WHAT DO THE TEXTILE-APPAREL INDUSTRIES
EXPECT FROM US?

Proceedings of the
FOURTH NATIONAL CONFERENCE
CHARLOTTE, NORTH CAROLINA

Association
of
College Professors
of
Textiles and Clothing

October 27-31, 1971

Published
by
American Home Economics Association
PREFACE

The Fourth National Conference of the Association of College Professors of Textiles and Clothing (ACPTC) has the distinction of being the first meeting since affiliation with the American Home Economics Association and since the emergence of the ACPTC as a national organization. Of the 440 members, 314 participated in this historic occasion. The participants from three regions—Eastern, Central, and Western—enjoyed a program based on the theme, "What Do the Textile-Apparel Industries Expect from Us?". This theme seems to be particularly appropriate, as the location of the meeting was in the center of the textile industry.

Credit for the success of this meeting is given to President Enid P. Tozier and her committees, whose efforts were evidenced by the interesting and varied program. Appreciation is also expressed to those representing industry for their courtesies and generous contributions. The faculty and students of Winthrop College must be commended for their gracious hospitality.
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FOURTH NATIONAL MEETING

Association of College Professors of Textiles and Clothing
White House Inn, Charlotte, North Carolina

October 27-31, 1971

PROGRAM

Theme: What Do the Textile-Apparel Industries Expect From Us?

Wednesday, October 27

3:00 -- National Executive Board Meeting

4:30 -- National Executive Board Meeting and Committee Chairmen for National Meeting

7:00 -- Regional Executive Board Meetings

8:00-10:00 -- Registration

8:00-9:30 -- Hospitality Hour

Thursday, October 28

8:00-12:00 -- Registration

9:00-10:15 -- First General Session

-- Presiding: Dr. Enid F. Tozier, President, ACPTC

-- Overview of Program: Dr. Kenneth Laughlin

-- Speaker: Dr. Richard Steele, Vice-President Technical and Administration
Celanese Fibers Marketing Company
Representing fiber portion of textile industries.
10:15-10:45  -- Coffee Break
10:45-11:45  -- Second General Session

-- Speaker: Dr. Frank X. Werber, Vice-President
           Research and Development
           J. P. Stevens & Company, Inc.
           Representing fabrics portion of
           textile industries.

12:00  -- Tour:          Celanese Office Building Facilities
                   Charlotte, North Carolina
                   Celanese Fibers Technical Center

2:00  -- Luncheon:    Courtesy of Celanese Fibers and
           Marketing Company
12:00  -- Tour:          Celanese Office Building Facilities
                   Charlotte, North Carolina
                   Celanese Fibers Technical Center

6:30-7:30  -- Hospitality Hour:  Courtesy of Huntley of York
7:30  -- Banquet Meeting

-- Presiding: Dr. Enid F. Tozier, President, ACPTC
-- Speaker: Peter G. Scobee, President
           Springs Mills, Inc.
           Representing marketing portion
           of textile industries.

Friday, October 29

8:30  -- Tour        Grace Finishing Plant, Grace Screen
                   Printing, Grace Sewing Plant,
                   Fort Mill, South Carolina.
1:00  -- Luncheon:  Courtesy of Springs Mills, Inc.
3:00  -- Regional Meetings:  Winthrop College
                   Rock Hill, South Carolina
4:00 -- Tea: Thurmond Building, Winthrop College
       -- Tour: School of Home Economics
              Thurmond Building
5:00 -- Regional Meetings continued
6:30-8:00 -- Hospitality Hour: Springs Mills Railroad Car
             Courtesy of Verona Dyestuffs
8:00 -- Banquet Meeting: Thomson Cafeteria
       Winthrop College
       -- Presiding: Dr. Ruth Hovermale
       -- Program: Bill Blass Bed and Bath Fashion Show
       -- Narrated by: Mason W. Smith, Southern Regional
                       Sales Vice-President for Springs Mills
                       Consumer Products Division.

Saturday, October 30
8:30 -- Third General Session: Business Meeting
       -- Presiding: Dr. Winona Brooks
              President-elect, ACPTC
9:30-10:00 -- Coffee Break
10:00-11:00 -- Speaker: Gene Stone, President
               Stone Manufacturing Company
               Representing the apparel portion
               of the textile industries.
11:30 -- National Executive Board Meeting
ACKNOWLEDGMENTS

Dr. Naomi C. Albanese, President of the American Home Economics Association; Dean, School of Home Economics, University of North Carolina, presented invocation for the banquet, extended greetings from AHEA, reported on the status of the Home Economics Research Journal, and announced the appointment of Dr. Gittel Winakor of Iowa State University as the first editor.

Marshall Doswell, Vice-President, Public Relations, Springs Mills, Inc., Fort Mill, South Carolina, arranged tours through Grace Finishing Plant, Grace Screen Printing, and Grace Sewing Plant; coordinated the luncheon and the annual Springs' Art Show at the National Guard Armory.

Baxter Huntley, President, Huntley of York, hosted the Hospitality Hour before the banquet.

Dr. J. C. King, Southern Director of Development, Verona Dyestuffs, hosted the Hospitality Hour for Verona Dyestuffs held in the Springs Mills Railroad Car.

Roberta London, Assistant Professor, School of Home Economics, Winthrop College, arranged for the tea prepared and hosted by students of Winthrop College.

Marvin Mabry, Vice-President of Huntley of York, hosted the Hospitality Hour before the banquet.

Dr. James Martin, Chairman, Mecklinburg County Commissioners, presented the key to the city at the banquet.

Peter G. Scotese, President, Springs Mills, Inc., New York, New York, was the speaker representing the marketing portion of textile industries.

Mason W. Smith, Southern Regional Sales, Vice-President of Consumer Products Division, Springs Mills, Inc., Fort Mill, South Carolina, offered a presentation on a unique marketing program. The Bill Blass home furnishing collection was featured. Modeling was done by Winthrop College students.
Geraldine Sparks, Manager, Consumer and Retail Information, Celanese Fibers Marketing Company, New York, arranged tours through the Staple and Filament Laboratories and the Fibers Technical Center.

Gene Stone, President, Stone Manufacturing Company, Greenville, South Carolina, was the speaker representing the apparel portion of the textile industries.

Dr. Richard Steele, Vice-President, Technical and Administration, Celanese Fibers Marketing Company, New York, was the speaker representing the fiber portion of the textile industries.

Dr. Frank X. Werber, Vice-President of Research and Development, J. P. Stevens and Company, Inc., Garfield, New Jersey, was the speaker representing fabric portion of textile industries.

U. C. Whelchel, Director of Community Relations, Celanese Fibers Company, Charlotte, North Carolina, arranged tours through Charlotte Office Building Facilities and the Celanese Fibers Technical Center, and made arrangements for luncheon.
FIBERS PORTION OF THE TEXTILE INDUSTRIES

Dr. Richard Steele, Vice-President
Technical and Administration
Celanese Fibers Marketing Company

Those who know me well say that I'm considerably more comfortable in the role of educator than of company executive. But having been part of both worlds, I can, hopefully with some degree of accuracy, tell you what is currently taking shape on the other side of the textile fence and what role industry expects home economists and professors of textiles and clothing to play.

What's happening now in textiles is the outgrowth of a revolution that started back in the early 1920's. And, like most other revolutions, there were initial recognition points that led to turmoil and eventually change. In our revolution, the events that led to the active, turbulent change started happening before 1921 with the introduction of new fibers. In the mid-twenties the idea of sanforizing came along and later vat dyeing. These were just the beginnings, the initial recognition points that were to signal the main thrusts of the revolution. In 1928, the resin finishing process was introduced, which marked the start of permanent press. In 1938, nylon was introduced and the first nylon producing plant went on stream in 1940. After the war, we got our first look at orlon and polyester. It wasn't until 1955, though, that the revolution hit its peak with the new term "wash and wear." From there things started to quiet down as far as revolutionary new fibers were concerned. But the repercussions it brought in the way of a whole new vocabulary and even a new way of thinking were just starting to proliferate.

There's no doubt that we've come a long way in this industry with new processes and applications in dyeing, finishing, making fiber into fabric, etc. that are coming out of the laboratory at an ever-quickening pace.

You can see that vast strides are being made in the fiber industry; yet there is still no single fiber that meets all the aesthetic and performance needs.

To date, no fiber developed by man—or grown by nature—has all the desirable characteristics. No fiber—alone, untreated, and unblended—can yet claim the combined properties of beauty, pleasant hand, and texture; comfort and durability in wear; dimensional stability; resistance to creasing and soiling; complete washability with permanent press performance; resistance to static, fungus, bacteria, and fire; easy dyeability; or the capacity for being modified to serve every conceivable textile end use.

But while we've been busy in the labs changing the course of textiles, the consumer of textile products has changed, too. There
was a time when he was so impressed with miracle fibers that he accepted all the advantages and was not critical. But we have moved from that stage of naivete to one of extreme sophistication. Now the consumer expects durability and aesthetics. We are changing from a capitalization on individual strong points to a sophisticated, multidimensional product situation in order to satisfy a multitude of needs simultaneously.

I think we're heading into a period in which we will seek not just durability but more durability, not just colorfastness but complete appearance retention, not just easy-care but no care at all. So while the main force of the textile revolution is probably over, we now find ourselves trying to understand more fully what the revolution brought and to use it in a way that will bring the benefits of these changes to the greatest number of people.

If the great diversity of new fiber variants and new trademarks, each with different properties, presents a challenge to the educator, think of the problems these vast arrays of fibers and fabrics, each with different care instructions, have for the consumer. I could go on and on in an effort to list all the care information that hits the consumer of textile products. The point is this: The consumer has expectations to be met in product performance.

For you, it means another dimension. We must now ask ourselves: What is the behavior of the ultimate textile product in the hands of the consumer? In other words, is what the industry developed meeting the needs of the consumer?

This kind of thinking presents a major challenge to the textile industry. The consumer of the 1970's is demanding fashion versatility—a diversified wardrobe. New fiber variants in a variety of sizes, dyeing characteristics, cross sections, lusters, and performance characteristics will make possible even greater degrees of freedom for fashion expression. Because of past performance miracles, the alert consumer expects so much more from her textile products today than she did previously that the industry need no longer market fashion alone. Consumers have begun to question that old generalization that you can't have both fashion and performance in a garment; that fashionable garments have to be worn with great care; that very special and expensive handling will be required to refurbish them. No matter how fashion-conscious people become, we can't expect the consumer to tolerate garments that have cleaning costs as much as the original purchase price of the garment. The reality of the textile marketplace today is that most of the available products fall somewhere between "it will wear like iron" and "it will fall apart the first time it is worn or cleaned."
Without sounding too commercial, I would like to relate an experience that we had at Celanese to point up a fiber producer's approach to consumerism. Many years ago, we realized that even the most extraordinary properties of fibers and yarns would not automatically translate themselves into the desired performance unless the fabric that these fibers went into had been carefully designed, processed, and exhaustively pretested to meet specific end-use requirements. And we learned that the hard way. Over 15 years ago, we came up with a triacetate, trademarked Arnel, that was different from any fiber before it. We told mills what to do with it, how to dye it, finish, heat treat, and apply it to use. They did not always listen. What happened was this: They produced garments that looked beautiful but did not perform well, did not hold up in actual wear. So we learned that new fibers do not necessarily end up in satisfactorily performing garments. Only after we test the fabric do we feel that the consumer can take fashion plus performance as a matter of right—not as a matter of accident. Today, laboratory research and new textile product developments must have clearly in mind the end-use performance requirements so that the yarns and fabrics of dyeing and finishing processes can be designed to meet these needs.

The era of consumer rights has arrived and we cannot afford to ignore it. Consumerism in America today means that we have accepted the concept of buyers' rights—the right to fashion plus performance, the right to believe what a label or hangtag says, the right to product information, and the right to satisfaction and confidence.

These rights are detailed in a pamphlet which we have prepared titled "Bill of Rights for the Consumer" and which we have made available for you here this morning.

Today, the consumer has rights in the marketplace—rights endorsed by Presidents Kennedy, Johnson, and Nixon. But with these rights come certain consumer responsibilities:

The consumer has the right to information, but with that right comes the responsibility to become informed.

She has the right to selection—the responsibility to buy wisely.

Her right to performance is accompanied by a responsibility to give proper care.

The right to safety brings with it the responsibility to exercise normal caution.
And of course the right to recourse carries the responsibility to transmit any dissatisfaction.

Why are we at Celanese, a fiber producer far removed from the consumer, so vitally interested in consumer rights? The answer is simple: We feel that this commitment is worth the price, and demand from the marketplace makes us concerned with things like care labeling and flammability, both for the practical protection of the industry's profitability and for maximum consumer satisfaction with textile products.

If consumers' demands are not enough to get us moving, we have someone else to contend with—the U.S. Government. The government has become increasingly concerned that the consumer be properly informed and protected against inaccurate claims. Government concern for product safety, care labeling, and truth in advertising all relate to performance. Standards are being set. Someone has to do the right thing with the fabric to meet these standards.

And where does the responsibility lie for implementing these standards and getting the right message across? Well, at the top both the government and the consumer are making specific demands. Let's take care labeling as an example. A part of the responsibility falls to the retailer, whose job it is to affix the label. But the only one who knows which label should go on which garment is the manufacturer. He is the one who has to know what the fabric can do. And manufacturers are aware of their job. Last year the Apparel Research Foundation decided to "act rather than react" and established performance standards and requirements for their own products. Those standards call for pretesting garment products in order to assure that the most useful care instructions will be affixed to the final product. This not only provides useful information but also assures greater consumer satisfaction. And the manufacturer expects his fabric supplier to stand behind the label's statement.

This is one reason we believe that brand-name licensing, backed by intensive end-use testing programs, insures that the benefits of research do not become degraded. The testing program behind the Celanese and other fiber producers' licensed trademarks promises to become more helpful to the industry and more beneficial to the consumer.

And what is the responsibility of the home economist, of the professor of textiles? To train and orient not only researchers but those in management in various aspects of industry. And to those skills that you impart should come an appreciation for end-product performance to meet the needs of the consumer.
You have a big role to play in fitting consumers for their part in making sure they accept an informed responsibility, in making sure they know what they need to do with their rights. If we want a society that allows an individual real freedom to express himself, then he must accept some responsibility as well as make claims; and educators have a particular role in this informational arena.

Educators are really the trigger points in this design. How they do their teaching affects not only students' lives but the lives of others—teachers, consultants, and professionals—because what they say has an impact on what companies say. You are talking to one person who will influence others. It is a kind of inverted pyramid effect of a little at the bottom leading to a lot very soon.

It is interesting to note that all U.S. fiber producers combined are currently investing a total of about 160 million dollars a year in research and development—much of it to meet the future needs of the consumer, to provide new levels of fashion, comfort, and performance.

There are many consumer needs that remain to be met. I said that at present there is no universal fiber, no super fiber. A super fiber may not ever be possible; but the outlines of this ideal are visible to the scientific eye, and the scientific mind will not rest until it has explored all the possibilities.

The textile business is second to none when it comes to new ideas—new ideas that shape the economic and social posture of society; new ideas that affect housewives at home, businessmen in the office; the construction, manufacturing, electronic, transportation, environmental, and leisure industries. We recognize the challenge this presents, and at the same time we see the change taking place in the textile industry. We continue to try to do what we can to educate both consumers and industry to meet the challenge, but the education should start at the very beginning, at the place where we train our researchers and those who will lead in industry management.
FACTOR PORTION OF THE TEXTILE INDUSTRIES

Dr. Frank X. Werber, Vice-President
Research and Development
J. P. Stevens and Company, Inc.

Ladies and Gentlemen, it is a very great pleasure for me to appear before you today to represent the primary textile portion of the textile industry. After all, your students will be some of the textile industry's best designers. They will train a large section of the consuming public to recognize quality and value in textiles. In many other ways you exert a tremendous influence on the tastes and demands of the public.

In thinking about the theme of your Fourth Annual Conference, I decided it would be presumptuous of me to try to tell you what the textile industry expects from you. To do so would be a little bit like telling my boss, or for that matter one of my associates in the research and development organization of Stevens, precisely what I expect from him. I would much rather give you some of my ideas on what you can expect from the textile industry and hope that they, in turn, will give you thoughts and provide the basis for a dialogue on ways in which you might better serve the textile industry.

I first would like to say a few words about quality standards in the textile industry and what you can expect in the future, and then to discuss major trends in fashion, in new fabrics, in new technology, and in consumer protection, with specific cases and examples.

