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CONTENT

A STUDY OF THE CURRENT
PRACTICES IN BUYING CLOTHING
FOR CERTAIN PRESCHOOL
CHILDREN IN OKLAHOMA

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A STUDY OF THE CURRENT
PRACTICES IN BUYING CLOTHING,
FOR CERTAIN PRESCHOOL
CHILDREN IN OKLAHOMA

By

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INTRODUCTION

In 1929 the United States Bureau of Home Economics embarked upon a program to bring about more careful thought in planning of the clothing for the preschool child. Until that time children's clothing was prepared in a haphazard way, and followed old and unquestioned traditions. The program was first introduced to mothers enrolled in child study classes. Since that time there has been a widespread movement towards scientifically designed clothing for the preschool child.

"If we realize that children are not miniature adults, but individuals with habits, tendencies and difficulties all their own, we shall cease designing their clothing according to fashions made for adults and shall give them garments adapted to their activities and abilities, comfortable, artistic, easy to handle and launder, durable, and whenever possible constructed and fastened so that the child may learn self-care."¹

It was not until small children were gathered together in groups that particular consideration of the relation of their clothing to their physical development was considered to any extent. The first organized step was taken through the Bureau of Home Economics when they studied children at work and at play and discovered that their clothing not only did not contribute to their physical development but was, in most cases, a real handicap.

As a result, certain self-help features were introduced in clothing of young children. A number of studies have contributed to our information in this respect. Three studies of particular interest in children's clothing have been carried on in colleges in the United States. One² of these had to do with the structural design of the

1 Iva Irene Sell, *Clothes for the Preschool Child*, *Journal of Home Economics*, (July 1928).

2 Iva Irene Sell, *A study of the structural design of the clothing of pre-school children in relation to self care*. (Master's Thesis, University of Minnesota, 1927.)

preschool children in relation to self-care. Another³ was the study of clothing for children from one to six. The third⁴ was a study of children's clothing in relation to health. Numerous leaflets and bulletins have been prepared and distributed by the Bureau of Home Economics, Department of Agriculture, Washington, D. C., in an effort to inform parents how children's clothing may aid rather than hinder the young child. While only one book⁵ has been written which was devoted entirely to the subject of proper design and selection of children's clothing, several recent books on the subject of child care were found to have chapters which deal with proper clothing for children.

This particular study was undertaken to determine the practices of certain mothers in Oklahoma in regard to the selection of clothing for preschool children and to ascertain to what extent current practices correspond with the established standards.

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- 3 Bessie L. Alford, A study of clothing of children ages from one to six. (Master's thesis, University of Chicago, 1931.)
 - 4 Faye P. Nitcher, Children's clothing in relation to health. (Master's thesis, Kansas State College, 1925.)
 - 5 Florence Young, Clothing the Child.

PROCEDURE

Information as to the extent to which mothers in Oklahoma follow the established practices in selecting clothing for their children was obtained by the questionnaire⁶ method.

A questionnaire dealing with the many aspects of children's clothing was prepared and distributed among three groups in the state. Group one represents mothers of the rural districts, group two small towns and city mothers, and group three nursery school mothers. County demonstration agents from selected representative counties in each district distributed the questionnaires to mothers in the farm women's clubs in their counties. Parent-education directors in the various districts distributed them to mothers in their classes in small towns and cities. Mothers of children in the Nursery School, Oklahoma Agricultural and Mechanical College, Stillwater, were given the questionnaires by nursery school workers.

Five hundred questionnaires were sent out and distributed to every section of the state so that the results might not be effected by geographic location. When they were returned and tabulated it was found that 275 had been returned, a number sufficient to afford a fair sampling of current practices.

When the questionnaires were tabulated it was found that the 275 returned questionnaires represented 162 boys and 184 girls. They were so worded that a preference or practice could be checked by the mothers on questions pertaining to boys, or only to girls, or to both boys and girls. The total number of mothers filling out the questionnaires,

6 Questionnaire in Appendix.

275, was considered when finding the per cents.

It is worthy of note that this picture of practices in Oklahoma in all probability represents the best practices in the state, since the questionnaires were filled in by mothers enrolled in various study clubs. While it is likely that most of them did not have special instruction concerning the clothing for preschool children, it is evident that as members of study groups, they are alert to any information which has to do with the welfare of their children.

INTERPRETATION OF DATA

PRESCHOOL GARMENTS MADE AT HOME

"A generation ago mothers made most of the clothing for their preschool children. There was an advantage in this practice, for mothers could select the material, and design the clothing according to the needs of the child. Not many mothers, however, took advantage of this opportunity; they did not know the child's needs."⁷

It has been within the last ten years that attention has been given more and more to the designing of clothing for the preschool child. Nursery school leaders, psychologists, physiologists, physicians, and home economists have given of their time and attention to assist in improving the features which may most assist the preschool child in normal development.

As a result, patterns designed by the Bureau of Home Economics, Washington, D. C., are available. Garments are designed and made up by the Bureau, and tried out by mothers and nursery school teachers. If the design meets the approval of mothers and nursery school teachers the pattern is given to commercial pattern companies and thus made available to the public. The Bureau of Home Economics has, also, traveling exhibits of properly designed clothing for the preschool child which may be borrowed by extension groups, child clinics, and nursery school centers.

Manufacturers, too, have conceived the idea of the demand for scientifically designed clothing for the preschool child, and many garments are being offered on the market with acceptable self-help features.

⁷ Harold H. Anderson, *Children in the Family*, p. 181.

Since the newly recommended self-help features are being incorporated in the readymade garments, there arises the question concerning possible reasons why mothers sew for their children, and the garments they most often make.

"Many articles made at home can be bought with greater saving of money and give better satisfaction than those bought readymade. Doubtless all will agree that regardless of the price it would be foolish to try to make all garments at home."⁸

The extent to which mothers of preschool children in Oklahoma sew for their children was determined by this study. It was found that sleeping garments were more often made at home than other garments. Play garments were next. Only 7.6% of the mothers stated that they do no sewing for their children. Below is the order in which mothers make all the garments, as found from tabulations:

Boys	Per Cent	Girls	Per Cent
1. Sleeping Garments	30.9	1. Sleeping Garments	34.9
2. Play Garments	21.4	2. Underwear	30.0
3. Sun suits	17.1	3. Dresses for Special Occasion	22.5
4. Underwear	15.6	4. Play Garments	20.0
5. Suits for Special Occasion	14.5	5. Coats	20.0
6. Coats	12.0	6. Sun suits	11.3

As can be seen from the above table, boys' coats are made least often by mothers, and a very small number make suits for special occasions. On the other hand, nearly twice as many mothers of girls make dresses for special occasions.

⁸ Florence Young, *Clothing the Child*, p. 113.

The following table gives the amount of sewing done for pre-school children as shown by tabulations:

	Boys - Per Cent			Girls - Per Cent		
	All	Part	None	All	Part	None
Underwear	15.6	28.0	29.1	20.7	30.5	10.2
Sleeping garments	30.9	22.5	17.1	34.9	17.5	16.6
Coats	12.0	13.1	23.6	21.4	20.0	17.5
Sunsuits	17.1	14.5	16.0	20.4	11.3	14.2
Play garments	21.4	22.1	17.8	30.2	21.1	7.6
Suits and dresses for special occasion	14.2	20.7	18.9	26.5	22.5	6.6

It appears from this table that larger per cents of mothers make either all or part of the garments for their children than do no sewing. Fewer underwear and coats for boys are homemade than any of the other garments. Mothers least often make sleeping garments, sunsuits, and play garments for boys than other garments.

