

CHAPTER 3

The Social Stratification of (r) in New York City Department Stores

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As this letter is but a jar of the tongue, ... it is the most imperfect of all the consonants.

John Walker, *Principles of English Pronunciation*, 1791

Anyone who begins to study language in its social context immediately encounters the classic methodological problem: the means used to gather the data interfere with the data to be gathered. The primary means of obtaining a large body of reliable data on the speech of one person is the individual tape-recorded interview. Interview speech is formal speech – not by any absolute measure, but by comparison with the vernacular of everyday life. On the whole, the interview is public speech – monitored and controlled in response to the presence of an outside observer. But even within that definition, the investigator may wonder if the responses in a tape-recorded interview are not a special product of the interaction between the interviewer and the subject. One way of controlling for this is to study the subject in his own natural social context – interacting with his family or peer group (Labov, Cohen, Robins, and Lewis 1968). Another way is to observe the public use of language in everyday life apart from any interview situation – to see how people use language in context when there is no explicit observation. This chapter is an account of the systematic use of rapid and anonymous observations in a study of the sociolinguistic structure of the speech community.¹

Source: 'The Social Stratification of (r) in New York City Department Stores' in Labov, W, (1972) *Sociolinguistic Patterns* (Philadelphia, PA: University of Pennsylvania Press) pp. 43-54, figs. 2.1, 2.2, tables 2.1, 2.2. Also published in 1978 (Oxford: Basil Blackwell).

This chapter deals primarily with the sociolinguistic study of New York City. The main base for that study (Labov 1966) was a secondary random sample of the Lower East Side. But before the systematic study was carried out, there was an extensive series of preliminary investigations. These included 70 individual interviews and a great many anonymous observations in public places. These preliminary studies led to the definition of the major phonological variables which were to be studied, including (r): the presence or absence of consonantal [r] in postvocalic position in *car, card, four, fourth*, etc. This particular variable appeared to be extraordinarily sensitive to any measure of social or stylistic stratification. On the basis of the exploratory interviews, it seemed possible to carry out an empirical test of two general notions: first, that the linguistic variable (r) is a social differentiator in all levels of New York City speech, and second, that rapid and anonymous speech events could be used as the basis for a systematic study of language. The study of (r) in New York City department stores which I will report here was conducted in November 1962 as a test of these ideas.

We can hardly consider the social distribution of language in New York City without encountering the pattern of social stratification which pervades the life of the city. This concept is analysed in some detail in the major study of the Lower East Side; here we may briefly consider the definition given by Bernard Barber: social stratification is the product of social differentiation and social evaluation (1957: 1-3). The use of this term does not imply any specific type of class or caste, but simply that the normal workings of society have produced systematic differences between certain institutions or people, and that these differentiated forms have been ranked in status or prestige by general agreement.

We begin with the general hypothesis suggested by exploratory interviews: *if any two subgroups of New York City speakers are ranked in a scale of social stratification, then they will be ranked in the same order by their differential use of (r).*

It would be easy to test this hypothesis by comparing occupational groups, which are among the most important indexes of social stratification. We could, for example, take a group of lawyers, a group of file clerks, and a group of janitors. But this would hardly go beyond the indications of the exploratory interviews, and such an extreme example of differentiation would not provide a very exacting test of the hypothesis. It should be possible to show that the hypothesis is so general, and the differential use of (r) pervades New York City so thoroughly, that fine social differences will be reflected in the index as well as gross ones.

