

THE ADEQUACY OF THE SUBTEEN SCHOOL DRESS
SIZES IN THE WILLAMETTE VALLEY

by

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THE ADEQUACY OF THE SUBTEEN SCHOOL DRESS SIZES IN THE WILLAMETTE VALLEY

INTRODUCTION

The subteen sizing of clothing for girls is being given an increasing amount of consideration. This is probably due to increasing complaints by customers that girls' sizes 7, 8, 10, 12, and 14 are not meeting their needs. Because of these complaints, manufacturers have begun to provide garments planned especially for girls in the subteen sizes, and magazines and newspapers are advertising them by brand names. Mail order companies, department stores, and specialty shops are also beginning to realize the promotional possibilities in this line of merchandise.

Little research has been done on the subteen sizing of garments. Proposed Commercial Standards for subteen sizing were developed in 1945 by the Bureau of Standards.

In 1945 the Division of Trade Standards of the National Bureau of Standards of the United States Department of Commerce, in cooperation with the Mail Order Association of America, developed proposals for standard measurements and sizes for girls' apparel. Body measurements of the girl rather than her age were used to determine her size. The adoption of such a standard would eliminate the present diversity of size markings for corresponding measurements.

The body measurements proposed were based on "Body Measurements of American Boys and Girls for Garment Pattern Construction." Misc. Pub. 366 U.S.D.A. allowances for clothing were added to the basic body measurement. In addition to this, adjustments were made to achieve more uniform gradations between sizes. It is not clear just how these allowances and adjustments have been determined.

In April, 1946, the Proposed Commercial Standard became a "Recommended Commercial Standard on Body Measurements for the Sizing of Apparel for Girls." (TS-4093, Division of Trade Standards, National Bureau of Standards, 1946) It has been adjusted in the light of suggestions from manufacturers, distributors, and users of girls' clothing. Its purposes are (1) to establish standard size designations and body measurements for the sizing of girls' ready-to-wear apparel for the guidance of those engaged in producing, or preparing specifications for ready-to-wear garments and patterns; and (2) to provide lengths for dresses, coats, skirts, and slacks (outseams) that are related to the body measurement. (9, pp.238-239)

The Commercial Standards have been revised and are still subject to revision. More recent standards were published in TS 41615A in April, 1954. (11, pp.1-15)

Since the standardization of sizes for clothing, as mentioned by Thompson and Rea, has not been adopted, but only proposed or recommended, the consumers are still confused by sizing of clothing for their children. Mothers say it is often necessary to purchase one size in underwear and another size in dresses in order to fit their children.

Both mothers and merchants have realized that girls of the same age have varying proportions and body measurements. Also they have recognized the fact that few manufacturers' measurements for given sizes are the same. Garments labeled with the same size designation are made with different dimensions. Usually children's garments are not large enough for the age of the child specified. Stating size by age has no relationship to the job of fitting clothes to children.

Standard sizes for clothing for grade

school girls have long been advocated by the Bureau of Human Nutrition and Home Economics as well as by thoughtful home economists. A nation-wide study of the body measurements of 147,088 boys and girls was carried out in 1937-1939 by the Bureau in cooperation with eighteen colleges and other educational agencies.

After the 1937-1939 study was completed and analyzed, the results showed that the size of children can be predicted best from a combination of two measurements: a vertical length and a girth. It also showed that age alone is the poorest possible basis for sizing any kind of garments for children. (9, pp.237-238)

Another study also verifies the fact that age is a poor basis for sizing any kind of garment for children.

"Marking children's clothing with size tags by age is useless." This is the opinion of a majority of 2,266 typical mothers interviewed by the U.S. Department of Agriculture. Three-fourths of mothers with children twelve years old or younger buy most of their children's clothes ready-made. More than half of these said that they cannot tell how large a child the garment would fit by reading the size on the label. Sizes, the mothers suggest, should be given in terms of the height and weight of the child the garment would fit. They also feel that it would be useful if manufacturers would get together and agree on what size garment should carry what label. (1, p.396)

While working with 4-H Club girls and their leaders, the investigator has come to realize that girls ranging from nine through fourteen years of age have the greatest difficulty in buying suitable, well-fitting ready-to-wear clothing. Mothers say the most difficult time occurs when a girl is beginning to mature and develop. For some girls, this may be as early as nine years, for others as late as fourteen years; but most girls will mature at about twelve

years of age.

The 4-H girls mentioned above were having to wear garments that were made either in girls', teens', or misses' sizes; but the ones who were just beginning to mature could no longer be classed as children -- neither could they be classed as young ladies. If a dress in a children's size would fit the girl, the style would be too immature. On the other hand, if a teen or misses size could be found that fitted well, the style was too old for her. These girls needed garments designed especially for their developing figure. The subteen sizes have been planned for this in-between group of girls.

The subteen girl has long been stuck in a fashion back-water. She scorned the styles of her kid sisters but was curbed by her parents from appearing in ankle-length dresses beyond her years. (6, p.77)

An article in the Department Store Economist describes the subteen girl in this manner:

Depending upon her individual development, her age may range from ten to thirteen years. Both physically and psychologically she has outgrown the sizing and styling of the seven to fourteen range, yet her development has not as yet reached the point where she can fit into the 10 to 16 or 7 to 15 size ranges. She tends toward the chubby, although she isn't a chubby. Her arms are long and her posture is bad. Compared with a teen, she is slightly shorter, her shoulders are narrower, her waist is a little thicker, her chest is flatter and her hips broader. The apparel industry is making sizes 8, 10, 12, and 14 for her. (4, p.95)

While the adolescent girl is developing physically, she is also developing personally and socially. The approval of her friends becomes more important to her than the approval of her parents. She wishes to dress like others in her peer groups. Cole explains this desire as follows:

With the oncoming of adolescence the boy or girl becomes acutely aware of social pressures and relationships. It is this sensitivity that leads the adolescent into the conformity characteristic of the period. The boy or girl wants to have exactly the same kind of clothes, to use the same slang expressions, to do the same things in the same way, to study the same subjects in school, and to enjoy the same forms of amusement as his or her friends. Deviation in dress or manner from the mode of the group is painful. (2, p.261)

Buyers and heads of children's departments, as well as mothers who were interviewed, recognized the desire that these girls have for conformity in dress.

One buyer stated, "Girls in the subteen group are most interested in wearing the same kind of dress that the other girls are wearing. Style always comes first with them. If the leader of their crowd adopts a fad, they all want to follow that fad. When I am buying garments, it is very difficult to anticipate what this age group will want to buy. They may want one thing one week, something else the next."

Mother's of girls ranging in age from nine through fourteen years are confronted with several problems when

buying ready-to-wear garments for their daughters. These problems are caused by:

- (1) lack of uniformity of size markings for corresponding measurements
- (2) size numbers that are closely related to age numbers
- (3) garments that are not suitable to the age of the girl
- (4) garments that are not planned for a figure that is just beginning to mature
- (5) the great need of the girl for conforming to the standards of her peer group.

STATEMENT OF PROBLEM

The purpose of this study has been to investigate the adequacy of the subteen sizing of school dresses in the Willamette valley. In this study the investigator sought to find answers to the following questions:

- (1) Are school dresses in subteen sizes available in stores in the Willamette valley?
- (2) What is the relationship of size of garments purchased to the age of girls in the Willamette valley?
- (3) Do these subteen dresses conform to approved commercial standards as set up by the Bureau of Standards?
- (4) Is the size labeling used on these dresses adequate?
- (5) Are mothers who buy subteen sizes for their daughters finding them satisfactory?

PROCEDURE

Information for this study was obtained from five sources:

(1) actual measurements taken from 77 school dresses in the subteen sizes 8, 10, 12, and 14 in 21 different brands

(2) a questionnaire, "Clothing Problems of Grade School Girls in the Willamette Valley," a joint research project of the School of Home Economics and Experiment Station of Oregon State College carried on by Miss Ida Ingalls. The investigator will refer to this questionnaire as "The Oregon Study" in this thesis. (7)

(3) personal interviews with buyers or heads of children's departments of twelve different stores in Corvallis, Eugene, and Salem

(4) personal interviews with twenty mothers of girls in the subteen age group

(5) letters from manufacturers of subteen dresses.

Washable school dresses were chosen for the basis of this study because all girls wear some school dresses, even though they may prefer skirts and blouses; and a dress usually presents more fitting problems because a skirt may be purchased in one size and the blouse in another and the two combined to make up one outfit.

A basic style of school dress was chosen, from which

actual measurements were taken. The requirements for the school dresses to be measured as set up by the investigator were as follows:

- (1) the dress should be a one-piece style with a gored or gathered skirt attached at the normal waistline
- (2) the dress should have set-in sleeves
- (3) the neckline or collar should fit closely around the base of the neck.

