INTERESTS AND NEEDS OF A SELECTED GROUP OF HOME SEWERS IN TUSCALOOSA COUNTY, ALABAMA

by

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INTRODUCTION

In the early and middle 1960's home sewing increased in popularity at a rapid rate. Sylvia Wright in the New York Times Magazine stated that the simple little shift seemed to be one of the strongest forces compelling the American woman to the sewing machine. She reported that when women discussed home sewing they often made it sound like an addiction, "soothing to the nerves and hard to shake." A woman interviewed by Ms. Wright said, "I think it calms women down to sit at the machine and make something." Another said, "I can't resist remnants, and then I have to buy patterns and do something with them." (6)

Rector, in her study Clothing and Textiles Educational Needs of Homemakers in Clark County, Wisconsin recognized a need for more effective use of mass media to disseminate clothing and textile information to the homemakers in Clark County. In her review of literature she reported that sewing courses have a higher enrollment than other adult educational programs. Quoting Women's Wear Daily, Rector reported that in 1970 there were 42 million home sewers in this country. (14)

There is also an interest in home sewing in Tuscaloosa County, Alabama. In the fall of 1973 a home economist with the Unique Zipper Company was scheduled for

a program on "Shortcuts to Sewing." Approximately 65 women were notified by letter from the Tuscaloosa County Extension Office that this program would be given there. Since the home economist had asked for a group of about 50, Mrs. Elizabeth Stewart, Associate County Extension Chairman, ran a short notice in The Tuscaloosa News announcing the time and date of the program. The day of the presentation approximately 125 women attended the program held in the auditorium of the county courthouse. The auditorium was filled with women interested in learning shortcuts to sewing.

Recognizing that the interest in sewing was great, the county staff of the Extension Service decided that an effort should be made to fulfill the sewing needs of homemakers in Tuscaloosa County. After consultation with Mrs. Elizabeth Stewart, agent in charge of Home Economics, it was determined that a monthly newsletter on clothing should be started. The first in the monthly series of newsletters was mailed to Tuscaloosa County homemakers in January, 1974. The interest and response far exceeded expectations. The original letter was sent to 60 homemakers who were clothing leaders for their Extension Homemakers Club. In the first, second, and third letters, names of homemakers who wished to receive the letter were solicited. In the first four months the mailing list grew to over 300 with many clubs calling and asking that their entire membership be added to the list.

Sally Hyche, Women's News Editor of The Tuscaloosa News, was placed on the original list with the idea that she might wish to use some information from the letter in the Life/Leisure section of the paper. At a fashion show in July of 1974, when the newsletter was only six months old, Mrs. Hyche suggested that some special clothing articles for the newspaper might be of interest.

Mrs. Hyche called and asked this investigator to write a weekly column similar in format to the newsletter. Included in the newsletter and news column were items on clothing construction, fashion, consumer shopping, buying and caring for ready-to-wear, and buying and sewing for infants and children. The home sewer was the target audience for both of these publications.

To introduce the new venture, The Tuscaloosa News ran a short notice with a picture in the Sunday Edition announcing that the column would begin on the following day. The first column appeared in September, 1974, and in subsequent columns names were solicited for the ongoing newsletter. The response was good, and in the first few weeks over 100 names were added to the clothing newsletter mailing list. Currently this list consists of approximately 620 names.

These events are indicative of the increasing interest in home sewing and the need for mass media to be used more effectively. One advantage of newsletters and

newspapers over radio and television is their ability to reach and inform women who work outside the home. Newsletters and newspapers can be read at an individual's convenience or leisure. In the study done by Rector among homemakers in Wisconsin, non-extension homemakers most frequently chose a newsletter as the desirable method of gaining information in all areas of clothing. As a result of the Wisconsin study Rector pointed out the need for further study to determine how to use mass media more effectively. (14)

Purpose of this Study

The purpose of this study will be to determine the needs and interests of home sewers in Tuscaloosa County, Alabama who are receiving the Extension Clothing Newsletter. The results will be used to make the newsletter, news column, and Extension clothing programs more effective in serving these home sewers.

Definitions

For purposes of clarity the following terms are defined as:

Home Sewer: One who sews at home to provide clothing for her family or others and/or to provide accessories for the home.