The major new phenomenon crowding in on the manufacturer of products for today's consuming public is consumerism, which includes the critical concern with the performance and safety of products to the intended use. The major firms of the textile industry have taken this issue very seriously and have redoubled their efforts to check and recheck the quality and durability of their products. Most major textile companies support extensive laboratories which are concerned exclusively with product testing. In Stevens, we have several hundred people in such labs scattered throughout our plants. This is completely aside from research and development. The U.S. Army has acknowledged these efforts by the textile industry. Colonel John C. Kulp, Jr., at the time Director of Clothing and Textiles of the Defense Personnel Support Center in Philadelphia, said at a meeting in 1967: "The textile industry is far ahead of other soft goods industries in quality control, since the nature and scope of textile operations and the demands of the market have made such control an indispensable way of life."

I have had private discussions with some of the top testing people in our major retailing organizations. These people test
a variety of the products which they sell in their stores, including appliances and other hard goods, as well as textile products. They have told me that the reliability and quality of the textile products which they buy are far superior to the appliances and hard goods.

However, nothing is perfect. The attainment and the maintenance of quality are not easy. As fabrics and fashions change, new procedures and new standards need to be set up. If concern with quality does not keep up, we backslide. You and your students can play a major role in prodding both the apparel and the textile industries when you see specific problems.

Let me now quickly survey with you some of the major trends in fabrics that have recently appeared on the scene and examine what they have to offer us in the future:

First about knits. The consumer acceptance of (or, more aptly, craving for) knits in outerwear, that has overtaken our industry in the last two years, is nothing short of phenomenal. Knits now account for over 50 percent of the women's outerwear business, up from 20 to 25 percent five years ago. In the men's area, knits are expected to be from 25 to 30 percent of the total market next year, up from next-to-nothing. America's switch to more casual, leisure-oriented life style has accounted for this rapid, almost precipitous change. Double (circular) knits have borne the brunt of this recent surge, with warp knits coming quickly into their own. The machine development as background for the growth of doubleknits has come primarily from Europe. However, the U.S. textile and machine industry has come to the forefront in developing concepts and machinery for the warp-knit field.

The Weftomatic warp knitting machine and the fabrics produced on it were developed in my own research and development organization at J.P. Stevens. The fabric concept is entirely new on the market, since it offers the flexibility of styling, quick change-over, and some of the comfort stretch of knits, together with the look of a woven fabric. Men's shirts based on these fabrics have been introduced into the market within the last 6 weeks and have enjoyed a tremendous reception.

A so-called Spun Warp machine, manufactured by the Textile Machine Works Division of North American Rockwell, is a new, high production machine that produces fabrics at ten times the rate of the average doubleknit machine. The fabrics are very similar in character to the doubleknits with perhaps some slight advantage in cover at any given weight. With this machine it is possible to supply fabrics at lower weight than through the doubleknit route.
8-Werber

With the knit revolution have come a few problems--snags and bags. However, we are getting on top of these problems. We now know how to select the yarns and the stitches in such a way as to minimize both problems.

I believe it is safe to say that American styling, design, and engineering of knit fabrics now lead the world. We need your help to assure that the public continues to demand quality and basic advances in the field, along with the huge versatility in design and splash of color which will be all over the market. The second major trend that will be with us for some years to come is the continued emphasis on easy care along with comfort in fabrics. As you know, this trend started in the late 1950's and early 1960's with the wash-and-wear permanent press fabrics. These are steadily improving in quality and in the range of products to which they are applied. We have, for example, a new process for polyester fabrics that imparts easy cleanability and soil release as well as easy absorption of liquid water to polyester-based fabrics. These fabrics have been received enthusiastically by our major customers and will be available to the consumer starting in Spring 1972.

The second series of development with which I would like to acquaint you are the woven fabrics with built-in stretch. As you know, knit fabrics exhibit stretch of 10 or 15 percent in at least one direction. The growth and emphasis on knits have focused the public's attention on the value of easy "give" and conformability of jacket and slack fabrics to the contours of the body. Stretch as a performance feature in woven fabrics therefore quickly became an imperative in the market.

Stretch fabrics were introduced about 8 years ago. At that time they were based in part on the use of core-spun filling yarns containing Spandex elastomeric fibers, and part on finishing techniques that introduce stretch as part of the curing process. At that time the demand for stretch did not last long, since post-cure permanent press came in to arouse the excitement of the consuming public. In the most recent revival, stretch is based not only on the 8-year-old technology but also on new fibers not available 8 years ago and on brand new finishing techniques.

Also in the category of cleanability and easy maintenance is another development from our laboratories, a soil-repellent carpet with a final finishing treatment of the carpet that slows down the rate of soiling by a factor of 2 to 3. A housewife can go twice as long before she will see the need to have the carpet cleaned or to shampoo it herself.

There is a third major trend that has a very profound effect on the textile industry. This is the issue of consumerism and
protection of the consuming public. What is the textile industry's response to this challenge, and what initiatives can you expect from the industry in the future? As you know, there are many subheadings within this very broad subject, and I am not going to tell you here that the response from the whole industry has been uniformly enthusiastic, always forward-looking, always positive. There has been much gnashing of teeth, much static, some resistance; but increasingly there has been adjustment to stimuli from the environment and in many cases initiatives and efforts that went far beyond response to consumer and government pressures.

Not only the consumer but the public interest advocates such as Ralph Nader must realize that, relatively speaking, both the textile industry and the apparel industry are doing a good job of quality control since the main complaints point toward other industries—automobiles, durable goods. One specific area, however, has occupied the attention of some government agencies for several years. This is the problem of fabric flammability and new standards for specific fabric applications.

In 1967, the amendment to the original Flammable Fabrics Act was passed, which gave the Secretary of Commerce the authority, first, to state whether a need for new standards of flammability in certain fabrics existed and, second, to promulgate new standards after a suitable program of research and testing. As the result of this new law, new standards of flammability have been established and are now enforced for carpets and rugs. Standards have also been proposed for children's nightwear up to size 6X and for mattresses and mattress pads. These standards will be enforced beginning early in 1972. I have statistics on the expenditure on research and development and testing by the textile industry on this whole problem up to the middle of 1969. By that time the industry had spent over $2-1/2 million. Since then the pace of development and testing has rapidly increased.

J. P. Stevens started working on the problem intensively in 1962, some 5 years before the new amended law was passed. Our efforts resulted in the development of a brand new flame retardant finish for cotton fabrics, which is now the basis for one of the commercial finishes sold in this field. The fiber industry has become extremely active, of course, and new flame retardant and flame resistant fibers have begun to appear. Textile industry laboratories are giving a good deal of attention to the evaluation of these fibers and development of specific new fabrics for various textile markets.

As for government standards, the next area in which a need will be found will be blankets. After that, the Office of Flammable Fabrics in the National Bureau of Standards has already said that their testing will emphasize children's clothing up to age 12 as a top priority, and in addition upholstery fabrics and draperies. It is quite likely that these tests will result in the proposal of new standards.
When you think about these application areas, it doesn't take much imagination to see that before long a major portion of all the textile fabrics sold in the United States—certainly over one-third—will be governed by new flammability standards. You can be sure that the textile industry will do what will be expected of it. However, you can also be sure that this is going to cost additional millions of dollars in research and development, also that it will mean higher priced fabrics and considerably increased cost to the consumer.

As a side line, one of the problems now very much in contention is the enforcement of these standards. As you probably know, enforcement is in the hands of the Federal Trade Commission (FTC). This agency has set up standards of 100 percent compliance; that is, there is essentially no margin for error. Any lot in which there is one defective garment or one yard of a product that doesn't meet the standard cannot be sold. Several small rug mills in the Barwick, Georgia, area have already gone out of business as the result of noncompliance. To avoid throwing the whole industry into absolute chaos, these standards and the definition of compliance will have to be further discussed by the FTC and the industry. Nobody—least of all the government—wants to banish textiles from the market in the affected areas.

Finally, I would like to toss out at you some examples of new uses and new applications and new ideas in textiles which I think you can expect from the industry as indication of a new initiative and imagination to increase the industry's horizons, sales volume, and profit potential. First there is a new product line introduced by J.P. Stevens—a carpet-type surface specifically engineered for tennis. As part of the research, we designed and built a specific testing unit to measure the bounce characteristics of the carpet.

Next, there is a roofing material made of a coated Fiberglas fabric that was used on the U.S. pavilion at the 1970 World Fair at Osaka, Japan. A New York architectural firm that conceived and designed the pavilion has also designed structures so vast that they can no longer be called buildings but are more aptly thought of as controlled environments—for example, an entire college campus under a fabric roof.

A third new concept in nonwovens, just announced by the Stevens' Research and Development Department, can be made from nylon, polyester, rayon, and any one of a variety of staple fibers. In strength and tear resistance this nonwoven rivals the woven fabrics.

Last, let me mention something that is not yet—and may never be—a commercial product. Within the last 6 weeks, Stevens was issued a patent on a fabric that responds to the exterior temperature. As
the temperature drops to freezing or below the fabric thickens. As the temperature rises, the fabric becomes thinner. I mention this fabric only because we were just issued a patent disclosing this application, but the outlook is pretty dim right now that the product will become commercial.

I have taken you through a series of trends and developments, to help provide a panorama of the sort of things which you should expect from the textile industry in the years to come. Above all, you can expect change and adaptability of change from the industry. You will see aggressive initiatives on new fashions, and you will see ever more active research and development on new products. However, in the words of Edward Cole, president of General Motors, what is now needed is not only research and development but R, D, and D—research, development, and demonstration; that is, the followthrough with the new products to show that they can actually be produced in the required quantity, at the right price, and above all, with acceptable quality standards. Using all the tools of chemistry, yarn and fabric development, and engineering, we in the textile industry are determined to do this.
MARKETING PORTION OF THE TEXTILE INDUSTRIES

Peter G. Scotese, President
Springs Mills, Inc.

When I agreed to talk to this group, I asked one member of my staff what to talk about and he said, "About 15 minutes." Obviously he gave me good advice but not much help. I then asked some members of your association for guidance, and from a list of questions about textile marketing sorted out nine to answer:

1. Do manufacturers select their customers, or take on any customer who wants their goods? How do they police and enforce their selectivity, particularly regarding brands?

I really should have my lawyer here when I answer this question, because the Federal Trade Commission and the U.S. Supreme Court recently have changed some of the rules of the game. With that understanding on the ground rules, my first reply is that it depends on the product you are selling, the market you are serving, and the brand identity you are trying to establish. For example, if you are selling unbranded products or fabrics, you'll sell to anybody whose volume potential and credit rating justify a direct sale.

On the other hand, if you're selling fabric to the women's wear trade and supporting it with a fashion hangtag and advertising program at retail, you watch what happens to your brand or trade name a little more carefully. The market usually takes care of this for you. Low-priced fabrics wind up in low-priced garments, and vice versa.

Over-the-counter piece goods for home sewing are merchandised in several ways. Our own top-of-the-line brand retails from $2 to $11 a yard. We want to maintain a high-fashion image for this fabric, so we gear our marketing to the better department stores and specialty piece goods retailers. I doubt that we would sell it to a bargain basement or a discount house, even if they'd buy it. To do so would damage the high fashion and quality image that we want to protect.

Branded consumer products sold at retail are merchandised in many ways. Some companies protect their top-of-the-line sheets, for example, by selecting one outlet in a given market as the exclusive customer in that market. The lower-end brands are then sold to wholesalers, discounters, and basements. We sell our top-of-the-line sheets to department stores, a second brand to discount stores, and a third brand to all mass merchandisers direct and to wholesale distributors, who sell it to any outlet that wants to buy it.
There is a caution: If a manufacturer wants to be selective, he must market selectively. The FTC and the Supreme Court have ruled that once he sells to a distributor he cannot dictate to whom the distributor will sell. As for enforcement: The FTC and Supreme Court have made inroads on a manufacturer’s right to enforce his distribution policies. The FTC has even questioned the right of a manufacturer to select his own customer and to refuse to sell to a customer. Still, I would have no hesitancy in cutting off a retail store, for example, that moved our top quality sheets and towels to its basement. I would seek another customer right away, in the same market area.

We all have a tremendous investment in our brands and the quality image they project. So we're naturally concerned that this image continue to be transmitted at point of purchase.

2. Where does the textile industry stand on the various issues of consumerism?

We're all working to find a nonflammable finish that people will buy; we have simplified our label and package information; we are in the forefront of pollution control. You know what we're up to in these areas. But, seriously, we face as consumers a real threat from the zealots who say they are our advocates. Often they are misinformed. Have you noticed that phosphates are back in? Have you read about the famines and malaria epidemics that have returned to certain nations since we banned DDT?

The textile industry is as close to the consumer as any industry. We have no quarrel with those genuinely working in the consumer interest. We don't want clothing to burn. Neither do we want people to be injured in car wrecks or to cut their fingers on kitchen knives. But I think we have to ask the question, "What are we trying to protect the consumer from?" Isn't an ounce of prevention still worth a pound of cure? Is it really cheaper in this day of inflated taxes to set up a huge, enormously expensive bureaucracy to police the vendor, or to educate the consumer?

Many merchants are doing just that. They have established buying clinics for housewives. They are helping to operate buying clinics in low-income neighborhoods. They are trying to teach people to recognize value—not just how to buy cheaply but how to get what they pay for. Many textiles and fiber companies are stepping up their consumer information programs and their dialogues with influence groups who can transmit information. But we need to stress this point: The consumer must ultimately pay the piper for changes wrought by demands made in her behalf. This will be in the form of higher product costs or the higher costs of administering consumer legislation or both.
Consumers must understand clearly the trade-offs involved in the consumerism movement.

3. What sort of consumer and market research does the textile industry do? Does it research needs, or create products and attempt to create a need through promotion? What about test marketing?

We have done very little in this field to date. We have tended to abrogate our consumer and market research responsibilities to the fiber people. In product development, we have tended to go on what our immediate customers tell us, and I think we do an excellent job of keeping in touch with their needs. But that's not far enough. Our industry should go directly to the consumer, not only to research the consumers' product needs but to gauge attitudes that may be translated into buying habits over the long term. That sort of market and consumer research can be the basis for sounder planning and more sophisticated marketing techniques—such as test marketing, which is not widely used in textiles.

In the past year we have made a heavy commitment to staffing a research function. We have a corporate director of market and market research directors for each of our major divisions. We are beginning to see some results. We are also coordinating our market research with product development, process development, and new venture development. But we think it is a way of synergizing our planning and development efforts.

Better information is vital in an industry like ours. For example, we hear anything from 1 to 5 years as an estimate of how much longer the knitting boom will last—and we're building a $20 million knitting and dyeing plant with a 3-to 5-year backlog of knitting machine orders.

4. What impact has the highly touted youth market had on textile manufacturing and marketing?

I don't need to tell college teachers about the younger generation. The youngsters of the 1960's have had a tremendous impact on our thought, our institutions, the media, government, and folkways. As a market, however, I think the young people have been somewhat overrated by our industry. In home furnishings, for example, the youngsters do not spend the dollars.

The youth revolution has been most important to textiles in its impact on apparel fashion. The young have refused to be dictated to; instead, they have led fashion. While the industry was moving into clean, neat wash-and-wear, the kids were promoting wrinkles and casual clothes, such as jeans and denims.
Adult fashion, like a lot of adult thought, has latched onto the young look. The result has been a demand for a great variety of specialty items with a relatively short life span. You've seen it especially in men's wear (peacock). This has placed a premium on marketing flexibility.

One thing about young people: They will spend freely in their areas of interest. But there is no common level of taste for a marketing man to zero in on. For example, my own son is a car buff and his money goes to his car. Another might spend a fortune on a ski outfit and then eat a bag of french fries and hamburger for lunch.

5. How has the fashion revolution affected textile marketing?

Fashion is what's happening. And it happens so fast that many traditional textile weavers who are not flexible enough to change rapidly will not survive. Because change is so fast, things like extensive market research, sophisticated marketing and promotion, skilled styling and design, and faster, more automated machinery must be the major directions of the textile industry today. The time it takes to get to market is bringing to an end the day when acres of looms can grind out tons of staple broadcloth. The percentage of men's shirting sales in white and solid colors has fallen drastically because of the increasing appeal of fancies--doubles, jacquards, textures, and prints.

This sort of upheaval has great implications for the textile industry. It is forcing a very painful transformation.

6. What about such things as designer collections in home furnishings?

Mason Smith will tell you a great deal about our own Bill Blass collection and some of the thinking and strategies behind it. But I can comment generally on the idea. It is basically a next step in the development of home fashions that began with the colored sheet and towel. And it is a "sizzle" that the retailer can sell. The designer collections have a high degree of color and glamour, and they are promotable. They are, in effect, traffic builders for the standard offerings.

