



STARTING next March you'll find new labels giving true description of man-made fabrics, ending confusing labeling of the past.

AID TO CONSUMERS

New Textile Labeling Law Boon To Bewildered Housewives

Elizabeth Birong

Of interest to all consumers is the new Textile Fiber Products Identification Act which will become mandatory March 3.

Until the passage of this law only fabrics containing new, reprocessed or reused wool were required by law to be so labeled. Other laws dealing with textiles or related fibers are the Fur Products Labeling Act of 1952 and the Flammable Fabrics Act of 1954. All other rules and regulations regarding the labeling of yard goods and ready-to-wear come under the jurisdiction of the Federal Trade Commission and are trade agreements, not laws.

Use Of Trade Names

Manufacturers of cotton goods and fabrics of man-made fibers, other than rayon and acetate, were not covered by any trade agreement rules. Now, according to the new law, all fabrics used in the manufacture of wearing apparel and headwear, upholstered products such as furniture, mattresses and box springs, bedding and textile floor coverings must be labeled with their generic name (that of their origin), not just a trade name.

For example, Cupioni is a trade name

for a Bemberg rayon fabric made of thick and thin yarns and, according to the new regulation, the word "rayon" must be in close proximity to the fabric or trade name of Cupioni.

Origin of Fiber on Label

The list of generic names for manufactured fibers that will appear on textile labels includes well known ones such as rayon, acetate, and glass and also unfamiliar ones such as acrylic, modacrylic, polyester and olefin. Many of you are already aware of the trade names for some of the above, since they are included in advertising along with the name of the manufacturer of the fiber. An example would be:

"Dacron
a polyester fiber
E. I. DuPont de Nemours"

Most firms also include directions for care. Trade names and a description of properties for four of the less familiar generic classes are as follows:

ACRYLIC

Trade names as: Acrilan, Creslan, Orlon, Orlon Cantreze, Zefran.

Noted for: loft, high bulk or covering power; warm yet light weight; heat-sensitive; low in water absorption; resists wrinkling; resistant to weathering; available in staple form except for Orlon Cantreze.

MODACRYLIC

Trade names: Dynel, Verel.

Noted for: bulk and covering power; adaptability to blending; more sensitive to heat; fire-resistant properties; produced in staple form.

POLYESTER

Trade names: Dacron, Kodel, Terylene, Vycron.

Noted for: good crease resistance and press retention, wet or dry; good abrasion resistance, elasticity and strength; soft pliable hand; used in both staple and filament form.

OLEFIN

Trade names: Polyethylene, Reevon.

Noted for: very low water absorbency; very light weight; burns slowly; low in resiliency; inexpensive.

Generally, any fiber that repels water will dry quickly but will not readily absorb body moisture. Fibers that are heat sensitive can be permanently "set to shape" at the factory but as far as home care, must be ironed with a low temperature setting. Fibers in these two classes are insect repellent and mildew resistant, but tend to generate static electricity.

New Cellulosics

A new class of cross-linked cellulosic fibers has been developed and will be included in the generic class of rayon. These fibers add to the properties of cellulosics (cotton and rayon) by improving the stability and reducing the moisture absorbency of the fabric. They are sold under the trade names of Corval and Topel.

A Place For Cotton

Arizona residents will note that their state product, cotton, will be mentioned on the labels frequently since many of the new fibers are planned to be used in a blend with the natural fibers, cotton, wool and silk. These manufactured fibers will not destroy any of the desirable properties of the natural fibers but will impart to the fabric the outstanding characteristics of the synthetic, such as reducing the shrinkage, imparting easy-care properties by lowering moisture absorbency, and as in the case of cotton, imparting wrinkle-resistant properties to the fabric. Synthetic finishes will also aid in imparting wrinkle and soil-resistant properties and add to easy care.

Read Labels Carefully

Since the field of manufactured fibers will continue to increase, it is almost impossible for the average person to keep abreast of specific characteristics of each new fiber and trade name. It is most vital that you ask for and read the labels attached to your purchases and note carefully the care directions. You can help yourself learn more quickly these general characteristics if you would keep a record of the purchase as to: article, fiber content, care directions, and then add your own comments as to performance.

Miss Birong is a member of the staff of the School of Home Economics.