It therefore seemed best to construct a very severe test by finding a subtle case of stratification within a single occupational group: in this case, the sales people of large department stores in Manhattan. If we select three large department stores, from the top, middle, and bottom of the price and fashion

scale, we can expect that the customers will be socially stratified. Would we expect the sales people to show a comparable stratification? Such a position would depend upon two correlations: between the status ranking of the stores and the ranking of parallel jobs in the three stores; and between the jobs and the behavior of the persons who hold those jobs. These are not unreasonable assumptions. C. Wright Mills points out that salesgirls in large department stores tend to borrow prestige from their customers, or at least make an effort in that direction.² It appears that a person's own occupation is more closely correlated with his linguistic behavior – for those working actively – than any other single social characteristic. The evidence presented here indicates that the stores are objectively differentiated in a fixed order, and that jobs in these stores are evaluated by employees in that order. Since the product of social differentiation and evaluation, no matter how minor, is social stratification of the employees in the three stores, the hypothesis will predict the following result: salespeople in the highest-ranked store will have the highest values of (r); those in the middle-ranked store will have intermediate values of (r); and those in the lowest-ranked store will show the lowest values. If this result holds true, the hypothesis will have received confirmation in proportion to the severity of the test.

The three stores which were selected are Saks Fifth Avenue, Macy's, and S. Klein. The differential ranking of these stores may be illustrated in many ways. Their locations are one important point:

Highest-ranking: Saks Fifth Avenue

at 50th St and 5th Ave., near the center of the high fashion shopping district, along with other high-prestige stores such as Bonwit Teller, Henri Bendel, Lord and Taylor

Middle-ranking: Macy's

Herald Square, 34th St and Sixth Ave., near the garment district, along with Gimbels and Saks-34th St, other middle-range stores in price and prestige.

Lowest-ranking: S. Klein

Union Square, 14th St and Broadway, not far from the Lower East Side.

The advertising and price policies of the stores are very clearly stratified. Perhaps no other element of class behavior is so sharply differentiated in New York City as that of the newspaper which people read; many surveys have shown that the *Daily News* is the paper read first and foremost by working-class people, while the *New York Times* draws its readership from the middle-class.³ These two newspapers were examined for the advertising copy in October 24–27,

1962: Saks and Macy's advertised in the *New York Times*, where Kleins was represented only by a very small item; in the *News*, however, Saks does not appear at all, while both Macy's and Kleins are heavy advertisers.

No. of pages of advertising
October 24-27, 1962

	<i>NY Times</i>	<i>Daily News</i>
Saks	2	0
Macy's	2	15
S. Klein	1/4	10

We may also consider the prices of the goods advertised during those four days. Since Saks usually does not list prices, we can only compare prices for all three stores on one item: women's coats. Saks: \$90, Macy's: \$79.95, Kleins: \$23. On four items, we can compare Kleins and Macy's:

	<i>Macy's</i>	<i>S. Klein</i>
dresses	\$14.95	\$5.00
girls' coats	\$16.99	\$12.00
stockings	\$0.89	\$0.45
men's suits	\$49.95-\$64.95	\$26.00-\$66.00

The emphasis on prices is also different. Saks either does not mention prices, or buries the figure in small type at the foot of the page. Macy's features the prices in large type, but often adds the slogan, 'You get more than low prices.' Kleins, on the other hand, is often content to let the prices speak for themselves. The form of the prices is also different: Saks gives prices in round figures, such as \$120; Macy's always shows a few cents off the dollar: \$49.95; Kleins usually prices its goods in round numbers, and adds the retail price which is always much higher, and shown in Macy's style: '\$23.00, marked down from \$49.95.'

The physical plant of the stores also serves to differentiate them. Saks is the most spacious, especially on the upper floors, with the least amount of goods displayed. Many of the floors are carpeted, and on some of them, a receptionist is stationed to greet the customers. Kleins, at the other extreme, is a maze of annexes, sloping concrete floors, low ceilings; it has the maximum amount of goods displayed at the least possible expense.

The principal stratifying effect upon the employees is the prestige of the store, and the working conditions. Wages do not stratify the employees in the same order. On the contrary, there is every indication that high-prestige stores such as Saks pay lower wages than Macy's.

Saks is a nonunion store, and the general wage structure is not a matter of public record. However, conversations with a number of men and women who have worked in New York department stores, including Saks and Macy's, show general agreement on the direction of the wage differential.⁴ Some of the incidents reflect a willingness of sales people to accept much lower wages from the store with greater prestige. The executives of the prestige stores pay a great deal of attention to employee relations, and take many unusual measures to ensure that the sales people feel that they share in the general prestige of the store.⁵ One of the Lower East Side informants who worked at Saks was chiefly impressed with the fact that she could buy Saks clothes at a 25 percent discount. A similar concession from a lower-prestige store would have been of little interest to her.

