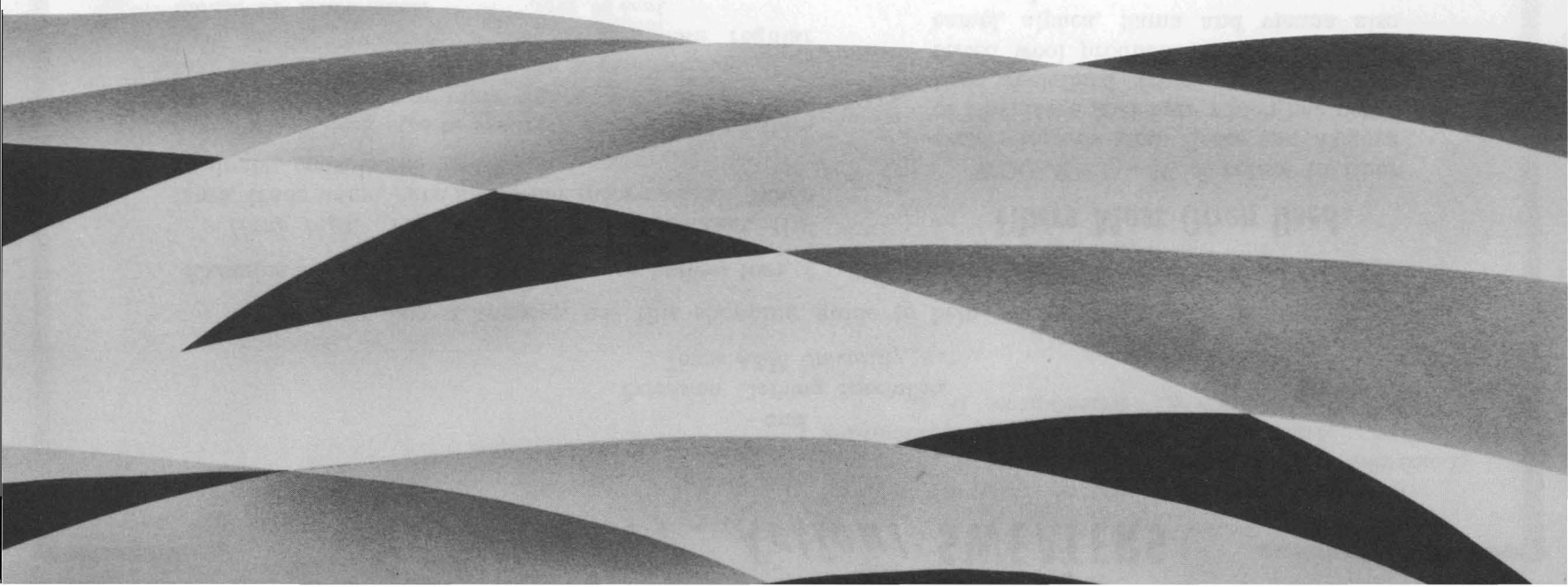


CLOTHING...ACTION!

L-651

Sweaters



Clothing . . . Action! SWEATERS

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When you buy a sweater, use this shopping guide to help get more for your money.

Examine sweaters that are within your budget for:

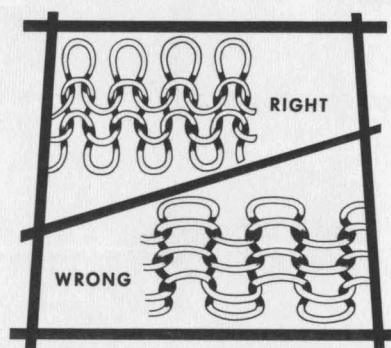
Hang tags. Tags should tell fiber content, finishes, trade name, care and other information. When in doubt, consult the saleslady.

Size. Check size to assure a good fit. Sweaters that fit too snugly or cling tightly are not becoming and soon get out of shape. As a general rule, it is best to buy sweaters a size larger than regular blouse or shirt sizes.

Cut of sweater. The garment should be full size, with armholes large enough to allow comfort and ease of movement. Pieces of a cut-and-sewn sweater are cut from knit fabric. This construction is used in all kinds and qualities of sweaters. Pieces of the full-fashioned sweaters are knitted to shape, so they are more expensive.

Yarn. The number of yarns and fibers used in sweaters may be confusing. Sweaters are made from wool products and man-made fibers in either plain or textured yarn. All require proper care to retain a fresh new look. Learn the general properties of the fibers most often used in sweaters. Then select with care the sweater that fits your need and price range.

Knit. This, to a large extent, determines the durability. Close firm knits hold their shape and last longer than looser knits.



Beware of knit loops stretched during manufacture, as shown in this illustration.

Seams. A sweater should have straight, even seams—not twisted ones.

Neck and sleeve finish. Firm ribbing for neck, sleeve and body finish is a must. Test firmness by gently stretching the ribbing. It should retain its original shape when released.

Trimmings. Buttons, ribbons and trim should be able to withstand laundering or dry cleaning.

Buttons and buttonholes. Good indicators of sweater quality are buttons and buttonholes. Buttons should be smooth and even while buttonholes should have deep closely-spaced stitches.

Fibers Most Often Used

WOOLENS — Wool refers to fiber from sheep or lamb fleece and Angora or Cashmere goat hair which has never been reclaimed from any woven or felted wool product. Hair fiber from camel, alpaca, llama and vicuna also are used.

Wool Products

- Are warm and comfortable.
- Absorb moisture readily and resist wrinkling.
- Are laundered and wet or dry cleaned. Look for special shrink-preventive finishes.
- Require special handling. Use only oxygen (not chlorine) bleaches, warm washing water and pressing temperatures, and do not dry near direct heat.
- Are a favorite of moths, unless label states *mothproof*.
- Tend to stretch during wear and while wet.

ACRYLICS—petroleum products. Trademarks: Orlon, Acrilan, Creslan, Zefran and Orlon-Sayelle.

Acrylic Products

- Are warm and lightweight—have a dry pleasant feel.
- Have good breaking strength, wet or dry. Absorb moisture slowly.
- Have excellent stretch resistance.
- Dry quickly—have good wrinkle recovery.
- Are subject to static electricity. (Use fabric softener).
- Some form small pills of fibers.
- Some tend to shrink and discolor when dry cleaned.
- Bi-component acrylics must be machine dried when washed.

NYLONS — Synthetic products also. Trademarks: Actionwear, Antron, Cantreco, Caprolon, Crepeset and Enka.

Nylon Products

- Are very strong, wet or dry.
- Have good stretch resistance.
- Fade in strong sunlight.
- Dry quickly, with few wrinkles.
- Whites absorb color from other fabrics when washed.
- Have static electricity.
- Absorb very little moisture.

The Smart Shopper

- Plans her wardrobe.
- Cultivates friendship with good salespeople.
- Learns when seasonal merchandise arrives.
- Keeps alert for sales.
- Knows in which department to find her style and price.
- Learns to read fiber labels.
- Learns to understand labels.
- Learns good brand names.

*Acknowledgment: "Sweater Shopping Guide."
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