Newsletter: Monthly two-page letter mailed to those interested in sewing at home. Subject content varies to include construction, fashion, fitting, clothing selection, and new products for home sewing.

News Column: Weekly column that appears in The Tuscaloosa News on Monday. Content is similar to that of the newsletter, but is sometimes directed to the woman who does not sew. At least one column out of four is directed to all women interested in clothing.

Training Meetings: Meetings held to train leaders or representatives of clubs and individuals in a particular area.

Extension Homemaker: Any woman who belongs to an active, organized Extension club that elects to send its leader to a training meeting each month in preparation for the regular meeting of this club.

Extension Homemaker Club: Any club wishing to participate

in leader meetings and to affiliate itself with the Extension Homemaker Council. There are no dues, and any club is welcome. The only obligation is to send leaders to prepare for the presentation of programs to their clubs.

Special Interest Meetings: Meetings for individuals interested in the particular subject being presented. These are advertised through mass media.

REVIEW OF LITERATURE

During the 1920's and 1930's home sewing appeared to decrease in popularity. It may have been due partly to the increased automation and growth of the textile and garment industries. Whatever the reason, since that time there has been an increase in interest with the result that home sewing industries are now flourishing. Pattern companies and related industries have no intention of letting it decline again. Singer, along with other sewing machine companies, pattern companies, and notion companies, has a large advertising budget to maintain and to increase the interest in sewing. (6)

In a study done by Pederson (13) the reasons that women gave for sewing were: (a) to save money, (b) for enjoyment, (c) for better fit, (d) for quality, and (2) for individuality. These reasons will be examined more closely.

According to Pederson's study saving money is one of the primary reasons for sewing. (13) In more studies related to home sewing, this factor is rated near the top. Consumer Bulletin writers state that home sewing is a good investment of time since up to 65% of the clothing budget can be saved in some families by using a sewing machine. (3)

Greatest savings, according to Rector (14), are in better quality dresses, suits, children's clothes, and coats made at home.

One important reason for the higher cost of ready-to-wear is the cost of labor. In 1967 garment workers were averaging $2.65 per hour with some rates over $5.00 per hour. (5) Obviously, the high cost of labor might be avoided if the garment were made at home. With an average mark-up in ready-to-wear of 30 to 50 percent, even a sale price of one-third off the original price might be higher than the cost of making a similar garment at home.

In a few of the later studies, enjoyment ranked above economy. Lockhart (12) in particular found this to be true. In some ways enjoyment and individuality are difficult to separate. Enjoyment can come from creating a distinctive and individual garment. One reason that women have found this satisfaction in sewing is that they have been freed from certain household responsibilities by automation. (6)

In 1964 it was reported that 52 million American women knew how to sew, and of these, 42 million sewed creatively. (6) In studies done at the University of Nebraska in 1968 and Texas Tech in 1972 women were concerned about individuality. They complained that there were too many garments of the same style and color being manufactured. In the Texas Tech study individuality was

particularly important to those from home towns with larger populations.

The major pattern companies cater to the desire of the home sewer to sew for enjoyment and creativeness. At home, one can actually make a designer garment before it is available in the area. All pattern companies offer designer patterns, although Simplicity pattern designers are not specified. This seems to be a profitable venture for the pattern company. Escalating sales indicate that home sewers are also happy with the arrangement. (7) Apparently, using a designer pattern provides greater enjoyment to the home sewer and adds a certain individuality to her work. Some of these patterns are quite complicated, thus presenting a greater challenge and providing more exclusiveness.

Fit probably provides one of the oldest reasons for sewing. Any well-dressed woman will attest to its importance; no dress looks fashionable if it does not fit the wearer. (3) Manufacturers operate on the theory that the richer the woman, the thinner she wants to appear. In general, the more expensive the garment, the larger it is (4) in a given size.

The first government study of body measurements as related to size of garments was done by WPA in 1939, and eventually the pattern companies used this information. In January of 1968 the four major pattern companies met and

standardized pattern sizes. While there may be figure differences and different amounts of ease among these four, a size 12 is 34 inches in the bust for all pattern companies. (3) The garment industry has yet to standardize sizes in this manner.

