

ABSTRACT OF A THESIS

THE RELATIONSHIP BETWEEN THE QUALITY
OF FIBER IN COATS AND THE
SERVICE RENDERED

Submitted by
Bertha Viola Hunter

In partial fulfillment of the requirements
for the Degree of Master of Science
Colorado State College
of
Agriculture and Mechanic Arts
Fort Collins, Colorado

August, 1944

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ABSTRACT OF THESIS

Among civilized people clothing plays a very important role. It not only fulfills a necessity by protecting the body from weather but also serves to maintain morale by its attractiveness and efficiency.

There are so many materials on the market today that one is quite bewildered when trying to buy garments which will meet the needs and wants of the family. The satisfactions that are derived from selecting coats made of various materials will depend a great deal upon the buying experience of the person making the purchase.

It has become extremely difficult for consumers to determine the fiber content of fabrics by the feel of the material or by the appearance of the fabric. Formerly the buyer of woolen materials knew that the fabric which she bought was "all wool and a yard wide," now she cannot be sure because many new finishes have been discovered to make the synthetic fabric look and feel like wool.

Statement of the problem

The problem was to ascertain whether the fabrics used in coats were rendering satisfactory service in so far as the owner was concerned; and whether the

satisfaction could be related to the fiber content.

The general problem was analyzed into the following subordinate questions, namely:

- I. Were coats rendering satisfactory service in so far as the owner was concerned?
 - A. Was the coating fabric satisfactory?
 - B. Was the lining fabric satisfactory?
 - C. Was the interlining fabric satisfactory?
- II. What factors accounted for the satisfactory or unsatisfactory services rendered?
- III. What was the fiber content of coats worn as shown by microscopic examination?
- IV. Could satisfaction and dissatisfaction be related to the wool content?
- V. What information, on the fiber content, could be obtained from the label, the sales clerk, and the owner?

This study was limited to the verbal responses given in the personal interviews with 40 homemakers in Louisville, Colorado, during June, 1944; and to the microscopic examination of 289 samples obtained from the coats.

Setting for the study

Louisville, with a population of about 2,000, is located in the north central part of Colorado a few miles east of the first range of the Rocky Mountains. It is a typical coal mining town, with a few surrounding truck farms. The nationalities of the people are mixed

with a large percentage of the population of Italian descent.

The town, twenty-two miles from Denver, is very limited in its shopping facilities. One general store and one small clothing store are the only sources of supply in so far as clothing materials are concerned. Therefore, most of the clothing for the entire family is purchased in Denver.

Procedure

This study was made for the purpose of determining the adequacy, as judged by the housewife, of the fiber content in coats. It was limited to coats in use during the year June, 1943 to June, 1944. Louisville, Colorado, the town in which the writer teacher vocational homemaking, was used as the location of the study.

An interview sheet was used for the purpose of collecting data on the consumer's information about the type of fibers and on her satisfaction with the coat. So that the information would be comparable, and obtained always in the same way, a list of questions was organized to be used in connection with the interview sheet. A key of symbols was used in order to save time during the interview.

A definite procedure was developed so that the families visited might be a representative sample by location of the total population of Louisville. It was decided to interview one homemaker in every other block.

In order to determine the actual kind of fiber in coating materials a small sample of material, approximately three-fourths inch square, was obtained from the seam or pocket of the coat. Microscopic examination was made to determine whether the fiber was wool, cotton, rayon, or a blend of these fibers. No attempt was made to determine the percentage of each type of fiber.

Results and discussion

The data collected for the study of the satisfaction and dissatisfaction and the fiber content of 325 coats owned by 40 families in Louisville, Colorado, 1943 to 1944 were presented under the following major topics:

- I. Adequacy of coatings, linings and interlinings in relation to occupation and nationality of the principal wage earner.
- II. Inadequacy of coatings, linings and interlinings in relation to occupation and nationality of the principal wage earner.
- III. Information about coats obtained from purchasers as given in personal interviews with 40 homemakers.
- IV. Comparison between consumer's source of information and microscopic examination of coats.
- V. Reasons for satisfaction or dissatisfaction, as reported by the homemakers, with 325 coats in relation to fiber content.

The tables and percentages shown were briefly explained, and the association between the fiber content and the service rendered was discussed.

Findings of this study

The findings of this investigation, as related to the influence of the fiber content on the service rendered by coats in use in Louisville, Colorado, provided the following information:

- I. Most coats appeared to be giving satisfactory service in so far as the owner was concerned. More criticisms of wool and cotton blend coats were given than for coats of other fibers.
- II. Satisfactory features were reported for all linings. Some dissatisfaction was expressed for rayon and cotton linings, although not for silk.
- III. Only cotton interlinings were mentioned. Little comment was given except about warmth, which might have been either desirable or undesirable.
- IV. The outstanding descriptions which revealed satisfaction in coats were: wears well, pleasing color, "like it," maintains fit, style pleasing, and hangs evenly.
- V. The factors which accounted for unsatisfactory services in coats were: picking up lint, loss of shape, wearing of nap, and general dislike.
- VI. The information obtained from all sources on

148 coats (51.2 per cent) agreed with the microscopic examination as to the type of fiber.

VII. The data showed that only 82 coats (25 per cent) of all coats purchased had informative labels. Seventy-one of these (87 per cent) were purchased during the period 1940 to 1944. The sales clerk gave the consumer information on the fiber content of 86 coats (27 per cent) of the total studied. On nearly one-half the coats investigated (48 per cent), the owner had not received any information concerning the fiber content.

VIII. Apparently the nationality of the principal wage earner made no difference in the adequacy or the inadequacy of the coating, linings, and interlinings.

IX. There appeared to be no relationship between occupations of the families studied and the adequacy of the coats belonging to them. Apparently there was little difference in the inadequacy of coatings, linings, and interlinings in relation to occupation of the principal wage earner; however, more of the "clerical" people and fewer of the "others" were dissatisfied with the linings.

X. There seemed to be no relationship between the age and sex of the wearer and the satisfaction or dissatisfaction with the fiber content of the coats.

XI. Apparently, satisfaction and dissatisfaction

bore some relationship to the fiber content of coatings. However, a coating of one particular fiber was not superior in all respects to a coating of any other fiber. Subjective factors were very important in determining satisfaction.

Limitations and recommendations

This study was limited to findings from personal interviews with 40 homemakers in Louisville, Colorado. Although data on 325 coats was collected, the number of coats of various blends reported by the homemakers was small. Therefore generalizations concerning satisfaction and dissatisfaction with blends ~~were~~ not warranted.

In an ideal study of this type, garments manufactured from known fibers might be worn for selected lengths of time by typical residents. Evidences of wear and reactions of the consumers could be determined and correlated with the fiber content.

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T H E S I S

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I HEREBY RECOMMEND THAT THE THESIS PREPARED UNDER MY
SUPERVISION BY Bertha Viola Hunter

ENTITLED The Relationship Between the Quality of
Fiber in Coats and the Service Rendered

BE ACCEPTED AS FULFILLING THIS PART OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF Science

MAJORING IN Clothing and Textiles

CREDITS 6

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Permission to publish this thesis or any part of it
must be obtained from the Dean of the Graduate School.

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Chapter I

INTRODUCTION

Among civilized people clothing plays a very important role. It not only fulfills a necessity by protecting the body from weather but also serves to maintain morale by its attractiveness and efficiency.

Long before the dawn of history wool was being spun and made into cloth. Textile historians state that wool fabrics were discovered in the ruins of the Swiss lake villages which were inhabited 10,000 to 20,000 years ago (5).

Wool has been considered to have many unique qualities. In 1943, Ensminger (5) emphasized the importance of wool throughout the ages.

. . . Since prehistoric times, wool has been man's closest friend and during the days of mythology it was rightfully called the "Golden Fleece." . . . It is interesting to observe that the efforts of flockmasters have for centuries been devoted to the search for methods of improving the quality and increasing the quantity of wool produced, and it is noteworthy that no satisfactory substitute for wool has ever been discovered or created in the scientific laboratory. It still retains its position as a most versatile and useful textile fiber (5:3-4).

There are so many materials on the market today that one is quite bewildered when trying to buy garments which will meet the needs and wants of the family. The satisfactions that are derived from

selecting coats made of various materials will depend a great deal upon the judgment and buying experience of the person making the purchase.

It has become extremely difficult for consumers to determine the fiber content of fabrics by the feel of the material or by the appearance of the fabric. Formerly the buyer of woolen materials knew that the fabric which she bought was "all wool and a yard wide"; now she cannot be sure because many new finishes have been discovered to make the synthetic fabric look and feel like wool.

According to the National Wool Grower,

. . . it [wool] possesses characteristics that give it unsurpassed merit as a textile fiber. As manufactured today, it meets the requirements of wearing apparel for every type of occasion the year around. And what's more, it has nothing negative about it that has to be hidden, explained, or defended. That the term "wool" connotes real worth is indicated by the way it is borrowed to designate each and every synthetic-fiber that appears, no matter what its source, glass, milk, bananas or soybean (16:8).

However, no study has been made, as far as the writer has been able to determine, on the consumer's reaction toward the adequacy of the fiber content in "wool" coats. This study was undertaken for the purpose of ascertaining whether the fabrics used in coats were meeting the needs and wants of the owner. Special emphasis was placed on coating fabrics containing wool.

