

A STUDY OF INTEREST IN CLOTHING
AMONG SELECTED GROUPS OF
MARRIED AND UNMARRIED
YOUNG WOMEN

Thesis for the Degree of M. A.
MICHIGAN STATE COLLEGE
Mary Lou Lorch Rosencranz
1948

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A STUDY OF INTEREST IN CLOTHING
AMONG SELECTED GROUPS OF MARRIED AND UNMARRIED
YOUNG WOMEN

by

Mary Lou Lerch Rosencranz

A THESIS

Submitted to the School of Graduate Studies of Michigan
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PART ONE

INTRODUCTION

PART ONE

INTRODUCTION

I. STATEMENT OF THE PROBLEM

Although the wearing of clothing is an accepted social custom, there are many individual and group differences and preferences expressed through the medium of clothing. Many casual observations have made the writer wonder about the variety of women's reactions toward clothing from those extreme cases who seem to place a great deal of emphasis upon it to the examples at the other extreme who seem to care very little about it. There were those who seemed to find in clothing a means of expressing many moods and feelings through subtle differences in the line, color and texture of clothing as well as artists in any of the "fine arts." On the other hand, there were persons who seemed to feel that clothing was a superficial thing without depth and at best a means of escaping boredom. Inasmuch as many sociologists, psychologists, and clothing specialists have emphasized the need for research in the combined fields of clothing and social-psychology¹, the writer became interested in doing some exploratory work in this area.

¹Report of the Conference on Textile and Clothing Research Related to the Social Sciences, Report by Courtesy of Teachers College, Columbia University, New York, February, 1947.

The purpose of the problem at hand in its broadest terms is to throw some light upon the meaning of clothing, or the importance of clothing, in the lives of women. Since women differ in the degree of emphasis which they place upon clothing, they therefore can be expected to give widely varied amounts of their time, energy, money, thought, and attention to it. One approach to an understanding of the "meaning" of clothing in a more specific or narrow sense could be through studying evidences of "interest in clothing."

Preliminary to the means selected for measuring interest, however, it might be well to cite some of the more generally accepted definitions of "interest."

According to Gardner Murphy interest is the attitude with which one attends to anything or the feeling accompanying attention.

"Interests are dispositions defined in terms of objects which one easily and freely attends to or which one regards as making a difference to oneself."¹

William James defines attention in this manner:

"Attention out of all the sensations yielded, picks out certain ones as worthy of notice and suppresses all the rest. We notice only those sensations which are signs of things which happen to interest us, to which we therefore give substantive names, and which we exalt to this exclusive status of independence and dignity."²

¹Murphy, Gardner, Personality, New York: Harper, 1947, p. 937.

²James, William, Psychology, New York: H. Holt & Co., 1924, p. 171.

The fact that there is a definite need for research in the area of interests is also made clear by Tiffin, Knight, and Josey in The Psychology of Normal People.

"Individuals differ greatly in the range and intensity of their interests ... Obviously these differences are important in understanding behavior; for a person's values and interests not only reveal what he is but what he will be."¹

In this particular study, then, the investigator will attempt to measure interest in clothing by formulating a group of questions that will not only select the situations in which a person notices clothing in preference to other stimuli but also the frequency of paying attention to clothing. Interest in clothing will be defined in terms of interest evidenced by time, energy, money, thought, and attention given to clothing.

¹Tiffin, Knight, Josey, The Psychology of Normal People, Boston; D. C. Heath & Co., 1945, p. 92.

II. REVIEW OF LITERATURE

A. Review of Some of the Theories Concerning the Socio-psychological Aspects of Clothing.

Although this study will be limited to particular groups of women living at the present time in the United States of America, in order to formulate questions that measure interest in clothing it might be well to examine a few, and by no means all, of the theories that attempt to explain the function of clothing in relation to human life. Many anthropologists, psychologists, and sociologists have developed a number of interesting ideas concerning the basic human traits expressed through the medium of clothing.

The wearing of clothing has become so accepted that the ordinary woman seldom gives much thought to her reasons for wearing the kind of clothing she wears or why she wears clothing at all. Many writers agree that we wear clothing for one or more of three basic reasons --- modesty, protection, and decoration. Those who believe that clothing was first worn as the result of an inborn sense of modesty in human beings relate their theory to the Biblical account of the fig-leaf in which clothing developed from sexual self-consciousness. Others including Knight Dunlap, George Van Ness Dearborn, Elizabeth Harlock, and J. C. Flugel disagree with the modesty theory of clothing on the grounds that there seem to be many

different ideas concerning the parts of the body that should be covered in obedience to modesty.¹

Related to the modesty theory of clothing is the immodesty theory which suggests that ornaments and clothing were first worn to attract attention to parts of the body, especially the sex organs. The foundation for this idea is based upon the fact that in many primitive tribes where women are adorned but unclothed, harlots alone are fully clothed. In such instances clothing serves as a sexual lure.²

Although clothing seems to have developed in tropical countries, many psychologists believe that clothing was first worn as protection. The original motive was not protection from the cold but rather protection against insects thus prompting the use of hanging strips of material. There is also the possibility that clothing developed for psychological protection inasmuch as primitive man's existence was to a large

¹For a more extensive treatment of the modesty theory of clothing, see Dearborn, George Van Ness, The Psychology of Clothes, Princeton, New Jersey: Psychological Review Co. 1918; Dunlap, Knight, "The Development and Function of Clothing," Journal of General Psychology, 1928, pp. 64-78; Flugel, J. C., The Psychology of Clothes, London; L. and U. Woolfat, The Hogarth Press, 1930; and Hurlock, Elizabeth, The Psychology of Dress, New York: Ronald Press Co., 1929.

²For a discussion of the immodesty theory of clothing see Hurlock, E., op. cit., p. 16; and Flugel, J.C., op. cit.

extent ruled by a belief in magic.¹

Hurlock suggests that the role of conscious purpose in the development of clothing was very slight in that the earliest forms of personal adornment such as tattooing, blackening of the teeth, and painting the fingernails came before any actual coverings.

"From the scars received in combat to purposefully inflicted scars, from blood stains to stains made from colored clays and from animal skins thrown carelessly over the shoulder after hunting to arranging them in a becoming manner were only short steps. The dress like the badge was worn for decoration from the wish for admiration."²

According to Paul Hystrom, Elizabeth Hurlock, and George Van Ness Dearborn there are various reasons for wearing the kinds of clothing we wear.³ These reasons involve fundamental human motives developing from

¹For further information about clothing as physical and psychological protection see Hawes, E., Why is a Dress? New York: Random House, 1933; Hurlock, E., op. cit., and Flugel, J. C., op. cit.

²Hurlock, E., op. cit. For a discussion of the decoration theory of clothing see also Hawes, E., op. cit., Hurlock, E., op. cit., and Flugel, J. C., op. cit. For some of the decorations used by peoples in various cultures see Lowie, Robert, Introduction to Cultural Anthropology, New York: Macmillan and Co., 1940, 1946.

³See Hystrom, Paul, Economics of Fashion, New York: The Ronald Press Co., 1928, for fundamental motives involved in wearing the kind of clothes we wear; Hurlock, op. cit., and Flugel, op. cit., for discussions of the desire for display, and fear of social disapproval, the sex motive, and symbolism in clothes; Crawford, E. P. C., The Days of Fashion, New York: G. P. Putnam's Sons, 1941, for a treatment of beauty and harmony in clothes; Dearborn, op. cit., for a discussion of the extension of the personality through clothes.

emotional tendencies and hungers which include the desire for display, and the fear of social disapproval. Other motives sometimes suggested are the sex motive, the appeal of the symbolic, the desire for beauty and harmony, and the desire to expand one's personality through such additions as flowing drapery or towering headresses.

Since the Renaissance, clothes have been subject to that phenomenon called fashion. It is not the writer's intention to review all the voluminous writings concerning the motivations of the fashion cycle but rather to list some of the reasons for the acceptance of new fashions which seem to apply to the present fashion craze in order to throw more light upon the interest in clothing of the women participating in this study. It is almost impossible to separate interest in clothing from fashion-consciousness, or to formulate questions probing into interest in clothing that would not have answers colored by a person's interest in fashion as well.

In the briefest terms, fashion has been defined as the rise, culmination, and decline of popular acceptance of a style.¹ Some of the reasons often presented for the success of a given fashion are the desire for the new, the desire to be different, the influence of commercial promotion, mass production, and the principle

¹Lystrom, Paul, op. cit.

of conspicuous consumption.¹

According to Sapir, Flugel, and Sumner, fashion changes pose many questions which are still unsolved. It is Sapir's opinion that fashion is a challenge to the taste of the discriminating individual, but for others it is a substitute for taste.² Flugel is concerned with the concentration of effort upon woman's appearance to an extent that it may become harmful to society.³ Sumner claims that fashion changes lack the elements of truth and right with respect to individual welfare.⁴

Both Flugel and Dunlap suggest that the very existence of clothing is founded upon standards that are incompletely fulfilled and that in making clothing reforms we are only making compromises. They express the revolutionary idea that if we keep improving clothing, we may improve it out of existence.

"We may contemplate the possibility that dress is after all destined to be but an episode in the history of humanity, and man will one day go about his business secure in the control of both his body and his wider physical environment disdaining the sartorial crutches on which he periously supported himself during the earlier tottering stages of his march toward a higher culture."⁵

¹Veblen, T., The Theory of the Leisure Class, New York: The Macmillan Co., 1919.

²Sapir, E., "Fashion," Encyclopedia of the Social Sciences, Vol. 6, pp. 137-144.

³Flugel, J. C., op. cit.

⁴Sumner, W. G., Folkways, Boston: Ginn & Company, 1907.

⁵Flugel, J. C., op. cit.

Regardless of the fact that the wearing of clothing seems to create innumerable problems and conflicts which might be solved by improving clothing out of existence, the wearing of clothing is still an accepted social custom that can be studied best in terms of the people who wear it. This study will try to throw some light upon the clothing habits of certain groups of contemporary women living in the United States of America.

B. Review of Studies Pertaining to the Socio-psychological Aspects of Clothing

Aside from the theoretical ideas concerning basic human traits expressed through clothing, it might be well to review a few of the studies that attempted to measure some of the socio-psychological aspects of clothing. After checking through the Psychological Abstracts, the Education Index, and the Journal of Home Economics, the writer found very little that approximated an interest in clothing survey. There were, however, several studies made in the field of clothing psychology. Briefly, some of them are as follows:

In 1930 Elizabeth Hurlock designed a schedule of twenty-one questions to determine (1) whether people dressed to win approval of their own sex or the approval of the opposite sex; (2) whether or not people dressed with the idea of covering up defects; (3) whether or not one's feeling of self-confidence was increased by being

well and appropriately dressed. Some of her findings were that sixty-eight percent of the boys and sixty-four percent of the girls dressed for their own sex, three percent of the men and thirteen percent of the women considered both sexes rather than either one, and seventy-two percent of the women and thirty-eight percent of the men tried to cover their defects by means of clothing. On the whole, men were less affected by style copying.¹

In "Recent Applications of the Study of Values" by Cantril and Allport it was reported that D. A. Newman, E. G. Nickerson, and A. Bryer used one hundred Harvard and fifty-nine Radcliffe students to try to determine whether a person's dominant values influence his interest in clothes. The subjects were required to answer a list of questions concerning their interest in clothes. These questions pertained to the extent to which clothes affected their estimate of women and to their own personal satisfaction in wearing stylish clothes. The questionnaire was scaled in such a way that a total score for "interest in clothes" could be determined for each person. The correlations between the intensity of interest in clothes and the study of Values scores follow. Coefficients which are more than three and a half times their probable error are underlined.

¹Harlock, E. B., "Motivations in Fashion," Archives of Psychology, 1930.

	<u>59 Women</u>	<u>100 Men</u>
Theoretic	<u>- .32</u>	- .09
Economic	<u>+ .32</u>	- .09
Aesthetic	<u>+ .27</u>	- .02
Social	- .01	- .01
Political	- .23	- .06
Religious	<u>+ .29</u>	+ .10

Men's general interest in clothes seems to have no relation to their personal values, but women who have high aesthetic and economic values show a comparatively great interest in clothes, while women with high theoretic and religious values show a relative disinterest in clothes. In addition to the general questionnaire concerning intensity of interest in clothes, each subject was required to answer the following question by ranking alternative answers in order of their importance.

As far as my income allows, I try to keep in style because

- a. It creates a good impression on other people.
(Political)
- b. I obtain personal satisfaction from being well dressed even though no one sees me.
(Aesthetic)
- c. It helps me make friends. (Social)
- d. Stylish clothes show that I am not poor.
(Economic)

To determine to what extent the order of the answers correspond to the order of the subject's Study of Values scores

for the four values represented, coefficients of contingency were calculated. For the Harvard group, Political .30 Aesthetic .40 Social .29 Economic .30. The respective probable errors are .04, .11, .05, .07.¹ For the Radcliffe group a single contingency coefficient of .51 was calculated by bringing all the data into a single contingency table.

The conclusion that was drawn was that the specific interest of both sexes in their own appearance is, by and large, consistent with their prevailing values. It should also be pointed out that since this one question with four alternative answers shows that it is internally consistent with the entire Study of Values, it might actually be fitted into Part Two of the test which is constructed on this principle.²

In 1934 E. D. Barr tried to discern whether or not the individual through his choice of clothes, expresses himself as an integral conforming member of the social group to which he belongs and to what extent clothes serve as a means of emphasizing individual distinction or difference. The group studied included both students and wage earners between the ages of 17 and 50. One conclusion was that

¹This was determined by formula 223, 224, and 232 in T. L. Kelley's Statistical Method, New York, 1924.

²Centril, H., and Allport, G. W., "Recent Applications of the Study of Values," Journal of Abnormal and Social Psychology XXVIII (1933), p. 259-273.

the really fundamental attitudes in the choice of clothing are associated with the desire to conform, the desire for comfort, and the desire for economy. Other conclusions reached were that the desire to express personality is widely diffused and that window shopping is more potent as a source of fashion ideas than as a direct stimulus to buying.¹

In 1940 a questionnaire was submitted to women students at Drexel Institute of Technology through the weekly newspaper and supplemented by observations of wardrobes and buying habits of the students. The questionnaire was fashioned to determine clothing expenditure in order to give the incoming freshmen a fairly accurate idea of clothing costs. The average yearly clothing expenditure was found to be --- \$132.55. Some of the additional findings were that resident students spent more on clothing than commuting students, a possible explanation being that resident students purchase all their clothes at one time (usually at the beginning of the year), while commuting students can purchase their clothes as needed. On the average, upperclassmen were better and more conservatively dressed than freshmen because freshmen had no idea of clothing requirements. Freshmen were more susceptible to fads and supported quite striking garments, conforming to the current misconceptions of the college campus as a

¹Barr, E. C., "An Analysis of Fashion Motivation," Archives of Psychology, 1934.

place for gay and flashy dress. The only other group that approached the freshmen in quantity of clothing were the seniors, who were purchasing in advance for their professional careers. These senior wardrobes showed a definite adherence to good taste and to the principles of good design. It was a surprise to Miss Adelman to find that many students depended upon advice and guidance of their elders in the selection of their wardrobe, even though there was a trend of independence among upperclassmen.¹

A study entitled "First Impression of Classmates" was made by Wilhelmina E. Jacobson at Brooklyn College. Since very little is known about first impressions except that they exert an important influence in human lives, she felt the need for a tabulation of something more specific. The group tested were entering freshmen who were given a blank piece of paper and told to list the remarks that came to their minds about the subjects who stood in front of them for a minute and a half. The comments could be divided into five categories --- (1) physical characteristics; (2) intelligence; (3) clothing; (4) grooming; (5) psychological factors. The students remarked about clothing only half as frequently as upon grooming or psychological characteristics. Clothing and grooming showed the greatest percent of unfavorable responses. There seemed to be no significant

¹Adelman, Nebe I., "Trends in the College Wardrobe," Journal of Home Economics, May, 1940.

correlation between a student's own personality adjustment and her comments, except in the case of clothing where there appeared to be a tendency for the more intelligent girl to comment about clothes.¹

¹Wilhelmina L. Jacobson, "First Impressions of Classmates," Journal of Applied Psychology, Vol. 29, No. 2, April, 1945.

III. THE EXPERIMENTAL SCHEDULE, SAMPLES, AND FINDINGS

The Experimental Schedule

Having narrowed the study to the measuring of interest in clothing, the next step was to choose areas of behavior about which one might construct questions that could be checked and evaluated as objectively as possible. The schedule of questions emphasized a behavioristic approach in that the questions were formulated as largely as possible in quantitative and objective rather than qualitative and subjective terms. Each question was designed so that not only a negative or positive response might be indicated but also the degree of interest or lack of it could be determined as well.

In the spring of 1947 with the help of clothing specialists and sociologists, thirty items were chosen for the experimental schedule.¹ These items fell into one of three categories, those measuring attitude toward clothing, those measuring information about clothing, and one question asking for the kind and number of clothing made and worn.

The attitude section was planned so that the person either had to think back upon past experiences or had to think out what she would do in a hypothetical situation. In order to provide each question with a range of possible

¹See Appendix 1 for a copy of the experimental schedule.

responses, each was designed to show one of the following-- frequency (how often), intensity (how much), or number (how many).

Example: 1. When you go to the movies, how often do you observe the name of the costume designer?

(Weighting used in scoring the question.)

_____ almost always	4
_____ most of the time	3
_____ sometimes	2
_____ seldom	1
_____ practically never	0

In this question the answer indicating the greatest interest was given an arbitrary weight of 4 and the answer indicating the least interest a weight of 0. In the other questions the check list of responses was varied so that the high scoring choice would not regularly fall in the same relative position.

The questions in the attitude section were fashioned around types of behavior which would reveal time, energy, money, thought, or attention given to clothing. A single question might involve one or more of these elements. A minimum of emphasis was placed on the actual amount of money spent for clothing so that the economic status of the individual would not be an important factor in her resulting score.

Questions formulated to measure the element of time spent on clothing included such types of behavior as looking carefully at fashion advertisements, shopping for clothing or fabrics, planning that season's wardrobe, deciding in advance upon one's clothes for special occasions, checking clothing for needed cleaning and repairs, and reading fashion magazines.

Some of the questions measuring the amount of energy expended on clothing were those that probed into the number of shopping trips both in town and out of town, keeping clothing in repair, returning an article that did not match, helping girl friends select clothing, and making over old clothes.

Questions concerning the planning of that season's wardrobe well in advance, the working out of ensembles that would be inter-changeable, the discussing of style trends, and the planning of one's attire for special occasions were used also to measure thought given to clothing.

To measure the varying degrees of attention given to clothing, questions were formulated on the following items -- observing, when at a movie, the name of the costume designer and the details of the costumes; indulging in window shopping; choosing a high style fashion magazine out of an offering of many types; noticing how people on the street were dressed; and acquainting

one's self with the incoming fashion trends predicted in magazines.

Questions which indicated to some extent the amount of money one spent or would be willing to spend on clothing were those which inquired into the number of trips made locally or out of town for the purpose of purchasing clothing; the disposition of a gift of one hundred dollars, and the frequency of buying a new formal.

The information section was made up of two questions designed to measure, in one case, the person's familiarity with fashion designers, and, in the second, brand names. It seemed to the writer that the retention of such information was a truer evidence of the intensity of the individual's interest (as measured by attention) than the answers which depended solely upon her affirmative responses concerning fashion reading or shopping experiences.

The question that asked for a list of clothing made and worn attempted to measure not only time, energy, thought, and attention, but also creative interest in clothing -- perhaps one of the most difficult areas of all to appraise by a questionnaire. In this question the person was asked to name the number of blouses, skirts, dresses, and suits she had made and worn. The word "worn" was included in the hope that it would eliminate the recording of sewing endeavors which were too unsuccessful to be of any practical value.

The Experimental Sample

The sixty-seven girls who were selected to fill out the questionnaire were students enrolled in a Clothing Selection course that is required for all Home Economics majors. Most of the girls were third term freshmen. The schedules were administered in four sections by the writer during the first two weeks of May, 1947. The time required to fill in the questionnaire averaged one-half hour.

Findings

Total scores were calculated for each girl excluding question 25 (clothing made and worn). Since the answers to question 25 could have been scored from 0 to 53 points it was felt that not only was the weighting for any one question too heavy, but also that the responses were misleading in that many of those giving high scoring answers to question 25 scored low in other sections of the interest questions. (Excluding question 25) the scores, which ranged from 52 to 196, were broken down into the attitude and the information sections. The score on the clothing made and worn question was also computed. With the above information it was possible to draw profiles of the high and low scoring persons in order to determine those who seemed to show especially high or unusually low interest responses, and who were therefore more suitable for interviewing. The writer interviewed

six high and four low scoring girls during the last two weeks of May, 1947. The interviews, of approximately one hour duration, were held in a private office in the Home Economics building with only the interviewee and writer present. In nine cases out of ten the writer felt that the interviews seemed to substantiate the classification of the girls by their scores on the questionnaires. In other words, the six girls with high scores also indicated a high degree of interest in clothing when interviewed. Two of the four girls with low scores were not at all interested in clothing nor did they evidence very keen interest in other things. A third girl had a major interest in the field of dietetics. The fourth one was interested in interior decoration but she seemed at the time of the interview to show more interest in clothing than she had evidenced in the questionnaire. Three of the high scoring people interviewed aspired to be dress designers. The fourth and fifth were interested in clothing from the merchandising angle, and the sixth, who planned to be a dietitian, was interested in clothing as well as having a high level of general interest in sports, campus affairs, music, and people, so that one might be led to believe that her high score resulted from her general alertness to her environment rather than a concentration of interest in the field of clothing.

IV. THE PROBLEM AND AIMS

Since the results of the trial schedule indicated its efficiency in measuring interest in clothing both through the interviews, which strengthened the case for validity of the questionnaire, and through an examination of the range of answers on each item, the writer resolved to reconstruct the schedule so that it would be applicable to more women than college women. In other words, the objective was now to develop an instrument which would measure the meaning of clothing in the lives of women with greater variations in age range, in occupations, in incomes, in environment, in levels of education, in activities, and in family responsibilities, than existed among the initial subjects.

With this part of the exploratory attempts completed the objectives set up for the problem then, are as follows:

1. To determine to what extent women vary in the time, energy, money, thought, and attention which they devote to personal clothing.
2. To compare clothing interests of single and married women of comparable ages.
3. To determine the range of variation in clothing interest within each group.
4. To discover the variations in interest in

personal clothing associated with the presence or absence of children in the family.

5. To select some of the highest and lowest scoring persons for interviews in order: (1) to further check the validity of the questionnaire as an instrument for measuring interest in clothing, (2) to gain a better understanding of the variations in the role of clothing in the lives of young women and the causes of these variations.

V. SUMMARY OF FINDINGS

A. Construction of the questionnaire

The questions that gave the greatest range of scores in the experimental schedule (with the exception of those questions that applied only to college girls, questions 9, 17, 18, 21, and 36 and those that were seasonal, questions 13, 14, 16, 27) were used as a basis for another questionnaire entitled You and Your Clothing.¹ The new questionnaire was evaluated by seven members of the Home Economics faculty whose special fields include textiles, clothing, and economics, and appropriate revisions were made.

