membership or reaching them by other means. Most obvious need seemed to be in reaching young women because almost 59 percent of the members were over 50 years of age and less than five percent under 29 years. Another area that may merit investigation and possible program expansion is serving the lower income families. Information on family income furnished by the Extension Service revealed that over 45 percent of the families in Jefferson County had annual incomes of less than \$3,000, while less than 19 percent of the membership reported incomes of less than \$2,500. At the same time, the findings showed that the non-members were in higher educational and income levels and more of them were employed outside the home, thus, it may be advisable to determine whether their needs are met through other educational sources; or whether they are not club members because the Extension program does not meet their needs and interests.



2. A proposal directed specifically to the clothing phase of Extension Family Living program is to increase emphasis on buying ready-made clothing for the family and on speed methods in clothing construction. The most frequently given reasons by all respondents for purchasing ready-made clothing were the lack of time and lack of sewing ability to construct garments at home. These programs should be designed to meet the special problems in purchasing family clothing which were recognized by a large number of the respondents both members and non-members. The data showed that these should include selecting well-fitting garments, dress clothes, accessories, coats and suits, foundation garments, sportswear, altering ready-made clothing, and understanding labels and clothing and textiles' laws. Since almost no respondents reported any planning or record keeping for family clothing it would be helpful to learn to what extent homemakers' lack of planning and record keeping may influence their satisfactions with their purchases and their return on money invested in clothing. Perhaps different methods than those previously used and which require a minimum of time and effort must be developed for planning and keeping records.
3. A third proposal deals with use of different types of information as buying aids. Less than half of the members and ten percent or less of the non-members reported use of extension bulletins, home economics trained person, or reports of testing laboratories as aids in buying family clothing. In order to increase the use of educational types of information

it may be necessary to learn why they are not used. May the reasons be that homemakers do not know about them; find them difficult to obtain; do not consider them helpful; or do not find them interesting enough to read? Is enough emphasis placed on such types of information in club programs and in mass media of communication? Should government bulletins be made available in other places than the Extension office?

4. It is recommended that identifying and encouraging leaders representing all communities within the county be continued. They could cooperate in community action programs by gathering necessary information; developing methods for expanding programs; as well as developing programs that will meet needs and interests of homemakers on all socio-economic levels.
5. The home demonstration agent will seek the assistance of other home economists in the county in developing an over-all clothing program for the homemakers of the county. They will be involved in the planning, conducting, and evaluation of the clothing program for the county.

#### Programs with Merchants

1. Effective consumer buying is promoted by understanding and cooperation between retailer and consumer. Hence the effectiveness of Extension programs in consumer education can be promoted through work with merchants of the county. Since merchants will stock what consumers will buy, they are generally interested in learning more about the needs and wants of the families in the community. Consequently, home

demonstration club members could give a real service by surveying the homemakers of the communities to learn of their wants and problems in providing this information to the merchants.

2. Since less than one-fourth of the members and non-members recognized salespeople as sources of information, this may show that salespeople are inadequately informed about the products they sell.
3. The trained home economist may offer in-service training to salespeople concerning the products they sell and selling methods.
4. Programs may be developed to enable homemakers to work with merchants and dry cleaners concerning effective labeling, selection of quality garments, care of clothing, and setting up displays for providing consumer information to homemakers.

#### Recommendations

The writer suggests further investigation in the buying practices and problems of the homemaker and her family. These include the following:

1. Further study should include a larger population sample.  
When the 128 respondents were divided into groups according to the variables, the numbers in some groups were too small to be considered. It was difficult to ascertain if the differences in the practices and problems of buying family clothing were a direct result of the variables.

2. Greater emphasis should be placed on the importance of education in the buying, use, and care of clothing for all family members, including analysis of clothing expenditures, directed toward intelligent consumer choices and development of distinctive taste.
3. Young people have an influence on the type of clothing that is sold. It is recommended senior 4-H boys and girls be included in the study. Consequently, these questions arise:  
Do peer groups have any influence on the type of clothing selected? What factors do teenagers consider important in selecting their own clothing? Who do they rely on for information about clothing purchases? What proportion of their own clothing do they buy and what method of payment is used in purchasing their clothing? What type of planning and record keeping do they use for clothing expenditures? Do they have a specific amount of money allocated to them for purchasing clothing for a particular period of time? How satisfied are they with their purchases in relation to the money spent? Does the 4-H sewing program have any influence on the amount of garments 4-H girls make instead of purchasing ready-made?
4. Merchandisers should be included in the study to help identify some of the buying practices and problems the homemaker and her family have presented in purchasing ready-made clothing. The merchants would be able to reveal what factors homemakers considered important; kinds of clothing items the family

most frequently purchases; kinds of label information that are considered helpful by them and the homemaker; sources of information homemakers rely on in purchasing clothing; method of paying for clothing items; and some of the problems encountered by the homemaker and her family.