Statement of the problem

The problem was to ascertain whether the

fabrics used in coats were rendering satisfactory service in so far as the owner was concerned, and whether the satisfaction could be related to fiber content.

The general problem was analyzed into the following subordinate questions, namely:

- I. Were coats rendering satisfactory service in so far as the owner was concerned?
 - A. Was the coating fabric satisfactory?
 - B. Was the lining fabric satisfactory?
 - C. Was the interlining fabric satisfactory?
- II. What factors accounted for the satisfactory or unsatisfactory services rendered?
- III. What was the fiber content of coatings worn as shown by microscopic examination?
- IV. Could satisfaction and dissatisfaction be related to the wool content?
- V. What information, on the fiber content, could be obtained from the label, the sales clerk, and the owner?

This study has been limited to the verbal responses given in the personal interviews with 40 homemakers in Louisville, Colorado, during June, 1944, and to the microscopic examination of the samples obtained from the coatings.

Setting for the study

Louisville, with a population of 2,023 according to the 1940 census (14), is located in the north

central part of Colorado a few miles east of the first range of the Rocky Mountains. It is a typical coal mining town, with a few surrounding truck farms. The nationalities of the people are mixed, with a large percentage of the population of Italian descent. The people of Louisville are good citizens; they are hard-working, own their homes, build schools and churches, and in general, take a great deal of pride in the community.

The town, twenty-two miles from Denver, is very limited in its shopping facilities. One general store and one small clothing store are the only sources of supply in so far as clothing materials are concerned. Therefore, most of the clothing for the entire family is purchased in Denver.

Definitions and terms

Expressions and terms which are used in this study are explained below:

- I. Adequacy of coatings, linings, and interlinings is regarded as the quality of meeting a want or a requirement of an individual; inadequacy is the failure to meet a want or a requirement.
- II. A coat, which may be made of various materials, is a sleeved, outer garment, covering the upper part of the body, opening in front and usually extending below the waist-line.

III. Coles (3) defines consumer as:

The modern concept of the consumer, has come to include something more than that of user of commodities and services. It now includes as well, the consumer as a spender of money for the purpose of satisfying wants (3:3).

IV. A consumer-buyer is a person who buys goods or services for personal or family use.

V. A family may be defined as a group of persons sharing a common dwelling and income.

VI. Occupation may be referred to as employment, which occupies one's time and attention regularly.

VII. Virgin wool indicates new wool.

VIII. Terms regarding wool (15):

- A. The term "wool" means the fiber from the fleece of the sheep or lamb or hair of the Angora or Cashmere goat (and may include the so-called specialty fibers from the hair of the camel, alpaca, llama, and vicuna) which has never been reclaimed from any woven or felted wool product (15:21).
- B. The term "reprocessed wool" means the resulting fiber when wool has been woven or felted into a wool product which, without having been utilized in any way by the ultimate consumer, subsequently has been made into a fibrous state (15:21).
- C. The term "reused wool" means the resulting fiber when wool or reprocessed wool has been spun, woven, knitted, or felted into a wool product which, after having been used in any way by the ultimate consumer, subsequently has been made into a fibrous state (15:21).

Chapter II

REVIEW OF LITERATURE

The review of literature presented concerns itself with studies on selection and care of clothing, on ownership of clothing, and expenditures for clothing. Included also are studies on education of the consumer with respect to the buying of clothing and fabrics. No investigations were found concerning the influence of the fiber content on the satisfaction given by coats.

Selection and care of clothing

Jefferies (8), in a study on thrift practices in clothing, determined existing practices in clothing selection. A report was made on the satisfying factors of clothing purchased and worn.

In a study of the buying habits of women and girls in selecting clothing for the high school girl, Frank (7) found that the factors which influenced the purchasing of coats were style, quality, fit, and color. Fiber content was not considered in selecting coats.

In visiting 60 homes, Scott (13) obtained information on the difficulties mothers encountered in the selection of clothing. The mothers interviewed

considered their inability to select good materials as the major difficulty.

Ownership of clothing

Bowie (2), in a study on clothing, reported on the clothing owned by socially participating farm families. Most of the women and high school girls owned heavy coats without fur while the teen-age girls owned lighter weight coats. It was found that the men owned one overcoat and the boys one lightweight coat or jacket. The fiber content was not mentioned in the selection of these coats; however, comfort and social adequacy were considered.

Expenditures for clothing

According to Williams and others (17) in a survey on expenditures for clothing and personal care, a larger percentage of children in the various age groups secured coats and outer wraps in a year than did wives in the same group of families. Expenditures for children's wraps were considerably less than for adults. The expenditures per garment for men's coats increased when the income increased.

It was mentioned that women's heavy coats were the most expensive article in the family wardrobe. It is of interest to note the proportion of the clothing budget spent on coats.

. . . Because of the irregularity of purchase, there is also wide variation in the percentage of

total clothing expenditures by wives shown as going to heavy coats. In New York and Chicago, wives spent from 5 to 11 per cent of their total clothing outlay for heavy coats with fur. In other communities such garments tended to take smaller proportions of the total. In the cities studied there appeared to be no relationship, either direct or inverse, between family income and the proportion for total clothing expenditures of wives that was allowed to heavy coats with fur (17:36).

A parallel study by Monroe and others (10) reported that in the division of the clothing funds for a family of medium income the wife was allowed \$5 per year for wraps. Wraps included coats, jackets, and sweaters.

. . . the \$5 available yearly for wraps had to provide a heavy winter coat in most of the northern farm communities; a lighter weight coat for spring and fall; and a sweater for year around. If the wife paid as much as \$20 for a fur-trimmed coat, it would have to last 5 or 6 years. A spring coat costing \$11 and a sweater, costing \$2.50, would be worn about the same length of time. If the coat did not wear well, she could not afford to discard it and buy another; she would have to endure the consequences of her error in selection, looking shabby or doing what she could by remodeling to hide signs of wear (10:3-4).

If the amount of money available for clothing is limited, each coat must render satisfactory service for some time; therefore it is important to investigate the relationship between wearing qualities and the fiber content.

Education of the consumer

In her study of buying problems, Phillips (12) revealed the need of education for successful purchasing

of clothing. One hundred homemakers and professional men and women were interviewed to determine the cause of poor and unsatisfactory purchases. The consumers expressed a desire for informative labeling, for standardization of staple articles, and for efficient, well-trained, sales people.

Bigelow (1) reported on the conditions for buying ready-made clothing.

The consumer with his limited knowledge must depend for help in buying upon the store in which he buys, upon the clerks who serve him, and upon information given in the labels on the articles he buys. In the case of ready-made clothing there is no adequate help from any of these sources. The consumer should select his store with care. But, with few exceptions, he can expect the store itself to know very little about the ready-made goods it handles (1:208).

In the discussions and findings of four regional conferences relative to consumer problems, Coon (4) brought out clearly the need of consumer education. She states that consumer-buying problems are of particular concern to homemakers and homemaking teachers.

Many aspects of the problems of buying are new and consumers generally do not have access to reliable information to guide them in buying for the family. The story is told of a man who when purchasing an umbrella inquired, "How can I tell if this umbrella is silk or cotton?" To which the sales person replied, "Oh, that's easy! If the umbrella splits, it's silk, if it fades, it's cotton." This story may somewhat exaggerate the lack of information on the part of the sales people and buyers. It is true, the consumer has had to learn by trial and error the value of his purchases. He needs basic information to guide him in purchasing. He needs to be helped to judge values accurately before making his purchases,

and to keep records of consumption values of different purchases as a basis for later buying (4:3).

Fletcher and others (6), in a study conducted on the adequacy of labeling of certain textile fibers, reported on the extent reliable information was obtainable by the purchaser concerning the fiber content of various fabrics on the market.

It is apparent that more of the fabrics of one fiber are labeled, and more of the information accurate, than of mixed fabrics, but in case of the labeled fabrics of one kind of fiber the accuracy was only 40.4 per cent. The accuracy of the information, from labels and from salesmen, for both groups of fabrics was inadequate (6:902).

Because it was becoming increasingly difficult for the purchaser to determine the fiber content in coatings and similar garments Congress passed the Wool Products Labeling Act of 1939 (15) which became effective July 15, 1941. This law provides for the informative labeling of all spun, woven, knitted, felted or otherwise manufactured wool products. It protects the consumer from unrevealed substitutes and mixtures in wool products.

From the studies reviewed above it seems that the consumer-buyer has had very little reliable information upon the fiber content of fabrics purchased, although the Wool Products Labeling Act was enacted to improve the situation. This study reported herein was initiated for the purpose of investigating the relationship between the consumer's knowledge of the fiber content, and the satisfaction derived from coats.

Chapter III

PROCEDURE

This study was made for the purpose of determining the adequacy, as judged by the housewife, of the fiber content in coats. It was limited to coats in use during the year June, 1943 to June, 1944. Louisville, Colorado, the town in which the writer teaches vocational homemaking, was used as the location of the study. Since the writer was personally acquainted with and interested in the homemakers, their cooperation was easily secured.

Interview sheet

An interview sheet 1/ was used for the purpose of collecting data on the consumer's information about the type of fiber and on her satisfaction with the coat. A trial sheet was constructed and tried on several homemakers in Fort Collins, Colorado, and later checked by two qualified persons for necessary information and clarity. It was then revised and used in collecting the necessary data. So that the information would be comparable and obtained always in the same way,

1/ See appendix B.

a list of questions 2/ was organized to be used in connection with the interview sheet. A key of symbols 3/ was used in order to save time during the interview. See appendix A for note concerning raw data 4/.

