

ABSTRACT

THE RELATIONSHIP OF RESIDENCE AREA WITH TEEN-AGE GIRLS' VIEWS CONCERNING CERTAIN ASPECTS OF MOTHERS' PARTICIPATION IN THE SELECTION OF CLOTHING FOR DAUGHTERS

by Jean Esther Schubel

The major purpose of this exploratory study was to determine whether residence area influenced the involvement of mothers in clothing selection for teen-age daughters. The following research hypothesis was tested: urban, rural non-farm, and rural farm mothers participate differently in the selection of clothing for daughters.

A questionnaire was used as the means of obtaining information from girls fourteen through seventeen years of age. The urban sample consisted of girls from the Lansing, Michigan urbanized area who were enrolled in the Singer Stylemaker Contest and members of a summer home economics clothing construction class at Everett High School. Members of the 4-H Clothing Project in Sanilac County, Michigan made up the rural non-farm and rural farm samples.

For this study residence area was determined by the definition used in the 1960 Census of the Population by the United States Census Bureau.

Residence area was associated with the participation of mothers in the selection of clothing for daughters in relation to shopping practices and clothing selection. Of

the 37 associations analyzed with relation to residence area and mothers' participation in the selection of clothing for daughters, seven were statistically significant.

Participation of mothers in the selection of clothing for daughters was studied in the areas of (1) shopping practices and (2) clothing selection. Only the girls' views of their mothers' participation in clothing selection were explored in the study.

Three factors found statistically significant in the association of shopping practices with residence area of teen-age girls were: (1) the accompaniment by mothers of their daughters in shopping for clothing, (2) the amount of influence by mothers on daughters' clothing selection during shopping, and (3) the amount of independent selection of clothing by daughters without requesting mothers' opinions. The direction of significance of the above factors showed rural farm and rural non-farm girls had their mothers as shopping companions more frequently than did urban girls. Also rural farm and rural non-farm girls selected less of their clothing independently than did urban girls, as well as being inclined to feel less free to purchase clothing without asking their mothers' approval.

Clothing selection in regard to garments purchased and garments made at home was significantly associated with residence area for certain factors. Almost all of the rural farm and rural non-farm girls indicated a desire for their

mothers' approval of certain garments purchased. Less than one-half of the urban girls gave this reply. This finding was extremely significant in the statistical analysis. The selection of patterns and fabrics for garments sewed at home for teen-age girls was also a significant factor in relation to residence area. A formal was the only specific clothing item which was statistically significant in association with residence area.

The distance that the large proportion of rural farm and rural non-farm girls reported they traveled to shop for clothing undoubtedly influenced the findings that proved to be significant in the association of residence area with mothers' participation in the selection of clothing for daughters. The amount of formal education of the main financial supporter of the family is another factor which may have influenced the findings of the study.

This study indicates that concerning certain things there are some differences but concerning others there are no differences among mothers in the three residence areas in the participation of clothing selected for daughters. There is inconclusive evidence to support significantly or refute the hypothesis that residence area is a factor related to the participation of mothers in the selection of clothing for teen-age daughters. The inconclusive findings of this study point to a need for further research on the relationship of residence area to the participation of mothers in clothing selection for their teen-aged daughters.

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By

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CHAPTER I

INTRODUCTION

Statement of the Problem

American society has shifted from one that is predominantly rural and homogeneous to one that is urban and diversified. This urbanized society presents new problems for parents rearing children, for approval or disapproval of parents and teachers is considered less efficient in motivating children in constantly changing urban areas than in traditional rural societies.¹

Whether parental approval or disapproval is more effective with rural rather than urban teen-agers in clothing selection has been barely explored. It is the purpose of this study to discover if, in the opinions of teen-age girls, their urban, rural non-farm, and rural farm mothers participate differently in the selection of their clothing.

Review of the Literature

This section will review selected literature dealing with these topics: rural to urban shift in American society,

¹David Riesman, The Lonely Crowd: A Study of the Changing American Character (abridged edition; Clinton, Massachusetts: The Colonial Press Inc., 1961), p. 47.

and the participation of mothers in clothing selection for teen-age daughters.

Rural to Urban Shift

A rural community is often characterized as a stable, localized, and personalized society.¹ A traditional rural community in the United States is Gemeinschaft-like in nature--having its basis in the "natural will."² Groups controlled by Gemeinschaft-like sentiments value persons, especially members of the group, as ends in and of themselves.

In the past the rural community in America was a fairly isolated world, populated by people alike in many respects. The rural community no longer exists as an isolated unit, but this does not mean rural and urban have merged into one.³

In today's rural America there is a decline in the homogeneity that had characterized the past.⁴ Rural areas

¹James S. Coleman, The Adolescent Society (New York: Free Press, 1961), p. 2.

²Charles P. Loomis and J. Allan Beegle, Rural Sociology--The Strategy of Change (Englewood Cliffs, New Jersey: Prentice Hall, Inc., 1957), p. 468.

³Robert C. Bealer and Fern K. Willits, "Rural Youth: A Case Study in the Rebelliousness of Adolescents," The Annals of the American Academy of Political and Social Science, CCCXXXVIII (1961), 64.

⁴Loomis and Beegle, op. cit., p. 441.

are no longer solely inhabited by the agriculturist. The numbers of part-time farmers and farm families that supplement their incomes from off-farm work are increasing.

The "explosion" of the cities into the countryside has resulted in more rapid encroachment on rural areas.¹ "Rural non-farm" is the term applied by the Census Bureau to the people who live in rural areas but are urban employed. These people are professionals who serve the farmers or are the urban employed who have taken up rural residence.

Urban areas are usually viewed as the primary source of change while rural areas are considered strongholds of traditionalism. It is believed that there are gradations between the two, in other words, one can speak of degree of urbanity or rurality.² In this continuum, farmers come closest to the characterization of rural; next come the open country non-farm dwellers; then small town inhabitants; and last at the opposite end of the rural-urban continuum lie the city residents.

Loomis refers to some changes that take place as a society shifts from rural to urban.

As societies move from the Gemeinschaft-like to a Gesellschaft-like pattern, all the elements of the various social systems will change or receive different emphasis. The social systems . . . which operate outside the family will receive much higher priority than the family.³

¹Loc. cit.

²Bealer and Willits, op. cit., p. 64.

³Loomis and Beegle, op. cit., p. 441.

The education of youth is one of the social systems that changes emphasis as a society shifts from rural to urban. The "natural processes" of education which characterize traditional rural society were designed to help the society reproduce itself by giving "its young members the values, habits, and skills of their parents."¹ The family farm is still the most important producing unit in agriculture.² Farm children become part of this working unit early in life through employment on the land. As a result of working together as an economic unit farm families appear to have a greater cohesiveness.³

The type of education characteristic of traditional rural society becomes inadequate in urban society.⁴ Change is so rapid in urban society that "parents are often obsolete in their skills and . . . [are] unable to transmit directly their accumulated knowledge."⁵ Further, the urban family becomes less and less an economic unit.⁶ Usually the child no longer helps the family economically by contributing to a family work unit. In addition, the family has little to offer the child that will prepare him for taking his place in the community.

¹Coleman, loc. cit.

²Bealer and Willits, op. cit., p. 65.

³Loc. cit.

⁴Coleman, op. cit., p. 4.

⁵Ibid., p. 2.

⁶Ibid., p. 3.

In urban society, adolescents seem to look to each other rather than to adults for their frames of reference.¹ Parents and their desires are important to teen-agers in a long range sense. It is to their peers, however, that adolescents turn for approval, admiration, and respect in every day activities.

"Increasingly in doubt as to how to bring up their children, parents turn to other contemporaries for advice; they also look to the mass media; and, . . . in effect, to the children themselves."² As a result, the old "levers" by which children are motivated--approval or disapproval of parents and teachers--are less efficient.

"A popular and widespread idea which is used in analyzing the actions of American teen-agers [today] is the notion of a youth subculture."³ This subculture is actually a small society formed by the adolescent and his peers. It has most of its interactions within itself and has only "a few threads of connection with the outside adult society."⁴

Bealer points out possible exceptions to the idea of an adolescent subculture when he states, " . . . the popular image of an adolescent subculture may refer to urban, middle-class youth and may mask important deviations from this

¹Loc. cit.

²Riesman, op. cit., p. 47.

³Bealer and Willits, op. cit., p. 64.

⁴Coleman, op. cit., p. 3.

pattern. Where one lives--that is, rural versus urban residence--is one such factor fostering deviations."¹

Nye found residence to be associated significantly with adolescent-parent adjustment in a study of 1,472 adolescents from farm, open country non-farm, village, small town, fringe, and city areas in Michigan.²

In his study of parents of high school children in Nebraska, Stott discovered that farm parents, in general, had the least favorable attitude toward parental control while city parents had the most favorable attitude.

[A favorable attitude indicated] that the subject believed that a child of adolescent age should be relatively free to act on his own initiative and should not be made to feel that he must act according to the dictation of his parents. To grow up in this sort of atmosphere is thought to be favorable to the development of self-reliance and independence of decision. [An unfavorable attitude] reflects a belief that youngsters of high school age are relatively incapable of wisely making their own decisions and that parental authority must be imposed in the guidance of their conduct.³

The 1934 White House Conference report on the adolescent suggested that an authoritarian pattern of parental authority in the farm home centered about work demands.⁴ In a study of

¹Bealer and Willits, op. cit., p. 64.

²Ivan Nye, "Adolescent-Parent Adjustment--Socio-Economic Level as a Variable," American Sociological Review, XVI, No. 3 (June, 1951), 341-349.

³Leland H. Stott, "Parental Attitudes of Farm, Town, and City Parents in Relation to Certain Personality Adjustments in Their Children," The Journal of Social Psychology, XI, Part 2 (1940), 325-339.

⁴Ruth Cavan, The Adolescent in the Family, White House Conference on Child Health and Protection (New York: D. Appleton-Century Co., 1934), pp. 23-4, 303-4.

midwestern girls 14 to 24 years of age, Duvall and Motz noted that the home training of rural girls was more rigid than that of urban girls.¹

Landis suggests that the growth of an urban industrial culture in the United States caused a more democratic family system to emerge in urban society as compared with an authoritarian type of parental authority in traditional rural society.²

Davis refers to the existence of parent-youth conflict.

Youth is reared in a milieu different from that of the parents; hence the parents become old-fashioned, youth rebellious, and clashes occur which, in the closely confined circle of the immediate family, generate sharp emotion.³

If the image of rural-urban differences is accurate, and if there is a rebellious youth subculture, then rural adolescents should be less inclined to rebel than their urban peers. Davis, and others, support this idea as the following statement demonstrates:

If ours were a simple rural-stable society, mainly familistic, the emancipation from parental authority being gradual and marked by definite institutionalized steps, . . . parents and youth would not be in conflict. Hence, the presence of parent-youth conflict in our civilization is one more specific manifestation

¹Evelyn Mills Duvall and Anabelle Bender Motz, "Are Country Girls So Different?" Rural Sociology, X (September, 1945), 263-274.

²Paul Landis and Coral Stone, Rural Sociological Series on the Family, No. 3: The Relationship of Parental Authority Patterns to Teen-Age Adjustments (Pullman, Washington: Washington Agricultural Experiment Stations, Institute of Agricultural Sciences, State College of Washington, Bulletin 538, 1952), p. 28.

³Kingsley Davis, "The Sociology of Parent-Youth Conflict," The American Sociological Review, X, No. 4 (August, 1940), 523-535.

of the incompatibility between an urban-industrial-mobile social system and the familial type of reproductive institution.¹

This image of rural-urban differences suggests that as members of a more tradition-oriented society, rural adolescents should be expected to turn more to parental authority in decision-making than would rural non-farm or urban adolescents.

Participation of Mothers in Clothing Selection²

Many studies concerned with decision-making in regard to teen-age clothing selection have been conducted in recent years. Some authors have explored clothing selection as a source of conflict between teen-agers and their parents. While still others have been concerned with the degree to which parents are involved in clothing selection for teen-age children.

The participation of mothers in clothing selection for teen-age daughters has been reported in the following studies. One of the earliest was reported by Wilson in 1939.³ Five hundred and ten high school girls completed schedules to determine what goods and services these girls had experience in buying, and to what extent the goods and services were selected independently. Wilson found that expensive items

¹Ibid., p. 534; see also, Bealer and Willits, op. cit., p. 65.

²This section of the review of literature is in chronological order.

³Gertrude V. Wilson, "The Responsibilities of High School Students in Buying" (unpublished Master's thesis, University of Chicago, Chicago, Illinois, March, 1939).

such as coats and suits were most often selected jointly by the students and their parents. The other most commonly purchased items such as shoes, school dresses, hats, blouses, sweaters, and skirts were most often selected independently by the girls.

As to the responsibility for the selection of the less commonly purchased items, [like street clothes; party dresses; sports, lounging, and rainy-day apparel for girls] it was found . . . that parents alone did very little of the buying, except in cases of items which are often given as presents, such as bathrobes, lounging pajamas, house slippers, and umbrellas. The . . . girls alone made the majority of the selections when these items were purchased. Exceptions were those where cost, as in girls' suits, or concern for suitability, as in girls' party dresses, might cause parents to take some share in selecting the items.¹

Silverman, in 1945, discussed the relationship between mother and daughter with regard to clothing.² Ninety per cent of the girls indicated that their mothers approved of clothing suitable to their ages. They also reported that the clothing chosen reflected a compromise between the mothers' and daughters' choices.

In a study of high school girls from 11 to 18 years of age, Yancey found only 36 per cent of the girls bought their clothing unassisted.³ Her study indicated that, as the girls increased in age, there was a definite decrease in the number

¹Ibid., pp. 73-74.

²Sylvia Silverman, Clothing and Appearance: Their Psychological Implications for Teen-Age Girls (New York: Bureau of Publications, Teachers College, Columbia University, 1945), p. 63.

³M. Juliette Yancey, "A Study of the Clothing Problems of One Hundred Eight Grade Pupils of the Booker T. Washington High School in Atlanta, Georgia" (unpublished Master's thesis, Hampton Institute, Hampton, Virginia, 1948).

of them receiving help in the selection of clothing. The same trend was found in Cassidy's study when she surveyed 150 girls in the fourth, fifth, sixth, and seventh grades and 50 of their mothers in Shadyside, Ohio to determine the clothing preferences and responsibilities of a group of pre-adolescent girls in the selection of their clothing.¹

Sixty-four percent of the mothers and daughters agreed that mothers usually helped in the selection of new clothing. Eighty-one and three-tenths percent of the one hundred-fifty girls said they had helped select new clothes when they were bought or made; ninety-two percent of the fifty mothers said their daughters did help select new clothes, but only seventy-eight percent of this group said they had helped in such selection. The mothers and daughters agreed that girls liked clothes better when they had a part in selecting them.²

In 1954, Hovermale conducted a study in West Carrolltown, Ohio of 40 ninth and tenth grade girls enrolled in the home economics classes of the city's Exempted Village High School to determine where these girls purchased clothing and what factors influenced their purchases.³

Over one-half of the girls reported that they selected the major portion of their clothing themselves; seventeen percent of the girls worked closely with their mothers; while in ten percent of the cases, the girls' mothers selected the major portion of their clothing.

¹Magdalen Louise Cassidy, "Clothing Preferences of One Hundred-Fifty Pre-Adolescent Girls and Fifty of Their Mothers" (unpublished Master's thesis, The Ohio State University, Columbus, Ohio, 1954).

²Ibid., p. 70.

³Ruth Hovermale, "Factors Affecting the Clothing Purchases of High School Home Economics Students with Implications for Consumer Buying" (unpublished Master's thesis, The Ohio State University, Columbus, Ohio, 1954).

Slightly less than half (42.5%) of the girls selected the minor portion of their clothing, and seven (17.5%) worked closely with their mothers. Approximately one-third of the mothers selected the minor portion of the girls' clothing.¹

Holmblade interviewed 101 high school girls in a Michigan community to determine their clothing beliefs and practices.² She discovered that the girls were influenced a good deal by members of their families and were also anxious for the approval of their peers. Generally they agreed with their parents as to the quantity and quality of their clothing.