The new questions added to those in the schedule of the preliminary study were formulated in such a way that the answers would indicate the range of types of clothes in the person's wardrobe (see Appendix II, questions 14, 15, 19); the frequency of buying new clothes (see questions 10, 11, 16, 18, 23); some of the occasions on which the person gave special thought to how she was dressed (see questions 20, 22); how well dressed she preferred to have others think she was (see questions 17, 29); how willing she was to make special efforts to be well dressed (see questions 27, 28); and her use of relatively free time (see question 24). Some of the areas

¹See Appendix II for a copy of the revised questionnaire, You and Your Clothing.

which seemed significant to the writer, but nevertheless were not included because of the difficulty involved in formulating adequate questions, were personal emotional associations with clothing and the relative importance of clothing in respect to the individual's scale of values.

B. The Sample

The participating groups were chosen on a broader basis than the experimental group in that they represent a greater age range, more varied socio-economic levels, both single and married women, women with children, women with urban as well as those with rural backgrounds, and women with varying amounts of formal education. The groups finally selected were:

Home Economics Seniors --- Group one consisted of thirty-two senior Home Economic students majoring either in Vocational Home Economics or in Retailing. The schedules were given to the seniors on December 9 and 11 of 1947 by the writer.

Business Women --- Group two was made up of thirty-two women, some of whom belonged to a Y.W.C.A. Business Girls' Club, and the others, employees of Michigan Bell Telephone Company. The Business Girls' Club answered the questionnaire on November 19, 1947; the Michigan Bell Telephone employees answered the questionnaire during the first week of December, 1947.

The questionnaires were administered by the personnel office of Michigan Bell Telephone Company.

Factory Workers --- Group three included twenty-nine women from the C. I. O. unit at the Fisher Body Division in Lansing. The questionnaire was given to the women during the second and third weeks of December, 1947 by Helen Moore, president of the C. I. O. unit.

Sorority Alumnae --- Group four was composed of twenty-eight women who were alumnae of the Sigma Kappa and Alpha Phi sororities. The questionnaires were given on November 19 and December 10, 1947 by Verda Elliott, an assistant in textile research at Michigan State College, and Leona MacLeod, a faculty member in the department of Textiles, Clothing and Related Arts at Michigan State College.

Spartan Wives --- Group five consisted of twenty-nine women, members of "Spartan Wives," an organization of student veterans' wives at Michigan State College. Three special interest groups of the "Spartan Wives" were contacted December 11, 1947 and January 6 and 8, 1948 by the writer.

Rural Extension Women --- Group six included thirty women who were members of their local Extension Clubs. They were given the questionnaires by Florence Hann, a clothing specialist in the Michigan State College Extension Program. These women were from Genesee, Huron, Wexford, and Missaukee counties in Michigan.

The writer hoped that by her choice of groups she would get distinct classes with respect to marital status if a majority of the Home Economics Seniors, Business Women, and Factory Workers were single and the Spartan Wives, Sorority Alumnae, and Rural Women were married. The questionnaire was also checked for clarity by several persons in each of the participating groups.

C. Statistical Techniques

For every question each possible answer was assigned an arbitrary weight. In most instances the weights ran 0, 1, 2, 3, 4. After checking the one hundred and eighty schedules, a total score was calculated for each person. The total scores ranged from 35 to 122, as compared with a possible range of scores from 8 to 158.

The next step involved the use of punch cards. Each response was punched on an International Business Machine card including the total score and the schedule number (for identification). The schedule numbers were arranged so that the number 101 was used for the highest scoring person in the Senior Group; 201, the highest in the Business Group; 301, the highest in the Factory Group; 401, the highest in the Sorority Alumnae Group; 501, the highest in the Spartan Wives Group; 601, the highest in the Rural Extension Group.

The Chi-square test was used to aid in discovering the degree of association between the various factors influencing interest in clothing (group, age, rural or urban background, income, education, occupation, and membership in organizations) and the total score.

The formula for the Chi-square test is as follows:

$$\chi^2 = \sum \frac{(F_o - F_e)^2}{F_e} \quad 1$$

Chi-square equals the sum of squares of the differences between the observed frequencies divided by the expected frequencies. This answer read from a table² corresponding to the number of degrees of freedom, m, equals its probability of exceeding the given value of Chi-square, or the probability of the number of times in a hundred that the distribution tested would be due to chance. The number of degrees of freedom is found by multiplying the (columns -1) by the (rows -1) or the cell frequencies given subject to the restrictions set by the marginal totals.

To find the statistical significance of the difference between the means of each of the six groups the standard error of two means was calculated for each pair of the groups. If the critical ratio or the ratio

¹Moore, Hiler, Elements of Statistics, New York, Prentice Hall, Inc., 1946, p. 301.

²Prentice-Hall Mathematical Tables to accompany Elements of Statistics by Moore, page 14.

of the difference between two original means to its standard error was more than 2 the difference between means was considered significant.¹

The method used to compute item validity was the criterion of internal consistency, or the critical ratio method. It assumes that the total score on the schedule is the most adequate measure on which items may be validated. It selects items measuring a single common variable according to the ability of the items to differentiate between the extremes (the first and fourth quartiles) of a distribution based on total scores. It also assumes that the items in the scale are distributed normally in the population.

D. Interviews and Analytical Comments

After running the cards through the counter sorter machine, three high scoring persons were chosen who had several of the factors, such as youth, singleness, urban background, an income over \$3,000, some education beyond high school, and membership in several clubs or organizations that showed correlation with high scores as determined by the Chi-square test. One high scoring person who did not have the factors related to a high

¹Sorenson, H., Statistics for Students of Psychology and Education, New York and London: McGraw-Hill Book Company, Inc., 1936, p. 302.

interest score was also interviewed. In like manner three low scoring persons were chosen who had the factors that seemed to accompany low scores and two low scoring persons who did not seem to have the factors for producing low scores.

Each person was asked a series of questions that tried to probe into some environmental associations, childhood memories of clothing, the kinds of clothing in her present wardrobe, shopping habits, preferences in color, line, and type of clothes, and the relationship of clothes to personality.¹

¹See Appendix III for the list of topics which were planned to be covered in the course of the interview.

PART TWO

ANALYSIS OF THE SAMPLE

PART TWO

ANALYSIS OF THE SAMPLE

I. FREQUENCY DISTRIBUTION

The combination of the total scores for the six groups constitutes one hundred and eighty scores ranging from 35 to 122. A tabulation of these scores has been arranged into a frequency distribution shown in Figure 1. The class intervals have been divided in this manner: below 60, 60 to 69, 70 to 79, 80 to 89, 90 to 99, 100 to 109, and 110 and over.

It will be noted that the peak of the histogram falls in the 80 to 89 class. In order to calculate an average score the arithmetic mean was the average selected. The arithmetic mean is defined as the sum of a set of variates divided by their number.¹

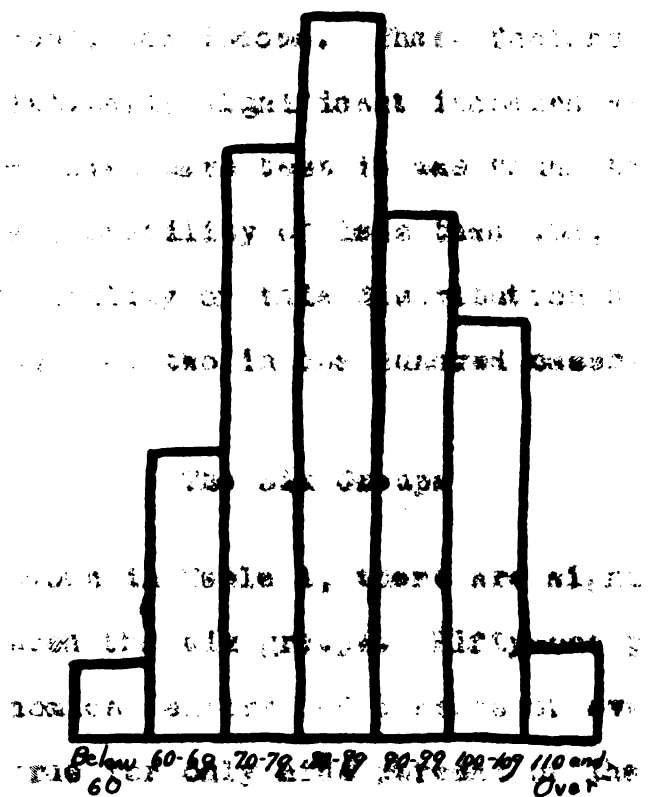
The measure of variability chosen to describe the dispersion of the scores was the standard deviation. The calculation of the standard deviation involved squaring the deviations from the mean and taking the square root of the squared deviations.²

¹This average is not only the most familiar one in use today, but it is also the most basic theory and the most useful in practice. See Note, Elmer, op. cit., p. 95.

²Loewenson, H., op. cit., p. 133.

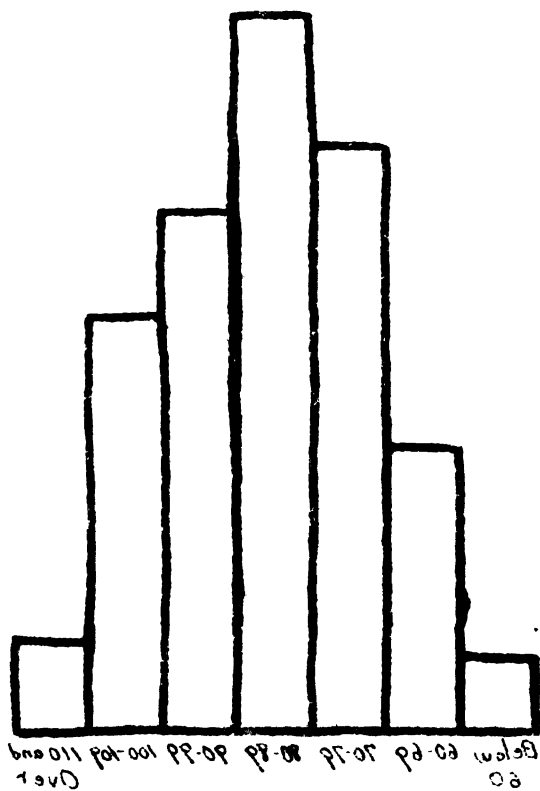
Figure 1

**Frequency Distribution of 150 Total Scores
on X₁ and X₂ Clothing Questionnaire**



Bar Chart

A bar chart is a graphical representation of data. It consists of vertical bars of different heights, where the height of each bar represents the frequency or value of a particular category. The categories are listed along the horizontal axis (x-axis), and the vertical axis (y-axis) represents the scale of the values.



II. PRIMARY FACTORS

After the personal information sheets of the one hundred and eighty women were analyzed, certain factors were found to be related to total scores. These factors which seemed to influence interest in clothing have been divided into primary and secondary factors. The factors more closely related to interest in clothing or the primary factors include: type of group, (one of the six groups used for the study), age, occupation, rural or urban background, and income. These factors are considered statistically significant inasmuch as when subjected to the Chi-square test it was found that these factors had a probability of less than .02, or in other words the probability of this distribution being due to chance is less than two in one hundred cases.¹

The Six Groups

As shown in Table 1, there are significant differences between the six groups. Fifty-one percent of the Home Economics Seniors had a score of over 100, whereas this was true for only nine percent of the Business women, ten percent of the Factory workers, eighteen percent of the Morority Alumnae, twenty-four percent of the Spartan wives and thirteen percent of the Rural women.

¹Moore, Almer, op. cit., p. 361.

These differences between the groups are statistically significant.

Table 1

Percentage Distribution of Women by Groups
and Total Score

Total Score	N=33 Home Ec Seniors	N=32 Business Women	N=29 Factory Workers	N=23 Sorority Alumni	N=27 Spartan Lives	N=29 Rural Women
100 & over	51.7	9.6	10.3	13.8	24.1	13.7
90 - 99	27.2	18.7	17.3	27.8	20.8	10.3
80 - 89	13.1	53.0	17.3	35.6	24.1	17.3
Below 80	<u>6.0</u>	<u>13.7</u>	<u>62.1</u>	<u>17.3</u>	<u>31.0</u>	<u>53.7</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

Age

In Table 2, the three different age classifications show significant differences in the percentages of scores over 90. A larger percentage of those under the age of 25 have scores of ninety or more (55.6%) while only 27.4% of those over thirty years of age have a score of ninety or more.

N refers to the total number of cases in each column.

Table 2
Percentage Distribution of Women by Age
and Total Score

Total Score	N=78 Under 25 %	N=40 25 - 29 %	N=62 Over 30 %
100 & over	25.2	30.0	12.9
90 - 99	29.4	12.5	14.5
80 - 89	25.6	32.5	19.4
70 - 79	8.9	15.0	33.8
Below 70	<u>8.9</u>	<u>10.0</u>	<u>19.4</u>
Total	100.0	100.0	100.0

Occupation

The information concerning occupation was divided into three categories: Student, Housewife, or Other. In table 3, forty-seven percent of the students had scores of 100 or more while only thirteen percent of the group headed "Other" (factory workers or business women) had scores of 100 or more. This variation is statistically significant.

Table 3

Percentage Distribution of Women by
Occupation and Total Score

Total Score	N=33 Student \bar{x}	N=54 Housewife \bar{x}	N=85 Other \bar{x}
100 & over	47.3	24.2	13.0
90 - 99	26.3	12.9	19.8
80 - 89	13.2	22.2	34.2
Below 80	<u>13.2</u>	<u>40.7</u>	<u>33.0</u>
Total	100.0	100.0	100.0

Rural or Urban Background

Almost half of the women from cities over 10,000 had scores of ninety or more. Only twenty-one percent of those from the "open country" had scores of 90 or more. This difference is statistically significant.

Table 4

Percentage Distribution of Women by
Rural-Urban Background and Total Scores

Total Score	N=37 Open Country \bar{x}	N=37 Less than 10,000 \bar{x}	N=96 Over 10,000 \bar{x}
90 & over	21.7	40.6	48.9
80 - 89	27.0	10.8	33.2
70 - 79	24.3	27.0	21.7
Below 70	<u>27.0</u>	<u>21.6</u>	<u>6.2</u>
Total	100.0	100.0	100.0

Income

The income was divided into three categories; below \$1,500, from \$1,500 to \$2,999, and over \$3,000. It is significant that only twenty-three percent of those whose incomes were under \$1,500 had scores of 100 or more while 32% of those whose incomes were over \$3,000 had scores of 100 or more.

Table 5

Percentage Distribution of Women
by Income and Total Score

Total Scores	N=26 Below \$1,500	N=34 \$1,500 - \$2,999	N=34 Over \$3,000
100 & over	23.3	15.8	32.3
90 - 99	15.3	23.8	14.8
80 - 89	19.2	32.1	23.5
Below 80	<u>42.2</u>	<u>28.3</u>	<u>29.4</u>
Total	100.0	100.0	100.0

Note that this is based on a total of 114 responses rather than 150, since 36 women participating in the study were reluctant to disclose their financial status.

III. SECONDARY FACTORS

The secondary factors are those that according to the Chi-square test are related to interest in clothing to a lesser degree than the primary factors. In the Chi-square test these factors had a probability of .02 to .05, or in other words, the probability of this distribution being due to chance is less than 5 in 100 cases, but more than 2 in 100 cases. The secondary factors are education, marital status, children in the family, and membership in organizations.

Education

In Table 6 it is significant that only twenty-six percent of the women who did not graduate from high school had a score of ninety or more whereas fifty percent of those who graduated from college had a score of ninety or more. (The comparison would be even more striking had the college seniors been classified in the graduated from college group.)

Table 6

Percentage Distribution of Women
by Education and Total Score

Total Score	N=27 Some H.S. or less %	N=49 Graduated from H.S. %	N=43 Some College %	N=46 Graduated from College %
90 & over	26.0	36.8	44.3	50.2
80 - 89	13.5	24.5	32.5	28.2
70 - 79	33.3	20.4	11.6	17.3
Below 70	<u>22.2</u>	<u>11.3</u>	<u>11.6</u>	<u>4.3</u>
Total	100.0	100.0	100.0	100.0

Marital Status and Children in the Family

Of the sixty-seven single women twenty-seven percent had scores of 100 and over. Only seventeen percent of the married women with children had scores of 100 or more. This variation is significant.

Table 7

Percentage Distribution of Women by
Marital Status and Children in the Family and
Total Score

Total	N=67 Single %	N=47 Married No Child. %	N=62 Married with Children %
100 & over	27.1	27.6	17.7
90 - 99	23.3	21.3	14.4
80 - 89	32.8	19.2	21.3
70 - 79	7.4	19.2	28.9
Below 70	<u>8.9</u>	<u>12.7</u>	<u>17.7</u>
Total	100.0	100.0	100.0

Membership in Organizations

It is significant that 35.2 percent of the women who did not belong to organizations had scores of ninety or more while 40.3 percent of the women who belonged to four or more organizations had scores of ninety or more.

Table 8

Percentage Distribution of Women by Membership in Organizations and Total Score

Total Score	N=66 None	N=68 1 & 2	N=23 3	N=22 4 & more
100 & over	23.2	22.6	30.4	22.7
90 - 99	12.0	27.5	13.1	13.1
80 - 89	21.1	26.4	26.1	36.5
Below 80	<u>43.7</u>	<u>23.5</u>	<u>30.4</u>	<u>22.7</u>
Total	100.0	100.0	100.0	100.0

IV. ANALYSIS OF THE GROUPS

Inasmuch as the six groups were significantly different from each other as shown by the Chi-square test, the investigator decided to analyze the groups more closely by making comparisons of their frequency distributions, their average scores, and the influence of the primary and secondary factors upon each of them.

The graphs in Figure 2¹ show the frequency distributions for the six groups divided into class intervals of ten.

Home Economics Seniors - None of the seniors had total scores below sixty. The bulk of the senior scores fell between 90 and 110.

Business Women - Most of the business women had total scores between 80 and 89.

Factory Workers - None of the Factory Group had a total score above 110. The bulk of this group as shown in Figure 2 was between 70 and 79.

Sorority Alumnae - None of the Sorority Alumnae had a total score below sixty. The bulk of the scores of this group was between 80 and 110.

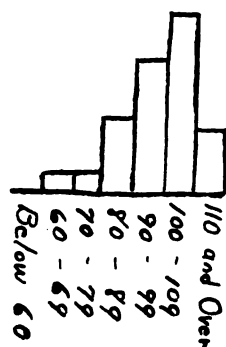
Spartan Lives - None of the Spartan Lives had a total score either below 60 or above 110. Most of them were quite evenly distributed between 70 and 110.

¹See page 42.

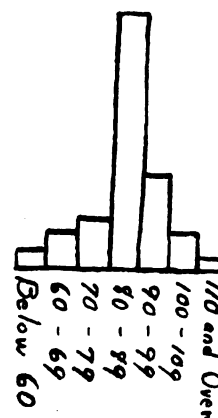
Figure 2

Frequency Distributions of the Six Groups

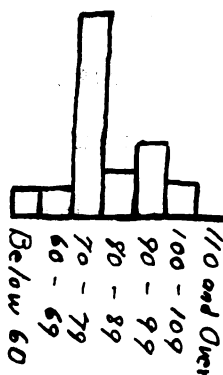
Home Economics Seniors



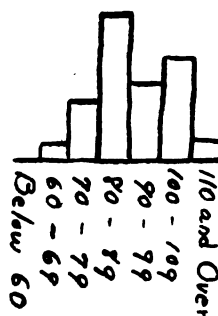
Business Women



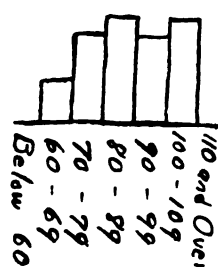
Factory Workers



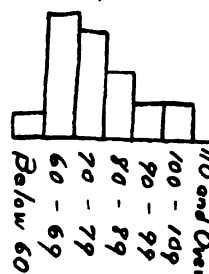
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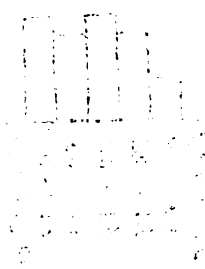
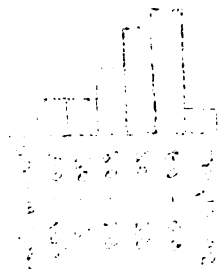
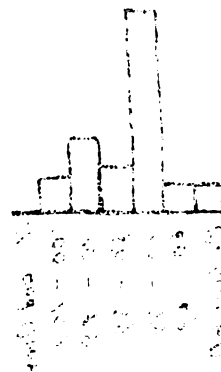
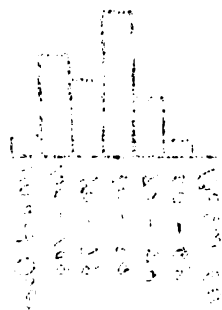
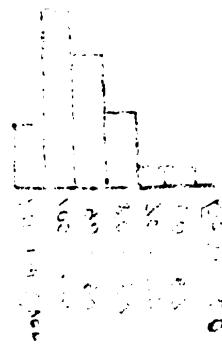
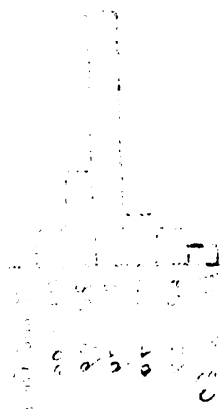


Spartan Five



Rural Women





Rural Women - None of the Rural Women had a total score over 110. Most of this group had total scores between 60 and 69.

A comparison of the groups in terms of average scores or arithmetic means, standard deviations, range of total scores, and number in each group is found in Table 9.

Table 9

Group	N	Arithmetic Mean	Standard Deviation	Range of Total Score
Home Economics Seniors	32	98.1	9.7	68 - 117
Sorority Alumnae	28	90.2	11.6	65 - 122
Spartan Wives	29	87.2	8.1	62 - 104
Business Women	32	85.4	8.2	54 - 112
Factory Workers	29	80.1	9.2	35 - 103
Rural Women	30	75.6	13.8	54 - 103

In order to test the significance of the difference between two means, it is first necessary to find the standard error of each mean. The formula which describes the error of the mean is based upon two factors, the standard deviation of the population from which the sample is obtained and the number of values in the sample. When N is between 20 and 30 the formula is as follows:

$$\sigma_M = \frac{\sigma_{\text{sample}}}{\sqrt{N - 1}} \quad 1$$

Since the difference between the means of the various samples are normally distributed, provided that the individual means have a normal distribution, the calculation of the standard error of the difference between means is the next step in testing the significance of the difference between two means. The formula for the standard error of two means is as follows:

$$\sigma_{\text{diff}} = \sqrt{\sigma_{M_1}^2 + \sigma_{M_2}^2} \quad 2$$

The difference between two means is significant if the ratio of the actual difference between the means to its standard error is more than two. This ratio is known as the critical ratio.³ Table 10 lists the critical ratio for each pair of means for the six groups. Those that show a statistically significant difference are starred.

¹Lorenson, H., op. cit., p. 302.

²Lorenson, H., op. cit., p. 328.

³Ibid.