Sampling procedure

A definite procedure was developed so that the families visited might be a representative sample by location of the total population of Louisville. It was decided to interview one homemaker in every other block. The order of preference of family in sampled block is as follows:

- I. Central dwelling east.
- II. Dwelling north of central dwelling east.
- III. Central dwelling west.
- IV. Dwelling north of central dwelling west.
- V. Central dwelling north.
- VI. Dwelling west of central dwelling north.
- VII. Central dwelling south.
- VIII. Dwelling east of central dwelling south.

Selection of the interviewee was the next step. The homemaker was chosen because she selects and cares for most of the clothing in the family. According to Nystrom (11:195), ". . . 85% or more of all consumer purchases are made by housewives." Therefore,

2/ See appendix C.
3/ See appendix D.
4/ See appendix A.

the housewife would probably be more interested and better informed than any other member of the family. Her willingness to be interviewed was ascertained through contact with the daughter in the homemaking department or by telephone, and a time convenient to the homemaker and the writer was set for the interview. All the homemakers were very cooperative and happy to give the necessary information.

Classification of homes

The type of home and occupation of the principal wage earner was recorded. The homes in Louisville were classified as American homes or Foreign American homes. The Foreign American homes were divided into the following classifications, namely:

- I. Italian American home.
- II. French American home.
- III. Slovenian American home.
- IV. Bohemian American home.

The homemaker was not asked the nationality of the home; this was judged by the writer who was familiar with characteristics of homes of different types.

Classification of occupations

In a consumer purchases study Kaplan (9) reported on the classification of occupations and employment. This information was used as a guide in

organizing employment into various groups. For this study employment is classified into the following occupational groups:

- I. Professional
 - A. Doctors
 - B. Lawyers
 - C. Teachers
- II. Business
 - A. Proprietors
 - B. Managers
- III. Clerical
 - A. Office workers
 - B. Salesmen
- IV. Laboring
 - A. Skilled workers
 - B. Semiskilled workers
 - C. Unskilled workers
- V. Others
 - A. Those receiving their income from direct relief
 - B. Those receiving their income from old age pensions
 - C. Those receiving their income from savings

Microscopic analysis of coating fibers

In order to determine the actual kind of fiber in coating materials, a small sample of material, approximately three-fourths inch square, was obtained

whenever possible from the seam or pocket of the coat. Microscopic examination was made to determine whether the fiber was wool, cotton, rayon, or a combination of these fibers. No attempt was made to determine the percentage of each type of fiber. Two hundred eighty-nine samples were obtained. A record was kept of each sample examined 5/, and the data were tabulated with other information about the coating.

5/ See appendix E.

Chapter IV

RESULTS AND DISCUSSION OF DATA

The findings obtained in the various steps of the investigation are presented in this chapter in an effort to answer questions such as the following. What factors account for the satisfactory or unsatisfactory services rendered by wool coats? Is satisfaction related to the kind of fiber present? These questions are of interest to consumers of wool coats and similar garments. The writer realizes that it is impossible to measure satisfaction and dissatisfaction in their entirety. Complete satisfaction is ordinarily not reached on one garment. One individual may like his coat because of the color and style, and yet be dissatisfied with it because it picks up lint.

The data collected for the study of the adequacy of the fiber content of 325 coats owned by 40 families in Louisville, Colorado, 1943 to 1944, are presented under the following major topics:

- I. Adequacy of coatings, linings and interlinings in relation to occupation and nationality of the principal wage earner.
- II. Inadequacy of coatings, linings and interlinings in relation to occupation and

nationality of the principal wage earner.

III. Information about coats obtained from purchasers as given in personal interviews with 40 homemakers.

IV. Comparison between consumer's source of information and microscopic examination of coats.

V. Reasons for satisfaction or dissatisfaction, as reported by the homemakers, with 325 coats in relation to fiber content.

The tables and percentages shown will be briefly explained, and possible association between the fiber content and the service rendered will be discussed.

Adequacy of coatings, linings, and interlinings in relation to occupation and nationality of the principal wage earner

Fourteen families or 35 per cent of the total number of homes interviewed (Table 1) were American homes. They found adequate features in 94 per cent of the 95 coatings, 73 per cent of the linings, and in 34 per cent of the interlinings.

The Italian American homes were satisfied with certain factors of their coatings, linings, and interlinings in 92, 71, and 24 per cent respectively of 63 coats. Fifteen families or 37.5 per cent of the total families were Italian Americans.

Four French American homemakers, from 10 per cent of the families, were interviewed. They found

Table 1.--ADEQUACY OF COATINGS, LININGS AND INTERLININGS IN RELATION TO NATIONALITY OF 175 OWNER'S OF 325 COATS IN LOUISVILLE, COLORADO, 1943-1944

Nationality of home	Homes		Persons		Total coats		No. and per cent of coat materials reported satisfac- tory in certain features					
							Coatings		Linings		Inter- linings	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
American home	14	35	57	32	95	29	90	94	70	73	33	34
Italian												
American home	15	37.5	63	36	123	37	114	92	88	71	31	24
French												
American home	4	10	19	11	44	13	39	88	23	52	8	18
Slovenian												
American home	5	12.5	27	15	51	18	46	90	43	84	16	31
Bohemian												
American home	2	5	9	5	12	3	11	91	8	66	4	33

certain factors adequate in 88 per cent of the coatings, 52 per cent of the linings and in only 18 per cent of the interlinings of 44 coats.

According to the Slovenian American homemakers, adequacy was found in 90 per cent of the coatings, 84 per cent of the linings and 31 per cent of the interlinings in 51 coats. Five families or 12.5 per cent of the total families interviewed were Slovenian American.

The Bohemian American homemakers found adequate features in 91 per cent of the coatings, 66 per cent of the linings and in 33 per cent of the interlinings in 12 coats. Only two families of the 40 families interviewed were Bohemian American.

Apparently the nationality of the principal wage earner made no difference in the adequacy of the coatings, linings, and interlinings.

In the 14 American families (Table 2) dissatisfaction was expressed with 35 per cent of the coatings, 26 per cent of the linings, while only one per cent was dissatisfied with the interlining.

The Italian American homes found inadequate features in 35 per cent of their coatings, 43 per cent of their linings and in 2 per cent of the interlinings.

Dissatisfaction was found in certain factors of the coat material by four French American homemakers. Forty-seven per cent were dissatisfied with

Table 2.--INADEQUACY OF COATINGS, LININGS AND INTERLININGS IN RELATION TO NATIONALITY OF 175 OWNER'S OF 325 COATS IN LOUISVILLE, COLORADO, 1943-1944

Nationality of home	Homes		Persons		Total coats		No. and per cent of coat materials reported unsatis- factory in certain features					
							Coatings		Linings		Inter- linings	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
American home	14	35	57	32	95	29	34	35	25	26	1	1
Italian												
American home	15	37.5	63	36	123	37	44	35	54	43	3	2
French												
American home	4	10	19	11	44	13	21	47	10	22	1	2
Slovenian												
American home	5	12.5	27	15	51	18	24	47	17	33	3	5
Bohemian												
American home	2	5	9	5	12	3	5	61	2	16		

the coatings, 22 per cent with the linings, and two per cent with the interlinings.

Five Slovenian American families expressed inadequacy in 47 per cent of the coatings, 33 per cent of the linings, and in five per cent of the interlinings.

The Bohemian American homemakers found unsatisfactory features in 61 per cent of the coatings, 16 per cent of the linings, while no unsatisfactory features were found in the interlinings.

Apparently the nationality of the principal wage earner made no difference in the inadequacy of the coatings, linings, and interlinings.

Six families or 15 per cent of the homes interviewed were classed as "professional" homes (Table 3). Satisfaction was expressed with 92 per cent of the 39 coatings, 74 per cent of the linings, and 33 per cent of the interlinings.

In the "business" homes adequate features were found in 88 per cent of the coatings, and linings of 34 coats. Only 20 per cent were satisfied with the interlinings. Six homes or 15 per cent of the 40 families were classed as "business" homes.

Four homes or ten per cent of the families were classified as "clerical" homes. According to these homes all coatings were found to have satisfactory features, while 71 per cent of the linings and

Table 3.--ADEQUACY OF COATINGS, LININGS AND INTERLININGS IN RELATION TO OCCUPATIONS OF 175 OWNER'S OF 325 COATS IN LOUISVILLE, COLORADO, 1943-1944

Occupation of principal wage earner	Homes		Persons		Total coats		No. and per cent of coat materials reported satisfac- tory in certain features					
							Coatings		Linings		Inter- linings	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Professional	6	15	23	13	39	12	36	92	29	74	13	33
Business	6	15	13	7	34	10	30	88	30	88	7	20
Clerical	4	10	17	10	35	11	35	100	25	71	12	34
Laboring	22	55	112	64	193	59	174	90	138	71	55	28
Others	2	5	10	6	24	8	24	100	9	37	3	12

34 per cent of the interlinings were found to be adequate.

Over one-half or 55 per cent of the homes interviewed were classified as "laboring" homes. The homemakers found satisfactory features, in 90 per cent of the coatings, 71 per cent of the linings and 28 per cent of the interlinings of 193 coats.