Similarly, mothers make fewer of their daughter's coats than any other garment. There were only 7.6% of the mothers who make none of the play garments for their girls, and only 6.6% of them make none of the dresses for special occasions. It is interesting to note that mothers more often make clothing for special occasions for girls than for boys. The per cents of mothers who do none of the girls' sewing are smaller than those doing none of the boys' sewing.

REASONS FOR SEWING

Below is a table showing predominating reasons why mothers in Oklahoma choose to sew for their preschool children, as shown by tabulation of the questionnaires:

	Boys - Per Cent	Girls - Per Cent
Saving of money	41.8	58.5
Durability of cloth	33.2	46.5
Fastness of colors	24.0	39.7
Suited to individual child	25.4	39.6
Easy to launder	20.0	27.6
Good design and style	17.1	29.8
Fastenings suitable for child	17.1	25.1
Trimings suitable	18.9	21.8
Permanent seam finishings	27.6	35.2
Opportunity for developing self-help	17.8	22.5
Enjoy sewing	26.9	42.9
Possess skill	10.3	21.4
Expensive to hire	27.6	32.7
More garments possible	36.0	46.9
Garments alterable	19.6	34.5

This table shows that the economic question predominates in providing reasons why Oklahoma mothers sew for their preschool children.

Many more mothers gave "saving of money" as a reason for sewing than any other. "Durability of cloth" and "more garments possible" ranked next to "saving of money". Nearly twice as many stated that they sew because they enjoy sewing as sew because they possess skill.

A good per cent of mothers of girls stated that they sew in order to get clothing "suited to the individual child". Not so large a per cent of mothers of boys appeared to have individuality in mind. "Fastness of color" showed to be an important factor in inducing mothers to sew.

As can be seen from the table only 17.8% mothers of boys, and 22.5% expressed a desire to sew in order to attain self-help garments for girls. It might be inferred that the mothers are either not especially interested in self-help garments, or they do not believe the garments made at home have superiority over readymade garments in that respect.

Many mothers think that colors in materials that they use for sewing are more fast than in readymade garments. There were 24.0% who gave "color fastness" as a reason for sewing for boys, and 39.7% gave the same reason for sewing for girls. A little more than one-fifth of the mothers stated that one reason why they sew is because the garments they make are easier to launder than readymade garments.

Less than one-half as many of the mothers stated that they sew for boys because they have skill as sew for girls because they have skill. Boys' clothing is considered more difficult to make than girls'.

While there are many reasons which aid in causing mothers to sew for their children, it may be concluded that they do it most often to save money, to have better materials, and to have more garments.

REASONS FOR BUYING GARMENTS READYMADE

Just as it was found that mothers sew for their children most often to save money, it was found that they buy readymade garments most often to save time.

The following table gives the predominating reasons given by the mothers for sewing for their children:

	Boys - Per Cent	Girls - Per Cent
Saves time	33.1	31.2
No time to sew	8.0	6.5
Unskilled in sewing	12.3	9.1
Expensive to hire seamstress	20.0	13.1
Good design	21.8	10.9
Choice of style	14.3	14.1
Good workmanship	12.0	6.9
Large choice of colors	13.8	5.8
Color fastness	9.1	4.3
Opportunity for developing self-help	9.4	3.9
Suitable trimmings	9.4	5.4
Satisfactory fastenings	10.9	5.1
Serviceable	16.7	8.3
Easy to launder	7.6	5.4
Garments alterable	7.2	5.8

Next to saving of time, the largest per cents think that the designs in readymade garments are better than can be had if the garments are made at home. Next to saving of time, the largest per cents stated they buy girls' things readymade because they have a choice of style.

One-fifth of the mothers of boys stated that they buy readymade clothing because it is too expensive to hire a seamstress, while only 13.1% gave that as a reason for buying girls' clothes readymade.

The reasons which least often prompt mothers to buy clothing readymade for their preschool children are: garments alterable, easy to launder, and no time to sew.

Only 3.9% stated that they buy girls' garments readymade because the readymade garment has self-help features; 9.4% of the mothers gave opportunity for development of self-help as a reason for buying readymade garments for boys.

It may be concluded that most mothers buy readymade garments for their children because it saves time, and not because they consider readymade garments superior as to material, workmanship, or design.

POINTS DISLIKED ABOUT READYMADE GARMENTS

It was found that the points most often disliked about readymade clothing for the preschool child were those points which relate to cost, workmanship, and material.

The following table shows the distribution of per cents of the mothers who dislike certain points about readymade clothing:

	Boys	Girls
Hard to launder	24.0	28.0
Expensive (unless on sale)	36.0	43.3
Materials inferior	29.8	34.5
Material fades	11.6	8.3
Inadequate assortment of colors	9.8	15.2
Many models alike	21.8	30.9
Have belts	.06	.06
Do not have belts	.05	.02
Pockets too small	14.5	10.2
Elastic in bloomers		
Too tight	9.1	20.7
Wrong type	4.4	21.1
Poor quality	15.6	33.1
Plackets too small	1.5	15.3
Poor design	5.8	10.9
Poor workmanship		
Stitches break	18.9	35.6
Uneven stitching	14.2	8.9
Buttonholes tear out	30.2	37.9
Trimmings undesirable		
Loose collars	5.4	12.7
Sewed down collars	2.6	6.2
Bias tape sewed on poorly	21.8	32.9
Fastenings unsatisfactory	16.3	28.5

It was found in this study that mothers who sew for their children do so most often because it is a saving of money. From the above table it can be seen that the point most disliked about ready-made children's garments is that they are considered expensive. There were 36.0% who think readymade garments for boys are too expensive, and 43.3% who had the same opinion as to readymade girls' clothing. The next biggest complaint was that buttonholes tear out. A larger per cent thought that buttonholes tear out on girls' clothing than on boys'. The next point most often checked was the complaint that the material in readymade clothing is inferior. A larger per cent expressed this complaint for clothing for girls.

Twice as many mothers of girls as of boys stated that they dislike readymade garments because the stitches break. This is probably true because boys' clothes are so often double stitched. Mothers objected more often to readymade clothing having many models alike for girls than for boys.

"Bias tape sewed on poorly" was a point more often checked for girls than for boys. This may be true because bias tape is not so often used on boys' clothing as on girls'.

Only 16.3% of the mothers expressed dissatisfaction with the type of fastenings on boys' readymade garments, while 28.3% of the mothers of girls complained of fastenings on girls' clothes that are readymade.

Very few of the mothers checked the points concerning whether they do or do not dislike belts on readymade garments. A larger per cent of mothers expressed a dislike for loose collars than for sewed-down collars. There were 15.3% of the mothers who stated that plackets

are too small in readymade clothing for girls, while only 11.3% said that boys' plackets are too small.

It may be concluded that mothers of preschool children in Oklahoma object most to the following points concerning readymade clothing for their children: expensive, materials inferior, hard to launder, button-holes tear out, and stitches break.

PLACES WHERE CHILDREN'S GARMENTS ARE PURCHASED

It was found in this study that the local store is the place where most clothing for preschool children is bought in Oklahoma. By far the largest per cents of mothers stated that they purchase the various garments for their children from their local store.