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## APPENDIX

### INSTRUCTIONS FOR THE QUESTIONNAIRE

This study is concerned with identifying some of the ready-made clothing buying practices and problems encountered by two groups of selected homemakers in Jefferson County, Oklahoma; namely, (1) home demonstration club members and (2) non-members. The information obtained from you and other homemakers in Jefferson County will be used to strengthen the clothing phase of the Extension Home Economics program. The questionnaire is organized into three parts; namely, (a) personal information concerning the homemaker and her family, (b) a list of clothing articles the homemaker may purchase for her family, and (c) problems that may be encountered in making these purchases.

Your club is one of the four clubs in the county selected to participate in this study. You will receive two questionnaires, one is to be answered by you and the second questionnaire is to be answered by a non-member of your choice. There are no right or wrong answers to the questions. Answer the questions honestly and do not sign your name to the questionnaire. The information will be considered confidential.

Schedule No. \_\_\_\_\_

QUESTIONNAIRE TO IDENTIFY READY-MADE CLOTHING BUYING PRACTICES  
AND PROBLEMS OF JEFFERSON COUNTY FAMILIES

The following questions are general information about you and your family.  
Please check the spaces that apply to you.

1A. Are you a member of a home demonstration club? Yes \_\_\_\_\_ No \_\_\_\_\_

1B. If yes, how many years have you been a member?

\_\_\_\_\_ (1) Less than 4 years                      \_\_\_\_\_ (3) 10 - 15 years  
\_\_\_\_\_ (2) 4 - 9 years                              \_\_\_\_\_ (4) 16 years and over

2. Which of the following describes your marital status?

\_\_\_\_\_ (1) Married                                      \_\_\_\_\_ (3) Divorced  
\_\_\_\_\_ (2) Widowed

3. What is your age group as of your last birthday?

\_\_\_\_\_ (1) 19 - 29 years                              \_\_\_\_\_ (3) 50 years or older  
\_\_\_\_\_ (2) 30 - 49 years

4. How many children living in your household are in each of the age groups listed below? (Write in number).

A. Boys

B. Girls

\_\_\_\_\_ (1) Infant through 5 years                      \_\_\_\_\_ (1) Infant through 5 years  
\_\_\_\_\_ (2) 6 - 12 years                                      \_\_\_\_\_ (2) 6 - 12 years  
\_\_\_\_\_ (3) 13 - 20 years                                      \_\_\_\_\_ (3) 13 - 20 years

5. What is the highest year in school you have completed?

\_\_\_\_\_ (1) 8th grade or less                              \_\_\_\_\_ (4) 1 - 3 years college  
\_\_\_\_\_ (2) 1 - 3 years high school                      \_\_\_\_\_ (5) Completed college  
\_\_\_\_\_ (3) Completed high school

6. Did you have any courses in home economics while:

A. In high school \_\_\_\_\_ (1) yes                      \_\_\_\_\_ (0) no  
B. In college \_\_\_\_\_ (1) yes                      \_\_\_\_\_ (0) no

7. Check the group which is nearest to your total family income.

\_\_\_\_\_ (1) \$1,499 or less                                      \_\_\_\_\_ (4) \$ 5,000 - \$9,999  
\_\_\_\_\_ (2) \$1,500 - \$2,499                                      \_\_\_\_\_ (5) \$10,000 and over  
\_\_\_\_\_ (3) \$2,500 - \$4,999

8. Are you employed outside the home?

\_\_\_\_\_ (1) No \_\_\_\_\_ (2) Full time \_\_\_\_\_ (3) Part time

9. Several sources of information about clothing fabrics, performance features and styles are available to consumers. Which of the following sources of information do you rely on in purchasing ready-made clothing? (Check as many as you use effectively.)