A dress in each of the four subteen sizes 8, 10, 12, and 14 of the same style in each brand was selected. A comparison could then be made of proportional increase in measurements from one size to another, as well as a relationship between measurements and size of different brands.

The following measurements were taken on each dress:

- (1) bust--around the dress, one inch below the scye line
- (2) back--from armscye to armscye across the back at a point $3\frac{1}{2}$ inches down from the base of the neck
- (3) neckline--from the inside, beginning at the neckline fastening
- (4) shoulder seam--on top of the shoulder from armscye seam to neckline seam
- (5) armscye--from the inside, beginning at the under-arm seam
- (6) waistline--from the inside, beginning at the placket closing (if the waistline was elasticized,

measurements taken without stretching the elastic)

(7) waist length--from neckline seam to waistline seam

(8) dress length--from neckline seam to bottom of skirt.

Labels of each dress were examined for answers to the following questions:

(1) Was the manufacturer's name and address listed?

(2) Did the label carry the "C.S." showing that the garment met Commercial Standard requirements?

(3) Did the label give the approximate height, weight, or waist measure of the girl for whom the garment was planned?

The price of each dress was recorded. Allowance for a developing or maturing figure in the blouse design was also noted.

"The Oregon Study" questionnaires, from which some information was compiled, were distributed to mothers in the Willamette valley who had daughters attending the schools that were selected by random sampling. The investigator recorded information from questionnaires returned by mothers of girls who were nine, ten, eleven, twelve, thirteen, and fourteen years of age. The part of the questionnaire which had no bearing on this study was disregarded. The items used were as follows:

I. Personal Information

4. Please give us the following information about your daughter if she is in the 6 to 14 year age group:
- | | | |
|----------------------|--------------------|-----------|
| a. Age last birthday | b. Grade in school | c. Weight |
| d. Height in inches | e. Waist measure | |

IV. Sizes and Fitting

1. What size dress do you buy for your daughter? _____
2. Please check the following list for fitting problems you often meet in ready-to-wear garments:

a. Dresses	Too long	Too short	Waist too long	Waist too short
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Waistband too small		Waistband too large	
	<input type="checkbox"/>		<input type="checkbox"/>	
	Shoulders wide		Shoulders narrow	
	<input type="checkbox"/>		<input type="checkbox"/>	
	Neck small		Neck large	Armhole tight
	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

3. In a garment for your daughter, do you find labels giving size by body measurement rather than by age?

a. Dresses	Always	Frequently	Never
------------	--------	------------	-------

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

4. Would you like to find labels showing size by body measurement, such as height, waist, and weight?

a. Yes	<input type="checkbox"/>	b. No	<input type="checkbox"/>	c. Don't care	<input type="checkbox"/>
--------	--------------------------	-------	--------------------------	---------------	--------------------------

VI. Style and Becomingness

1. Is it difficult to find becoming clothes for your daughter?
- a. Dresses Yes No
2. What are the unbecoming features most commonly found in dresses?
- a. Makes her look too tall and thin
 b. Emphasizes her tummy
 c. Makes her look short and heavy
 d. Unbecoming neckline
 e. Others _____
3. If the garment is the right size, is the style apt to be right?

a. Dresses	Yes	Too young	Too grown up	Others
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(7)

Buyers or heads of children's departments in twelve stores in Eugene, Salem, and Corvallis were personally interviewed by the investigator. The types of stores visited were: five department stores, two chain department stores, two stores operated by mail order houses, and three children's or juniors' specialty shops.

The following questions were asked each buyer or head of department:

1. Do you have any garments with labels giving height, waist, and weight? Yes No

2. Do you find that a label which just gives size, as 10, 12, 14, is sufficient information?

Yes No

3. Do your customers comment about these labels?

Yes No

4. Do you think customers read the labels that are found on garments?

Frequently Sometimes Never

5. Do your customers comment that they wished there was more information on the labels?

Frequently Sometimes Never

6. Do you explain these problems to manufacturers?

Frequently Sometimes Never

7. Are they interested?

Frequently Sometimes Never

8. What price ranges seem to sell the best?

Under \$5 \$5 - \$10 Over \$10

9. What do your customers look for consistently when shopping for school dresses?

10. Is there any one thing customers find unsatisfactory or complain about?

11. Do girls complain about certain features?

12. Do your customers often ask for, or seem to prefer, certain brands? Yes No

The twenty mothers of subteen girls who were interviewed by the investigator were all residents of Corvallis.

They were asked the following questions:

Girl's age Height Weight Waist Bust

1. Does your daughter wear cotton school dresses?
Yes No
2. If not, what does she prefer?
3. During what part of the school year does she wear them?
4. Does your daughter go with you when you shop for school dresses?
Always Frequently Sometimes Never
Why?
5. What do you look for when buying a school dress?
6. What is your greatest problem in buying school dresses?
7. Do you buy subteens for your daughter? Yes
No Comment?
8. Is it difficult to find subteens in the stores that you patronize? Yes No
9. Do they fit satisfactorily? Yes No
10. Do you like the subteen designs? Yes No
11. Does your daughter like the subteen designs?
Yes No
12. At what age was it most difficult to buy dresses for your daughter?

Letters were written to manufacturers whose names and addresses were found on the labels of the dresses examined. These questions were asked of the manufacturers:

1. Is your sizing based on the measurements proposed by the Bureau of Standards (T.S.-4615)?
2. If not, what is the approximate height and weight

of the girl that each of these sizes is planned for?

3. What are the body measurements for each size, such as: bust, waist, cross-back width, chest, hip, shoulder length, and the back waist length measured from the base of the neck to the waist line for each of the four sizes?
4. Does your designer make allowances for a girl's developing or maturing figure?
5. Have you considered using a label giving the height and weight of the girl for which the garment is planned?

FINDINGS

The Availability of Subteen Sizes in the Willamette Valley

The investigator found school dresses (as well as sportswear, under garments, and dress-up dresses) in subteen sizes available in the stores in Corvallis, Eugene, Salem, and Portland. The number of styles in each brand stocked by a store increased with the size of the population of the city.

Ninety-six of the 701 mothers who had daughters ranging in age from nine through fourteen years listed their daughter's size as a subteen according to the Oregon Study. This indicates that they have been purchasing subteens, probably in the stores in the Willamette valley.

Fifteen of the twenty Corvallis mothers who were interviewed had purchased some subteens for their daughters; two had daughters that had outgrown the subteens; two had daughters who were not large enough for them; and one did not like the subteen styles that were available when she was shopping and had not purchased any. Seventeen, therefore, were purchasing or had purchased some subteens.

Of this group, fifteen mothers said they had difficulty finding the subteens in the stores they patronized; one, whose daughter had outgrown them, said she had not had difficulty; the other mentioned poor selection.

Relationship of Size of Garments Purchased to the Age of Girls in Willamette Valley

It was stated previously that age was not an adequate criterion for sizing children's clothing. This fact was emphasized in the results from the Oregon Study. In the group of 155 ten-year-old girls, weights, heights, and waist measures varied as follows:

Weights 56 pounds to 136 pounds

Heights 47 inches to 63½ inches

Waist measures 18 inches to 32 inches

From this information it is evident that a size 10 will not fit all ten-year-olds. It will be easily understood that a girl weighing 56 pounds can not wear the same dress as one weighing 136 pounds.

A comparable range in weights, heights, and waist measures was found in nine-, eleven-, twelve-, thirteen-, and fourteen-year-old age groups. It would be equally true that not all girls in any one age group could be fitted in the same size.

In this study of subteen sizes, the investigation has used as standards the body measurements which were provided by the Commodity Standards Division of the U. S. Department of Commerce as a guide for persons engaged in producing or preparing specifications for ready-to-wear garments and patterns.

The body measurements are based upon special analyses, made at the National Bureau of Standards, from the punched cards containing the original body measurements of teen-age girls taken by the Bureau of Human Nutrition and Home Economics of the U. S. Department of Agriculture in connection with the development of Misc. Pub. 366, "Body Measurements of American Boys and Girls for Garment and Pattern Construction." (11, p.14)

These standards are given in Table I.

TABLE I

SUBTEEN GIRLS' BODY MEASUREMENTS (TS-4615A)
PROPOSED COMMERCIAL STANDARD

Measurement	Size			
	8 S	10 S	12 S	14 S
Stature - inches	58½	59½	60½	61½
Weight - pounds (approx.)	79	89	99	109
Waist - inches	23½	24½	25½	26½

Table II gives the mean height, weight, and waist measure of girls in the nine-, ten-, eleven-, twelve-, thirteen-, and fourteen-year-old age groups who live in the Willamette valley as compiled from the Oregon Study.