Quality is another important reason for women to sew. "In all price ranges, women's clothing is suffering a major crisis of quality," reported Time in May, 1972. Dangling threads, unpressed seams, pop-off buttons, crooked pockets, puckered zippers, and mismarked sizes are common. Seamstresses are being deluged with requests from purchasers to patch up the flaws. Retailers often have a full-time inspector to check quality before a garment is put on the racks. Many women, rather than fight this problem, make their garments at home. Here they can put together each piece and take pride in their workmanship. This pride in workmanship is one of the chief problems in assembly lines since a worker may do only one operation for months on end. (2)

In the study done by Pederson (13) at Texas Tech among non-home economics undergraduate students, it was reported that the factors which limit clothing construction are time, skill, patience, interest, money, and equipment. Lack of time was noted as the main problem. While the order may vary with other segments of the population, these factors do limit clothing construction. (13) Lockhart's

study at the University of Oklahoma confirmed Pederson's finding that lack of time was the number one reason for lack of sewing. The average number of garments made per year in the Lockhart study was 9.82. (12) Callaway, in another study, had found that women who worked made fewer garments than women who did not work outside the home. (1)

In the Pederson study, the garments most fequently made were dresses, followed by slacks, shorts, and skirts. In the Lockhart study, the majority of the garments made were for the sewer, followed by those made for girl children, for boy children, and for husbands. Both studies showed that there was less interest in making lingerie, men's clothing, and accessories.

In a study conducted by Callaway (1), the evidence clearly indicated that the type of sewing machine had little or no effect upon the amount of construction and mending or the frequency of altering and remodeling. Sewing machine ownership did increase the amount of sewing done. The woman's age and the number of children appeared to have little effect on the type of sewing done.

It was found in the Callaway (1) study that the husband's occupation and the family status had little to do with the frequency and type of sewing done whereas Cotrone (10) noted that education did influence the amount of sewing. In general, the less education, the fewer garments made.

Pederson found that junior and senior high school home economics classes and mothers were the two main sources of clothing information concerning clothing construction. Lockhart found that 61 percent of the homemakers investigated considered themselves self-taught. To be self-taught would require greater reading and comprehension skills, thus more education.

According to a representative of Vogue patterns American women tend to be highly skilled sewers. In general, the concern of the designer pattern customer is not ease of sewing, but authenticity. (7)

Designer patterns are good sellers for the pattern companies. The couture and pattern companies mutually respect each other and the home sewer. Successful American designer, Halston, in an interview reported in Women's Wear Daily (7), remarked that he had a high regard for the home sewer. He is gratified that his designs reach a broader market. Most designers seem pleased with this stiuation and do not see the home sewer as a threat to their couture business. Vogue Pattern Company is the number one buyer on the European market and buys straight from the couture line.

According to Ondovosik, on a TV program "Black Journal" designer John Kloss said of the home sewer,

> She is not someone in the midwest sewing skirts and aprons. Home sewers are up to date on everything, and when something is new they snap it up immediately. (7)

Ondovosik (7) in the same article reported an interview with Dickerson, Vice-President of Vogue Pattern Company. Dickerson commented that designers tend to have a following. She believed that pattern buyers will consistently choose patterns by a particular designer. Sylvia Wright (6) expressed a similar opinion in New York Times Magazine when she said that women tend to stay with one pattern company.

According to Crowder's study, (8) there is a positive relationship between cost of fabric and the selection of a designer pattern. Even with a poor economy, cost of fabric does not seem to be a problem. While the average cost is probably under $5.00 a yard, Mary Ann Ondovosik reported in an October, 1975 issue of Women's Wear Daily that Bloomingdale had sold ten yards of a silk and cashmere knit fabric for $90.00 per yard and had ordered more in different colors. (11)

Information gathered from several earlier studies, along with the responses from a selected group of homemakers in Tuscaloosa County, Alabama indicate a great interest in home sewing within these groups.

At the 1975 annual State Conference of the Alabama Cooperative Extension Service, Director J. Michael Sprott reminded all agents that,

> The basic mission and purpose of the Alabama Cooperative Extension Service is to raise the level of family living and to improve individual

> and community life through development of human, physical, and natural resources. (9)

Surely, the improvement of the Tuscaloosa County Extension monthly newsletter and news column to better serve the needs and interests of the home sewer is one way of fulfilling the basic mission and purpose of the Alabama Cooperative Extension Service.