The following table gives the per cents of mothers who buy garments at the various places where children's garments are sold:

	Boys - Per Cent				Girls - Per Cent			
	Local:Store	Mail:Order	Large:Shop- ping center	Agents:	Local:Store	Mail:Order	Large:Shop- ping center	Agents:
Underwear	35.6	6.2	11.6	0	37.4	3.0	9.1	0
Sleeping Garments	28.	2.5	7.6	0	28.3	3.0	5.8	0
Wraps	28.	2.5	11.6	0	26.2	3.0	19.1	0
Sunsuits	23.3	1.4	5.8	0	24.	1.1	9.5	0
Play garments	30.2	1.8	6.9	0	26.6	.3	6.9	0
Shoes	39.9	2.9	11.6	0	36.5	2.5	22.2	0
Hose	41.8	2.5	7.3	0	47.6	2.5	9.1	0
Suits or dresses for special occasions	25.8	2.2	11.6		22.4	.7	12.4	
Materials for sewing	44.	2.5	8.7		44.3	.4	12.4	

It will be noted from this table that very small per cents patronize mail order houses for children's clothing, and none stated that they buy from agents. Many more garments are bought

from large shopping centers than from mail order houses.

It was found that hose are more often bought at the local store and less often bought from other places than other articles of clothing. Shoes are more often bought at the larger shopping center than any other clothing article. Sleeping garments are least often bought at the large shopping center.

Underwear is more often bought by mail order than any other garment. Sun suits and play garments are bought less often from a mail order house than any other part of the wardrobe for the preschool child.

Materials for sewing and hose lead the list for articles most often purchased at the local store.

Reasons which cause the mothers to buy where they do were determined. The table below gives in per cents the reasons influencing purchase places of children's garments:

	Boys	Girls
Cost less	29.4	28.0
Convenient	42.9	46.5
Better choice possible	32.3	32.7
Favorite brands available	26.9	20.9
Desire to patronize home merchant	35.2	40.0
Charge account	28.0	28.4
Guarantee	28.0	28.4

It may be seen from this table that the predominating reason why mothers buy at the local store more than at any other place is because

it is convenient. Strangely enough, the reason next in importance is the fact that they desire to patronize the home merchant. These reasons predominate in the selection of boys' as well as girls' garments.

The reason least important to the mothers with reference to selection of the place to purchase her children's clothing is the fact that their favorite brands are available. An equal per cent gave as their reason that they buy where they do because they have a charge account and stated that the guarantee influences their selection.

"Better choice available" was a reason checked by a large number of the mothers. It would appear that, since the mothers so often think of the fact that they have a better choice available, the large shopping center would be where they do most shopping. However, they have better opportunity to know of sales and of the articles available in the local store.

FASTENINGS AND OPENINGS

In clothing for the preschool child the fastenings and openings provide a nucleus around which the design is built. The extent to which a garment promotes or precludes the learning of self-help depends largely upon the selection and placing of the fastenings and openings.

It is important to have openings, properly placed, to permit the child to get in and out easily, plackets easily reached, and fasteners simple enough to encourage the child's trying to manage them.

"Children are slow, but they take delight in helping to dress themselves. There should be the least possible number of buttons. The buttons should be within reach. It is thoughtless and inexcusable to have a little girl's dress button up the back. This unthinking error does not occur as frequently in boys' clothing, possibly because of the sensible tradition of having father's shirt button in front. A study made with children between the ages of three and five demonstrated that they could button and unbutton more easily when the buttons were one-half inch in diameter or larger. Buttons smaller than one-half inch in diameter are not desirable for children's clothing. This study showed unmistakably that buttonholes were much preferable to loops. Loops can be recommended for the child's clothing only if made of heavy cord or tape and if the ends spread apart where the cord joins the garment. Overalls or trousers that have suspenders might well be fastened with such loops instead of with stamped metal buckles that are so difficult for small fingers to manage."⁹

In a study made by Edith M. Sunderlin, State of Iowa, Department of Child Welfare, on Fastenings on Clothing of Preschool Children, some interesting facts were found. The purpose of the study was "(1) to determine the relative difficulty of certain fastenings on clothing of a child of preschool age; (2) to develop a technique for the establish-

⁹ Harold Anderson, Children in the Family, Chapter X.

ment of norms of achievement on certain fastenings." Her conclusion states: "No one size button can be said to be the most satisfactory button, but sizes $5/8$ ", $3/4$ ", and $7/8$ " buttons were more satisfactory than the sizes $1/4$ ", $3/8$ ", and $1/2$ "."

In a study made by Anna E. Bayha, Home Economics Department, Michigan State College, East Lansing, Michigan, the following conclusions were reached:

- (1) Zippers are the easiest and take the least time to manipulate.
- (2) Large buttons are better than small.
- (3) Buttons three-fourths of an inch in diameter are better for preschool age.
- (4) Bows cannot be tied until the fifth year and should not appear on children's clothing if the child is to dress himself.
- (5) Snaps are not practical unless of the large variety that are inserted by machinery, and should not be used on children under four years.
- (6) Hooks and eyes are quite impossible.
- (7) Front openings are the most convenient.
- (8) Right and left sides can be buttoned equally well, but not so easily as front.
- (9) A button at side of waistline is not easily managed.
- (10) Back openings are most difficult.
- (11) Fastenings should not be concealed under pleats.
- (12) Smallest number of buttons or fasteners makes for speed in dressing."¹⁰

In this study of practices and preferences of Oklahoma mothers of preschool children the mothers were asked to check the size of button, and the type of fastening and opening preferred. This is the distribution of per cents of Oklahoma mothers who preferred the various sizes of buttons:

<u>Buttons</u>	
1/4 inch	18.9%
3/8 "	24.7%
1/2 "	35.6%
5/8 "	12.7%
3/4 "	12.3%

It will be noted that a majority of mothers filling in the questionnaire prefer a button one-half inch in diameter and less. The smallest number of mothers expressed a preference for the three-fourths inch button. Since experts tell us that buttons for the pre-school child should be one-half inch or larger in diameter, it might be suggested that buttons preferred by the Oklahoma mothers are slightly too small for the best development in the child.

The question concerning the type of fastenings preferred show that buttons are first, for both girls and boys. Zippers are next for boys, and snaps second for girls. Ties are a close second with snaps as a preference for girls.

Below is a table showing the choice of openings for boys and girls:

	Boys - Per Cent	Girls - Per Cent
Shoulder Opening	11.2	13.1
Front Opening	37.4	35.6
Side Opening	4.7	8.0
Back Opening	8.0	22.8
Slip Over Styles	20.3	33.4

It will be noted that the front opening is the most popular opening with mothers of both boys and girls. Slip over styles are evidently not unpopular. There were 22.8% of the mothers expressing a preference for back openings for girls, while only 8% liked them for boys. Side openings seem to be least popular for girls and boys alike.

	Boys - Per Cent	Girls - Per Cent
Zipper	38.9	18.2
Ties	12.3	22.2
Snaps	9.4	27.6
Hooks and eyes	6.2	11.2
Loops	5.4	8.0
Shoulder openings	11.2	13.1
Front openings	37.4	35.6
Side openings	4.7	8.0
Back openings	8.0	22.8
Slip over styles	20.3	33.4

SHOES

The average person walks 56,000 miles during a lifetime. He wears shoes two-thirds of his life. Careful selection of shoes for the preschool child is one of the cornerstones of adult health. It is necessary not only to select shoes that are properly shaped and fitted to the delicately adjusted mechanism of the human foot, but they must now also be selected in accordance with the recently self-help features.