If Tables I and II are compared, we may estimate which subteen sizes will probably fit the greatest number of girls.

The majority of nine-year-olds will be too small for the smallest subteen size, which is 8 S, since the mean

stature is only 53.9 with a standard deviation of 3.02, and the mean weight is 71.5 pounds with a standard deviation of 3.78. The mean waist measure of the nine-year-old girls is almost the same as the measurement used for size 8 S.

From the two tables we see that many ten-year-old girls should be able to wear 8 S garments, but a slight alteration in the waist lines will need to be made since the mean waist for these ten-year-olds is 24.1, while size 8 S allows only for a $23\frac{1}{2}$ inch waist.

Again, using the mean height and weight as criteria, we find that many eleven-year-olds should be able to wear size 10 S; many twelve-year-olds should be able to wear size 12 S; and many thirteen-year-olds should be able to wear size 14 S. Some fourteen-year-olds should be able to wear size 14 S, but both the mean height and weight of girls in the Willamette valley tend to be greater than the height and weight of the girl that 14 S is designed to fit, and the mean waist measure is less.

An attempt was made in the Oregon Study to classify the garment sizes that were purchased by mothers for the different age groups. Table III gives this classification. If the size number, such as "12," was given without any further explanation, the investigator assumed that a size "12" in girls' sizes was indicated. Sizes listed as "small teen," "petite teen," "semi-teen," as well as

TABLE II

COMPARISON OF WEIGHTS, HEIGHTS, AND WAIST MEASURES
OF GIRLS LIVING IN THE WILLAMETTE VALLEY

	Age in Years											
	9 (153)*		10 (155)*		11 (162)*		12 (128)*		13 (72)*		14 (31)*	
	Mean	SD**	Mean	SD**	Mean	SD**	Mean	SD**	Mean	SD**	Mean	SD**
Stature- inches	53.9	3.02	56.2	3.02	58.4	3.50	60.8	2.85	62.1	3.08	63.1	2.07
Weight- pounds	71.5	3.78	82.1	4.50	91.2	5.26	98.6	5.59	110.4	3.51	116.0	2.35
Waist- inches	23.7	2.11	24.1	2.53	24.8	2.28	24.8	2.56	24.1	2.34	25.1	2.29

* Number in parentheses refers to the number of girls in each age group.

**SD refers to Standard Deviation.

subteen were all grouped under the subteen heading. The miscellaneous grouping includes girls' size 7, juniors, chubettes, teens, women's, smalls, and others that were not classifiable.

Table III shows that the majority of girls were wearing size numbers that were larger than their age numbers.

A total of 153 sizes of nine-year-olds were recorded. Eighty or 52.3% of this number purchased size 10 or 10 to 12. Only two or 1.3% purchased subteens. This bears out the estimate that few subteens would be purchased for nine-year-olds, according to Tables I and II.

Of the 155 ten-year-olds, the greatest number purchased size 12 or 12 to 14. There were 75 or 48.4% who purchased this size and 10 or 6.4% who purchased subteens.

For the 162 eleven-year-olds, size 12 or 12 to 14 was purchased for 60 or 37.9% and 25 subteens or 15.5%.

In the garments purchased, the greatest variation of sizes was purchased in the eleven- and twelve-year-old groups. Sizes purchased for the twelve-year-olds varied from the 8 to 10 group in girls' sizes to an $18\frac{1}{2}$ in ladies' size. This accounts for the large number grouped under miscellaneous.

The greatest number of subteens were purchased for girls in the twelve-year-old group. Forty-two or 32.8% of the total of 128 girls bought subteens. Size 14 was the

TABLE III
SIZES OF DRESSES PURCHASED FOR 701 GIRLS IN THE
WILLAMETTE VALLEY

Sizes	Age in Years											
	9		10		11		12		13		14	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Girls' 8 or 8 to 10	29	18.9	6	3.9	1	0.7	3	2.4	5	6.9	1	3.3
10 or 10 to 12	80	52.3	43	27.7	13	7.5	2	1.6	6	8.3	3	9.8
12 or 12 to 14	35	22.9	75	48.4	60	37.1	20	15.6	11	15.3	11	35.5
14	5	3.3	17	11.0	38	23.5	26	20.3	11	15.3	3	9.8
Subteens	2	1.3	10	6.4	25	15.5	42	32.8	17	23.6	-	-
Misses' sizes 9 to 14	2	1.3	-	-	-	-	4	3.1	2	2.8	-	-
14 or 14 to 16	-	-	-	-	2	1.3	8	6.2	5	6.9	3	9.8

TABLE III
(continued)

Sizes	Age in Years											
	9		10		11		12		13		14	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
16 or 16 to 18	-	-	2	1.3	1	0.7	-	-	3	4.2	5	15.8
18 or 18 to 20	-	-	-	-	-	-	1	.8	-	-	3	9.8
Miscella- neous	-	-	2	1.3	22	13.7	22	17.2	12	16.7	2	6.2
TOTALS	153	100.0	155	100.0	162	100.0	128	100.0	72	100.0	31	100.0

next greatest number, with 26 or 20.3% purchased for twelve-year-olds.

There is also a wide variation in sizes for thirteen-year-olds and again the subteens with a total of seventeen or 23.6% -- the greatest number purchased in any one category. An equal number, eleven in each group, or 15.3%, purchased sizes 12 or 12 to 14 and size 14 respectively.

Only 31 mothers of fourteen-year-olds returned the questionnaire. No subteens were purchased by this group, and the majority purchased size 12 or 12 to 14.

A total of 96 of 701 mothers reporting purchased subteens for their daughters. Table IV shows the distribution of subteen sizes purchased by ages. This indicates that the greatest number of subteens are purchased for girls from ten through thirteen years of age with the maximum number of 42 or 43.6% in the twelve-year-old age group.

Conformation of Subteen Dresses to Commercial Standards

The investigator found no school dresses with a "C.S." printed on the label.

16. In order that the consumer may be assured that body measurements for the sizing of Subteen and Teen Girls' apparel conform to the standard, it is recommended that catalogs and sales literature carry the following statement:

SIZES OF SUBTEEN (or Teen) GIRLS' apparel
are designated and proportioned in

TABLE IV
SUBTEEN SIZES PURCHASED FOR 96 GIRLS
IN THE WILLAMETTE VALLEY

Subteen sizes	Age in Years											
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
8 S or 8 S to 10 S	2	2.0	1	1.0	5	5.3	8	8.3	4	4.1	-	-
10 S or 10 S to 12 S	-	-	5	5.3	6	6.4	11	11.4	3	3.1	-	-
12 S or 12 S to 14 S	-	-	1	1.0	5	5.3	13	13.5	6	6.4	-	-
14 S	-	-	1	1.0	9	9.3	10	10.4	4	4.1	-	-
Listed as subteen but no size num- ber given	-	-	2	2.1	-	-	-	-	-	-	-	-
TOTALS	2	2.0	10	10.4	25	26.3	42	43.6	17	17.7	0	0

accordance with CS, as developed by the trade, under the procedure of the National Bureau of Standards, and issued by the U. S. Department of Commerce.

17. To assure that the purchaser receives garments which conform to this system of body measurement sizing, it is recommended that such garments be identified by a sticker, tag, hanger, or other label attached to the garment carrying the following statement:

SIZE _____, CS _____

HEIGHT _____, WEIGHT _____, _____ (11, p.14)

Because the "C.S." was not used on the label, the consumer was not assured that the garment conformed to Commercial Standards.

Twenty-one different brands of subteen school dresses were measured by the investigator. An attempt was made to secure dresses of size 8 S, 10 S, 12 S, and 14 S in the same style in each brand. It was not always possible to find four dresses in a single style in each brand. Size 8 was the most difficult to find. Some manufacturers do not make size 8 in subteens. One department head also stated that they had been selling more dresses in size 8 subteen than in size 10, 12, or 14, which accounted for their store having fewer dresses left in stock.

Two brands had kimono sleeves, but because they were suitable for school wear, they were included in the study. For this reason there were no bust, back, shoulder, or arm-scye measurements available for these two brands. Two

other brands met all of the requirements designated with the exception of a close-fitting neckline; therefore neckline and shoulder measurements were not available for these two.

A lack of standardization was evident when the measurements of the different brands were compared.

Some proportional increase in measurements from size 8 S to 10 S to 12 S to 14 S was found in eleven brands. Four brands were found to progress proportionately in five of the nine measurements which were taken; one brand in four measurements; three brands in three measurements; and three brands in two measurements. Ten brands seemed to have no logical proportionate progression of sizes; some allowance was made, however, for inaccuracy of measurements by the investigator and inaccuracy in cutting and assembling the garment in the manufacturing process. Of the eleven brands that had some logical progression in sizes, three were priced over \$10; five were priced from \$5 to \$10; and three were priced under \$5. This indicates that price is not a factor that would help consumers to determine accuracy of measurement.