Table 10

Pairs of Groups	Critical Ratio
Home Ec. Seniors and Sorority Alumnae	2.1*
Home Ec. Seniors and Spartan Wives	6.0*
Home Ec. Seniors and Business Women	7.1*
Home Ec. Seniors and Factory Workers	9.6*
Home Ec. Seniors and Rural Women	10.7*
Sorority Alumnae and Spartan Wives	1.5
Sorority Alumnae and Business Women	2.5*
Sorority Alumnae and Factory Workers	5.1*
Sorority Alumnae and Rural Women	6.5*
Spartan Wives and Business Women	1.0
Spartan Wives and Factory Workers	3.9*
Spartan Wives and Rural Women	5.6*
Business Women and Factory Workers	2.9*
Business Women and Rural Women	4.3*
Factory Workers and Rural Women	2.1*

Although the writer had hoped that the Seniors, the Business Women, and the Factory Workers would be single women and that the Sorority Alumnae, Spartan Wives, and the Rural Women would be married in order to make easier comparisons between the clothing interests of married and single women, the percentage distribution of marital status shows a wide variation within all the groups except the Seniors and the Spartan Wives. See Table 11.

Table 11

Percentage Distribution of Each Group by
Marital Status and Children in the Family

Group	<u>Marital Status</u>			Children
	Single	Married	Widowed or Divorced	
Home Ec. Seniors	100%	-	-	-
Sorority Alumnae	28%	72%	-	46%
Spartan Wives	-	100%	-	14%
Business Women	74%	26%	-	6%
Factory Workers	3%	72%	25%	71%
Rural Women	6%	94%	-	69%

Since the six groups are arranged in the order of the arithmetic means of their total scores (see Table 9), the conditions of being single, or married but not having children, still seem to have relationships to the clothing interest of each group.

Table 12

Percentage Distribution of Each Group by
Age

Group	Under 25	25-29	Over 30
Home Ec. Seniors	97%	3%	-
Sorority Alumnae	15%	39%	46%
Spartan Wives	63%	32%	-
Business Women	44%	23%	28%
Factory Workers	-	13%	82%
Rural Women	13%	19%	68%

Since 97 percent of the Home Economics Seniors, the group with the highest average total score, were

under 25 years of age, and only 13 percent of the Rural Women, the group with the lowest average total score, were under 25 years of age, it would seem to be another indication that youth is closely related to high total scores in the interest in clothing questionnaire.

Table 13
Percentage Distribution of Each Group by Education

Group	Some High School	High School Graduate	Some College	College Graduate
Home Ec. Seniors	-	-	100%	-
Sorority Alumnae	-	-	13%	82%
Spartan Wives	3%	24%	34%	39%
Business Women	3%	46%	25%	26%
Factory Workers	42%	58%	-	-
Rural Women	40%	30%	23%	7%

Inasmuch as all of the Home Economics Seniors and Sorority Alumnae had some college education and in contrast only 30 percent of the lowest scoring group had some college education, it would seem that some college education is related to high total scores in the interest in clothing questionnaire.

Table 14

Percentage Distribution of Each Group by
Income

Group	Below \$1,500	\$1,500 to \$2,999	Over \$3,000
Home Ec. Seniors	-	16%	84%
Sorority Alumnae	-	-	100%
Spartan Wives	7%	20%	73%
Business Women	3%	47%	50%
Factory Workers	45%	49%	7%
Rural Women	-	40%	60%

Since 84 percent of the Home Economics Seniors and 100 percent of the Sorority Alumnae, the two high scoring groups, had incomes over \$3,000 a year and only 7 percent and 60 percent, respectively, of the two low scoring groups had incomes over \$3,000 a year, it would seem that a relatively high income is related to high total scores in the interest in clothing questionnaire.

Table 15

Percentage Distribution of Each Group by
Rural or Urban Background

Group	Open Country	Town less than 10,000	City over 10,000
Home Ec. Seniors	8%	19%	73%
Sorority Alumnae	4%	-	96%
Spartan Wives	13%	3%	84%
Business Women	9%	13%	73%
Factory Workers	20%	17%	63%
Rural Women	90%	3%	7%

Inasmuch as 73 percent of the high scoring group came from cities over 10,000 in population and only 7 percent of the low scoring group lived in cities over 10,000 in population, an urban environment seems to be related to high scores in the interest in clothing questionnaire.

Table 16

Percentage Distribution of Each Group by
Membership in Organizations

Group	Number of Organizations			
	0	1 or 2	3	4 or more
Home Ec. Seniors	31%	21%	17%	31%
Sorority Alumnae	-	68%	7%	25%
Spartan Wives	39%	20%	34%	7%
Business Women	30%	21%	13%	31%
Factory Workers	83%	7%	5%	5%
Rural Women	73%	6%	3%	13%

Since only 31% of the high scoring group did not belong to organizations and 73% of the low scoring group did not belong to organizations, it seems that membership in several clubs or organizations is related to high total scores in the interest in clothing questionnaire.

If the six groups arranged in order of their arithmetic means were numbered as to their rank in regard to each of the factors that seem to be associated with interest in clothing, the pattern would fall in the manner shown in table 17.

Table 17

Group	Rank of Percent Single	Rank of Percent Without Children	Rank of Percent Below Thirty Years	Rank of Percent with some College	Percent over \$3,000	Percent in cities over 10,000	Percent member of three or more organi- zations
Home Ec. Seniors	1	1	1	1	2	3	1
Sorority Alumnae	3	4	4	2	1	1	3
Spartan Alves	6	3	2	3	3	2	4
Business Women	2	2	3	4	4	4	2
Factory Workers	5	6	6	6	6	5	6
Rural Women	4	5	5	5	5	6	5

The number 1 stands for the group with the largest percentage of its members that possess the factor assumed to be related to interest in clothing. The Home Economics Seniors are first in five of the above named factors. The fact that all of the groups do not run as true to form as the Seniors probably means that other factors not accounted for also have an influence upon interest in clothing. It is interesting to note that the order of the arithmetic means follows the percentage of the groups with some college education, the exception being the Factory Workers and Rural Women. It would also seem that the Factory Workers and Rural Women should have been in reverse order. (See Table 17).

PART III

CASE STUDIES

PART III

CASE STUDIES

According to the original plan several high and several low scoring persons were to be chosen not only to check further the validity of the questionnaire as an instrument for measuring interest in clothing but also to gain a better understanding of the role of clothing in the lives of these young women. The cases presented in this section were selected according to the following pattern. Three of them were high scoring persons whose information sheets indicated several of the factors correlating with high scores. These factors are youth, singleness, urban background, an income over \$3,000, some education above high school, and membership in several clubs or organizations. For comparison a fourth person with a high score was chosen because her information sheet, on the contrary, indicated an absence of most of the above factors accompanying a high score. Three low scoring persons were chosen whose information sheets showed the absence of many of the above named factors relating to a high score. And, for contrast, two other low scoring persons were interviewed whose information sheets have several of the factors consistent with a high score. By such a selection from the 120 women answering the questionnaire, the interviewer hoped to have a few

people whose interest in clothing contrasted sufficiently to clarify in some measure what some of the differences are and also to suggest what some of the possible causes may be for these differences in interest other than the factors mentioned correlating with the high scores.

These selected cases were interviewed by the writer. Notes taken during the interview were re-written at once in order to retain the actual form of expression used by the interviewees. Appendix number III contains a list of the questions used during the interviews. These questions were designed to illuminate more specifically the differences between high and low scoring persons' reactions toward clothing and to give additional or more penetrating information concerning the thoughts and habits of both the high and low scoring persons in their relationships with clothing. The questions cover these general areas --- information about the interviewee's family, childhood and girlhood recollections of clothing, the types of clothes in her present wardrobe, her shopping habits, her preferences in color, line, and type of clothes, her association of clothes with personality, and the activities that she really enjoys.

MISS A

Score on questionnaire	115 (High)
Height	61 inches
Weight	103 pounds
Age	22 years
Sample Group	Home Economics Seniors

High score is consistent with the following factors related to high interest scores in clothing questionnaire:

Single
 Young
 College educated
 Brought up in an urban environment
 Living on an income over \$5000
 A member of several organizations

The interview took place in a faculty member's office in the Home Economics building. Having arrived promptly at nine, Miss A seemed friendly and eager to cooperate with the interviewer. In appearance Miss A would be classified as short and slender with a better than average figure. She had dark brown hair and sparkling brown eyes. Wearing an attractive grey raincoat, a black skirt and a fresh white blouse she looked like a typically well-dressed college girl. Her manner of friendliness and cooperativeness continued throughout the interview, for she answered the questions unhesitatingly and enthusiastically.

Interview---Miss A

1. Where were you born?

"Helamazoo."

2. Where have you lived most of your life?

"In a small town called Climax outside of Palamazoo."

3. What is your major?

"I'm a Senior Home Economics Vocational major."

4. What is your father's occupation?

"Wholesale lumber dealer."

5. Did your mother work after she was married?

"No."

6. Did you move around much?

"No."

7,8. Do you have any brothers or sisters?

"A brother fourteen and a brother twenty-five who works for my father. "

9. How many students were in your high school graduating class?

"Seventeen."

10. Can you remember some of the clothes you had before you were twelve.

"I can remember several cotton dresses...then a wine velvet one with smocking (age 11)... two taffeta dresses made with ruffles in tiers (blue and yellow) (age 6)...I had some prints that I wore to school that were princess style...A green box coat (age 10), a short coat (age 9), and a fitted coat (age 8)."

11. Were these dresses ready made?

"The cottons were made at home."

12. Can you think of clothing that you disliked when you were young?

"I can't remember for sure; there could have been some... I never liked the fitted coat...I suppose that was because I tended to be chubby."

14. Did you ever wear your brothers' clothing?

"Very seldom...i'm not fond of boys' clothes."

15. Did you ever dress up in your mother's clothes?

"Oh, yes, I had quite a spree of it...I dressed in my mother's and my aunts' all by myself."

16. Did you like masquerades?

"I rather liked them."

17. How did you feel about your clothing in comparison with your schoolmates'?

"I always felt on an equal level with them."

18. At what age did you first help in the choice of your clothing?

"Eleven."

19. At what age did you have complete freedom of choice?

"About thirteen."

20. Did you ever want to dress like your girl friends?

"Yes."

21. Was there any particular person that you wanted to copy?

"Several of my close girl friends and I made dresses that were identical."

22. When you were in your teens did boys have any influence upon your clothes.

"No."

23. Can you remember your first formal?

"Yes, it was taffeta with little puff sleeves and a wide set-in belt...I was fourteen and I wore it to the J-Hop in high school."

24. How often did you get a new formal?

"I had three when I was in high school and one a year since then."

25. Do you associate clothes with special occasions?

"Yes, with dates and special dances but not with holidays especially. I do plan ahead to wear certain things for special occasions."

26. Did you disagree with your father or mother about clothes?

"No."

27. Describe some of the clothing you have now that you like very well.

"I have nine suits...among them a white wool, two black ones, and a bright green one....Two dressy black dresses...one has long sleeves and a draped skirt, the other has cap sleeves with sequin trim and a bustle back."

28. Do you prefer tailored, semi-tailored, or dressy clothes?

"Dressy clothes."

Why?

"I feel better in them...I like the places to which I wear them...I've always had some dressy clothes in my wardrobe...I liked them when I was quite young."

29. What about sports clothes?

"I practically live in sports clothes in the summer...shorts. I'm not too fond of slacks."

30. What do you think of the new look?

"I don't have too much complaint except about the width of the skirts. Very wide skirts aren't becoming to many people...The length doesn't bother me...I'd rather not see shoulder pads go out of style."

31. How do you feel about style changes?

"A person can usually go on with most of her same wardrobe even though styles change from year to year... This one has been more drastic...I suppose it's good for business people."

32. How long do you expect something like a suit to last?

"Two and a half years."

33. How long do you expect a winter coat to last?

"Two years...I have a new fur coat...I expect it to last longer."

34. If you had a choice, would you rather have lots of moderately priced clothes or a few expensive ones?

"A few good ones...anyone can tell quality...I'd rather do more with a few, interchanging them."

35. To what extent do you read fashion magazines for ideas?

"I look at them often...I'm fond of doing my own designing."

36. Where else do you get your ideas?

"Store windows, newspapers, and shopping."

37. What do you look for when you select clothes?

"Neatness, suitability to my height and color."

38. What part does price play?

"Not too much...price would never stop me from buying something I liked really well...not unless it went into the hundreds."

39. Do you like to shop around before buying?

"Yes, Palmaroo and Battle Creek...sometimes Chicago. While I'm in school I buy in Lansing and East Lansing."

40. Do you usually shop alone?

"Usually my mother goes with me or my girl friends."

41. Do you have someone else in mind when selecting them?

"I suppose my mother...we exchange clothes...we're the same size."

42. Are you hard to fit?

"A little...I wear a size eleven...it used to have to be altered in length."

43. Do you plan ahead for shopping?

"Yes, I planned for my winter suit in February... I do long term planning for things like coats...I do some spur of the moment buying, too."

44. Do you feel competent that you know what to buy according to fashion?

"Yes."

45. Would you like to have more money to spend on clothes?

"Not necessarily."

46. Do you help others select clothes?

"Yes, I like to...my girl friends often ask advice."

47. Do you have clothes in your wardrobe that you seldom wear?

"I seldom wear wool dresses...I tend to stick to skirts and sweaters in the winter...I wear suits as combinations when I'm practice teaching...I thought ahead about that."

48. Are there any colors you don't like?

"That depends on their use...none in my present wardrobe I don't like."

49. Have you had compliments on your clothes recently?

"Yes, on my two black dresses and my white wool suit."

50. Do you like the kind of clothes you wear to school?

"Now that I'm wearing suits, I like the clothes I wear to school."

51. Do you feel embarrassed when you aren't dressed properly in an emergency?

"That seldom happens...there have been times when I've worn heels on a date, then we went bowling."

52. Do you make clothes?

"I probably make sixty-five percent of my clothes... I was nine when I started to sew...my mother sews, but not as much as I do."

53. Do you like to attend functions that call for dressing up?

"Yes, I really do!"

54. How do you feel about the time you spend washing, ironing and pressing?

"I don't begrudge it because it makes my clothes that much nicer."

55. Do you feel that clothes tell others the kind of person you are.

"Yes, by looking at quality one can probably tell another's standard of living if he watches consistently. You can usually tell something about a person who is dressed out of place...Clothes tell more about men than women...the way they wear clothes."

56. Do you think people are interesting because of clothes?

"Yes."

57. Do you ever choose people on the basis of clothing?

"The clothes of my friends have an effect on me... I'm very fond of clothes, but they wouldn't weigh in a final decision. My friends have got to have more than just clothes."

58. Do you ever find clothes hampering or uncomfortable?

"No."

59. Are you afraid of disapproval?

"That depends on the person disapproving... usually not."

60. How do you feel about wearing a dress several days in succession?

"I never wear the same dress two days in a row."

61. What do you really like to do?

"I like to devote much of my free time to making or designing clothing...my favorite summer activity is swimming...Right now I am very interested in my flying lessons...my family has a plane...I like to drive, too. I received a convertible for a graduation present. I like to shop quite well. In a few years I want to get my master's in clothing...I'm going to try the field of education first to see how well I like it, then I'll decide what to do."

Comments on the Interview with Miss A

Miss A's answers during the interview indicated that she had grown up having many types of opportunities which could favor the development of an interest in clothing. Her father's comfortably high income apparently made it possible for her and her mother to choose the types of clothes they enjoyed and to shop for them in several cities. Several references to her mother showed that they shared their interest in clothing.

It was quite apparent that Miss A had enjoyed clothing as a child, for she easily described nine different outfits that she had worn before she was twelve. In speaking of her present wardrobe she gave detailed descriptions of both dressy and tailored clothing that she liked very well. The fact that she went into detail in both her past and present wardrobes seemed to indicate that she was extremely conscious of her clothing--that clothing was important.

Miss A also associated clothes with special occasions not only in that she planned ahead to wear certain things, but also in the way that she remembered what she had worn for dates or special dances.

Her analysis of the "new look" indicated that she had given it some thought in trying to apply it to her own figure. In speaking of style changes in general she seemed to prefer to follow the general trends but not without adapting them to her own figure, needs, and taste.

Miss A seemed to find a medium of creative expression in designing and making many of her own clothes. Her willingness to give much of her time and energy to being well dressed was shown through such activities as shopping, looking at store windows, reading fashion magazines, making clothes, and repairing them.

Miss A seemed to be confident that her clothes

were usually "right" for her in that she had felt on an equal level with her schoolmates, was not afraid of disapproval, and felt competent that she knew what to buy according to fashion.

It is especially important to note that she had very few limitations. Her figure was easy to fit, she had enough money to spend, she had the time and ability to make and design her own clothes, and she had been allowed to choose her clothes at an early age.

For Miss A, having nice looking clothing is probably an end in itself because she would like to be considered one of the better dressed in her group. She admitted that she judged others by their clothes inasmuch as "quality tells her of their standards of living." All of these responses during the interview seemed to coincide with the high total score in the interest in clothing questionnaire.

MRS. B

Score on questionnaire	122 (highest total)
Height	64 inches
Weight	115 pounds
Age	23 years
Sample Group	Sorority Alumnae

High score is consistent with the following factors related to high interest scores in clothing questionnaire:

Young
College educated
Has no children
Brought up in an urban environment
A member of several organizations

Since Mrs. B expressed a desire for a coke, the interview took place in the last booth in a local restaurant. Mrs. B seemed quite at ease as if she had the situation under control. In appearance she was an attractive, well-proportioned, brown-eyed, red-head who looked well in her aqua and white striped, semi-tailored wool dress. Throughout the interview she remained extremely enthusiastic and eager to talk about clothing. In many instances she contributed unsolicited information concerning her feelings toward clothing.

The questions were asked in this order:

1, 2, 4, 5, 6, 9, 7, 3, 10, 11, 12, 13, 14, 17, 15, 16, 18, 19, 25, 20, 21, 22, 23, 24, 26, 27, 28, 29, 32, 34, 37, 35, 36, 30, 38, 39, 41, 47, 48, 49, 31, 50, 54, 53, 52, 55, 56, 51, 42, 43, 58, 44, 59, 45, 46, 60. Although the conversation during the interview seemed to bring up questions in this particular pattern, the interviewer felt that there was no particular disadvantage in asking the questions out of their intended order.

Interview---Mrs. B

1. Where were you born?

"Detroit."

2. Where have you lived most of your life?

"Dearborn."

3. Do you work?

"Yes, I'm a textile research worker in the Textile, Clothing and Related Art Department."

4. What is your father's occupation?

"Dean of the school of Engineering at Laurence Tech in Detroit."

5. Did your mother work outside the home?

"No."

6. Did you move around much?

"No."

7.3. Do you have any brothers or sisters?

"Two sisters...both graduated from the University of Michigan...One majored in physics and has a job in a lab...the other majored in chemistry and works in a lab. One is twenty-five and is married, the other is twenty-one."

9. How many students were in your high school graduating class?

"Two hundred-fifty."

10. When thinking about clothing can you remember some of the clothing that you had before you were twelve?

"When I was six, I had a silk pongee (tan) that was smocked from a plain yoke...a yellow dotted Swiss, circular cut (age 5) a plain brown chinchilla cloth coat (age 8)...a light green tweed coat with a cape (age 8)... a dark brown coat with a fur collar (age

10)... a purple cotton pleated dress (age 7)... pink novelty weave print, with open places in the material, that I wore to the world's fair in Chicago (age 8) (I never got new clothes for holidays...I got them when my mother had time to make them or the money to buy them). A dark brown crepe made over from mother's old one...I liked it (age 8). A white velvet jacket with pearl buttons when I was nine that I just loved, then I liked a dress that was buttoned down the side...I've forgotten the color (age 6)... When I was seven, I had green ski pants (I wore long winter underwear until I got the ski pants)... I wore green very often. My older sisters wore red and my younger sister wore blue. Those were our star colors."

11. Were your clothes ready-made?

"Mother made most of them...I can't remember my first ready-made dress."

12. Can you think of any clothing that you disliked when you were younger?

"No, there might have been some but I can't remember them."

13. Did you ever wear your sisters' clothing?

"No, I think that we were almost too close together to hand down clothing."

14. Did you ever wear boys' clothes?

"No, I didn't play with boys very often."

15. Did you ever dress up in your mother's clothing?

"Occasionally in some real old clothing...we more often used her face cream...I often played paper dolls with my sisters when we weren't fighting...we fought about almost everything."

16. Did you like masquerades?

"We just went on Halloween."

17. How did you feel about your clothing in comparison with that of others?

"I was dressed as nice or nicer than most of my schoolmates...I had as many clothes as the rest... I didn't want to dress exactly like them, but I didn't want to dress too differently."

18. At what age did you first help in your choice of
19. clothing?

"About ten, I guess...but I went shopping with Mother even before that. I could pick certain things all by myself before I was twelve...when I was a senior in high school I could buy everything, even important things like coats and shoes. My sisters didn't want new clothes as often as I did."

Why?

"I guess they weren't interested in them."

20. Did you like to dress like your girl friends?

"No!"

21. Was there any particular person that you wished to copy?

"I never copied anyone."

22. At this stage did boys have any influence on your clothes?

"I tried to please Jack to a certain extent, but he wasn't too hard to please either before or after marriage...I take him along shopping with me now especially for important (expensive) purchases."

23. Can you remember your first formal?

"Yes, a light blue one that was very girlish... I only wore it once because I didn't like it...I picked it myself but I decided it was too childish... others at the dance were more sophisticated but some were just as childish."

24. How often did you get a new formal?

"One for every other formal dance...I only had two new ones during the war...I usually have two a year."

25. Do you associate clothes with special occasions?

"No, not particularly...I associate them with seasons, sometimes I remember things that happen to me in the clothes I wear."

26. Did you ever have disagreements with your father or mother about clothes?

"No, I could usually have what I wanted except I couldn't have as many as I wanted. My sisters didn't

want as many as I did...they just didn't care. They sew a little but not much."

27. Thinking of your clothing now, describe some that you like especially well.

"A navy blue wool dress (three years old)...The one I have on (an aqua and white wool) because it's comfortable. My new evening blouse (a striped satin) ...a short navy jacket, a raincoat I made last week (green)...my green purse and alligator shoes...my five new hats I made in millinery class."

28. Do you prefer tailored, semi-tailored, or dressy clothes?

"Semi-tailored, not too dressy."

29. What about sports clothes?

"I don't like slacks because I'm not comfortable in them...I like shorts even though I don't look too well in them...I like sporty dresses."

30. What do you think of the new look?

"Certain things about it are nice...a person has to adapt herself to it before she buys too many things that won't last as long as her finances require them to. I have to make sure that certain styles are suited to my figure."

31. How do you feel about style changes?

"It's nice to have a gradual change but hard to have a terrific one like this one if you can't afford it."

32. How long do you expect something like a suit to last you?

"About three years."

34. If you had a choice, would you rather have lots of moderately priced clothing or a few very good ones?

"A few good ones...I'd still look nice all the time instead of just looking halfway nice."

35. To what extent do you read fashion magazines for ideas?

"I read all that I can...right now I have an opportunity to read them often."

36. Where else do you get your ideas?

"Movies, newspaper ads (I look at them very closely), I notice what other people are wearing...people who look as if they are stylishly dressed."

37. What do you look for when you are selecting clothes?

"Style, quality, fit, fiber content, color, construction, and price."