It is generally agreed that a shoe for the preschool child should have a straight inside line, and the toe should be wide enough to permit the spread of the toes. The length should be one-half to three-fourths beyond the great toe, the width one-fourth wider than the foot width, and the height at the toe should be sufficiently deep to prevent pinching.

Thought should be given to the material in the shoe for the preschool child. Patent leather, which is non-porous and impervious to air, prevents evaporation of moisture, and is not considered a good material for children's shoes. A light weight, soft leather is most desirable, because of its pliability, softness, and lightness of weight. Calf and elkskin are excellent materials for children's shoes.

Since the self-help innovation has received such widespread consideration in clothing selection for children, manufacturers are seeking to put shoes for children on the market which have slide fastenings and are easily managed by the preschool child. Buttoned shoes, impossible to button by the child, have almost entirely disappeared.

One of the purposes of this study was to ascertain the points

considered by mothers in buying children's shoes. Tabulations of the questionnaires showed that size is given first consideration. Durability was considered next in importance, and the shape of the shoe ranked third. The price of the shoe receives a greater consideration than ease of cleaning while brand is the point least considered. Below is a table showing the consideration given various points in buying children's shoes.

	Boys - Per Cent	Girls - Per Cent
Shape	47.3	46.9
Size	49.8	55.2
Price	39.5	43.3
Durability	49.1	47.3
Ease of Cleaning	34.5	47.2
Brand	22.5	21.8

As to style, boots ranked first for boys and slippers for girls. Boots proved the least popular style for girls. Below is the order in which preferences were given for boys and girls:

<u>Boys</u>	<u>Girls</u>
Boot	Slipper
Oxford	Shoe
Shoe	Oxford
Sandal	Sandal
Slipper	Boots

For material, kid ranked first for both girls and boys. Calf was next popular for boys, and patent leather for girls. Cloth proved

to be very unpopular as a material for shoes for both boys and girls. Only one mother out of 275 gave cloth as a preferred material. The three most popular materials for boys' and girls' shoes were these:

<u>Boys</u>	<u>Girls</u>
Kid	Kid
Calf	Patent Leather
Elkskin	Elkskin

Black led the field as a color preference for boys' shoes, and white was preferred by the greatest number of mothers of girls.

Below is the order in which color preferences were given for girls and boys:

<u>Boys</u>	<u>Girls</u>
1. Black	1. White
2. Tan	2. Black
3. Two-tone	3. Tan
4. White	4. Beige
5. Brown	5. Two-tone
6. Beige	6. Brown

HOSE AND HOSE FASTENINGS

Hose are probably selected more carelessly than any other item of a child's wardrobe. Too often mothers are not sure of the size to buy, and buy those which they "think" will fit. Hose should be one-half inch longer than the foot in order to give the necessary freedom, but they should not be long enough to form a ridge under the heel.

"Wearing socks in the winter is a harmful idea and a contradiction to all ordinary rules of health. The area of a child's two legs from the knees to the ankle is about the same as the chest area and can lose heat rapidly. The growing child needs this heat for other purposes. Joints are particularly sensitive and less capable of resistance to cold than other parts of the body, because the blood vessels supplying the legs with heat lie very close to the surface at the knee, and exposure of this delicate part easily results in the lowering of the entire body temperature."¹¹

It is necessary, of course, to use as a measuring rod the child's own reactions rather than the prevailing style or custom. Similarly variations in temperature should determine when socks could be worn without harming the child.

In this study of clothing for the preschool child the mothers were asked to check the style of hose preferred for winter and summer, and the following table is the result in per cents of tabulations:

	Winter		Summer	
	Boys	Girls	Boys	Girls
Anklets	9.4	4.4	43.3	62.2
Half Socks	4.4	4.0	12.7	8.7
Three-fourths Length	9.4	5.4	3.2	1.4
Full Length	42.6	46.2	1.9	4.4
Ray	9.4	14.6	0	.4

¹¹ Young, op. cit., p. 108.

This table shows that the largest number of mothers prefer full length hose for winter for both girls and boys, and anklets for the summer. Day hose were preferred by none of the mothers of boys for summer and only .4% of the mothers of girls. A very small number of the mothers expressed a preference for half-socks. Three-fourths length hose were checked by more mothers for winter than half-socks, but half-socks appear to be more popular for summer than the three-fourths length.

It is evident from these figures that in Oklahoma long hose for winter, and anklets for summer, are used more than any other style of hose for small children.

As a fastening for hose, a majority of the mothers expressed a preference for supporters suspended from the shoulders. Tabulations showed the following order for preferences for hose hastenings:

<u>Boys</u>	<u>Girls</u>
1. Supporter suspended from shoulders	1. Supporters suspended from shoulders
2. Supporters suspended from hips	2. Supporters suspended from hips
3. Buttoned hose	3. Buttoned hose
4. Round garters	4. Round garters
5. Elastic in top of hose	5. Elastic in top of hose

It is encouraging to note that the two styles of hose used most for small children in Oklahoma are those styles which fit over the bony structures.

"Garter belts, provided they fit over the bony structure at the hips rather than drag down the waistline, are preferable to round garters worn about the legs."¹²

¹² Marion Juare, Clothes for the Growing Child, Forecast, (Feb. 1932).

Round garters, worn either in the top of the hose, or separately, appear to be the last choice of Oklahoma mothers. Buttoned hose, which are more expensive, and usually worn only in winter, were checked by more mothers than round garters, or garters made in the top of hose.

UNDERWEAR

"The idea of teaching a child to dress himself is much more significant than may appear on the surface. It is really a device for teaching him to coordinate his movements, to concentrate on one thing at a time, to develop discretion in the matter of selecting clothes, and to give him that self confidence which comes only from having achieved something by his own effort."¹³

Many self-help features have been incorporated in underwear for children recently, which makes dressing and undressing a simple task for small and sometimes clumsy fingers.

Underwear for the preschool child should be simple, comfortable, loose enough to permit absolute freedom of all parts of the body, and of fabrics that may be easily and readily cleaned.

It is important to consider in underwear selection that the body of the child must be protected against chill, but it should not be too heavy to prevent proper radiation of body heat and wastes. One doctor has compared the body to the engine of an automobile, and states that overheating is as dangerous to the human body as it is to the automobile engine.

It is necessary that children's underwear be cut amply at the crotch to avoid binding during play or sleep. Plenty of fullness assures the child's comfort when sitting.

In this study of practices of mothers in Oklahoma concerning clothing for the preschool child, the mothers were asked to check the type of underwear worn by her children in summer and winter. Percents of mothers expressing a choice for the various types of underwear were divided as follows:

¹³ G. Traub, Primer of Underwear for Children, Pictorial Review, (November 1935).

	Winter		Summer	
	Boys	Girls	Boys	Girls
Light weight one piece cotton knit	25.9	23.6	11.3	10.2
Light weight one piece rayon knit	5.8	2.5	4.5	14.2
Light weight one piece woven	6.9	3.5	7.6	3.6
Shirts and shorts	6.2	2.9	9.8	4.7
Bloomers matching dress	0	14.9	0	36.5
Rayon knit bloomers	0	6.9	0	26.2
Fleece lined knit, short sleeves, short legs	7.2	9.6	0.1	1.3
Fleece lined knit, long sleeves, long legs	12.4	9.1	0.1	0.1

By far the greatest number of mothers expressed a choice of light weight, one-piece, cotton knit for boys for both summer and winter. Fleece lined knit, long sleeves, long legs, was the second choice for boys in winter, while shirts and shorts ranked second for summer.