The investigator wrote letters to seven manufacturers, whose names and addresses were given on the dress labels, and received three answers. Two manufacturers stated that they were using TS 4615a (11) as a basis for sizing their subteen garments. The third stated, "First,

we do not use the measurements, in all cases, as proposed by the Bureau of Standards. Our sizes are 8, 10, 12, 14. It is difficult to give you the exact measurements of all sizes. First of all, most factories such as ours are quite careful about releasing exact measurements they use. Our own experience is that the subteen girl wishes to wear more or less the junior type dress just as fast as she can and there is nothing about a dress which, in addition to its style, will take the place of perfect fit. Our designers do not make any allowance for future development of the girl's figure. We estimate a girl does not buy subteens at the most over two years."

The other two manufacturers gave no answer to the question, "Does your designer make allowances for a girl's developing or maturing figure?"

Both mail order companies were using a table of subteen sizes that conformed to the measurements given in TS-4615a. (11)

In Table V the measurements of the subteen dresses are compared with the recommended Commercial Standards (TS-4615A, April 8, 1954) for body measurements, and an allowance for ease, used by the Butterick Pattern Company in designing patterns, is also given.

The bust measure of the dresses, which was taken one inch below the armscye, varied from 32 to 36 inches with a mean of 33.8 inches in size 8 S; from 33 to 37 inches

TABLE V

COMPARISON OF OBSERVED MEASUREMENTS OF SUBTEEN SCHOOL DRESSES WITH THE PROPOSED COMMERCIAL STANDARDS ON BODY MEASUREMENT FOR THE SIZING OF APPAREL FOR SUBTEEN GIRLS

	Size 8				Size 10			
	Body CS	Ease*	Observed mean	SD**	Body CS	Ease*	Observed mean	SD**
Bust 1" be- low armscye	28 1/2	4 1/2	33.8	1.18	30	4 1/2	34.9	1.17
Waist line	23 1/2	1/4	25.8	2.31	24 1/2	1/4	27.0	1.68
Back	12 3/8	1 1/8	13.2	.56	12 3/4	1 1/8	13.6	.51
Shoulder seam	3 7/8	-	4.7	.19	4	-	4.7	.29
Armscye	13	1 1/2	15.5	1.44	13 1/2	1 1/2	15.9	1.17
Neckline	12 7/8	-	13.7	.75	13 1/4	-	14.4	.94
Waist length	13 1/4	1/4	13.7	.47	13 5/8	1/4	13.9	.84
Dress length	38	-	40.0	.97	39	-	40.6	1.00

* Allowance for ease measurements are those used by Butterick Pattern Company for subteen and teen patterns.

** SD indicates Standard Deviation.

TABLE V
(continued)

	Size 12				Size 14			
	Body CS	Ease*	Observed mean	SD**	Body CS	Ease*	Observed mean	SD**
Bust 1" be- low armscye	31 1/2	4 1/2	36.3	1.15	33	4 1/2	37.4	.97
Waist line	25 1/2	1/4	27.5	2.71	26 1/2	1/4	28.8	2.32
Back	13 1/8	1 1/8	14.0	.52	13 1/2	1 1/8	14.4	.50
Shoulder seam	4 1/8	-	4.8	.33	4 1/4	-	5.0	.36
Armscye	14	1 1/2	16.5	1.20	14 1/2	1 1/2	17.2	1.06
Neckline	13 5/8	-	14.9	1.03	14	-	15.4	.85
Waist length	14	1/4	14.4	.36	14 3/8	1/4	15.4	.39
Dress length	40	-	41.9	.61	41	-	43.4	.86

* Allowance for ease measurements are those used by Butterick Pattern Company for subteen and teen patterns.

** SD indicates Standard Deviation.

with a mean of 34.9 inches in size 10 S; from 34 to 38 inches with a mean of 36.3 inches in size 12 S; and from 35 to 39 inches with a mean of 37.4 inches in size 14 S.

If the allowance for ease through the bust was added to the Recommended Commercial Standard for body measurement, the bust measurement for a dress which will permit comfort and freedom of movement would be 33 ($28\frac{1}{2}$ plus $4\frac{1}{2}$) inches for size 8 S, $34\frac{1}{2}$ (30 plus $4\frac{1}{2}$) for size 10 S, 36 ($31\frac{1}{2}$ plus $4\frac{1}{2}$) for size 12 S, and $37\frac{1}{2}$ (33 plus $4\frac{1}{2}$) for size 14 S.

This indicates that dresses that measure less than this would probably be too small for many girls. The mean bust measurement just meets the requirement in each size. However, Miss Marjorie Corbin of the Butterick Company in a letter to the investigator states, "You will note that the Women's and Misses' ease allowances are more than Teens' and Subteens'. We have found that the average Teen Ager prefers that her clothes fit more snugly."

Waistline

Accurate measurement of waistline was difficult because four different brands had elastic in the waistline to make the waist adjustable to girls of various sizes. Measurements were made, as nearly as possible, without stretching the elastic.

Waistline measurements varied from 25 3/4 to 28 1/2 inches in 8 S; from 26 1/2 to 30 inches in size 10 S; from 26 1/2 to 30 3/4 inches in size 12 S; and from 27 1/2 to 32 1/2 inches in size 14 S in dresses that did not have adjustable waistlines. For dresses that were elasticized at the waist the following variation was found: 20 to 24 1/2 inches in size 8 S; 22 3/4 to 26 inches in size 10 S; 21 1/2 to 26 inches in size 12 S; and 23 to 27 inches in size 14 S.

Comparison of the minimum waist measure (given previously) of dresses without adjustable waistlines with Recommended Commercial Standard plus one-fourth inch allowance for ease shows that garments will probably be large enough through the waistline for most girls. The mean measurement (Table VI), which also includes the elasticized waistlines, tends to be larger than needed according to commercial standards.

Fitting problems found in subteen ready-to-wear garments purchased by mothers in the Willamette valley are summarized in Table VI.

This table indicates that waist bands in dresses were too small for twelve girls or 12.5% of the total number who purchased subteen sizes. Twenty-five or 26% found that the waistbands were too large. Since 61.5% did not indicate that waistbands were either too large or too small, it is assumed that they were satisfactory. The mean waistlines

TABLE VI

FITTING PROBLEMS FOUND IN READY-TO-WEAR GARMENTS IN SUBTEEN SIZES REPORTED BY 96 MOTHERS IN THE WILLAMETTE VALLEY

	Ages in Years					Totals	
	9 (2)*	10 (10)*	11 (25)*	12 (42)*	13 (17)*	Total No.	Total %
Dresses too long	1	2	8	13	5	29	30.2
Dresses too short	1	4	6	10	1	22	22.9
Waist too long	-	3	8	18	7	36	37.5
Waist too short	1	-	5	8	1	15	15.6
Waistband too small	1	2	5	4	-	12	12.5
Waistband too large	-	1	4	18	2	25	26.0
Shoulders wide	-	1	4	13	1	19	19.7
Shoulders narrow	-	-	3	4	1	8	8.3
Neck too small	-	-	2	2	2	6	6.2
Neck too large	-	-	2	5	1	8	8.3
Armscye tight	-	3	7	8	4	22	22.9

* Number in parentheses refers to number of mothers reporting.

in all dresses measured were larger than the mean waist-line of girls of nine through fourteen years of age in the Willamette valley.

Back

A comparison of back measurements, which were taken 3 inches down from the base of the neck and across the back from armscye to armscye, with the commercial standard plus 1 1/8 inch allowance for ease, shows that the mean measurement of the backs of the dresses is slightly smaller in all sizes.

The narrowest backs found in the dresses measured were: size 8 S - 12 $\frac{1}{2}$ inches; size 10 S - 13 inches; size 12 S - 13 $\frac{1}{2}$ inches; and size 14 S - 13 $\frac{1}{2}$ inches. The dresses in which the back measurements ranged from the narrowest to mean might prove to be tight for many girls and consequently would not wear well. The maximum measurements were as follows: size 8 S - 14 $\frac{1}{4}$ inches; size 10 S - 15 inches; size 12 S - 15 $\frac{1}{4}$ inches; size 14 S - 15 $\frac{1}{4}$ inches.