METHODS AND PROCEDURES

The purpose of this study was to determine the sewing needs and interests of a selected group of women in Tuscaloosa County, Alabama. This information was obtained from responses to a questionnaire sent to a group of women living within the county.

Selection of the Sample

The total population from which the sample was drawn consisted of 620 women in Tuscaloosa County, Alabama, who receive the monthly clothing newsletter which is a part of the on-going Tuscaloosa County Extension Service Home Economics Program. Those women who responded by returning the questionnaire which was sent to them comprised the sample.

Method of Data Collection

The questionnaire method was selected for collection of data. Questions were asked concerning sewing habits and interests. Information was requested concerning age, number in household, area of residence, and working status. A copy of the questionnaire and the accompanying letter are included in the appendix.

Instrument

The first questionnaire consisted of a long form with items to be ranked in order of interest. After several respondents indicated that they did not understand the first question (a ranking question, as were several other questions), the format was changed. After revision, the questionnaire appeared long, and the researcher felt that this would result in fewer returns. Therefore, it was reduced by about one-third in size by a copying machine. In addition to this reduction in size, it was also arranged so that three pages of copy were reduced to one legal-size page.

After completion of the reduced questionnaire it was pretested using twelve colleagues as respondents. All completed the questionnaire without any help from the researcher.

Following the pretest, necessary changes were made, and the revised questionnaire with the accompanying cover letter (see Appendix, p. 36) was sent to the 620 recipients of the monthly clothing newsletter. The cover letter explained that the results would be used to plan Extension Home Economics Programs. The regular newsletter was mailed three days later and carried a reminder to return the questionnaire. Ten days after the questionnaire was mailed, a total of 245 responses had been received.

After this cut-off date, approximately ten additional replies were received, but these were not included. Forty percent of the mailed questionnaires were returned and were used in this study.

RESULTS AND DISCUSSION

From the questionnaire a composite of the group was assimilated. Forty-eight percent of the women are Extension Homemaker Club women; the remaining 52 percent are non-extension homemakers.

Sixty percent of the women are urban residents. Forty-nine percent live within the city limits of Tuscaloosa, and 11 percent live within the city limits of Northport. The rural population consists of 19 percent living in small communities, nine percent living on a farm, and 11 percent living in rural areas designated as open country. The remaining one percent resides outside Tuscaloosa County. Their names are on the list either because they have moved from Tuscaloosa and asked to remain on the list, or because they are residents of Jefferson County, where the researcher conducted a leadership workshop approximately two years ago.

TABLE 1

AREA OF RESIDENCE OF RESPONDENTS

Residence	Responses	
	Number	Percent
Urban (Tuscaloosa)	120	49
Urban (Northport)	27	11
Rural (Open Country)	28	11
Rural (Farm)	21	9
Small Community	46	19
Other (Residents of Other Counties)	3	1
Total Responses	245	100

TABLE 2

WORKING STATUS OF RESPONDENTS

Working Status	Responses	
	Number	Percent
Full Time Homemaker--No Children at Home	80	34
Full Time Homemaker--Children at Home	64	27
Work Full Time Outside the Home--40 Hours a Week	55	24
Work Part Time Outside the Home--Less Than 40 Hours a Week	36	15
Total Responses	235	100

TABLE 3

AGE DESCRIPTION OF THE RESPONDENTS

Age	Responses	
	Number	Percent
25 Years or Younger	14	6
26-35 Years of Age	46	19
36-45 Years of Age	34	14
46-55 Years of Age	65	27
56-65 Years of Age	55	22
66 Years or Older	29	12
Total Responses	243	100

The working status of the women is as follows: 34 percent of the women are full time homemakers with no children at home; 27 percent are full time homemakers with children at home; 24 percent of the women work full time (40 hours or more) outside the home; 15 percent work part time (less than 40 hours) outside the home. Thus a total of 61 percent of the women were full time homemakers and 39 percent were employed, at least part time, outside the home. Callaway (1) found that women who sewed most frequently did not work outside the home.