Light weight one-piece knit underwear appears to be most popular for girls for winter, but bloomers matching the dress were checked by more mothers for summer. Rayon knit bloomers ranked next for summer, and light weight, one-piece, rayon knit was third.

More mothers expressed a preference for fleece lined knit, long sleeves, long legs, for winter for boys than for girls. Rural mothers more often expressed a desire for this type of underwear for winter than did the city and small town mothers.

WRAPS

The type of wrap for the preschool child has had extensive consideration recently. As a result the snow suit has been developed.

It is a one-piece garment, and allows full freedom for play.

"No matter how active the play, a one-piece outfit will not pull apart at the waist and let in the cold as do two-piece suits over the abdomen and about the hips, as in two-piece outfits longer jackets. Little folk are short in stature and their figures plump so that extra thickness about the waist can be a real hindrance to the stooping that is so much a part of their play."¹⁴

It is considered advisable to have children's play wraps made in gay colors, in order to be more pleasing to the child and more readily seen by the motorist.

A purpose of this study was to determine the type of wrap worn most by preschool children in Oklahoma. Mothers were asked to check the type of wrap worn by their children, whether a one-piece play suit, coat, coat and leggings, lumber jacket, or short coat.

Below is a table showing the preferences expressed for the various wraps for cold days:

	Boys - Per Cent	Girls - Per Cent
Zipper suit: Two piece	12.4	10.9
One piece	6.2	4.4
Coat	31.1	46.9
Coat and leggings	9.9	13.1
Lumber jacket and leggings	7.2	.7
Short leather coat	10.2	16.7

¹⁴ Clarice L. Scott and Margaret Smith, *Fabrics and Dress for Children*, Farmers' Bulletin, No. 1778.

As may be seen from this table the coat is the most popular type of wrap for preschool children in Oklahoma, especially for girls. This is probably true because the coat is one of the garments most often made at home for the girl, and a coat takes less material and is made with less difficulty than a snowsuit.

A coat and leggins proved to be more popular than the one or two piece zipper suit for girls.

For boys a two-piece zipper suit ranked next to a coat in popularity. A short, leather jacket ranked third.

It is disappointing to note that the one-piece zipper wrap, now known as the snow suit, was checked by the smallest number of mothers, since it is the type of wrap now recommended by the United States Bureau of Home Economics and nursery school directors.

MATERIALS

For some years the Bureau of Home Economics has been studying fabrics and designs for children's clothing in response to the demands of both the producer and the consumer.

Cotton is given first place as a fiber suitable for children because it is yielding and flexible, and does not irritate a small child's skin. Cotton fibers take dyes well, which makes gay colors possible and this serves as a protection to children under present day traffic conditions. Ease of laundering is a point in favor of cotton, and finally its cheapness.

Wool is considered suitable for outer wraps and other purposes where warmth is needed without excessive weight and bulk. However, many of the wool materials have to be dry cleaned, which adds to the expense of the garment. Clarice L. Scott¹⁵ suggests that on cold days the child wear a light weight one-piece washable suit over the wool play suit for further protection to the child against the wind, rain, and snow, and to protect the garment which is not washable.

Linen is considered the cleanest material because of its smooth surface and lack of natural oil. Rayon is sometimes used for garments for special occasions, and in knitted underwear and hose for children. Silk and rayon are harder to care for than cotton and linen, and therefore are not so appropriate for children's clothing.

In this study of the practices of Oklahoma mothers in buying clothing the mothers were asked to check the material preferred for winter and summer.

15 Ibid.

The table below gives fiber preferences of Agricultural and Mechanical College

found by tabulations:

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	Per Cent		Per Cent	
	Winter		Summer	
	Boys	Girls	Boys	Girls
Linen	13.8	8.7	32.0	22.2
Silk	0	14.4	3.6	26.2
Wool	42.5	30.0	0	0
Rayon	0	6.5	5.1	10.2
Cotton	29.1	35.3	22.5	50.5

The results of the questionnaires indicate that cotton is the leading material for both summer and winter for girls. Wool is next popular for girls for winter, and silk for summer. More mothers expressed a preference for silk than for linen for girls. Several mothers stated that they desire silk for good dresses, and wool for real cold days only. Rayon did not prove to be a popular material with mothers for children's clothing.

Strangely enough, more mothers expressed a preference for linen than for cotton for boys in summer. One mother said, "You just can't beat a linen suit for boys." Per cents of mothers checking rayon or silk for boys was small for summer, and none for winter. Wool appeared to be the choice of the greatest number of mothers of boys for winter.

The mothers were asked to check the material which they like for children's wraps. Below is the number distribution of mothers who expressed a choice for the various materials for wraps:

	Boys' Coats	: :	Girls' Coats	: :	Boys' Zipper Suits	: :	Girls' Zipper Suits
Tweed	65	:	49	:	0	:	4
Chinchilla	27	:	51	:	9	:	5
Serge	22	:	21	:	0	:	1
Covert Cloth	7	:	8	:	0	:	1
Flannel	22	:	60	:	0	:	3
Cheviot	9	:	8	:	2	:	0
Leather	25	:	3	:	6	:	0
Suede	15	:	3	:	20	:	5
Suede Cloth	17	:	9	:	22	:	13
Fur	2	:	3	:	1	:	0
Jersey	11	:	8	:	3	:	4
Corduroy	15	:	2	:	5	:	2
Brushed Wool	13	:	20	:	5	:	3
Rubberized Cloth	4	:	5	:	2	:	0
Denim	2	:	2	:	1	:	0

As can be seen from the table, the greatest number of mothers desire tweed, chinchilla, leather, flannel, and serge for boys' coats. Denim, fur, cheviot, and covert cloth were least popular.

For girls' coats flannel was the most desired material. Chinchilla, tweed, and serge ranked next in preferred materials. Denim, corduroy, fur, suede, and leather were popular among only a few mothers for girls.

For boys' and girls' zipper suits, suede cloth was chosen by the greatest number of mothers, with suede ranking next. Material for both

boys' and girls' zipper suits was checked by only a few of the mothers. Throughout the questionnaire, mothers did not show much interest in the one-piece wrap for girls or boys.

ACCESSORIES IN THE PRESCHOOL WARDROBE

One of the questions of the questionnaire had for its purpose attainment of information concerning the miscellaneous articles which are included in the preschool wardrobe.

The following table gives the per cents of mothers who stated that the various miscellaneous articles are a part of their child's wardrobe:

	Boys	Girls
Cap	35.4	25.1
Hat	8.7	29.1
Beret	16.0	46.2
Hockey Cap	.2	.3
Aviation Cap	29.1	.3
Mittens		
Wool knit	30.6	29.5
Leather	8.0	3.3
Cotton knit	10.9	14.9
Gloves		
Wool	18.2	20.0
Leather	10.5	6.2
Cotton	10.2	14.2
Raincoat	17.1	17.4
Bathing suit	33.4	34.5
Umbrella	2.9	7.1
Galoshes	11.2	14.1
Rubber boots	17.2	7.1
Rubbers	5.4	7.1
Bed room slippers	29.1	32.4

The table shows that a cap is the favored head wear for boys, and the beret for girls. Only .2% and .3% of the mothers of boys and girls respectively stated that their children wear a hockey cap. Next to the cap the aviation helmet is the choice for boys, and the hat is next to the beret for girls. Only 8.7% expressed a desire for hats for boys.