Shoulder Seam

Shoulder seams, measured from armscye seam to neckline seam, showed the following variations: size 8 S from 4 $\frac{1}{4}$ to 5 $\frac{1}{4}$ inches; size 10 S from 4 1/8 to 5 $\frac{1}{2}$ inches; size 12 S from 4 $\frac{1}{4}$ to 5 $\frac{1}{2}$ inches; and size 14 S from 4 $\frac{1}{4}$ to

5 $\frac{1}{2}$ inches. When comparing these measurements with the Commercial Standards (Table V), the minimum measurements are adequate. The mean (Table V) and maximum are both wider than is necessary. According to Table VI, eight mothers or 8.3% indicated that the shoulders of subteen dresses were too narrow for their daughters, while nineteen mothers or 19.7% indicated the shoulders were too wide. The other 72% evidently found the shoulders satisfactory.

No allowance for ease is given on shoulder seams.

Armscye

Armscye measurements, which were taken inside of the dress beginning at the underarm seam, showed the following range: size 8 S from 12 to 17 $\frac{1}{2}$ inches; size 10 S from 13 to 18 inches; size 12 S from 13 $\frac{1}{2}$ to 18 3/8 inches; and size 14 S from 15 $\frac{1}{4}$ to 19 inches. The smallest armscye measurement of dresses in every size except 14 S is smaller than the recommended body measurement at the armscye (Table V). It would therefore be very tight. The mean measurement meets the requirement of the Commercial Standard body size plus 1 $\frac{1}{2}$ inches for ease in every size.

According to Table VI, eight mothers or 8.3% found the armscyes too large, while 22 mothers or 22.9% found the armscyes too tight for their daughters. Since 68.8% did

not check either "too large" or "too small" it is assumed they found the armscyes satisfactory.

Necklines

Necklines measured varied from 13 to 15 inches in size 8 S; from $13\frac{1}{4}$ to $16\frac{1}{4}$ inches in size 10 S; from $13\frac{3}{4}$ to 17 inches in size 12 S; and from $14\frac{1}{4}$ to 17 inches in size 14 S. According to Table V the smallest neckline would probably fit the average girl. The mean measurement should allow ample ease for comfort. The size of necklines did not seem to be a great problem in the Willamette valley (Table VI) as only six mothers or 6.2% said the necklines were too small and eight mothers or 8.3% said necklines were too large. We assume that 85.5% found the necklines satisfactory.

Waist Length

Waist lengths were measured from the neckline seam at center back to the waistline seam. The lengths of waists varied from 13 to $14\frac{1}{2}$ inches for size 8 S; 13 to $14\frac{3}{4}$ inches for size 10 S; $13\frac{3}{4}$ to $15\frac{1}{2}$ inches for size 12 S; and $14\frac{1}{2}$ to 16 inches for size 14 S. Comparison with Recommended Commercial Standard (Table V) shows that the shortest waistline measurements are shorter for all sizes, except 14 S, than is recommended. The mean measurement gives ample length and the longest measurements may be too

long for many girls.

The mothers' reactions to waist lengths (Table VI) are as follows: fifteen mothers or 15.6% found the waists too short; 36 mothers or 37.5% found the waists too long. It is assumed that the 46.9% who did not check "too short" or "too long" found the waist lengths satisfactory.

Dress Length

Considerable variation was found in dress lengths, a measurement that could be taken with a high degree of accuracy. Dresses varied in length from $38\frac{1}{2}$ to $42\frac{1}{4}$ inches for size 8 S; from 39 to 43 inches for size 10 S; from 41 to 43 inches for size 12 S; and from 42 to $45\frac{1}{2}$ inches for size 14 S. All brands of dresses tended to be as long or longer than Recommended Commercial Standards (Table V). This may be due to a temporary fashion influence.

Twenty-nine mothers or 30.2% who buy subteen clothes in the Willamette valley say the dresses are too long; 22 mothers or 22.9% say the dresses are too short. Since 46.9% did not check either item, it is assumed the length was satisfactory.

When twenty mothers in Corvallis were asked, "Do subteens fit satisfactorily?" eight said, "Yes," four said, "Yes, but sometimes need a slight alteration," five said, "No, they do not fit," and three had not purchased subteens.

The reasons given for poor fit varied with the girls. Three mothers stated that waistlines were a little long.

When these mothers were asked, "At what age was it most difficult to buy dresses for your daughter?" eleven said, "When she was about twelve years old"; three said, "Between eleven and twelve years"; two said, "Twelve and a half to thirteen years"; one said, "My daughter has never been difficult to fit"; one said, "At seven or eight years, my daughter was very thin, which made it hard to buy clothes for her." Of the other two, who said their daughters had always been hard to fit, one had a chubby child, the other a very slender child. This age mentioned by mothers as the time when a girl is most difficult to fit corresponds to the age when she is maturing.

The 21 different brands were examined for evidence that the design had been planned for a girl whose figure was maturing and developing. One brand of dresses was made with a bias midriff which allowed some fullness through the bust. Another brand had both a bias midriff and some tucks from the shoulder. The rest of the brands had waistline darts.

Two mothers commented that they thought dresses for the subteen should be designed with more fullness over the bust since girls were often rather self-conscious of their developing figure.

Adequacy of Size Labels

Of the 21 brands of dresses studied, only six had the manufacturer's name and address printed on the label.

In reply to the question, "In a garment for your daughter, do you find labels giving size by body measurements rather than by age?" seven mothers or 7.2% of the number who purchased subteen dresses said they always found this information on the labels. Twenty mothers, or 20.8%, said they frequently found this information on the labels. Sixty-five mothers, or 67.7%, said they never found sizes given by body measurements.

The investigator found only one brand that gave any information besides the age size. This brand gave approximate height and weight on the label.

When buyers or heads of children's departments were questioned as to whether they carried any garments with height, weight or waist measure printed on the label, three said, "Yes," -- nine said, "No." The three who said "Yes" all carried the same brand that was previously mentioned.

Eighty-one mothers, or 87.7% who purchased subteens, indicated their desire for labels showing size by body measurement, such as height, weight, and waist measure. Three mothers, or 3.1% said, "No" and ten mothers, or 10.4%, said they did not care whether this information was available on labels. Yet seven buyers or heads of

children's departments said their customers never commented that they wished there was more information on the labels. Five said customers occasionally commented.

Buyers or heads of children's departments were asked the question, "Do you find that a label which just gives sizes by age number, as 10, 12, or 14 is sufficient information to meet your needs?" Four said, "Yes." Four others said, "Yes," but with reservations; however, they were not convinced that more information would be worthwhile. Four others said, "No, size number alone is not sufficient information." Numerous reasons, both for and against additional information on labels, were given. Three stated that height, weight and waist measure on the label would be helpful if there was a frequent turnover of sales people. Three said they felt it would be most helpful to the customer who could not bring the child with her to be fitted when she shopped. Other comments were: "I believe our customers would be glad to see height and weight on the label"; "I believe it would help both the saleslady and the customer"; "The customer can look without the saleslady's help"; "Size by age doesn't mean much."

Four who were satisfied with size by age on the label felt that salesladies can estimate the size of garment a girl will wear by looking at her. Four said that most mothers would not know the child's height and weight because the subteen girl changes so rapidly and grows by

spurts during this time. Other comments were: "We don't want to have too much on the labels or customers won't take time to read it"; "Our sales people use a chart of measurements, which is displayed in their department"; "Different brands vary"; "It would be extra work for the manufacturer"; "Girls at this age are not similarly proportioned"; "I don't believe customers would pay much attention to it."

Of these twelve retailers who were interviewed, seven said they believed that their customers frequently read the labels on garments while five felt that customers sometimes read them. Customers look, principally, for information on how to handle or care for a garment. They are also interested in fiber content, and certain brands of fabrics are very important to them. No customers had commented about the one brand that carried a height and weight on its size label.

When manufacturers were asked the question, "Have you considered using a label giving the height and weight of the girl for which the garment is planned?" one said, "We are already using height and weight on our labels." Another said, "Up to the present time, we have been unable to devise ways and means of heights and weights in subteen sizing." The third stated, "We think the idea of a label giving height and weight is one that merits a great deal of thought -- and we question greatly if giving a height and

weight figure would not cause extra confusion."

Satisfaction with Subteens

Of the 96 mothers who purchased subteen clothes, 53 or 55.2% said they had no trouble finding becoming clothes for their daughters while 41, or 46.8%, said they had difficulty. (Table VII) The most unbecoming feature of the dresses was: "Emphasizes her tummy." Twenty-eight mothers, or 29.16%, checked this item. A total of 13.5% said the dresses made their daughters look too tall and thin, while 14.5% said the dresses made the girls look too short and heavy, and 25% said the dresses had unbecoming necklines. Complaints listed most often of the 13.5% who found other unbecoming features were: "Too much trimming" and "Cheap trimming on the dresses."

Forty-one, or 46.8%, said, "If the garment is the right size, the style is apt to be right too." According to 11.5%, subteen styles are too young; according to 29.15%, styles are too old.