Sixty-one percent of the women were 46 years of age or older with the average size of the household being 2.9 and the mean being two. Callaway's study (1) indicated that the woman's age and number of children had little effect on the type of sewing done.

Of the respondents 41 percent indicated that they sew for others outside their family. The number for whom they sew is 3.4, with 2.24 being females and 1.13 being males.

Question Four was designed to indicate the frequency with which certain tasks were performed. This question required one of the following responses: never, sometimes, or frequently. To arrive at a percentage, the column indicating "sometimes" and "frequently" were combined to indicate a positive response.

The frequency of construction, alterations, and mending, is listed in Table 4 with the most frequently performed task listed first.

TABLE 4

FREQUENCY OF CONSTRUCTION, ALTERATIONS, AND MENDING

Sewing Tasks	Number			Percent*
	No Response	Never	Sometimes and Frequently	
Mending	37	7	201	97
Dresses	27	8	210	96
Women's Slacks	28	12	205	94
Women's Blouses	29	16	200	93
Alterations	41	16	188	92
Unlined Jackets	42	21	182	90
Skirts	42	21	182	90
Children's Wear	75	28	142	84
Curtains	57	45	143	84
Lined Jackets	66	43	136	76
Draperies	56	53	136	72
Pillows	45	56	144	72
Table Linens	79	85	81	49
Bedspreads	75	92	78	46
Men's Shirts	83	87	75	46
Men's Jackets	85	103	57	36
Men's Slacks	88	113	44	28
Slip Covers	88	120	37	24

* Combination of "sometimes" and "frequently"

Pederson's (13) findings on frequency of items constructed were similar to those of this study. In Pederson's research dresses ranked first, followed by slacks and blouses. In this study the items mentioned most often under the category listed "other" on the questionnaire were lingerie and robes. When this occurred they were always marked "frequently," indicating that those who sew nylon lingerie and loungewear do so regularly. Omission of this category was an oversight on the

researcher's part and should have been included in the list of items on the questionnaire.

The first question dealt with the area in which the subjects felt a need for assistance. Since there was a listing of items to be checked indicating interest, several items could be checked by the subject. Therefore, the findings total more than 100 percent. The results are shown in Table 5.

TABLE 5

CLOTHING AREAS IN WHICH ASSISTANCE IS NEEDED

Areas	Percent
Sewing Shortcuts	69
Fitting	47
New Fabrics	36
Lingerie	32
Menswear	31
Tailoring	29
Fashion	23
Clothing Selection	21
Beginning Sewing	11

Since 41 percent sew for others outside their family, it was not surprising that the participants indicated "sewing shortcuts" as the area of greatest need. Rector (14) found that homemakers in Clark County, Wisconsin, in a study done in 1971, indicated their greatest need as "keeping up to date on new fibers and fabrics."

One question dealt with the number and type of

fashion magazines subscribed to or regularly bought. Not one of the fashion magazines such as Vogue, Mademoiselle, Glamour, Seventeen, and Harper's Bazaar was bought by as many as ten percent; seven percent of the women indicated that they bought Vogue. Ladies Home Journal was bought or regularly subscribed to by 33 percent of the women, and McCalls by 38 percent. The pattern magazines were chosen by 13 percent of the sample. Twenty-two percent indicated "other" magazines and seven percent "other relevant books." Many indicated Family Circle, Redbook, Progressive Farmer, and various other magazines containing little fashion information. This question served a dual purpose:

(a) To determine interest in fashion.

(b) To provide information to the researcher which might be helpful in writing the news column and newsletter.

In one question subjects were asked to check the sources used for gaining fashion and clothing information. The results are shown in Table 6.

TABLE 6

METHODS FOR GAINING FASHION AND CLOTHING INFORMATION

Methods	Percent
News Column "Needles and Pins"	74
Pattern Books	69
Newspapers (Ads and Supplements)	68
Extension Clothing Newsletter	67
Window Display	53
T.V.	36
Other	18

The sources most frequently listed as "other" were magazines and observing other people. This was an oversight on the researcher's part. With 18 percent of the respondents indicating that there were other ways to obtain information, this did not give an accurate picture of their preferences.

Included in this question were blanks to indicate the two methods listed in Table 6 which were considered most beneficial for gaining fashion and clothing information. The researcher combined these two choices to get a more accurate picture of the relative importance of the methods used.