The traditional downtown department stores have been chewed on from two directions in recent years. The discount stores have been hitting them on price. The big chains and mail-order houses have been hitting them with fashion at a price. So they
have welcomed promotions such as the designer collections. They have the same value as a store's "high fashion designer boutique," which may not move much costly woman's apparel but gives the store an aura of fashion authenticity. The designer collections are not huge volume items. But they help give the store its "sizzle" and establish the fashion appeal of the lower-priced items. I might add that these collections also keep the industry stimulated in the styling of all their offerings.

7. Are the "loss leader" promotional pricings now used by retailers on consumer items such as sheets helping or hurting the industry and the consumer? What long-range effects do you foresee?

Here's one that I really get fired up about: Selling branded sheets consistently as loss leaders is an irrational practice. Some stores are treating sheets just like advertising. They sell them at cost plus freight and charge the loss to all departments as if it was overhead in order to create a value image. But they must make up for this loss in gross margin on sheets by loading margins on other products. Let's face it--ultimately you must take in more than you pay out, or go out of business.

Did you know that at one point early this year some sheets were selling for a lower price than they did in 1952? No one gets a fair return this way. And the customer, in the long run, will lose. Our industry cannot continue to sell at some of the recent price levels and provide the product value it traditionally has provided. The loss leader practice also endangers brand equity. How can a store sell our top-of-the-line sheets with Bill Blass fashion at a premium upstairs while at the same time it is selling basic top-of-the-line fashion at a loss downstairs, and not damage the brand equity it says it wants in the first place?

Promoting on price instead of fashion is hazardous to the industry's economic health. The biggest single curse of the U.S. textile industry is its traditional and chronic overproduction. Those in it who do not address themselves to this problem area will have a fate which they will richly deserve.

8. What are you doing overseas? What are the long-range effects of this on the industry and the American consumer?

It is reasonable to assume that areas of textile manufacture that require a high labor content in relation to total manufacturing costs will gravitate to low-wage, underdeveloped countries, particularly in the production of traditional, commodity-type fabrics and products. Our costs generally preclude any great
amount of exports of U.S. companies. But we do have the capital and expertise to invest in foreign markets. From one of these bases we can compete very well.

Springs has a subsidiary in France and ours is the best-known sheet brand in Paris department stores. We are currently working to develop a joint venture in Indonesia, which is a huge, virtually untapped market for textiles. We do not currently plan to export goods made in Indonesia into the U.S.

The larger textile companies will become multinational businesses. Springs recently created an international division and hired an experienced multinational businessman as division president. We have directed him to aggressively explore export opportunities, ways of expanding our French subsidiary, and to investigate any and all markets in the world where we might build plants and market goods profitably. He has been active and has brought a new dimension to our business. We think international growth will strengthen us financially and provide a hedge against declines in U.S. business.

As for long-range effects on the industry, we will probably see our industry become increasingly high-styled and specialty-oriented. And the consumer will find that the bulk of his popular-priced purchases are imported.

9. What does the textile industry expect from your Association?

This is the final question, and it is the theme of your program. It implies communication. Communication is vital between us, because your group and our industry are important to each other. To further that communication, Springs Mills proposed the establishment of an advisory panel from your Association. This group would meet with our corporate and marketing executives and establish some important two-way communications on a variety of topics: education, consumerism, marketing tactics, product development—you name it. We would obtain valuable professional and consumer input, and so would you, because the panel would relay its findings to the full Association.

I am happy to report that your executive committee has accepted the proposal. The panel, representing all regions, will be named shortly and we will then begin setting up details of our first meeting. I am looking forward to a rewarding association with your organization.

I hope your questions were among those I attempted to answer, and that the answers sufficed. You are people in a vital position who need to understand not only what's happening in textiles but also what is making it happen.
MARKETING PORTION OF THE TEXTILE INDUSTRIES

Mason W. Smith, Vice-President
Springs Mills, Inc.

The fashion explosion, the fiber revolution, mounting domestic and foreign competition, consumerism, and inflation have made the textile industry a complicated business. Our industry's solution has been to turn to a distinct marketing orientation. The Bill Blass Home Furnishings Collection is a classic case history of sophisticated marketing. The designer collections are the latest in a series of fashion developments in the textile home furnishing business.

Let's go back a few years. Some of you may remember when the inventory in a department store consisted mainly of starchy white sheets--mostly muslin--in stacks. Many customers chose to buy unbleached sheeting to make their own. At this time only one manufacturer had a comprehensive program of building brand identity. Colonel Elliott White Springs launched his famous ads, and the race was on. Out of his endless bag of tricks appeared such things as chlorophyll-treated sheets.

Until this time, sheet manufacturers had been unimaginative. We now entered a period of rapidly developing changes, with emphasis placed on fashion rather than on utility alone. In rapid order, pastels appeared, stripes, dainty florals, deep tones--and sheet patterns went wild. The furniture people invented king and queen and finally Hollywood-size beds, and sheets and bedspreads had to fit them. People are growing taller and perhaps more adventurous. No wonder fashion and affluence--among other things--produced an urge for a larger bed and brighter bedclothes.

The alert retailers quickly picked up on the next move, coordinating sheets, towels, and spreads. Coordinates not only lent themselves to colorful and attractive displays but also generated volume because stores were selling ensembles, not items. Some textile manufacturers coordinated by repeating colors, others by bridging the "harmony gap" between two colors with a compatible third. Still others mixed colors with pattern, either repeating or reducing the pattern to achieve a "look." Expansion into the related home fashion areas became inevitable. Springs purchased bedspread production facilities, built a carpet mill and a towel mill.

To launch towel sales, Springs selected the Italian designer Emilio Pucci. He has designed a top-of-the-line collection of towels for Springs, and it was introduced with a ballet and an underground movie titled "Fusion" that some people still consider avant-garde. It was a splashy effort to move into the crowded towel market and quickly establish Springs as a fashion house.
The Pucci collection wasn't a volume item. But it allowed retailers to flex their display and promotional muscles a bit. And the regular lines were there if Pucci proved too expensive for those who came. Springs and Pucci set the pace for the designer lines which followed. They showed the industry and its customers the potential in smart marketing and promotion.

One question frequently asked is whether such promotions add to the cost of the product without additional value received. The answer could depend upon whether you consider higher fashion and design values worth more. These designer collections have a status value.

The Blass collection is a series of "environments" in which bedroom and bathroom furnishings are coordinated: sheets, pillowcases, bedspreads, towels, and shower curtains. There are six basic designs and they coordinate with each other in the "environments."

Why Blass? First, of course, he's probably the best-known and the hottest American designer today. His very name has high promotional value. In addition, he is commercial—tasteful but different, never extreme. He had never done a home fashions design before, and both he and Springs were intrigued at what a male viewpoint could bring to what traditionally had been a woman's domain. So we began talking. When both of us were convinced of the feasibility of such a partnership, we signed a contract.

We sent a "teaser" announcement to the trade in January. We made a film on Blass and his approach to design. And then we waited, because we wanted to make sure everything was right. This promotion was that important to us. What we came up with has been acknowledged by the trade as the most complete marketing program in the history of the domestics industry.

We waited until we had built up inventory so that we would be sure that goods were available to stock initial orders at the proper time. This would also enable us to fill reorders quickly, after the usually limited first orders sold. We refined the designs and their coordination, with Blass and his staff working with our staff design, styling, marketing, and manufacturing people. We finally arrived at the six basic designs, mixed and matched in such a way that there are only 14 items to stock. This is a simplified approach that is helping us and proved most attractive to customers. We waited until more of our regional distribution centers were in operation so that we could promise a large number of customers 24-hour delivery on fill-ins. We waited until we were positive that our manufacturing, scheduling,
quality control, transportation, warehousing, and order processing units had the job fully understood and under control.

We waited until we had fully developed our point-of-purchase assistance. This included a custom-designed boutique, easily assembled and compact enough to show the Blass line in walk-through style without taking all the retailer's floor space. We had Blass design women's wear from the actual home furnishings items, and made them into a portable fashion show for use by stores in promoting the collection. We designed new packaging that is unique, using the Blass brown tweed color and Blass signature in gold that runs as a theme through all our promotional material.

We had our promotional and advertising programs fully developed before we started. We printed a quantity of "BB" matchbooks, ashtrays, literature, and other giveaways for trade press and customers. We mapped out a comprehensive national advertising campaign which is now running in magazines. Its 26 full pages is the largest campaign ever devised to support a domestic collection. It began in September with 7 pages in color in the New York Times Sunday magazine. From those color plates we had small reproductions made for stores to use as stuffers in account mailings to their customers. We also used these plates in producing our price book, so that the whole collection was seen in proper coordination. This price book went into a kit—also done in the brown tweed pattern—that contained all the information and promotional aids a store could use to sell Blass to its customers—the national ad schedule, the stuffers, how to obtain the boutique, prices, news releases, photos, timetables, the works. The ad schedule contained a chart that showed how much readership in each of the major cities each magazine had. In effect, we explained, national advertising would also be local advertising. In addition, the kit contained reproduction proofs of ads in black and white which the retailer could assemble and place locally in the introductory phase and get some of his costs back from Springs.

We developed a marketing strategy for Blass. It would be a high-end item, fashion-priced and promoted as such. An extremely high level of customer service and support was agreed upon as a prime ingredient. We came up with a list of 50 initial target stores in major markets, primarily the prestige stores. Some of them had never carried our products. At least one of them had never carried a domestics line. We added a secondary list of 50 smaller accounts. We rebuilt our New York showroom to accommodate the boutique and the six "environment" settings and unveiled the collection in May. Bill Blass, the designer, was there to meet and talk with the news media, the retail trade, and related groups. Coverage was excellent and response was enthusiastic. We were ready.
We began a painstaking job of selling. Our sales approach was tightly controlled, so that the presentation was consistent. Buyers from our major target stores were brought to our New York showroom. At the end of each presentation, the buyer was handed a filled-in order sheet which showed what we thought his store should order. In many cases the buyer even agreed. We kept at this painstaking pace all summer, while the mills ran, the publicity kept up, and buyers clamored to see the line. Meanwhile, we made a traveling show of the six environment settings and took them to our employees in the South. These were the people in the plants who would be making and packaging and warehousing and distributing the products; the people in the offices who would be handling orders and billings for our customers, who would be juggling schedules. They really held the key to the service end of our salesmanship, and we wanted to emphasize their importance to the success of our program.

We made three additional sets of the six environments and began to make the Blass presentations to buyers outside of our New York base, because our 50 target stores were in the fold.

The national advertising broke on September 8. By that time we had arranged with such well-known merchants as J.L. Hudson, Lord & Taylor, Sakowitz, Nieman-Marcus, and others for special introductory promotions ranging from a black-tie dinner to fashion shows to a heraldic theme complete with castle and moat. And the Blass goods were on the counters across the country. We have concluded that the Bill Blass collection is the most successful designer promotion in the history of the U.S. domestic business.

We received orders from nearly 100 major department stores in 90 major markets throughout the United States. The orders have begun. We have had to take the unprecedented step of announcing we would not accept any more accounts for the Blass line because we want to be sure we are able to provide the kind of service and support we promised those 100 customers in the beginning.

What made the promotion a success? Well, of course, Blass designs are extremely salable—there is something in the collection for just about everybody. But it was total marketing and planning that really made the promotion go. Anybody can give away goods. But the guy with imagination, drive, and initiative can market the goods for a profit.
APPAREL PORTION OF THE TEXTILE INDUSTRIES

Gene Stone, President
Stone Manufacturing Company

It is a rare treat for an apparel manufacturer to address such a distinguished group. I hope that my suggestions and recommendations may eventually help both our American apparel and textile industries.

There are six areas in which we believe that members of the ACPTC can be of help to the apparel industry.

1. Restrict Imports to a Livable Level

   In 1851, a story book character by the name of Isaac Singer invented the world's first practical sewing machine. This invention was soon to become one of the greatest in the history of mankind. It freed the women of the world from their most time-consuming task.

   Singer's sewing machine started the first great industrial revolution in the manufacturing of apparel. Sixty years later there were 60,000 apparel manufacturers in America. Most of these small companies, employing an average less than 20 people. The average life of a company was only a little more than 3 years. Bankers considered apparel manufacturing the most hazardous of all businesses because not one of the 60,000 knew, in advance of manufacturing, what their labor cost to produce a new garment would be.

   In 1951, exactly 100 years after Singer's invention, Irving Webb, a brilliant gentleman who was vice-president of the Singer Manufacturing Company, developed a costing system now known as Methods-Time-Measurement, or MTM. With Mr. Webb's formulas, costing of any garment could be done in advance of manufacturing. This freed the industry from the shackles that had plagued its growth for so many years. Management, which had been an "art," was now to become a "science."

   Since then, the apparel industry has taken many giant steps forward. Today almost everyone purchases ready-made American apparel with complete confidence that it will be satisfactory. Bankers now recommend numerous apparel stocks as good investments for their customers. Bright young engineers in many apparel research and development laboratories are constantly building better machinery that will eventually enable most apparel to be made automatically.

   Today, our apparel industry employs 1.5 million Americans (50 percent more than the textile industry). Annual sales
are approaching 50 billion dollars (twice that of our textile friends).

The apparel industry's ever-increasing payrolls have helped to make America the greatest nation the world has ever known. The one black spot that has plagued our industry for the last 10 years has been imports from foreign low-wage countries. During this period, apparel imports produced from man-made fibers skyrocketed! The ratio of foreign to domestic apparel offered for sale in our country is now almost one foreign item to every two domestic ones. The lion's share of these imports have been shipped in by Japanese manufacturers, who apparently realized that the faster they could cram their shipments into America, the larger their base period quotas would be when restrictions were imposed.

The result is that in addition to cotton allotments they now have haggled out a staggering base period in man-made and wool materials of almost a billion square yards equivalent, plus a growth factor of 5 percent a year. This agreement, as well as agreements with other far eastern countries, will make it extremely hard for American apparel and textile industries to prosper.

It is my belief that if Congressman Wilbur Mills of the powerful Ways and Means Committee had not been stricken with "presidential fever," Congress would have passed a bill to restrict imports in 1969. The base period quotas for all importers at that time probably would have been two billion, seven hundred million square yards equivalent, instead of the six billion agreed upon this month. In this connection, I wrote Congressman Mills last summer, reminding him of the visit he had made to South Carolina for the express purpose of discussing this important problem with key members of our industries.

I quote in part from the letter which I wrote him on August 24, 1971:

After you had patiently listened to all of us, you then explained how concerned you were about our industries and our employees. You summed up your remarks by looking us straight in the eye and saying, "Before the snow flies, imports will be restricted." You said this so forcefully and so sincerely that we were completely convinced you would be as good as your word. We could not believe anyone would "lay it on the line" as you did and then not live up to such a promise. The following week our company canceled all plans to expand overseas. We did this because
we, as Americans, love our country and knew that you had the political power to fulfill the promise that would save our industry.

Mr. Chairman, the snows of three winters have now come—and gone. Instead of pushing legislation through Congress to restrict imports, as you vowed you would, the newspapers recently quoted you as saying that you only made this promise to bluff the Japanese into voluntarily restricting their imports. We simply refused to believe that this news item quoted you correctly. We were not convinced until we actually heard you say as much when you addressed the Joint Session of our South Carolina legislature a few weeks ago. To tell you we were disappointed is putting it mildly.

Integrity is the finest and most cherished attribute an individual, a company, or a nation can have. Without integrity no laws will be respected, no civilization can progress. In the case of our own company, the very welfare and lives of our nearly 4000 wonderful people have been seriously jeopardized by your failure to fulfill the promise we depended on when we canceled our plans to expand overseas.

Congressman Mills evidently did not think it necessary to reply to this letter.

In the two weeks since the agreement was signed with Japan, Japanese manufacturers have been crying in a loud voice that their apparel industry is being ruined! This is all poppycock and reminds me of a spoiled child throwing a tantrum because he can't have all of his playmate's candy.

Japanese businessmen say the agreement which they signed kills free trade and they threaten retaliation. Some of our own Congressmen who are dyed-in-the-wool free traders profess to be scared to death of this Japanese threat. Personally, I cannot believe that retaliation will amount to anything, in spite of what these old-fashioned free-traders predict. This obsolete thinking prevailed in the days when both communication and transportation were so slow that most apparel was out of style before it could be bought and be delivered from foreign countries. Naturally this kept imports at a minimum. Now, with instant communication and transportation reduced from months to minutes, these once natural deterrents have been eliminated. Imports have soared since then, not because they were better but because they were cheaper.
After having personally visited apparel plants in Japan, Hong Kong, Korea, and Taiwan, I can tell you emphatically that it is not because foreigners are smarter, or have better productivity, that they can undersell us; it is because they exploit their workers by paying slave wages—wages as low as just 3 cents per hour.