38. What part does price play in your choice of clothing?

"I am definitely limited in the amount I can spend."

39. Do you like to shop around before buying?

"In general yes, some things it is foolish to shop around for, if you see something that satisfies your needs and ideas you might as well buy it...I usually shop around for important items like coats and shoes."

41. Do you have someone else in mind when selecting clothes?

"My husband...he usually goes with me."

42. Are you hard to fit?

"No."

43. Do you plan ahead for shopping?

"Yes, I can only buy what I really need."

44. Do you feel competent that you know what to buy according to fashion?

"Yes."

45. Would you like to have more money to spend on clothes?

"Yes, I always have."

46. Do you help others select clothes?

"Not very often...It always hurts to see someone find something that is just perfect for her then she buys something else."

47. Do you have any clothes in your present wardrobe that you wear very seldom?

"I went through my wardrobe to see if there were things I didn't wear...I gave all the things that were shabby or out of style to the Salvation Army. A lot of them were too short or faded. If I were just keeping house instead of working, I would have worn some of them."

48. Are there any colors that you don't like?

"Individually, no. It's what is used with the color that determines whether or not I like it. I don't wear red or black very often. I don't wear bright colors often because of my hair."

49. Have you had any compliments on your clothes lately?

"On my navy blue dress and navy coat."

50. Do you like the kind of clothes you wear to work?

"Yes."

51. Do you feel embarrassed when your clothes aren't right?

"Yes, last Saturday when I was cleaning house a friend walked in...I felt terrible about the way I was dressed."

52. Do you make clothes?

"I make most of my things...I would make all of them if I had time."

53. Do you like to attend functions that call for dressing up?

"I like to 'dress up' several times a week."

54. How do you feel about the time you spend washing, ironing and pressing?

"Time is a drain when I'm working. Other than that, I don't mind."

55. Do you feel that clothing tells others the kind of person you are?

"Yes, a neat meticulous person shows character...most every one shows some character trait by the way she wears her clothes."

56. If you were to say that a person is interesting looking, how much of that statement would be based on

clothing:

"It would be based on clothing because you never see a dull, 'droop' wearing interesting clothes. It's as much how you wear clothes as anything. You should wear them with an air."

58. Do you find clothing hampering or uncomfortable?

"Only slacks."

59. Are you afraid of disapproval?

"No, because I know as much about clothes as anyone who would make unkind remarks about clothing."

60. What do you really like to do?

"Entertain, play golf, go to lectures, concerts, and shows, play bridge, garden, bowl, cook, and fix the house. I like to do most of these things with my husband."

Comments on the Interview with Mrs. B.

One of the outstanding features of Mrs. B's interview was her remarkable ability to recall twelve or more garments she had worn as a child, some of them when she was only five and six years old. In most instances she not only remembered the color and style but also the fabric of which they were made. The fact that she began making selections at the age of ten showed that she attached great importance to clothes and derived pleasure from them at an early age.

Mrs. B. seemed to find a way of varying and enlarging her life through clothing as evidenced by the fact that she liked to "dress up" several times a week and by her enthusiastic descriptions of the five garments and five hats (which she had made for herself) in her present wardrobe. Her enthusiasm seemed to indicate that she not only enjoyed making them but she enjoyed wearing them and looking at them as well.

She showed some emotional attachments to clothes in her likes and dislikes. She spoke of a white velvet jacket with pearl buttons that she "just loved." She also stated that "sometimes I remember things that happen to me in the clothes I wear."

Most of her relationships with clothing seemed to be on a personal basis rather than on a social one. Her sisters had markedly different interests so that clothing did not seem to be a bond between them. Unlike A who traded clothes with her mother, Mrs. B. did not trade clothing with her sisters or her mother. Apparently she felt that character of dress was important and that her own personality was projected through clothing in that she was disappointed in and soon discarded her first childish formal. Although she seemed self-confident in her choice of clothing when she said she was not afraid of disapproval because she would know as much about clothes as the person disapproving, she had been embarrassed when caught in her "house cleaning" clothes.

Several times she expressed the feeling that she would like to have more time and money to spend on clothes. Since her easy to fit figure and her skill in making clothes were not as limiting as her time and money, her figure and her skill might have had close relationship to her interest in clothing.

Her remarks about the "new look" indicated that she had analyzed it in terms of her own figure and income. She also had taken her own personal coloring and personality into consideration in regard to the color and types of clothes she could wear.

Besides wanting to be considered one of the best dressed in her group she was very much aware of the clothes of others. She admitted that she did not like to help her girl friends select clothing inasmuch as she felt badly when they chose clothing that was, in her opinion, not right for them. She felt justified in judging character traits by the way people wore clothes. In her own words, "It's how you wear clothes that counts--- you should wear them with an air."

MISS C

Score on questionnaire	105 (high)
Height	68 inches
Weight	155 pounds
Age	22 years
Sample Group	Home Economics Seniors

High score is consistent with the following factors related to high interest scores in clothing questionnaire:

Young
Single
College educated
A member of several organizations

The interview took place in a faculty member's office in the Home Economics building. The interviewer's first impression of Miss C was that she seemed to be reserved and retiring, but a few minutes of conversation revealed a likeable personality and a delightful sense of humor. She wore a skirt and blouse under a tailored grey coat that looked well with her blond hair, fair skin and blue eyes.

Although Miss C was substantially built, she was tall enough to carry her weight well. As the interview progressed Miss C appeared to be intensely interested in the questionnaire and in talking about clothing.

Interview - Miss C

1. Where were you born?

"Richland, Michigan."

2. Have you spent most of your life there?

"Yes."

3. What is your major field?

"Vocational Home Economics."

4. What is your father's occupation?

"Dairy farmer."

5. Did your mother work outside the home after she was married?

"The last five years she has been teaching school."

- 7.3. Do you have any brothers or sisters?

"One brother sixteen."

9. How many students were in your graduating class in high school?

"Twenty-six, but that was a war year, a lot of the boys had enlisted."

10. Can you remember some of the dresses or coats you had before you were twelve?

"When I was two or three I had an expensive chiffon bonnet that was orange with cream lining...of course, maybe I remember seeing it later...I had a navy blue dress with white figure (age 9)... a brown and white dotted dress then, too (both came from my aunt). I had a starched dimity dress that I hated to wear on a hot day (age 10)... a dark green dress with orange and white figures...it was made-over...with it I wore a cellophane belt which my girl friend made for me... A green winter coat with a mouton collar...it tied under the chin with ties that had fur balls on the ends of them...I liked it very much (age 11)."

11. Did your mother sew?

"Mother made quite a few of my clothes."

12. Can you think of any clothing you disliked when you were young?

"When I was eleven I made some dresses in 4-H Club that I didn't like after I had made them. One was a white cotton with pink and green flowers made with cape sleeves; I wanted green buttons on it...my mother said they should be pink or white... I put on the green ones, then didn't like it. The other was a blue organdy sack dress with a wide sash. I hated it... I had no business making that style in organdy."

14. Did you ever wear boys' clothes?

"Never."

15. Did you ever dress up in your mother's clothes?

"All the time... it was my favorite pastime. My mother had a box full of dresses she had worn before she was married. One was a black satin, another a blue georgette with beading...there were embroidered petticoats, white dresses, and a velour hat."

16. Did you like masquerades?

"I didn't go to many, except those we had at school."

17. How did you feel about your clothes in comparison with your school mates'?

"I was dressed better in the country school... in town I wished I had had more variety."

18. At what age did you first help in the selection of your clothes?

"I guess I was always along and had something to

say about it... I can only remember once when Mother brought something home that I hadn't seen."

19. When did you have complete freedom of choice?

"When I was about a junior in high school."

20. Did you want to dress like your girl friends?

"I never wanted things exactly like the others."

22. Did boys have any influence on your clothes when you were in your teens?

"Not very much."

23. Can you remember your first formal?

"A blue chiffon with a full skirt and fitted top... I liked to swing around in the full skirt."

24. How often did you get a new formal?

"I've had about five...I made my first one over...

I dyed it black and put ruffles around the top."

25. Do you associate clothes with special occasions?

"I wore navy slacks on Junior-Senior skit day... I had such a good time. I had a wine taffeta gathered at the wastline that I wore for Christmases and Thanksgivings... we bought it in Holland, Michigan."

26. Did you ever have disagreements with your father or mother about clothes?

"I think so, but nothing too serious. I usually got what I wanted, but we compromised on some big articles."

27. Can you describe some of the clothes you have now that you like very well?

"I like tailored things... a green gabardine skirt with a box pleat and a three-paneled back... a tailored white blouse with elbow length sleeves... I like long skirts... a rose wool I made in school that is rather tailored with a high Chinese collar, three-quarter length sleeves, and a pleat in the skirt. I don't like all the things I make... when I was little I wanted to be a dress designer and I would amuse myself on my way home from school thinking of all the combinations of color and line I could use. I sort of grew out of that... in fact, I don't do too well in design at school."

29. What about sports clothes?

"I have hardly any now... I'm making a beach robe... I have an unimportant pair of twill slacks."

30. What do you think of the new look?

"I like it... the long skirts, the Gibson Girl look, and dark stockings. I can't wear things that are very full."

31. How do you feel about style changes?

"This last one was radical... I don't really care if my clothes are high style or not... I have to be practical."

32. How long do you expect a suit to last you?

"Three or four years."

33. How long do you expect a winter coat to last you?

"Three years."

34. If you had a choice, would you rather have a lot of moderately priced clothes or a few expensive?

"I'd like a few expensive ones... they look nicer for a longer time."

35. To what extent do you read fashion magazines for ideas?

"Not regularly."

36. Where else do you get your ideas?

"I read 'ads' in the papers all the time. I watch people and look in the stores."

37. What do you look for when you are shopping?

"I want to have a smart tailored look... nothing fancy, but either smooth, straight lines or softly curved ones."

38. What part does price play in your choice of clothes?

"I'm quite a bargain hunter... my roommate convinced me of that."

39. Do you shop around before buying?

"Always."

40. Do you shop alone?

"I like to shop alone because I like to travel fast between places... I do like someone else's opinion when I make a final decision."

42. Are you hard to fit?

"Not particularly... I wear a fifteen or sixteen."

43. Do you plan ahead for shopping?

"Yes, that is one of my troubles... I have a too definite idea in mind, then often I can't find it."

45. Would you like to have more money to spend on clothes?

"Yes, a lot."

46. Do you help others select clothes?

"Hardly at all."

47. Do you have any clothes in your present wardrobe that you seldom wear?

"Quite a few... a lot of them are too small... I gained a lot of weight. Some I just don't feel right in."

48. Are there any colors that you don't like?

"Yellow and tan... mostly because of my coloring."

(The writer also felt that her blond coloring would be made nondescript against these colors). "I like grey."

50. Do you like the kind of clothes you wear to school?

"I guess so; it has been a little different during my practice teaching, but I liked the change."

51. Do you ever feel embarrassed when you aren't dressed right?

"The sock and stockings business is quite a problem."

52. Do you sew?

"Yes, but sometimes I don't like the things I make."

53. Do you like to attend functions that call for dressing up?

"I like to dress up, but I'm not fond of teas. Going to plays and to the music hall in Detroit are examples of dress up occasions which I like."

54. How do you feel about the time you spend washing, ironing, and pressing?

"I don't enjoy it... I get too tired... I like to iron but it takes me a long time to get things the way I want them."

55. Do you feel that clothes tell others the kind of person you are?

"A girl who is wonderful that I know never spends time on her clothes. Clothes give me a definite opinion about people... I think that girl is sloppy. There is a person on the staff I would like to be like... she is tiny, looks clean and has a wide variety of clothes."

57. Did you ever choose people on the basis of clothes?

"I guess not; a lot of my friends aren't well dressed."

58. Do you ever find clothing hampering or uncomfortable?

"I usually don't wear them; if I do, I fix them."

59. Are you afraid of disapproval?

"Yes, opinions of others make a lot of difference."

60. How do you feel about wearing the same dress several days in succession?

"I don't like to; I feel kind of messy."

61. What are some of the things you really like to do?

"Write letters... read novels, biographies, and history... sing in church choirs... play the piano... to cook and sew... to go to movies... to dance... I like very few sports. That is one area I don't enjoy."

Analytical Comments on Interview with Miss C

Miss C's ability to recall so clearly the colors and textures of many of the clothes she wore even before the age of eleven indicated that her interest in and awareness of clothing began early in her life. Linked with the description of each garment was some association which revealed a like, a hate, a disappointment, or appreciation for a gift received. A further evidence of this early interest was the nature of her favorite pastime, dressing up in her mother's old clothes, which she must have admired very much to have remembered them so well. Apparently from her earliest recollections her parents must have respected her choices in clothing since she could think of only one time when her mother brought something home that she had not seen. Her aspiring to be a dress designer and finding pleasure in planning colors and lines for the clothes she would make tell something of the part this interest played in her childhood.

Some restraints on these first aspirations may

have been the necessity for economy in her clothes, some admitted family disagreements later on in the choices of the important items of her wardrobe, her feeling of too little variety in her clothing when she attended town school after having enjoyed being the best dressed in country school, and a few disappointments in her sewing results when a member of her 4-H Club.

In several responses there is a hinting of some frustration caused by being unable to bridge the gap between her apparently high standards and her inability to achieve them as shown by her dissatisfaction with her ironing technique, her early sewing failures, her acknowledgment that she didn't "do too well in design at school (college)". Her definite expression of how she wants to appear "a smart tailored look, nothing fancy but smooth--" seems to speak of an eagerness for high achievement in personal appearance that she feels she has not yet reached to her satisfaction because she still acknowledges uncertainty in saying "opinions of others make a lot of difference" and again-- "I like someone else's opinion when I make a final decision." Although she holds high clothing standards for herself, she is quite unwilling to judge her friends on such standards, and in this respect she is in contrast to Cases A and B.

Many questions brought out a fairly high degree of clothes consciousness, such as ease in describing her present wardrobe, associating clothes with occasions,

"feeling lazy" if she wears the same dress several days in succession, and her pleasure in her first formal, "I liked to swim around in a full skirt."

Her willingness to hunt for bargains and to shop around before buying, her continuing to sew and to make over dresses, her search for ideas by reading ads, watching people, and looking in stores all express in terms of time, energy, and thought investments a continuing interest in clothing.

In comparing these three high scoring people, it is interesting to note that Miss C gave the impression of being concerned about having her clothes measure up to certain standards she wished to attain whereas Miss A and Mrs. B showed more self-satisfaction with their clothing choices and their ability to design and make whatever they liked.

MRS. D

Score on questionnaire	93 (high)
Height	62½ inches
Weight	110 pounds
Age	(20-24) years
Sample Group	Spartan wives

High score is not consistent with the following factors related to low interest score in clothing questionnaire:

- Married
- Has a child
- Living on an income under \$1500
- Without formal education beyond high school

The interviewer found Mrs. D finishing a coffee cake in the kitchen of one of the prefabricated houses for college veterans. Her pleasant greeting was given in a soft voice and a charming smile lighted up her whole face. She was slender, but well proportioned, and had an intermediate type of coloring. Dressed in a denim shirt, tan army pants, and a white scarf that tied up her hair, Mrs. D was entirely unselfconscious; in fact, she seemed well adjusted to her living conditions. In a manner which indicated that she enjoyed discussing clothes, she gave well defined opinions about the types she preferred.

Interview - Mrs. D

1. Where were you born?

"Manistique."

2. Have you lived there most of your life?

"Yes."

3. Do you work?

"Part time... two afternoons a week in the college Poultry Department doing clerical work."

4. What was your father's occupation?

"Grocer... retired now."

5. Did your mother work outside the home after she was married?

"No."

7.8. Do you have any brothers or sisters?

"A married sister who is a secretary (age 25)."

Do you have any children?

"Johnny is 17 months old."

9. How many students were in your graduating class in high school?

"One-hundred ten."

10. Can you remember some of the dresses and coats you had before you were twelve?

"Mother made a lot of my clothes... at six I had a red wool two-piece jersey... the skirt was set on to a little waist to hold it up and it had navy buttons. When I was six or seven I had a blue coat of heavy material... I can't name the fabric. My sister and I had some dresses alike... I had a tan one trimmed in wine; she had a wine one trimmed in tan... They were scalloped down the front. We wore denim shorts and shirts that matched in the summer. In the eighth grade I had a grey skirt and a jacket of red, black, and grey that went with it. When we were small we wore snow suits in the winter."

11. How many clothes did your mother make for you?

"Mother made a lot 'til we were in the sixth grade. I liked to dress like my sister... I don't know if she did or not."

12. Did you dislike any of your clothes when you were young?

"No, Mother let me decide what I wanted."

13. Did you ever wear your sister's clothing?

"Never. She was always bigger than I."

14. Did you ever wear boys' clothing?

"We wore overalls with bibs... I just wanted to wear the pants without the bib, but Mother wouldn't let me because I couldn't keep the pants up."

15. Did you dress up in your mother's clothes?

"Yes, all the time... that's where I had most of my fun. We had a large trunk filled with things my mother and my aunts gave me. My sister never played with me... she read and I played. She played the piano and I didn't... we still don't do the same things. I played with a cousin three years younger when I dressed up in Mother's clothes."

18. At what age did you first help in the choice of clothes?

"I was young; probably eight or ten."

19. At what age did you have complete freedom of choice?

"When I was thirteen or fourteen, I guess. I used to buy something and charge it. Sometimes I would have the clerk put a dress away until my mother could see it."

20. Do you want to dress like your girl friends?

"No, I did want a tan raincoat because everyone else had them, but I never wanted the same dresses or shoes."

22. In your teens did boys have any influence on your clothes?

"Yes, I never wanted anything real different because the boys laughed at you then. They really didn't laugh at me, I guess. I usually wore skirts and sweaters... they were acceptable."

23. Do you remember your first formal?

"My senior prom... I wore a black formal with a lace top and a net skirt. My sister bought it for me. I had a white little girlish dress with puff sleeves to wear when I was a junior, but Jim got sick and we couldn't go."

25. Do you associate clothes with special occasions?

"Yes, the first dress that Jim bought me was a brown cotton that buttoned down the front with big buttons. He bought me a suit for our first wedding anniversary... it's kind of sexy... it has a tight skirt slit up the front. It's a dressy suit... I don't wear a blouse with it. I was married in a black dress... Jim had only a thirty-day leave."

26. Did you ever have disagreements with your mother or father about clothes?

"No, Mother and I like the same things. Mother always let us use our own judgment about clothes."

27. Describe some of the clothes you have now that you like well.

"A navy and white twill suit. I got it at Jake's to go home in Thanksgiving. I like a dusty rose blouse with long sleeves and pearl buttons, and a

roll collar. I like a blue-green gabardine shirt; it is straight with a fly front. I like the suit Jim bought me."

28. Do you prefer tailored, semi-tailored, or dressy clothes?

"Semi-tailored... I don't go enough places to wear dressy clothes."

29. What about sports clothes?

"I like plain tailored shorts with no pleats and a good shirt to wear with them (short sleeves). I wear slacks but I don't like them... maybe it's because Jim doesn't like them; he wants a woman to look like a woman."

30. What do you think of the new look?

"I like it if it is moderate. I don't like extreme ankle lengths. I like small shoulder pads, or maybe it's that I'm just used to them."

31. How do you feel about style changes?

"I wish styles would stay the same for a few years... I don't have money enough to keep up with them. I like changes after I see others wearing new things."

32. How long do you expect a suit to last?

"Forever (laughs)... a long time... about six years."

33. How long do you expect something like a winter coat to last?

"I don't like to have it last too long... I usually get tired of coats. They have to last about four years though."

34. If you had a choice, would you rather have a lot of moderately priced clothes or a few very expensive ones?

"A few good ones to last... I usually wait for the right thing before I buy."

35. How often do you read fashion magazines for ideas?

"When someone gives them to me. The kids often give me Mademoiselle and Seventeen. I used to buy them."

36. Where else do you get your ideas?

"I look at the girls on campus. I look a lot in stores. I always look at Green's downtown and Jacobson's in East Lansing."

37. What do you look for when you are selecting clothes?

"Something that is real comfortable and something that I can wear almost any place."

38. What part does price play in your choice of clothes?

"The most important part. But then if it's cheap, I don't want it; if it's expensive I wait until I get the money to buy it. I hope some day I'll never have to look at a price tag."

39. Do you shop around before buying?

"I suppose I should, but if I see something I like and have the money, I buy it right then and there."

40. Do you shop alone?

"Usually with someone, but her opinion doesn't bother me. I ask Jim when he is with me, but he has no inclination... he can't picture things looking at them on a hanger. He always likes them after I bring them home."

42. Are you hard to fit?

"No, I wear an eleven... it never has to have anything done to it."

43. Do you plan ahead for shopping?

"I don't plan too much because if I really want something, I can't find it. I just look and if I find something I buy it."

44. Do you feel competent that you know what to buy according to fashion?

"I guess so."

45. Would you like to have more money to spend on clothes?

"Yes, definitely, 1500 times as much!"

46. Do you help others select clothes?

"Mother never shops without me... now that I'm in London, she comes here to shop. I don't think my sister cares enough about clothes."

47. Do you have any clothes in your present wardrobe that you seldom wear?

"Yes, good clothes... I have no place to wear them."

48. Are there any colors that you don't like?

"I like all of them."

49. Have you had any compliments on your clothes lately?

"My new suit and the suit Jim bought me. I had compliments on a grey dress I wore home Christmas."

50. Do you like the kind of clothes you wear to work?

"Yes, but I don't wear anything special...mostly skirts and blouses."

51. Were you ever embarrassed when your clothes weren't quite right?

"I don't embarrass easily."

52. Do you sew?

"I made Johnny a yellow summer coat by hand. (He is seventeen months old). I've had a portable Singer ordered for a year. I wish it would come. I learned to sew in high school... I just sewed a little before that."

53. Do you like to attend functions that call for dressing up?

"Yes, once in a while."

54. How do you feel about the time you spend washing, ironing, and pressing?

"I like to wash but I hate to iron. It makes me sick. It did when I was little, and my mother always said I would feel better when the ironing was finished and I did. I like to hang clothes because I like to be outdoors."

55. Do you feel that clothes tell others the kind of person you are?

"Yes, I can usually tell. I think that people who wear short skirts and high heels are cheap. People who dress frizzy are usually that way."

56. Do you think a well-dressed person is interesting?

"Yes, I really do."

57. Do you ever choose people on the basis of clothing?

"I'm awful that way. I usually look at what people wear."

58. Do you ever find clothes hampering or uncomfortable?

"Nothing I have. I buy things for comfort. I don't like to wear a coat over a suit... I feel I have too many clothes on. I don't wear high heels because they aren't comfortable."

59. Are you afraid of disapproval?

"No, I don't care what others think of my things."

60. How do you feel about wearing the same dress several days in succession?

"I don't like it; I don't think it is clean. I always used to change every day when I was little. My sister doesn't mind wearing the same things. I got tired of maternity clothes; I could hardly wait to give them away."

61. What are some of the things you really like to do?

"To play with Johnny! I like to bowl and play basketball. I go to all the track meets and games"

at school. I like to go to the show once a week. I like the radio and to read. I don't like filthy books and foolish ones. I want to learn something when I read. I like to play cards, bridge especially. I like to sew and cook. Both my husband and I like to eat.