Only two homes classified came under the category of "others." Adequate factors were found in all of the coatings, while satisfaction was found in four per cent of the linings, and in 12 per cent of the interlinings for 24 coats.

There appeared to be no relationship between occupations of the families studied and adequacy of coats belonging to them.

Inadequacy in coat materials (Table 4) was expressed by homemakers in six "professional" homes. Unsatisfactory features were reported in 30 per cent of the coatings, and 28 per cent of the linings. No interlinings were found inadequate.

Forty-seven per cent of the coatings in "business" homes and 20 per cent of the linings were found inadequate, while no one reported the interlining as unsatisfactory.

According to the homemakers in "clerical" homes, inadequate features were found in 42 per cent of the coatings, 51 per cent of the linings and five

Table 4.--INADEQUACY OF COATINGS, LININGS AND INTERLININGS IN RELATION TO
OCCUPATIONS OF 175 OWNER'S OF 325 COATS IN LOUISVILLE, COLORADO, 1943-1944

Occupation of principal wage earner	Homes		Persons		Total coats		No. and per cent of coat materials reported unsatis- factory in certain features					
							Coatings		Linings		Inter- linings	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Professional	6	15	23	13	39	12	12	30	11	28		
Business	6	15	13	7	34	10	16	47	7	20		
Clerical	4	10	17	10	35	11	15	42	18	51	2	5
Laboring	22	55	112	64	193	59	71	36	69	35	7	3
Others	2	5	10	6	24	8	10	41	3	12		

per cent of the interlinings.

The interviewee in "laboring" homes expressed dissatisfaction with 36 per cent of the coatings, 35 per cent of the linings and with only 3 per cent of the interlinings.

Inadequacy was found in certain features in 41 per cent of the coatings, and in 12 per cent of the linings from other homes. No inadequacy was reported in the interlinings.

Apparently there was little difference in the inadequacy of coatings, linings, and interlinings in relation to occupation of the principal wage earner; however, more of the "clerical" people and fewer of the "others" were dissatisfied with the linings.

Information about coats obtained from the purchasers as given in personal interviews

The data in Table 5 was arranged according to four major classifications:

- I. Coats purchased before 1930
- II. Coats purchased between 1930-1934
- III. Coats purchased between 1935-1939
- IV. Coats purchased between 1940-1944

Only seven coats or two per cent of the total number of coats were purchased before 1930. Of these seven coats, five were general purpose all virgin wool coats. The fiber content was unknown in one general purpose coat. The other coat was a dress coat of all

Table 5.--INFORMATION OBTAINED FROM PURCHASERS OF 325 COATS FOR 175 PEOPLE IN LOUISVILLE, COLORADO, 1943-1944.

Date and purpose	Total no. of coats		Fiber content																				Consumer's source of information					
			Wool				Wool blends								Others								Label	Sales clerk		Owner's opinion		
			All virgin	All reclaimed	Wool and rayon	Wool and cotton	Part wool rest unknown	Wool rayon and cotton	All rayon	Cotton and rayon	All cotton	Entirely unknown																
No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Before 1930																												
General	6	86	5	83																1	17	0		4	67	2	33	
Dress	1	14	1	100																					1	100		
Play																												
Sports																												
Total	7	2																										
1930-34																												
General	12	100	10	84					1	8										1	8	2	16	5	42	5	42	
Dress																												
Play																												
Sports																												
Total	12	3.6																										
1935-39																												
General	34	66	18	53					2	6	3	9						1	3	10	29	6	18	9	26	19	56	
Dress	10	19	8	80					1	10										1	10	2	20	2	20	6	60	
Play	7	13	2	29																						6	86	
Sports	1	2	1	100																1	14	4	57	1	14		1	100
Total	52	16																										
1940-44																												
General	100	39	30	30	13	13	2	2	11	11	10	10	1	1			1	1	1	1	31	31	26	26	24	24	50	50
Dress	116	46	56	48	12	11	4	3	7	6	8	7	1	1			3	3	1	1	24	20	36	31	35	30	45	39
Play	18	7	5	28	1	5.5	1	5.5			8	44	1	5.5	1	5.5			1	5.5			2	11	4	22	12	67
Sports	20	8	3	15	5	25			1	5			1	5					1	5	9	45	7	25	3	15	10	50
Total	254	78																										
Total No.	325		139		31		7		23		29		4		1		4		6		81		82		86		157	
Total per cent		100		43		9		2		7		9		1.35		0.3		1.35		2		25		25		27		48

virgin wool. Sixty-seven per cent of the consumer's information concerning these coats was obtained from the sales clerk, while 33 per cent was the owner's opinion.

Twelve coats or 3.6 per cent of the total number of coats were purchased during the period 1930 to 1934. Ten coats or 84 per cent of the total number of coats in use during this period were general purpose all virgin wool coats. One coat was wool and cotton, while the fiber content was unknown in the other coat. Information concerning the coats was obtained from the label on only two coats, while on five coats the consumer reported information from the sales clerk. The owner gave her own opinion as to the fiber content of five coats.

During the period 1935 to 1939 fifty-two coats were purchased or 16 per cent of the total coats investigated. Of these 52 coats, 34 coats or 66 per cent were general purpose coats. Eighteen of the 34 coats, or 53 per cent, were all virgin wool, six per cent were wool and cotton, nine per cent were part wool and some unknown fibers, and the other coat was all cotton. Information on the fiber content of the coats was obtained from the label on 18 per cent of the coats. On nine of the coats, or 26 per cent, information came from the sales clerk, while the owner gave her own opinion on nineteen of the coats, or 56 per cent.

Ten dress coats were purchased during 1935 to 1939; eight, or 80 per cent, were all virgin wool, one coat was part wool and cotton, and the fiber content of the other coat was unknown. On two coats information was obtained from the label, on two coats the sales clerk gave information, while the owner had to rely on her own opinion for six coats.

Thirteen per cent of all coats purchased during the period of 1935 to 1939 were play-coats. Only 29 per cent were all virgin wool, one was all cotton, and the fiber content of the other four coats was unknown. The consumer-buyer obtained information from the label on only one coat, while information concerning 86 per cent of the coats was the owner's opinion.

According to the homemakers only one all virgin wool sport coat was purchased during the period of 1935 to 1939.

It is interesting to note that in this investigation coats made of reclaimed wool and wool blends were not reported until the years of 1940 to 1944.

Two hundred fifty-four coats, or 78 per cent of all the coats in use, were purchased during the period 1940 to 1944. One hundred coats, or 39 per cent, were general purpose coats, 30 per cent were all virgin wool, while 13 per cent were made of all reclaimed wool. Twenty-four per cent of the general purpose coats were reported to be wool blends, 31 per cent were entirely

unknown, one coat was all cotton, and one was all rayon. The owner gave her opinion concerning the fiber content on one-half the coats, the sales clerk reported the fiber content on 24 per cent of the coats, and on 26 per cent the information was obtained from the label.

Forty-six per cent, the largest number of garments purchased during this period, were dress coats. Of these (116 coats), 48 per cent were all virgin wool, 11 per cent all reclaimed wool, three per cent wool and rayon, six per cent wool and cotton, seven per cent part wool and unknown fibers. The fiber content was entirely unknown in 20 per cent of the dress coats. One coat was all cotton, and one was all rayon. The only source of information on 45 per cent of these coats, or 39 coats, was the owner's opinion. A label was found on 31 per cent, while the sales clerk gave information on 30 per cent of the coats.

Only 18 coats or seven per cent were reported as play coats. Five of these were virgin wool, and only one was all reclaimed wool. Over half of the play coats, or fifty-five per cent, were found to be wool blends, forty-four per cent were part wool and unknown fibers, one coat was part wool and part rayon, and the other coat was reported to be all rayon and cotton. One dress coat was reported to be all rayon, while the other was all cotton. An informative label was found on only two coats, the sales clerk gave information on

four coats, and the only information obtained on 12 coats was from the owners' opinion.

Twenty garments of this period, or eight per cent, were classified as sport coats. Three coats were all virgin wool, five reclaimed wool, one wool and cotton, one a mixture of wool, rayon and cotton, and one all cotton. The fiber content was entirely unknown in nine of the garments. The consumer obtained information from the sales clerk on three coats, or 15 per cent, a label was on seven coats, or 25 per cent, while on one-half of the coats the owner gave her own opinion as to the fiber content.

According to the consumer-buyer, 43 per cent of the 325 coats used were all virgin wool, nine per cent were all reclaimed wool, two per cent were wool and rayon, seven per cent wool and cotton, and nine per cent were part wool and unknown fibers. In 25 per cent of the garments the fiber content was entirely unknown, two per cent were all cotton, while three per cent were blends of rayon.

According to the homemakers' information only 82 coats, or 25 per cent, of all the coats purchased had informative labels, and 71, or 87 per cent, of these coats were purchased during the period of 1940 to 1944. Perhaps this is because the Wool Products Labeling Act became effective July 15, 1941.

The sales clerk gave the consumer information

on the fiber content of 86 coats, or 27 per cent of the total coats studied.

On nearly one-half of the coats investigated, or 48 per cent, the owner had received no information concerning the fiber content.

If the fiber content is important in predicting the satisfaction derived from a coat, the above findings seem to indicate that more information should be made available to the consumer.