Barnes' study in 1955 employed the questionnaire method of collecting data to determine the preferences and practices in the purchase, use, and care of clothing.³ This study was conducted with 225 junior high school girls enrolled in home economics classes. Over 50 per cent of the girls said that they made the final decision in purchasing clothing while five per cent claimed they were never permitted to make the final decision.

Mead's study in 1957 was designed to find out if disagreements concerning clothing existed between adolescent girls

¹Ibid., p. 54.

²Amy Jean Holmblade, "A Comparative Study of the Clothing Area of the Secondary Homemaking Curriculum in a Selected Community and Selected Beliefs and Practices of Families in that Community" (unpublished Ph.D. thesis, Michigan State University, East Lansing, Michigan, 1954).

³Sara Heagen Barnes, "Preferences and Practices in the Purchase, Use, and Care of Clothing of 225 Junior High School Students in Zanesville, Ohio" (unpublished Master's thesis, The Ohio State University Libraries, Columbus, Ohio, 1955).

and their mothers.¹ The study was conducted in Boone, Iowa with the participation of 50 sophomore and 50 junior and senior high school girls and their mothers. Four of the areas of possible conflict studied were: shopping, clothing selection, fit, and source of money spent for clothing. Mead discovered that the sophomore girls were more dependent on their mothers in clothing selection and were more easily satisfied than the older girls. The junior and senior girls wanted more independence when shopping. Disagreements that arose during shopping with the mothers usually resulted in compromise favoring the older girls. In addition, the older girls were in conflict with their mothers over the fit and the amount of money spent for clothing.

The first seven questions on Mead's questionnaire were concerned with shopping for and selection of clothing. She concluded:²

. . . that the sophomore girls received more help from their mothers in buying wraps, outerwear such as dresses, underwear, shoes and play clothes than did the girls in the junior-senior age group. Both groups of girls shopped for wraps and outerwear with their mothers seventy-five percent or more of the time.

Ninety percent of the mothers of sophomores and eighty percent of the mothers of juniors and seniors believed that their daughters wanted their help when

¹Marjorie Elaine Mead, "Disagreements Between Adolescent Girls and Their Mothers Concerning Clothing" (unpublished Master's thesis, Iowa State College, Ames, Iowa, 1957).

²Ibid., pp. 64-65.

shopping for clothing. Fifty percent of the sophomore girls and sixty percent of the junior-senior girls preferred to shop alone or with a friend rather than with their mothers.

Both mothers and daughters of each age group believed that the girls needed more help in purchasing coats than any other item of apparel. Mothers of sophomores and their daughters believed that "dress-up" dresses and shoes were other items which the girls would need help in purchasing.

In 1958, Davis studied decision-making in clothing purchases of one hundred 18 year old girls in Morgan County, Indiana.¹ Sixty-six per cent of the girls named their mothers as shopping companions. Girls who were still dependent on their mothers' decisions indicated they felt capable of making these decisions for themselves.

Clothing practices of 189 girls, aged 13, were examined by Thompson in 1958.² Eighty-one per cent of the girls indicated that they selected a school dress with the approval of their mother.

Magrabi studied a group of 69 eighth grade girls and their mothers in Hancock County, Iowa.³ Girls mentioned style while mothers pointed to care of clothing as the commonest cause of disagreement between them.

Diaz designed a study to develop instruments for use with ninth grade girls and their mothers in determining

¹Linda Davis, "Decision Making in Clothing Purchases of 100 Home Economics Students in Five High Schools of Morgan County, Indiana" (unpublished Master's thesis, The Ohio State University Libraries, Columbus, Ohio, 1958).

²Henrietta H. Thompson and Reba Tucker, "Some Clothing Practices of Thirteen-Year Old Girls," Journal of Home Economics, L (December, 1958), 783.

³Francis Marie Magrabi, "Differences Between Parents'

important clothing characteristics for ninth grade girls.¹ Disagreements as to number of garments needed, style, fit, cost of individual items, and total cost of the wardrobe were indicated by this study.

More recently, Hurst reported that the selection and use of dress-up dresses or party dresses resulted in disagreements between mothers and daughters.² Data for this study, obtained from 131 eighth grade girls and their mothers in Norwood, Ohio, indicated disagreements between mothers and daughters concerning care, whether or not a dress was necessary, style, and fit.

Waldron analyzed a group of 54 eleventh and twelfth grade girls to determine some of the influences on their clothing buying practices; to learn the extent of their clothing purchases; to discover the sources of their clothing money; to find the difficulties which they have in buying clothing; and to detect the relationship of their buying

and Daughters' Criteria in Selection of Eighth Grade Girls Clothing" (unpublished Master's thesis, Iowa State College, Ames, Iowa, 1958).

¹Winnifred Elizabeth Diaz, "Instruments for Determining Characteristics of School Clothing Important to Ninth Grade Girls and Their Mothers" (unpublished Master's thesis, Iowa State College, Ames, Iowa, 1959).

²Marie Jeanne Hurst, "A Comparison of Mothers' and Daughters' Preferences and Areas of Agreement and Disagreement in the Choice of a Dress-up or Party Dress" (unpublished Master's thesis, The Ohio State University Libraries, Columbus, Ohio, 1961).

practices with their educational, and socio-economic backgrounds.¹

In this study, the teen-agers' mothers were discovered to be the most influential persons in daughter's buying practices. Forty-nine of the fifty-four girls designated their mothers as the person whose opinions the daughters considered most important when they were choosing clothing for themselves.

Summary

The changing character of American society from a traditional, stable, familistic rural community to the urban-industrial-mobile social system mentioned by Davis has fostered new patterns of family relationships in today's homes.

Riesman and Coleman point out the inability of parents to shape children in their own image in urbanized society. Because change is so rapid, parents cannot train children to take their places in a society which is so different from the one in which the parents were educated.

Bealer and Willits indicate that a rural-urban continuum exists in American society with degrees of rurality and urbanity between the farmer, with a traditional orientation, and the city dweller who represents more rapid change. Adolescents of a traditional rural community are more apt to turn to their parents as frames of reference in decision-making than are adolescents of an urbanized-mobile family.

¹Joyce Jean Waldron, "Clothing Buying Practices of 11th and 12th Grade Girls of the Wyandotte High School and the Opinions of the Girls and Their Mothers Regarding These Practices" (unpublished Master's thesis, Oklahoma State University, Stillwater, Oklahoma, 1961).

Yet, in either situation, adolescence is a period in which individuals feel a need to establish independence from home and parental control.¹ Manifestations of this independence may cause conflicts between adolescents and their parents.

Studies concerned with the participation of mothers in the selection of clothing for teen-age daughters reveal varying amounts and types of participation by the mothers in decision-making for daughters' wardrobes. One reason for this variation, as suggested by Yancey and Cassidy, may be age level of teen-age girls. No other reasons for the varying amounts of participation by mothers in the selection of clothing for daughters appear in the literature.

If, as Davis suggests, there are differences in parent-youth conflict between rural-stable society and urban-industrial-mobile society one reason for the varying amounts of participation by mothers in the selection of clothing for daughters may be residence area. It is the purpose of this study to gather data to support the hypothesis that urban, rural non-farm, and rural farm mothers participate differently in the selection of clothing for teen-age daughters. The factors to be considered in regard to mothers' participation are shopping practices and clothing selection. The data for the study will be concerned only with the teen-age

¹William W. Wattenberg, The Adolescent Years (New York: Harcourt Brace and Company, 1955), p. 4.

girls' views of their mothers' participation in clothing selection for daughters.

Chapter II will discuss the methodology of the study. The sample will be described in Chapter III. Chapter IV will be concerned with the analysis of data concerning teenage girls' views of mothers' participation in the selection of clothing for daughters. Chapter V will contain the summary and conclusions of the study.

CHAPTER II

METHODOLOGY

The methodology for this study will be presented in the following order: (1) purpose of study, (2) selection of method, (3) selection of residence areas, (4) selection of sample, (5) development of instrument, (6) pretest, (7) administration of instrument, and (8) method of analysis.

Purpose of Study

The purpose of this study is to discover possible evidence to support the hypothesis that urban, rural non-farm, and rural farm mothers participate differently in clothing selection for teen-age daughters. A major purpose of research is "to gain familiarity with a phenomenon or to achieve new insights into it, often in order to formulate a more precise research problem . . ."¹

Selection of Method

This project was designed as exploratory research to gain insights into possible relationships between the variables of residence and teen-age girls' views of their mothers' participation in clothing selection for their

¹Claire Selltitz, Marie Jahoda, Morton Deutsch, and Stuart W. Cook, Research Methods in Social Relations (New York: Henry Holt and Company, Inc., 1960), p. 51.

daughters as a basis for further research. Selltitz indicates that the major emphasis in exploratory studies is the discovery of ideas and insights that can be used for more precise investigation.¹ According to Festinger and Katz, the exploratory study may point out "important relationships between variables, but the more definite proof of these relationships comes from hypothesis-testing."² This study does not attempt to present definite proof to support the research hypothesis. That is a project for further investigation.

Selection of Residence Areas

In the selection of an urban community for this study the United States Census Bureau definition of urban residency was used:

According to the definition adopted for use in the 1960 Census, the urban population comprises all persons living in (a) places of 2,500 inhabitants or more incorporated as cities, boroughs, villages, and towns; (b) the densely settled urban fringe, whether incorporated or unincorporated, of urbanized areas; (c) counties in States . . . that have no incorporated municipalities within their boundaries and have a density of 1,500 persons per square mile; and (d) unincorporated places of 2,500 inhabitants or more. In other words, the urban population comprises all persons living in urbanized areas and in places of 2,500 inhabitants or more outside urbanized areas.³

The urbanized area including and surrounding Lansing, Michigan was selected as the urban community from which the

¹Ibid., p. 52.

²Leon Festinger and Daniel Katz (eds.), Research Methods in the Behavioral Sciences (New York: Dryden Press, 1953), p. 74.

³United States, Bureau of the Census, Census of Population 1960, Vol. I, Characteristics of the Population (Washington: U. S. Government Printing Office, 1960).

sample for this study was taken. The major portion of the urbanized area including and surrounding the city of Lansing falls within the boundaries of Ingham County.¹

According to the United States Census reports for 1960 the population of the Lansing urbanized area within the boundaries of Ingham County was 164,238 of the total population of 211,296. Population density of this county was 378.0 inhabitants per square mile. The number of urban residents in Ingham County in 1960 was 173,578 residents which equaled 82.1 per cent of the total population. The total rural population of the county was 37,585 inhabitants.

The increase of population in Ingham County from 1950 to 1960 was 22.2 per cent. The urban population increase during this period was 28.2 per cent while the rural increase was only 0.4 per cent.

According to the Census Bureau, the rural population of the United States consists of all people who cannot be classified as urban residents under the above definition. The rural population is subdivided into the rural farm population, comprising all rural residents living on farms, and the rural non-farm population, comprising the remaining rural population.

Sanilac County, Michigan was the community from which the rural farm and rural non-farm samples for this study were taken.

¹The portions of the Lansing urbanized area lying outside the boundaries of Ingham County in 1960 included 2,659 people in DeWitt Township, Clinton County and 2,428 people in Delta Township, Eaton County.

The population of Sanilac County, according to the 1960 Census, was 32,314 inhabitants. Density of population equalled 33.4 persons per square mile. According to the Census Bureau definition, the entire population of this county was classified as rural. One-sixth of the inhabitants--5,523 people--lived in places of 1,000 to 2,500 population. The remaining five-sixths of the population--26,791 people--lived in other rural territory. The increase in rural inhabitants from 1950 to 1960 was 4.8 per cent.

Selection of Sample

The total sample for this study consisted of 62 teenage girls from urban, rural non-farm, and rural farm residence areas. The distribution of these girls according to residence area, as indicated in Table 1, is used as the independent variable throughout the analysis of this study.

TABLE 1
DISTRIBUTION OF TEEN-AGE GIRL PARTICIPANTS
BY RESIDENCE AREA

| Item | Residence Area | | | Totals |
|--|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Farm | 0 | 7 ^a | 23 | 30 |
| Country, but not on a farm | 0 | 0 | 0 | 0 |
| Village of less than 2,500 people | 0 | 12 | 0 | 12 |
| Built-up area around a village of less than 2,500 people | 0 | 0 | 0 | 0 |
| Village or city of over 2,500 people | 15 | 0 | 0 | 15 |
| Suburb around a village or city of over 2,500 people | 5 | 0 | 0 | 5 |
| Totals | 20 | 19 | 23 | 62 |

^aSeven of the respondents who lived on farms were classified as rural non-farm because they indicated that the farm contributed less than half of the family income.

Two groups of teen-age girls were selected for the urban sample. These groups consisted of girls enrolled in a clothing construction contest with the Singer Sewing Center in Lansing and summer school students in home economics clothing at Lansing's Everett High School.

The Singer Stylemaker Contest, conducted from June through August, was part of a nationwide contest sponsored by the Singer Sewing Machine Company. To qualify, each contestant was required to enroll in a sewing course at the Singer Company for the purpose of constructing garments to be entered in the contest. One division of this contest was open to girls between 14 and 17 years of age. This division of the contest comprised a portion of the urban girls sampled for this study.

The other part of the urban sample consisted of the girls enrolled in a six weeks summer school class in clothing construction at Everett High School. This class was not typical of an average high school home economics class because of the wide range of students' abilities. Some of the girls were accelerated students who enrolled in the class as an elective; others in the class were taking the course in order to make up credit for failure during the school year. Four members of the class were married. The range of ages for this class was from 14 to 18 years.

The rural non-farm and rural farm samples for this study consisted of teen-age girls between 15 and 17 years

of age who were members of Sanilac County 4-H Clubs. A list of the names and addresses of these girls were obtained through Mr. Robert R. Schultheiss, County Extension Agent in 4-H Club work in Sanilac County.

Development of Instrument

A questionnaire was used in collecting data for this study. This method was chosen because of its practicality in presenting respondents with selected and ordered questions for the purpose of eliciting data to confirm or repudiate the hypothesis.

In gathering data to support the hypothesis that urban, rural non-farm, and rural farm mothers participate differently in the selection of clothing for teen-age daughters, two areas of participation were considered from the viewpoint of teen-age girls. These areas included shopping practices and clothing selection.

Questions were designed to learn specific facts about the teen-age girls in the sample and to study the two areas of participation by mothers in the selection of clothing for teen-age daughters. The majority of items in the questionnaire were of the closed-end type to facilitate the administration and the process of tabulation and analysis. This type of question was also used to force respondents to

categorize their opinions or to take a stand on an issue. Some questions were designed with multiple answers from which the respondent could choose, such as "always," "frequently," "sometimes," "seldom," and "never." Others required the respondent to choose between the responses "yes" and "no."

Open-ended questions were used throughout the instrument when motives or attitudes of the respondents were desired. They were also used when qualification of answers to other questions were required.

