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Buying Tips for the Clothing Shopper

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**BUYING TIPS
FOR THE
CLOTHING SHOPPER**

Shop! Look! Inquire!

**Insist upon information regarding articles of
clothing and materials to be purchased**

Slip this into your purse.

**Extension Service
South Dakota State College
Brookings, S. D.**

Compiled by
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WHAT DO YOU WANT IN THE CLOTHING YOU BUY?

Let the following set of outline summaries be your guide to buying values in clothing purchases. Study them before you shop. Carry them with you for easy reference when you shop.

Add knowledge you have gained from your personal shopping experience to make the information more complete.

When You Buy a Coat

I. Ask yourself:

1. What type of coat do I need?
2. Do I want it for dress, general wear or sport?
3. How much can I afford to pay for it?
4. What color will harmonize best with my wardrobe?
5. How many years' wear must I get from this coat?
6. Which of the current styles is most becoming to my figure and likely to last for several seasons?

II. Look for informative labels.

1. Those giving definite facts about materials and workmanship.

III. Examine coat for information about:

1. Weave

Is it firm and close?

Are the yarns even in size?

Does the cloth have a springy feel?

2. The lining

Is it resistant to wrinkles, slippery in texture, preshrunk, of firm quality, colorfast. Is it a practical, harmonizing color?

3. The Interlining

Does label give information about:

Weather resistance?

Quality and kind of fabric?

Is it light in weight, not bulky or likely to shed lint?

4. Workmanship

Accurate cut with grain of cloth.

Ample seams stitched evenly.

Careful pressing.

Matching thread.

Generous pleat in center back of lining.

Buttonholes neatly and firmly worked.

Front edge taped inside to preserve shape.

Stay at shoulders and pockets reinforced.

Buttons sewed on with shanks prevent strain on cloth.

Hem finished with tape and blend stitched to the coat.

Continuous hem on coat and facing.

5. If fur trimmed

Is fur suitable in wearing quality to use to which coat is to be put.

When Buying Costume Slips

Look for:

Informative labels. Read them.

Check:

Design of slip. Will it fit smoothly under the dress for which you are buying it? Does top fit design of dress? Low enough, high enough, etc.?

Kind and quality of seams.

Quality of stitching.

Quality of trimming.

Yarn slippage.

Try Slip on to Test:

Length. Be sure to test while sitting for bias slips.

Width.

Position of grain. (Lengthwise and crosswise yarns)

Check for diagonal wrinkles, faulty position of seams, tendency to hang long or short in front or back.

Inquire About:

Kind of fiber.

Colorfastness to dry cleaning, perspiration,
to crocking (dry or damp rubbing)

Shrinkage.

Guarantee of service regarding colorfastness,
shrinkage, yarn slippage, etc. If silk, is there
a guarantee against poor service due to
weighting.

When Buying a Dress

Look for and Study:

Labels. Read them.

For information about fabric.

Washing or cleaning instructions.

Try on to Test:

Width: Across chest, Around thighs, Sleeve, Skirt.

Length: Sleeve, Skirt—standing and sitting.

Observe:

Position of grain, check for diagonal wrinkles,
uneven flares, faulty position of seams.

Armhole position.

Belt line.

Stitching.

Seam width and finish.

Number and kind of fastening.

Becomingness of line, color and texture.

Yarn slippage.

Inquire about:

Fabric—Is it all one fiber or a mixture? Amount of each used.

Colorfastness—Is it colorfast to sun, dry cleaning or laundering, to perspiration, to crocking (dry or damp rubbing)

Shrinkage—Will the material shrink? How much?

Decoration—Are decorative features of fabric permanent? Does it require special care?

Guarantee of service—Is there any guarantee in specific terms regarding colorfastness, shrinkage, yarn slippage, permanency of finish?

Points to Consider in Buying Foundation Garments

1. A garment that is hygienically not harmful.
2. A design that conforms to the figure type and is long enough, full at the top so that the flesh will not roll under shoulder blades.
3. A design suitable for the occasion selected.
4. Material that is firmly woven or knitted.
5. Fastenings that are inconspicuous and comfortable.
6. Supporters that are flat and firmly attached.
7. If boned, with boning that is well fastened.
8. Top and bottom securely finished.
9. Seams which are smooth and securely stitched.
10. Straps that are securely and comfortably attached.

When Buying Gloves

I. Ask yourself:

1. On what occasions do I wish to wear these gloves?
2. Will the gloves being considered fit in with the rest of my wardrobe?
3. Do I want a glossy, smooth finish or the dull, velvety appearance as in suede or unfinished leather, or suede cloth.