From the point of view of Macy's employees, a job in Kleins is well below the horizon. Working conditions and wages are generally considered to be worse, and the prestige of Kleins is very low indeed. As we will see, the ethnic composition of the store employees reflects these differences quite accurately.

A socioeconomic index which ranked New Yorkers on occupation would show the employees of the three stores at the same level; an income scale would probably find Macy's employees somewhat higher than the others; education is the only objective scale which might differentiate the groups in the same order as the prestige of the stores, though there is no evidence on this point. However, the working conditions of sales jobs in the three stores stratify them in the order: Saks, Macy's, Kleins; the prestige of the stores leads to a social evaluation of these jobs in the same order. Thus the two aspects of social stratification – differentiation and evaluation – are to be seen in the relations of the three stores and their employees.

The normal approach to a survey of department-store employees requires that one enumerate the sales people of each store, draw random samples in each store, make appointments to speak with each employee at home, interview the respondents, then segregate the native New Yorkers, analyse and resample the nonrespondents, and so on. This is an expensive and time-consuming procedure, but for most purposes there is no short cut which will give accurate and reliable results. In this case, a simpler method which relies upon the extreme generality of the linguistic behavior of the subjects was used to gather a very limited type of data. This method is dependent upon the systematic sampling of casual and anonymous speech events. Applied in a poorly defined environment, such a method is open to many biases and it would be difficult to say what population had been studied. In this case, our population

is well-defined as the sales people (or more generally, any employee whose speech might be heard by a customer) in three specific stores at a specific time. The result will be a view of the role that speech would play in the overall social imprint of the employees upon the customer. It is surprising that this simple and economical approach achieves results with a high degree of consistency and regularity, and allows us to test the original hypothesis in a number of subtle ways.

The Method

The application of the study of casual and anonymous speech events to the department-store situation was relatively simple. The interviewer approached the informant in the role of a customer asking for directions to a particular department. The department was one which was located on the fourth floor. When the interviewer asked, 'Excuse me, where are the women's shoes?' the answer would normally be, 'Fourth floor.'

The interviewer then leaned forward and said, 'Excuse me?' He would usually then obtain another utterance, '*Fourth floor*,' spoken in careful style under emphatic stress.⁶

The interviewer would then move along the aisle of the store to a point immediately beyond the informant's view, and make a written note of the data. The following independent variables were included:

- the store
- floor within the store⁷
- sex
- age (estimated in units of five years)
- occupation (floorwalker, sales, cashier, stockboy)
- race
- foreign or regional accent, if any

The dependent variable is the use of (r) in four occurrences:

- casual: fourth floor
- emphatic: *fourth floor*

Thus we have preconsonantal and final position, in both casual and emphatic styles of speech. In addition, all other uses of (r) by the informant were noted, from remarks overheard or contained in the interview. For each plainly constricted value of the variable, (r-1) was entered; for unconstricted schwa,

lengthened vowel, or no representation, (r-0) was entered. Doubtful cases or partial constriction were symbolized *d* and were not used in the final tabulation.

Also noted were instances of affricates or stops used in the word *fourth* for the final consonant, and any other examples of nonstandard (th) variants used by the speaker.

This method of interviewing was applied in each aisle on the floor as many times as possible before the spacing of the informants became so close that it was noticed that the same question had been asked before. Each floor of the store was investigated in the same way. On the fourth floor, the form of the question was necessarily different:

'Excuse me, what floor is this?'

Following this method, 68 interviews were obtained in Saks, 125 in Macy's, and 71 in Kleins. Total interviewing time for the 264 subjects was approximately 6.5 hours.