The areas studied and the numbers of the items in the instrument (see Appendix C) relating to them are as follows:¹

Descriptive factors:

concerning girls and their families 1, 2, 3, 4, 5,
6, 7, 8, 9, 10, 11, 19, 20
concerning money spent for clothing 12, 13, 14,
15, 16, 17, 18, 21, 22, 23
concerning types of establishments shopped 31
concerning distance traveled to shop 32

Shopping practices: 33, 34, 35, 36, 37, 38, 39, 45,
54, 59

Clothing selection: 24, 25, 26, 27, 28, 29, 30, 40,
41, 42, 60, 61, 62, 63, 64, 65, 66

Areas of agreement and disagreement between mothers
and daughters concerning clothing of teen-age
girls: 43, 44, 46, 47, 48, 49, 50, 51, 52, 53,
55, 56, 57, 58

Pretest

The questionnaire was pretested with two urban girls in East Lansing, Michigan, two rural non-farm girls, and three rural farm girls in Sanilac County, Michigan. None of these

¹The items in the instrument related to areas of agreement and disagreement between mothers and daughters concerning clothing of teen-age girls were not included in the analysis of this thesis because they did not pertain to the hypothesis under investigation.

girls answered the questionnaire for the study. The purpose of the pretest was to determine two things: if these girls would answer the questions; and if they could comprehend the meanings behind them. Changes were then made in the instrument as a result of the pretest (see Appendix A). Question 19 of the pretest, which asked the girls to indicate the total income of their families, was omitted. Question 25, which asked for the approximate amount of money spent for the girls' clothing in a year, was also omitted. The girls who responded to the pretest were unable to answer these questions accurately. Multiple choice questions in the pretest with the three alternatives--"always," "sometimes," and "never" were changed to questions having five alternatives for greater discrimination in the analysis of data. Several questions were reworded and one question was added to change the apparent negative attitude in the questions concerning areas of agreement and disagreement between mothers and daughters concerning clothing. The word "style" was omitted from questions 44, 46, 47, and 48 of the pretest in order to make these questions more objective.

Administration of Instrument

The revised questionnaire (see Appendix C) was administered to girls enrolled in the Singer Stylemaker Contest during class periods. About ten minutes were required to complete the questionnaire. Sixteen girls from the Singer classes filled out the questionnaire. Four of these were

not included in the analysis of data because they indicated their residence area as rural non-farm. One was excluded because she failed to complete the questionnaire.

A class of 19 girls at Everett High School also completed the schedule during a class period. The answers of three married girls were not included in the data analysis; five were eliminated because they were over 17 years of age; one was omitted because her mother was deceased; and one other was not used because she indicated her place of residence as rural non-farm.

The instrument was administered to the rural non-farm and rural farm samples simultaneously. One hundred fifty girls were contacted by letter (see Appendix B) asking them to meet for the purpose of answering the questionnaire. Forty girls attended the meeting and completed the schedule. The completed questionnaire of one girl was not included in the data analysis because she was not a 4-H clothing member; another was omitted because she had indicated no school grade in completing the schedule; and a third was not used because her mother was deceased.

Because the sample of rural non-farm respondents was small compared to the other two categories, the instrument was administered to an additional five rural non-farm girls individually.

In all of the cases, the instrument was administered to the respondents personally by the investigator. As nearly as possible the same instructions were given to each group or individual before completion of the questionnaire.

Method of Analysis

In the majority of cases the chi-square test of significance was used in determining relationships between the variable of residence area and the other variables. Blalock refers to the chi-square test as follows: "The chi-square test is a very general test which can be used whenever we wish to evaluate whether or not frequencies which have been empirically obtained differ significantly from those which would be expected under a certain set of theoretical assumptions."¹

The formula for the chi-square test is:

$$\chi^2 = \sum \frac{(f_o - f_e)^2}{f_e}$$

In this study a probability of .05 or less is accepted as indicating a significant relationship that is not likely to occur by chance. Probability values are discussed according to the following:²

1. When probability is greater than .05,
"not significant" NS
2. When probability is .05 or less but
greater than .01, "moderately signifi-
cant" P .05
3. When probability is .01 or less but
greater than .001, "highly significant". P .01

¹Hubert M. Blalock, Social Statistics (New York: McGraw-Hill Book Company, Inc., 1960), p. 212.

²George W. Snedecor, Statistical Methods: Applied to Experiments in Agriculture and Biology (4th edition; Ames, Iowa: Iowa State College Press, 1946), reproduced in Margaret J. Hagood, Statistics for Sociologists (New York: Henry Holt and Company, 1952), p. 325.

4. When probability is .001 or less,
"extremely significant" P .001

Other analyses were done using descriptive statistics with percentages and mean scores showing frequency distributions.

CHAPTER III

DESCRIPTION OF SAMPLE

This chapter is concerned with describing the sample used in the study in relation to the characteristics of the teen-age girl participants and their families, the source of money spent for the teen-age girls' clothing, the types of establishments shopped most frequently for girls' clothing, and the distance traveled to shop for girls' clothing. These descriptive factors were explored in an attempt to control against their having an effect on the study which might mask the influence of the hypothesized independent variable of residence area.

Characteristics of Teen-Age Girls and of Their Families

The following factors are described in relation to teen-age girls and their families: (1) age and grade of teen-age girls, (2) education of the main financial supporters of the families, and (3) occupations of fathers and mothers of teen-age girls.

The total sample population from urban, rural non-farm, and rural farm communities, as indicated in Chapter II, consisted of 62 teen-age girls. Respondents in the urban

category were Lansing, Michigan or greater Lansing urbanized area residents. Rural non-farm and rural farm respondents lived in Sanilac County, Michigan.

The girls ranged in age from 14 to 17 years (see Table 2).

TABLE 2
DISTRIBUTION OF TEEN-AGE GIRL PARTICIPANTS BY
AGE AND RESIDENCE AREA

| Age of Participants ^a | Residence Area | | | Totals |
|----------------------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| 14 | 4 | 1 | 1 | 6 |
| 15 | 6 | 6 | 13 | 25 |
| 16 | 8 | 9 | 8 | 25 |
| 17 | 2 | 3 | 1 | 6 |
| Totals | 20 | 19 | 23 | 62 |
| Average Age | 15.40 | 15.74 | 15.39 | 15.50 |
| <hr/> | | | | |
| $\chi^2 = 2.403$ | 2 d.f. | | $.30 < P < .50$ | |

^aIn the computation of the chi-square, rows 1-2 and 3-4 were collapsed.

The six 14 year olds appeared inadvertently during the administration of the instrument. These were included in the sample for analysis, even though the original plan included only 15, 16, and 17 year olds. Since the number of 17 year olds in the sample was limited (only six), this group was collapsed with the 16 year old group in the chi-square test for statistical significance. The category of six 14

year olds was collapsed with the 15 year old group in the test for significance to help equalize the effect that the small numbers in each collapsed category might have on the results of the study. The distribution of ages of the girls when compared with the residence area was not found to be significant.

Fifteen and 16 year olds composed 86 per cent of the sample. The mean ages for the entire sample was fifteen and one-half years, while the mean age of each of the urban, rural non-farm, and rural farm categories varied by not more than three-tenths of one year.

Sixty-six per cent of the girls in the entire sample were in grades ten and eleven, while 21 per cent were twelfth graders (see Table 3).

TABLE 3

DISTRIBUTION OF TEEN-AGE GIRL PARTICIPANTS BY
SCHOOL GRADE AND RESIDENCE AREA

| Grade in School ^a | Residence Area | | | Totals |
|------------------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| 9 | 4 | 2 | 2 | 8 |
| 10 | 5 | 5 | 9 | 19 |
| 11 | 8 | 3 | 11 | 22 |
| 12 | 3 | 9 | 1 | 13 |
| Totals | 20 | 19 | 23 | 62 |
| <hr/> | | | | |
| $\chi^2 = 0.638$ | 2 d.f. | | $.80 < P < .90$ | |

^aIn the computation of the chi-square, rows 1-2 and 3-4 were collapsed.

Sixty-five per cent of the urban girls and 87 per cent of the rural farm girls were in grades ten and eleven. A relatively large number of 16 year old twelfth graders in the rural non-farm sample caused the largest number of these girls (63 per cent) to be in grades eleven and twelve. The variable of "grade" was insignificant when compared with residence area of teen-age girls.

Fifty-six of the 62 girls in the sample indicated that they resided with both of their parents. Of the other six respondents, five lived with their mothers only, while one girl lived with her father because the parents were separated.

The main financial supporter of the families of the girls studied was the father in 57 (92 per cent) of the cases. The mother was the main supporter of the family in the remaining five cases.

Education of the main financial supporter of the family was moderately significant in association with residence area (see Table 4). In the urban sample, 45 per cent of the main financial supporters of the family had attended college or were college graduates. In the rural non-farm and rural farm samples, the percentages of main supporters falling into these two categories were 16 per cent and 13 per cent.

Seventy-four per cent of the persons designated as the main financial supporter of the family were not formally educated beyond high school. High school graduates composed the largest category of the total sample equalling 42 per cent.

TABLE 4

THE EDUCATION OF THE MAIN FINANCIAL SUPPORTER OF
FAMILIES OF THE TEEN-AGE GIRL PARTICIPANTS BY
RESIDENCE AREA

| Education ^a | Residence Area | | | Totals |
|-----------------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| 8th grade or less | 1 | 4 | 9 | 14 |
| 1 to 3 years of high school | 3 | 3 | 0 | 6 |
| High school graduate | 7 | 9 | 10 | 26 |
| Some college | 1 | 1 | 1 | 3 |
| College graduate | 7 | 2 | 2 | 11 |
| Other | 1 | 0 | 1 | 2 |
| Totals | 20 | 19 | 23 | 62 |
| <hr/> | | | | |
| $\chi^2 = 7.287$ | 2 d.f. | | $.02 < P < .05$ | |

^aIn the computation of the chi-square, rows 1-3 and 4-6 were collapsed.

Teen-age girls' fathers occupations were categorized according to a socio-economic scale used in the censuses of 1940 and 1950. This general occupational classification was developed by Alba Edwards.¹

With a minimum of rearrangement, the categories of census classification can be divided into six hierarchical groups, described as "social-economic classes":

1. Unskilled workers
 - 1-a Farm laborers
 - 1-b,c Laborers, except farm
 - 1-d Servant classes

¹Theodore Caplow, The Sociology of Work (Minneapolis: University of Minnesota Press, 1954), p. 33.

2. Semiskilled workers
3. Skilled workers and foremen
4. Clerks and kindred workers
5. Proprietors, managers, and officials
 - 5-a Farmers (owners and tenants)
 - 5-b Wholesale and retail dealers
 - 5-c Other proprietors, managers, and officials
6. Professional persons

The distribution of fathers' occupations according to the Edwards classification is shown in Table 5.

TABLE 5

CLASSIFICATION OF FATHERS' OCCUPATIONS ACCORDING
TO THE EDWARDS' INDEX BY RESIDENCE AREA
OF THE TEEN-AGE GIRLS

| Classification of Occupations | Residence Area | | | Totals |
|----------------------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Unskilled workers | 0 | 0 | 0 | 0 |
| Semiskilled workers | 1 | 9 | 0 | 10 |
| Skilled workers and foremen | 5 | 3 | 0 | 8 |
| Clerks and kindred workers | 1 | 0 | 0 | 1 |
| Proprietors and managers | 6 | 3 | 23 | 32 |
| Professional persons | 4 | 2 | 0 | 6 |
| No father | 1 | 1 | 0 | 2 |
| No reply | 2 | 1 | 0 | 3 |
| Totals | 20 | 19 | 23 | 62 |

Mothers of the teen-age girls studied were employed outside the home in 18 (21 per cent) of the families. Forty per cent of the urban mothers and 42 per cent of the rural non-farm mothers were employed, while only nine per cent of the rural farm mothers found employment away from the family farm.

The types of work performed by mothers outside the home are classified according to the Edwards index in Table 6.

TABLE 6
CLASSIFICATION OF MOTHERS' OCCUPATIONS ACCORDING
TO THE EDWARDS INDEX BY RESIDENCE AREA
OF THE TEEN-AGE GIRLS

| Classification of Occupations | Residence Area | | | Totals |
|---------------------------------|----------------|----------------|------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Unskilled workers | 1 | 0 | 0 | 1 |
| Semiskilled workers | 0 | 3 | 1 | 4 |
| Skilled workers and foremen | 0 | 0 | 0 | 0 |
| Proprietors and managers | 4 | 5 | 0 | 9 |
| Professional persons | 2 | 0 | 0 | 2 |
| Totals | 8 | 8 | 2 | 18 |
| Distribution in residence areas | 20 | 19 | 23 | 62 |

Source of Money

This section is concerned with the relationship between residence area and the source of money spent for teen-age girls' clothing. The two major sources of money spent for teen-agers' clothing are: (1) money from parents that is either provided according to the clothing needs of the children, or money from a regular allowance; and (2) money earned by teen-agers.

Table 7 indicates the majority of families spent money for clothing that was not determined by a family budget. Almost one-half (48 per cent) of the girls in the sample reported their families had no definite clothing budget,

while 34 per cent of the girls indicated they were not aware of any clothing money in their family budget. Only 18 per cent claimed their families earmarked funds for clothing. Within the three residence areas, the urban sample revealed the largest proportion of clothing budgeting. Of this group 25 per cent said their families set aside a certain amount of money for clothing. Unpredictable incomes in the rural non-farm and rural farm families may account for the lower percentage of clothing budgeting in these groups.

TABLE 7

COMPARISON OF RESPONSES TO THE QUESTION, "DOES YOUR FAMILY SET ASIDE A CERTAIN AMOUNT OF MONEY FOR CLOTHING?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 5 | 3 | 3 | 11 |
| No | 7 | 12 | 11 | 30 |
| Don't know | 8 | 4 | 9 | 21 |
| Totals | 20 | 19 | 23 | 62 |

In indicating the source or sources of money for their clothing, the respondents answered "money your parents provide as you need clothes" 44 times and "allowance" 19 times out of the 100 responses given to the question (see Table 8). These responses, which in both cases represent money given by parents, equalled 63 per cent of the total responses. Almost

one-half (30) of the 62 girls in the sample gave multiple responses to this question. A much higher proportion of rural non-farm and rural farm girls checked more than one source of money for their clothing than did urban girls. This result may have been caused by the wording of this particular question which did not indicate to everyone that the query could be answered with more than one response.¹

TABLE 8

ASSOCIATION OF RESPONSES TO THE QUESTION, "FROM WHAT SOURCE DOES THE MONEY COME TO BUY YOUR CLOTHING?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|---|----------------|-------------------|-----------------|------------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Money you earn | 6 | 12 | 17 | 35 |
| Allowance | 4 | 6 | 9 | 19 |
| Money your parents provide as you need clothes | 14 | 13 | 17 | 44 |
| Other | 0 | 1 | 1 | 2 |
| Totals | 24 | 32 | 44 | 100 ^b |
| $\chi^2 = 1.400$ | 2 d.f. | | $.30 < P < .50$ | |

^aIn the computation of the chi-square, rows 2-4 were collapsed.

^bTwenty-three girls gave two responses and seven girls gave three responses to the question.

¹The words "or sources" were omitted from this question due to a typographical error, see Question 22, Appendix C.

Neither was the major source of money for teen-age girls' clothing significant in association with residence area (see Table 9). When the girls in the sample were asked to indicate the source of most of their clothing money, 50 per cent of those who replied answered "money from parents." "Allowance" was the alternative chosen by another 25 per cent of the respondents. Thus, parents of 75 per cent of the girls who responded were the major source of money for clothing, either directly or through an allowance.

TABLE 9

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHAT IS THE SOURCE OF MOST OF THE MONEY FOR YOUR CLOTHING?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|-----------------|-------------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Money from parents | 10 | 8 | 9 | 27 |
| Allowance | 3 | 4 | 7 | 14 |
| Money you earn | 4 | 6 | 4 | 14 |
| Totals | 17 | 18 | 20 | 55 ^{b,c} |
| <hr/> | | | | |
| $\chi^2 = 0.919$ | 2 d.f. | | $.50 < P < .70$ | |

^aIn the computation of the chi-square, rows 1-2 were collapsed.

^bNo response was given by nine of the girls to the question.

^cTwo girls gave two responses to the question.

Allowances were received by 34 (53 per cent) of the girls. Within the three residence areas, 11 (55 per cent) of the 20 urban girls, 8 (44 per cent) of the 19 rural non-farm girls, and 15 (65 per cent) of the 23 rural farm girls received allowances. The allowances received per month by girls was not significant when associated with residence area (see Table 10).