Some time ago, I wrote Premier Sato of Japan, telling him that if the same wage and hour laws American apparel manufacturers operate under were applied on a worldwide basis, our industry could then throw open its doors to all imports. In spite of our industry's many shortcomings, I believe under such conditions the American apparel industry would prevail over foreign manufacturers from any country.

Down in South Carolina, all of us are thankful that Senator Strom Thurmond secured Richard Nixon's promise in Miami before the election to help our industries. We are grateful that President Richard Nixon has seen fit to fulfill his promise. Without his help, we are confident that our industries would soon have been liquidated. Therefore, we all say, "Thank you, Mr. President." We just wish, though, that these agreements had been made sooner and that the quotas had had been far smaller.

Some years ago, America signed bilateral agreements with 21 nations, restricting cotton apparel and textile imports. We foolishly agreed then to allow each foreign nation to police the shipments made to us. These nations, in turn, agreed to stop importing when their quotas had been filled. Not one of these countries lived up to its agreements.

The quotas granted this time are so tremendous that these new agreements may not stop the liquidation of our industries. If they fail to do so, further restrictions will be mandatory! Foreign nations simply cannot be allowed to take America's remaining apparel and textile payrolls away. It is going to require constant vigilance to keep this from happening.

2. Upgrade our Image

When I was a boy, Singer, Ford, Rockefeller, and other American businessmen were the "cocks of the walk," the "idols of the world." In the years since then, businessmen have accomplished unbelievable advances for all humanity in both material and nonmaterial ways. During this same time these same businessmen in the eyes of the public have been sinking steadily to their present disastrous low in understanding, credibility, favorable regard, and active support by the majority of the public, both here in America and abroad. As a
result, businessmen today are thought of as "selfish crooks" and "heartless brutes." Too many people believe there is "more in the kitty" if businessmen only cared about them. Most businesses are thought of as operating unfairly in the interest of some one or few and against the many, especially the so-called common man. Profits are thought to be exhorbitant, and more and more people today think of any profit at all as being "stolen" from the workers.

Thinking such as this can ruin a business—ruin all businesses—even ruin America. In an endeavor to determine what causes such thinking, let me ask you: What is a business? Where do jobs come from? What makes them steady and attractive? What makes them go away? If I may, let me try to answer these questions for you.

A business here in free America is a very useful "association" through which people band together voluntarily to help one another in one or more of five contributor-claimant roles. These five roles must include investors, customers, suppliers, workers, and citizens. The reason for the banding together—the only reason—is so that the managing directors can supply ideas, facilities, and opportunities for specialization that make it possible for the individuals to do more for each other working as a team than they can do for themselves working separately.

All businesses must make a reasonable profit. None will survive if it pays out more than it takes in. Nor will any business survive if it gives any one set of participants more or less than it should get, for all those that band together to create a business are volunteers. Any who thinks he has been treated unfairly or who does not prize his job above all other jobs will not continue to participate. Without participants, there will be no business.

Does this definition of business sound right to you? Does it make common sense? Will it work if applied correctly? I sincerely think so!

Now, let's look at the image the young apparel industry has created for itself in this country and see just how the five types of contributor-claimants have been faring.

Today the investor gets a lower return on his money from the apparel industry than from any other large industry in America.

The customer who can select any item he wants to buy from among 20,000 American manufacturers has little loyalty. Nor has he hesitated to give foreign manufacturers almost half as
much volume as he still buys here in America. He does this without thinking how his customers can continue to buy from his store after their payrolls migrate overseas due to these foreign purchases.

The suppliers still have not learned to standardize their products, nor have they yet learned to sell our industry on a steady, reasonable profit basis. Thus, they periodically experience feasts or famines in sales and earnings.

The workers are the most poorly equipped machinery-wise and have the lowest average earnings of any of America's 21 largest manufacturing industries.

Finally, the citizens in local communities, while strongly desiring apparel payrolls, have dismally failed to support apparel companies when political considerations are involved. As an example, there were no citizen complaints when Congress recently prohibited the apparel industry from receiving urgently needed employee training funds. Such funds, however, were given to all other industries under the Manpower Development and Training Act. In addition, some important political figures have publicly stated that the apparel industry is expendable and should be liquidated. Such fuzzy thinking hurts our industry and hurts America; it must be stopped if our country expects to continue to prosper. All this adds up to a rather gloomy picture. No wonder our industry has developed a bad image.

3. **Improve Internal Control**

Until recently, the capital required to enter the apparel industry was relatively small. More than 50 percent of all plants in existence today were started with very limited capital, often by such people as supervisors and salesmen who usually had had some prior experience in our industry. Ownership was often controlled within a single family or by a few partners. Because of inexperience and inefficiencies, profit earned on sales has usually been extremely small.

Even with such low profits, more than three-quarters of all earnings within the industry have been retained and used to promote growth. Plants were often started in private homes, usually in vacant upstairs halls and bedrooms. Many of these were dirty and hot, but today most of these so-called "sewing halls" or "sweatshops" are generally nothing but a bad memory. Even so, almost one-half of all apparel plants in America today still have less than 20 employees. The average employment in all plants now is only 57.
Because of such limited capital, apparel plants have not been able to afford the luxury of employing skilled staff people, such as engineers, schedulers, accountants, and attorneys to assist in operating their businesses efficiently. Indeed, it is said that many small owners operate by the "seat of their pants." The high failure rate, although reduced greatly in recent years, certainly confirms this theory.

In 1933, during the very depth of that great depression, I started Stone Manufacturing Company with five machines and ten wonderful girls. At that time, the industry sold most of its production through jobbers.

Because our desire was to deliver quality apparel to the public at the best possible price, we decided to bypass the jobbers and sell directly to the retailers. Although this required changing styles quite often and handling many small orders instead of a few large ones, this decision proved so satisfactory, and our creations sold so well, that for the next 25 years we grew at the rate of one-third each year. Finally, about 12 years ago, we suddenly found that our prices were being drastically undercut on large orders for staple merchandise. We were losing this business to competitors we had never even heard of before, but we soon discovered that they were Japanese—not American—manufacturers.

This is how one of these companies operated: Representatives from the company's sales office in New York prevailed upon one of our customers to buy two of our complete sample lines for them. They immediately airmailed one line to their home office in Japan to be costed. They then ripped our labels out of our other line and stitched their labels in. As soon as their home office wired their Japanese prices back to New York, they began offering our styles for sale as their styles at prices below our actual material costs. We finally had to carry this problem to the White House itself to get it stopped. This is the reason Stone Manufacturing Company realized years before most American apparel manufacturers did just how ruthless this type of free trade could be.

Since that time, because of imports, staple apparel is fast becoming a thing of the past for all American manufacturers. Today our industry is being forced to operate more and more in the field of fashion. This is a far more hazardous field and requires more sophisticated controls and faster service. Customers who purchase fashion merchandise carry only minimum inventories. This puts the burden of carrying inventories squarely on our shoulders.

In order to satisfy this demand for fast deliveries, we must have better methods of forecasting sales than are available
within the industry today. Such a forecasting system should encompass the shortest "lead time" possible and allow for instant changes when making cuttings, so that the right styles in the right sizes and the right colors will be available to ship at the right time.

Above all, this system should help to prevent overcuts that will not sell, thus avoiding drastic losses in markdowns.

In addition to sales forecasting, we need to improve our inventory controls and our cutting and manufacturing schedules so that we can handle more and more style changes within shorter and shorter lead times. Lack of controls often cause high inventories with low turnovers. This has probably ruined more apparel manufacturers than any other one thing.

4. Automate Manufacturing

Slowly, ever so slowly, our apparel industry is maturing. Each year, while many inefficient companies fall by the wayside, the smarter and more efficient ones grow larger. By offering superior styling, better prices, and faster service, it seems logical to believe that the smarter operators will continue to capture a larger percentage of the market each year. This will put even more pressure on the inefficient and make it harder for such manufacturers to survive.

Since I entered this business 40 years ago, 40,000 American apparel manufacturers have gone out of business. It now seems logical to believe that attrition among the remaining 20,000 will accelerate during the next 20 years until, like the automobile industry, only a handful of giant producers remain. This will be brought about because the bigger companies with more working capital will be able to employ superior brain power, develop more efficient systems, and utilize more sophisticated machines.

The dream of every apparel manufacturer is to press a button and by so doing change a piece of cloth into a finished garment, quickly and at little cost. Think what this will mean to America. The price of clothing will be reduced from 25 to 35 percent. Whole families can have more and better clothes at less than they pay today. The unfair advantage which the Far East now has, due to paying slave wages, will immediately be eliminated. Once again America will have a satisfactory balance of trade within our industry.

Is this dream of automation just a mirage? Can a flimsy, limp piece of material ever be manipulated by machinery in
thousands of different ways to become at last a completed garment? My answer is that it can be done. It is being done today. It will be done in volume in all successful apparel plants tomorrow.

Many of you are probably wondering why apparel manufacturing has not been automated before now. Up until a few years ago, practically no one believed that apparel could be made automatically. Since then, many building blocks leading to automation have been developed. Now, a few companies are beginning to tie these building blocks together. Simple articles, such as handkerchiefs and pillowcases, are now being produced completely without the aid of human hands. Parts of more complicated garments are also being made automatically in greater and greater quantities each season. As additional money is made available for research and development, the entire sequence of operations required to produce complicated garments will be tied together--then true automation will be the order of the day.

Until recently, no one was able to take even the first step required in true automation. However, Stone Manufacturing Company's Research and Development Division solved this first-step problem recently, and the basic patent has just been issued to us. But now, let me outline some of the steps required in automation.

First, it is necessary to pick up one ply or piece of cloth from a cut stack, move this to a predetermined place, insert it in a folder, control its passage through stitching, cut the piece apart, trim the loose threads closely, mate this part with a second part, sew the second seam, and so on.

The problems involved in perfecting each step have proved to be extremely difficult, costly, and time-consuming. The small size of apparel companies and the lack of money have been major stumbling blocks that prevented all except very few from even thinking seriously of ways to automate. Direct government grants, tax credits, or low interest loans should be made available for apparel research and development. Any aid you can give our industry to help us to repel government resistance and to attract government assistance in automating will be a boon to our industry.

5. Standardize Materials

Whenever breakthroughs in automation have been made, it has been quickly learned that supplies from all sources would have to be standardized and held to exceedingly close tolerances if such breakthroughs were to be successful.

The majority of America's spinning and weaving mills do such a fine job we have little but praise for them. Great improvements,
however, must be made in the finishing plants where bleaching, dyeing, and printing take place. Each year our apparel industry suffers losses in the hundreds of millions of dollars due to variances from standards in supplies, most of which are caused by these finishing plants.

Shading is one of the areas where variations occur most often. In an endeavor to keep up with all the different shades, the American Thread Company offers more than 34,000 colors of thread. This adds unnecessary expense for them as well as everyone else, for no manufacturers in the world need all these colors. Variations in width alone cost our industry a fortune. Bowing, skewing, fluting, even hand, put-up, and delivery all vary and add their share of extra cost and difficulties to automating. The headaches that our industry endures because of such variations from standard, besides being expensive, are frustrating to our stockholders, managers, workers, and customers.

Although complaints from apparel manufacturers are bitter and apologies from suppliers profuse, never once in the 40 years I have been in the apparel business have I heard of an apparel manufacturer being invited to offer constructive criticism at a convention of either the textile or finishing industries. The day is fast approaching when automation will make it mandatory for all suppliers to listen to such feedback information. It is my belief that if variances in supplies can be eliminated, the meager profits earned each year in our industry can be more than doubled! A golden opportunity awaits us here, for this is the key that will assist us in unlocking the treasure chest of automation.

6. Establish Rules and Regulations

While sewing machines have been directly responsible for spawning thousands of apparel plants and millions of jobs, the industry itself has not yet attained true maturity. In fact, we are still so immature that we have not yet developed and published a single rule or regulation by which our industry could adopt and govern itself. Any time a question arises with one of our suppliers, even though we are the customers, we are referred to the Worth Street Rules, a set of regulations compiled by the textile industry.

You can imagine how embarrassing this can be to members of our industry. Most apparel manufacturers are too small to afford competent legal counsel; therefore, they often accept nondelivery, late delivery, or partial delivery, as well as defective materials; and rather than take the time or spend the money to force negligent suppliers to live up to their
contracts, they just shrug off such damages. When deliveries are not received or are late, this can cause the shutdown of whole manufacturing units and cause many piece-work employees to be laid off. It doesn't take many such occurrences before these piece workers seek employment elsewhere—and this is expensive! If late deliveries of piece goods in turn cause the apparel manufacturer to be late in delivering to his customer, he often suffers cancellations and is left holding the merchandise. Such merchandise usually has to be sold at drastic markdowns.

Quality imperfections can be just as troublesome and just as expensive. Proper specifications, rules, and regulations covering all areas that apparel manufacturers operate in, drawn up by competent and experienced people with a knowledge of our industry, would help prevent such costly problems. Just as important is the fact that such rules and regulations could provide fair compensation for apparel manufacturers without their having to resort to litigation when such problems do occur. Here is a wide-open field for improvement within the apparel industry.

Predictions as to what is going to happen to the American apparel industry vary greatly. Many small manufacturers are becoming discouraged and are on the verge of bankruptcy. On the other hand, some of the larger manufacturers are expanding rapidly and are optimistic about the future. In the last analysis, success or failure within the industry depends on whether a manufacturer can be competitive in the three areas of fashion, value, and service. My father used to quote an old proverb: "Those that are competitive get; those that are not, get out."
Tour Summary

Celanese Fibers Marketing Company
Charlotte, North Carolina

The tour as arranged by Miss C. Sparks and Mr. U. C. Whelchel traced the stages of staple and filament fibers through to the finished fabric which included woven, knitted and tufted constructions. The production of hosiery and carpeting was particularly observed. Although Celanese is a fiber marketing company, the laboratories were designed to test and evaluate the methods of production to the end product for their customers. A second area visited was the Fibers Technical Center which included the dyeing, finishing and evaluation laboratories. Special concern was shown in the serviceability of the ultimate product for the consumer.

I. Staple and filament laboratories
   A. Staple
      Opening, cotton carding, worsted carding, drafting and spinning, cotton and rayon drafting and roving systems, various types of yarn spinning apparatus, quality control and testing laboratories.
   
   B. Texturing
      False twist (double and single heater) for making set or stretch yarns.
   
   C. Preparation
      Twisting, quilling, beaming, coning, sizing and slashing.
   
   D. Weaving
      Fancy and plain weaving, water jet looms, Dobby head looms.
   
   E. Knitting
      Circular and Warp: double knit, Jacquard, flat bed, single jersey warp, raschel, and 3 and 4 bar tricot.
      Hosiery: Panty and regular women's hosiery, men's half hose.
   
   F. Tufting
      Carpeting.

II. Dyeing, Finishing, and Evaluation Laboratories
   A. Dyeing
      Preparation, open-width boil-off, singer, autoclave.
      Jet dyers, Beck (closed and pressure).
      Beam dyeing, Jigs, Package dyeing, Skein dyeing and Paddle dyeing.

   B. Finishing
      Pin and clip tenter frames with heat setting and super heated steam capability, calendarizing, semi-decating can heat setting.
C. **Printing**

Hand screen printing

D. **Evaluation and Chemistry Laboratories**

- Physical testing for fibers, yarns, fabrics
- Colorfastness
- Chemical determination of yarn finishes
- Industrial tire testing, seat belts, sewing thread
- Dry cleaning
Tour Summary

Springs Mills, Inc.
Fort Mills, South Carolina

A tour through one of the largest finishing plants in the United States was arranged by Mr. Marshall Doswell of Springs Mills, Inc. Operations were housed in three plants, Grace Finishing Plant, Screen Printing Plant, and the Sewing Plant located at Fort Mills, South Carolina.

The production of bed linen was observed from the greige goods stage to the end product, including mechanical, chemical and additive finishes, dyeing and printing and sewing and packaging.

Screen Printing Plant

1. Creige Storage: Fabric in greige state as received from manufacturing plants. Yardage stored on rolls ranging from 1,500 yards to 5,000 yards.

2. Screen Print: Printing of various widths of sheeting and casing using application of various dyes through screens followed by heat fixation of dye.

Finishing Plant

1. Heatset Machine: Heat fixation of thermo-plastic fiber (polyester) to impart permanent memory, resulting in width control and minimum distortion in processing.

2. Scrays: Large rolls are loaded in scrays and pulled length-wise into singeing or heatsetting operation to provide a continuous flow of cloth.

3. Singers: Removal of loose surface fiber by passing fabric over an open flame at high speed. Cloth pulled through flame into quench bath containing an enzyme plus wetting agent for conversion of natural and artificial sizing from insoluble to soluble material, then removal from fabric.

4. Greige bins: Storage area for retention of cloth in rope form following singeing, desizing, or mercerization to allow for enzyme reaction.