At this point, we might consider the nature of these 264 interviews in more general terms. They were speech events which had entirely different social significance for the two participants. As far as the informant was concerned, the exchange was a normal salesman-customer interaction, almost below the level of conscious attention, in which relations of the speakers were so casual and anonymous that they may hardly have been said to have met. This tenuous relationship was the minimum intrusion upon the behavior of the subject; language and the use of language never appeared at all.

From the point of view of the interviewer, the exchange was a systematic elicitation of the exact forms required, in the desired context, the desired order, and with the desired contrast of style.

Overall Stratification of (r)

The results of the study showed clear and consistent stratification of (r) in the three stores. In Figure 3.1, the use of (r) by employees of Saks, Macy's and Kleins is compared by means of a bar graph. Since the data for most informants consist of only four items, we will not use a continuous numerical index for (r), but rather divide all informants into three categories.

- all (r-1): those whose records show only (r-1) and no (r-0)
- some (r-1): those whose records show at least one (r-1) and one (r-0)
- no (r-1): those whose records showed only (r-0)

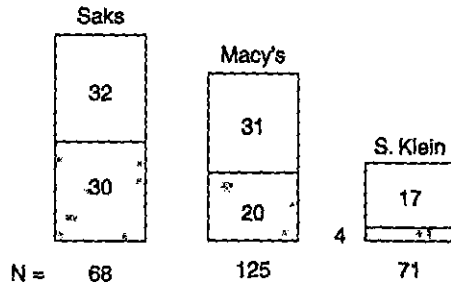


Figure 3.1 Overall stratification of (r) by store

Note: Shaded area = % all (r-1); unshaded area = % some (r-1); % no (r-1) not shown. N = total number of cases.

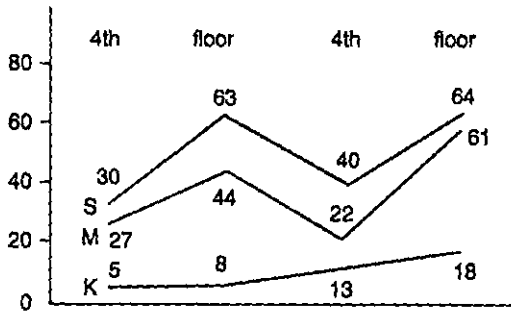


Figure 3.2 Percentage of all (r-1) by store for four positions

Note: (S = Saks, M = Macy's, K = Kleins).

From Figure 3.1 we see that a total of 62 percent of Saks employees, 51 percent of Macy's, and 20 percent of Kleins used all or some (r-1). The stratification is even sharper for the percentages of all (r-1). As the hypothesis predicted, the groups are ranked by their differential use of (r-1) in the same order as their stratification by extralinguistic factors.

Next, we may wish to examine the distribution of (r) in each of the four standard positions. Figure 3.2 shows this type of display, where once again, the stores are differentiated in the same order, and for each position. There is a considerable difference between Macy's and Kleins at each position, but the difference between Macy's and Saks varies. In emphatic pronunciation of the final (r), Macy's employees come very close to the mark set by Saks. It would seem that r-pronunciation is the norm at which a majority of Macy employees

aim, yet not the one they use most often. In Saks, we see a shift between casual and emphatic pronunciation, but it is much less marked. In other words, Saks employees have more *security* in a linguistic sense.

The fact that the figures for (r-1) at Kleins are low should not obscure the fact that Kleins employees also participate in the same pattern of stylistic variation of (r) as the other stores. The percentage of r-pronunciation rises at Kleins from 5 to 18 percent as the context becomes more emphatic: a much greater rise in percentage than in the other stores, and a more regular increase as well. It will be important to bear in mind that this attitude – that (r-1) is the most appropriate pronunciation for emphatic speech – is shared by at least some speakers in all three stores.

Table 3.1 shows the data in detail, with the number of instances obtained for each of the four positions of (r), for each store. It may be noted that the number of occurrences in the second pronunciation of *four* is considerably reduced, primarily as a result of some speakers' tendency to answer a second time, 'Fourth.'