TABLE 10

ASSOCIATION OF RESPONSES TO THE QUESTION, "HOW MUCH ALLOWANCE DO YOU RECEIVE PER MONTH?" AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|----------------|-----------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| \$1 - \$4 | 3 | 2 | 6 | 11 |
| \$5 - \$9 | 3 | 2 | 2 | 7 |
| \$10 - \$14 | 2 | 2 | 2 | 6 |
| \$15 - \$19 | 1 | 0 | 0 | 1 |
| \$20 and above | 2 | 2 | 4 | 8 |
| Totals | 11 | 8 | 14 | 33 ^b |
| <hr/> | | | | |
| $\chi^2 = 0.126$ | 2 d.f. | | $.90 < P < .95$ | |

^aIn the computation of the chi-square, rows 1-2 and 3-5 were collapsed.

^bOne girl who received an allowance did not respond to the question.

Table 11 indicates the percentage of allowances spent for clothing by the girls. When associated with residence area this factor was not significant. Over one-half (18) of the girls receiving allowances spent 25 per cent or less for clothing and 79 per cent spent one-half or less for clothing.

TABLE 11

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHAT PERCENTAGE OF THE MONEY YOU RECEIVE AS AN ALLOWANCE DO YOU SPEND FOR CLOTHING?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| 0 | 3 | 0 | 2 | 5 |
| 1 - 25% | 4 | 4 | 5 | 13 |
| 26 - 50% | 2 | 3 | 4 | 9 |
| 51 - 75% | 2 | 0 | 2 | 4 |
| 76 - 100% | 0 | 2 | 1 | 3 |
| Totals | 11 | 9 | 14 | 34 |
| $\chi^2 = 1.456$ | 2 d.f. | | .30 < P < .50 | |

^aIn the computation of the chi-square, rows 1-2 and 3-5 were collapsed.

Of the 62 girls in the total sample, 90 per cent earned some spending money. Within the three residence areas 85 per cent of the urban girls, 84 per cent of the rural non-farm girls, and 100 per cent of the rural farm girls earned some of their spending money.

In an attempt to determine whether the girls earned any part of their spending money by working at home, a question was included asking them to indicate the types of work they did (see Table 12). More than one-third (39 per cent) of the rural farm girls indicated that part of their spending money was earned by working at home, while less than one-fifth of rural non-farm and one-eighth of urban girls gave this response. Baby-sitting was the most often mentioned source of income by girls earning spending money.

TABLE 12

DISTRIBUTION OF RESPONSES TO THE QUESTION, "IF YOU EARN ANY OF YOUR SPENDING MONEY, HOW DO YOU EARN IT?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|-----------------|-------------------|-----------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Baby-sitting | 6 | 5 | 9 | 20 |
| Baby-sitting & other | 5 | 5 | 11 | 21 |
| Other | 5 | 6 | 3 | 14 |
| Totals | 16 ^a | 16 ^b | 23 ^c | 55 ^d |

^aTwo urban girls indicated they earned part of their spending money by working at home.

^bThree rural non-farm girls indicated they earned part of their spending money by working at home.

^cNine rural farm girls indicated they earned part of their spending money by working at home.

^dOne girl who indicated that she earned some of her spending money did not answer this question.

Based on the White House Conference findings that an authoritarian pattern of parental authority in the farm home is centered about work demands, it was expected that fewer rural farm girls in this study would earn money from jobs outside their homes than would the urban girls.¹ The assumption that fewer rural farm girls would earn spending money because they would be required to contribute to the family economic unit by working at home was not supported by this study.

The amount of spending money earned per month by girls in the study was somewhat related to the area in which they resided (see Table 13). Of the girls in the total sample earning spending money, 49 per cent earned less than ten dollars per month. Sixty-two per cent of the urban girls, and 57 per cent of the rural farm girls, as compared with 27 per cent of the rural non-farm girls, earned less than ten dollars per month.

The percentage of money earned by teen-agers that they spent on clothing was not statistically significant when compared with residence area (see Table 14). In the total sample, over one-half of the respondents spent 25 per cent or less of the money they earned for clothing.

From the suggestions by Stott and Landis that farm parents reflect a more authoritarian type of parental authority than urban parents, it was suspected that rural farm

¹Cavan, op. cit., pp. 303-304.

TABLE 13

ASSOCIATION OF RESPONSES TO THE QUESTION, "HOW
MUCH SPENDING MONEY DO YOU EARN PER MONTH?,"
AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|---------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| \$1 - \$9 | 8 | 4 | 12 | 24 |
| \$10 - \$19 | 2 | 4 | 7 | 13 |
| \$20 - \$29 | 1 | 2 | 1 | 4 |
| \$30 and above | 2 | 5 | 1 | 8 |
| Totals | 13 | 15 | 21 | 49 ^b |
| <hr/> | | | | |
| $\chi^2 = 6.591$ | 2 d.f. | $.02 < P < .05$ | | |

^aIn the computation of the chi-square, rows 2-4 were collapsed.

^bSeven girls who earned spending money did not respond to the question.

TABLE 14

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHAT
PERCENTAGE OF THE MONEY THAT YOU EARN DO YOU
SPEND FOR CLOTHING?," AND RESIDENCE AREA OF
TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| 0 | 4 | 1 | 1 | 6 |
| 1 - 25% | 3 | 3 | 13 | 19 |
| 26 - 50% | 4 | 3 | 2 | 9 |
| 51 - 75% | 4 | 6 | 5 | 15 |
| 76 - 100% | 1 | 2 | 1 | 4 |
| Totals | 16 | 15 | 22 | 53 |
| <hr/> | | | | |
| $\chi^2 = 4.997$ | 2 d.f. | $.05 < P < .10$ | | |

^aIn the computation of the chi-square, rows 1-2 and 3-5 were collapsed.

girls in this study might spend less of their allowances and spending money for clothing because of a greater influence of rural parents on the decisions made by their children.¹ This assumption was not supported by the results of this study.

Types of Establishments Shopped

The types of stores or establishments from which teenage girls purchased clothing were not significant when associated with residence area (see Table 15). Seventy-one per cent of the girls in the sample indicated that they bought their clothing most frequently in department stores, 17 per cent bought most of their clothing at women's specialty stores, while 12 per cent purchased their clothing most frequently through mail order companies. Of the three residence areas, the rural farm sample indicated the largest percentage of girls (17 per cent) buying most of their clothing from mail order companies.

Distance Traveled to Shop

The distance from home that the girls traveled to shop for clothing was extremely significant when associated with residence area (see Table 16). Most of the urban girls (80 per cent) shopped for clothing most frequently in stores near their homes, while most of the rural non-farm (73 per cent) and rural farm girls (74 per cent) shopped most frequently in stores at least 25 miles from where they lived.

¹Stott op. cit.; Landis op. cit.

TABLE 15

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHERE
DO YOU BUY YOUR CLOTHES MOST FREQUENTLY?" AND
RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|---|----------------|-------------------|-----------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Department store | 15 | 14 | 16 | 45 |
| Specialty store for women's clothing | 4 | 4 | 3 | 11 |
| Mail order company | 2 | 1 | 4 | 7 |
| Totals | 21 | 19 | 23 | 63 ^a |
| <hr/> | | | | |
| $\chi^2 = 2.050$ | 3 d.f. | | $.50 < P < .70$ | |

^aOne girl gave two responses to the question.

TABLE 16

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHEN
YOU SHOP FOR CLOTHING IN STORES, WHERE DO YOU
GO MOST FREQUENTLY?" AND RESIDENCE AREA OF
TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|---|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Stores near your home | 18 | 6 | 6 | 30 |
| Stores at least 25 miles from where you live | 2 | 13 | 17 | 32 |
| Totals | 20 | 19 | 23 | 62 |
| <hr/> | | | | |
| $\chi^2 = 20.477$ | 2 d.f. | | $P < .001$ | |

Summary

The descriptive factors in this study were analyzed in association with residence areas of the participants by means of the chi-square test for statistical significance. Statistical analyses were run on these factors to learn whether they were significantly related to residence area or whether they were controlled for in the selection of the sample.

Age and grade in school of the teen-age participants were found to be controlled for in the sample. The amount of formal education of the main financial supporters of the families, however, was moderately significant when associated with residence area. The largest percentage of main financial supporters of families who had attended or graduated from college was among the urban sample. Fewer main financial supporters of rural non-farm families had college experience, while the smallest proportion of college education was found among the main financial supporters of rural farm families. This finding may have had some effect on the results of the study, if the degree of authoritarian or democratic parental authority is related in any way to the amount of formal education of parents.

The sources of money spent for girls' clothing including money provided by parents for clothing needs, money from allowances, percentage of money from allowances spent for clothing, and percentage of money earned by girls spent for clothing were not significantly related to residence area.

The amount of spending money earned by girls, however, was moderately significant when associated with residence area. This finding showed that a larger proportion of rural non-farm girls earned over ten dollars per month than did urban and rural farm girls.

The majority of girls in the three residence areas--urban, rural non-farm, and rural farm--purchased most of their clothing from department stores. More rural farm girls ordered most of their clothing from mail order companies than did girls of the other residence groups, but this factor was not significant in the statistical analysis.

The distance from home that girls traveled to shop for clothing was extremely significant when associated with residence area. Most of the urban girls in the sample (80 per cent) purchased their clothing in stores near their homes, while close to 75 per cent of both the rural non-farm and rural farm girls bought their clothing in stores at least 25 miles away from where they lived. This finding may influence the findings of the study with regard to the participation of mothers as their daughters' shopping companions in the three residence areas.

CHAPTER IV

RESIDENCE AREA AS RELATED TO SHOPPING PRACTICES AND CLOTHING SELECTION

This chapter is concerned with the relationship of residence area to mothers' involvement in (1) shopping practices and (2) clothing selection of teen-age daughters' clothing. Data collected from the instrument are analyzed to gain evidence in support or rejection of the research hypothesis that urban, rural non-farm, and rural farm mothers participate differently in the selection of clothing for teen-age daughters. The data collected represent only the teen-age girls' views of mothers' participation in clothing selection for daughters.

The presentation of the findings is done statistically and descriptively in showing relationships between the dependent variables of mothers' participation in (1) shopping practices and (2) clothing selection and the independent variable of residence area.

It is important that the reader bear in mind the small size of the sample of this study in reading the descriptive and statistical analyses. Further testing with a larger sample is necessary before the relationships between variables indicated by this study can be considered as predictive of a rural-urban teen-agers in general.

Shopping Practices

The shopping practices considered in relation to residence area in this study are: (1) the shopping companions of teen-age girls when shopping for clothing, (2) the amount and types of influence exerted by mothers when accompanying daughters shopping, and (3) the amount of independent selection of teen-age girls' clothing by mothers and by the girls themselves.

Teen-age girls' views of mothers' participation in selection of clothing for daughters in regard to shopping practices are associated with residence area in Tables A-I, Appendix D. The summary of these associations follows in Table I in the text.¹

The accompanying of daughters by mothers in shopping for clothing was extremely significant when associated with residence area (see Table A). Twenty per cent of the urban girls indicated that their mothers always or frequently accompanied them on shopping trips, as compared to 47 per cent of the rural non-farm girls and 83 per cent of the rural farm girls response to the same question.

Table B indicates the mothers' influence upon daughters' clothing selections when they shopped together. This factor was moderately significant in association with residence area.

¹Summary tables in the text are indicated by Roman numerals while the detailed tables in Appendix D are by letters. Detailed tables in the text continue by Arabic numerals as in previous chapters.

TABLE I

SUMMARY OF ASSOCIATIONS OF SHOPPING PRACTICES WITH
RESIDENCE AREA OF TEEN-AGE GIRL PARTICIPANTS

| Table No. (Appendix D) | <u>Dependent Variable</u> Shopping Practices | Significance Level of Shopping Prac- tices in Association with Residence Area |
|---------------------------|---|--|
| A | Mother as girl's shopping companion | .001 |
| B | Amount of influence by mother when shopping with daughter | .05 |
| C | Types of influence by mother when shopping with daughter | N.S. |
| D | Agreement on amount of clothing for daughter | N.S. |
| E | Agreement on price of clothing for daughter | N.S. |
| F | Independent selection of clothing from stores by daughter | .01 |
| G | Independent selection of clothing from mail order companies by daughter | N.S. |
| H | Amount of freedom for daughter in independent selection of clothing | N.S. |
| I | Independent selection of clothing for daughter by mother | N.S. |

Seventy-four per cent of the urban girls indicated that their mothers sometimes, frequently, or always influenced their decisions when they shopped for clothing as compared to 100 per cent of the rural non-farm girls and 91 per cent of the rural farm girls.

The girls were asked to describe ways in which their mothers influenced their decisions concerning clothing when they shopped together (see Table C). The majority of responses (72 per cent) indicated that the girls felt their mothers influenced them in an advisory capacity in the choice of clothing. Nine (13 per cent) indicated mothers influenced girls with respect to the price of garments, and only two (.03 per cent) indicated mothers influenced daughters concerning the amount of clothing that was necessary. The responses did not approach significance when associated with residence area.

It was suspected that the mothers exerted an influence over the quantity of clothing possessed by the girls and that this would possibly be an area of disagreement between them. This assumption was not supported by the analysis, for well over one-half (68 per cent) of the girls said they agreed with their mothers as to the amount of clothing they needed (see Table D). Agreement on the amount of clothing in girls' wardrobes was not significant when associated with residence area.

Cost of garments was also expected to be an area in which mothers would influence daughters' decisions and an

area of disagreement. This assumption was not supported. Eighty-five per cent of the 62 girls said they always or frequently agreed with their mothers on the price paid for their clothing (see Table E). This factor was not significant when compared with residence area.

The amount of independent selection of clothing in stores by daughters is indicated in Table F. This factor when compared with residence area was found highly significant. While 35 per cent of the urban girls and 24 per cent of the rural non-farm girls indicated they would always or frequently purchase garments without asking their mothers' opinions, none of the rural farm girls answered that way.

Daughters' independent selection of garments from mail order companies was not a significant factor when associated with residence area (see Table G). Of the 62 girls in the sample, 48 indicated that they ordered some clothing from mail order companies. Within the three residence areas, 95 per cent of the rural non-farm girls bought clothing from mail order companies compared to 78 per cent of the rural farm girls and 60 per cent of the urban girls. The majority of girls from all three residence areas (65 per cent) who purchased clothing from mail order companies indicated they sometimes, seldom, or never decided what to order by themselves.

To discover how much the girls in the study felt they could disregard or disagree with their mothers' opinions concerning their clothing, the following question was asked:

"If you went shopping for a garment by yourself and found one that your Mother did not like, what would you do?" (see Table H). The answers approached significance when associated with residence area of teen-age girls. Over one-half of the 60 girls replied that they would attempt to convince their mothers to approve the garment. Of the rural farm girls 45 per cent would no longer consider purchasing the garment, while only 16 per cent of the urban girls gave the same reply. Twenty-one per cent of the urban girls said they would buy the garments whether or not their mothers approved, while only one rural farm girl replied this way.

Table I indicates the amount of independent selection of clothing for daughters by mothers. This factor did not approach significance in relation to residence area. The majority of girls in the study (67 per cent) indicated that their mothers would not buy garments for them without their approval. Only 15 per cent of the girls claimed that their mothers would buy them garments that they had not seen.

Clothing Selection

This section is concerned with the relationship of residence area to the participation of mothers in clothing selection for teen-age daughters. For this study clothing selection was explored for garments purchased and those made at home.

Participation of mothers in clothing selection for teen-age daughters is associated with residence area in

Tables 17-19 and J-W. The tables which are analyzed only descriptively (17, 18, 19) appear in the text of this chapter. The tables from J-W are analyzed statistically, and found in Appendix D.¹ The summary of the tables which are analyzed statistically follows in Table II in the text.

Sixty-eight per cent of the 62 girls indicated that they always or frequently agreed with their mothers on the clothing that should be purchased for them (see Table J). This factor was moderately significant when associated with residence area. Forty-seven per cent of the urban girls as compared to 68 per cent of the rural non-farm and 87 per cent of the rural farm girls always or frequently agreed with their mothers concerning clothing purchased for them.