Comment on the Interview with Mrs. D

Although she was married, had a child, and lived on a relatively low income, Mrs. D still manifested a high interest in clothes.

Mrs. D had little difficulty in recalling at least six garments that she had worn before she was twelve. In most instances she remembered not only the color but also the cut of the garments. Like Mrs. E, she had helped in the selection of her clothes from the time she was ten.

Apparently when she was a small girl, she had derived much pleasure from playing "dress up" in her mother's clothes. At present clothing seemed to give her pleasure in both wearing it and possessing it. She seemed to associate clothes with special occasions like holidays, formals, and wedding anniversaries. To the dresses her husband bought for her she attached very special importance.

Her analysis of the "new look" seemed to indicate

that she had given it some thought, but was content nevertheless to accept and follow fashion without examining the new changes very critically. She "liked things after others had started wearing them."

Perhaps, Mrs. B's greatest limitation was her relatively low income, for she was quite emphatic about looking forward to the day when she would not have to look at a price tag. Her figure and her ability to ensemble clothing were assets. She expressed herself creatively through making some clothing for herself and for her son.

Not only would she like to be considered one of the best dressed in her group but she also admitted with some embarrassment that she judged others by clothing and at times chose friends on the basis of clothes. In her own words, "I'm awful that way."

APPENDIX

Score on questionnaire	72 (low)
Height	62 inches
Weight	125 pounds
Age	(20-24) years
Sample Group	Spartan wives

Low score is consistent with the following factors not related to high interest scores in clothing questionnaire:

- Married
- Living on an income under \$3000
- Without formal education beyond high school

Mrs. E. invited the interviewer into one of the prefabricated houses for families of college veterans where her husband, who was studying silently in the opposite corner of the living room, continued his work after a brief introduction. Short and rather plump Mrs. E seemed to be both friendly and vivacious. Dressed in an inexpensive two-piece pink rayon dress, she seemed conscious of its lack of the "new look" in length. As the interview progressed, she grew restless and often digressed from direct answers to the questions. She seemed to want to talk about anything and everything--in fact, she chattered.

Interview - Mrs. E

1. Where were you born?

"St. Claire County, Michigan."

2. Where have you lived most of your life?

"Detroit."

3. Do you work?

"I go to school now. I'm a special student taking ten credits. Until this term I was a cashier at the Bell Telephone Company."

4. What is your father's occupation?

"Mechanical Engineer."

7.8. Do you have any brothers or sisters?

"I have a brother--sixteen. My sister lives in the

prefabricated village on campus. She is twenty-three."

9. How many students were in your graduating class in high school?

"Five hundred and four."

- 10.11.12. Can you remember some of the coats and dresses you had before you were twelve?

"I guess I wore cotton dresses all year to school. I remember a Shirley Temple dress that was pink with wine godets. Then I had a blue taffeta with ruffles. My grandmother got this for me. A grey wool with red velvet buttons. My mother picked the material and the pattern -- my grandmother made it. I was ten when I had a navy blue spring coat with white pique collar and cuffs. When I was six I had a light blue wool coat that I didn't like -- I didn't like the way it was made. I had a brown and orange plaid dress-- I didn't like it either. I think I didn't like brown. My sister and I had green cotton jumpers and green plaid blouses which my mother made. (My mother didn't like to sew)."

13. Did you ever wear your sister's clothing?

"Not very often. She was five inches taller than I, so we only traded on rare occasions. Our tastes in clothing are different too. Sometimes we had dresses of the same material, but my sister wanted them made differently. Eleanor didn't want us to dress alike, but I never minded."

14. Did you ever wear boy's clothing?

"No."

15. Did you ever dress up in your mother's clothes?

"When we were quite young, my sister and I dressed in mother's clothes to play, but we couldn't wear her shoes. We used to wear her old hats too."

16. Did you like masquerades?

"Yes, my sister and I each had a clown suit that we wore for several years."

17. How did you feel about your clothing in comparison with your schoolmates?

"I felt that they were adequate -- about the same as the others."

18. At what age did you first have a choice when selecting clothes?

"Ten."

19. At what age did you have complete freedom of choice?

"Probably twelve or thirteen. I still want my mother to come along with me because she has better taste than I. I want her to tell me if things are well made too."

20. Did you ever want to dress like your girl-friends?

"I don't think I wanted to."

21. Was there ever any particular person that you wanted to copy?

"I never had many close friends, but I had a lot of friends. But I didn't want to copy them."

22. When you were in your teens, did boys have any influence on your clothing?

"They probably did because I went out a lot. I remember when I was fifteen having a yellow dress that my boy-friend liked."

23. Can you remember your first formal?

"No, I never had a formal."

25. Do you associate clothes with special occasions?

"I remember the white dress I wore when I graduated from high school. I wore a melon colored dress to my sister's wedding. My wedding dress was a long white brocaded taffeta. I had a navy blue suit to go away in."

26. Did you ever have any disagreements with your father or mother about clothes?

"No."

27. Thinking of your clothes now, describe some that you like very well.

"I have a black ballerina skirt that I wear a lot. A turquoise dress that buttons down the front -- a blue short spring coat that I made -- a green striped cotton dress -- a flowered print dress (Someone gave it to me). I like my black hat, pumps, and purse."

28. Do you prefer tailored, semi-tailored, or "dressy" clothes?

"I think I like dressy ones most."

29. What about sports clothes?

"I never wear slacks except overalls, sometimes.
I like shorts."

30. What do you think of the "new look"?

"At first I didn't like it -- I like it better now.
I think longer skirts make me look slimmer, but I don't
like them too tight. I like the fuller skirts better."

31. How do you feel about style changes?

"I'm usually slow to catch on, but later I always
like them. I remember when "sloppy Joe's" first came
out; I said I wouldn't wear them. Later, I was crazy
about them."

32. How long do you expect something like a suit to last?

"Two or three years."

33. How long do you expect something like a winter coat
to last?

"Three years or longer. My spring coat was too
short so I cut it off and made a three-quarter length
coat out of it."

34. If you had a choice, would you rather have a lot of
moderately priced clothes or a few very expensive ones?

"That all depends -- I think good shoes wear
better, but I can't see paying a lot for hats. I'm
more apt to buy moderately priced clothing."

35. To what extent do you read fashion magazines?

"When I was working I read them at the office --
I don't buy them."

36. Where else do you get your ideas?

"Window-shopping. I often try things on, then look for a pattern like the things I tried on. I watch the ads in the newspapers too."

37.38. What do you look for when selecting clothes?

"I look to see if the quality seems to be in keeping with the price. I want something that is worth the money I spend for it. I try to look for styles that are becoming to me."

39. Do you like to shop around before buying?

"I definitely like to look around."

40. Do you usually shop alone?

"My mother often comes with me."

41. Do you have anyone in mind when you are selecting clothes?

"I try to get clothes that my husband will like, but he seldom shops with me. I usually ask the clerk if I can bring the purchase back if he doesn't like it. He usually likes the things I like."

42. Are you hard to fit?

"No. I wear an eleven." (She looked as though she wore a size thirteen at least.)

43. Would you like to have more money to spend on clothes?

"Right now, yes. Most of my things are too short. Usually I can get along with what I have."

46. Do you help others select new clothes?

"Sometimes I help my mother. I never help my

sister because our tastes are too different. My husband lets me help him select only his shirts."

47. Do you have any clothes in your present wardrobe that you seldom wear?

"A lot of them, because they're too short and out of date. I try to fix them and wear them because I think I should."

48. Are there any colors that you don't like?

"I don't like brown or purple." (Referred to dislike of brown earlier. Interviewer feels that brown would be a flattering color for her.)

49. Have you had any compliments on your clothes lately?

"Yes, just the other day one of my neighbors told me he liked a print dress I was wearing. I really don't especially like that dress."

50. Do you like the kind of clothes that you wear to work?

"Some of them -- I used to like to wear skirts and blouses to work."

51. Do you feel embarrassed when you have to do something in an emergency and your clothes aren't right?

"No, I don't worry about it -- it wouldn't do any good anyway."

52. Do you sew?

"Yes, I like to sew -- I would like to be able to make all of my things."

53. Do you like to attend functions that call for "dressing up"?

"Yes, I like parties."

54. How do you feel about the time you spend washing, ironing, and pressing clothes?

"I really don't mind at all. When I was working I was usually too tired to iron. Now that I have more time, I really enjoy house work in general."

55. Do you feel that clothes tell others the kind of person you are?

"I think the way you are dressed tells others if you are neat and clean or sloppy."

56. Do you ever choose people on the basis of clothing?

"I usually dislike people who are dirty. My friends don't have to have expensive clothes."

58. Do you ever find clothes hampering or uncomfortable?

"Slacks -- that's why I don't wear them. I don't like to wear girdles." (Interviewer doesn't feel that slacks would become her.)

59. How do you feel about wearing the same dress several days in succession?

"I don't like to wear dresses several days in succession. I really don't think I do this for other people but for myself."

60. What are some of the things you really like to do?

"I like to cook, sew, ride in an automobile, dance, listen to music, and go to concerts and plays. I'm trying to learn to swim and to play tennis. I like

company and I like children. I spoil all the neighbor's children. I like to read, but I don't like to study. I'm taking philosophy, the music part of literature and fine arts, child psychology (my husband is taking it too), and tennis. I like flowers and I like to work in the garden. I like to talk, but you already know that."

(Interviewee had one year of nurses' training, but had to stop because of her health.)

Comments on the Interview with Mrs. E

Although Mrs. E was able to recall a number of garments she had worn before she was twelve (including those that she and her sister had of the same material made in a different style), in several instances she admitted a feeling of inferiority in regard to clothing. She expressed the desire to have her mother select clothes for her because her mother had better taste than she and also the desire to dress like her sister who objected to wearing identical clothes. A reluctant follower of style changes, Mrs. E did not usually like a new style until everyone else was wearing it.

Mrs. E expressed the fact that she did not like many of her clothes both in her present and past wardrobes. She did not seem to have any specific reasons but a general dissatisfaction. Although there were several garments

that she wanted to change, she did not quite know how to fix them.

Since she had stopped working, Mrs. E's income was once again a limiting factor. She was, of course, limited to some extent by her figure, and although she had made several dresses they were not too skillfully done. (Some of the dresses she showed the interviewer were not too well made in the interviewer's opinion.) Not being the type to wear extreme fullness, the fact that Mrs. E liked the full skirts of the "new look" meant that she had not analyzed fashions in terms of her own figure.

Although she wanted to be considered one of the better dressed in her group, she judged others by neatness and cleanliness rather than by the quality of the clothes they wore.

MRS. F

Score on questionnaire	68 (low)
Height	66½ inches
Weight	120 pounds
Age	(25-29) years
Sample Group	Spartan wives

Low score is consistent with the following factors not related to high interest scores in clothing questionnaire:

- Married
- Without formal education beyond high school
- Not a member of any organization

Out of a pouring rain the interviewer walked into

Mrs. F's warm and inviting living room. Mrs. F was a tall, slim, smooth-voiced blond with an unusual amount of poise and self-confidence. In contradiction to her obvious physical charm she was dressed in a nondescript way -- a too short grey skirt and a red printed blouse. Although her clothes added little to her appearance, she was neat and rather meticulous.

Either she had an unusually deliberate manner or she found it difficult to think of specific situations involving clothes, for during the interview she hesitated at length before answering many of the questions.

Interview - Mrs. F

1. Where were you born?

"Grand Rapids, Michigan."

2. Have you spent most of your life there?

"Yes."

3. Do you work?

"In the office of the Bell Telephone Company."

4. What is your father's occupation?

"He is a flooring contractor."

7.8. Do you have any brothers or sisters?

"No."

9. How many students were in your graduating class in high school?

"Between two and three hundred."

10. Can you remember some of the dresses and coats you had before you were twelve?

"I usually wore dresses made with a yoke and gathered to it -- they just hung. When I was seven I had a Scotch plaid dress. I had an accordion pleated skirt when I was eight. About that time I had a rust coat with a squirrel collar that I didn't like." (why?) "I don't think I liked the way it was made."

14. Did you ever wear boy's clothing?

"No."

15. Did you ever dress up in your mother's clothes?

"I did once in awhile." (Did you play with anyone when you dressed up?) "I played alone."

16. Did you like masquerades?

"A group of us girls used to give Halloween parties. I had a Chinese outfit that I thought was cute. Sometimes I wore some of my ballet costumes." (Did you take ballet lessons?) "For five years. One costume was a Dutch outfit, then, some were just short ballerina skirts."

17. How did you feel about your clothes in comparison with those of your schoolmates?

"I wore about the same things other girls were wearing. I suppose I was average."

18. At what age did you first help in the choice of your clothes?

"I really don't know. I had two older cousins who gave me their old clothes, and my mother cut them down for me. I didn't have much chance to choose clothing."

19. At what age did you have complete freedom of choice?

"Probably not until I was out of high school. My mother and my grandmother both helped me pick clothing."

20. Did you want to dress like your girl-friends?

"Yes, I used to want things other girls had. I remember wanting an angora tan when they were quite popular." (Did you want to copy your older cousins?)

"They were about ten years older so that was too much difference for me to want to copy them."

21. When you were in your teens did boys have an influence on your clothing?

"No."

23. Can you remember your first formal?

"My first one was a white formal -- it was a gift, and I didn't like it. It had a V-neck with a bunch of flowers -- it was the type that I wore a jacket over."

24. How often did you get a new formal?

"I didn't get them too often. Sometimes I borrowed from my girl-friends. I had a white organdie that I liked very well and a formal with a red velvet jacket."

26. Did you ever have disagreements with your father or

mother about clothes?

"No."

27. Thinking of your present wardrobe, can you describe some that you like well?

"A plaid wool suit... yellow, tan, brown and blue. A black crepe skirt...cut straight. The rest are old and I am tired of them."

28. Do you prefer tailored, semi-tailored, or "dressy" clothes?

"Tailored or semi-tailored."

29. What about sports clothes?

"I don't have anything that could be considered sports clothes. I like to wear slacks." (Probably could wear slacks becomingly). "I wear shorts for house-cleaning."

30. What do you think of the "new look"?

"I think it is all right. It certainly dates the things I have. I think that some things about the New Look are flattering and some are awful. By awful I mean the long, full skirts with flat heels."

31. What do you think of style changes?

"I haven't seen too many drastic ones. I am willing to go along with the style change because it is easier than not following it."

32. How long do you expect something like a suit to last you?

"Four or five years."

33. How long do you expect a winter coat to last you?

"Four or five years."

34. If you had a choice, would you rather have a lot of moderately priced clothes or a few very expensive ones?

"I probably would rather have the few -- I like my clothes to last."

35. To what extent do you read fashion magazines for ideas?

"I don't."

36. Where else do you get your ideas?

"I watch the papers and the prices of clothes. Occasionally I do see fashion magazines."

37. What do you look for when you are selecting clothes?

"Color, the way it fits, and the material it is made of."

38. What part does price play in your selection of clothes?

"It is the determining factor."

39. Do you like to shop around before buying?

"At home I usually went to shop where the clerks knew the kind of clothes that I liked. I haven't done much shopping in Lansing."

40. Do you usually shop alone?

"Sometimes my husband comes with me, but he usually gets tired out. He generally seems to like the things I buy."

41. Do you plan ahead for shopping?

"I usually know what I want for the coming season. I buy most of my clothes knowing that I'll have to use them for work sooner or later."

42. Are you hard to fit?

"No, I wear a fourteen."

45. Would you like to have more money to spend on clothes?

"Yes."

46. Do you help others select clothes?

"No, I prefer not to."

47. Do you have any clothes in your present wardrobe that you seldom wear?

"I have a dressy dress that I don't wear too often, not because I don't like it, but because I have few places to wear it."

48. Are there any colors that you don't like?

"I don't like reds that go into the rust shade. I detest fuchsia. I think it is a trying color to wear."

49. Have you had any compliments on your clothing recently?

"Yes, on a yellow blouse. I like it too."

50. Do you like the kind of clothes that you wear to work?

"Yes."

51. Do you ever feel embarrassed when you have to do something in an emergency and your clothes aren't right?

"When I was in high school I was called up on the stage unexpectedly while I was wearing ankle socks

and shoes with crepe soles. I felt conspicuous because most of the girls wore stockings then."

54. How do you feel about the time you spend washing, ironing, and pressing clothes?

"I think it is a necessary evil -- I don't enjoy it."

55. Do you think clothes tell others the kind of person you are?

"No."

56. Do you ever choose people on the basis of clothing?

"I don't think so."

58. Do you ever find clothing hampering or uncomfortable?

"Occasionally -- I had a dress with three-quarter length sleeves that were too tight and very uncomfortable."

59. How do you feel about wearing the same dress several days in succession?

"I never do wear them several days in succession. I think it gives you a feeling of having more if you rotate them."

60. What are some of the things that you really like to do?

"I like to listen to records, classical and semi-classical. I like to knit and embroider. I don't like sports very well -- I used to do some bowling though. I like to read almost anything. I like to travel -- the most comfortable way possible."

Comments on the Interview with Mrs. F

Mrs. F made it emphatic that as a girl she had very little freedom in choosing her own clothing, inasmuch as she wore made-over garments given to her by two older cousins. Another possibility that could have discouraged an interest in clothing was the fact that her mother and grandmother helped her select clothes until she was out of high school and that hand-me-downs or made-over clothes from her older cousins were so frequent.

Strong evidences of Mrs. F's lack of interest in clothing were shown through her preference to go to a shop where the clerk knew what was best for her, her lack of interest in helping others select clothes, and her lack of interest in fashion magazines.

Although Mrs. F. was able to recall some of the clothes she wore before she was twelve, she hesitated a long time as if they were difficult to remember. She also paused before naming any of the clothes in her present wardrobe.

Mrs. F analyzed the "new look" from a spectators point of view rather than trying to adapt it to her own figure. However she was willing to go along with style changes because "it was easier than not following."

Although Mrs. F. had nearly a model face and figure, she was limited in time, money and skill in making clothes, and in opportunities for wearing them, particularly

dressy clothes.

Unlike the high scoring persons interviewed, she neither judged others by clothing nor did she choose friends on the basis of clothing.

Apparently she prefers the easy way of doing things in choosing clothing as well as in her choice of activities. In her own words, "I like to travel the most comfortable way possible," and concerning care of clothing, "I think it is a necessary evil--I don't enjoy it."

MRS. G

Score on questionnaire	62 (low)
Height	66 inches
Weight	118 pounds
Age	23 years
Sample Group	Spartan wives

Low score is consistent with the following factors not related to high interest scores in clothing questionnaire:

- Married
- Without formal education beyond high school
- Living on a low income
- Brought up in a rural background

The interview took place in Mrs. G's living room which she explained really belonged to her mother-in-law. Mrs. G. is from Australia where she had met her husband during the war. She seemed extremely reserved, spoke with a beautiful English accent, and impressed the interviewer as nice-looking. A well tailored purple suit and a printed blouse seemed to become her slender figure and

black-haired, blue-eyed coloring.

Most striking about Mrs. G was her objective attitude toward her own clothing, for throughout the interview she discussed her clothing choices as something quite apart from her own personal feelings. Although she was perfectly willing to answer all the questions, she did so always in an unemotional and impersonal way.

After the interview she surprised the writer by serving a cup of coffee which was one of her newly learned American customs. She apologized because she felt that she had not yet learned to make good coffee. (In this, her opinion seemed justified.)

Interview - Mrs. G.

1. Where were you born?

"Sidney, Australia."

2. Where have you lived most of your life?

"Sidney."

3. Do you work?

"At Mills Dry Goods store -- I work with accounts in the morning and do selling in the afternoon."

4. What is your father's occupation?

"Farmer."

5. Did your mother work outside the home after she was married?

"No."

7.8. Do you have brothers or sisters?

"A sister 18 works in a printing office -- two sisters 22 and 25 are married. (My age - 20.)"

9. How many students were in your graduating class in school?

"About 400."

10. When thinking about your clothing, can you remember some of the clothes you had before you were twelve?

"I guess I was under twelve when I had a pink party frock. At school we wore uniforms -- navy serge with three pleats in the skirts, a white blouse and a blue tie -- black shoes, stockings, hat and gloves. At Saint Patricks College we wore green, gold and navy cotton skirts, white blouses with green, gold or navy ties, also cotton."

11. Did you have any clothing that you disliked wearing when you were young?

"No." (What about the uniforms?) "I liked the uniforms -- I thought we were smart when we were all dressed alike."

12. Did your mother sew?

"She sewed for us when we were children."

13. Did you ever wear your sisters' clothes?

"My sisters and I traded clothing when we got to be the same size."

14. Did you ever wear boys' clothes?

"No, slacks are all I've worn."

15. Did you ever dress up in your mother's clothes?

"Oh, yes, we dressed up in anything that was long enough to trip over."

17. How did you feel about your clothes in comparison with your schoolmates.

"I thought we all looked smart."

18.19. At what age did you first help in the choice of clothes?

"About fourteen -- At sixteen I picked them all by myself."

20. Did you ever want to dress like any of your girl friends?

"Not outside of school."

23. Can you remember your first formal?

"Yes, I wore my sister's burgundy satin to my first formal."

25. Do you associate clothes with special occasions?

"I wore my violet suit when I arrived here last June. -- I was married in a white brocaded satin with a finger tip veil trimmed with lace and a pearl coronet."

27. Thinking of your clothes now, can you describe some that you like very well?

"I like my violet suit and a green gabardine. -- I also like a brown checked coat that I got at Hills."

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I like the yellow blouse I made in the Spartan
wives' Group."

28. Do you prefer tailored, semi-tailored or dressy
clothes?

"Semi-tailored."

29. How about sports clothes?

"I like slacks and shorts."

30. What do you think of the new look?

"I like most of it -- the only thing I don't like
are the flared ballerina skirts. -- I think the new
look is more attractive on most people than the
previous styles were."

31. How do you feel about style changes?

"This is really the first one I can remember."

32. How long do you expect something like a suit to last
you?

"At least two seasons (two springs)."

33. A winter coat?

"At least two or more years."

34. If you were given a choice would you rather have a
lot of moderately priced clothing or a few expensive
ones?

"I would rather have a few more expensive ones --
I would rather have quality."

35. To what extent do you read fashion magazines for
ideas?

"I look through them, but I don't have much time."

36. Where else do you get your ideas?

"Since I've been working I like to look through pattern books and make my own clothes. -- I never sewed before, but I'm learning now. -- So far, I made a wool suit, two blouses, and a skirt."

37. What do you look for when you are selecting clothes?

"I look for the type first, then color."

38. What part does price play?

"If I see something I like real well, I'll buy it."

39. Do you like to shop around before buying?

"I look in all the stores first, but I buy most of my things at Mills."

40. Do you usually shop alone?

"Sometimes my girl friends at work help me."

41. Do you have anyone in mind when you are buying clothes?

"My husband, but he usually likes my clothes."

42. Are you hard to fit?

"Easy to fit -- I wear a fourteen."

43. Do you plan ahead for shopping?

"I think about something quite a while before buying."

45. Would you like to have more money to spend on clothes?

"No, it takes so many for work that I don't want any more."

46. Do you help others select clothes?

"The others at work."

47. Do you have any clothes in your wardrobe that you seldom wear?

"No."