The most popular type of covering for the hands is the wool knit mitten. Next to the wool knit mitten, comes the wool glove for both girls and boys. Leather mittens are the least favored covering for the hands.

A raincoat is used by 17.1% of the boys and 17.4% of the girls. A third of the boys and girls have bathing suits. Only 2.9% of the boys use umbrellas, but 7.1% of the girls have them. A few more of the mothers prefer to use galoshes for girls than for boys. There were 11.2% who use them for preschool boys, and 14.1% who use them for girls.

Rubber boots are used by 17.2% of the boys, but only 7.1% use them for girls. Rubbers are less popular than rubber boots for boys, but equally as popular as rubber boots for girls. Almost a third of the children have bedroom slippers, but they are used slightly more for girls than for boys.

MANUFACTURERS AND BRANDS

The attempt to effect such self-help features as will make their product superior to others in the field appears to be the aim of leading manufacturers of clothing for preschool children today.

"Research in the field of self-help goes on continually. Leading manufacturers have staffs working on the improvement and promotion of self-help features. They are studying such problems as slide fasteners. The invention of buckles that may be fastened by the young child is another task engaging the attention of expert designers and psychologists. The self-help movement is like a crusade spreading through the country. Meanwhile helpful suggestions are eagerly sought by worthwhile manufacturers."¹⁶

These studies and research carried on by the manufacturers have resulted in many garments which may be accepted as favorable to the best development toward independence in the preschool child. While a majority of the latest improvements have been on underwear for the preschool child, encouraging changes have been on other garments as well.

One piece suits of underwear have appeared on the market for boys which have a buttonless, drop back that is held up by an attached belt and tapes at the side that fastens in front. This garment encourages toilet independence during the preschool years.

There is another type of underwear for both boys and girls which has overwear elastic in the dropseat, and bloomers with a wide elastic in the back for little girls. Elastic webbing or lastex is replacing buttons wherever possible in all types of underwear for the preschool child.

An oxford for young children is now on the market which has a

¹⁶ Margaret Satterthwaite, *Manufacturers and Mothers Together*, Parents Magazine, (October 1935).

slide fastener that can easily be managed by the child. Heretofore shoes have been the stumbling block in a complete self-help wardrobe.

Coveralls may now be bought which have zipper fastenings, and pajamas are available which have slide fasteners instead of buttons.

The snow suit is the latest self-help innovation in the way of wraps. This is a one-piece garment which allows freedom for play, and provides adequate protection. It is equipped with slide fasteners which can easily be managed by the child.

It is most encouraging that manufacturers are endeavoring to produce garments original in design, and best adapted to proper development in the child. If there is as much progress toward improvement in clothing for the preschool child in the next ten years as there has been in the last ten, it may be expected that the near future holds some radical changes in the wardrobes for the preschool child.

Many manufacturers have adopted trade names for their products which carry the self-help implication. Most of these are makers of knit wear, underwear, and pajamas. Among these trade names are Kladee, Jiffy-Down, Quickies, and Vanta Self-Help garments. The expression "Self-Help" is registered by the Earnshaw Knitting Company, makers of Vanta garments for the infant and toddler.

In this study of practices of Oklahoma mothers in clothing selection for the preschool child some information was sought concerning preferred brands of underwear, suits, and dresses.

The following table gives the per cents of mothers who expressed a preference to certain brands of shoes for children:

Flexies	7.2
Buster Brown	29.1
Acrobat	4.7
Proper Built	4.0
Health Fit	4.0
Pied Piper	7.4
Simplex Flexibles	5.1
Ground Gripper	5.1
Red Goose	36.4
Poll Parrot	14.9
Tiny Tots	4.3
No certain Brand	30.2

Red Goose shoes proved to be the most popular brand named with 36.4% of the mothers stating they preferred this brand of shoes. Buster Brown shoes, with a per cent of 29.1, were next to the Red Goose. Almost one-third of the mothers stated that they have no brand preference for shoes. This is in accordance with the earlier findings regarding the buying of shoes for children that brand name is one of the points least considered.

The mothers were asked to check their preference in certain underwear brands. The following table gives the per cents of mothers expressing a choice of the brands of underwear listed:

	Boys	Girls
Vanta	13.1	20.7
Mimeapolis	10.2	9.4
Arnold Knit	0	1.1
Meridian	.3	.3
Utica Knit	2.1	1.4
Glover	1.1	0
Forest Mills	1.8	.7
Seal Pack	.3	0
Carter	1.8	.7
Athens	0	0
No certain brand	25.8	30.9

According to this table Vanta underwear is preferred over others in the list. Mimeapolis came next. More mothers stated that they had no brand preference than expressed a choice of any certain brand. It may be concluded that mothers do not patronize certain stores because they carry favorite brands.

An attempt was made to determine the favorite brand names for suits and dresses. The following gives the results of this investigation:

	Per Cent Boys' Suits	Per Cent Girls' Dresses
Jack Tar	11.6	3.2
Kaynee	14.2	0
Oliver Twist	6.9	0
Tom Sawyer	23.1	0
Little Master	13.1	0
Klad-Ezee	1.9	0
Kiddie Cover	.7	0
Just Rite	5.8	0
J. C. Penny	20.8	16.2
C. R. Anthony	7.8	6.1
Other brands	12.0	17.8

Tom Sawyer suits for boys proved more popular than any other brand listed. J. C. Penny garments were next. There was little difference in the popularity of Little Master, Jack Tarr, and Kaynee. Klad-ezee appeared to be practically unknown. J. C. Penny dresses were preferred for the girls.

Other brands mentioned by the mothers were Kate Greenway, Jean Carol, Mary Dean, Georgia Maid, Cinderella, Sara de Sieux, Santone, Patricia Moody, and Kiddies Pal.

SUMMARY AND CONCLUSIONS

The purpose of this study was to determine the practices in buying clothing for certain preschool children in Oklahoma. Five hundred questionnaires were sent out and distributed by parent education directors, county demonstration agents, and the Oklahoma Agricultural and Mechanical College Nursery School. Two hundred and seventy-five of the questionnaires were returned. These facts and conclusions are results of these tabulations:

Sleeping garments are the garments most often made at home by mothers of preschool children in Oklahoma. This may be true because sleeping garments are more easily made, and require no intricate tailoring problems. Perfect fit in a sleeping garment, too, is not as essential as in other garments.

Play clothes for boys and girls are made next often. It is necessary for small children to have a number of play garments, and by making them at home it is possible to have more garments.

Coats for boys are made less often than any other garment for boys. Boys' coats are usually strictly tailored, and require more skill to make than other garments. Girls' coats are made more often, probably because they may be made with less difficulty, and because used materials may more often be made into coats for girls than for boys.

Girls' dresses for special occasions are among garments most often made at home, and boys' suits for special occasions are among those least often made at home. Boys' suits require skill in tailoring. There are many buttonholes to make, and an exact fit required

if the garment is acceptable. On the other hand girls' dresses may be made more simply and out of less material.

Saving of money is the predominating reason which prompts mothers to sew for both girls and boys. Other leading reasons as shown by the questionnaire are:

Mothers probably feel that they need to sew for their children because the family income is indefinite. Oklahoma is definitely an agricultural state. Rural income most often comes during one season of the year, only, which necessitates a greater amount of careful managing than where there is a regular weekly or monthly income.