6. Mercerizers: Process consisting of passing fabric in open width form through strong caustic soda solution under tension to impart luster, width control, and improve dye affinity on cellulosic fiber.


8. White bins: Storage area for fabric in rope form after bleaching—to be held for drying prior to dyeing or pulled directly to finishing operation.


10. Wide jigs: Method of developing color on wide fabrics after dye has been padded onto fabric by batch method.

11. Tenter frames: Enclosed heated frame for application of finishing chemicals, utilizing heat for fixation of finishing chemicals and chain with clips for length and width control.

12. Sanforizers: Machines that press the fabric between a rubber blanket and a steel roll and by the effects of the blanket recoil compressively shrink fabrics to the percent residual shrinkage desired.

13. Tube winder: Device used for rolling and inspecting fabric in open-width form. Here, goods are graded, yardage counted, and goods ticketed as to type, trade name, color, and lot.

14. Shading: Swatches are taken from each small roll in the tubing area and given a number corresponding to a number on the roll of cloth.

15. Packing: After shading, the goods are placed in cartons and invoiced as to yardage in roll, number of rolls per carton, and other pertinent information for identification.

16. Quality Lab: Physical and chemical testing area for fabrics, including analysis of finishing and preparation chemicals.

Sewing Plant

1. Continuous seaming: This is the beginning of the pillowcase fabrication. The equipment folds the open width cloth on center, making the selvages go through the equipment together. The selvages are sewn together at this point, making the cloth form a tube.

2. Pillowcase cutting, closing: The operation at this stage pulls the cloth which is in tubular form and cuts to the desired length for a pillowcase. It is then picked up by a conveyor and the bottom of the pillowcase is closed by an over edging machine.

3. Hemming pillowcases: The width of the pillowcase hem is controlled by the folding device just prior to being fed into the sewing machine which stitches the hem of the pillowcase.

4. Spreading and cutting sheets: Both flat sheets and fitted sheets are spread and cut on this equipment, spread to the desired length and the sheets are cut in the center of the fold, leaving a full length sheet on each side of the cut.

5. Border closing - sheets: After the borders have been attached to the body of the sheet for this particular product, the cloth which has been folded over forming a border is still open. This operation evens up and stitches closed the border.

6. Flat sheet hemming: The hem is formed by a prefolder which the cloth passes through just prior to the stitching of the hem. A folder which forms the big hem, as well as a folder forming the little hem, is employed in this operation.

7. Binding fitted sheets: The sheets for this sewing have been cut in such a manner that, on closing the corners, a rectangular sheet cover is made. After completion of corner closing the ends and corners of the sheets are bound. This binding includes raw rubber which assures the consumer a good fit on the mattress.

8. Pillowcase turning: Up to this point, the pillowcases have been handled wrong side out. At this stage they are turned, face side is outside.

9. Packaging: Prefabricated polyethylene bags are used to package sheets and pillowcases.

10. Pillowcase folding and inspection: Pillowcases are machine folded and/or hand folded, depending on the type of hem in the pillowcase.
11. Fancy put-up: This put-up is used for deluxe line. This put-up may require a dye cut label, pre-formed bows and ribbons. The package is hand wrapped with plain film so the printed information is displayed.

12. Packing: Sheets are packed for the retail trade in cartons of one dozen or one-half dozen, as required. The pillowcases may be packed for the retail trade in cartons of one dozen, two dozens, or four dozens. There is also an institutional pack for the linen supply houses, which ranges from 5 to 24 dozen per carton.
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Summary of Minutes

Eastern Region Business Meeting
October 29, 1971

The annual business meeting of the Eastern Region of the Association of College Professors of Textiles and Clothing was held at Winthrop College on October 29, 1971, at 3:00 p.m. Vivian White, chairman of the Region Executive Committee, presided.

Oris Glisson moved acceptance of the 1970 Minutes as printed in the Proceedings. The motion was seconded and passed.

Ruth Galbraith distributed and explained the evaluation forms for the conference.

Evelyn Stout and Oris Glisson explained the proposed new By-laws for the Eastern Region which are necessary because of affiliation with ACPTC. Ruth Hovermale served on the committee with Miss Stout and Miss Glisson for Bylaw revision. Miss Stout moved that the following "Revised Proposal for Executive Board of Eastern Region" (Article IV, Officers and Elections, Section I) be accepted to replace the original Article IV, Section I as proposed by the committee.

The Executive Board of Eastern Region shall consist of six elected Active members. Each member of the Executive Board shall be elected for a three-year term of office. Two members shall be elected each year, one of whom shall also be designated to serve a three-year concurrent term as a member of the Executive Board of the Association of College Professors of Textiles and Clothing.

In addition, two members of the Executive Board or Executive Board-Elect shall be elected to one-year terms as first and second alternates on the Executive Board of the Association of College Professors of Textiles and Clothing.

Election shall be at the annual business meeting by secret ballot. The motion was seconded and passed.

Ruth Galbraith moved acceptance of the Bylaws as printed, including the above revision for Article IV, Section I, allowing for such changes as incorporated by the national organization regarding retired and student members. The motion was seconded and passed.

Eunice Deemer, Wilma Green, and Eleanor Adam as a nominating committee proposed the name of Ellen Randolph from Winthrop College as a member of the Eastern Region Executive Board. Mrs. Randolph was elected unanimously.
Enid Tozier moved that Evelyn Stout prepare a weighted ballot containing the names of the Region Executive Board members for elect-members to the Association Executive Board. The motion was seconded and passed. The ballots will be mailed by the secretary, and returned to Miss Stout. The chairman appointed Enid Tozier and Ruth Weibel to assist with counting the ballots.

It was reported that it was the feeling of the Association's publications committee that the Association should support the proposed Home Economics Research Journal of the American Home Economics Association instead of promoting an ACPTC publication at the present time. It was also reported that the Association was suggesting the publication of one Proceedings for 1972 containing information of greatest interest from the three regional meetings. This would eliminate separate regional Proceedings unless the region wanted to publish its own. There was an expression to have complete rather than abbreviated Proceedings.

Enid Tozier suggested that the Region pay expenses incurred by delegates to meetings of the National Executive Board. The executive committee will consider this matter.

Vivian White asked members to complete a questionnaire giving opinions regarding care labeling and return it to her.

The meeting was adjourned at 4:15.

Respectfully submitted,

Dr. Kathleen Jones,
Secretary
Summary of Minutes

Central Region Business Meeting
October 29, 1971

Lillian Matthews, chairman, presided and introduced the members of regional committees: planning, advisory, nominating, Bylaws, membership, and national planning. It was moved and seconded to dispense with the reading of the minutes and the treasurer's report and to accept them as reported in 1970 proceedings. Motion carried.

It was moved and seconded that the treasurer designate a reasonable amount for travel expense to regional representatives attending National Executive Board meetings. Motion carried.

Betty McClaskey, chairman of the nominating committee, reported the activities of that committee and the results of the mailed ballot election: National Executive Board representative, Anna Jean Treece; first alternate, Lillian Matthews; second alternate, Bethel Caster; Planning Council, Agatha Huepenbecker and Elinor Nugent for 3-year terms and Marcia Metcalf for 1-year term; Advisory Committee for one year, Charlotte Bennett, Jewel Golden, and Deanna Munson. The Proceedings, Nominating, and Membership Committees will be appointed by the Planning Council.

Frances Coleman, chairman of the Bylaws committee, moved the adoption of the corrected draft of the Bylaws of the Central Region Association of College Professors of Textiles and Clothing.

Articles I and II were read. No changes were suggested.
Article III was read and discussed. It was moved and seconded that the words, "the headquarters of" be deleted from Section 2 of Article III. Motion carried.
Article IV was read and discussed. It was moved and seconded that Section 1b3 of Article VI be changed from "Select a person from the Conference Group" to "Select a person from the membership of the Central Region Association." Motion carried. It was moved and seconded that the statement, "The Proceedings Committee shall be appointed for a one year term" be added to Section 3 of Article VI. Motion carried.
Article VII was read. No changes were suggested.
Article VIII was read and discussed. It was moved and seconded that Section 1, Article VIII be deleted. Motion carried.
Article IX was read and discussed. It was moved and seconded that the statement, "a member must pay his dues by October 1," be changed to, "a member must pay dues by October 15." Motion defeated. It was moved and seconded that the sentence, "To receive proceedings from the meetings, a member must pay his dues by October 1" be deleted. Motion carried.
Article X was read and discussed. It was moved and seconded that Section 2, Article X be amended to read, "Amendments to the Bylaws shall be voted on by mail ballot." Motion carried.

Article XI was read. No changes were suggested.

Lillian Matthews, Central Region Chairman, moved the adoption of the Bylaws as corrected. Motion carried.

The place and dates of regional meetings through 1976 were announced. Additional information was given about the October 1972 meeting in Norman, Oklahoma. Patricia Sailor, chairman of the membership committee, reported the activities of that committee. Central Region membership in the Association of College Professors of Textiles and Clothing, as of October 30, included 194 active and associate members and 17 student members. The meeting was adjourned at 4:30 p.m.

Respectfully submitted,

Dr. Shirley Friend,
Secretary
Summary of Minutes

Western Region Business Meeting
October 29, 1971

Chairman Mignon Perry called the Western Region ACPTC to order.

Lola Ellsworth and Mary Jean Wylie reported on plans for the 1972 Western Region meeting to be held October 25-28, 1972. Conference headquarters will be at the Howard Johnson Motel in Tempe, Arizona. Theme for the meeting will be "Threads of Our Environment." The first day of the conference will be in the Tempe, Scottsdale, Phoenix area; the second day in the Tucson area. The business meeting will be on the third day.

An invitation was extended by Mignon Perry to hold the 1973 Western Region ACPTC meeting in Pullman, Washington. Those colleges and universities hosting would be Washington State University, Eastern Washington State College, and University of Idaho. The theme for this meeting will be "Consumer Aspects of Textiles and Clothing." Possible speakers were mentioned. The invitation was accepted by the group.

Marcella Martin was named as membership chairman to replace Louise Prugh. A representative from each state volunteered to send Marcella the list of eligible potential members for ACPTC from her respective state. This list should be sent to Marcella by December 15.

Marcella Martin was named chairman of the nominating committee to replace Ruth Hawthorne, who has left the Western Region.

The slate of candidates presented by the nominating committee was as follows with accompanying results. No nominations were received from the floor.

Representative to National Steering Committee

Ruth Gates - Oregon-Representative elected  
Madeline Porter - Washington-First alternate  
Marie Diedesch - Oregon-Second alternate

Executive Board - Western Region

Barbara Walker - Hawaii-3 year term  
Ruth Osborn - Montana-3 year term  
Faye Taylor - Utah-3 year term  
Lucille Domigan - Utah-1 year term to replace Ruth Hawthorne

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The Western Region Bylaws Committee, consisting of Mignon Perry, Ruth Gates, and Winona Brooks, presented the Bylaws as revised to be consistent with the national ACPTC Constitution. Discussion took place on several parts of the Constitution and the following suggestion was made:

**Article 10  Add Section 3.**

In the event the National Bylaws change and members vote on that change, the Regional Bylaws will automatically be changed.

The Regional Constitution will be sent to all members of the region. Sixty days will be allowed for them to consider it and a mail ballot sent for their return.

A short discussion took place as to the possibility of working out teaching aids of value to those in the textiles and clothing area of the Western Region.

Meeting was adjourned at 5:30 p.m.

Respectfully submitted,

Dr. Mignon Perry
Summary of Minutes

General Business Meeting, ACPTC
October 30, 1971

Dr. Winona Brooks, President of ACPTC, called the meeting to order. She introduced the board members to the membership and all new board members that had been selected by the time of the meeting. She commented on the importance of the meeting and that it was the first large meeting since affiliation with AHEA.

It was MSP that the minutes of the organization meeting held in Minneapolis in 1968 be adopted.

Reports of officers were called for: Dr. Enid Tozier reported as immediate past president of the group.

The treasurer gave a report of the financial condition of the organization.

Special committee reports were given by Dr. Densmore for the membership committee, and a report of the total membership and regional membership was given. Some of the questions that were raised during this report included:

How are the Bylaws to be interpreted concerning associate members, special cases, and such special problems as honorary memberships? (Number of members and other items can be added if a formal report is received. Otherwise the membership by the meeting date was 423 total; 130 in Eastern, plus 16 graduate students; 194 in Central, plus 17 graduate students; and 65 in Western, plus 1 graduate student.)

Dr. Marcia Metcalf reported for the proceedings committee.

Dr. Lois Dickey reported concerning the handbook for officers' responsibility. This handbook will be developed as rapidly as possible and will require the cooperation of officers and board members.

Dr. Naomi Reich announced the total registrations for the conference: 275 active members, 32 students, and 8 nonmembers. Total: 315.

Dr. Ruth Gates asked that all attending the meeting complete the evaluation form that had been distributed.

The location of the 1974 national meeting was discussed. Dr. Mignon Perry invited the group to Portland, Oregon. It was MSP that the invitation to Portland be accepted. The meeting will be there sometime during the late summer or early fall of 1974.
New Business:

It was recommended that the ACPTC extend a vote of confidence to Dr. Enid Tozier for her work during the past year. This was supported unanimously by the membership.

The membership was challenged to carry back to each region the enthusiasm for the ACPTC organization, the importance of the organization to all members and potential members.

MSP to adjourn at 9:25 a.m.

Submitted by,

Dr. Marjory Joseph,
Secretary
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PRESIDENT'S REPORT

It has been a privilege and a responsibility to be president of the Association of College Professors of Textiles and Clothing during the past year because this has been an especially exciting period in our history. During 1970 each region voted to affiliate with the Association of College Professors of Textiles and Clothing. In June 1971, the Association of College Professors of Textiles and Clothing became an affiliate member of the American Home Economics Association, Colleges and Universities Professional Section. Letters of appreciation for their efforts in our behalf were sent to Dr. Naomi Albanese, President of AHEA; Dr. Doris Hanson, Executive Director; Dr. Margaret Warning, Chairman, Textiles and Clothing Subject-Matter Section; Dr. Jane Rees, Chairman, Colleges and Universities Professional Section; and to Miss Mildred Davis, Director, Program and Field Services Division. Since our formal affiliation, Miss Davis has been appointed by AHEA to serve as the liaison person with ACPTC.

The Executive Board of our organization requested me to explore the process of affiliation and I have done so. This is a brief summary of my discussion and correspondence with Miss Davis:

(1) ACPTC needs help in developing a potential membership list including faculty in two- and four-year colleges and universities. AHEA can and did provide our organization with a computer printout of its members cross-listed for the Textiles and Clothing Subject-Matter Section and Colleges and Universities Professional Section. This, plus the regional membership lists from ACPTC, was used for the September mailing for this National Meeting.

(2) Records of ACPTC which have been stored in the U.S. Office of Education have been moved to a new permanent location in AHEA Headquarters. AHEA will provide clerical assistance for additions and retrievals to these records as needed.

(3) The billing and collecting of annual membership dues for ACPTC and member verification of membership in AHEA can be done cooperatively. The membership year is the same for both organizations. Members of our organization can be coded by region for our group.

(4) Meetings of our executive board or committees from ACPTC may be held at AHEA Headquarters but the date should be cleared well in advance; a charge is made only if food is served or if the meeting is in the evening.

(5) AHEA will mail announcements of meetings, etc. to ACPTC members as requested. Copy will be prepared by our organization.

(6) AHEA will publish proceedings, etc. for our organization. ACPTC would decide the number to be printed, and be responsible for the content and publication form. AHEA would edit these materials for the Journal of Home Economics' style. Publication schedule would be determined by the quality of editing by ACPTC, and by prior commitments of AHEA.
In short, AHEA seems prepared to do almost anything which ACPTC may request of it. At this time no specific charges can be established because no precedent has been set for this type of cooperation; we are a pioneer group. Records of costs will be prorated and ACPTC will be informed of its responsibilities periodically. Miss Davis stressed, at all times during our conversation, that ACPTC would make the decisions. AHEA wants to help us but it will make none of our policy decisions.

In June 1971, the Executive Board of ACPTC met in Denver, Colorado. Dr. Winona Brooks from Western Region is president of our Association for 1971-72. Other officers elected for the year were: Mary Gerlach, Central Region, president-elect; Jean Margerum, Western Region, secretary; Dr. Imogene Ford, Eastern Region, treasurer. A discussion concerning the desire of many of our members to develop a professional publication was held. I was directed to appoint a special committee to study the topic and develop some information to use in future consideration of the topic. Dr. Ann Kernaleguen expressed the appreciation of the Textiles and Clothing Professors, Canadian University Teachers of Home Economics, for the privilege of attending the regional and national meetings of ACPTC. The remainder of the Executive Board meeting was devoted to plans for this national meeting.