When seventeen mothers living in Corvallis who had purchased subteen dresses were asked if they liked subteen designs, sixteen said, "Yes," and one said, "No, we didn't like those that fit my daughter." When asked if their daughters liked the subteen designs, fifteen said, "Yes," and two said, "No." Of the two who said, "No," one commented that the daughter did not like those that fit her and

the other, that the design was too young.

When buyers or heads of children's departments were asked, "Is there any one thing that customers find unsatisfactory or complain about the subteens?" ten said, "No," and two said, "No, with reservations." Comments were made as follows: "Customers say they can't find good designs for the price they want to pay." "They say they can make the dresses cheaper at home." "Customers complain about the sudden jump in price from girls' clothes to subteens, because a 14 in a girls' size is practically the same as an 8 S."

The retailers were also asked, "Is there any one thing the girls find unsatisfactory or complain about?" Three replied, "No." Three said, "Girls just like them or they don't like them. There doesn't seem to be any special reason." Three said, "The girls want real full skirts." "Other things the girls don't like are: too much trim, bows, dresses that look 'kiddish,' dark colors and old-looking prints." All persons interviewed remarked that girls want what all the other girls in their group are wearing.

During the personal interviews, mothers often commented on factors in relation to clothing that were important to their daughters. Seven mothers mentioned that it was very important to their daughters that they be

TABLE VII

DESIGN AND BECOMINGNESS OF READY-TO-WEAR
GARMENTS AS REPORTED BY THE 96 MOTHERS IN
WILLAMETTE VALLEY WHO PURCHASED SUBTEEN SIZES

No. report-ing	2	10	25	42	17	Total of all ages	Percent-age of all ages
Years of age	9	10	11	12	13		
Found becoming clothes	1	3	13	26	10	53	55.20
Difficult to find becoming clothes	1	7	12	15	6	41	46.8
Dresses make girl look tall and thin	-	1	3	5	4	13	13.5
Dress makes her look short and heavy	1	1	5	6	1	14	14.5
Dress emphasizes her tummy	1	2	10	14	1	28	29.2
Dress has an unbecoming neckline	1	1	5	12	5	24	25.0
Other unbecoming features	1	1	6	2	3	13	13.5
If the garment is right size, style is right too	-	5	8	21	7	41	46.8
Style is too young	-	1	2	4	4	11	11.5
Style is too old	-	2	11	11	4	28	29.2
Other style problems	1	-	1	1	1	4	4.1

dressed like the other girls at school. Five said their daughters had definite ideas about what they wanted and needed, and had definite likes and dislikes. Five said their girls didn't want anything that would make them look "kiddish" and that they wanted to dress like the older girls. Seven mentioned that their daughters like the full skirts and petticoats very much this spring. Six mothers also commented that fashion was very important to their daughters.

This same group of twenty mothers was asked, "What do you look for when buying a school dress?" The following items were mentioned: quality material, which included crease-resistance, colorfastness, and ease of care by nineteen mothers; washability by thirteen mothers; style by fifteen; price by three; color by three; construction by five; possibility for lengthening by five.

When twelve retailers were asked, "What do your customers look for consistently when shopping for school dresses?" the replies of ten people were: "Design comes first." "Washability of fabric" was mentioned by six people. Other items mentioned were: price, size, color, hems that could be let down, fabrics that do not require ironing, practical design and fabric.

The greatest problem that the twenty mothers who were interviewed encountered when buying school dresses was finding dresses in a size that would fit their daughter. This

was listed first by twelve mothers. Two also mentioned that the designs that fit were not suitable for the girl's age.

Three mentioned price first and two mentioned price second. Comments in regard to price were: "I'm torn between quality and buying a larger variety of clothes for my daughter." "It is difficult to find good designs and yet stay within our budget." "The subteens' are so much more expensive than girls' clothes." Opinions on a fair price for school dresses varied from \$3 through \$7.95, with a mean of approximately \$5.

Two people said the limited selection was their greatest problem and one mentioned this as her second problem. One mentioned finding a becoming color as her problem. Two said they had no specific problems.

When retailers were asked, "Do your customers often ask for or seem to prefer certain brands?" the answer was, "No, not for dresses -- sometimes for blouses and sports wear." Several said, "It depends somewhat on the advertising that has been done." Two commented that they carried their own brands. Several commented that their customers seem more interested in certain brands of fabrics than in dress brands.

Five mothers commented without being asked a definite question that their daughters were very brand conscious in

certain types of clothing, but were not as conscious of brands of dresses.

CONCLUSION

The subteen is a comparatively new division of children's clothes which includes the following sizes: 8 S, 10 S, 12 S, and 14 S. These sizes are planned to meet the needs of girls ranging in age from ten through thirteen years, depending upon the individual girl's development.

The subteen girl might be described as an "in-between" girl. She has physically and psychologically outgrown the girls' sizes, yet has not reached the stage of development to make teen or misses sizes desirable. She is growing rapidly and her figure is maturing. She is becoming acutely aware of social pressures and relationships. Conformity to the peer group is characteristic of this age group.

The investigator found many different brands of subteens in the stores in the Willamette valley. The selection was limited in the smaller cities. The retailers are being cautious in increasing their stock until they can estimate whether the subteens will be a profitable venture. As more consumers become aware of these garments and ask for them, retailers will probably increase their stock.

That age is a poor criterion for sizing of garments for children is evident from the Oregon Study because:

- (1) there is a wide variation in height and weight of girls in any one age group
- (2) girls within the same age group

mature at different ages (3) not all parts of a girl's body grow proportionately.

Manufacturers seem to design clothes to fit the greatest number of girls by using measurements to fit those who tend toward the average. Mothers who have daughters who deviate greatly from the average will have difficulty in finding garments that fit satisfactorily.

The Commodity Standards Division of the U. S. Department of Commerce has prepared a table of recommended measurements for the sizing of ready-to-wear apparel for subteen and teen girls. Some manufacturers have been using these as a guide for sizing their ready-to-wear garments.

Using the mean height, weight, and waist measure, with their standard deviations, as given in Table I as criteria, we may presume that two-thirds of the girls in the Willamette valley between the ages of nine through fourteen years can be fitted in one of the subteen sizes. It is also conceivable that a larger number than two-thirds can wear them satisfactorily.

Table II shows that the greatest number of subteens are being purchased for girls who are ten, eleven, twelve, or thirteen years old, with the largest percentage purchased for twelve-year-olds.

A comparison of different brands of school dresses in the subteen sizes available in the stores in the Willamette valley showed a lack of standardization. There was a vari-

ation of measurements between brands within the same size. Some regularity of proportional increase, from size to size, was found in eleven brands. The other ten brands showed no proportionate progression or gradation. There was no correlation between the price of the dresses and the standardization of sizing.

None of the subteen school dresses carried the "C.S." on the labels to assure the consumer that the sizes conformed to the standards.

The consumer continues to be confused by lack of standardization of sizes and the close relationship between age number and size number. It is the opinion of the investigator that consumers are not making their wishes known to the retailers. Although 87.7% of the mothers (Oregon Study) indicated their desire for size labels showing height, weight, and waist measure, buyers and heads of children's departments were not aware of this fact. Although these retailers did not desire this type of label, they could recognize some advantages in using it. If enough mothers would state their desires to sales people in the stores, these people would inform their buyers of the mothers' problems. The buyers would in turn inform the manufacturers. Buyers generally find the manufacturers interested and cooperative, according to twelve buyers and heads of children's departments who were interviewed.

Mothers in the Willamette valley are beginning to

purchase subteen garments for their daughters. Ninety-six of 701 mothers who had daughters ranging in age nine through fourteen years purchased subteen sizes (Oregon Study).

Of the seventeen mothers interviewed who purchased subteens, fifteen said both they and their daughters liked the subteen designs. In the Oregon Study the unbecoming feature that was mentioned most frequently was "Emphasizes her tummy." This may be due to two things: (1) the subteen girl often has a rather large "tummy" and (2) the current fashion of gathered skirts and decorative accents at the waistline emphasizes the waistline.

About the same number reported that the dresses made their girls look short and heavy as reported that the dresses made their girls look tall and thin. These two groups would include girls who deviated from the average.

The investigator is unable to account for the fact that 25% said the necklines were unbecoming.

Of the mothers 17.7% more felt that the designs were too old than felt the designs were too young. However this was the opinion of the mother and it is doubtful if the daughter would agree.

In regard to the fit of the subteen dresses (Oregon Study) the greatest problem seemed to be that the waist was too long, with 37.5% checking this item. The item checked the next greatest number of times was length of dress. Both of these features could be remedied by simple

alterations. However, an appreciable number also checked the items, "Waist too short" and "Dress too short."