_____ (1) Magazine advertisement	_____ (6) Magazines published by testing laboratories
_____ (2) Magazine articles	_____ (7) Salespersons
_____ (3) Newspaper advertisement	_____ (8) Your past experience
_____ (4) Newspaper articles	_____ (9) Friend's advice
_____ (5) Extension bulletins	_____ (10) Home economics trained persons

10. Check the most important factors from those listed below that you would look for in purchasing ready-made clothing for children under twelve, teenage girls, teenage boys, women and men. (Check each group you would buy for).

Factors	Children	Teenage Girls	Teenage Boys	Women	Men
1. Design or style of garment					
2. Color					
3. Durability of fabric					
4. Workmanship					
5. Brand name					
6. Weight of fabric					
7. Fiber content					
8. Texture of fabric					
9. Harmony with present wardrobe					
10. Care it will require					
11. Informative label					
12. Price of garment					

11. For what reasons do you purchase ready-made garments?  
(Check as many as apply to you.)

\_\_\_\_\_ (1) Lack of time to sew.  
 \_\_\_\_\_ (2) Do not sew well.  
 \_\_\_\_\_ (3) Less expensive.  
 \_\_\_\_\_ (4) Garments fit better.  
 \_\_\_\_\_ (5) Garments you make look "homemade."  
 \_\_\_\_\_ (6) Do not like to sew.  
 \_\_\_\_\_ (7) Do not have a sewing machine.  
 \_\_\_\_\_ (8) Too time consuming.

12. Labels on garments are an effective means of conveying needed information to the consumer. Check in the appropriate space below the information that you look for on the label.

	Always (0)	Sometimes (1)	Never (2)
(1) Care (dry clean or wash)	_____	_____	_____
(2) Washing instructions	_____	_____	_____
(3) Fiber content	_____	_____	_____
(4) Shrinkage	_____	_____	_____
(5) Size	_____	_____	_____
(6) Brand	_____	_____	_____
(7) Colorfastness	_____	_____	_____
(8) Finish	_____	_____	_____
(9) Manufacturer's name	_____	_____	_____
(10) Special seals			
(a) Good Housekeeping	_____	_____	_____
(b) Parent's Magazine	_____	_____	_____
(11) Add others that you might use _____			
_____			
_____			

13. There are several laws and regulations to protect the consumer of clothing and textiles. Are you familiar with these laws?

1. Wool Product Label Act \_\_\_\_\_(1) yes \_\_\_\_\_(0) no
2. Textile Fiber Products Identification Act \_\_\_\_\_(1) yes \_\_\_\_\_(0) no
3. Fur Products Labeling Act \_\_\_\_\_(1) yes \_\_\_\_\_(0) no
4. American Standard Act \_\_\_\_\_(1) yes \_\_\_\_\_(0) no
5. Federal Flammable Fabrics Act \_\_\_\_\_(1) yes \_\_\_\_\_(0) no

14. Where does the family shop for ready-made clothing purchases?

- A. Children (highschool age and under. If you have no children go to part B).

- \_\_\_\_\_ (1) Department store  
 \_\_\_\_\_ (2) Chain store  
 \_\_\_\_\_ (3) Speciality shop  
 \_\_\_\_\_ (4) Mail order  
 \_\_\_\_\_ (5) Variety store  
 \_\_\_\_\_ (6) Discount store

- B. Women and men's clothing

- \_\_\_\_\_ (1) Department store  
 \_\_\_\_\_ (2) Chain store  
 \_\_\_\_\_ (3) Speciality shop  
 \_\_\_\_\_ (4) Mail order  
 \_\_\_\_\_ (5) Variety store  
 \_\_\_\_\_ (6) Discount store

15. Families may purchase some of their clothing needs at sales.

- A. Do you buy at sales?

\_\_\_\_\_ (0) usually \_\_\_\_\_ (1) sometimes \_\_\_\_\_ (2) never

If the answer is usually or sometimes, go to part B.

- B. At what types of sales do you buy?