Comparison between consumer's
source of information and
microscopic examination

Samples of 289 of the 325 coats used in this investigation were examined by the microscope 1/. Sixty-five coats reported by homemakers to have informative labels were examined by the microscope. Ninety-two per cent of the examinations agreed with the description on the label, while eight per cent did not agree (Table 6). The writer did not see any of the labels.

The sales clerk gave information indirectly concerning the fiber content of 86 coats, or 26.5 per cent of the total coats investigated. Seventy of these coats were examined by the microscope. Results on 44 coats, or 62.9 per cent, agreed with the information given by the sales clerk, while those on 37.1 per cent did not agree.

1/ See appendix E.

Table 6.--COMPARISON BETWEEN CONSUMER'S SOURCE OF INFORMATION AND MICROSCOPIC EXAMINATION OF COATINGS BELONGING TO 175 PEOPLE IN LOUISVILLE, COLORADO, 1943-1944

Date	Coats		Total Tested		Consumer's Source of information		Microscopic examination						Consumer's source of information		Microscopic examination						Consumer's source of information		Microscopic examination						Total no. from all sources of information			
							Coats tested		Agree		Not agree		Sales clerk		Coats tested		Agree		Not agree		Owner's opinion		Coats tested		Agree		Not agree		No. agreeing with micro-scope		No. not agreeing with micro-scope	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Before 1930	7	100	5	71									4	57	3	100	3	100			3	43	2	100			2	100	3	60	2	40
1930-1934	12	100	11	92	2	16	2	100	1	50	1	50	5	42	5	100	4	80	1	20	5	42	4	100	3	75	1	25	8	73	3	27
1934-1939	52	100	44	82	9	17	6	100	6	100			11	21	7	100	5	71	2	29	32	62	31	100	12	39	19	61	23	52	21	48
1940-1944	254	100	229	90	71	28	57	100	53	93	4	7	66	26	55	100	32	58	23	42	117	46	117	100	29	25	88	75	114	49.9	115	50.1
Total no. and per cent	325	100	289	100	82	25	65	100	60	92.3	5	7.7	86	26.5	70	100	44	62.9	26	37.1	157	48.5	154	100	44	29	110	71	148	51.2	141	48.8

The homemaker's opinion concerning the fiber content of 157 coats on which no other information was available was recorded. Of this group 154 coats were examined by the microscope. Results on 29 per cent verified the homemaker's opinion, while results on 71 per cent did not agree with the homemaker's opinion.

Information obtained from all sources on 148 coats, or 51.2 per cent, agreed with the microscopic examination, while that on 141 coats, or 48.8 per cent, did not agree with the examination.

It is obvious that the consumer's opinion, the sales clerk's opinion and the homemaker's memory of the label cannot be depended upon as reliable sources of information on the fiber content of coats.

Reasons for satisfaction or dissatisfaction
as reported by the homemakers, with 325
coats in relation to fiber content

As shown in Table 7, 139 coats, or 43 per cent of all the coats investigated, were all virgin wool. Owners reported they "liked" 40 per cent of their coatings, 21 per cent were found warm, while 46 per cent were pleasing in color. Seventy-seven of the coatings, or 54 per cent, were reported to wear well and 22 per cent to hang evenly. Twenty-three per cent of the virgin wool garments were pleasing in style, and 26.6 per cent were found to maintain the fit.

Thirty-one coats, or nine per cent, were reported to be reclaimed wool. Homemakers reported

Table 7.--RELATION OF FIBER CONTENT AS REPORTED BY HOMEMAKERS TO REASONS FOR SATISFACTION WITH 325 COATS, IN LOUISVILLE, COLORADO, 1943-1944

[illegible]

satisfaction in the following main factors: general satisfaction ("liking"), 41 per cent of the coats; warmth, 16 per cent; pleasing colors, 67 per cent; pleasing style, 38.4 per cent; and maintaining fit, 10 per cent.

Twenty-nine coats were reported to be part wool, the rest of the fiber unknown. Satisfaction was reported in the following factors: color, 47.6 per cent; "liked," 30 per cent; fit, 20.4 per cent; pleasing style, 17 per cent; ease of cleaning, 14 per cent.

In eighty-one coats or 25 per cent of all the coatings investigated the fiber content was entirely unknown; however, satisfaction was reported in several factors. Forty-seven per cent were "liked," 15.6 per cent were warm, 19 per cent were pleasing in color, and 26.4 per cent wore well.

Twenty-three coats or seven per cent were reported to be a blend of wool and cotton. Four of these coatings or 17.2 per cent were "liked" because of certain features. Seventy-four per cent were found to wear well. Over half of the coats were pleasing in style, and slightly less than half or 48 per cent maintained their fit.

Seven coatings or two per cent were found to be blends of wool and rayon. Opinions of these coats were: four were "liked," two were warm, four were found to be pleasing in color and four to wear well.

Four coats were reported to be wool, cotton and rayon. Homemakers mentioned satisfaction in the following main factors: warmth, two coats; color, two coats; and style, two coats. One coat was reported to wear well.

A blend of rayon and cotton was reported in four of the coatings studied. Two coats were mentioned as pleasing in color, and one coat was reported to have style pleasing and to fit well.

Only one coat was reported to be rayon; the owner "liked" this garment and the color was pleasing.

There are a great variety of reasons that people like or dislike coats. Except for instances in which there were too few coats to make a generalization, no single factor accounted for satisfaction in more than about half the coats reported as satisfactory. According to these findings about one-half the homemakers "liked" coats of all virgin wool, all new and reclaimed wool, and coats of wool, cotton and rayon blends. Less satisfactory were coats made of part wool and the rest of unknown fibers (31 per cent), coats of wool and cotton (17 per cent), coats of all cotton (17 per cent). However, only six all cotton coats were reported. Fifty-seven per cent of the wool and rayon coats were found satisfactory, although only 7 coats were reported. More specific qualities such as maintains press, dry cleans easily, warm, resists wrinkling and free of lint

did not seem to be outstanding features of any one type of coat.

A report was made on 285 linings and 102 interlinings of the 325 coats investigated. Two hundred five linings, or 70 per cent, were rayon. Satisfaction was reported in the following factors: color, 45 per cent; wear, 35 per cent; and resistance to wrinkling, 15 per cent.

Thirty-two (16 per cent) of the linings investigated were reported to be silk. Satisfaction was reported in the following main factors: color, 46 per cent; resistance to wrinkling, 22 per cent; "liked," 15 per cent; and maintenance of press, 9 per cent.

Forty-five of the total coats or 22 per cent were reported to have cotton linings. Fifty-seven per cent of the linings wore well, 29 per cent were pleasing in color, and 13 per cent were warm.

The fiber content of the lining was reported to be unknown in three of the total coats investigated.

The outstanding factors which revealed satisfaction in linings were: pleasing colors, wears well, and resists wrinkling. The wearing qualities of silk linings and the wrinkle resisting qualities of cotton linings were mentioned less frequently than similar qualities for linings of other fibers.

In the 325 coats investigated, 102 were

reported to have cotton interlinings. Eighty-five per cent stated that the interlining was warm, and six per cent reported the interlining to wear well.

The main factors which accounted for satisfaction in interlinings were: warmth, and wears well.

Dissatisfaction was expressed in 43 per cent of the total coatings reported to be all virgin wool (Table 8). The reasons for dissatisfaction with wool coats are expressed in the following factors: picking up lint, 11 per cent; difficulty in cleaning, six per cent; "dislike," four per cent; and wearing of nap, four per cent.

Thirty-one coatings, or nine per cent, were reported to be all reclaimed wool. Dissatisfaction was expressed as: nap wore off, nine per cent; does not wear, nine per cent; and "don't like it," six per cent.

Nine per cent of the total coatings studied were reported to be part wool and the rest unknown fibers. Seven per cent of the coatings "picked up lint," "lost shape," and were "difficult to clean."

The fiber content was entirely unknown in 81 coatings or 25 per cent of the total coats studied. Eleven per cent reported the coating lost shape.

Seven per cent of the total coatings were wool and cotton blends. Comments were: "don't like it," 40 per cent; "loses shape," 38 per cent; "picks

Table 8.--RELATION OF FIBER CONTENT AS REPORTED BY HOMEMAKERS TO REASONS FOR DISSATISFACTIONS WITH 325 COATS, IN LOUISVILLE, COLORADO, 1943-1944

[illegible]

up lint," 34 per cent; and "too warm," 30 per cent.

Four coatings were reported to be wool, cotton and rayon, six were reported to be all cotton, and four were reported to be cotton and rayon.

Dissatisfactions for all types of coatings were well grouped under the following headings: difficult to clean, picks up lint, loses shape, nap wears off, and doesn't wear. The percentages of wool and cotton blend coats which were unsatisfactory for these reasons were usually considerably greater than for coats of all virgin wool, all new and reclaimed wool, and of part wool and the rest unknown fibers.

Two hundred five of the 285 linings reported were rayon. Dissatisfaction was expressed in the following factors: wrinkling, 32 per cent; seam slippage, 12 per cent; and difficulty in cleaning, five per cent.

Forty-five or 22 per cent of the total coats studied were reported to have cotton linings. Thirty-five of the linings were difficult to clean, and less than five per cent wrinkled.

The outstanding factors which accounted for dissatisfaction in linings were: difficulty in cleaning, seam slippage, poor wear, and wrinkling. Rayon linings were reported unsatisfactory in the most features, and silk linings were not reported unsatisfactory in any feature. Many more cotton than rayon linings reported to be difficult to clean.