In the opinion of the investigator, the only really significant fitting problem would be the armscye; 22.9% checked, "The armscye is tight," and measurements of different brands showed many armscyes in dresses to be less than Commercial Standard Recommendations plus allowance for ease. Kimono or raglan sleeves allow for a greater variation in sizes of girls' backs and arms without causing a fitting problem.

More mothers found waistbands too large than too small. This was confirmed by measurements of different brands of dresses. Some type of adjustable waistband would seem to be an advantage in the subteen sizes.

In the opinion of the investigator, the subteen sizes are filling a definite need in children's clothes. Consumers should encourage the retailer to continue stocking these garments by informing him of their satisfaction in the garments. If the garments are not meeting their needs, they should also inform him of this.

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APPENDIX

Copy of form letter sent to seven different manufacturers of subteen dresses:

Oregon State College
School of Home Economics
Corvallis, Oregon
April 4, 1955

(Inside address)

Gentlemen:

As a part of my work on a Masters Thesis, I am making a study of ready-to-wear dresses in subteen sizes, found in the Willamette Valley in Oregon. I have found a number of dresses made by your company. Would you be willing to give me some information in regard to your sizing of the subteen garments?

I believe your subteen sizes are 8-10-12-14. Is your sizing based on the measurements proposed by the Bureau of Standards: T. S.-4615? If not, what is the approximate height and weight of the girl that each of these sizes is planned for? What are the body measurements for each size, such as bust, waist, cross-back width, chest, hip, shoulder length and the back waist length measured from base of the neck to waist line for each of the four sizes?

Does your designer make allowances for a girl's developing or maturing figure?

Have you considered using a label giving the height and weight of the girl for which the garment is planned?

Very truly yours,

Gerda Peterson

fme

C O P Y

JOSEPH LOVE incorporated

1333 Broadway, New York 18, Lackawanna 4-8117

April 20, 1955

Miss Gerda Petersen
Oregon State College
School of Home Economics
Corvallis, Oregon

Dear Miss Petersen:

Referring to your letter of April 4th, beg to advise that if you will be kind enough to write to the United Infants' and Children's Wear Association, 225 W. 34th St., New York City, Attention of Mr. Max Zuckerman, they will be glad to send you their measurements, which is a cross-section of the industry, and conforms with the Bureau of Standards.

Enclosed please find some advertising material that may be helpful.

As for labeling in sub teen dresses, up to the present time we have been unable to devise ways and means of heights and weights in sub teen sizing.

Very truly yours,

JOSEPH LOVE, INC.

(signed)

Joseph Love

JL:MS

C O P Y

UNITED INFANTS' AND CHILDREN'S WEAR ASSOCIATION, INC.

225 West 34th Street - New York 1, N. Y.

April 28th, 1955

Miss Gerda Petersen
144 N. 14th Street
Corvallis, Ore.

Dear Miss Petersen:

Receipt is acknowledged of your letter of April 25th wherein you advise that, at the suggestion of Mr. Joseph Love, you are requesting a table of measurements used for sub-teen garments which you require as part of your thesis for a masters degree.

The best information available for all measurements is the Commodity Standards Division of the U. S. Dept. of Commerce, which has promulgated a commercial body standard for such garments. This standard is known as TS4615a and may be procured by addressing a communication to:

Mr. Mansfield Lonie
Commodity Standards Division
Department of Commerce
Washington 25, D.C.

In addition, a survey made by us as to lengths in the sub-teen range, showed the dress lengths to be:

<u>Size</u>	<u>10</u>	<u>12</u>	<u>14</u>
<u>Length</u>	41 inches	42 inches	43 inches

We trust that the foregoing information will be of help to you. If there is any further information you wish, please do not hesitate to call on us.

Yours very truly,

(signed)

MAX H. ZUCKERMAN
Executive Secretary

mhz/sz
air mail

C O P Y

L. WOHL & COMPANY inc.
1333 Broadway - New York 18, N. Y.

Children's Dresses

"Kate Greenaway Frocks"

April 12, 1955

Miss Gerda Petersen
144 N. 14th St.,
Corvallis, Oregon

Dear Miss Petersen:

We are pleased to inform you that our measurements are based on T.S.-4615 of the Bureau of Standards, and our label does give the height and weight for which the garment is planned.

Cordially yours,

(signed)

L. WOH. & COMPANY INC.

rlk

C O P Y

LA CROSSE GARMENT MFG. CO.

LA CROSSE, WISCONSIN

April 13, 1955

Miss Gerda Petersen
Oregon State College
School of Home Economics
Corvallis, Oregon

Dear Miss Petersen:

We are in receipt of your letter regarding sizing of subteens and we can give you the following as far as our own sizing is concerned.

First, we do not use the measurements, in all cases, as proposed by the Bureau of Standards. Our sizes are 8-10-12-14.

It is difficult to give you the exact measurements of all sizes. First of all, most factories such as ours are quite careful about releasing exact measurements they use. Our own experience is that the subteen girl wishes to wear more or less the junior type dresses just as fast as she can and there is nothing about a dress which, in addition to its style, will take the place of perfect fit. Our designers do not make any allowances for future development of the girl's figure. We estimate a girl does not buy subteens at the most ever two years.

We think the idea of a label giving height and weight is one that merits a great deal of thought, but you undoubtedly have heard of the shoe salesman who changed a size 6 shoe and marked it a 4 so that the customer would be completely satisfied and we question greatly if giving a height and weight figure would not cause extra confusion.

We are interested in your work and especially the fact that you are working on this subject along with your school. Could you please send us a copy of your Thesis. We would be glad to pay the charges of making

(La Crosse Garment Mfg. Co. - page 2)

an extra copy. We are sending you a copy of the front cover American Girl which was on the March issue.

Sincerely

LA CROSSE GARMENT MFG. CO.

(signed)

Walter Baeder

WB:ms

C O P Y

THE BUTTERICK COMPANY, INC.
 BUTTERICK BUILDING
 161 Sixth Avenue
New York 13, N.Y.

May 18, 1955

Miss Gerda Petersen
 144 N. 14th Street
 Corvallis, Oregon

Dear Miss Petersen:

I think the attached information may be of some help to you.

You mentioned that you were able to find the allowance for ease in Women's & Misses' dresses in several text books. However, you may be interested in the following ease allowances in our patterns over standard measurements, for the Women's & Misses' category:

Bust	6 inches)
Waist	$1\frac{1}{2}$ ") minimum
Hip	$2\frac{1}{2}$ ")

Note: Evening clothes and sun clothes have less bust ease, usually between 2 and 3 inches.

The following ease allowances for our Teen and Subteens will give you a comparison with those of our Women's & Misses'. You will note that the Women's & Misses' ease allowances are more than Teens and Subteens. We have found that the average Teen Ager prefers that her clothes fit more snugly.

Bust	$4\frac{1}{2}$ inches
Waist	$\frac{1}{4}$ "
Hip	2 "
Across back	$1\frac{1}{8}$ "
Across chest	$3\frac{3}{4}$ "
Length of back	
neck to waist	$\frac{1}{4}$ "
Armscye	$1\frac{1}{2}$ "

(The Butterick Company, Inc. - page 2)

Our size range in Children's run from 7 to 14 or from 2 to 6. Infants' are 1/2 to 6. The ease allowances for patterns for Girls' 7 to 14 are:

Chest	4 inches
Waist	1 inch when belt is used
	2 inches when back ties are used
Hips	are usually full since skirts are mostly flared or gathered

We hope the above information answers your letter satisfactorily.

Cordially,

(signed)

Marjorie Corbin
Vice President

MC:ej



Please Do
Not Sign

Agricultural Experiment Station
School of Home Economics
Oregon State College

Clothing Problems of Grade School Girls *in the Willamette Valley*

I. PERSONAL INFORMATION

1. Name of community in which you live _____
2. Name of school your child attends _____
3. Occupation of principal wage earner of family _____
4. Please give us the following information about your daughter if she is in the 6 to 14 year age group:
a) Age last birthday _____ b) Grade in school _____ c) Weight _____ d) Height in inches _____ e) Waist measure _____

II. GENERAL INFORMATION

1. Have garments in your daughter's wardrobe been previously worn by an older child?

	Less than $\frac{1}{3}$	$\frac{1}{3}$ to $\frac{2}{3}$	More than $\frac{2}{3}$
a) Dresses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Skirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Blouses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



2. Is her clothing more of a problem at this age than when she was younger?

a) Yes b) No

3. How do you purchase the garments listed below?

	ready-made	sometimes ready-made	made at home		ready-made	sometimes ready-made	made at home
Coats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jeans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jackets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Skirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School dresses ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Slips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jumpers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Panties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dress-up dresses ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pajamas and gowns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blouses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