Table K indicates how clothing was usually selected for girls in the sample. This factor approached significance when associated with residence area. About one-half (45 per cent) of the urban girls claimed that they usually chose clothing with the help of their mothers, while 65 per cent of rural non-farm girls and 74 per cent of rural farm girls made the same claim. Of the 62 girls in the sample, 61 per cent indicated that they selected clothing with the advice of their mothers. This result parallels similar findings in the Yancey and Cassidy studies indicating that the majority of girls select clothing with the help of their mothers.²

¹Table III, in the text, is a summary of the selection of specific garments in girls' wardrobes in association with residence area.

²Yancey, loc. cit.; and Cassidy, loc. cit.

TABLE II

SUMMARY OF ASSOCIATION OF CLOTHING SELECTION WITH
RESIDENCE AREA OF TEEN-AGE GIRL PARTICIPANTS

| Table No. (Appendix D) | <u>Dependent Variable</u> <u>Clothing Selection</u> | Significance Level of Clothing Selec- tion in Association with Residence Area |
|---------------------------|--|--|
| J | Agreement on clothing pur- chased for daughter | .05 |
| K | Who selects garments | N.S. |
| L | Items that cannot be pur- chased without mother's approval | N.S. |
| M | Items on which girl desires mother's approval before purchasing | .001 |
| N | Desire by girl to select more clothing independently | N.S. |
| O | Garments in wardrobe that girl does not like to wear | N.S. |
| P | Garments that girl does not wear present in wardrobe because mother likes them | N.S. |
| Q | Any of girl's favorite garments chosen by mother | N.S. |
| R | Who selects patterns and fabrics for garments made for girl | .01 |
| S | Girl sews any of her own garments | N.S. |
| T | Mother sews garments for daughter | N.S. |
| U | Garments made for girl by mother that girl doesn't like | N.S. |

TABLE II--Continued

| Table No. (Appendix D) | <u>Dependent Variable</u> Clothing Selection | Significance Level of Clothing Selec- tion in Association with Residence Area |
|---------------------------|--|--|
| V | Garments made for girl by mother that girl especially likes | N.S. |
| W | Reasons why girls especially likes garments made for her by mother | N.S. |

Table III indicates how specific items of clothing were selected for girls in the sample. The clothing items included in this question were: coat, suit, formal, dress for best wear, dress for school wear, jacket, skirt, sweater, blouse, shoes for school, shoes for best wear, underwear, shorts and slacks, and bathing suits. Only the item, formal, was significant when associated with residence area of teen-age girls. Within the three residence areas 80 per cent of the urban girls and 87 per cent of the rural non-farm girls selected formals with the assistance of their mothers as compared with 100 per cent of rural farm girls. The other clothing items from this list which approached significance when associated with residence area were: coat, jacket, shoes for best wear, underwear, and bathing suits. The items, coat, jacket, and shoes for best wear, were significant in the direction expected, in that, more urban girls than rural non-farm and rural farm girls

TABLE III

SUMMARY OF ASSOCIATION OF RESPONSES TO THE QUESTION, "HOW ARE THE GARMENTS IN THE LIST BELOW USUALLY SELECTED FOR YOU?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | You Select Alone | | | You and Your Mother Select | | | χ^2 | d.f. | P |
|---------------------------------------|------------------|-------------------|---------------|----------------------------|-------------------|---------------|----------|------|-----------|
| | Urban | Rural Non-Farm | Rural Farm | Urban | Rural Non-Farm | Rural Farm | | | |
| Coat ^d | 2 | 0 | 0 | 16 | 19 | 23 | 58 | 2 | .10<P<.20 |
| Suite | 8 | 6 | 6 | 10 | 11 | 15 | 36 | 2 | .50<P<.70 |
| Formal ^c | 3 | 2 | 0 | 15 | 15 | 20 | 50 | 2 | .02<P<.05 |
| Dress for best wear ^{a,c} | 8 | 4 | 7 | 11 | 12 | 16 | 39 | 2 | .50<P<.70 |
| Dress for school wear | 15 | 12 | 16 | 5 | 6 | 7 | 18 | 2 | .80<P<.90 |
| Jacket ^{a,c} | 13 | 7 | 8 | 6 | 9 | 15 | 30 | 2 | .05<P<.10 |
| Skirt | 16 | 13 | 17 | 4 | 6 | 6 | 16 | 2 | .70<P<.80 |
| Sweater ^c | 15 | 12 | 13 | 4 | 7 | 10 | 21 | 2 | .30<P<.50 |
| Blouse ^a | 16 | 14 | 19 | 3 | 5 | 4 | 12 | 2 | .50<P<.70 |
| Shoes for school | 17 | 16 | 17 | 3 | 3 | 6 | 12 | 2 | .50<P<.70 |
| Shoes for best wear ^c | 14 | 9 | 11 | 5 | 10 | 12 | 27 | 2 | .10<P<.20 |
| Underwear ^b | 14 | 13 | 16 | 3 | 5 | 3 | 11 | 2 | .05<P<.10 |
| Shorts and slacks ^a | 18 | 16 | 18 | 1 | 2 | 4 | 7 | 2 | .50<P<.70 |
| Bathing suits ^c | 13 | 6 | 11 | 6 | 13 | 12 | 31 | 2 | .05<P<.10 |

^aOne girl indicated that her mother alone selected this item.

^bSeven girls indicated that their mothers alone selected this item.

^cOne girl indicated that someone other than her mother helped her select this item.

^dTwo girls indicated that someone other than their mothers helped them select this item.

^eThree girls indicated that someone other than their mothers helped them select this item.

selected these garments by themselves. For the items, underwear and bathing suits, a larger proportion of rural non-farm than urban and rural farm girls selected these garments alone.

When considering how specific garments were selected for girls' wardrobes, Wilson found that expensive items such as coats and suits were most often selected by the students and their parents together.¹ Mead found that mothers and daughters felt that girls needed help in purchasing coats.² She also discovered that some mothers and daughters believed that the girls needed help in choosing dress-up dresses. Wilson and Mead's findings are supported by the results of this study. The majority of girls indicated that they selected expensive items, such as coats, suits, formals, and dresses for best wear with their mothers' help.

One-half of the girls in the sample claimed that there were certain items of apparel they could not buy without their mothers' approval (see Table L). The remaining one-half replied negatively to this question. Residence area was not significantly associated with this factor.

When asked to list the clothing items they could not buy without their mothers' approval, the girls replied as indicated in Table 17. Over one-half (64 per cent) of the responses mentioned very expensive items, such as coats, suits, formals, party dresses, and other garments that the girls themselves classified as expensive items.

¹Wilson, loc. cit.

²Mead, loc. cit.

TABLE 17

DISTRIBUTION OF RESPONSES TO THE QUESTION, "WHAT CLOTHING ITEMS COULD YOU NOT BUY UNLESS YOUR MOTHER APPROVED OF THEM?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Expensive items | 3 | 5 | 2 | 10 |
| Coats | 5 | 5 | 5 | 15 |
| Suits | 2 | 2 | 2 | 6 |
| Formals | 3 | 2 | 4 | 9 |
| Party dresses | 1 | 2 | 4 | 7 |
| Dresses | 1 | 2 | 1 | 4 |
| Shoes | 1 | 1 | 2 | 4 |
| Blouses | 0 | 1 | 0 | 1 |
| Skirts | 1 | 1 | 1 | 3 |
| Underwear | 1 | 0 | 1 | 2 |
| Bathing suits | 3 | 0 | 1 | 4 |
| Extravagant styles | 0 | 1 | 0 | 1 |
| Items I don't need | 1 | 1 | 0 | 2 |
| All items | 0 | 1 | 0 | 1 |
| Other | 1 | 2 | 2 | 5 |
| Totals | 23 | 26 | 25 | 74 |

^aAll thirty-one girls gave multiple responses to the question.

When asked if there were certain items of clothing for which they would want their mothers' approval prior to the purchase, 84 per cent replied affirmatively (see Table M). This factor was extremely significant when associated with residence area. The entire rural non-farm sample and 96 per cent of the rural farm sample claimed they wanted their mothers' approval before purchasing garments, while only 55 per cent of the urban girls gave this reply.

Table 18 lists the items of apparel for which the girls sought their mothers' approval prior to purchase. Again, as in Table 17, those items that required a relatively large expenditure of money accounted for over one-half (51 per cent) of the responses to this question.

TABLE 18

DISTRIBUTION OF RESPONSES TO THE QUESTION, "WHAT ARE THE ITEMS OF CLOTHING ON WHICH YOU WOULD WANT TO HAVE YOUR MOTHER'S APPROVAL BEFORE PURCHASING?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|---------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Expensive items | 3 | 4 | 2 | 9 |
| Coats | 3 | 5 | 7 | 15 |
| Suits | 1 | 0 | 1 | 2 |
| Formals | 4 | 2 | 7 | 13 |
| Party dresses | 1 | 5 | 4 | 10 |
| Dresses | 2 | 2 | 3 | 7 |
| Shoes | 1 | 3 | 2 | 6 |
| Skirts | 0 | 4 | 0 | 4 |
| Blouses or sweaters | 0 | 4 | 2 | 6 |
| Underwear | 0 | 0 | 2 | 2 |
| Bathing suits | 0 | 0 | 0 | 0 |
| Style, fit, or color | 0 | 4 | 2 | 6 |
| All items | 1 | 2 | 4 | 7 |
| Other | 3 | 5 | 2 | 10 |
| Totals | 19 | 40 | 38 | 97 ^a |

^aTwenty-one girls gave multiple responses to the question.

Only 26 per cent of the girls in the sample indicated that they would have liked to select more of their own clothing (see Table N). This factor was not significant in

association with residence area. Within the three residence areas 25 per cent of the urban girls, 17 per cent of the rural non-farm girls, and 35 per cent of the rural farm girls indicated that they wanted to select more of their clothing independently. The higher percentage of rural farm girls desiring to select more of their clothing independently than girls in the other two residence groups could reflect a tendency toward a more authoritarian parental pattern and a certain degree of rebellion against this in the rural farm homes.

Of the girls surveyed, 85 per cent indicated they owned garments that they did not like to wear (see Table O). When associated with residence area this factor was not found to be significant.

Of the 53 girls who indicated they had garments they did not like to wear, 44 per cent said these garments were in their wardrobes because their mothers favored them (see Table P). Of the girls who had garments they did not like to wear, 33 per cent of the urban girls, 47 per cent of the rural non-farm girls, and 52 per cent of the rural farm girls indicated that the garments were in their wardrobes because their mothers liked them. These percentages may reflect an authoritarian type of parental authority in rural homes as compared to a more democratic one in homes that are more urbanized.

The question, "Has your Mother picked out any of the garments in your wardrobe that are your favorites?," was

answered affirmatively by 89 per cent of the girls (see Table Q). When compared with residence area the responses to this question were not significant.

In regard to the selection of patterns and fabrics for girls' clothing made at home, 38 per cent of the girls who answered the question indicated that they made these selection themselves, while 62 per cent said they selected these items with the help of their mothers (see Table R). When associated with residence area of teen-age girls, the selection of patterns and fabrics was found to be highly significant. Only 39 per cent of the urban girls chose patterns and fabrics with the help of their mothers as compared with 56 per cent of the rural non-farm and 86 per cent of the rural farm girls.

Table S indicates the number of girls in the study that sewed some of their own clothing. Since all of the girls in the sample were enrolled in some type of clothing construction class or project at the time of the study, it was expected that this percentage would be high. Seventy-five per cent of the urban girls, 94 per cent of the rural non-farm girls, and 96 per cent of the rural farm girls made some of their own clothing. When associated with residence area this question approached significance.

Mothers of girls in the sample sewed their daughters' clothing in 60 per cent of the 62 cases studied (see Table T). This factor was not significant in association with residence area.

When asked if they had garments made by their mothers that they did not like, 22 per cent of the 37 girls replied affirmatively (see Table U). Statistically, the responses to this question did not approach significance when associated with residence area.

Responses to the question, "If you have any garments in your wardrobe that your Mother has made for you that you don't like, what are your reasons for not liking them?," are indicated in Table 19. Eight girls responded to this question. No significant indications in association with residence area could be computed for this question because of the few responses.

When asked if they had garments made by their mothers that they especially liked, 92 per cent of the 37 girls who answered the question gave an affirmative response (see Table V). The responses to this question approached significance when associated with residence area.

Responses to the question, "If you have any garments in your wardrobe that your Mother has made for you that you especially like, what are your reasons for liking them?," are indicated in Table W. Of the 51 responses to this question, 27 per cent claimed the girls' preferences for garments centered around the sewing or fitting skills of their mothers. Forty-seven per cent of the responses indicated that the girls particularly liked the garments because they were suited to their personal characteristics. The remaining 16 per cent

of the responses fell into a third category which indicated that the girls liked the garments because they helped choose the patterns and fabrics, or for other miscellaneous reasons. The responses to this table were not significant when associated with residence area of the girls.

TABLE 19

COMPARISON OF RESPONSES TO THE QUESTION, "IF YOU HAVE ANY GARMENTS IN YOUR WARDROBE THAT YOUR MOTHER HAS MADE FOR YOU THAT YOU DON'T LIKE, WHAT ARE YOUR REASONS FOR NOT LIKING THEM?", AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|----------------|------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Fit of the garment | 0 | 0 | 3 | 3 |
| Style of the garment | 1 | 2 | 0 | 3 |
| Color of the garment | 0 | 0 | 1 | 1 |
| Other | 1 | 0 | 0 | 1 |
| Totals | 2 | 2 | 4 | 8 |

Summary of Shopping Practices and Clothing Selection

The involvement of mothers when shopping for teen-age daughters' clothing was studied in relation to residence area.

It was extremely significant that mothers of rural farm girls always or frequently accompanied their daughters when shopping for clothing. Urban mothers, on the other hand, only sometimes, seldom, or never shopped for clothing with their daughters.

The distance that both the rural non-farm and the rural farm girls traveled to purchase clothing undoubtedly helps explain the accompaniment of daughters by mothers in the selection of clothing. Since they had to shop for clothing in stores at least twenty-five miles from where they lived, they probably had to rely on their parents for transportation to the shopping areas. Thus, mothers could have been shopping companions to these girls because of the transportation factor rather than because of any demand by the mothers that they accompany the girls.

The mothers' influence upon daughters' clothing selection during shopping was moderately significant when associated with residence area. A larger proportion of rural non-farm and rural farm girls than urban girls indicated that their mothers always or frequently influenced their decisions when shopping.

Most of the girls in the sample felt their mothers' advice was helpful when decisions in clothing selection were being made. Few girls accept their mother's advice as an absolute authority in clothing selection.

The amount and cost of clothing in girls' wardrobes were factors about which mothers and girls did not disagree when purchases were made.

The independent selection of clothing by girls was found to be highly significant when compared with the residence areas of the girls in the sample. The rural farm girls reported that they sometimes, seldom, or never purchased

clothing without soliciting their mothers' opinions. On the other hand, about one-fourth of the rural non-farm and over one-third of the urban girls said they frequently or always bought clothing without consulting their mothers. The girls' independent selection of garments purchased from mail order companies was not a significant factor in association with residence area. A larger percentage of rural farm and rural non-farm girls, however, purchased clothing from mail order companies than did urban girls.

In general, the girls in the sample said they attempt to gain their mothers' approval for a dress that they liked, but had no appeal to the mothers. A much higher proportion of rural farm and rural non-farm girls than urban girls reported that they would not buy the dress in this situation.

The majority of the girls in the three residence areas indicated that their mothers would not purchase clothing for them without their approval.

Some of the shopping practices considered in this study were significantly related to the residence areas of teen-age girls. They tended to support the hypothesis that mothers in the three residence areas participated differently in the selection of clothing for daughters. These shopping practices included mothers and daughters shopping together for clothing, the mothers' influence upon girls' decisions in the selection of clothing, and the amount of clothing selection by the girls themselves. The shopping distance traveled by rural non-farm and rural farm girls may have

been a major factor affecting the relationship of shopping practices to residence area in the study.