On October 27, the Executive Board assembled in the hotel at Charlotte, North Carolina, where Miss Davis joined us to discuss the affiliation of ACPTC with AHEA. The Executive Board voted to request AHEA to send our dues renewal notices and applications for membership to potential members. This will be done in the spring of 1972 so that one check would serve to pay both your AHEA and ACPTC dues. AHEA has been requested to transmit the appropriate monies received to national and regional treasurers. The cut-off date for membership will be March 31; dues received after that date will be applied to the following year. AHEA requested that ACPTC appoint one person whom they could contact during this initial period of working together; the Executive Board has appointed me to this position; I will keep you informed as to developments. Plans for the fourth national meeting of ACPTC were finalized during the remainder of the Executive Board meeting and the Board voted to ask AHEA to publish the proceedings for this meeting.

The ACPTC was asked to select a panel to serve as consultants for Springs Mills. The members of this panel will be announced later.

I would like to thank the chairman and all members of the many committees whom I appointed to work on this meeting. Each of you performed your duties so cheerfully and efficiently that I would like to work with you again. You are the unheard "task force" that contributed so much to the success of our fourth national meeting. I would also like to thank the Executive Board and my own departmental colleagues and students for the assistance I have received during the past year.
Being president of the Association of College Professors of Textiles and Clothing has been an exciting and very rewarding experience for me. It has challenged and forced me to grow and develop professionally. I am glad to have had the opportunity to work with and become acquainted with so many of you. I hope our friendship and cooperation will continue as our professional organization moves into the future.

Dr. Enid F. Tozier,  
President

Report of the Proceedings Committee: Advisory Ad Hoc Committee

For austerity purposes this committee has the following recommendations concerning the Proceedings for this year:

1. Combination table of contents and program
2. Brief acknowledgment of tours and hospitality
3. Edited or abstracted speeches
4. List of conference participants omitted
5. Regional and General Session Business Meetings summarized
6. Evaluation eliminated
7. No committees listed

It is further recommended that the Proceedings next year be a combined publication of all three regions. This is to be implemented by the Regional Executive Boards in conjunction with the National Executive Board. A brief summary of the regional business meeting would be circulated within each region. A suggestion for the Regional Proceedings Committee was that speeches might be made available on an individual basis upon request.

A possible publication for clothing and textiles was also discussed. It was the consensus of this committee that formats and costing would have to be investigated. This information was to be ready for presentation to the 1972 National Executive Board Meeting by a committee to be appointed by the incoming National President.

Dr. Marcia D. Metcalf
ASSOCIATION OF COLLEGE PROFESSORS OF TEXTILES AND CLOTHING

Treasurer's Report

August 1, 1971 - February 10, 1972

INCOME

Balance from Natl. Steering Comm. of C.T.T.C. 365.40
Dues for 1971-72 - 417 @ $15.00, 36 @ 7.50 6,525.00
Sale of 1968 Proceedings 18.00
Registration fees for 1971 Conference 6,133.00
Total 13,041.40

EXPENDITURES

Conference Expenses

Printing - Brochures 36.40
- Programs 215.39
- Registration forms 52.49
- Tickets, etc. 52.33
- Signs 13.50
Postage 80.82
Telephone - Winthrop College 50.00
- Tozier 76.74
Services - Secretarial 50.00
- Custodial 20.00
- Student help - Fashion show 10.00
Buses - Greyhound 1,181.00
- Trailways 884.00
Food - Banquet - Winthrop College 1,148.95
- Tea - Winthrop College 166.00
- Banquet, two coffee hours,
  hospitality hour - Hotel 2,290.42
Refunds for overpaid Reg. fees 65.00
Total 6,393.04

Membership Expenses

Dues to Eastern - 138 @ 5.00, 17 @ 2.50 732.50
Dues to Central - 202 @ 5.00, 17 @ 2.50 1,052.50
Dues to Western - 77 @ 5.00, 2 @ 2.50 390.00
Printing of Membership Cards 13.78
Postage 27.18
Duplication of Membership Lists 3.88
Bank Charges - Checks 2.00
Total 2,221.84

Total Expenditures 8,614.88

Balance February 10, 1972 4,426.52

Submitted by Treasurer

Barbara Densmore
BYLAWS

ASSOCIATION OF COLLEGE PROFESSORS
OF TEXTILES AND CLOTHING

Article I. NAME

The name of the organization shall be the Association of College Professors of Textiles and Clothing.

Article II. PURPOSES

The purposes of the Association shall be to promote professional growth and unity of the members and expand the effectiveness of textiles and clothing programs in colleges and universities.

Article III. AFFILIATED ASSOCIATIONS

Section 1. A regional association shall affiliate with the Association by (a) including in its Constitution or Bylaws as its purposes, the purposes of the Association and (b) including as its membership requirements, the membership requirements of the Association.

Section 2. Each person eligible for regional membership shall become a member of the Association and a member of the regional association. Each member shall pay regional and Association annual dues simultaneously to the headquarters of the Association.

Section 3. The Association shall be a constituent group of the American Home Economics Association.

Article IV. OFFICERS AND ELECTIONS

Section 1. The executive board of the Association shall be Active Members and shall consist of three members from each of the affiliated regions.1 Each member of the board shall serve for a three-year period. Each year one member from each region shall be elected by that region. Election in each region shall be by mail ballot.

Section 2. A first and second alternate shall be elected each year from the Active Members in each of the affiliated regions to serve for a period of one year. It shall be the duty of the alternate(s) to attend the annual meeting of the executive board in the event an elected member(s) of the region is unable to attend.

Section 3. Vacancies which occur in the executive board shall be filled at the next regular election of the region where the vacancy occurs to complete the unexpired term of office. The alternate will serve in the interim.

1. Currently three regions: Eastern, Central, and Western.
Section 4. The president of each of the affiliated regions and the chairman of the textiles and clothing subject-matter section of AHEA shall serve as ex-officio members of the executive board.

Section 5. The executive board shall elect from its own membership the following officers, whose terms of office and functions are defined below:

(a) The president shall be elected for a one-year term of office. The president shall give general supervision and leadership to policies and program. The president shall preside at the annual and all other meetings of the executive board, and assume responsibility for the permanent file of records of the Association. The president shall serve as president-elect one year immediately prior to serving as president. The presidency of the executive board shall be on a rotational basis of the affiliated regions. Whenever possible, the president shall be from the region in which the national meeting is scheduled.

(b) The president-elect shall be elected for a one-year term of office and shall assist the president in the execution of his responsibilities. The president-elect shall perform the duties of the president when that officer for any reason is unable to function. In case of vacancy in the presidency, the president-elect shall assume the duties of the president.

(c) The secretary shall be elected for a one-year term of office and shall be responsible for the minutes of all business meetings of the executive board and the Association and for correspondence necessary for the conduct of the business of the Association.

(d) The treasurer shall be elected for a two-year term of office. The treasurer shall be responsible for all fiscal matters, as directed by the executive board.

Section 6. Vacancies in the offices of the executive board, other than president, shall be filled by action of the executive board to complete the unexpired term of office.

Section 7. Executive board members shall not serve consecutive terms.

Section 8. The executive board shall be the policy-making body of the Association. A simple majority of the voting members of the executive board shall constitute a quorum, provided that each region is represented by a voting member or an ex-officio member empowered to vote.
Article V. MEMBERSHIP, DUES, AND PRIVILEGES

Section 1. Membership in the Association shall consist of three categories: Active, Associate, and Honorary.

(a) An Active Member shall meet the following criteria:
   1. A bachelor's and/or advanced degree from an accredited college or university in the United States or Canada with a specialization in textiles and clothing or a discipline (e.g., sociology) related to textiles and clothing. Special cases shall be evaluated by a regional membership committee.


   3. Employment in resident instruction and/or research and/or administration in textiles and/or clothing in a regionally accredited college or university in the United States or Canada.

(b) An Associate Member shall be or shall have been affiliated with a college or university, and shall meet criteria (1) and (2) as defined in Section 1 (a).

(c) An Honorary Member shall be a person whom the Association desires to honor for exceptional service within the interests of the Association. Honorary membership may be granted by the executive board upon the recommendation of an affiliated regional association.

(d) An in-residence graduate student shall meet criterion (2) as defined in Section 1 (a).

Section 2. Dues for members shall be as follows:

(a) Active and Associate Members shall pay annual dues of $15, with an allocation of $5 to the regional association designated by the member.

(b) In-residence graduate students and retired members shall pay annual dues of $7.50, with an allocation of $2.50 to the regional association designated by the member.

(c) Honorary Members shall pay no registration fee.

Section 3. Special fees shall be paid for the National Meeting.

(a) Active and Associate Member registrants shall pay a registration fee established by the executive board.
(b) An in-residence graduate student or retired member shall pay a registration fee in amount of one-half of the fee established for Active and other Associate members.

(c) Honorary Members shall pay no registration fee.

(d) A non-resident registrant shall pay a registration fee double the amount established by the executive board for members of the Association.

(e) A Member registering for part-time attendance at a national meeting shall pay a pro-rated fee established by the executive board for members.

(f) A non-member registering for part-time attendance at a national meeting shall pay a pro-rated fee established by the executive board for non-members.

Section 4. Membership privileges for Active Members include:

(a) Receipt of a copy of the proceedings from the national meeting and from the region of which they are members.

(b) Participation in the business of the Association with full voting privileges.

(c) Eligibility to serve as elected regional representatives and hold office as described in Article IV.

Section 5. Membership privileges for Associate and Honorary Members include:

(a) Receipt of a copy of the proceedings from the national meeting and from the region of which they are members.

(b) Such privileges as may be established by the Association.

Article VI. MEETINGS

National meetings shall be held every three years on a rotating basis among the affiliated regions. Generally, regional meetings shall not be held the year of the national meeting except for a business session, at a time designated in the national conference program. National meetings shall be held at a time and place to be determined by the Association after invitation from the host region.

Article VII. PUBLICATIONS

As soon as circumstances warrant, the Association shall institute a professional publication.
Article VIII. FISCAL YEAR

The fiscal year of the Association shall be from August 1 through July 31. To receive the proceedings from the meetings, dues must be paid by October 1.

Article IX. AMENDMENTS

Section 1. The Bylaws may be amended by action of the executive board and a vote of two-thirds of the Active Members voting and who shall have had a minimum of sixty days to consider the alternatives.

Section 2. Amendments to the Bylaws shall be by mail ballot.

Article X. DISSOLUTION

In the event of dissolution and upon the advisement of the executive board the residual assets of this organization will be turned over to one or more organizations which themselves are exempt from Federal income tax as organizations described in Section 501 (c) (3) of the Internal Revenue Code of 1954 or the corresponding provisions of any prior or future Internal Revenue Code, or to the Federal, State, or local government for exclusively public purposes.
<table>
<thead>
<tr>
<th>Region</th>
<th>Delegates</th>
<th>Alternates</th>
<th>Ex-Officio Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern</td>
<td>Dr. Imogene M. Ford (1973)</td>
<td>Dr. Helen I. Douty</td>
<td>Dr. Vivian White (Chairman, Eastern Region)</td>
</tr>
<tr>
<td></td>
<td>Home Economics Department</td>
<td>College of Home Economics</td>
<td>New York State College of Human Ecology</td>
</tr>
<tr>
<td></td>
<td>North Carolina Central University</td>
<td>Auburn University</td>
<td>Cornell University</td>
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<td></td>
<td>Durham, North Carolina 27707</td>
<td>Auburn, Alabama 36830</td>
<td>Ithaca, New York 14850</td>
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<tr>
<td></td>
<td>Dr. Enid F. Tozier (1972) (President)</td>
<td>Miss Amelia Adams</td>
<td></td>
</tr>
<tr>
<td></td>
<td>College of Home Economics</td>
<td>School of Agriculture and</td>
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<td></td>
<td>Virginia Polytechnic Institute and</td>
<td>Home Economics</td>
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<td></td>
<td>State University</td>
<td>South Carolina State College</td>
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<td></td>
<td>Blacksburg, Virginia 24061</td>
<td>Orangeburg, South Carolina</td>
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<tr>
<td></td>
<td>Dr. Barbara Denimore (1971)</td>
<td></td>
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<tr>
<td></td>
<td>(Secretary-Treasurer)</td>
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<td></td>
<td>S-120 Human Development Building</td>
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<tr>
<td></td>
<td>Pennsylvania State University</td>
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<td></td>
<td>University Park, Pennsylvania 16802</td>
<td></td>
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<tr>
<td>Central</td>
<td>Miss Mary Gerlach (1973)</td>
<td>Dr. Rose Padgett</td>
<td>Dr. Lillian Matthews (Chairman, Central Region)</td>
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<tr>
<td></td>
<td>College of Home Economics</td>
<td>Southern Illinois University</td>
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<td>Lubbock, Texas</td>
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<td></td>
<td>Dr. Margaret Grimmer (1972)</td>
<td>Dr. Geitel Winakor</td>
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<td></td>
<td>College of Home Economics</td>
<td>College of Home Economics</td>
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<tr>
<td></td>
<td>University of Minnesota</td>
<td>Department of Textiles &amp;</td>
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<td></td>
<td>St. Paul, Minnesota</td>
<td>Clothing</td>
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<td></td>
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<td>140-A MacKay Hall</td>
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<td></td>
<td></td>
<td>Iowa State University</td>
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<tr>
<td></td>
<td>Dr. Lois E. Dickey (1971)</td>
<td>Ames, Iowa 50010</td>
<td></td>
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<tr>
<td></td>
<td>(Immediate Past-President)</td>
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<td></td>
<td>College of Home Economics</td>
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<td>Knoxville, Tennessee</td>
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<tr>
<td>Region</td>
<td>Delegates</td>
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<td>Ex-Officio Members</td>
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<tr>
<td>Western</td>
<td>Dr. Jean Margerum (1973)</td>
<td>Dr. Marjory L. Joseph</td>
<td>Dr. Mignon Perry</td>
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<td></td>
<td>School of Home Economics</td>
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<td>College of Home Economics</td>
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<td></td>
<td>University of Nevada</td>
<td>San Fernando Valley State College</td>
<td>Washington State University</td>
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<td></td>
<td>Reno, Nevada</td>
<td>San Fernando, California</td>
<td>Pullman, Washington</td>
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<td></td>
<td>Dr. Winona Brooks (1972)</td>
<td>Dr. Barbara Christensen</td>
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<td></td>
<td>(President-Elect)</td>
<td>Department of Home Economics</td>
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<td></td>
<td>Department of Home Economics</td>
<td>Santa Barbara State College</td>
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<td>California State College of Los Angeles</td>
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<td></td>
<td>Los Angeles, California 90032</td>
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<td></td>
<td>Dr. Florence Petzel (1971)</td>
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<td>School of Home Economics</td>
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<td></td>
<td>Oregon State University</td>
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<tr>
<td></td>
<td>Corvallis, Oregon 91324</td>
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</tbody>
</table>
COMMITTEES

FOURTH NATIONAL MEETING
ASSOCIATION COLLEGE PROFESSORS TEXTILES & CLOTHING

Program
Dr. Kenneth C. Laughlin, Winthrop College

Local Arrangements
Dr. Ruth Hovermale, Winthrop College

Pre-Registration
Mrs. Eller Randolph, Winthrop College
Mrs. Frances Buddin, Winthrop College

Registration
Dr. Naomi Reich (chairman), Pennsylvania State University
Dr. Mary Ann Zentner, Pennsylvania State University
Dr. Kathleen Jones, Indiana University
Dr. Barbara Denison, Pennsylvania State University

Hospitality
Miss Amelia Adams (chairman), South Carolina State College
Miss Frances Coleman, Southwest Texas State University
Mrs. Betty Eastin, University of Kentucky
Miss Mary Ann Gaydoo, Mansfield State College
Dr. Agatha Huppenbeker, Iowa State University
Dr. Eleanor Jorgensen, Brigham Young University
Mrs. Geneva Yadav, East Carolina State University

VIP Hostess
Dr. Margaret Grindering (chairman), University of Minnesota
Mrs. Marianne Beeson, Virginia Polytechnic Institute and State University
Dr. Ruth Galbraith, Auburn University
Mrs. Lois Gurel, Virginia Polytechnic Institute and State University
Dr. Eleanor Kelly, Louisiana State University
Dr. Mary Fran Pasnak, University of Tennessee
Miss Eleanor Quick, Pennsylvania State University
Mrs. Linda Stauffer, Virginia Polytechnic Institute and State University
Dr. Evelyn Stout, Cornell University

Publicity
Dr. Eunice Deemer (chairman), Univ. N. Carolina, Greensboro
Mrs. Eileen Frances, Univ. North Carolina, Greensboro
Mrs. Janice Whitener, Appalachian State University