The only factor which caused dissatisfaction with the 102 interlinings studied was excessive warmth.

The data concerning satisfaction and dissatisfaction were analyzed in relation to age and sex of the wearer and placed on related tables 2/. These findings showed that most coats for men and boys were all wool, and that coats for women and girls were blends of wool and other fibers, reclaimed wool, and all virgin wool. Interlinings were reported only in the coats belonging to women and girls. There seemed to be no relationship between the age and sex of the wearer and the satisfaction or dissatisfaction with the fiber content.

When reasons for satisfaction and dissatisfaction were arranged according to the microscopic examination of the coatings (Tables 9 and 10) the numbers and per cents of coats manufactured from blends were increased, because coatings reported by the housewife to be of unknown fibers were found to be composed of several fibers rather than a single fiber.

When data were arranged in this way the relationships were nearly the same as reported previously in the discussion of Tables 7 and 8. However, satisfaction with coats of cotton fibers was as great as with coats of other fibers. Warmth was a quality reported for more wool and cotton coats than for coats of other fibers.

2/ See appendix F.

Table 9.--RELATION OF FIBER CONTENT AS DETERMINED BY MICROSCOPIC EXAMINATION TO REASONS FOR SATISFACTION WITH 289 COATS, IN LOUISVILLE, COLORADO, 1943-1944

Coatings	No. and per cent of coats fitting description																											
	Total coats		"Like it"		Maintains press		Dry cleans easily		Warm		Pleasing color		Hangs evenly		Wears well		Resists wrinkling		Free of lint		Style pleasing		Fits well		Washes & presses easily		Maintains fit	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
All wool	130	45	50	38	4	3	13	10	18	14	70	54	21	16	64	49	5	4	12	9	39	30	29	22			28	21
Wool and cotton	57	20	29	50			5	9	18	31	20	34	6	10	28	48	1	2	7	12	14	24	11	19	2	3	9	16
Wool and rayon	25	8	12	48	1	4	5	20	3	12	20	80	3	12	7	28	2	8	1	4	7	28	6	24			3	12
Wool, cotton and rayon	34	12	15	45			3	9	7	21	20	60	1	3	13	39	3	9	1	3	9	27	3	9			8	24
All cotton	9	3	6	66			2	22	1	11	5	55			4	44			1	11	2	22	1	11			1	11
Cotton and rayon	29	10	11	37	1	3	2	7	4	14	13	44	1	3	4	14			3	11	8	26	4	14	1	3	4	14
All rayon	5	2	2	40							3	60	1	20	1	20			2	40			1	20			1	20

Pleasing color was again an outstanding feature of wool and rayon coats. Dissatisfaction for all types of coatings was grouped as before. Blends of wool, cotton and rayon seemed most unsatisfactory, although the percentage reported unsatisfactory was still small.

In conclusion, these findings showed that there was some relationship between the fiber content of coats and the satisfaction or dissatisfaction with them for specific reasons. No generalizations can be made from this study that a fabric of one particular fiber or fibers is superior to a fabric of some other fiber or fibers in every quality studied. Subjective factors were very important in determining satisfaction or dissatisfaction.

Limitations and recommendations

This study was limited to findings from personal interviews with 40 homemakers in Louisville, Colorado. Although data on 325 coats was collected, the number of coats of various blends reported by the homemakers was small. Therefore, generalizations concerning satisfaction and dissatisfaction with blends were not warranted.

It would be extremely difficult for one person by interviews to obtain information on sufficient numbers of coats of the less well known blends so that definite conclusions could be drawn.

Microscopic examination used in this study showed only kinds of fibers and not amounts. The wearing quality of a blend probably depends on the amount of different fibers present.

It would have been valuable to have sampled also the linings and interlinings for microscopic analysis if time had been available.

It would be of interest to distinguish by analysis between coatings of new wool and reclaimed wool, and to find out whether wearing qualities of these garments differed.

In an ideal study of this type, garments manufactured from known fibers might be worn for selected lengths of time by typical residents. Evidences of wear and reactions of the consumers could be determined and correlated with the fiber content.

Chapter V

SUMMARY

The findings of this investigation, relative to the influence of the fiber content on the service rendered by coats in use in Louisville, Colorado, provided the following information:

- I. Most coats appeared to be giving satisfactory service in so far as the owner was concerned. More criticisms of wool and cotton blend coats were given than for coats of other fibers.
- II. Satisfactory features were reported for all linings. Some dissatisfaction was expressed for rayon and cotton linings, although not for silk.
- III. Only cotton interlinings were mentioned. Little comment was given except about warmth which might have been either desirable or undesirable.
- IV. The outstanding descriptions which revealed satisfaction in coats were: wears well, pleasing color, "like it," maintains fit, style pleasing, and hangs evenly.
- V. The factors which accounted for unsatisfactory services in coats were: picking up lint, loss

of shape, wearing of nap, and general dislike.

- VI. The information obtained from all sources on 148 coats (51.2 per cent) agreed with the microscopic examination as to the type of fiber.
- VII. The data showed that only 82 coats (25 per cent) of all coats purchased had informative labels. Seventy-one of these (87 per cent) were purchased during the period 1940 to 1944. The sales clerk gave the consumer information on the fiber content of 86 coats (27 per cent) of the total studied. On nearly one-half the coats investigated (48 per cent), the owner had not received any information concerning the fiber content.
- VIII. Apparently the nationality of the principal wage earner made no difference in the adequacy or the inadequacy of the coatings, linings, and interlinings.
- IX. There appeared to be no relationship between occupations of the families studied and the adequacy of the coats belonging to them. Apparently there was little difference in the inadequacy of coating, linings, and interlinings in relation to occupation of the principal wage earner; however, more of the "clerical" people and fewer of the "others"

were dissatisfied with the linings.

- X. There seemed to be no relationship between the age and sex of the wearer and the satisfaction or dissatisfaction with the fiber content of the coats.
- XI. Apparently, satisfaction and dissatisfaction bore some relationship to the fiber content of coatings. However, a coating of one particular fiber was not superior in all respects to a coating of any other fiber. Subjective factors were very important in determining satisfaction or dissatisfaction.

APPENDIX

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Appendix A.--Information on 325 coats from 40
families in Louisville, Colorado
June 1943 to June 1944.

Raw data secured from information obtained
by interviewing 40 families is on file in the Division
of Home Economics, Colorado State College of Agriculture
and Mechanic Arts.

WOOL COAT STUDY

58

City _____ Street _____

[illegible]

No. in Family	Males	Females
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
53	53	53
54	54	54
55	55	55
56	56	56
57	57	57
58	58	58
59	59	59
60	60	60
61	61	61
62	62	62
63	63	63
64	64	64
65	65	65
66	66	66
67	67	67
68	68	68
69	69	69
70	70	70
71	71	71
72	72	72
73	73	73
74	74	74
75	75	75
76	76	76
77	77	77
78	78	78
79	79	79
80	80	80
81	81	81
82	82	82
83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

No. of Wage Earners in Family	Full Time	Part Time
1	10	10
2	10	10
3	10	10
4	10	10
5	10	10
6	10	10
7	10	10
8	10	10
9	10	10
10	10	10
11	10	10
12	10	10
13	10	10
14	10	10
15	10	10
16	10	10
17	10	10
18	10	10
19	10	10
20	10	10
21	10	10
22	10	10
23	10	10
24	10	10
25	10	10
26	10	10
27	10	10
28	10	10
29	10	10
30	10	10
31	10	10
32	10	10
33	10	10
34	10	10
35	10	10
36	10	10
37	10	10
38	10	10
39	10	10
40	10	10
41	10	10
42	10	10
43	10	10
44	10	10
45	10	10
46	10	10
47	10	10
48	10	10
49	10	10
50	10	10
51	10	10
52	10	10
53	10	10
54	10	10
55	10	10
56	10	10
57	10	10
58	10	10
59	10	10
60	10	10
61	10	10
62	10	10
63	10	10
64	10	10
65	10	10
66	10	10
67	10	10
68	10	10
69	10	10
70	10	10
71	10	10
72	10	10
73	10	10
74	10	10
75	10	10
76	10	10
77	10	10
78	10	10
79	10	10
80	10	10
81	10	10
82	10	10
83	10	10
84	10	10
85	10	10
86	10	10
87	10	10
88	10	10
89	10	10
90	10	10
91	10	10
92	10	10
93	10	10
94	10	10
95	10	10
96	10	10
97	10	10
98	10	10
99	10	10
100	10	10

Nationality of Husband Nationality of Wife

[illegible]

QUESTIONS USED IN CONNECTION WITH INTERVIEW SHEET

1. Introduction.
2. May I have your name, please?
3. Is this 1409 Grant Street?
4. How many members are in your family? Male? Female?
5. What is the occupation of your husband?
6. How many wage earners are in your family? Full time? Part time?
7. May I see the coats of your family?
8. What year did you purchase this coat?
9. What do you consider the purpose of this coat?
10. In what season do you wear this coat?
11. What is this coating material made of?
12. What kind of wool?
13. What other fibers are in this coat?
14. From what source did you get your information?
15. Would you buy a similar coating to replace this one when it wears out? Why?
16. What is the lining material made of?
17. Would you buy a coat with the same kind of lining material? Why?
18. What is the interlining material made of?
19. Would you buy a coat with the same kind of interlining material? Why?
20. Have you been satisfied with your coating?
21. Have you been satisfied with the lining of your coat?
22. Have you been satisfied with the interlining of your coat?