Mothers' participation in clothing selection for daughters' clothing was explored in relation to garments purchased and garments sewed at home.

In the study girls frequently or always agreed with their mothers concerning clothing purchased for them. Over three-fourths (87 per cent) of rural farm girls said they usually agreed with their mothers on clothing purchases, while over one-half (65 per cent) and less than one-half (47 per cent) of urban girls gave this reply. In the statistical analysis these findings were moderately significant.

Fifty-five per cent of the urban girls as compared to 25 per cent of the rural non-farm girls and 26 per cent of the rural farm girls reported that they usually chose their clothing without their mothers' help.

In considering ways specific garments were selected for girls' wardrobes, the majority of the girls in the total sample indicated that they selected expensive items, such as coats, suits, formals, and dresses for best wear with their mothers' help. Another item 50 per cent of the girls selected with the help of their mothers was a bathing suit. Over one-half of the total girls in the sample selected dresses for school wear, skirts, sweaters, blouses, shoes for school, shoes for best wear, underwear, shorts, and slacks independently.

When associated with residence area, only the item, formal, was found to be significant, in that none of the rural farm girls selected this item without the help of their mothers, while 13 per cent of rural non-farm and 20 per cent of urban girls selected a formal by themselves.

The other specific clothing items which approached significance when associated with residence area were: coat, jacket, shoes for best wear, underwear, and bathing suits. The items coat, jacket, and shoes for best wear, approached significance in the expected direction, in that the largest proportion of rural farm girls selected these items with the help of their mothers, while a smaller proportion of rural non-farm girls, and an even smaller proportion of urban girls selected them with their mothers' help. More rural non-farm girls selected underwear and bathing suits with their mothers' help than did rural farm girls.

One-half of the girls in the sample indicated they were not required to have their mothers' approval on any garments prior to purchase, but 84 per cent reported that they wanted their mothers' approval before purchasing certain garments.

While the desire to ask their mothers' approval before purchasing certain garments was significant in association with residence area, that they be required to ask was not. Nearly all of the rural farm and rural non-farm girls wanted their mothers' approval before purchasing certain garments. Almost one-half of the urban girls did not want this approval.

The cost of garments was the most important factor to the girls when listing items of clothing they could not or would not want to buy without their mothers' approval. Items requiring a relatively large expenditure of money accounted for well over one-half of those items listed by the girls.

Three-fourths of the girls in the sample indicated no concern with being able to select more of their clothing than they did.

Most of the girls (85 per cent) noted that their wardrobes contained garments they did not like to wear. Close to one-half of these girls said the garments were there because their mothers liked them, but this factor was not significant when compared with residence area.

A large proportion of girls (89 per cent) indicated that their mothers had picked out some of their favorite garments for the girls. This factor had no statistical significance in relation to residence area.

It was discovered that the greatest amount of home sewing done for daughters was by rural mothers (75 per cent); a smaller proportion by rural non-farm mothers (58 per cent); and the smallest amount by urban mothers (45 per cent).

Similarly, the number of girls sewing clothing for themselves was highest for the rural farm girls (96 per cent), lower for rural non-farm girls (94 per cent), and lowest for urban girls (75 per cent).

A higher proportion of rural farm girls chose patterns and fabrics for their homemade clothing with their mothers' help than did rural farm and urban girls.

A large proportion of the girls (78 per cent) whose mothers sewed for them reported no home-made garments in their wardrobes that they disliked. Almost all the girls (92 per cent) whose mothers sewed for them indicated that their mothers had made them garments they especially liked. The girls' reasons for liking these garments centered around their mothers' skill at sewing or fitting in 27 per cent of the responses and the suitability of the garments for the girl, in relation to color, style, fit, and appearance, in 47 per cent of the responses.

All the questions related to sewing (except for the one which asked if girls disliked any garments their mothers had made for them) were statistically significant or approached significance when associated with residence area. These findings may indicate a higher interest in home sewing among rural farm and rural non-farm girls and their mothers than among urban girls and their mothers. The fact that more rural farm and rural non-farm girls and their mothers sewed clothing may be a result of the girls' membership in 4-H clothing projects rather than hinging on the residence area in which they lived. The statistical analyses resulting from the seven tables concerned with home sewing may point to some significant factors in relation to residence area, but an allowance must be made for the relatively small number of responses from urban girls that appear in these tables as compared with responses from rural farm and rural non-farm girls.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary and Conclusions

The purpose of this exploratory study was to determine whether urban, rural non-farm, and rural farm mothers participate differently in the selection of clothing for teen-age daughters.¹ Participation of mothers from the three residence areas was explored through the viewpoints of their teen-age daughters.

A questionnaire was used as the means of obtaining information from 62 girls 14 to 17 years of age. The urban sample consisted of 20 girls living in the Lansing, Michigan urbanized area who were enrolled in the Singer Stylemaker Contest or who were members of a summer home economics clothing construction class at Everett High School. The rural non-farm sample of 19 girls and the rural farm sample of 23 girls were members of the 4-H Clothing Project in Sanilac County, Michigan.

¹For this study residence area was defined as follows:
Urban: Persons living in places of 2,500 inhabitants or more.
Rural non-farm: Persons living in places of less than 2,500 inhabitants with less than one-half or no part of their incomes from farming.
Rural farm: Persons living in places of less than 2,500 inhabitants with at least one-half of their incomes from farming.

The sample was chosen because of its availability to the investigator. In an attempt to arrive at the purest possible sample, married girls and girls whose mothers were deceased were not included in the study.

One factor used in describing the characteristics of the girls and their families in the sample was statistically significant in association with residence area of the teen-age girls in the study. This factor, education of the main financial supporter of the family, was moderately significant in the statistical analysis. The largest percentage of main financial supporters of families who attended or graduated from college was among the urban sample. Fewer main financial supporters of rural non-farm families had some college experience, while the smallest proportion of college education was found among the main financial supporters of rural farm families. This factor, which was not controlled for in the sample, may have influenced the findings of the study. If the extent of parents' education is related in any way to the type of parental authority they exercised, some parents may have been more permissive with respect to their daughters' clothing selection because of their education level rather than the residence area in which they lived.

The source of money spent for teen-age girls' clothing did not prove a significant factor when associated with residence area. Of the questions pertaining to money spent for teen-age girls' clothing, only the question concerning the amount of spending money earned per month by the girls was

statistically significant. A larger proportion of rural non-farm girls earned over ten dollars per month than urban and rural farm girls.

The distance that the girls traveled from home to shop was extremely significant when associated with residence area. About three-fourths of the rural farm and rural non-farm girls shopped most frequently for clothing in stores at least twenty-five miles from where they lived, while most of the urban girls shopped most frequently in stores near their homes.

Participation of mothers in the selection of clothing for daughters was studied in these areas: (1) shopping practices, (2) clothing selection. Only the girls' views of their mothers' participation in the selection of clothing for daughters were explored in the study. Of the 37 associations analyzed with relation to residence area and mothers' participation in the selection of clothing for daughters, seven were statistically significant.

Three factors found statistically significant in the association of shopping practices with residence area of teen-age girls were: (1) the accompaniment by mothers of their daughters in shopping for clothing, (2) the amount of influence by mothers on daughters' clothing selection during shopping, and (3) the amount of independent selection of clothing by daughters without requesting mothers' opinions. Another factor which approached significance when associated with residence area was the amount of freedom the girls felt

they had in being able to purchase clothing without their mothers' approval. The direction of significance of the above factors showed rural farm and rural non-farm girls had their mothers as shopping companions more frequently than did urban girls. Also rural farm and rural non-farm girls selected less of their clothing independently than did urban girls, as well as being inclined to feel less free to purchase clothing without asking their mothers' approval.

The distance that the large proportion of rural farm and rural non-farm girls reported they traveled to shop for clothing undoubtedly influenced the findings that proved to be significant in the association of shopping practices and residence area of teen-age girls. Since transportation to shopping areas of at least twenty-five miles from their homes was necessary for most of the rural farm and rural non-farm girls, parents (especially mothers) probably became their daughters' shopping companions because of transportation requirements rather than a specific desire to accompany their daughters. The greater influence on the clothing selection of daughters by rural farm and rural non-farm mothers pointed up in this study may also be related to the distance and transportation factor peculiar to this group of girls, rather than residence area.

Clothing selection, particularly in regard to garments purchased and garments made at home, was significant for some factors. How garments were selected was one factor which approached significance when associated with residence area.

About three-fourths of the rural farm and rural non-farm girls selected most of their clothing with the help of their mothers, while only about one-half of the urban girls did so.

The specific clothing item which was statistically significant in association with residence area was, formal. Twenty per cent of the urban and 13 per cent of the rural non-farm girls chose this item by themselves. All of the rural farm girls chose formals with the help of their mothers. Three other specific items of clothing approached significance when associated with residence area. These items were coats, jackets, and shoes for best wear. More urban girls selected these three items without the help of their mothers than did rural non-farm or rural farm girls.

Almost all the rural farm and rural non-farm girls indicated a desire for their mothers' approval of certain garments purchased. Less than one-half of the urban girls gave this reply. This finding was extremely significant in the statistical analysis.

In general, the findings concerning the selection of garments purchased for themselves by teen-age girls revealed that rural farm and rural non-farm girls tended to rely more on their mothers' approval and advice than did urban girls.

The selection of patterns and fabrics for garments sewed at home for teen-age girls was also a significant factor in relation to residence area. Over three-fourths (86 per cent) of the rural farm girls and about one-half (56 per cent) of

the rural non-farm girls chose patterns and fabrics with their mothers' help, while only 49 per cent of the urban girls chose these items with the help of their mothers. However, the higher degree of interest in home sewing displayed by the rural girls and their mothers may be influenced by the rural girls' membership in the 4-H Clothing Project rather than by the residence area in which they lived.

The majority of factors related to the selection of clothing for daughters did not prove to be statistically significant when associated with residence area. There were, however, enough factors which approached significance in the section of this study concerning mothers' participation in the selection of clothing for daughters, so that this factor cannot be discarded as having no relationship to residence area.

This study indicates that concerning certain things there are some differences but concerning others there are no differences among mothers in the three residence areas in the participation of clothing selected for daughters. There is inconclusive evidence from the results of this study either to support significantly or refute the hypothesis that residence area is a factor related to the participation of mothers in the selection of clothing for teen-age daughters.

Moreover, the findings of this study in relation to shopping practices and clothing selection as associated with residence area could probably not be generalized with a large degree of accuracy to another group of teen-age girls from

similar residence areas. Further study with a larger sample would be required before the relationships indicated by this study in these areas could be accepted with any certainty.

Criticisms and Recommendations

The small size of the sample used in this study is a limiting factor in utilizing the findings that were obtained. Further testing of the relationships obtained between the variables is necessary using a larger sample before it would be possible to state whether the research hypothesis was, wholly or in part, supported or refuted.

It is questionable whether the independent variable of residence area used in this study was a meaningful one. The classification of people as "urban," "rural non-farm," or "rural farm" purely on the basis of population density of residence area probably does not reflect accurately the degree to which these people are traditionally rural or urbanized in character. In other words, it might be possible for a person who is traditionally rural oriented in accordance with the Gemeinschaft¹ definition to live in a densely populated urbanized area in modern society. It is also possible for people living in sparsely populated rural areas to have become "urbanized" in character due, in part, to improved transportation, communication, and education in rural areas. A repeat of this study might attempt to discover how "traditionally rural" or "urbanized" in character the families in

¹Supra, Chapter 1.

the samples are before attempting to discover if residence area is a factor affecting participation of mothers in the selection of clothing for daughters.

An interesting development in the study was the unexpected deviation of the responses to some of the questions by the rural non-farm sample from the responses of the urban and rural farm girls. It was expected that throughout the study responses from urban and rural farm girls would lie at opposite ends of a continuum with the responses of rural non-farm girls falling between these two. For many of the questions the responses from the rural non-farm girls deviated either higher or lower than both the responses from the urban or rural farm girls. Whether this observed relationship was peculiar to the girls of this study or whether it is of some significance might be a matter of some interest for further study. It may be possible that the characteristics of people living in rural non-farm areas do not fall in the center of a rural-urban continuum as suggested in this study. They may display a composite of rural-urban behavior or they may possess a set of characteristics unique to themselves.

Perhaps the greatest contribution of this study is its recognition of the difficulty in isolating traditionally rural or urbanized groups, also individuals for examination, according to the current definitions of these terms. This observation may point to a need for redefinition of the current terms relating to residence area if they are to be

used more meaningfully in future studies. The inconclusive findings of this study also point to a need for further research on the relationship of residence area to the participation of mothers in clothing selection for their teen-age daughters.

APPENDIX A

THE QUESTIONNAIRE
(Pretest)

Michigan State University
6-25-62
TCRA Department

An Opinionnaire

We need your help.

Michigan State University is doing a study of the opinions teen-age girls have about selecting clothes for their wardrobes.

You can help in this study by answering the following questions as carefully as you can.

If there is something about this opinionnaire that you do not understand, please ask questions. You will be helped as much as possible.

Do not write your name on the opinionnaire. No one you know, not even your mother, will know what you have written.

This is what you should do.

Most of the questions can be answered by putting an "X" to the left of the choice which best describes your answer. Some questions require a short written answer in the space provided.

Remember.

This is not a test. There are no right or wrong answers (except for a few questions about your age, grade, etc.). We want to know what your opinions are. Different people have different opinions.

1. What is your grade?
 1. _____ 10
 2. _____ 11
 3. _____ 12
 4. _____ other
2. What is your age?
 1. _____ 15
 2. _____ 16
 3. _____ 17
 4. _____ other
3. Are you, or have you ever been, enrolled in a 4-H clothing project?
 1. _____ yes
 2. _____ no
4. How many living brothers and sisters do you have?
 1. _____ 0
 2. _____ 1
 3. _____ 2
 4. _____ 3
 5. _____ 4 or more
5. Do you live with both your parents?
 1. _____ yes
 2. _____ no
6. If no, with whom do you live?
 1. _____ father
 2. _____ mother
 3. _____ guardian
 4. _____ other

7. Who contributes most to the financial support of your family?
1. _____ father
 2. _____ mother
8. How much formal education has this person had?
1. _____ 8th grade or less
 2. _____ 1 to 3 years of high school
 3. _____ high school graduate
 4. _____ some college
 5. _____ college graduate
 6. _____ other
9. What does your father do for a living? (Please list the type of work he does or his title, such as, factory worker, teacher, farmer, foreman, etc.) _____
- _____
10. Does your mother work outside the home?
1. _____ yes
 2. _____ no
11. If yes, please describe the type of work she does. _____
- _____
12. Do you earn any of your own spending money?
1. _____ yes
 2. _____ no
13. If yes, how do you earn it? _____
- _____
14. How much do you earn? _____

15. Approximately what percentage of this money do you spend for clothing?
1. _____ 0 - 30%
 2. _____ 30 - 60%
 3. _____ 60 - 100%
16. Do you receive an allowance?
1. _____ yes
 2. _____ no
17. If yes, how much do you receive? _____
18. Approximately what percentage of this money do you spend for clothing?
1. _____ 0 - 30%
 2. _____ 30 - 60%
 3. _____ 60 - 100%
19. Into which of the following groups would you say your total family income falls?
- | | |
|---------------------------|-------------------------------|
| 1. _____ less than \$2999 | 4. _____ \$7000 to \$9999 |
| 2. _____ \$3000 to \$4999 | 5. _____ \$10,000 to \$14,999 |
| 3. _____ \$5000 to \$6999 | 6. _____ \$15,000 and above |
20. Where do you live? Check the one that best describes where you live.
1. _____ farm
 2. _____ country but not on a farm
 3. _____ in a village of less than 2,500 people
 4. _____ in a built up area around a village of less than 2,500 people
 5. _____ in a village or city of over 2,500 people
 6. _____ in a suburb around a city