Proceedings
Dr. Marcia Metcalf (chairman), University of Wisconsin-Stout
Dr. Barbara Densmore, Pennsylvania State University
Miss Erma Jackie, University of Wisconsin-Stout
Dr. Susan Kilborn, Michigan State University
Dr. Mignon Perry, Washington State University
Dr. Mary Ellen Roach, University of Wisconsin
Dr. Vivian White, Cornell University
Evaluation
Dr. Ruth Gates (chairman), Oregon State University
Dr. Virginia Carpenter, University of Rhode Island
Dr. Ruth Galbraith, Auburn University
Dr. Carmyn Morrow, Grambling College
Miss Barbara Walker, University of Hawaii
Dr. Norma Walker, Texas Technological University

Membership Criteria
Dr. Barbara Densmore (chairman), Pennsylvania State University
Dr. Ann Kernaleguen, University of Alberta
Dr. Patricia Sailor, University of Nebraska

Officers' Handbook
Dr. Lois Dickey (chairman), Ohio State University
Miss Oris Glisson, Virginia Polytechnic Institute and State University
MEMBERSHIP - 1971-72

ASSOCIATION OF COLLEGE PROFESSORS OF TEXTILES AND CLOTHING

EASTERN REGION
Active and Associate

*Adam, Eleanore
*Adams, Amelia
*Adams, Aurelia K.
*Anthony, Teresa A.
*Avery, Carol E.
*Baldwin, Joyce Anne
*Beeson, Marianne
*Boehme, Linda
*Brinson, Monica
*Brogdon, Particia
*Brott, Cynthia J.
*Browning, Sarah
*Buchanan, Frances B.
*Buddin, Frances
*Caldwell, Martha
*Capps, Geraldine
*Carpenter, Virginia
*Carter, Mary B.
*Chase, Carol T.
*Cherry, Shirley
*Clark, Peyton Hudson
*Compton, Norma H.
*Conklyn, Nancy B.
*Corvi, Sister Mildred
*Cyr, Jacqueline
*Davis, Ann Lamb
*Deemer, Eunice M.
*Dennisson, Janet C.
*Densmore, Barbara
*Dent, Virginia Michels
*Dillon, Ruth
*Dorsey, Hazel
*Douty, Helen L.
*Drackley, Janice C.
*Eaves, Jeanne M.
*Elps, Alethia A.
*Emanuel, S. Jane
*Engelbach, Margaret L.
*Enty, Jane E.
*Evenson, Eleanore B.
*Farrell, Jane E.
*Felder, Booker T.
*Feurstein, Shirley J.
*Finch, Doris
*Fletcher, Martha A.
*Ford, Imogene M.
*Francis, Eileen C.
*Galbraith, Ruth L.
*Gard, Fernande A.

Florida State Univ.
South Carolina State College
Penn State Univ.
Savannah State College
Univ. of Maine
Western Carolina Univ.
Univ. of New Hampshire
N.Y. State Univ. College
Univ. of Tennessee
Simmons College
Univ. of Alabama
Univ. of North Carolina
Winthrop College
Univ. of Vermont
East Carolina Univ.
Univ. of Rhode Island
Drexel Univ.
N.Y. State Univ. College
Florida State Univ.
Univ. of North Carolina
Auburn Univ.
Cornell Univ.
Seton Hill College
Universite de Moncton
North Carolina A. & T. State U.
Univ. of North Carolina
Morris Brown College
Penn. State Univ.
Lehman College CUNY
St. Joseph College
West Liberty State College
Auburn University
Indiana Univ. of Pa.
Keene State College
Univ. Maryland Eastern Shore
Univ. of Vermont
Virginia State College
Morgan State College
N.Y. State Univ. College
Longwood College
Tuskegee Institute
Indiana Univ. of Pa.
Syracuse University
Florida State Univ.
North Carolina Central Univ.
Univ. of North Carolina
Auburn University
Radford College

Tallahassee, Fla.
Orangeburg, S.C.
University Park, Pa.
Savannah, Ga.
Kingston, R. I.
Cullowhee, N.C.
Blacksburg, Va.
Durham, N.C.
Buffalo, N.Y.
Chattanooga, Tenn.
Boston, Mass.
University, Ala.
Greensboro, N.C.
Rock Hill, S.C.
Burlington, Vt.
Greenville, N.C.
Kingston, R.I.
Buffalo, N.Y.
Tallahassee, Fla.
Greensboro, N.C.
Auburn, Ala.
Ithaca, N.Y.
Greensburg, Pa.
Moncton, New Brunswick
Greensboro, N.C.
Greensboro, N.C.
Atlanta, Ga.
University Park, Pa.
New York, N.Y.
Baltimore, Md.
West Liberty, W. Va.
Auburn, Ala.
Indiana, Pa.
Keene, N.H.
Princess Anne, Md.
Burlington, Vt.
Petersburg, Va.
Baltimore, Md.
Buffalo, N.Y.
Farmville, Va.
Tuskegee Institute, Ala.
Indiana, Pa.
Syracuse, N.Y.
Tallahassee, Fla.
Durham, N.C.
Greensboro, N.C.
Auburn, Ala.
Radford, Va.

* Conference registrants
*Garner, Susan
  Gamme, Eleanor
*Gaydos, Mary Ann
*Gibson, Bertha Mae
  Gilbert, Mary James
*Gilson, Oriis
*Greene, Wilma S.
*Gurel, Lois M.
*Hall, Bernice Davis
*Harabin, Doris E.
*Hardison, Margaret T.
*Harvey, Jane
  Hawes, Sarah L.
  Hawthorne, Ruth E.
  Haywood, Elizabeth J.
*Healey, Nancy Sears
*Honeycutt, Fay C.
  Horridge, Patricia E.
  Hotte, Eleanor B.
*Hovermale, Ruth L.
*Jackson, Charissa D.
*Jamison, Mildred Cates
  Jarrelle, Audrey L.
*Johnson, Carole Cooke
  Johnson, E. Wymelle
*Jones, Kathleen
*Keeney, Pauline E.
*Kennedy, Janice M.
*Kim, Sister Monica
  Korslund, Lois
*Kaionzyk, Julia J.
*Kuczma, Anna Mae
*Lefferty, Helen K.
*Lamb, Jane
*Laughlin, Kenneth C.
  Lucas, Ethel L.
  Luffman, Winnie
  Lynn, Sandra
*MacDonald, Nora
*McCrae, Jean M.
  McLean, Frances
*McNamara, Catherine
*Medlen, Linda S.
*Morrall, Virginia T.
  Messer, Anna Lee
  Nordquist, Barbara K.
*Oman, Kathleen Broberg
*Orkus, Larry R.
  Ott, Peggy Sue
  Owsley, Mable M.
*Phillips, Ruth T.
  Powell, Mayme L.
*Randolph, Ellen V.
  Rankin, Marjorie E.
*Reich, Naomi
*Reimer, Janet T.
  Univ. of Georgia
  Simmons College
  Mansfield State College
  Fort Valley State College
  Univ. of Rhode Island
  Univ. of Alabama
  Glassboro State College
  Univ. of Rhode Island
  Virginia Intermont College
  Univ. of Georgia
  Univ. of Massachusetts
  Univ. of Connecticut
  Albright College
  East Carolina Univ.
  Virginia Commonwealth Univ.
  Florida State Univ.
  Univ. of Connecticut
  Winthrop College
  (Assoc.)
  Univ. of Connecticut
  Cornell University
  Univ. of Georgia
  Indiana Univ. of Pa.
  Univ. of North Carolina
  Mansfield State College
  Barry College
  Univ. of Delaware
  Univ. of Maine
  N.Y. State Univ. College
  Univ. of Maine
  Georgia Southern College
  Winthrop College
  Framingham State College
  Univ. of Georgia
  Indiana Univ. of Pa.
  West Virginia Univ.
  Univ. of Guelph
  Univ. of Alabama
  Framingham State College
  Georgia Southern College
  Univ. of Maine
  N.Y. State Univ. College
  Howard University
  Gallaudet College
  Penn. State Univ.
  Univ. of Alabama
  Univ. of Montavilla
  Berea College
  Tuskegee Institute
  Winthrop College
  Drexel University
  Penn. State Univ.
  Douglass College, Rutgers
  Athens, Ga.
  Boston, Mass.
  Mansfield, Pa.
  Fort Valley, Ga.
  Kingston, R.I.
  Blacksburg, Va.
  University, Ala.
  Blacksburg, Va.
  Glassboro, N.J.
  Kingston, R.I.
  Briston, Va.
  Athens, Ga.
  Amherst, Mass.
  Storrs, Conn.
  Reading, Pa.
  Greenville, N.C.
  Mechanicsville, Va.
  Tallahassee, Fla.
  Storrs, Conn.
  Rock Hill, S.C.
  Takoma Park, Md.
  Fredricksburg, Va.
  Storrs, Conn.
  Ithaca, N.Y.
  Athens, Ga.
  Indiana, Pa.
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  Miami, Fla.
  Newark, Del.
  Farmington, Me.
  Buffalo, N.Y.
  Orono, Me.
  Statesboro, Ga.
  Rock Hill, S.C.
  Framingham Center, Mass.
  Athens, Ga.
  Indiana, Pa.
  Morgantown, Va.
  Ouelph, Ontario
  University, Ala.
  Framingham, Mass.
  Statesboro, Ga.
  Farmington, Me.
  Plattsburgh, N.Y.
  Washington, D.C.
  Washington, D.C.
  University Park, Pa.
  Tuscaloosa, Ala.
  Motavalla, Ala.
  Berea, Ky.
  Tuskegee Institute, Ala.
  Rock Hill, S.C.
  University Park, Pa.
  New Brunswick, N.J.
Hooney, Sister Marie
*Roten, Celia
*Sampson, Sandra S.
*Smith, Betty P.
*Smith, Ethel H.
*Stark, L. Susan
*Stauffer, Linda Ann
Stewart, Carolyn T.
*Stewart, Pollyanna
*Stout, Evelyn E.
*Streat, Louise G.
Tanner, Mary N.
Thomas, LaVerne B.
Totoora, Phyllis
*Tozier, Enid
*Urban, Dorothy
*Vanderburg, Joan
*Vaughn, Gladys G.
*Vieira, Edith Y.
Weedon, Patricia J.
*Welbel, Ruth E.
Welgand, Barbara
*Wells, Dorothy
*Wenige, Lynn O.
*White, Vivian
*Whitener, Janice R.
*Wilson, Linda Jo
*Yadav, Geneva Helms
York, Wynnell
*Zentner, Mary Ann

Marywood College
Appalachian State Univ.
N.Y. State Univ. College
Univ. of Maryland
South Carolina State College
Lehman College CUNY
Univ. of Alabama
Salem College
Cornell University
Bennett College
Univ. of Tennessee
Florida State Univ.
Queens College CUNY
Pembroke State Univ.
Madison College
North Carolina Central Univ.
Dowling College, Rutgers
Univ. of Rhode Island
West Virginia Univ.
N.Y. State Univ. College
Florida A. & M. Univ.
Mars Hill College
Cornell University
Appalachian State Univ.
Auburn University
East Carolina Univ.
Radford College
Penn State Univ.
Scrantan, Pa.
Boone, N.C.
Buffalo, N.Y.
College Park, Md.
Orangeburg, S.C.
New York, N.Y.
Blacksburg, Va.
Tuscaloosa, Ala.
Winston Salem, N.C.
Ithaca, N.Y.
Greensboro, N.C.
Chattanooga, Tenn.
Tallahassee, Fla.
Flushing, N.Y.
Blacksburg, Va.
Pembroke, N.C.
Harrisonburg, Va.
Durham, N.C.
New Brunswick, N.J.
Kingston, R.I.
Morgantown, W. Va.
Oneonta, N.Y.
Tallahassee, Fla.
Mars Hill, N.C.
Ithaca, N.Y.
Boone, N.C.
Auburn, Ala.
Greenville, N.C.
Radford, Va.
University Park, Pa.

*Bracht, Nancy
*Collins, Judith M.
*Creishack, Elizabeth
*Epps, Helen H.
*Lawler, Margaret C.
Marks, Mary J.
Murphy, Billie G.
*Perry, Genevieve T.
*Quick, Eleanor
*Robinson, Doris E.
*Smith, Shirley Jean
*Smythia, E. Marie
*Stowe, Barbara S.
*Taylor, Rosemarie E.
*Williams, Ardis A.

Auburn University
Univ. of North Carolina
Winthrop College
University of Vermont
Univ. of North Carolina
Penn. State Univ.
Howard University
Penn. State Univ.
Bennett College
Penn. State Univ.
Univ. of North Carolina
Hunter College
Univ. of North Carolina

Auburn, Ala.
Blacksburg, Va.
Greensboro, N.C.
Rock Hill, S.C.
Burlington, Vt.
Greensboro, N.C.
University Park, Pa.
Washington, D.C.
University Park, Pa.
Greensboro, N.C.
University Park, Pa.
Blacksburg, Va.
Greensboro, N.C.
Brooklyn, N.Y.
Greensboro, N.C.

Adams, Shirley
*Albrecht, Donna
*Alexander, June

Ball State University
Univ. of Wis. - Stout
Univ. of Mississippi

Muncie, Ind.
Menomonee, Wis.
University, Miss.