II. Check quality and study labels:

1. Is the color fast to light, washing and dry cleaning.

Look for a label with a guarantee against crocking or rubbing off.

2. Look for label regarding cleaning methods.
3. Check workmanship:

Are the seams stitched well?

Have they been cut to accurate measurements? Is the glove proportioned correctly to fit?

Is the clasp, button or zipper closing reinforced so fabric will not pull out?

If lined, is the lining well fitted and of good quality?

III. Have glove fitted at the store and check:

1. Size—gloves should not restrict circulation.
2. Fastenings. A glove should not have to be strained to close it.

Fit gloves carefully as future fit of leather gloves is influenced by the first two or three times they are put on.

When Buying a Hat

Ask yourself the following questions:

1. Does it fit in with the rest of my wardrobe?
Is the color right?
Is the texture of the material in keeping with the garments with which it is to be worn?
2. On what occasions do I wish to wear this hat?
3. Does this hat answer my need?
4. Is the hat I am considering equal in attractiveness, wearing quality and suitable to the price I am paying?

Hints for the Hosiery Shopper

Look for:

Informative labels. Read them.

Observe:

Thread count.

Length. Standard is 30 inches. Longer and shorter are available.

Gauge. Number of wales per one and one-half inches determines gauge and influences beauty and elasticity. Higher gauges make most beautiful hose.

Reinforcement. Thickness and size at heel, toe and foot.

Joining at corners of heel reinforcement. Check elasticity from heel to instep. (Skimping will weaken hose at these points.)

Garter run stops.

Shadow welt. Check area below hem. (It should be slightly heavier than rest of hose.)

Closeness of stitches in back seam.

Color. Does the color harmonize with wardrobe colors.

Shaping

1. Full-fashioned hose.

Look for fashion marks—where stitches have been dropped to narrow areas under toes, heels, sides of heels, calf of leg and under knee. Full-fashioned hose are even in color and texture. They are knitted in a flat piece and seamed.

2. Circular knit hose.

No seam in bottom of foot.

Artificial seam in back.

Uneven color and texture—due to stretching at calf of leg.

Do not hold shape and apt to shrink.

Ask About

Fiber—Is it silk, rayon, wool or cotton?

Color—Is it fast to laundering and sun?

Quality—Firsts or seconds.

Guarantees—Against faulty construction and unreasonably short service.

When Buying Shoes

I. What type of shoe do I need?

For sport, street wear, general wear, dress or party wear?

II. Look for:

1. Good Fit.

Measure foot in both standing and relaxed position and buy shoe no more than one-fourth inch narrower than the foot.

Be sure it is long enough. Should be one-half inch space between end of big toe and end of shoe inside.

Inner line of shoe should be as straight as possible, so toes lie in a straight line.

Joint of the ball of the feet should rest at widest part of the sole.

Allow plenty of room for toe.

Shank of shoe should fit snugly under arch of foot.

2. **Good Appearance.**

Select a style that permits a natural walk.

Shoes should be in keeping with the costume, both in color and style.

Be sure that the heel fits snugly and well. If heels are narrow, ask for combination last.

III. Inquire about:

1. **Price.** Buy the best quality of materials your purse will permit. Do not let price alone be your guide but examine materials and workmanship as well as style and color.
2. **Kind of Leather.** Avoid leathers that are non-porous. They prevent natural evaporation and sometimes irritate the foot. Select material that will be easily and successfully cared for.
3. **Comfort and health.** A broader heel not over one and one-half inches is the best support for the natural heel of the foot. Select this for general wear. Higher heels may be worn for social occasions.

IV. For Children's Shoes Consider in Addition the Following:

1. Substantial materials that are soft and pliable.
2. Insist on broad toes and broad flexible soles.
3. Close fitting counter that supports but does not interfere with circulation.
4. Very low or no heel.

5. Buy one inch longer and one-fourth inch wider than foot.

When Buying Ready-to-Wear Lingerie

- I. Look for labels regarding material, whether rayon, silk or cotton as it will require special treatment in laundering, etc.
- II. Examine Workmanship.
 1. Is the cut of the garment generous enough to be comfortable?
 2. Are seams well made (1) generous enough to give good service (2) Machine stitching even (3) Proper weight thread used (4) Are seams in right position for comfort?
- III. Examine material and trim.
 1. Is the material firm enough to give good service?
 2. Is trim in keeping with the weight and texture of material used in garment.
- IV. Ask concerning:
 1. Colorfastness to laundering, crocking, etc.
 2. Guarantee of service in specific terms of colorfastness, shrinkage, yarn slippage, weighting, etc.

NOTES

NOTES

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