21. If you live on a farm, would you say that half or more than half of your family's income comes from the farm?
1. _____yes
 2. _____no
22. Does your family set aside a certain amount of money for clothing?
1. _____yes
 2. _____no
 3. _____don't know
23. From what source does the money come to buy your clothing?
1. _____money you earn
 2. _____allowance
 3. _____money your parents provide as you need clothes
 4. _____other
24. What is the source of most of the money for your clothing?
- _____
25. About how much money is spent for your clothing each year? _____
26. How are your clothes usually selected?
1. _____you select them alone
 2. _____you and your mother select them
 3. _____your mother selects them alone
 4. _____other
27. Are there certain items of clothing on which you would want your mother's approval before purchasing?
1. _____yes
 2. _____no
28. If yes, what items? _____

29. Would your mother's approval be required for certain items of clothing before purchasing?

1. _____ yes

2. _____ no

30. If yes, what items? _____

31. Below is a list of garments usually worn by girls. How are these items usually selected for you? Please put an "X" in the appropriate column.

| Name of Garment | You Select Alone | You and Your Mother Select | Your Mother Selects Alone | Other |
|-----------------------|------------------------|-------------------------------|------------------------------|-------|
| Coat | | | | |
| Suit | | | | |
| Formal | | | | |
| Dress for best wear | | | | |
| Dress for school wear | | | | |
| Jacket | | | | |
| Skirt | | | | |
| Sweater | | | | |
| Blouse | | | | |
| Shoes for school | | | | |
| Shoes for best wear | | | | |
| Underwear | | | | |
| Shorts and Slacks | | | | |
| Bathing suits | | | | |

32. Would you like to be able to select more of your clothes than you do?

1. _____ yes

2. _____ no

33. Where do you buy your clothes most frequently?
1. _____ department store
 2. _____ specialty store
 3. _____ mail order company
34. When you shop for clothing in stores, where do you go most frequently?
1. _____ to stores near your home
 2. _____ to stores at least 25 miles from where you live
35. When you shop for clothing, does your mother go with you?
1. _____ always
 2. _____ frequently
 3. _____ sometimes
 4. _____ seldom
 5. _____ never
36. If you order clothing through a mail order company, do you decide what to order by yourself?
1. _____ always
 2. _____ sometimes
 3. _____ never
37. When you find garments you like do you buy them and take them home without asking your mother's opinion?
1. _____ always
 2. _____ frequently
 3. _____ sometimes
 4. _____ seldom
 5. _____ never
38. When your mother goes shopping for clothes with you, does she influence your decision?
1. _____ always
 2. _____ sometimes
 3. _____ never

39. What ways does she influence your decision? _____

40. If your mother saw a garment she liked for you which would she do most frequently?
1. _____ pay for it and bring it home
 2. _____ bring it home on approval
 3. _____ suggest you go to the store to look at the garment
 4. _____ tell you about it
41. Do you and your mother agree on the price you should pay for clothing?
1. _____ always
 2. _____ frequently
 3. _____ sometimes
 4. _____ seldom
 5. _____ never
42. Do you have any garments in your wardrobe right now that you do not like to wear?
1. _____ yes
 2. _____ no
43. If yes, are any of these garments in your wardrobe because your mother likes them?
1. _____ yes
 2. _____ no
44. Does your mother think you should wear your clothing after you feel it is out of style?
1. _____ always
 2. _____ sometimes
 3. _____ never

45. You and your mother agree on the clothing in your wardrobe that should be discarded or given away?
1. _____ always
 2. _____ sometimes
 3. _____ never
46. Do you and your mother agree on the style of clothing you should buy?
1. _____ always
 2. _____ frequently
 3. _____ sometimes
 4. _____ seldom
 5. _____ never
47. Does your mother like styles of clothing for you that are too young for a girl your age?
1. _____ always
 2. _____ sometimes
 3. _____ never
48. Does your mother like styles of clothing for you that are too old for a girl your age?
1. _____ always
 2. _____ sometimes
 3. _____ never
49. A girl your age should buy clothing that her mother will like.
1. _____ yes
 2. _____ no
50. Does your mother criticize your favorite clothes?
1. _____ always
 2. _____ sometimes
 3. _____ never

51. Do you disagree with your mother about clothes for you?
1. _____ always
 2. _____ sometimes
 3. _____ never
52. If yes, what do you disagree about? _____
-
53. If you were asked to attend an event and you weren't sure of what to wear, would you ask your mother's advice?
1. _____ always
 2. _____ frequently
 3. _____ sometimes
 4. _____ seldom
 5. _____ never
54. Do you and your mother agree on the amount of clothing you should have?
1. _____ yes
 2. _____ no
55. Does your mother think you have good taste in clothes for yourself?
1. _____ yes
 2. _____ no
56. Do you think your mother dresses attractively?
1. _____ yes
 2. _____ no
 3. _____ most of the time
57. Does your mother know what kinds of clothes are right for you?
1. _____ always
 2. _____ sometimes
 3. _____ never

58. If you went shopping for a garment for yourself and found one that your mother did not like, what would you do?

1. _____ forget about buying it

2. _____ talk your mother into giving her approval

3. _____ buy it

59. Do you make any of your own clothing?

1. _____ yes

2. _____ no

60. Does your mother make any of your clothing?

1. _____ yes

2. _____ no

61. Who decides which patterns and fabrics will be used in making your clothing?

1. _____ you alone

2. _____ your mother alone

3. _____ your mother and you

4. _____ other

62. Do you have any garments in your wardrobe that your mother has made for you that you don't like?

1. _____ yes

2. _____ no

63. If yes, why _____

APPENDIX B

LETTER SENT TO RURAL NON-FARM
AND RURAL FARM SAMPLES

EAST LANSING

July 20, 1962

Dear 4-H Club Member:

Michigan State University is conducting a research survey on the clothing selection habits of teen-age girls 15-17 years of age. Part of this study is concerned with 4-H Club girls and the ways in which they select their clothing.

Sanilac County has been chosen as the area in which this study is to be conducted. You have been selected as one of the 4-H Club girls in Sanilac County eligible to participate in this study.

If you would be willing to help with this study, please come to the Sanilac County Court House in Sandusky on Friday evening, July 27 at 8:00 p.m. The meeting will be held in the Supervisors' Room on the second floor. It will last about one hour.

At this meeting you will be asked to fill out an opinion-naire giving us your opinions and ideas about how you select your clothing. I hope you will be able to attend this meeting so your opinions can be included in the results of this study.

Your 4-H Club Agent, Bob Schultheiss, and I will be conducting this meeting. I hope to see you there.

Sincerely,

Jean E. Schubel/s/

Jean E. Schubel
County Extension Agent
Home Economics
Michigan State University

APPENDIX C

THE QUESTIONNAIRE

An Opinionnaire

We need your help!

Michigan State University is doing a study of the opinions teen-age girls have about selecting clothes for their wardrobes.

You can help in this study by answering the following questions as carefully as you can.

If there is something about this opinionnaire that you do not understand, please ask questions. You will be helped as much as possible.

Do not write your name on the opinionnaire. No one you know, not even your mother, will know what you have written.

This is what you should do.

Most of the questions can be answered by putting an "X" to the left of the choice which best describes your answer. Some questions require a short written answer in the spaces provided.

Remember.

This is not a test. There are no right or wrong answers (except for a few questions about your age, grade, etc.). We want to know what your opinions are. Different people have different opinions.

1. What is your grade?

1. _____ 10

2. _____ 11

3. _____ 12

4. _____ other

2. What is your age?

1. _____ 15

2. _____ 16

3. _____ 17

4. _____ other

3. Are you, or have you ever been, enrolled in a 4-H clothing project?

1. _____ yes

2. _____ no

4. How many living brothers and sisters do you have?

1. _____ 0

2. _____ 1

3. _____ 2

4. _____ 3

5. _____ 4 or more

5. Do you live with both your parents?

1. _____ yes

2. _____ no

6. If no, with whom do you live?

1. _____ father

2. _____ mother

3. _____ guardian

4. _____ other

7. Who contributes most to the financial support of your family?
1. _____ father
 2. _____ mother
 3. _____ other
8. How much formal education has this person had?
1. _____ 8th grade or less
 2. _____ 1 to 3 years of high school
 3. _____ high school graduate
 4. _____ some college
 5. _____ college graduate
 6. _____ other
9. What does your father do for a living? (Please list the type of work he does or his title, such as, factory worker, teacher, farmer, foreman, etc.). _____

10. Does your mother work outside the home?
1. _____ yes
 2. _____ no
11. If yes, please describe the type of work she does. _____

12. Do you earn any of your own spending money?
1. _____ yes
 2. _____ no
13. If yes, how do you earn it? _____

14. How much do you earn per month? _____

15. Approximately what percentage of this money do you spend for clothing?

1. _____ 0

2. _____ 1 - 25%

3. _____ 26 - 50%

4. _____ 51 - 75%

5. _____ 76 - 100%

16. Do you receive an allowance?

1. _____ yes

2. _____ no

17. If yes, how much do you receive per month? _____

18. Approximately what percentage of this money do you spend for clothing?

1. _____ 0

2. _____ 1 - 25%

3. _____ 26 - 50%

4. _____ 51 - 75%

5. _____ 76 - 100%

19. Where do you live? Check the one that best described where you live.

1. _____ farm

2. _____ country but not on a farm

3. _____ in a village of less than 2,500 people

4. _____ in a built up area around a village of less than 2,500 people

5. _____ in a village or city of over 2,500 people

6. _____ in a suburb around a city

20. If you live on a farm, would you say that half or more than half of your family's income comes from the farm?
1. _____yes
2. _____no
21. Does your family set aside a certain amount of money for clothing?
1. _____yes
2. _____no
3. _____don't know
22. From what source does the money come to buy your clothing?
1. _____money you earn
2. _____allowance
3. _____money your parents provide as you need clothes
4. _____other
23. What is the source of most of the money for your clothing?
- _____
24. How are your clothes usually selected?
1. _____you select them alone
2. _____you and your mother select them
3. _____your mother selects them alone
4. _____other
25. Are there certain items of clothing you could not buy unless your mother approved of them?
1. _____yes
2. _____no
26. If yes, what items? _____
- _____

27. Are there certain items of clothing on which you would want your mother's approval before purchasing?

1. _____yes

2. _____no

28. If yes, what items? _____

29. Below is a list of garments usually worn by girls. How are these items usually selected for you? Please put an "X" in the appropriate column.

| Name of Garment | You Select Alone | You and Your Mother Select | Your Mother Selects Alone | Other |
|--------------------------|------------------------|-------------------------------|------------------------------|-------|
| Coat | | | | |
| Suit | | | | |
| Formal | | | | |
| Dress for best wear | | | | |
| Dress for school wear | | | | |
| Jacket | | | | |
| Skirt | | | | |
| Sweater | | | | |
| Blouse | | | | |
| Shoes for school | | | | |
| Shoes for best wear | | | | |
| Underwear | | | | |
| Shorts and Slacks | | | | |
| Bathing suits | | | | |

30. Would you like to be able to select more of your clothes than you do?
1. _____yes
 2. _____no
31. Where do you buy your clothes most frequently?
1. _____department store
 2. _____specialty store that sells only women's or girl's clothing
 3. _____mail order company
32. When you shop for clothing in stores, where do you go most frequently?
1. _____to stores near your home
 2. _____to stores at least 25 miles from where you live
33. When you shop for clothing, does your mother go with you?
1. _____always
 2. _____frequently
 3. _____sometimes
 4. _____seldom
 5. _____never
34. If you order clothing through a mail order company, do you decide what to order by yourself?
1. _____always
 2. _____frequently
 3. _____sometimes
 4. _____seldom
 5. _____never
35. When you find garments you like do you buy them and take them home without asking your mother's opinion?
1. _____always
 2. _____frequently

3. _____ sometimes
4. _____ seldom
5. _____ never
36. When your mother goes shopping for clothes with you, does she influence your decision?
1. _____ always
2. _____ frequently
3. _____ sometimes
4. _____ seldom
5. _____ never
37. In what ways does she influence your decision? _____

38. If your mother saw a garment she liked for you which would she do most frequently?
1. _____ pay for it and bring it home
2. _____ bring it home on approval
3. _____ suggest you go to the store to look at the garment
4. _____ tell you about it
39. Do you and your mother agree on the price you should pay for clothing?
1. _____ always
2. _____ frequently
3. _____ sometimes
4. _____ seldom
5. _____ never
40. Do you have any garments in your wardrobe right now that you do not like to wear?
1. _____ yes
2. _____ no

41. If yes, are any of these garments in your wardrobe because your mother likes them?

1. _____yes

2. _____no

42. Has your mother picked out any of the garments in your wardrobe that are your favorites?

1. _____yes

2. _____no

43. Does your mother think you should wear your clothing after you no longer like it?

1. _____always

2. _____frequently

3. _____sometimes

4. _____seldom

5. _____never

44. Do you and your mother agree on the clothing in your wardrobe that should be discarded or given away?

1. _____always

2. _____frequently

3. _____sometimes

4. _____seldom

5. _____never

45. Do you and your mother agree on the clothing you should buy?

1. _____always

2. _____frequently

3. _____sometimes

4. _____seldom

5. _____never

46. Does your mother like clothing for you that is too young for a girl your age?

- 1. _____ always
- 2. _____ frequently
- 3. _____ sometimes
- 4. _____ seldom
- 5. _____ never

47. Does your mother like clothing for you that is too old for a girl your age?

- 1. _____ always
- 2. _____ frequently
- 3. _____ sometimes
- 4. _____ seldom
- 5. _____ never

48. A girl your age should buy clothing that her mother will like.

- 1. _____ yes
- 2. _____ no

49. When selecting clothing a girl your age should depend more on her mother's suggestions than on a friend's advice.

- 1. _____ yes
- 2. _____ no

50. Does your mother criticize your favorite clothes?

- 1. _____ always
- 2. _____ frequently
- 3. _____ sometimes
- 4. _____ seldom
- 5. _____ never

51. Do you disagree with your mother about clothes for you?

- 1. _____ always
- 2. _____ frequently
- 3. _____ sometimes
- 4. _____ seldom
- 5. _____ never

52. If yes, what do you disagree about? _____

53. If you were asked to attend an event and you weren't sure of what to wear, would you ask your mother's advice?

- 1. _____ always
- 2. _____ frequently
- 3. _____ sometimes
- 4. _____ seldom
- 5. _____ never

54. Do you and your mother agree on the amount of clothing you should have?

- 1. _____ yes
- 2. _____ no

55. Does your mother think you have good taste in clothes for yourself?

- 1. _____ yes
- 2. _____ no

56. Do you think you have good taste in clothes for yourself?

- 1. _____ always
- 2. _____ frequently
- 3. _____ sometimes
- 4. _____ seldom
- 5. _____ never

57. Do you think your mother dresses attractively?
1. _____ always
 2. _____ frequently
 3. _____ sometimes
 4. _____ seldom
 5. _____ never
58. Does your mother know what kinds of clothes are right for you?
1. _____ always
 2. _____ frequently
 3. _____ sometimes
 4. _____ seldom
 5. _____ never
59. If you went shopping for a garment by yourself and found one that your mother did not like, what would you do?
1. _____ forget about buying it
 2. _____ talk your mother into giving her approval
 3. _____ buy it
60. Do you make any of your own clothing?
1. _____ yes
 2. _____ no
61. Does your mother make any of your clothing?
1. _____ yes
 2. _____ no

62. Who decides which patterns and fabrics will be used in making your clothing?

1. _____ you alone

2. _____ your mother alone

3. _____ your mother and you

4. _____ other

63. Do you have any garments in your wardrobe that your mother had made for you that you don't like?

1. _____ yes

2. _____ no

64. If yes, why _____

65. Do you have any garments in your wardrobe that your mother has made for you that you especially like?

1. _____ yes

2. _____ no

66. If yes, why _____

APPENDIX D

TABLES REFERRED TO
BUT NOT INCLUDED IN TEXT

TABLE A

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHEN YOU SHOP FOR CLOTHING, DOES YOUR MOTHER GO WITH YOU?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Always | 0 | 4 | 5 | 9 |
| Frequently | 3 | 5 | 14 | 22 |
| Sometimes | 9 | 10 | 4 | 23 |
| Seldom | 7 | 0 | 0 | 7 |
| Never | 1 | 0 | 0 | 1 |
| Totals | 20 | 19 | 23 | 62 |
| $\chi^2 = 19.634$ | 2 d.f. | | $P < .001$ | |

^aIn the computation of the chi-square, rows 1-2 and 3-5 were collapsed.