Graduate Students

Central Region
Active and Associate
Alexander, Pat
Allen, Helen S.
Ashinger, Phyllis
Atkins, Virginia
Bader, Iva M.
Baker, Laura
Ball, Helen M.
Barra, Marguerite C.
Beam, Mary W.
Beauchamp, Virginia D.
Bennett, Charlotte
Berry, Thelma Huff
Bornemeier, Betty L.
Boyd, Catherine
Brannan, Betty Jean
Broome, Esther R.
Burton, Mary E.
Bystrom, Adoree
Caddel, Kay
Callis, Carolyn
Calvert, Christine
Caster, Bethel M.
Chepus, Elizabeth D.
Christ, Nelda M.
Coleman, Frances G.
Conte, Margaret M.
Cooper, Margaret M.
Cormany, Esther M.
Cotton, Mary
Creekmore, Anna M.
Cunningham, Elizabeth
Cushman, Thelma
Davis, Doris
DeVore, Mary Ann
Dickey, Lois E.
Dodson, Carolyn Sue
Dorsey, Jonny L.
Doxsee, Mary C.
Eastin, Betty
Eicher, Joanne B.
Estes, Lucile J.
Fairless, Alice Sue
Fickle, Mary Jo
Finley, Etta Lucille
Fobbs, Mrs. J. M.
Fort, Geraldine B.
Franck, Lavina
Franzen, Ruth E.
Frasier, Margaret
Friend, Shirley E.
Fye, Cecelia
Gale, Arlee B.
Garrett, Clarice
Gerlach, Mary A.
Gillies, Carol E.
Gilmore, Lois
Eastern Illinois Univ.
Univ. of Missouri
Wayne State Univ.
Western Kentucky Univ.
Univ. of Iowa
Ohio State Univ.
Mary Hardin Baylor College
Northern Illinois Univ.
The Western College
Michigan State Univ.
Univ. of Kentucky
Southern Illinois Univ.
Eastern Michigan Univ.
Mississippi State Univ.
Univ. of Kentucky
Texas Woman's Univ.
Iowa State Univ.
Miami Univ.
Texas Tech Univ.
University of Tennessee
Eastern Kentucky Univ.
Texas Woman's Univ.
Kent State Univ.
Indiana Univ.
Southwest Texas State Univ.
Purdue University
Univ. of Wisconsin
Kansas State Univ.
Univ. of Arkansas
Michigan State Univ.
Henderson State College
Southern Missionary College
Lamar University
Northwest Missouri State
Ohio State Univ.
Northern Michigan Univ.
Texas Tech Univ.
Ohio University
Univ. of Kentucky
Michigan State Univ.
Middle Tenn. State Univ.
Murry State Univ.
Univ. of Illinois
Louisiana State Univ.
Alcorn A. & M. College
Indiana University
Univ. of Minnesota
Tennessee Tech. Univ.
Kansas State Univ.
Univ. of Manitoba
Univ. of Manitoba
Texas Woman's Univ.
Texas Tech. Univ.
Univ. of Manitoba
Ohio State Univ.
Charleston, Ill.
Columbus, Mo.
Detroit, Mich.
Bowling Green, Ky.
Iowa City, Iowa
Columbus, Ohio
Belton, Texas
DeKalb, Ill.
Oxford, Ohio
East Lansing, Mich.
Lexington, Ky.
Carbondale, Ill.
Ypsilanti, Mich.
State College, Miss.
Lexington, Ky.
Denton, Texas
Ames, Iowa
Oxford, Ohio
Lubbock, Texas
Knoxville, Tenn.
Richmond, Ky.
Denton, Texas
Kent, Ohio
Bloomington, Ind.
San Marcos, Texas
Lafayette, Ind.
Madison, Wis.
Manhattan, Kans.
Fayetteville, Ark.
East Lansing, Mich.
Arkadelphia, Ark.
Collegedale, Tenn.
 Beaumont, Texas
Maryville, Mo.
Columbus, Ohio
Marquette, Mich.
Lubbock, Texas
Athens, Ohio
Lexington, Ky.
East Lansing, Mich.
Murfreesboro, Tenn.
Murry, Ky.
Urbana, Ill.
Baton Rouge, La.
Lorman, Miss.
Nashville, Tenn.
Bloomington, Ind.
St. Paul, Minn.
Cookeville, Tenn.
Manhattan, Kans.
Winnipeg, Manitoba
Winnipeg, Manitoba
Denton, Texas
Lubbock, Texas
Winnipeg, Manitoba
Columbus, Ohio
McBryde, Laureame C.
McBurney, Margery G.
McClasky, O. Betty W.
McEwen, Sandra J.
Meacham, Esther
Medford, Mattie Bea
Megivern, Josephine
Metcalfe, Marcia
Moore, Sarah B.
Morrow, Carmyn
Morton, Margaret I.
Muller, Atelia
Munson, Deanna M.
Nebold, Mary Alice
Newton, Audrey
Nielsen, Ruth
Nugent, Elinor H.
Otis, Mary J. R.
Padgett, Rose
Pasnak, Mary Fran
Pearcy, Nancy Lee
Pope, Virginia Anne
Powell, Rita
Quisenberry, Alvertia
Kasch, Florine
Rawerts, Ardis M.
Reynolds, Emily P.
Rinard, Carole
Roach, Mary Ellen
Roberson, Mrs. Fred
Roch, Delilah
Rose, Carrol L.
Russell, Madeline
Russell, Sallye
Saddler, Jane
Sailor, Patricia
Sanders, Sarah A.
Sanders, Sarah Pearce
Sanderson, Shirley
Schickel, Jo Ann
Schlinkert, Barbara K.
Schmid, Dee Andrea
Schratt, Holly
Schultz, Cynthia
Scruggs, Barbara
Sheikh, Nargis
Shumaker, Jessie
Sieben, Wanda
Sievert, Carol H.
Simpson, Lorraine H.
Skaar, Norma R.
Sloan, Donna
Smith, Beatrice Moore
Smith, Joyce Ann
Smith, Lorene M.
Smith, Patty Ral
Louisiana State Univ.
Ashland College
Morehead State Univ.
Principia College
Ohio State University
Sam Houston State Univ.
Univ. of Northern Iowa
Univ. of Wisconsin - Stout
Eastern Michigan Univ.
Grambling College
Univ. of Manitoba
Texas A. & I. Univ.
Kansas State Univ.
Purdue University
Univ. of Nebraska
Andrews University
Univ. of Missouri
Southern University
Southern Illinois Univ.
Univ. of Tennessee
Univ. of Louisville
Univ. of Tennessee
Wilbur Wright College
Ball State University
Florence State Univ.
Univ. of Texas
North Dakota State Univ.
Kansas State Teachers College
Univ. of Wisconsin
Tennessee Techn. Univ.
Texas Tech. Univ.
Marian College
Purdue University
Western Kentucky Univ.
Iowa State Univ.
Univ. of Nebraska
Carson Newman College
Mississippi State Coll. Women
Univ. of North Dakota
Western Kentucky Univ.
Purdue University
Mercy College
Michigan State Univ.
Central Michigan Univ.
Univ. of Nebraska
Western Illinois Univ.
Kent State University
College of St. Catherine
Univ. of Wisconsin - Stout
(Associate)
University of Texas
Western Illinois Univ.
Lincoln University
Bowling Green State Univ.
Indiana State Univ.
Morehead State Univ.
Baton Rouge, La.
Ashland, Ohio
Morehead, Ky.
Elson, Ill.
Columbus, Ohio
Huntsville, Texas
Cedar Falls, Iowa
Menomonee, Wis.
Ypsilanti, Mich.
Grambling, La.
Winnipeg, Manitoba
Kingsville, Texas
Manhattan, Kans.
Lafayette, Ind.
Lincoln, Neb.
Berrien Springs, Mich.
Columbia, Mo.
Baton Rouge, La.
Carbondale, Ill.
Knoxville, Tenn.
Louisville, Ky.
Martin, Tenn.
Chicago, Ill.
Muncie, Ind.
Florence, Ala.
Austin, Texas
Fargo, N.D.
Emporia, Kans.
Madison, Wis.
Cookeville, Tenn.
Lubbock, Texas
Indianapolis, Ind.
Lafayette, Ind.
Bowling Green, Ky.
Ames, Iowa
Lincoln, Neb.
Jefferson City, Tenn.
Columbus, Miss.
Grand Forks, N.D.
Bowling Green, Ky.
Lafayette, Ind.
Detroit, Mich.
East Lansing, Mich.
Lincoln, Neb.
Macomb, Ill.
Kent, Ohio
St. Paul, Minn.
Menomonie, Wis.
Fort Worth, Texas
Austin, Texas
Macomb, Ill.
Jefferson City, Mo.
Bowling Green, Ohio
Terre Haute, Ind.
Morehead Ky.
Snyder, Jean K.
*Steadman, Saundra A.
Steier, Clara
Timmons, Myra
*Treese, Anna Jean
*Uptegraft, Jo Ellen
*Upton, Charlotte
*Walker, Norma E.
Walli, Sister Kathleen
*Warden, Jessie A.
*Warner, Edith A.
Warning, Margaret
*Webb, Maureen
*Whitaker, Constance
*White, Mrs. Frank
Williams, Gloria M.
*Williams, Martha P.
Williamson, Diane Lee
*Wilson, Laura A.
*Winkler, Stephanie
*Winter, Helen
*Wohler, Wilma L.
Wright, Ellen
*Wyckoff, Juanita
*Zaccagnini, Judith
Zack, Phyllis
Zarse, Elaine
Zeglin, Suzanne
*Zwolanek, Helen K.

Morehead State Univ.
Univ. of Manitoba
Univ. of Manitoba
Texas Tech. Univ.
Univ. of Tennessee
Univ. of Oklahoma
Illinois Wesleyan Univ.
Texas Tech. Univ.
Sienna Heights College
Kansas State Univ.
Univ. of Cincinnati
Iowa State Univ.
Delta State College
Ohio Wesleyan Univ.
Univ. of Tennessee
Univ. of Minnesota
Arkansas Polytech. College
Western Michigan Univ.
Bowling Green State Univ.
Michigan State Univ.
Ottawa University
Butler University
North Texas State Univ.
Mankato State College
Kansas State Univ.
Purdue University
Mount Mary College
Northwest Missouri State Col.
University of Illinois

Morehead, Ky.
Winnipeg, Manitoba
Winnipeg, Manitoba
Lubbock, Texas
Knoxville, Tenn.
Norman, Okla.
Bloomington, Ill.
Lubbock, Texas
Adrian, Mich.
Manhattan, Kans.
Cincinnati, Ohio
Ames, Iowa
Cleveland, Miss.
Delaware, Ohio
Knoxville, Tenn.
St. Paul, Minn.
Russellville, Ark.
Kalamazoo, Mich.
Bowling Green, Ohio
East Lansing, Mich.
Ottawa, Kans.
Indianapolis, Ind.
Denton, Texas
Mankato, Minn.
Manhattan, Kans.
Lafayette, Ind.
Milwaukee, Wis.
Maryville, Mo.
Urbana, Ill.

Graduate Students

*Beatty, Dorothy
*Brandau, Rosemary
*Clausen, Dorothy Lee
*Cressman, Jane
*Henson, Mary A.
Hillestad, Robert
Janson, Kathy
Jenkins, Martha C.
Jett, Lois R.
Lind, Charlene
*Mabry, Mary Ann
*Macdonald, Marilyn Rae
*Martin, Joanne
Ollinger, Nell H.
*Reimer, Kathleen
*Rhodes, Elizabeth Ann
Steff, Ann Eicher

Univ. of Tennessee
Univ. of Tennessee
Univ. of Northern Iowa
Univ. of Tennessee
Univ. of Arkansas
Univ. of Nebraska
Univ. of Wisconsin
Ohio State University
Southern Illinois Univ.
Univ. of Wisconsin
Univ. of Tennessee
Univ. of Manitoba
Univ. of Minnesota
Ohio State Univ.
Univ. of Tennessee
Univ. of Tennessee
Ohio State Univ.

Knoxville, Tenn.
Knoxville, Tenn.
Cedar Falls, Iowa
Knoxville, Tenn.
Springdale, Ark.
Lincoln, Neb.
Madison, Wis.
Columbus, Ohio
Carbondale, Ill.
Madison, Wis.
Knoxville, Tenn.
Winnipeg, Manitoba
St. Paul, Minn.
Columbus, Ohio
Knoxville, Tenn.
Knoxville, Tenn.
Columbus, Ohio

WESTERN REGION
Active and Associate
Utah State University
Boise State College
Los Angeles City College

Logan, Utah
Boise, Idaho
Los Angeles, Calif.
Andrews, Mrs. E. Earl
Beckley, Barbara
Bissell, Dorothy
Briscoe, Emma H.
Brooks, Winona
Buckner, Janice J.
Burns, Marilyn M.
Clayton, Ruth
Clifford, Lin
Crippen, Loretta Kaye
Diedesch, Marie
Domigan, Lucile
Duffield, Frances J.
Ellsworth, Lola
Else, Janet J.
Ettl, Dorothy Anne
Pink, Clara
Gatea, Ruth E.
Gieseking, Audrey
Grant, Phyllis E.
Gritton, Margaret
Guilford, Marjorie J.
Hanson, Angle
Hasselbrack, Sally
Hastie, Ronal T.
Häger, Gail
Hale, Doris
Horn, Marilyn J.
Hughes, JoAnn E.
Johnson, Frances
Jorgensen, Eleanor
Joseph, Marjory L.
Kernaleguen, Anne
Krosky, Beverly
Ledbetter, N. Marie
Lee, Evelyn M.
Margeman, Barbara Jean
Martin, Marcella L.
McMurry, Imogene
Morriss, Mary Ann
Moser, Ruth
Mullikin, Eleanor
Neder, Jean
O'Connor, Elinor
Osborn, Ruth E.
Owens, Nancy
Perry, Mignon
Petzel, Florence E.
Porter, Madeline E.
Prentiss, Carol
Prugh, Louise
Reynolds, Edith
Richards, H. Rex
Rose, Charlene
Ross, Barbara Jean
Sacramento State College
Orange Coast College
Humboldt State College
Univ. of Montana
California State College
(Associate) Univ. of Idaho
Univ. of Northern Colorado
Utah State University
Univ. of Wyoming
California State College
Oregon State Univ.
Brigham Young Univ.
Colorado State Univ.
Arizona State Univ.
Colorado State Univ.
Chico State College
Montana State Univ.
Oregon State Univ.
California State College
Oregon State Univ.
Chapman College
Univ. of Saskatchewan
Western New Mexico Univ.
Seattle Pacific College
Univ. of Manitoba
Utah State Univ.
Colorado State Univ.
Univ. of Nevada
Cabrillo College
Colorado State Univ.
Brigham Young Univ.
San Fernando Valley State Col.
Univ. of Alberta
Univ. of Northern Colorado
Oregon State Univ.
Brigham Young Univ.
Univ. of Nevada
Univ. of Wyoming
Univ. of New Mexico
Univ. of California
Oregon State Univ.
Colorado State Univ.
Idaho State Univ.
Arizona State Univ.
Montana State Univ.
San Fernando Valley State Col.
Washington State Univ.
Oregon State Univ.
Univ. of Puget Sound
Colorado State Univ.
Eastern Washington State Col.
Linfield College
Colorado State Univ.
Fresno State College
Sacramento, Calif.
Newport Beach, Calif.
Arcata, Calif.
Missoula, Mont.
Los Angeles, Calif.
Moscow, Idaho
Greeley, Colo.
Logan, Utah
Laramie, Wyo.
Los Angeles, Calif.
Corvallis, Ore.
Provo, Utah
Fort Collins, Colo.
Tempe, Ariz.
Fort Collins, Colo.
Chico, Calif.
Bozeman, Mont.
Corvallis, Ore.
Los Angeles, Calif.
Corvallis, Ore.
Orange, Calif.
Saskatoon, Saskat.
Silver City, N.M.
Seattle, Wash.
Winnipeg, Manitoba
Logan, Utah
Fort Collins, Colo.
Reno, Nev.
Aptos, Calif.
Fort Collins, Colo.
Provo, Utah
Northridge, Calif.
Edmonton, Alberta
Greeley, Colo.
Corvallis, Ore.
Provo, Utah
Reno, Nev.
Laramie, Wyo.
Albuquerque, N.M.
Davis, Calif.
Corvallis, Ore.
Fort Collins, Colo.
Pocatello, Idaho
Tempe, Ariz.
Bozeman, Mont.
Northridge, Calif.
Pullman, Wash.
Corvallis, Ore.
Tacoma, Wash.
Fort Collins, Colo.
Spokane, Wash.
McMinnville, Ore.
Fort Collins, Colo.
Fresno, Calif.
Arvada, Colorado
Shen, Lilly  
Sugimura, Diane M.  
*Taylor, Faye D.  
Turner, Louise  
*Ulrich, Martha  
*Walker, Barbara  
Weber, Barbara P.  
White, Barbara  
*Wilhoit, Dorothea  
*Williams, Mary Etta  
Wilson, Katherine  
Woolsey, Lucille  
*Wydie, Mary Jean  

California State College  
Univ. of Washington  
Univ. of Utah  
Fresno State College  
(Associate) Univ. Wyoming  
Univ. of Hawaii  
California State Polytech. Col.  
Utah State Univ.  
Lower Columbia College  
Univ. of Utah  
Colorado State Univ.  
Univ. of California  
Univ. of Arizona  

Los Angeles, Calif.  
Seattle, Wash.  
Salt Lake City, Utah  
Fresno, Calif.  
Laramie, Wyoming  
Honolulu, Hawaii  
San Luis Obispo, Calif.  
Logan, Utah  
Longview, Wash.  
Salt Lake City, Utah  
Fort Collins, Colo.  
Santa Barbara, Calif.  
Tucson, Ariz.

*Bubl, Janet

Univ. of Maryland  

College Park, Md.

NON-MEMBER REGISTRANTS

Abel, Elizabeth  
Bloxham, Thine Lu  
Brogdon, Patricia  
Coleman, Edith G.  
Cooper, Jean  
Crenshaw, Mary A.  
Gardner, Shirley D.  
Harvey, Dorothy M.  
Hunt, Delia  
Jansen, Barbara  
Mauldin, W. L.  
Mettam, E. Jean  
Moore, Thomas K.  
Mullis, Paulette  
Shuler, Sandra  
Sneed, Gwendolyn  
Snow, Phyllis R.  
Steadman, Robert G.  
Tanner, Mary N.  

Albright College  
Extension—Washington State  
Univ. of Tennessee  
Institute of Textile Tech.  
Chm. Home Ec. N.C. Cent. U.  
Dean - Univ. of Alabama  

Mississippi State Coll. Women  
Prairie View A. & M. College  

Howard University  
Chrysler Corp.  

College of St. Elizabeth  
Bennett College  
Dean - Utah State Univ.  
Univ. of Manitoba  
Univ. of Tennessee  

Reading, Pa.  
Pullman, Wash.  
Chattanooga, Tenn.  
Charlottesville, Va.  
Durham, N.C.  
University, Ala.  
Columbus, Miss.  
Prairie View, Texas  
Seattle, Wash.  
Blacksburg, Va.  
Washington, D.C.  
Dearborn, Mich.  
Blacksburg, Va.  
Convent Station, N. J.  
Greensboro, N.C.  
Logan, Utah  
Winnipeg, Manitoba  
Chattanooga, Tenn.

Graduate Students

Andrews, Wilma  
Bissell, Lucille  
Costa, Violeta Odete  
Nelson, Julia  
Peregrich, Theresa  
Sukonnik, Corrine  

Univ. North Carolina  
Ohio State University  
Univ. of North Carolina  
Florida State Univ.  
Florida State Univ.  

Blacksburg, Va.  
Greensboro, N.C.  
Columbus, Ohio  
Greensboro, N.C.  
Tallahassee, Fl.  
Tallahassee, Fl.

Guests

Albanese, Naomi  
Davis, Mildred B.  

Dean - Univ. of North Carolina  
American Home Economics Assoc.  

Greensboro, N.C.  
Washington, D.C.