The results from these two choices of the respondents are shown as follows:

Pattern Books	35%
Extension Clothing Newsletter	22%
News Column "Needles and Pins"	20%
Newspaper	8%
Other	6%
Window Display	5%
T.V.	3%

The source most frequently mentioned as "other" was magazines. Since this was omitted on the questionnaire, it may have affected the accuracy of the data. The results of this question did show that two Extension methods of disseminating information on clothing were helpful. A total of 42 percent of the subjects indicated either the Extension newsletter or news column as most beneficial for gaining fashion and clothing information. The high percentage assigned to these two techniques indicates the importance of these Extension programs to this group of people.

The researcher also wanted to see if these women were interested in other forms of needle work. The results from the "check" question were as follows:

Crewel Embroidery	54%
Crochet	42%
Needlepoint	47%
Knitting	30%
Cross Stitch	28%
"Danish" Type Cross Stitch	17%
Other	8%

The most frequently mentioned "other" type of needle work was liquid embroidery. The purpose of this question was to ascertain if there were enough interest in different types of handwork to warrant covering these subjects in future newsletters and news columns. Responses indicated sufficient interest in needle point, crochet, and crewel embroidery to justify inclusion of these types of needlework in Extension programs.

SUMMARY AND CONCLUSIONS

The purpose of this study was to determine the interests and needs of home sewers receiving the Extension newsletter. A total of 620 women were on the mailing list. The women were either clothing leaders in their Extension Homemaker Club or had asked that their name be placed on the mailing list.

A questionnaire was used for gathering information. Five questions were related to interests and areas in which assistance is needed. The remaining questions requested information concerning age, working status, area of residence, and composition of household.

Of the 620 questionnaires mailed 245 were returned. Only 48 percent of the sample checked that they were Extension Homemaker Club members with the remaining 52 percent non-extension homemakers. The age group indicating interest by their response was comprised largely of women over 45. Twenty-seven percent was in the 46-55 age group, and 22 percent in the 56-65 age group. Of the women responding, 61 percent were full time homemakers and did not work outside the home. Area of residence was urban for 60 percent of the group; 40 percent was from the rural area.

Of the group of respondents 41 percent reported

that they sew for others outside the family. With an average size household of 2.9 these women reported sewing for an average of 2.24 women and 1.13 mails, or a total of 3.37 individuals.

In the results from the question concerning frequency of performance of specific sewing tasks, the task checked most frequently was mending. Following this were dresses, slacks, blouses, and alterations.

In the question relating to areas in which respondents needed assistance, the most frequently checked area was shortcuts in sewing, followed by fitting, sewing new fabrics, lingerie, and menswear. After these were tailoring, fashion, and clothing selection.

In the question concerning interest in other types of needlework, the most frequently selected items were crewel embroidery, crochet, needlepoint, and knitting.

Since the Extension newsletter and Extension news column were chosen by 42 percent, it may be assumed that these women consider these two programs of the Extension Service as important sources of clothing and fashion information.

The results from these questionnaires will be used in planning the Tuscaloosa County Extension Program to be implemented for October, 1976 through September, 1977. Priorities will be given to the items most frequently selected in each category. Special interest meetings

will be conducted on crewel embroidery, crochet, and needlepoint.

The clothing newsletter will concentrate on sewing shortcuts, fitting, and new fabrics. There will be less emphasis on fashion, basic sewing, and clothing selection.

This study has provided information which will enable the Tuscaloosa County Extension Service to plan programs to meet the needs and interests of a selected group of women in this county. It might also serve to illustrate the important contribution which can be made to the statewide program through effective utilization of mass media. Ultimately, this should contribute to the fulfillment of the basic mission and purpose of the Alabama Cooperative Extension Service.

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APPENDIX

AUBURN UNIVERSITY

AGRICULTURE · HOME DEMONSTRATION · 4-H CLUBS

COOPERATIVE EXTENSION SERVICE

AUBURN UNIVERSITY, UNITED STATES DEPARTMENT OF AGRICULTURE AND COUNTY GOVERNING BODIES COOPERATING

P. O. Box 2447 - Tuscaloosa, AL 35401

February 5, 1976

Dear Home Sewer:

Enclosed is a questionnaire which will help me to give you the information you want and need in your home sewing. Therefore, please give some time and thought to answering these questions. What YOU think is important!