TABLE B

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHEN YOUR MOTHER GOES SHOPPING FOR CLOTHES WITH YOU, DOES SHE INFLUENCE YOUR DECISION?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Questions ^a | Residence Area | | | Totals |
|-------------------------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Always | 1 | 2 | 2 | 5 |
| Frequently | 1 | 7 | 5 | 13 |
| Sometimes | 13 | 10 | 14 | 37 |
| Seldom | 3 | 0 | 2 | 5 |
| Never | 2 | 0 | 0 | 2 |
| Totals | 20 | 19 | 23 | 62 |
| $\chi^2 = 6.660$ | 2 d.f. | | $.02 < P < .05$ | |

^aIn the computation of the chi-square, rows 1-3 and 4-5 were collapsed.

TABLE C

ASSOCIATION OF RESPONSES TO THE QUESTION, "IN WHAT WAYS DOES YOUR MOTHER INFLUENCE YOUR DECISION WHEN SHE SHOPS FOR CLOTHES WITH YOU?" AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|--|----------------|-------------------|-----------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| She knows best what I should buy | 2 | 4 | 2 | 8 |
| She gives her opinion on style, color, fit and appropriateness of garments for me | 10 | 12 | 18 | 40 |
| She advises me on the quality of garments as well as the care of them | 4 | 0 | 5 | 9 |
| She advises me on the quantity of garments I need and whether the garments will fit into my wardrobe | 0 | 1 | 1 | 2 |
| She sets price limits on what I buy | 1 | 2 | 6 | 9 |
| Sometimes she tries to discourage me from buying garments | 0 | 1 | 0 | 1 |
| She has completely different ideas from mine on style and fit | 1 | 1 | 0 | 2 |
| Totals | 18 | 21 | 32 | 71 ^b |
| <hr/> | | | | |
| $\chi^2 = 2.735$ | 3 d.f. | | $.30 < P < .50$ | |

^aIn the computation of the chi-square, rows 2-4 and 5-7 were collapsed.

^bSixteen girls gave multiple responses to this question.

TABLE D

ASSOCIATION OF RESPONSES TO THE QUESTION, "DO YOU
AND YOUR MOTHER AGREE ON THE AMOUNT OF CLOTHING
YOU SHOULD HAVE?," AND RESIDENCE AREA OF TEEN-
AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 12 | 12 | 18 | 42 |
| No | 8 | 7 | 5 | 20 |
| Totals | 20 | 19 | 23 | 62 |
| <hr/> | | | | |
| $\chi^2 = 1.857$ | 2 d.f. | | $.30 < P < .50$ | |

TABLE E

ASSOCIATION OF RESPONSES TO THE QUESTION, "DO YOU
AND YOUR MOTHER AGREE ON THE PRICE YOU SHOULD PAY
FOR CLOTHING?," AND RESIDENCE AREA OF TEEN-AGE
GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Always | 5 | 5 | 9 | 19 |
| Frequently | 10 | 10 | 14 | 34 |
| Sometimes | 3 | 3 | 0 | 6 |
| Seldom | 1 | 0 | 0 | 1 |
| Never | 1 | 1 | 0 | 2 |
| Totals | 20 | 19 | 23 | 62 |
| <hr/> | | | | |
| $\chi^2 = 1.948$ | 2 d.f. | | $.10 < P < .20$ | |

^aIn the computation of the chi-square, rows 1-2 and 3-5 were collapsed.

TABLE F

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHEN YOU FIND GARMENTS YOU LIKE, DO YOU BUY THEM AND TAKE THEM HOME WITHOUT ASKING YOUR MOTHER'S OPINION?" AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|------------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Always | 1 | 0 | 0 | 1 |
| Frequently | 6 | 4 | 0 | 10 |
| Sometimes | 7 | 8 | 10 | 25 |
| Seldom | 3 | 3 | 6 | 12 |
| Never | 3 | 4 | 7 | 14 |
| Totals | 20 | 19 | 23 | 62 |
| <hr/> | | | | |
| $\chi^2 = 9.360$ | 2 d.f. | | $.001 < P < .01$ | |

^aIn the computation of the chi-square, rows 1-2 and 3-5 were collapsed.

TABLE G

ASSOCIATION OF RESPONSES TO THE QUESTION, "IF YOU ORDER CLOTHING THROUGH A MAIL ORDER COMPANY, DO YOU DECIDE WHAT TO ORDER BY YOURSELF?" AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Always | 1 | 2 | 0 | 5 |
| Frequently | 1 | 6 | 5 | 12 |
| Sometimes | 6 | 5 | 8 | 19 |
| Seldom | 1 | 2 | 4 | 7 |
| Never | 3 | 3 | 1 | 7 |
| Totals | 12 | 18 | 18 | 48 |
| <hr/> | | | | |
| $\chi^2 = 2.835$ | 2 d.f. | | $.20 < P < .30$ | |

^aIn the computation of the chi-square, rows 1-2 and 3-5 were collapsed.

TABLE H

ASSOCIATION OF RESPONSES TO THE QUESTION, "IF YOU WENT SHOPPING FOR A GARMENT BY YOURSELF AND FOUND ONE THAT YOUR MOTHER DID NOT LIKE, WHAT WOULD YOU DO?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|---|----------------|-------------------|---------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Forget about buying it | 3 | 9 | 10 | 22 |
| Talk your mother into giving her approval | 12 | 8 | 11 | 31 |
| Buy it | 4 | 2 | 1 | 7 |
| Totals | 19 | 19 | 22 | 60 ^a |
| $\chi^2 = 6.525$ 3 d.f. $.05 < P < .10$ | | | | |

^aNo response was given by two of the girls to the question.

TABLE I

ASSOCIATION OF RESPONSES TO THE QUESTION, "IF YOUR MOTHER SAW A GARMENT SHE LIKED FOR YOU WHICH WOULD SHE DO MOST FREQUENTLY?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|---|----------------|-------------------|---------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Pay for it and bring it home | 3 | 4 | 3 | 10 |
| Bring it home on approval | 4 | 4 | 3 | 11 |
| Suggest you go to the store to look at it | 6 | 5 | 11 | 23 |
| Tell you about it | 8 | 5 | 6 | 19 |
| Totals | 21 | 19 | 23 | 63 ^b |
| $\chi^2 = 0.790$ 2 d.f. $.50 < P < .70$ | | | | |

^aIn the computation of the chi-square, rows 1-2 and 3-4 were collapsed.

^bOne girl gave two responses to the question.

TABLE J

ASSOCIATION OF RESPONSES TO THE QUESTION, "DO YOU
AND YOUR MOTHER AGREE ON THE CLOTHING YOU SHOULD
BUY?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|---------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Always | 5 | 3 | 7 | 15 |
| Frequently | 4 | 10 | 13 | 27 |
| Sometimes | 8 | 5 | 3 | 16 |
| Seldom | 1 | 0 | 0 | 1 |
| Never | 1 | 1 | 0 | 2 |
| Totals | 19 | 19 | 23 | 61 ^b |
| <hr/> | | | | |
| $\chi^2 = 7.702$ | 2 d.f. | $.02 < P < .05$ | | |

^aIn the computation of the chi-square, rows 1-2 and 3-5 were collapsed.

^bNo response was given by one of the girls to the question.

TABLE K

ASSOCIATION OF RESPONSES TO THE QUESTION, "HOW
ARE YOUR CLOTHES USUALLY SELECTED?," AND
RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|---------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| You select alone | 11 | 7 | 6 | 24 |
| You and your mother select | 8 | 13 | 17 | 38 |
| Your mother selects alone | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 1 |
| Totals | 20 | 20 | 23 | 63 ^b |
| <hr/> | | | | |
| $\chi^2 = 3.993$ | 2 d.f. | $.10 < P < .20$ | | |

^aIn the computation of the chi-square, rows 3-4 were omitted.

^bOne girl gave two responses to the question.

TABLE L

ASSOCIATION OF RESPONSES TO THE QUESTION, "ARE
THERE CERTAIN ITEMS OF CLOTHING YOU COULD NOT
BUY UNLESS YOUR MOTHER APPROVED OF THEM?,"
AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 9 | 11 | 11 | 31 |
| No | 11 | 8 | 12 | 31 |
| Totals | 20 | 19 | 23 | 62 |
| $\chi^2 = 0.718$ | 2 d.f. | | .50 < P < .70 | |

TABLE M

ASSOCIATION OF RESPONSES TO THE QUESTION, "ARE
THERE CERTAIN ITEMS OF CLOTHING ON WHICH YOU
WOULD WANT YOUR MOTHER'S APPROVAL BEFORE
PURCHASING?," AND RESIDENCE AREA OF
TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 11 | 19 | 22 | 52 |
| No | 9 | 0 | 1 | 10 |
| Totals | 20 | 19 | 23 | 62 |
| $\chi^2 = 18.570$ | 2 d.f. | | P < .001 | |

TABLE N

ASSOCIATION OF RESPONSES TO THE QUESTION, "WOULD YOU LIKE TO BE ABLE TO SELECT MORE OF YOUR CLOTHES THAN YOU DO?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Questions | Residence Area | | | Totals |
|------------------------|----------------|-------------------|---------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 5 | 3 | 8 | 16 |
| No | 15 | 15 | 15 | 45 |
| Totals | 20 | 18 | 23 | 61 ^a |
| <hr/> | | | | |
| $\chi^2 = 1.649$ | 2 d.f. | $.30 < P < .50$ | | |

^aNo response was given by one of the girls to the question.

TABLE O

ASSOCIATION OF RESPONSES TO THE QUESTION, "DO YOU HAVE ANY GARMENTS IN YOUR WARDROBE THAT YOU DO NOT LIKE TO WEAR?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 19 | 15 | 19 | 53 |
| No | 1 | 4 | 4 | 9 |
| Totals | 20 | 19 | 23 | 62 |
| <hr/> | | | | |
| $\chi^2 = 2.232$ | 2 d.f. | $.30 < P < .50$ | | |

TABLE P

ASSOCIATION OF RESPONSES TO THE QUESTION, "ARE ANY OF THE GARMENTS YOU DO NOT LIKE TO WEAR IN YOUR WARDROBE BECAUSE YOUR MOTHER LIKED THEM?," AND RESIDENCE AREA OF TEEN-AGE GIRLS^a

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-----------------|------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 6 | 7 | 10 | 23 |
| No | 12 | 8 | 9 | 29 |
| Totals | 18 | 15 | 19 | 52 ^b |
| <hr/> | | | | |
| $\chi^2 = 1.490$ | 2 d.f. | $.30 < P < .50$ | | |

^aThis question is a composite of questions 40 and 41 in the questionnaire, Appendix C. The responses refer only to question 41.

^bNo response was given by one of the girls to the question.

TABLE Q

ASSOCIATION OF RESPONSES TO THE QUESTION, "HAS YOUR MOTHER PICKED OUT ANY OF THE GARMENTS IN YOUR WARDROBE THAT ARE YOUR FAVORITES?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-----------------|------------|-----------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 17 | 17 | 22 | 56 |
| No | 4 | 2 | 1 | 7 |
| Totals | 21 | 19 | 23 | 63 ^a |
| <hr/> | | | | |
| $\chi^2 = 2.528$ | 2 d.f. | $.20 < P < .30$ | | |

^aOne girl checked two responses to the question.

TABLE R

ASSOCIATION OF RESPONSES TO THE QUESTION, "WHO
DECIDES WHICH PATTERNS AND FABRICS WILL BE
USED IN MAKING YOUR CLOTHING?" AND
RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|------------------------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| You alone | 11 | 8 | 3 | 22 |
| Your mother alone | 0 | 0 | 0 | 0 |
| Your mother and you | 7 | 10 | 19 | 36 |
| Other | 0 | 0 | 0 | 0 |
| Totals | 18 | 18 | 22 | 58 |
| $\chi^2 = 12.331$ | 2 d.f. | $.001 < P < .01$ | | |

^aIn the computation of the chi-square, rows 2 and 4 were omitted.

TABLE S

ASSOCIATION OF RESPONSES TO THE QUESTION, "DO YOU
MAKE ANY OF YOUR OWN CLOTHING?" AND RESIDENCE
AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|---------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 15 | 18 | 22 | 55 |
| No | 5 | 1 | 1 | 7 |
| Totals | 20 | 19 | 23 | 62 |
| $\chi^2 = 5.340$ | 2 d.f. | $.05 < P < .10$ | | |

TABLE T

ASSOCIATION OF RESPONSES TO THE QUESTION, "DOES
YOUR MOTHER MAKE ANY OF YOUR CLOTHING?," AND
RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 9 | 11 | 17 | 37 |
| No | 11 | 8 | 6 | 25 |
| Totals | 20 | 19 | 23 | 62 |
| <hr/> | | | | |
| $\chi^2 = 3.620$ | 2 d.f. | | $.10 < P < .20$ | |

TABLE U

ASSOCIATION OF RESPONSES TO THE QUESTION, "DO
YOU HAVE ANY GARMENTS IN YOUR WARDROBE THAT
YOUR MOTHER HAS MADE FOR YOU THAT YOU DON'T
LIKE?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-------------------|-----------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 2 | 2 | 4 | 8 |
| No | 7 | 9 | 13 | 29 |
| Totals | 9 | 11 | 17 | 37 |
| <hr/> | | | | |
| $\chi^2 = 1.923$ | 2 d.f. | | $.30 < P < .50$ | |

TABLE V

ASSOCIATION OF RESPONSES TO THE QUESTION, "DO YOU HAVE ANY GARMENTS IN YOUR WARDROBE THAT YOUR MOTHER HAS MADE FOR YOU THAT YOU ESPECIALLY LIKE?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question | Residence Area | | | Totals |
|-----------------------|----------------|-----------------|------------|--------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Yes | 7 | 11 | 16 | 34 |
| No | 2 | 0 | 1 | 3 |
| Totals | 9 | 11 | 17 | 37 |
| <hr/> | | | | |
| $\chi^2 = 4.698$ | 2 d.f. | $.05 < P < .10$ | | |

TABLE W

ASSOCIATION OF RESPONSES TO THE QUESTION, "IF YOU HAVE ANY GARMENTS IN YOUR WARDROBE THAT YOUR MOTHER HAS MADE FOR YOU THAT YOU ESPECIALLY LIKE, WHAT ARE YOUR REASONS FOR LIKING THEM?," AND RESIDENCE AREA OF TEEN-AGE GIRLS

| Responses to Question ^a | Residence Area | | | Totals |
|--|----------------|-----------------|------------|-------------------|
| | Urban | Rural Non-Farm | Rural Farm | |
| Garment is well constructed | 0 | 2 | 0 | 2 |
| Garment fits well | 3 | 3 | 6 | 12 |
| Style of garment | 2 | 2 | 7 | 11 |
| Color of garment | 0 | 0 | 5 | 5 |
| Fabric of garment | 1 | 1 | 1 | 3 |
| Garment looks well on you | 1 | 1 | 3 | 5 |
| You helped choose the pattern and fabric | 0 | 3 | 2 | 5 |
| Other | 2 | 4 | 2 | 8 |
| Totals | 9 | 16 | 26 | 51 ^{b,c} |
| <hr/> | | | | |
| $\chi^2 = 5.391$ | 3 d.f. | $.10 < P < .20$ | | |

^aIn the computation of the chi-square, rows 1-2, 3-6, and 7-8 were collapsed. Row 8 was omitted.

^bEleven of the girls gave two responses to the question.

^cThree of the girls gave three responses to the question.

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