Since the numbers in the fourth position are somewhat smaller than the second, it might be suspected that those who use [r] in Saks and Macy's tend to give fuller responses, thus giving rise to a spurious impression of increase in (r) values in those positions. We can check this point by comparing only those who gave a complete response. Their responses can be symbolized by a four-digit number, representing the pronunciation in each of the four positions respectively (see Table 3.2).

Thus we see that the pattern of differential ranking in the use of (r) is preserved in this subgroup of complete responses, and omission of the final 'floor' by some respondents was not a factor in this pattern.

Table 3.1 Detailed distribution of (r) by store and word position

(r)	Saks				Macy's				S. Klein			
	Casual fourth floor		Emphatic fourth floor		Casual fourth floor		Emphatic fourth floor		Casual fourth floor		Emphatic fourth floor	
(r-1)	17	31	16	21	33	48	13	31	3	5	6	7
(r-0)	39	18	24	12	81	62	48	20	63	59	40	33
d	4	5	4	4	0	3	1	0	1	1	3	3
No data*	8	14	24	31	11	12	63	74	4	6	22	28
Total no.	68	68	68	68	125	125	125	125	71	71	71	71

Note: *The 'no data' category for Macy's shows relatively high values under the emphatic category. This discrepancy is due to the fact that the procedure for requesting repetition was not standardized in the investigation of the ground floor at Macy's, and values for emphatic response were not regularly obtained. The effects of this loss are checked in Table 3.2, where only complete responses are compared.

Table 3.2 Distribution of (r) for complete responses

(r)		% of total responses in		
		Saks	Macy's	S. Klein
All (r-l)	1 1 1 1	24	22	6
Some (r-l)	0 1 1 1	46	37	12
	0 0 1 1			
	0 1 0 1 etc.			
No (r-l)	0 0 0 0	<u>30</u> 100	<u>41</u> 100	<u>82</u> 100
N =		33	48	34

NOTES

1. I am indebted to Frank Anshen and Marvin Maverick Harris for reference to illuminating replications of this study (Allen 1968; Harris 1968).
2. Mills, C. Wright. 1956. *White Collar*. New York: Oxford University Press. 173. See also p. 243: 'The tendency of white-collar people to borrow status from higher elements is so strong that it has carried over to all social contacts and features of the work-place. Salespeople in department stores... frequently attempt, although often unsuccessfully, to borrow prestige from their contact with customers, and to cash it in among work colleagues as well as friends off the job. In the big city the girl who works on 34th Street cannot successfully claim as much prestige as the one who works on Fifth Avenue or 57th Street.'
3. This statement is fully confirmed by answers to a question on newspaper readership in the Mobilization for Youth Survey of the Lower East Side. The readership of the *Daily News* and *Daily Mirror* (now defunct) on the one hand, and the *New York Times* and *Herald Tribune* (now defunct) on the other hand is almost complementary in distribution by social class.
4. Macy's sales employees are represented by a strong labor union, while Saks is not unionized. One former Macy's employee considered it a matter of common knowledge that Saks wages were lower than Macy's, and that the prestige of the store helped to maintain its nonunion position. Bonuses and other increments are said to enter into the picture. It appears that it is more difficult for a young girl to get a job at Saks than at Macy's. Thus Saks has more leeway in hiring policies, and the tendency of the store officials to select girls who speak in a certain way will play a part in the stratification of language, as well as the adjustment made by the employees to their situation. Both influences converge to produce stratification.
5. A former Macy's employee told me of an incident that occurred shortly before Christmas several years ago. As she was shopping in Lord and Taylor's, she saw the president of the company making the rounds of every aisle and shaking hands with every employee. When she told her fellow employees at Macy's about this scene, the most common remark was, 'How else do you get someone to work for that kind of money?' One can say that not only do the employees of higher-status stores borrow prestige from their employer - it is also deliberately loaned to them.

6. The interviewer in all cases was myself. I was dressed in middle-class style, with jacket, white shirt and tie, and used my normal pronunciation as a college-educated native of New Jersey (r-pronouncing).
7. Notes were also made on the department in which the employee was located, but the numbers for individual departments are not large enough to allow comparison.

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