KEY OF SYMBOLS

<u>OCCUPATIONS</u>	<u>SEASON</u>	<u>PURPOSE OF COAT</u>
<u>P</u> Professional	<u>B</u> Between season	1. General
<u>B</u> Business	<u>W</u> Fall and winter	2. Dress
<u>L</u> Laboring	<u>S</u> Spring and summer	3. Raincoat
<u>C</u> Clerical		4. Play
<u>O</u> Others		5. Sports

ADEQUATE (reasons)

1. "Like It"
2. Maintains press
3. Dry cleans easily
4. Warm
5. Pleasing color
6. Hangs evenly
7. Maintains fit
8. Wears well
9. Resists wrinkling
10. Free of lint
11. Style pleasing
12. Fits well
13. Washes and presses easily
14. Opinions of others

INADEQUATE (reasons)

- A. "Don't like it"
- B. Price
- C. Difficult to clean
- D. Too warm
- E. Irritates skin
- F. Seasonal
- G. Shrinks
- H. Picks up lint
- I. Loses shape
- J. Nap wears off
- K. Becomes shiny
- L. Roughs up
- M. Poor fit
- N. Style unbecoming
- O. Difficult to wash and iron
- P. Seam slippage
- Q. Doesn't wear
- R. Wrinkles
- S. Fades

DATE

Before- 1930
 1930 - 1934
 1935 - 1939
 1940 - 1944

NATIONALITY

American
 Italian
 French
 Slovenian
 Bohemian

WOOL

1. All wool
2. Part wool
3. Virgin wool
4. Reprocessed wool
5. Reused wool
6. Alpaca
7. Camel hair
8. Rabbit hair

SOURCE OF INFORMATION

1. Sales clerk
2. Label
3. Opinion

AGE AND SEX

GC...Girls 0-12
 BC...Boys 0-12
 GA...Girls 13-21
 BA...Boys 13-21
 WM...Women 22-and above
 MM...Men 22-and above

OTHER FIBERS

0. Unknown
1. Cotton
2. Rayon
3. Aralac
4. Nylon
5. Silk

Appendix E.--KIND OF FIBER AS SHOWN BY MICROSCOPIC EXAMINATION OF COATINGS BELONGING TO
175 PEOPLE IN LOUISVILLE, COLORADO, JUNE 1943-JUNE 1944

		Coatings								Coatings					
		Warp			Filling					Warp			Filling		
family Number	Coat Number	Wool	Cotton	Rayon	Wool	Cotton	Rayon	Family Number	Coat Number	Wool	Cotton	Rayon	Wool	Cotton	Rayon
1	1	x	-	-	x	-	-	8	51	x	-	-	x	-	-
	2	x	-	-	x	-	x	9	52	-	x	-	x	x	-
	3	x	-	-	x	-	-		53	-	x	-	-	x	x
	4	x	-	-	x	-	-		54	-	x	-	-	x	x
2	5	x	-	-	x	-	-		55	x	-	x	x	-	x
	6	x	-	-	x	-	-		56	x	x	-	x	-	-
3	7	x	-	-	x	-	-		57	x	-	-	x	-	-
	8	x	x	-	-	x	x		58	x	-	-	x	-	-
	9	x	-	-	x	-	-		59	-	-	-	-	-	-
4	10	x	-	-	x	-	x	10	60	-	-	-	-	-	-
	11	-	-	-	-	-	-		61	-	x	-	x	x	-
	12	-	x	x	-	x	-		62	-	x	x	-	-	x
	13	x	-	-	x	-	-		63	-	-	x	-	-	x
	14	x	x	-	x	x	-		64	-	x	-	-	x	x
	15	x	-	-	x	-	-		65	x	-	-	x	-	-
	16	x	-	-	-	x	-		66	x	-	x	x	-	x
	17	x	x	-	x	x	-	11	67	x	-	-	x	-	-
18	-	x	-	x	-	-	68		-	x	-	x	-	x	
19	-	x	-	x	-	x	69		-	x	-	x	x	-	
5	20	-	-	x	-	-	x	12	70	x	-	-	x	-	-
	21	-	x	-	-	x	x		71	x	x	-	x	-	x
	22	-	x	-	x	x	-		72	x	x	-	x	x	-
	23	x	-	-	x	-	x		73	x	-	-	x	-	-
6	24	x	x	-	x	x	-		74	x	x	-	x	x	-
	25	x	-	-	x	x	-		75	x	-	-	x	-	-
	26	-	-	-	-	-	-	13	76	-	x	x	-	x	-
	27	-	x	-	-	x	-		77	-	x	-	-	x	x
	28	x	-	-	x	-	-		78	-	x	-	x	-	-
	29	x	-	-	x	-	-		79	x	-	-	x	-	-
	30	x	-	-	x	-	-		80	x	-	-	x	-	-
	31	x	-	-	x	-	-		81	-	x	x	x	x	x
32	x	x	-	x	x	x	14	82	x	-	-	x	-	-	
33	-	x	-	x	-	-		83	x	-	-	x	-	-	
34	x	x	x	x	x	-		84	x	-	-	x	-	-	
35	-	x	x	-	x	x		85	-	x	-	-	x	x	
7	36	x	-	-	x	-	-		86	-	x	-	-	x	-
	37	x	x	x	x	x	x		87	-	-	x	-	x	x
	38	-	-	x	-	x	-		88	-	x	x	-	x	x
	39	x	x	x	-	x	x		89	x	-	x	x	-	x
	40	x	x	-	-	x	x		90	-	x	-	x	-	-
	41	-	-	-	-	-	-		91	-	-	x	-	-	x
	42	x	x	-	x	x	-		92	-	-	x	-	-	x
	43	x	-	x	x	x	-		93	x	-	x	x	-	x
8	44	-	-	-	-	-	-		94	-	x	-	x	-	-
	45	-	-	-	-	-	-		95	-	x	-	-	x	-
	46	x	-	-	x	-	-		96	-	x	-	-	-	x
	47	x	-	-	x	-	-		97	x	-	-	x	-	-
	48	x	-	x	x	-	x		98	-	x	-	-	-	x
	49	x	x	-	x	x	x	15	99	x	-	x	x	-	x
	50	x	-	-	x	-	-		100	x	-	x	x	-	x

Appendix E.--KIND OF FIBER AS SHOWN BY MICROSCOPIC EXAMINATION OF COATINGS BELONGING TO
175 PEOPLE IN LOUISVILLE, COLORADO, JUNE 1943-JUNE 1944

Family Number	Coat Number	Coatings						Family Number	Coat Number	Coatings					
		Warp			Filling					Warp			Filling		
		Wool	Cotton	Rayon	Wool	Cotton	Rayon			Wool	Cotton	Rayon	Wool	Cotton	Rayon
15	101	x	x	-	x	x	-	19	151	x	x	-	x	x	-
	102	x	-	x	x	-	x		152	-	x	-	-	-	x
	103	x	-	x	x	-	x		153	-	x	x	x	x	x
	104	x	x	-	x	x	-		154	-	x	-	x	-	x
	105	-	x	x	-	-	x	20	155	-	x	-	-	-	x
	106	x	-	-	x	-	-		156	-	x	-	-	x	-
	107	-	-	x	-	-	x		157	-	x	-	-	-	x
	108	-	x	-	x	-	-		158	-	x	-	-	x	x
	109	-	-	-	-	-	-		159	-	x	-	x	x	-
	110	x	-	-	x	-	-		160	x	-	-	x	-	-
16	111	x	-	-	x	-	-	161	-	x	-	x	x	x	
	112	-	x	x	-	x	x	162	x	-	-	x	-	-	
	113	x	-	-	x	-	-	163	-	-	-	-	-	-	
	114	x	-	-	x	-	-	164	x	-	x	x	-	x	
	115	x	-	x	x	-	x	165	x	-	-	x	-	-	
	116	x	x	x	x	x	x	21	166	x	-	-	x	-	-
	117	x	-	-	x	-	-		167	-	x	-	x	-	-
	118	x	-	-	x	-	-		168	-	-	-	-	-	-
	119	x	x	-	x	x	-		169	x	-	-	x	-	-
	120	x	-	-	x	-	-	170	-	x	-	x	-	-	
121	x	x	x	x	x	x	171	-	x	-	x	-	-		
122	x	-	-	x	-	-	172	x	-	-	x	-	-		
123	x	-	-	x	-	-	173	-	x	-	-	-	-	x	
124	x	-	-	x	-	-	22	174	x	x	-	x	-	-	
125	x	x	x	x	x	x		175	x	-	-	x	-	-	
17	126	x	x	x	x	x		x	176	-	x	-	x	x	-
	127	-	x	-	x	-		x	177	-	x	-	x	x	-
	128	x	-	-	x	-	-	178	-	-	-	-	-	-	
	129	-	x	-	x	-	x	23	179	x	-	-	x	-	-
130	-	x	-	-	x	-	180		x	x	-	x	-	-	
131	x	-	-	x	-	-	181		x	-	-	x	x	-	
132	x	-	-	x	-	-	182		-	-	-	-	-	-	
133	x	-	x	x	-	x	183	-	-	-	-	-	-		
18	134	-	-	x	-	x	-	24	184	-	-	-	-	-	-
	135	x	x	-	-	-	x		185	x	-	-	x	-	-
	136	x	-	-	x	-	-		186	-	x	-	x	-	-
	137	x	-	-	x	-	-		187	x	-	-	x	-	-
	138	-	x	-	x	-	x	188	-	-	x	-	-	x	
	139	x	-	-	x	x	-	189	x	x	-	x	x	-	
	140	-	-	-	-	-	-	190	x	-	x	x	-	x	
	141	-	x	x	-	-	x	25	191	-	-	-	-	-	-
142	-	x	-	-	-	x	192		x	x	-	x	x	-	
143	x	-	-	x	-	-	193		x	x	-	x	x	-	
144	x	-	-	x	-	-	194		x	-	-	x	-	-	
145	x	-	-	x	-	-	195		-	x	-	x	-	x	
146	x	-	-	x	-	-	196		-	x	-	x	-	x	
19	147	-	x	-	x	x	x		197	x	x	-	x	x	-
	148	x	-	-	x	-	-		198	x	x	-	x	x	-
	149	x	x	-	x	x	-	199	x	-	-	x	-	-	
	150	-	x	-	x	-	-	200	x	-	x	x	-	x	