4. What price do you usually pay for a ready-made garment?

	Under \$3	Under \$5	Under \$7	Under \$10	Over \$10
a) Dresses	<input type="checkbox"/>				
b) Cotton skirts	<input type="checkbox"/>				
c) Blouses	<input type="checkbox"/>				
d) Petticoat blouses	<input type="checkbox"/>				

5. If you make some or all of your daughter's dresses, what are your reasons?

a) Like to sew b) Better fitting c) Better material d) Save money e) More becoming f) More allowance for growth g) Other reasons _____

6. If you buy some or all of your daughter's dresses, what are your reasons?

a) Dislike sewing b) Daughter's preference c) Inability to sew d) More style e) Lack of time
f) Other reasons _____

7. Do you usually buy dresses by a trade name?

- a) Yes b) No

8. Where do you buy school dresses?

- a) Independent department store b) Mail order catalogue c) Chain store d) Specialty shop

9. Do you buy most of your daughter's school dresses in

- a) Your home community b) A larger community

10. How long a time does your daughter wear a ready-made garment?

Up to 6 months 6 months to 1 year 1 year to 2 years

- a) Dresses
b) Skirts
c) Blouses



11. Are these garments discarded because they are:

Worn out Outgrown

- a) Dresses
b) Skirts
c) Blouses

12. For value received, do you think you are paying too much for dresses?

- a) Yes b) No

13. If you pay a higher than average price for a dress, does it:

- a) Wear longer b) Fit better c) Have more style d) Appear more becoming

14. Do you buy a dress, not because it is what you want, but because it is the best that is available?

- a) Quite often b) Never c) Occasionally

III. CONSTRUCTION AND WORKMANSHIP

1.

- | | DRESSES | | SKIRTS | | BLOUSES | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | Yes | No | Yes | No | Yes | No |
| a) In general, is the workmanship good? | <input type="checkbox"/> |
| b) Are the seams satisfactory? | <input type="checkbox"/> |
| c) Are the plackets long enough? | <input type="checkbox"/> |
| d) Are the plackets well made? | <input type="checkbox"/> |
| e) Are the buttons sewed on well? | <input type="checkbox"/> |
| f) Are the button holes well made | <input type="checkbox"/> |
| g) Are the hems put in well | <input type="checkbox"/> |
| h) Are the fasteners other than buttons put on well? | <input type="checkbox"/> |
| i) Is the general finishing good? | <input type="checkbox"/> |

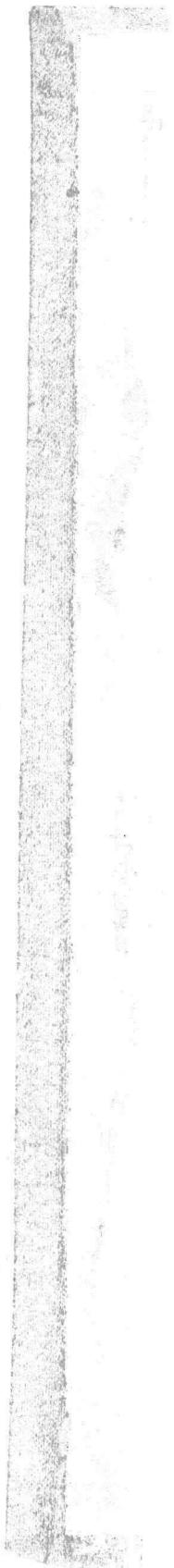
2. Where does a garment show the first signs of wear? Check no more than ONE for each garment.

- | | Armhole | Placket | Waistline | Neckline | Buttonholes | Trim | Pockets |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) Dresses | <input type="checkbox"/> |
| b) Skirts | <input type="checkbox"/> |
| c) Blouses | <input type="checkbox"/> |

3. Are the hems of ready-made garments usually wide enough to let out for growth?

- | | Yes | No |
|------------------|--------------------------|--------------------------|
| a) Dresses | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Skirts | <input type="checkbox"/> | <input type="checkbox"/> |





IV. SIZES AND FITTING

1. What size dress do you buy for your daughter? _____

2. Please check the following list for fitting problems you often meet in ready-to-wear garments:

	Too long	Too short	Waist too long	Waist too short	Waistband too small	Waistband too large
a) Dresses	<input type="checkbox"/>					
	Shoulders wide	Shoulders narrow	Neck small	Neck large	Armhole tight	
b) Blouses	<input type="checkbox"/>					
	Too long	Too short	Shoulders wide	Shoulders narrow	Neck small	Neck large
c) Skirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
	Too long	Too short	Waistband too small	Waistband too large		Armhole tight

3. In a garment for your daughter, do you find labels giving size by body measurement rather than by age?



Always Frequently Never

	Always	Frequently	Never
a) Dresses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Skirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Blouses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Would you like to find labels showing size by body measurement, such as height, waist, and weight?

a) Yes b) No c) Don't care

V. FABRICS

1. In ready-made cotton dresses, do you have trouble with the fabric?

- a) Wearing out
- b) Growing shabby
- c) Hard to iron
- d) Shrinking
- e) Fading
- f) Bleeding (color running)

2. What fabric do you prefer for school wear? Check no more than ONE for each.

	Cotton	Rayon	Acetate	Wool	Chemical or synthetic
a) Dresses	<input type="checkbox"/>				
b) Skirts	<input type="checkbox"/>				
c) Blouses	<input type="checkbox"/>				

VI. STYLE AND BECOMINGNESS

1. Is it difficult to find becoming clothes for your daughter?

	Yes	No
a) Dresses	<input type="checkbox"/>	<input type="checkbox"/>
b) Skirts	<input type="checkbox"/>	<input type="checkbox"/>
c) Blouses	<input type="checkbox"/>	<input type="checkbox"/>



2. What are the unbefitting features most commonly found in dresses?

- a) Makes her look too tall and thin
- b) Emphasizes her tummy
- c) Makes her look short and heavy
- d) Unbefitting neckline
- e) Others _____

3. Which does your daughter prefer in her dresses?

- a) Back opening
- b) Front opening
- c) Neck opening and side zipper
- d) No preference

4. Which does your daughter prefer for school wear?
 a) Dress b) Blouse and jumper c) Blouse and skirt d) Sweater and skirt e) No choice f) Other
5. If your daughter wears blouses and skirts, does she have difficulty in keeping the blouse tucked in at the waistline?
 a) Yes b) No
6. If your daughter wears blouses and skirts, do you prefer:
 a) Blouses b) Petticoat blouses c) No choice
7. Do you find fault with any of the following features of ready-made dresses?
 a) Puff sleeves b) Not enough variety in style c) Too much trimming d) Skirts not full enough e) Tie belts or sashes f) Too difficult to iron g) Others _____

8. If the garment is the right size, is the style apt to be right?

	Yes	Too Young	Too grown up	Others
a) Dresses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Skirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Blouses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Does the trimming usually wash and wear as well as the garment?

	Yes	No
a) Dresses	<input type="checkbox"/>	<input type="checkbox"/>
b) Skirts	<input type="checkbox"/>	<input type="checkbox"/>
c) Blouses	<input type="checkbox"/>	<input type="checkbox"/>



VII. SUGGESTED IMPROVEMENTS

1. Where could the greatest improvement be made in ready-to-wear clothing for 6 to 14 year old girls? Please check no more than 3 for each type garment.

Dresses	Skirts	Blouses	Dresses	Skirts	Blouses
a) Fabric	<input type="checkbox"/>	<input type="checkbox"/>	e) Allowance for growth ..	<input type="checkbox"/>	<input type="checkbox"/>
b) Style	<input type="checkbox"/>	<input type="checkbox"/>	f) Fitting	<input type="checkbox"/>	<input type="checkbox"/>
c) Becomingness ..	<input type="checkbox"/>	<input type="checkbox"/>	g) Labeling as to size ...	<input type="checkbox"/>	<input type="checkbox"/>
d) Workmanship and construction ..	<input type="checkbox"/>	<input type="checkbox"/>	h) Others	<input type="checkbox"/>	<input type="checkbox"/>

2. What information would you like on the label of a ready-made garment?

a) Directions for washing and care	<input type="checkbox"/>	f) Statement on shrinkage	<input type="checkbox"/>
b) Statement on color fastness	<input type="checkbox"/>	g) Size by measurement	<input type="checkbox"/>
c) Manufacturer's trade-name	<input type="checkbox"/>	h) Size by age	<input type="checkbox"/>
d) Manufacturer's name	<input type="checkbox"/>	i) Fiber content	<input type="checkbox"/>
e) Permanence of finish used	<input type="checkbox"/>	j) Thread count	<input type="checkbox"/>

3. What finishes would you like and be willing to pay for on fabrics for girls' dresses?

a) Spot resistant b) Wrinkle resistant c) Permanently starched d) Controlled shrinkage