48. Are there any colors that you don't like?

"Orange, I can't understand why, but I just don't like it."

49. Have you had any compliments on your clothing recently?

"On the clothes I made."

50. Do you like the kind of clothes you wear to work?

"Very much."

51. Do you feel embarrassed when you have to do something in an emergency and your clothes aren't right?

"Once at home I wasn't dressed and I went to the theater in a plain blue frock -- I should have worn a darker dressier costume like most of the other people -- it was a playhouse production."

53. Do you like to attend functions that call for dressing up?

"Not particularly."

54. How do you feel about the time you spend washing, ironing and pressing?

"I don't think it a waste of time. -- I think it very necessary."

55. Do you think that clothes tell others the kind of person you are?

"No, I don't see how they could."

58. Do you ever find clothes uncomfortable?

"Sweaters -- I don't like wool."

59. Are you afraid of disapproval?

"No, in fact, I'm pleased to know how something looks to someone else."

60. What do you really like to do?

"I like the movies --- I like to ride in an automobile -- the beach -- I miss the sea here -- I like concerts, football and basketball. At home I played on a basket ball team (only girls play it there). I also played vigero -- it's something like baseball played with a soft ball and a flat bat -- I liked to watch soccer really well. I like to travel and to fly best of all."

Comments on the Interview with Mrs G

On the whole Mrs. G seemed to be extremely objective about clothes as if they could not possibly be considered as a means of expressing her own personality to others. She had worn uniforms in both elementary and secondary schools, and not only did she fail to evidence any rebelliousness at this regimentation but even expressed the opinion that "we all looked smart when we were dressed alike." From her statement that she and her sister traded clothing when they attained the same size, the interviewer was led to believe that size was the

determining factor rather than personal preferences.

Although she did not want more clothes than she possessed at the time of the interview, she seemed to be more interested in clothes than ever before as evidenced by her pleasure in learning to sew and her appreciation of compliments on the garments she had made for herself.

Mrs. C could remember only one dress that she had worn before she was twelve other than her uniforms. Most of the clothes in her present wardrobe were newly acquired and therefore easy to describe.

Apparently she didn't feel that her clothes were closely associated with herself as an individual, for when anyone disapproved of her clothes she was pleased "to know how she looked to someone else." Her remarks about the new look were in terms of its suitability to people in general rather than in terms of her own personal reaction to it.

Unlike most high scoring persons, she did not care for "dress up" occasions nor did she see how people could possibly be judged by the clothes they wore. Although her low score may be partially due to foreign environment, she exhibited an objective attitude not found among people interviewed who had high interest.

MISS H

Score on questionnaire	65 (low)
Height	62 inches
Weight	145 pounds
Age	over 30 years
Sample Group	Sorority Alumnae

Low score is not consistent with the following factors related to high interest scores in clothing questionnaire:

- Single
- College educated
- Living on an income over \$3000
- A member of several organizations

Miss H invited the interviewer into her parents' comfortable living room.

Although she answered with the usual words of greeting, her tone of voice was brusque and her manner showed a trace of irritation. Miss H, who was short and plump, presented a casually tailored appearance in her green suit, white blouse, stockings, ankle socks, and saddle shoes. She had an intermediate type of coloring, and the interviewer observed that her best asset was a smooth, clear skin. Although Miss H made an effort to cooperate in answering the questions, she seemed a little bored. Several remarks indicated that she was conscious of her size being a problem in the selection of clothing.

With the exception of her present wardrobe she seemed to have great difficulty in recalling much about any of the clothing she had worn in the past.

Interview - Miss H

1. Where were you born?

"Lansing."

2. Have you spent most of your life here?

"Yes."

3. Do you work?

"I teach in an elementary school."

4. What was your Father's occupation?

"He is retired -- he did teach in high school."

7.8. Do you have any brothers or sisters?

"A sister (38) who is secretary to the Justice of the Federal Court in Grand Rapids."

9. How many students were in your graduating class?

"One-hundred."

10. Can you remember some of the dresses or coats you had before you were twelve?

"A white dress with a wide blue sash (6) -- I was too fat to look nice in a coat, so I had a blue plaid cape -- I had a velveteen coat, but maybe I remember that from seeing pictures of it."

11. Did your mother make your clothes?

"Yes, I'm not sure how many of them."

12. Can you think of clothing you disliked when you were young?

"I didn't like bloomers and long stockings -- I was glad when spring came and I could wear anklets."

13. Did you ever wear your sister's clothes?

"No, -- she was five years older."

14. Did you ever wear boys' clothes?

"No."

15. Did you ever dress up in your mother's clothes?

"Some, but I never played with my sister."

16. Did you like masquerades?

"No, not much."

17. How did you feel about your clothes in comparison with your schoolmates?

"It never bothered me -- I don't remember feeling badly."

18. At what age did you first help in the choice of your clothes?

"I guess I was in Junior High."

19. When did you have complete freedom of choice?

"High School."

20. Did you ever want to dress like your girl friends?

"My weight bothered me, and I never felt I could wear the cute things the other girls wore."

22. At an early age did boys have any influence on your clothes?

"No, just my size. -- It was hard to find things to wear."

23. Can you remember your first formal?

"I didn't go to formal dances."

25. Do you associate clothes with special occasions?

"I remember a blue velveteen dress I wore to a high school party -- I remember some of the clothes I wore when I was teaching in Muskegon."

26. Did you have disagreements with your father or mother about clothes?

"My mother and I didn't like the same things -- she wanted daughters to wear frilly, feminine clothes and I'm hardly the type."

27. Can you describe some of the clothes you have now that you like very well?

"I've a beige gabardine for three years that I like very much. It has a pleat over the shoulder and a straight skirt. A two piece suit of brown faille with a white figure. A new grey suit with a round flat collar and small buttons. I love the size -- it is a fifteen."

28. Do you prefer tailored, semi-tailored, or dressy clothes?

"Tailored or semi-tailored."

29. What about sports clothes?

"I can't wear slacks, but I can wear jodhpurs. I wear some denims that are light blue. I like sweaters."

30. What do you think of the new look?

"A modified new look is all right -- those billowy

coats get all wrinkled because they are too hard to sit in. You can see every thing from knees to just ankles. I suppose I am used to it though, for last fall I wore a dress bowling that I wouldn't wear now."

31. How do you feel about style changes?

"I never went in for extremes -- I could always find something."

32. How long do you expect a suit to last?

"For all sorts of wear -- three or four years."

33. A winter coat?

"I wore the last one for five years."

34. If you had a choice would you rather have a lot of moderately priced clothes or a few very expensive ones.

"A few expensive ones."

35. Do you read fashion magazines?

"I subscribe to Vogue."

36. Where else do you get your ideas?

"Shopping."

37. What do you look for when you are selecting clothes?

"One of the first problems is color -- I wear brown, but I don't wear black. I want something that fits and something I like."

38. What part does price play in your choice of clothes?

"There is a price limit -- I just don't look at things I know I can't afford."

39. Do you like to shop around before buying?

"If I see something I like, no."

40. Do you shop alone?

"A girl friend usually shops with me."

41. Do you have anyone else in mind when you are selecting clothes?

"No."

42. Are you hard to fit?

"I suppose I am -- it was a worse problem when I was heavier."

43. Do you plan ahead for shopping?

"Not like some people do."

44. Would you like to have more money to spend on clothes?

"I think you always would like to own the beautiful things you see in the magazines, but it doesn't really bother me."

46. Do you help others select clothes?

"None of my friends."

47. Do you have any clothes in your present wardrobe that you seldom wear?

"No, I sent all of those to Europe -- I've had some very interesting letters from the people who received the clothes, too."

48. Are there any colors that you don't like?

"I don't like to wear red although I did have a red dress. I don't think I look right in black."

(Interviewer thought she could probably wear black.)

49. Have you had compliments on your clothes lately?

"My new grey suit and the blouse I was wearing."

50. Do you like the kind of clothes you wear to work?

"Yes."

51. Do you feel embarrassed when your clothes aren't right?

"I was teaching one day when a superintendent visited me and my clothes weren't as nice as they should have been."

52. Do you sew?

"Only under pressure. I put in hems."

53. Do you like to attend functions that call for dressing up?

"Once in a while."

54. How do you feel about the time you spend washing, ironing, and pressing?

"I'm spoiled now -- I don't do as much as I used to -- I never minded much when I had to do all my own."

55. Do you feel that clothes tell others the kind of person you are?

"Sure, in lots of ways -- more formal persons are apt to dress formal. Informal people are more inclined to casual clothes."

56. Do you ever choose people on the basis of clothes?

"No."

58. Do you ever find clothes hampering or uncomfortable?

"I don't wear that kind I guess."

59. Are you afraid of disapproval?

"Not if I like something."

How do you feel about wearing the same dress several days in succession?

"I don't -- I enjoy a change."

60. What are some of the things you really like to do?

"I like sports -- bowling, badminton, swimming, riding a bicycle. I like to be outdoors. I read novels, knit, play bridge. I seldom go to movies."

Comments on the Interview with Miss H

Like most of the other low scoring persons, Miss H had a difficult time recalling garments she had worn before she was twelve. Perhaps, one of the main reasons for her lack of interest in clothing was the fact that her weight bothered her. She would have liked to dress like the others, but she was too heavy to wear "the cute things the other girls wore."

Although Miss H was single and made a comparatively high salary, she was not only limited by her figure, but her mother had made the situation worse by insisting that she wear frilly, feminine things, the inappropriateness of which she seemed to sense even when young.

Miss H did not seem to have either an emotional or social tie-up with her clothes. She seldom associated them with special occasions nor did she particularly object

to others' disapproval of them.

Since Miss H sewed only under pressure and spent little time planning ahead or in shopping, she probably found little in the way of creative expression through making or assembling clothes. In most instances she seemed to be more concerned with comfort and fit than with style.

Just as the other low scoring persons, Miss H wanted to be considered only as well dressed as the average person in her group of friends. She also felt that she could not judge others on their clothes except on the basis of formality or informality.

MISS I

Score on questionnaire	66 (low)
Height	65 inches
Weight	over 175 pounds
Age	over 30 years
Sample Group	Business Women

Low score is not consistent with the following factors related to high interest scores in clothing questionnaire:

- Single
- Living on an income over \$3000
- Brought up in an urban background
- A member of several organizations

Miss I chose to have her interview in one of the social rooms of the local Y.W.C.A. She arrived in a leisurely manner approximately twenty minutes after the appointed time. Miss I appeared to be quite heavy, her

hair was greying and the interviewer mentally noted that she probably looked her best in the type of black suit she was wearing.

During the first few minutes of conversation Miss I seemed to be both interested and curious about the clothing questionnaire. As the interview progressed some of the questions seemed to annoy her so that her limited recollections of clothing may actually have resulted from indifference to answering the questions fully. It was difficult to discern whether or not she was sensitive about her excess weight; at any rate, she did not mention it more than once during the interview.

Interview - Miss I

1. Where were you born?

"Lansing."

2. Have you spent most of your life here?

"Yes."

3. Do you work?

"Yes, I'm credit manager for a local store."

4. Father's occupation?

"Construction engineer."

5. Did your mother work outside the home after she was married?

"No."

7.3. Do you have brothers or sisters?

"A brother who is a mortician."

9. How many students were in your graduating class in high school?

"There were 238."

10. Can you remember some of the dresses or coats you had before you were twelve?

"I can remember wearing middy blouses and skirts, but that is about all I can remember." (Interviewer asked if she could remember any in connection with holidays or school days but that didn't help.)

11. Did your mother make clothes for you?

"My mother made some of my clothes."

12. Can you think of clothing you disliked when you were young?

"Black hose and black pants."

14. Did you ever wear boys' clothes?

"No."

15. Did you ever dress up in your mother's clothes?

"Not that I can remember."

16. Did you go to masquerades?

"None, I wore a white costume when I was fourteen. I can't remember how it was made or anymore about it."

17. How did you feel about your clothing in comparison with your schoolmates?

"I looked as well as the rest."

18. At what age did you first help in the choice of your clothes?

"As long as I can remember mother used to ask my opinion."

19. At what age did you have complete freedom of choice?

"About sixteen."

20. Did you want to dress like your girl friends?

"Not particularly."

23. Can you remember your first formal?

"For graduation I wore a green chiffon with beige lace."

25. Do you associate clothes with special occasions?

"To an extent -- I have clothes I wear out to other places than to work -- sometimes I get a new dress for a particular evening."

26. Did you ever have disagreements with your father or mother about clothes?

"No."

27,28. Describe some of the clothes you have in your present wardrobe that you like very well.

"I have mostly suits -- I like a brown tailored gabardine especially well."

30. What do you think of the new look?

"I like medium length skirts better than the extra long ones. Fullness is all right for slim people, but not for me."

31. How do you feel about style changes?

"In general, they are all right -- we would get stale if we wore the same things all the time."

32. How long do you expect something like a suit to last you?

"I've had two suits for four years -- they were sharkskin."

33. A winter coat?

"One year for good and two more for everyday."

34. If you had a choice would you rather have a lot of moderately priced clothes or a few very expensive ones?

"More moderately priced ones -- you have to have things dry cleaned so often and its hard on them -- then too, I only like to wear things so long."

35. To what extent do you read fashion magazines?

"I don't."

36. Where do you get your ideas?

"I usually buy what I like."

37. What do you look for when you are selecting clothes?

"I never have anything definite in mind -- I just buy whatever suits me at the time."

38. What part does price play in your choices?

"I stay within a moderate price range."

39. Do you like to shop around before buying?

"Not if I find what I like right away."

40. Do you shop alone?

"Yes."

41. Do you have anyone else in mind when you are shopping?

"Not especially."

42. Are you hard to fit?

"Not especially." (Interviewer thought she might be because of her size).

43. Do you plan ahead for shopping?

"No."

45. Would you like to have more money to spend on clothes?

"I have my own salary and that's enough."

46. Do you help others select clothes?

"Yes, the girls I work with."

47. Do you have any clothes in your present wardrobe that you seldom wear?

"A few suits that are too short."

48. Are there any colors that you don't like?

"No."

49. Have you had compliments on your clothes lately?

"On a formal, a brown dress, and a brown suit."

50. Do you like the kind of clothes you wear to work?

"Yes."

51. Do you feel embarrassed when you have to do something in an emergency and your clothes aren't right?

"I'm usually prepared I guess."

52. Do you sew?

"No."

53. Do you like to attend functions that call for dressing up?

"Usually."

54. How do you feel about the time spent washing, ironing and pressing?

"I do very little except blouses and I don't mind that."

55. Do you feel that clothes tell others the kind of person you are?

"Appearance has a lot to do with the way you feel mentally -- If your clothes don't feel right on you, others may sense it."

56. Do you ever select people on the basis of clothing?

"I can't think of any particular instances. -- I learned you can't tell always by outward appearances."

58. Do you ever find clothing hampering or uncomfortable?

"No."

59. Are you afraid of disapproval?

"I don't think so."

60. How do you feel about wearing the same dress several days in succession?

"I don't, but I guess that is a habit."

61. What are some of the things you really like?

"I like to golf, to play the piano, to read novels -- I like being with people -- I belong to a sorority and the Business Girls' Club."

Comments on the Interview with Miss I

Of all the persons interviewed Miss I seemed to be the least interested in clothing. She wore an extremely troubled expression when she tried to recall both her past and present wardrobes, after which she made no attempts to describe them other than in general terms.

In most instances she thought of the practical side of clothing. She preferred inexpensive clothing "because dry cleaning was hard on them." Apparently she neither had nor wanted a variety of types of clothing in that most of the clothes in her present wardrobe were suits appropriate for work. She also felt that she should keep within her own salary which was sufficient to buy all the clothes she needed.

Because Miss I's weight was well over one hundred and seventy five pounds, the interviewer expected her to consider herself a problem figure, but she avoided mentioning her weight at every turn except in her realization that the fullness of the "new look" was obviously not for her.

Since she spent little time working with clothing from the standpoint of laundering, making, or planning ensembles, she could hardly find an outlet for creative expression through clothing.

Like most of the low scoring persons she wanted to be considered average in her appearance and she seemed

confident that she was usually dressed appropriately. She was extremely objective in saying that appearance has a lot to do with one's mental status. "If your clothes don't feel right on you others may sense it." Since she had learned previously not to judge others by outward appearance, she did not judge others by clothes.

PART FOUR

REFINEMENT OF QUESTIONNAIRE

PART FOUR

REFINEMENT OF QUESTIONNAIRE

I. THE APPROACH FOR ITEM VALIDATION

In spite of the fact that the total scores on the questionnaires seemed to measure degree of interest in clothing, it was felt that some questions on the schedule did not discriminate between high and low interest as well as others. In order to select the items that best measured interest in clothing, the criterion of internal consistency or the critical ratio method was used. This method involved the following steps:

The total scores were arranged in order of their rank from high to low. The next step was a division into quartiles. The quartile composed of the 45 lowest scoring schedules was called the first quartile, the next 45 the second, the next 45 the third, and the highest 45 the fourth quartile.

The percentage frequency of occurrence for each response was then calculated for each item in the four quartiles. This was done by determining the number who made each response in each quartile and reducing it to a percentage figure. For example, item 13 was answered with the response showing a high interest in clothing 2.22%, 4.44%, 8.68%, 11.10% in quartiles 1, 2, 3, 4

respectively, and 6.56% in the total of all responses. Most of the questions should show an increase in the percentage frequency of occurrence in the successive quartiles. In only two instances were the percentage frequencies of the most favorable answer highest in the lowest quartile. (Items 3 and 21).

The statistical significance of these differences was determined by computing the critical ratios (the ratio of a difference to its standard error) for each difference. The first step involved the calculation of the responses nearest the 50th percentile of the total responses for each item. Quartiles 1 and 4 were split at these points and the percentage points above the split were added together. The 50th percentile of the total responses on item 13 would fall between response 2 and 3, the addition of the first two responses being 48.45%, on the first three, 84.56%. Quartiles 1 and 4 were then broken at the 2nd response and the addition of the first two responses were considered the low scoring responses.

(See Table 18.)

In like manner the responses that were considered low scoring responses on each item were all those below the 50th percentile of the whole distribution. Table 19 shows the percent of low scoring responses given by the lowest and highest quartiles on each item in the schedule.

(See Table 19.)

Table 18

The Percent of Cases giving each Response
on Item 13 in the four Quartiles.

Response	Quartiles				Total
	1	2	3	4	
1	24.42	4.44	0	2.22	7.70
2	46.72	46.72	46.94	19.98	40.75
3	24.42	42.13	33.30	44.40	36.11
4	2.22	2.22	8.83	22.30	8.83
5	<u>2.22</u>	<u>4.44</u>	<u>8.83</u>	<u>11.10</u>	<u>6.56</u>
Total	100%	100%	100%	100%	100%
No. of cases	45	45	45	45	180

Table 19

Percent of Low Scoring Responses given by
lowest and highest quartiles.

Item	Description	Responses Combined	Percentage which the lowest highest quartile quartile showed showed on each on each item item		Critical Ratio or Significance of the Difference between Highest & Lowest Quartile
1.	Observation of costume de- signer in a movie	1,2,3	84.0	28.8	4.3
2.	Newspaper accounts of social events	1,2,3	72.1	52.1	.96
3.	Time spent on cleaning and repair	1,2	57.6	59.8	-.19

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Table 19 - Continued.

<u>Item</u>	<u>Description</u>	<u>Responses</u>	<u>Lowest</u>	<u>Highest</u>	<u>Critical</u>
4.	Helping others select clothes	1,2	44.3	19.9	.83
5.	Window shopping	1,2,3,4	53.2	17.7	3.9
6.	Discussion of style changes	1,2,3	32.0	4.4	4.8
7.	Reading fashion ads	1,2,3,4	63.6	11.1	6.9
8.	Choice of a magazine	1,2,3	51.7	24.3	6.3
9.	Looking in all available stores for clothing	1,2,3	40.9	35.5	1.5
10.	Special shopping trip to usual shopping center	1,2	75.4	39.9	3.6
11.	Special shopping trip outside of usual shopping center	1	59.9	45.5	1.3
12.	Disposition of \$100	1,2	42.0	35.4	.56
13.	Planning for fall season's wardrobe	1,2,3	71.0	22.1	5.3
14.	Number of dresses of the dressy type	1,2,3	43.7	27.5	2.1
15.	Accessories for matching or harmonizing color schemes	1,2,3	89.5	42.1	5.7
16.	Number of dresses or suits bought or made for fall season	1,2	75.7	31.0	4.8
17.	What you prefer others to think of your clothing choices		60.3	11.1	5.5
18.	No. of years you would like a suit to be your best suit	1,2,3,4	65.1	35.5	2.8

Table 19 - Continued

Item	Description	Responses	Lowest	Highest	Critical
19.	Range of types of clothes in wardrobe	1,2,3,4,5	35.8	8.8	11.4
20.	Occasions given special thought as to how you are dressed	1,2,3	64.1	27.6	2.6
21.	Laziness to wear a new suit	1,2	59.0	61.0	-.29
22.	Frequency of changing before having evening meal	1,2,3	53.0	15.5	4.7
23.	Frequency of buying a winter hat	1,2,3	71.3	35.5	3.3
24.	Use of free time	1,2,3	65.8	42.1	2.2
25.	Effort to conform to longer skirt lengths	1,2,3	72.6	22.1	3.3
26.	Planning for variation in combinations of clothes	1,2,3,4	74.8	54.4	2.0
27.	Effort to fix a dress with time a premium	1,2	29.5	22.1	.76
28.	Frequency of making clothes you can't buy	1,2,3	72.6	15.8	6.2
29.	Disappointment at not being noticed in a new dress	1	32.6	20.9	1.2
30.	Recognition of costume designers	1,2	61.3	22.7	6.5
31.	Recognition and identification of brand names	1,2,3,4	75.4	18.8	6.1

The next step was to calculate the standard error of each percentage. To facilitate the calculations, the Edgerton-Watson Table of Standard Errors and Probable Errors of Percentages was used.¹ The third step was the use of the formula for determining the standard error of a percentage.²

$$\sigma_{diff} = \sqrt{\sigma_{p_1}^2 + \sigma_{p_2}^2}$$

Finally each percentage difference was divided by its standard error to obtain the critical ratio between the 1 and 4 quartiles.

To determine the critical ratio for question 13, the following steps were necessary.

1. The standard error squared of 24.42% 46.62% in Q1 and 2.22% 19.93% in Q4 was read from the Edgerton-Watson table. These are .004624 and .003844.

2. The formula for determining the standard error of a difference between percentage was applied.

$$\begin{aligned}\sigma_{diff} &= \sqrt{\sigma_{p_1}^2 + \sigma_{p_2}^2} \\ &= \sqrt{.004624 + .003844} \\ &= \sqrt{.008468} \\ &= .092\end{aligned}$$

¹"Table of Standard Errors and Probable Errors for Varying Numbers of Cases," Journal of Applied Psychology, 10:373-391 (Sept. 1926)

²G. U. Yule, An Introduction to the Theory of Statistics, (1924), p. 267, formula 2.

$$\frac{1}{2} + \frac{1}{2} = 1$$

$$\frac{1}{2} + \frac{1}{2} = 1$$

3. The percentage difference between the quartiles was then divided by its standard error.

$$\begin{aligned} \text{C.R.} &= \frac{\text{diff}}{\text{diff}} \\ &= .4901 \div .092 \\ &= 5.3 \end{aligned}$$

This is a high critical ratio and indicates that the difference between these quartiles is significant.