Garments for preschool children may often be made at home out of materials which have been used, enabling the mother to get full value from materials which she has on hand.

The reason which most often prompts mothers to buy readymade garments for their preschool children is that it offers a saving of time. Other leading reasons are good design, and choice of style. It is probable that mothers who do not sew feel that their time is worth more to their families spent in other activities. It is a significant fact that mothers do not appear to be dissatisfied with the design in readymade clothing for children.

For the most part, mothers consider that readymade garments for children are very expensive. Manufacturers and retailers in many cases have capitalized on the demand for self-help features in garments, and have increased the price accordingly. Advantage is taken, too, of the recent enthusiasm for sanforized garments. Where handwork has appeared the price is exorbitant. It is known that a mother's sentiment may cause her to pay a high price for merchandise for her small

child and many merchants adjust the price accordingly.

Inferior workmanship and poor materials are other features disliked about readymade garments. Children's clothes have hard wear, are laundered often, and last only a short time if not made of sturdy material. Machine made buttonholes are often poorly made to cut down the cost to the manufacturer. Frequently the machines are set so that the threads are too far apart to give service.

A majority of Oklahoma mothers prefer a button $\frac{1}{2}$ " in diameter and less for preschool garments, which is less than the size that young children manage most easily. During the time the child is an infant, buttons must necessarily be tiny, but when the child reaches the preschool age and is learning to do things for himself, it is well to assist him by having buttons sufficiently large for him to handle. The preference for small buttons may indicate that the mothers are either not informed, or wish to prolong the child's dependence upon her.

More mothers in Oklahoma prefer buttons than zippers for fastenings on preschool clothing. They may have in mind the difficulty that children often have with zippers, and the fact that zippers are expensive, difficult to find in the right lengths, and sometimes give trouble in laundering.

The point given first attention in buying shoes is size. After that comes consideration of durability, then shape. Price of shoes receives greater consideration than brand or ease of cleaning.

Since mothers give the size of the shoe so much consideration it should behoove the merchants selling children's shoes to equip themselves with an orthometer, a device to ensure properly fitted shoes. The price of shoes is considered excessive.

Oklahoma mothers prefer boots for boys over any other style, and slippers for girls. Boots are usually the most sturdy type of footwear for boys, which probably accounts for the choice of boots. Kid is the choice material, probably because of its softness and pliability.

Black is the color chosen by the greatest number of mothers for boys' shoes, and white for girls' shoes. Boys are usually rougher on shoes than girls, and thus black might naturally be selected for boys, and white for girls.

Anklets are preferred by Oklahoma mothers for children in summer, and full length hose for the cold days of winter. This practice corresponds with standards recommended for young children.

Mothers in Oklahoma most often choose a lightweight, one-piece cotton knit type of underwear for their preschool boy for summer and winter. This type may be chosen because of the mild climate in Oklahoma, which in most instances makes it unnecessary to wear heavier underwear. Fleece lined underwear having long sleeves and long legs is used by more rural mothers than small town or city mothers. Bloomers or panties matching the dress are the choice of the greatest number of mothers of girls for summer, and a one-piece cotton knit type of underwear for winter.

A coat is the choice wrap for both girls and boys. This preference is given during the campaign for the one-piece snow suit. Oklahoma's mild climate may account for this choice. However, readymade snow suits are usually expensive because of the good grade of wool material, zippers, and patented buckles so often used. Since snow suits require more material than coats, even when made at home, the cost is considerably greater. Snow suits usually require dry cleaning, which also adds to

the expense of the garment.

Clothing made of cotton materials is the choice of a majority of Oklahoma mothers for preschool girls, for both summer and winter. Linen is best liked for boys for summer, since it adapts itself well to tailored suits, and launders easily. Wool is the material preferred for boys for winter. Many mothers expressed a preference for wool jersey for winter suits for boys.

Tweed is the material liked by the most mothers for boys' coats. Tweed is durable, and usually made in colors suitable for boys. It is not expensive, and lends itself to tailored effects. Flannel is the choice material for girls' coats. Flannel is soft and dainty, and wears sufficiently well for small girls.

Red Goose shoes are chosen over other brands of shoes for preschool children in Oklahoma. The fact that the brand is found in more Oklahoma stores than other shoe brands may account for the choice.

The Vanta brand underwear is worn by more children than any other brand. The makers of Vanta underwear were pioneers in attempting to incorporate self-help features in their garments. While there are now many companies making similar garments, they are not yet so well known, and their products not so generally found in stores in Oklahoma.

Tom Sawyer is the leading brand for boys' suits. Tom Sawyer suits are known for their good fit, desirable tailored effects, and good materials chosen for their garments. They have made no conspicuous effort, however, to incorporate the recommended self-help features in their garments. J. C. Penny suits and dresses are used by many mothers in Oklahoma for their children. Accessibility may account for this choice.

Mothers buy garments for preschool children in Oklahoma most often

at the local store, the reasons being that it is most convenient and they desire to patronize the home merchant. The large shopping center is more often patronized than a mail order house. Only small per cents choose to buy from a mail order house. Increase in local facilities for shopping, and the pleasure obtained in going to town to shop may account for this lessened amount of mail order patronage.

A cap is the most popular type of headwear for boys, and the beret for girls. The aviation helmet is the second choice for boys, and a hat for girls. Wool mittens are preferred for both girls and boys over other styles of hand coverings. Mittens are easier to put on than gloves with fingers, and may be classed as self-help if they are not too tight at the wrists. Umbrellas, bathing suits, rubbers, and galoshes are not used to a great extent for preschool children. More of them have bathing suits than other miscellaneous articles in their wardrobes.

In general, the current practices in buying clothing for preschool children in Oklahoma do not conform with accepted standards of procedure. Mothers are either uninformed, or little interested, in self-help clothing. It appears from information obtained that too often clothing is selected with appearance, rather than the possibility of promoting independence and development in the child, the principal consideration.

It is recommended that extension groups, study groups, and home economics teachers make greater effort to see that needed information be brought to mothers of preschool children in Oklahoma.

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APPENDIX

A STUDY OF CLOTHING FOR PRESCHOOL CHILDREN
IN OKLAHOMA.

This questionnaire is being sent to several hundred mothers of preschool children in various sections of Oklahoma, in an effort to secure information concerning general practices in clothing selection and construction. Your cooperation in checking your own preferences will assist us in obtaining data, and will be greatly appreciated.