	Usually (0)	Sometimes (1)	Never (2)
1. Clearance sales	_____	_____	_____
2. Special purchase sale	_____	_____	_____
3. Annual sales	_____	_____	_____
4. Anniversary sales	_____	_____	_____

16. When purchasing ready-made clothing I find these are my problems.  
(Check as many as apply to you).

	Usually (0)	Sometimes (1)	Never (2)	Not sure (3)
1. Selecting well-fitting garments	_____	_____	_____	_____
2. Selecting accessories	_____	_____	_____	_____
3. Altering ready-made clothes	_____	_____	_____	_____
4. Understanding labels	_____	_____	_____	_____
5. Selecting clothes for children	_____	_____	_____	_____
6. Selecting coats and suits for adults	_____	_____	_____	_____
7. Selecting comfortable sleeping garments	_____	_____	_____	_____
8. Selecting sportswear	_____	_____	_____	_____
9. Selecting dress clothes	_____	_____	_____	_____
10. Selecting clothes for elderly	_____	_____	_____	_____
11. Selecting foundation garments	_____	_____	_____	_____
12. Displeasing salespersons	_____	_____	_____	_____

List any other problems you have that have not been covered with-  
in the questions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

17. Would you be interested in attending workshops on the problems checked in question 16? (These workshops would be conducted by the county Extension office and would be available free of charge).

\_\_\_\_\_ (1) yes      \_\_\_\_\_ (0) no

18. Many homemakers find that it is more profitable to purchase clothing ready-made than to make them. Check in the appropriate space below the clothing you always buy, sometimes buy, or never buy, and whether you are always satisfied, sometimes satisfied, or never satisfied with the purchase.

	Frequency of Buying			Satisfaction with Purchase		
	Always	Sometimes	Never	Always	Sometimes	Never
	(1)	(2)	(3)	(4)	(5)	(6)
A. Children's Clothing (Grade school age and under). If you do not have children, go on to part B.						
1. Coats, jackets						
2. Sleeping garments						
3. Play clothes						
4. School dress						
5. Party dress						
6. Undergarments						
7. Shoes						
B. Men and Boy's Clothing (If you do not buy for this group, go to part C)						
1. Coats						
2. Suits						
3. Trousers						
4. Jackets						
5. Shirts						
6. Sports Clothes						
7. Underwear						
8. Night wear						
9. Shoes						

C. Women's Clothing  
(Highschool age and over)

	Frequency of Buying			Satisfaction with Purchase		
	Always (1)	Sometimes (2)	Never (3)	Always (4)	Sometimes (5)	Never (6)
1. Coats, jackets						
2. Suits						
3. Dresses:						
a. House						
b. Street						
c. Dressy						
4. Skirts						
5. Blouses						
6. Sports Wear						
7. Sleep Wear						
8. Shoes						

Now we have a few basic items related to clothing management..

19. Families have various ways of keeping records of expenses such as sales slips, itemized records, keeping check stubs, and sometimes memory.

A. Do you keep account of money spent on ready-made clothing purchases?

\_\_\_\_\_ (1) yes \_\_\_\_\_ (0) no

B. If yes, what kind of record? \_\_\_\_\_

20. Families usually have a plan for buying the family clothing. Some make a detailed plan, some a partial plan, still others may not do any planning at all. What are your practices regarding planning clothing expenditures?

\_\_\_\_\_ (1) Plan  
\_\_\_\_\_ (2) Partial Plan

\_\_\_\_\_ (3) No plan  
\_\_\_\_\_ (4) Other (what?)



21. In buying ready-made clothing, do you buy clothes on a charge account, do you always pay cash, or perhaps you sometimes use the lay-a-way plan of buying?

\_\_\_\_\_ (1) Always cash      \_\_\_\_\_ (3) Charge account and cash  
\_\_\_\_\_ (2) Charge accounts      \_\_\_\_\_ (4) Lay-a-way

22. Have you had clothing items on lay-a-way that you have not claimed?

\_\_\_\_\_ (1) yes      \_\_\_\_\_ (0) no

23. Have you had credit obligations for which you have missed payments?

\_\_\_\_\_ (1) yes      \_\_\_\_\_ (0) no

24. In taking care of the clothing needs of your family, do you proportion a certain amount of money to each family member to spend on clothing for a given period?

\_\_\_\_\_ (1) Always      \_\_\_\_\_ (2) Sometimes      \_\_\_\_\_ (3) Never

25. According to national figures families spend 10 - 12 percent of yearly income on clothing. Did your family spend more, less, or the average on clothing for your family?

\_\_\_\_\_ (1) More      \_\_\_\_\_ (2) Less      \_\_\_\_\_ (3) Average

Do not know \_\_\_\_\_

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