Appendix E.--KIND OF FIBER AS SHOWN BY MICROSCOPIC EXAMINATION OF COATINGS BELONGING TO
175 PEOPLE IN LOUISVILLE, COLORADO, JUNE 1943-JUNE 1944

Family Number	Coat Number	Coatings						Family Number	Coat Number	Coatings					
		Warp			Filling					Warp			Filling		
		Wool	Cotton	Rayon	Wool	Cotton	Rayon			Wool	Cotton	Rayon	Wool	Cotton	Rayon
25	201	x	-	-	x	-	-	32	251	x	-	-	x	-	-
	202	x	-	x	x	-	-		252	x	-	x	x	-	x
26	203	x	-	-	x	-	-	33	253	x	x	-	x	x	-
	204	x	-	-	x	-	-		254	-	-	-	-	-	-
	205	x	-	-	x	-	-		255	x	-	-	x	-	-
	206	x	-	x	x	-	x		256	x	x	x	x	x	x
	207	x	x	x	x	x	x		257	x	-	-	x	-	-
	208	-	-	-	-	-	-	34	258	x	-	-	x	-	-
27	209	x	-	-	x	-	-		259	x	-	-	x	-	-
	210	-	x	-	-	x	-		260	x	-	-	x	-	-
	211	x	-	-	x	-	-		261	x	-	-	x	-	-
	212	x	x	-	x	-	-		262	-	-	-	-	-	-
	213	x	x	-	x	-	-		263	x	-	-	x	-	-
	214	x	-	-	x	-	-	35	264	-	-	-	-	-	-
	215	-	x	-	-	-	x		265	-	x	-	-	-	-
28	216	x	-	-	x	-	-		266	x	x	x	x	x	x
	217	-	x	-	-	x	-		267	x	-	-	x	-	-
	218	-	-	x	-	-	x		268	x	-	-	x	-	-
	219	x	-	-	x	-	-		269	x	-	-	x	-	-
	220	x	-	-	x	-	-		270	x	-	-	x	-	-
	221	x	-	-	x	-	-		271	x	-	-	x	-	-
	222	-	x	-	x	-	-		272	-	x	-	x	x	x
	223	x	-	-	x	-	-		273	-	x	x	x	x	-
	224	-	x	-	-	x	-		274	x	-	x	x	-	x
29	225	-	-	-	-	-	-		275	x	-	-	x	-	-
	226	-	-	-	-	-	-		276	-	x	-	-	x	-
	227	x	-	-	x	-	-		277	-	-	-	-	-	-
	228	x	-	x	x	x	x	36	278	-	-	-	-	-	-
	229	x	-	x	x	-	x		279	x	-	-	x	-	-
	230	-	-	-	-	-	-		280	x	-	-	x	-	-
30	231	-	-	-	-	-	-		281	x	-	-	x	-	-
	232	-	x	-	x	x	-		282	x	-	-	x	-	-
	233	x	x	-	x	x	-		283	-	x	-	x	x	-
	234	x	-	-	x	-	-		284	x	x	-	x	-	-
	235	x	-	x	x	-	-		285	-	x	-	x	-	x
	236	x	x	x	x	x	-		286	x	-	-	x	-	-
	237	x	-	-	x	-	-		287	x	-	-	x	-	-
	238	-	-	-	-	-	-		288	x	-	-	x	-	-
	239	-	-	-	-	-	-		289	x	-	-	x	-	-
	240	-	-	-	-	-	-		290	x	-	-	x	-	-
31	241	x	-	-	x	-	-	37	291	x	-	x	x	-	x
	242	x	-	-	x	-	-		292	-	-	-	-	-	-
	243	x	-	x	-	-	x		293	x	-	-	x	-	-
	244	-	-	-	-	-	-		294	x	-	-	x	-	-
	245	-	-	-	-	-	-		295	x	-	-	x	-	-
32	246	x	-	-	x	-	-		296	-	x	-	x	x	-
	247	x	-	-	x	-	-		297	-	-	-	-	-	-
	248	x	-	-	x	-	-		298	-	-	-	-	-	-
	249	-	x	-	x	-	-	38	299	-	x	-	x	-	-
	250	x	-	-	x	-	-		300	x	x	-	x	x	-

Appendix E.--KIND OF FIBER AS SHOWN BY MICROSCOPIC EXAMINATION OF COATINGS BELONGING TO
175 PEOPLE IN LOUISVILLE, COLORADO, JUNE 1943-JUNE 1944

Family Number	Coat Number	Coatings						Family Number	Coat Number	Coatings					
		Warp			Filling					Warp			Filling		
		Wool	Cotton	Rayon	Wool	Cotton	Rayon			Wool	Cotton	Rayon	Wool	Cotton	Rayon
38	301	x	-	-	x	-	-	39	314	x	-	-	x	-	-
	302	x	-	-	x	-	-		315	x	-	-	x	-	-
	303	-	-	-	-	-	-		316	x	-	-	x	-	-
	304	x	-	-	x	-	-	40	317	x	-	-	x	-	-
	305	-	-	-	-	-	-		318	x	-	-	x	-	-
	306	x	-	-	x	-	-		319	x	x	-	x	-	-
	307	x	x	-	x	x	-		320	x	-	-	x	-	-
	308	-	x	x	-	x	x		321	x	x	-	x	x	-
39	309	x	-	-	x	-	-		322	x	-	-	x	-	-
	310	x	x	x	-	x	x		323	x	-	-	x	-	-
	311	x	-	-	x	-	-	324	x	-	-	x	-	-	
	312	x	-	-	x	-	-	325	-	-	-	-	-	-	
	313	x	-	-	x	-	-								

Table 1.--RELATION OF THE FIBER CONTENT AS REPORTED BY THE HOMEMAKERS TO REASONS FOR SATISFACTION OR DISSATISFACTION WITH 60 COATS BELONGING TO MEN 22 AND ABOVE IN LOUISVILLE, COLORADO, 1943-1944

[illegible]

Appendix F

Table 2.--RELATION OF THE FIBER CONTENT AS REPORTED BY THE HOMEMAKERS TO REASONS FOR SATISFACTION OR DISSATISFACTION WITH 109 COATS BELONGING TO WOMEN 22 AND ABOVE IN LOUISVILLE, COLORADO, 1943-1944

[illegible]

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	No. of boys' coats found satisfactory in certain factors	No. of boys' coats found unsatisfactory in certain factors
Coatings	Total no. of coats "Like it" Maintains press Dry clean easily Warm Pleasing color Hangs evenly Wears well Resists wrinkling Free of lint Style pleasing Fits well Washes & presses easily Maintains fit "Don't like it" Price Difficult to clean Too warm Irritates skin Seasonal Picks up lint Loses shape Nap wears off Becomes shiny Roughs up Poor fit Style unbecoming Seam slippage Doesn't wear Wrinkles Fades	
All virgin wool	3	
All wool new and reclaimed	2	
Part wool rest unknown		
Entirely unknown	4	
Wool and cotton	1	
Wool and rayon		
Wool, cotton and rayon		
All cotton		
Cotton and rayon		
All rayon		
Lining Rayon	3	
Silk		
Cotton	3	
Unknown		
Interlinings Cotton		

[illegible]

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FACTION WITH 20 COATS BELONGING TO BOYS 0-12 IN LOUISVILLE, COLORADO, 1943-1944

	No. of boys' coats found satisfactory in certain factors	No. of boys' coats found unsatisfactory in certain factors
Coatings	Total no. of coats "Like it" Maintains press Dry clean easily Warm Pleasing color Hangs evenly Wears well Resists wrinkling Free of lint Style pleasing Fits well Washes & presses easily Maintains fit "Don't like it" Price Difficult to clean Too warm Irritates skin Seasonal Picks up lint Loses shape Nap wears off Becomes shiny Roughs up Poor fit Style unbecoming Seam slippage Doesn't wear Wrinkles Fades	
All virgin wool	9	2
All wool new and reclaimed	2	2
Part wool rest unknown		
Entirely unknown	7	2
Wool and cotton		
Wool and rayon		
Wool, cotton and rayon		
All cotton	1	1
Cotton and rayon		
All rayon	1	1
Lining Rayon	2	2
Silk		
Cotton	2	2
Unknown		
Interlinings Cotton		

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[illegible]

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