This procedure was used on each question to find the critical ratio between the first and fourth quartiles. The results arranged in order of their ability to discriminate interest are in Table 19. Those items that had a critical ratio of two or more were considered statistically significant¹ at the five percent level.² After this standard was applied to all of the questions twenty-two of the original thirty questions showed a critical ratio of two or more.

The most discriminating question, number nineteen, measured the range of types of clothing each person had in her present wardrobe. Inasmuch as this question could have a weight as high as sixteen, it is possible that such a heavy weighting influenced the total score so that it seemed to have too much importance. On the other hand,

¹Guilford, Psychometric Methods, New York: McGraw-Hill Book Company, 1950, p.61.

²Arkin and Colton, An Outline of Statistical Methods, Table 32a -- The Probability of Occurrence of Statistical Deviations of Different Magnitudes Relative to the Standard Error, New York: Barnes and Noble, Inc., 1938, p.121.

Table 20

The Critical Ratio or "t" Score of Each Question
on the Questionnaire

<u>t Score</u>	<u>Question Number</u>	
11.4	19	
6.9	7	
6.5	30	
6.3	8	
6.2	23	
6.1	31	
5.7	15	
5.5	17	
5.5	13	
4.3	16	
4.8	1	
4.3	6	
4.7	22	
3.9	5	
3.3	23	
3.6	10	
3.3	25	
2.8	18	All the questions above the line are signifi- cant at the 5% level
2.6	20	
2.2	24	
2.1	14	
2.02	26	
1.5	9	
1.3	11	
1.2	29	
.96	2	
.33	4	
.76	27	
.50	12	
- .19	3	
- .29	21	

it may deserve its heavy weighting. There is also a possibility that one could predict with considerable accuracy whether total score would be high or low from knowing the score on item nineteen.

Seventy-six percent of those having more than ten types of garments in their wardrobes had total scores above the mean score and 75 percent of those having six or fewer types of garments in their wardrobes had total scores below the mean score.

Since item 19 measures the range of types of clothes in a given wardrobe, one might think that it was dependent upon economic status. However, according to the Chi-square test the relationship between item nineteen and income is not statistically significant.

Questions 7, 30, 8, and 31, which were next to question 19 in their ability to discriminate interest in clothing all seem to measure attention given to clothing by reading fashion magazines, reading fashion ads in the newspapers, recognizing fashion designers, and recognizing brand names. The item which was fifth in ability to discriminate interest in clothing was question 28 which measured the energy and time used to make clothes when the person could not buy what she preferred to have. Question 15 measured money and thought spent on basic color schemes for harmonizing accessories. Questions 17 and 13 also measured thought by probing into how well dressed the person wanted others to think of her and

1001

1002

1003

1004

how much in advance of the fall season she began thinking about her fall wardrobe. Other questions that measured interest to a lesser degree inquired about observation of the costume designer in the movies, the number of suits bought or made for the fall season, discussions of style trends with friends, changing clothes to have her evening meal, the frequency of buying a winter hat, the thought and effort given in order to conform to longer skirt lengths, the number of special shopping trips to buy clothing, and the frequency with which dress shop windows attracted her attention. The length of time she kept a suit for her best suit, the occasions upon which she gave special thought to the way in which she was dressed, her use of free time, the number of dresses of the dressy type in her wardrobe, and the number of times she planned to wear clothes in a variety of combinations also seemed to measure interest in women's clothing.

Although the nine cases selected for interviewing were chosen in terms of total scores based upon the original 31 questions, it was felt that essentially the same persons would have been chosen had the questionnaires been rescored in light of the 22 most discriminating questions. A revised questionnaire containing only the questions with a critical ratio of two or more appears in Appendix IV.

II. SUGGESTIONS FOR REVISING THE QUESTIONNAIRE

Although the questionnaire proved to be a reliable instrument for measuring interest in clothing, minor revisions such as omitting some questions and rewording others would make it a more refined instrument. Since nine of the questions in the schedule were shown by the critical ratio method (see Table 19) to be unreliable in measuring interest in clothing, it might be well to examine them more closely. Although they inquired into the amount of time, energy, money, thought, and attention given to clothing, it is possible that the responses depended more largely on some personality trait or some set of circumstances rather than on an interest in clothing.

The question which asked about the frequency of checking clothes for needed cleaning and repairs (see question 3) measured time and energy spent on clothing, but the desire to be neat and clean may not always relate to a high interest in clothing. Eagerness to wear a new garment, disappointment at not being noticed when wearing something new, and helping girl friends select clothing may be more closely associated with introversion and extroversion tendencies rather than with interest in clothing. (See questions 3, 21, and 29). The writer expected that the extent to which one delayed making decisions until all available stores were shopped and the number of times one shopped outside the usual shopping

center during a specific length of time would measure interest in clothing in relation to the time and energy thus spent. (See questions 9 and 11). However, the wording of question 9 may have been so exaggerated that only a person in search of perfection would score on it. The answer to question 11 might be determined by the ease with which one could make trips out of town rather than upon an interest in clothes. The reading of newspaper accounts of social events may depend upon one's curiosity. The prize of one hundred dollars may have been too hypothetical. (See questions 2 and 12.)

Of the twenty-two questions that were shown by the critical ratio method to measure interest in clothing in the fall of 1947, some would need to be re-stated for use at another time. Since questions 10, 13, 16, and 25 are seasonal and would need appropriate rewording to apply to the current seasons, they have been restated for use in times other than the fall season and are to be found in Appendix IV. Questions 30 and 31, which were constructed to measure the person's familiarity with designers and brand names, would have to be changed every few years in order to correspond^{to} the names appearing in current fashion magazines and newspapers.

After analyzing the data from the information sheets, the writer felt that some of these questions should also be reworded. In order better to discriminate between ages, question 23 could be changed in this manner:

21. Age - () under 20 () 20 - 24 () 25 - 29
() 30 - 39 () over 40

For a better separation of urban and rural background, question 24 could be worded thus:

24. Where have you spent most of your life up to now?
- () open country, () town under 1000,
() 1000 - 2499, () 2500 - 9999,
() 10,000 - 100,000, () over 100,000

It might be well also to insert a question concerning the section of the country.

25. In which part of the United States have you spent most of your life up to now?
- () North Eastern States () South Eastern States
- () Middle Western States () South Central States
- () Pacific States

If questions 28 and 29 had blanks rather than the word "other", the investigator would know more about the person's and her husband's occupations. In order to find out how much money the subject has for her own personal clothing, question 31 could have in addition "number of persons for whom income provides." Questions 32 and 33 could have check lists of activities and organizations, for example:

32. Social
Sports clubs____
Country clubs____
Dance clubs____
Bridge clubs____
Society groups____
Other____
33. Professional
Professional organizations____
Women's Study Clubs____
Political clubs____
Religious organizations____
Social Service organizations____
Honorary organizations____
Other

With these suggested changes the writer believes that the general information section not only would be more convenient to fill out but also would provide data easier for the investigator to group and analyze in relation to total score or any other criterion.

PART V

SUMMARY, CONCLUSIONS, AND SUGGESTIONS FOR FURTHER STUDY

PART V

SUMMARY, CONCLUSIONS, AND SUGGESTIONS FOR FURTHER STUDY

1. SUMMARY AND CONCLUSIONS

A. Summary Relative to Statistical Data

The Chi-square test seems to indicate that group (one of the six groups participating in the study), age, rural or urban background, occupation, and income are significantly related to total scores on the interest in clothing questionnaire. Education, marital status, children in the family, and membership in organizations seem to be related to women's interest in clothing to a lesser degree.

The six groups of women chosen for the study arranged in order of their arithmetic means rank as follows: Home Economics Seniors, Sorority Alumnae, Spartan Wives, Business Women, Factory Workers, and Rural Women. A partial explanation for the seniors ranking first would be that they were single, young, and college educated, three of the factors that favored high interest. A larger percentage of the Sorority Alumnae have more children and are older than either the Spartan Wives or the Business Women, but perhaps, education, social background, and income helped to raise their total scores. Although a greater percentage of the Factory

Workers have more children, have less education, and are older than the Rural ones, they have had the advantage of urban living to stimulate interest in clothing. Since none of explanations for the rank of each group applies to all groups, it would seem that both the factors considered and other factors not measured worked in various combinations to influence the total scores of each group.

Of the thirty-four persons in the entire sample who had total scores of over one hundred, twenty-nine persons (or eighty-five percent) were under thirty years of age. This would seem to be significant enough to bear out Elizabeth Hurlock's statement in Psychology of Dress.

"The period of early youth is the one in which the emphasis on clothing is of greatest importance. At no other time in life does the problem of dress become so absorbing."¹

Rural or urban environment seems to follow the pattern of the groups as arranged in order of their arithmetic means with the exception of the Seniors who rank third in the percentage of their number from cities over ten thousand. As pointed out above, the Seniors rank first in having five other factors favoring high interest scores which probably counteracted the rural environment. The Seniors also have lived in housing during their four years of college.

Although income as a factor is based only on answers from one hundred and forty-four questionnaires,

¹Hurlock, Elizabeth, op. cit., p. 175.

it still seems to be a significant factor. A person very interested in clothes but without the means to buy them could lose interest very easily over a period of time.

"Desires are subject to frustration and interests are subject to defeat. The likelihood of the occurrence of failure in attaining desired ends is in direct ratio to failure to form desire and interest on the basis of conditions that operate either as obstacles or as positive resources."¹

The classification of the sample by occupation was not entirely satisfactory since it utilized only three categories: student, housewife and other. Those who were classed as other were for the most part Factory Workers and Business Women. As one would expect from the results of the group differences the Seniors (students) showed significantly higher total interest scores than the persons classified as other.

Perhaps education, one of the secondary factors, seems to be more discriminating than it is because the Home Economics Seniors and the Sorority Alumnae, one third of the total sample, could have been high for reasons other than education. Income, youth, singleness, and an urban environment could have made the Seniors high regardless of education. In like manner income and urban environment could have influenced the total scores of the Sorority Alumnae more than education.

According to Ross,

¹Dewey, John, Theory of Valuation, Chicago: University of Chicago Press, 1939, Vol. 2, No. 4.

"The growth of intelligence causes the desire for self-individualization to seek satisfaction in other ways than fashion."¹

Of course, Ross is speaking of fashion which is only one aspect of interest in clothing. The writer would like to suggest that it is possible that variation in education when related to interest in clothes would fall in a curve that reaches a peak with some education, then falls crowded out by other more dominant interests if the higher education were not in the field of clothing.

The most significant point in regard to marital status and children in the family would seem to be the fact that there is more variation between married women with children and married women without children than there is between married women without children and single women. It would seem that children in the family tend to limit one's interest in personal clothing.

Although the number of organizations to which each person belonged was the least significant factor, it still seems to have some bearing upon women's interest in clothing. The suggested check list of organizations in Appendix IV (the revised questionnaire) may give more accurate results.

Statistical analysis of the significance of the difference between the means showed that the following groups were statistically different.

¹Ross, E. A., Social Psychology, New York: The Macmillan Company, 1923.

Home Economic Seniors and Sorority Alumnae
 Home Economic Seniors and Spartan Wives
 Home Economic Seniors and Business Women
 Home Economic Seniors and Factory Workers
 Home Economic Seniors and Rural Women
 Sorority Alumnae and Business Women
 Sorority Alumnae and Factory Workers
 Sorority Alumnae and Rural Women
 Spartan Wives and Factory Workers
 Spartan Wives and Rural Women
 Business Women and Factory Workers
 Business Women and Rural Women
 Factory Workers and Rural Women

Those that were not statistically different include the following:

Sorority Alumnae and Spartan Wives
 Spartan Wives and Business Women

Reliability of the Questionnaire

Statistical analysis indicated that twenty-two questions on the questionnaire were reliable measures of interest in clothing based upon the standards that they possess a critical ratio of two or more in a comparison between the highest and lowest quartiles.

The most discriminating question, number nineteen, measured the range of types of clothing each person had in her present wardrobe. Since seventy-six percent of those having more than ten types of garments in their wardrobes had total scores above the mean score and seventy-five percent of those having six or fewer types of clothes in their wardrobes had total scores below the mean score, one might be able to predict interest in

clothing with reasonable accuracy from item nineteen. Although one might think that the number of types of clothing would measure economic status as well as interest in clothing the Chi-square test showed that the relationship between item nineteen and income was not statistically significant.

The questionnaire as an instrument for measuring interest in clothing is able to reach many persons, secures objective information that is not colored by the investigator's opinions, and obtains data that are easily classified and analyzed. However, the objective types of pencil and paper questions omit the areas of quality of interest and intensity of interest in clothing. The fact that two persons have high interest in clothing does not mean that each has an equal amount of skill in handling or in appreciation of fine quality in clothes. By the questionnaire method it would also be quite difficult to measure kinds of interest which could be in terms of creativeness, self expression through the extension of the personality, the use of clothes as a badge denoting wealth, class, or taste, and the use of clothes for psychological or physical protection. Probably kinds of interest could best be measured by close observation of women's clothing habits.

Although the questionnaire seems to be a reliable instrument for measuring interest in clothing, it has in no way measured the reasons for interest in clothing or

or lack of it. For example, a person's clothing interest could be little more than a habit forced by the pressures of her job, her husband's position, the culture of her community, or the opinions of her friends rather than a genuine native interest in clothing as an end in itself.

B. Summary Relative to Case Studies

In all nine cases the interviews seemed to strengthen the case for validity of the questionnaire. The four high scoring persons seemed to manifest their interest by their excellent memories of both past and present wardrobes, their willingness to spend time and effort in expressing themselves through clothing, their apparent satisfactions gained from clothing, and the evidences of the importance that they attached to clothing.

Since Miss A, Mrs. B, Miss C, and Mrs. D showed the greatest ability to recall clothing at the earliest ages and with the most detailed descriptions, it might suggest the idea that clothing interest begins at an early age and continues into adulthood more often than it is acquired by adults. When speaking of measuring interests McKinney makes this statement:

"Strong interest is an aspect of motivation..... The individual with the aid of a list of interests recollects the interests that have dominated his behavior throughout his life."¹

¹McKinney, Fred, The Psychology of Personal Adjustment, New York: J. Wiley and Sons, 1941, p. 220.

The four high scoring persons also indicated during their interviews that they were motivated to spend time and effort in pursuit of these activities; making clothes (and in three cases designing clothes) for themselves, planning ahead for special occasions, reading fashion magazines, and dressing up in their mothers' clothing in child play.

The high scoring persons also gave evidences of their satisfactions gained from clothes in liking to attend "dress up" occasions, in their pleasure in wearing formals, in the large number of clothes that they liked in their present wardrobes, in not finding clothes hampering or uncomfortable, and in their gratification received through individual expression in making, designing or ensembling clothes (with the exception of Miss C, who longed for better results in the clothes she made).

The idea of self expression was explained by the artist Holley in this way:

"There is a definite Psychology of the wardrobe for the woman who realizes that dress is not a mere protection against wind, rain, and cold, nor a mere passive badge denoting wealth or class, but an extension of her very personality ----- The intelligent woman disdains to borrow her opinions. I feel that many women dislike the idea of borrowing their clothes. To the sensitive woman that is exactly what conventional dresses are ----- borrowed second hand clothes."¹

¹Holley, Bertha, "Psychology in woman's Dress," Forum, Vol. 61, June 1919.

It was evident that the high scoring persons rather than the low scoring persons considered clothing important enough to judge others by it. They not only wanted to be considered among the best dressed in their groups, but Miss A, Mrs. B and Mrs. D actually considered clothing one basis for choosing friends.

Other Factors Related to Interest in Clothing

An analysis of the interviews seemed to suggest that other factors not considered previously may be related to a lack of interest in clothing such as bodily proportions (Miss H and Miss I) being overweight, the regimentation of a uniform worn for school or work (Mrs. C), parental domination in clothing choices (Mrs. F and Miss H), few opportunities to wear various types of clothing (Mrs. E and Mrs. F) and the lack of skill in making or ensembling clothing (Mrs. E, Mrs. F, Miss H and Miss I).

Interviews as a Means of Measuring Interest in Clothing

In order to study the reasons for high or low interest in clothing the cases interviewed should be the extreme cases, but this study had no extremes in the true sense of the word. One would expect to find those with extremely high interest among actual designers, who love

clothing so much that they would sacrifice anything to design clothes. None of the high scoring persons in this study seemed willing to sacrifice the usual pursuits of happiness for the purpose of working with clothes. The expression used by Miss A, Mrs. B, and Mrs. D of "not having time" to make all the clothes they wanted probably meant that they were not willing to give up other desires. In like manner none of the low scoring persons interviewed was an extreme case. None of them was so rebellious against clothes that clothing was out of balance in her scale of values. All five of the low scoring persons accepted clothing as a social custom, and gave at least some of their time, energy, money, thought, and attention to clothes.

The prepared list of suggested questions seemed satisfactory for a first interview but the investigator felt that a second interview would have been more helpful in following up some of the leads of the first interview. A chance to observe the interviewee's clothing habits over a period of time would also yield information about her relationship to clothes.

II. SUGGESTIONS FOR FURTHER STUDY

Since this study has not gone beyond an attempt to measure the degree of interest in clothing, it may be possible to investigate the kind or character of interest in clothing. There may be any number of kinds of interests including aesthetic interest, economic interest, interest in clothes to compensate for an inferiority complex, and interest in clothes to acquire friends or to impress other people. A study of this sort would probably use a group of high scoring persons of comparable ages.

Perhaps another way to measure interest in clothing would be through observation plus both written and oral questions. In order to get a total picture of clothing interest the investigator might find some of the most significant things through observation of the clothes she wears, of the places to which she wears them, and of the people with whom she associates.

Since this study investigated only women's interest in their own clothing, there are possibilities for studies measuring interest in family clothing, or interest in friends' clothing. Another area that was revealed by Newman, Nickerson, and Bryer's study¹ was men's interest in their own clothing and in women's clothing.

¹Newman, Nickerson, and Bryer, in "Recent applications of the Study of Values," Journal of Abnormal and Social Psychology XLVIII, 1954, pp.259-273.

The relationship of clothing interests to personal values,¹ personality traits, and physiological characteristics represent other areas of research. Some of the tests available for correlation with interest in clothing include studies of emotional stability, self sufficiency, social intelligence, general intelligence, physical and mental health, basic values, traits of introversion or extroversion, and traits of ascendancy or submission.

General Conclusions

Certain generalizations seem to be permissible on the basis of the findings of this study.

1. Interest in women's clothing can be measured through measures of the time, effort, money, and attention given to personal clothing.

2. From the You and Your Clothing questionnaire the range of the types of garments in a person's wardrobe seems to be the most sensitive single item measure of young women's interest in clothing.

3. There are certain factors related to women's interest in clothing such as the group to which one belongs, age, occupation, rural-urban background, income, education, marital status, children in the family, and number of organizations to which one belongs.

¹Newman, Nickerson, and Bryer, in "Recent Applications of the Study of Values," Journal of Abnormal and Social Psychology XXVIII, 1934, pp.269-273.

4. One can get additional understanding of the reasons for variations in clothing interest by interviewing cases having extremely high or low interest scores.

PART SIX

APPENDIX

APPENDIX I

QUESTIONNAIRE FOR GRADUATE CLOTHING PROBLEMS

Name _____ Date _____

Major _____

INSTRUCTIONS: Check the one that you feel most nearly applies to you. Your most careful consideration of each question will be appreciated.

1. When you go to the movies how often do you observe the name of the costume designer:

() practically never

() seldom

() sometimes

() most of the time

() almost always

2. As you watch a movie how often do you observe the details of the costumes that the actresses and actors are wearing?

() almost always

() most of the time

() sometimes

() seldom

() practically never

3. How often do you attend a movie a second time or sit through the second running to study the details of unusually interesting costumes?
- ☐ () practically never
 - ☐ () sometimes
 - ☐ () often
4. How often do apparel shop windows attract your attention?
- ☐ () every time you pass a window
 - ☐ () most of the time
 - ☐ () sometimes
 - ☐ () seldom
 - ☐ () practically never
5. How often do you stop with your escort to look at your favorite store windows, whether he wants to or not?
- ☐ () practically never
 - ☐ () sometimes
 - ☐ () almost always
6. How often do you read fashion ads in the newspapers?
- ☐ () almost always
 - ☐ () most of the time
 - ☐ () sometimes
 - ☐ () seldom
 - ☐ () practically never

7. If you were waiting in a doctor's office with these
now magazines in front of you, which would you choose?
- ☐ Time
 - ☐ Life
 - ☐ Ladies Home Journal
 - ☐ Seventeen
 - ☐ Vogue
8. How many times since spring vacation have you made a
special effort to shop for clothing or fabrics?
- ☐ not at all
 - ☐ once or twice
 - ☐ three or four times
 - ☐ five or six times
 - ☐ seven or more times
9. When did you first begin planning your wardrobe for
this school year?
- ☐ the middle of last spring or before
 - ☐ the first part of the summer
 - ☐ the middle of the summer
 - ☐ the last month before school started
 - ☐ the last week
10. How often do you discuss style trends with your friends?
- ☐ practically never
 - ☐ seldom
 - ☐ sometimes
 - ☐ very often

11. How often do you make a special effort to read the fashion sections in the newspapers?

- ☐ very often
- ☐ sometimes
- ☐ seldom
- ☐ practically never

12. How often have you picked out books or read passages largely because they contained vivid or accurate descriptions of costumes?

- ☐ practically never
- ☐ seldom
- ☐ sometimes
- ☐ very often

13. When do you usually start thinking about your spring outfit?

- ☐ January or before
- ☐ February
- ☐ March
- ☐ April

14. If you were given one hundred dollars at the beginning of summer vacation, about how much would you spend for clothing?

- ☐ \$80 to \$100
- ☐ \$60 to \$80
- ☐ \$40 to \$60
- ☐ \$20 to \$40
- ☐ \$0 to \$20

15. When you are planning your ensembles how often do you consider the possibility of interchanging them?
- ☐ practically never
 - ☐ seldom
 - ☐ sometimes
 - ☐ most of the time
 - ☐ almost always
16. How often since Christmas have you made a special trip out of town mainly to buy clothing?
- ☐ not at all
 - ☐ once or twice
 - ☐ three or four times
 - ☐ five or six times
 - ☐ seven or more times
17. Generally speaking are you willing to have your mother buy a tailored dress for you without your help?
- ☐ definitely prefer to have her buy it
 - ☐ slightly prefer to have her buy it
 - ☐ wouldn't mind if she did
 - ☐ slightly dislike to have her buy it
 - ☐ very much dislike to have her buy it
18. How long before a formal dance do you plan what you will wear?
- ☐ a month or before
 - ☐ a week before
 - ☐ several days before
 - ☐ the day before
 - ☐ the day of the dance

19. If your wardrobe is incomplete, how often do you wait until there is a pressing need for a particular clothing item before buying it?

☐ practically never

☐ seldom

☐ sometimes

☐ almost always

20. If you bought a pair of gloves and found that they didn't quite match your hat, would you ---

☐ try to exchange them

☐ wear them with other things

☐ wear them with the hat anyway

21. How often would you be willing to wear the same formal with the same crowd before you felt that you must have a new one?