1. Place of residence.

City - Town - County-
Section of Oklahoma --

2. Children in your family from two to six years.

Boys: Number - Age-
Girls: Number - Age -

3. Amount you sew for your children

	Boys			Girls		
	All	Part	None	All	Part	None
Underwear	:	:	:	:	:	:
Sleeping garments	:	:	:	:	:	:
Coats	:	:	:	:	:	:
Sunsuits	:	:	:	:	:	:
Play garments	:	:	:	:	:	:
Suits and dresses for special occasion	:	:	:	:	:	:

4. Check your reasons for sewing for your children

	Boys	Girls
Saving of money	:	:
Durability of cloth	:	:
Fastness of colors	:	:
Suited to individual child	:	:
Easy to launder	:	:
Good design and style	:	:
Fastenings suitable for child	:	:
Trimnings suitable	:	:
Permanent seam finishings	:	:
Opportunity for developing self-help	:	:
Enjoy sewing	:	:
Possess skill	:	:
Expensive to hire seamstress	:	:
More garments possible	:	:
Garments alterable	:	:

5. Check the reasons you buy garments readymade for your children.

	Boys	:	Girls
Saves time		:	
No time to sew		:	
Unskilled in sewing		:	
Expensive to hire seamstress		:	
Good design		:	
Choice of style		:	
Good workmanship		:	
Large choice of colors		:	
Color fastness		:	
Opportunity for developing self-help		:	
Suitable trimmings		:	
Satisfactory fastenings		:	
Serviceable		:	
Easy to launder		:	
Garments alterable		:	

6. Check the points you dislike about readymade garments.

	Boys	:	Girls
Hard to launder		:	
Expensive		:	
Materials inferior		:	
Material faces		:	
Inadequate assortment of colors		:	
Many models alike		:	
Have belts		:	
Do not have belts		:	
Pockets too small		:	
Elastic in bloomers		:	
Too tight		:	
Wrong type		:	
Poor quality		:	
Plackets too small		:	
Poor design		:	
Poor workmanship		:	
Stitches break		:	
Uneven stitching		:	
Buttonholes tear out		:	
Trimmings undesirable		:	
Loose collars		:	
Sewed down collars		:	
Bias tape sewed on poorly		:	
Fastenings unsatisfactory		:	

7. Check the type of fastenings and openings you prefer.

Buttons:

- 1/4 inch
- 3/8 inch
- 1/2 inch
- 5/8 inch
- 3/4 inch

7. Type of Fastenings (Continued)

Zipper	:
Ties	:
Snaps	:
Hooks and eyes	:
Loops	:
Shoulder openings	:
Front openings	:
Side openings	:
Back openings	:
Slip over styles	:

8. Check the place or places you purchase your children's clothing.

	Boys				Girls			
	Local Store	Mail Order	Large Shop- ping center	Agents	Local Store	Mail Order	Large Shop- ping center	Agents
Underwear	:	:	:	:	:	:	:	:
Sleeping Garments	:	:	:	:	:	:	:	:
Wraps	:	:	:	:	:	:	:	:
Sunsuits	:	:	:	:	:	:	:	:
Play garments	:	:	:	:	:	:	:	:
Shoes	:	:	:	:	:	:	:	:
Hose	:	:	:	:	:	:	:	:
Suits or dresses	:	:	:	:	:	:	:	:
for special occasions	:	:	:	:	:	:	:	:
Materials for sewing	:	:	:	:	:	:	:	:

9. Reasons you buy where you do.

	Boys	Girls
Cost less	:	:
Convenient	:	:
Better choice possible	:	:
Favorite brands available	:	:
Desire to patronize home merchant	:	:
Charge account	:	:
Guarantee	:	:

10. Check the style of hose you prefer for your children.

	Winter		Summer	
	Boys	Girls	Boys	Girls
Anklets	:	:	:	:
Half socks	:	:	:	:
3/4 length	:	:	:	:
Full Length	:	:	:	:
Fay	:	:	:	:

11. Check the material for hose you prefer for your children.

	Winter	:	Summer
Lisle		:	
Rayon		:	
Silk		:	
Cotton		:	
Silk and Wool		:	
Cotton and Wool		:	
Wool		:	

12. What type of fastenings for hose do you prefer?

	Boys	:	Girls
Supporters fastened at hips		:	
Supporters suspended from shoulders		:	
Elastic in top of hose		:	
Buttoned hose		:	
Round garters		:	

13. Check the points you consider in buying children's shoes.

	Boys	:	Girls
Shape		:	
Size		:	
Price		:	
Durability		:	
Ease of Cleaning		:	
Brand		:	
Style		:	
Boots		:	
Oxfords		:	
Slipper		:	
Shoe		:	
Sandal		:	
Material		:	
Kid		:	
Buckskin		:	
Cloth		:	
Patent Leather		:	
Elkskin		:	
Calf		:	
Color		:	
Tan		:	
Black		:	
White		:	
Brown		:	
Beige		:	
Two-tone		:	

14. Check the brand you prefer in children's shoes.

Flexies
 Buster Brown
 Acrobat
 Proper Built
 Health Fit
 Pied Piper
 Simplex Flexible
 Ground Gripper
 Red Goose
 Poll Parrot
 Tiny Tots
 No certain Brand

15. Mark the type of underwear your child wears.

	Winter		Summer	
	Boys	Girls	Boys	Girls
Light weight one-piece cotton knit	:	:	:	:
Light weight one-piece rayon knit	:	:	:	:
Light weight one-piece woven	:	:	:	:
Shirts and shorts	:	:	:	:
Bloomers matching dress	:	:	:	:
Rayon knit bloomers	:	:	:	:
Fleece lined knit, short sleeves, short legs	:	:	:	:
Fleece lined knit, long sleeves, long legs	:	:	:	:

16. Brands of underwear preferred.

	Boys	Girls
Vanta	:	:
Minneapolis	:	:
Arnold Knit	:	:
Meridian	:	:
Utica Knit	:	:
Glover	:	:
Forest Mills	:	:
Seal Pack	:	:
Carter	:	:
Athens	:	:
No certain Brand	:	:

17. What type of wrap does your child wear on cold days?

	Boys	Girls
Zipper Suit: Two-piece	:	:
One-piece	:	:
Coat	:	:
Coat and leggings	:	:
Lumber jacket and leggings	:	:
Short leather coat	:	:

18. What materials do you prefer for children's wraps?

	Boys' Coats :	Girls' Coats :	Boys' Zipper Suits :	Girls' Zipper Suits :
Tweed	:	:	:	:
Chinchilla	:	:	:	:
Serge	:	:	:	:
Covert Cloth	:	:	:	:
Flannel	:	:	:	:
Cheviot	:	:	:	:
Leather	:	:	:	:
Suede	:	:	:	:
Suede Cloth	:	:	:	:
Fur	:	:	:	:
Jersey	:	:	:	:
Corduroy	:	:	:	:
Brushed Wool	:	:	:	:
Rubberized Cloth	:	:	:	:
Denim	:	:	:	:

19. Check the material you prefer for dresses and suits.

	Winter		Summer	
	Boys :	Girls :	Boys :	Girls :
Linen	:	:	:	:
Silk	:	:	:	:
Wool	:	:	:	:
Rayon	:	:	:	:
Cotton	:	:	:	:

20. Check the garments used by your child.

	Boys :	Girls :
Cap	:	:
Hat	:	:
Beret	:	:
Hockey Cap	:	:
Aviation Cap	:	:
Mittens	:	:
Wool knit	:	:
Leather	:	:
Cotton knit	:	:
Gloves	:	:
Wool	:	:
Leather	:	:
Cotton	:	:
Raincoat	:	:
Bathing suit	:	:
Umbrella	:	:
Galoshes	:	:
Rubber boots	:	:
Rubbers	:	:
Bed room slippers	:	:

21. Brands preferred for suits or dresses.

	<u>Boys' Suits</u>	:	<u>Girls' Dresses</u>
Jack Tar		:	
Kaynee		:	
Oliver Twist		:	
Tom Sawyer		:	
Little Master		:	
Klad-Ezee		:	
Kiddie Cover		:	
Just Rite		:	
J. C. Penny		:	
C. R. Anthony		:	
Other brands		:	

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