I hope you will do this as soon as possible and not put it aside. A postage-free envelope is provided so you may return it to me by February 15, 1976.

You will receive your regular clothing newsletter the last of the month.

Thank you for your assistance.

Sincerely,

[redacted]

Jo Ann H. Smith
Extension Home Agent

JAS:bw

Enclosure

AUBURN UNIVERSITY

AGRICULTURE • HOME DEMONSTRATION • 4-H CLUBS

COOPERATIVE EXTENSION SERVICE

AUBURN UNIVERSITY, UNITED STATES DEPARTMENT OF AGRICULTURE AND TUSCALOOSA COUNTY BOARD OF REVENUE COOPERATING

P. O. BOX 2447, TUSCALOOSA, ALABAMA 35401 • TEL. A.C. 205. 759-1291

Below are several areas in which you may need assistance. Please check the areas in which you feel you need the most help.

( ) Beginning Sewing
( ) New Fabrics
( ) Sewing Shortcuts
( ) Fashion
( ) Clothing Selection
( ) Tailoring
( ) Fitting
( ) Sewing Lingerie
( ) Sewing Menswear
( ) Other (Specify) _____

Do you subscribe to or regularly buy the following: Please check

( ) Vogue
( ) McCalls
( ) Ladies Home Journal
( ) Mademoiselle
( ) Glamour
( ) Seventeen
( ) Harpers' Bazaar
( ) Other Relevant Book
( ) Pattern Magazine
( ) Other Relevant Magazine

_____

. Please check below those items in which you are interested:

( ) Crewel Embroidery
( ) "Danish Type" Embroidery
( ) Cross Stitch
( ) Needlepoint
( ) Crochet
( ) Knitting
( ) Other (Specify) _____

4. Please indicate how often you do the following types of sewing.

	Never	Sometimes	Often
Pillows	( )	( )	( )
Draperies	( )	( )	( )
Curtains	( )	( )	( )
Bedspreads	( )	( )	( )
Slipcovers	( )	( )	( )
Table Linens	( )	( )	( )
Women's Slacks	( )	( )	( )
Women's Blouses	( )	( )	( )
Skirts	( )	( )	( )
Dresses	( )	( )	( )
Unlined Jackets	( )	( )	( )
Lined Jacket or Coat	( )	( )	( )
Children's Wear	( )	( )	( )
Men's Shirts	( )	( )	( )
Men's Slacks	( )	( )	( )
Men's Jackets	( )	( )	( )
Alterations	( )	( )	( )
Mending	( )	( )	( )
Other (Specify)	( )	( )	( )

_____

5. Below are several methods for gaining fashion and clothing information. Please check the methods you use.

( ) Newspaper (ads, supplements)
( ) Pattern Books/leaflet
( ) Window Display
( ) Extension Clothing Newsletter
( ) News Column "Needles and Pins"
( ) TV
( ) Other (Specify) _____

If you could choose the two methods you feel would be the most beneficial to you, which would they be?

1st choice_____

2nd choice_____

****

Please Check:

Age:

( ) 25 or younger
( ) 26-35
( ) 36-45
( ) 46-55
( ) 56-65
( ) 66 or older

____ How many people live in your household?
____ How many females do you sew for?
____ How many males do you sew for?
____ Do you sew for others outside your family?
____ Are you a member of an Extension Homemakers Club?

Comments:

Area of Residence:

( ) Urban - City limits - Tuscaloosa
( ) Urban - City limits - Northport
( ) Rural - Open Country
( ) Rural - Farm
( ) Small Community
( ) Other (Specify)_____

Working Status:

( ) Work part time outside the home - Less than 40 hours a week.
( ) Work full time outside the home - 40 hours or more per week.
( ) Full time homemaker with children at home.
( ) Full time homemaker with no children at home.

Generally training meetings are held Monday thru Friday between 9 a.m. and 11 a.m. or 1-3 p.m. If these hours are not suitable, suggest another time - for example give night, hour, or Saturday and hour.

_____ _____ _____

_____ _____ _____

Jo Ann H. Smith
Extension Home Agent