☐ once

☐ twice

☐ three times

☐ four times

☐ five times

☐ six or more times

22. In general how often do you check your clothing for needed cleaning and repairs?

☐ each week or oftener

☐ not as often as weekly but at least monthly

☐ Not as often as monthly but at least once a term

☐ Not as often as once a term but at least yearly

23. How often do you help your girl friends select their clothing?

- ☐ practically never
- ☐ seldom
- ☐ sometimes
- ☐ very often

24. How often do you notice what people on the street are wearing?

- ☐ almost always
- ☐ most of the time
- ☐ sometimes
- ☐ seldom
- ☐ practically never

25. Which of the following and how many of each have you made for yourself and worn?

(In column two fill in the correct number.)

I	II
blouses	_____
skirts	_____
dresses	_____
suits	_____

26. When you were planning this year's wardrobe, which of the following did you do?

(Check as many as actually describe what you actually did)

- ☐ () read fashion magazines for ideas
- ☐ () make special trips to shops
- ☐ () check old clothes to find those that need replacement
- ☐ () make over old clothes
- ☐ () consult other persons about clothing requirements for this particular college

27. Which of these are considered significant fashion trends this spring?

(Check all that you consider important.)

- ☐ () higher necklines
- ☐ () padded hiplines
- ☐ () deeper armhole
- ☐ () higher waistlines
- ☐ () lower skirt length
- ☐ () broader shoulders
- ☐ () more pleats
- ☐ () more printed fabrics
- ☐ () much narrower skirts
- ☐ () swaggy back coats

28. List the fashion magazines that you try to read regularly:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

29. Which of these design clothing?

(Check only those that are designers.)

- ☐ Eve Curie
- ☐ Dior
- ☐ Gene Kelly
- ☐ Chair Potter
- ☐ Grant Wood
- ☐ Howard Greer
- ☐ Gary Cooper
- ☐ Edith Head
- ☐ Russel Wright
- ☐ Nettie Rosenstein
- ☐ Claudette Colbert
- ☐ Irene
- ☐ Frank Lloyd Wright
- ☐ Adrian
- ☐ Valentina
- ☐ Thomas Benton
- ☐ Jo Copeland
- ☐ Picasso
- ☐ Adela Simpson
- ☐ Dorothy Thompson

30. Which of these names do you associate with fabrics,
shoes, suits, hats, or jewelry?

(Fill in the correct article.)

Gable _____
 Gossard _____
 Goro _____
 Kentner _____
 Stone Cutter _____
 I. Miller _____
 Sally Victor _____
 Philip Van Dine _____
 Richelieu _____
 Lilly Macke _____
 Leeds _____
 Walter de Liso _____
 Horstmann _____
 Trifare _____
 Joyce _____
 John Fredricks _____

COMMENTS:

200

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

APPENDIX II

MICHIGAN STATE COLLEGE
SCHOOL OF HOME ECONOMICS

DEPARTMENT OF CLOTHING,
TEXTILES, AND RELATED ART

YOU AND YOUR CLOTHING

(M. L. L. 11/14/47)

INSTRUCTIONS: Check the one that most nearly applies to you. Your most careful consideration of each question will be appreciated.

1. When you go to the movies how often do you observe the name of the costume designer?
 - ☐ practically never
 - ☐ seldom
 - ☐ sometimes
 - ☐ most of the time
 - ☐ almost always
2. How often have you read passages in books or read newspaper accounts of social events largely because they contained vivid or accurate descriptions of costumes?
 - ☐ almost always
 - ☐ most of the time
 - ☐ sometimes
 - ☐ seldom
 - ☐ practically never

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3. In general how often do you spend time on your clothing to see that it has needed cleaning and repairs?
- ☐ () each week or oftener
 - ☐ () not as often as weekly but at least monthly
 - ☐ () not as often as monthly but at least seasonally
4. How often do you help your girl or women friends select clothing?
- ☐ () practically never
 - ☐ () seldom
 - ☐ () sometimes
 - ☐ () often
 - ☐ () very often
5. How often do dress shop windows attract your attention?
- ☐ () every time you pass a window
 - ☐ () most of the time
 - ☐ () sometimes
 - ☐ () seldom
 - ☐ () practically never
6. How often do you discuss style changes with your friends?
- ☐ () practically never
 - ☐ () seldom
 - ☐ () sometimes
 - ☐ () often
 - ☐ () very often

7. How often do you glance over or read fashion ads in the newspapers?

- ☐ () almost always
- ☐ () most of the time
- ☐ () sometimes
- ☐ () seldom
- ☐ () practically never

8. If you had been away on a month's vacation and hadn't done any reading at all and if you were waiting in a doctor's office with these new magazines in front of you, which would you pick up first?

- ☐ () Saturday Evening Post
- ☐ () Life
- ☐ () Ladies Home Journal
- ☐ () Charm
- ☐ () Vogue

9. How often do you delay making a decision in the selection of a dress or suit until you have looked in all the available stores?

- ☐ () almost always
- ☐ () most of the time
- ☐ () sometimes
- ☐ () seldom
- ☐ () practically never

10. How many times since the first of September have you made a special trip to your usual shopping center mainly to buy clothing or fabrics?

- ☐ not at all
- ☐ once or twice
- ☐ three or four times
- ☐ five or six times
- ☐ seven or more times

11. How many times since the first of September have you made a special shopping trip outside of your usual shopping center mainly to buy clothing or fabrics?

- ☐ not at all
- ☐ once or twice
- ☐ three or four times
- ☐ five or six times
- ☐ seven or more times

12. If you won a hundred dollars on a radio program tomorrow how much of it would you spend for your own clothing?

- ☐ \$80 - \$100
- ☐ \$60 - \$79
- ☐ \$40 - \$59
- ☐ \$20 - \$39
- ☐ \$ 0 - \$19

13. When did you begin thinking about your fall wardrobe?

- ☐ the middle of last spring
- ☐ the first part of the summer
- ☐ the middle of the summer
- ☐ the month of September
- ☐ haven't given it any consideration

14. How many dresses of the dressy type do you have in your wardrobe that you could wear to church next week?

- ☐ none
- ☐ one
- ☐ two
- ☐ three
- ☐ four or more

15. Check the basic color schemes for which you have matching or harmonizing accessories in your fall wardrobe. (That is suitable purse, hat, and shoes).

- ☐ black
- ☐ brown
- ☐ gray
- ☐ navy
- ☐ red
- ☐ green
- ☐ purple

16. How many new dresses and suits have you bought or made for the full season.

- ☐ none
- ☐ one
- ☐ two
- ☐ three
- ☐ four or more

17. In general how would you prefer to have other people think about your choice of clothing? That you are ---

- ☐ the best dressed in your group
- ☐ one of the best dressed in your group
- ☐ one of the better dressed in your group
- ☐ as well dressed as the average member of the group
- ☐ dressed no worse than any other member of your group

18. If you had a large checking account how long would you want a suit to be your best suit?

- ☐ one year
- ☐ two years
- ☐ three years
- ☐ four years
- ☐ five or more years

19. Which of these types of clothing do you have in your wardrobe?

- | | |
|---|--|
| <input type="checkbox"/> tailored suits | <input type="checkbox"/> shirts and sweaters |
| <input type="checkbox"/> evening gowns | <input type="checkbox"/> bathing suit |
| <input type="checkbox"/> formal evening wrap | <input type="checkbox"/> shorts or pedal pushers |
| <input type="checkbox"/> riding outfit | <input type="checkbox"/> beach coat |
| <input type="checkbox"/> ski suit or skating outfit | <input type="checkbox"/> fur coat |
| <input type="checkbox"/> slacks and shirt | <input type="checkbox"/> raincoat |
| <input type="checkbox"/> street dresses | <input type="checkbox"/> housecoat |
| <input type="checkbox"/> dinner dresses | <input type="checkbox"/> |

20. In how many of these instances do you give special thought to how you are dressed?

- ☐ grocery shopping at the neighborhood grocery
- ☐ house cleaning
- ☐ washing clothes
- ☐ a day at home with the family when you don't expect company
- ☐ a picnic with friends your own age
- ☐ a Sunday breakfast at home
- ☐ going to your neighborhood movie

21. If you bought a new suit would you?

- ☐ be eager to wear it immediately
- ☐ prefer to wait for a special occasion
- ☐ put off wearing it until you felt that you didn't have anything else to wear

22. If you have been doing housework all day how often would you change clothes to have your evening meal?
- ☐ () practically always
 - ☐ () most of the time
 - ☐ () sometimes
 - ☐ () seldom
 - ☐ () practically never
23. How often do you usually buy a winter hat?
- ☐ () more than once a season
 - ☐ () every winter
 - ☐ () about every other winter
 - ☐ () every third winter
 - ☐ () less than every third winter
24. If you had two or three days of relatively free time which one of these would you like to do first? (Check only one)
- ☐ () read a new book
 - ☐ () go on a visit
 - ☐ () go on a shopping trip
 - ☐ () repair old clothes
 - ☐ () make new clothes
25. How much thought and effort have you given your wardrobe in order to conform to the new longer skirt lengths?
- ☐ () practically none
 - ☐ () very little
 - ☐ () some
 - ☐ () quite a bit
 - ☐ () very much

26. When you are planning your clothing, how often do you consider the possibilities of different combinations to provide variation?

(example: a suit jacket which could be worn with several shirts).

- ☐ almost always
 - ☐ most of the time
 - ☐ sometimes
 - ☐ seldom
 - ☐ practically never
27. If you bought a suit or dress which you had planned to wear for a special occasion because you had nothing else suitable to wear and you found that it had a slightly uneven hemline, would you probably:
- ☐ wear it as it is
 - ☐ alter it if not too difficult
 - ☐ alter it even though it would take a lot of time and effort
28. How often do you make clothes when you can't buy what you want.
- ☐ practically never
 - ☐ seldom
 - ☐ sometimes
 - ☐ often
 - ☐ very often

29. How disappointed do you feel if no one seems to notice a new dress you are wearing for the first time?

☐ not at all disappointed

☐ a little disappointed

☐ very disappointed

30. Which of these names do you recognize as designers of clothing? Check only those names that are designers and try not to guess.

☐ Eve Curie

☐ Claudette Colbert

☐ Elinor

☐ Irene

☐ Gene Kelly

☐ Frank Lloyd Wright

☐ Clair Robber

☐ Adrian

☐ Grant Wood

☐ Valentina

☐ Howard Greer

☐ Thomas Benton

☐ Gary Cooper

☐ Jo Copeland

☐ Edith Head

☐ Picasso

☐ Russel Wright

☐ Adele Simpson

☐ Nettie Rosenstein

☐ Dorothy Thompson

31. Which of these names can you associate with fabrics, shoes, suits, hats, or dresses?

	Fabrics	Shoes	Suits	Hats	Dresses
Gage	()	()	()	()	()
Cohana	()	()	()	()	()
Doris Dodson	()	()	()	()	()
Kentner	()	()	()	()	()
Stone Cutter	()	()	()	()	()
I. Miller	()	()	()	()	()
Billy Victor	()	()	()	()	()
Philip Mangone	()	()	()	()	()
Billy Ben	()	()	()	()	()
Leeds	()	()	()	()	()
Walter de Liso	()	()	()	()	()
Forstman	()	()	()	()	()
Eisenberg	()	()	()	()	()
Joyce	()	()	()	()	()
John Fredrics	()	()	()	()	()

32. Age () under twenty () 20 - 24 () 25 - 29
() 30 and over

33. Place of birth State Town or county

34. Where have you spent most of your life up to now?

State

Town or County

35. Marital Status ☐ single ☐ married
 ☐ widowed ☐ separated or
 divorced
36. Children ☐ none ☐ one ☐ two ☐ three or
 more
37. Your occupation: ☐ student ☐ housewife ☐ other
Husband's occupation ☐ student ☐ other
38. Schooling
 ☐ some highschool but did not graduate
 ☐ graduated from high school
 ☐ some college but did not graduate
 ☐ graduated from college
 ☐ post graduate work
39. Income Bracket
 ☐ up to 1500
 ☐ 1500 - 2999
 ☐ 3000 - 4499
 ☐ 4500 - 5999
 ☐ 6000 and over
40. Social Activities
41. Clubs or organizations to which you belong.
42. Name _____ Home Address _____
Phone _____
43. Comments (about the questions or about your interest in clothing).

APPENDIX III

UNIFORM

I. General Information

1. Where were you born?
2. Where have you lived most of your life?
3. Do you work?
4. What is your father's occupation?
5. Did your mother work outside the home after she was married?
6. Did you move around much?
7. Do you have any brothers or sisters? Children? Ages?
8. How old are they -- what do they do?
9. How many students were in your graduating class in high school?

II. Childhood and Girlhood Recollections

10. Can you remember some of the dresses and coats you had before you were twelve?
11. Were they made at home or ready made?
12. Can you think of any clothing that you disliked when you were young?
13. Did you ever wear your sister's clothing?
14. Did you ever wear boys' clothing?
15. Did you ever dress up in your mother's clothes?
16. Did you like masquerades?
17. How did you feel about your clothing in comparison with your school mates?
18. At what age did you first help in the choice of clothes?

19. At what age did you have complete freedom in choice of clothes.
20. Did you want to dress like your girl friends.
21. Was there any particular person that you wished to copy?
22. At an early age (teens) did boys have any influence on your clothes?
23. Can you remember your first formal?
24. How often do you get a new formal?
25. Do you associate clothes with special occasions?
26. Did you ever have disagreements with your father or mother about clothes.

III. Kind of Clothes in Present Wardrobe

27. Thinking of your clothes now describe some that you like very well.
28. Do you prefer tailored, semi-tailored or dressy clothes?
29. What about sports clothes?
30. What do you think of the new look?
31. How do you feel about style changes?
32. How long do you expect something like a suit to last you.
33. A winter coat?
34. If you had a choice, would you rather have a lot of moderately priced clothes or a few very expensive ones?
35. To what extent do you read fashion magazines for ideas?
36. Where else do you get your ideas?

IV. Shopping Habits

37. What do you look for when you are selecting clothing.

- 38. What part does price play in your choice of clothes?
- 39. Do you like to shop around before buying?
- 40. Do you usually shop alone?
- 41. Do you have someone else in mind when you are selecting clothes?
- 42. Are you hard to fit?
- 43. Do you plan ahead for shopping?
- 44. Do you feel competent that you know what to buy according to fashion?
- 45. Would you like to have more money to spend on clothes?
- 46. Do you help others select clothes?

V. Preferences in Color, Line & Type of Clothes

- 47. Do you have any clothes in your present wardrobe that you seldom wear?
- 48. Are there any colors that you don't like?
- 49. Have you had any compliments on your clothes lately?
- 50. Do you like the kind of clothes you wear to work?
- 51. Do you feel embarrassed when you have to do something in an emergency and your clothes aren't right?
- 52. Do you make clothes? How many?

VI. Clothes and Personality

- 53. Do you like to attend functions that call for "dressing up?"
- 54. How do you feel about the time you spend washing, ironing, and pressing?
- 55. Do you feel that clothes tell others the kind of person you are?
- 56. If you were to say that a person is interesting looking, how much of this statement is based on clothing?

57. Do you ever choose people on the basis of clothing?
58. Do you ever find clothing ~~laying~~ or uncomfortable?
59. Are you afraid of disapproval?
60. How do you feel about wearing the same dress several days in succession.
61. What are some of the things you really like to do?

APPENDIX IV

YOU AND YOUR CLOTHING

(A. L. L. R.)

INSTRUCTIONS: Check the one that most nearly applies to you. Your most careful consideration of each question will be appreciated.

1. When you go to the movies how often do you observe the name of the costume designer?
 - ☐ () practically never
 - ☐ () seldom
 - ☐ () sometimes
 - ☐ () most of the time
 - ☐ () almost always
2. How often do dress shop windows attract your attention?
 - ☐ () every time you pass a window
 - ☐ () most of the time
 - ☐ () sometimes
 - ☐ () seldom
 - ☐ () practically never
3. How often do you discuss style changes with your friends?
 - ☐ () practically never
 - ☐ () seldom
 - ☐ () sometimes
 - ☐ () often
 - ☐ () very often

4. How often do you glance over or read fashion ads in the newspapers?
- ☐ almost always
 - ☐ most of the time
 - ☐ sometimes
 - ☐ seldom
 - ☐ practically never
5. If you had been away on a month's vacation and hadn't done any reading at all and if you were waiting in a doctor's office with these new magazines in front of you, which would you pick up first?
- ☐ Saturday evening Post
 - ☐ Life
 - ☐ Ladies Home Journal
 - ☐ Glamour
 - ☐ Vogue
6. How many times in the last two months have you made a special trip to your usual shopping center mainly to buy clothing or fabrics?
- ☐ not at all
 - ☐ once or twice
 - ☐ three or four times
 - ☐ five or six times
 - ☐ seven or more times
7. When did you begin thinking about this season's wardrobe?
- ☐ the first part of last season
 - ☐ the middle of last season
 - ☐ this month
 - ☐ haven't given it any consideration

8. How many dresses of the dressy type do you have in your wardrobe that you could wear to church next week?
- ☐ none
 - ☐ one
 - ☐ two
 - ☐ three
 - ☐ four or more
9. Check the basic color schemes for which you have matching or harmonizing accessories in your fall wardrobe? (That is suitable purse, hat, and shoes).
- ☐ black
 - ☐ brown
 - ☐ gray
 - ☐ navy
 - ☐ red
 - ☐ green
 - ☐ purple
10. How many new dresses and suits have you bought or made for the fall season?
- ☐ none
 - ☐ one
 - ☐ two
 - ☐ three
 - ☐ four or more

11. In general how would you prefer to have other people think about your choice of clothing? That you are----

- ☐ the best dressed in your group
- ☐ one of the best dressed in your group
- ☐ one of the better dressed in your group
- ☐ as well dressed as the average member of the group
- ☐ dressed no worse than any other member of your group

12. If you had a large checking account how long would you want a suit to be your best suit?

- ☐ one year
- ☐ two years
- ☐ three years
- ☐ four years
- ☐ five or more years

13. Which of these types of clothing do you have in your wardrobe?

- | | |
|---|--|
| <input type="checkbox"/> tailored suits | <input type="checkbox"/> skirts and sweaters |
| <input type="checkbox"/> evening gowns | <input type="checkbox"/> bathing suit |
| <input type="checkbox"/> formal evening wrap | <input type="checkbox"/> shorts or pedal pushers |
| <input type="checkbox"/> riding habit | <input type="checkbox"/> beach coat |
| <input type="checkbox"/> ski suit or skating outfit | <input type="checkbox"/> fur coat |
| <input type="checkbox"/> slacks and shirt | <input type="checkbox"/> raincoat |
| <input type="checkbox"/> street dresses | <input type="checkbox"/> housecoat |
| <input type="checkbox"/> dinner dresses | <input type="checkbox"/> |

14. In how many of these instances do you give special thought to how you are dressed?

- ☐ grocery shopping at the neighborhood grocery
- ☐ house cleaning
- ☐ washing clothes
- ☐ a day at home with the family when you don't expect company
- ☐ a picnic with friends your own age
- ☐ a Sunday breakfast at home
- ☐ going to your neighborhood movie

15. If you have been doing housework all day how often would you change clothes to have your evening meal?

- ☐ practically always
- ☐ most of the time
- ☐ sometimes
- ☐ seldom
- ☐ practically never

16. How often do you usually buy a winter hat?

- ☐ more than once a season
- ☐ every winter
- ☐ about every other winter
- ☐ every third winter
- ☐ less often than every third winter

17. If you had two or three days of relatively free time which one of these would you like to do first? (Check only one)

- ☐ read a new book
- ☐ go on a visit
- ☐ go on a shopping trip
- ☐ repair old clothes
- ☐ make new clothes

18. How much thought and effort have you given your wardrobe in order to conform to the new style trend?

- ☐ practically none
- ☐ very little
- ☐ some
- ☐ quite a bit
- ☐ very much

19. When you are planning your clothing, how often do you consider the possibilities of different combinations to provide variation?

(Example: a suit jacket which could be worn with several skirts).

- ☐ almost always
- ☐ most of the time
- ☐ sometimes
- ☐ seldom
- ☐ practically never

20. How often do you make clothes when you can't buy what you want?

- ☐ practically never
- ☐ seldom
- ☐ sometimes
- ☐ often
- ☐ very often

21. Which of these names do you recognize as designers of clothing? Check only those names that are designers and try not to guess.

- | | |
|--|---|
| <input type="checkbox"/> Eve Curie | <input type="checkbox"/> Claudette Colbert |
| <input type="checkbox"/> Dior | <input type="checkbox"/> Irene |
| <input type="checkbox"/> Gene Kelly | <input type="checkbox"/> Frank Lloyd Wright |
| <input type="checkbox"/> Clair Potter | <input type="checkbox"/> Adrian |
| <input type="checkbox"/> Grant Wood | <input type="checkbox"/> Valentina |
| <input type="checkbox"/> Howard Greer | <input type="checkbox"/> Thomas Benton |
| <input type="checkbox"/> Gary Cooper | <input type="checkbox"/> Jo Copeland |
| <input type="checkbox"/> Edith Head | <input type="checkbox"/> Picasso |
| <input type="checkbox"/> Russel Wright | <input type="checkbox"/> Adele Simpson |
| <input type="checkbox"/> Nettie Rosenstein | <input type="checkbox"/> Dorothy Thompson |

22. Which of these names can you associate with fabrics, shoes, suits, hats, or dresses?

	Fabrics	Shoes	Suits	Hats	Dresses
Gage	()	()	()	()	()
Cohnama	()	()	()	()	()
Doris Dodson	()	()	()	()	()
Rentner	()	()	()	()	()
Stone Cutter	()	()	()	()	()
I. Miller	()	()	()	()	()
Billy Victor	()	()	()	()	()
Philip Mangone	()	()	()	()	()
Nelly Don	()	()	()	()	()
Leeds	()	()	()	()	()
Walter de Lino	()	()	()	()	()
Forstman	()	()	()	()	()
Eisenberg	()	()	()	()	()
Joyce	()	()	()	()	()
John Fredrics	()	()	()	()	()

23. Age () under twenty () 20 - 24 () 25 - 29
() 30 - 39 () over 40

24. Where have you spent most of your life up to now?
() open country, () town under 1000, () 1000 - 2499,
() 2500 - 9999, () 10,000 - 100,000, () over 100,000

the first part of the paper, we consider the case where the system is in a steady state.

the second part of the paper, we consider the case where the system is in a steady state.

the third part of the paper, we consider the case where the system is in a steady state.

the fourth part of the paper, we consider the case where the system is in a steady state.

the fifth part of the paper, we consider the case where the system is in a steady state.

the sixth part of the paper, we consider the case where the system is in a steady state.

the seventh part of the paper, we consider the case where the system is in a steady state.

the eighth part of the paper, we consider the case where the system is in a steady state.

the ninth part of the paper, we consider the case where the system is in a steady state.

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the eleventh part of the paper, we consider the case where the system is in a steady state.

the twelfth part of the paper, we consider the case where the system is in a steady state.

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the fourteenth part of the paper, we consider the case where the system is in a steady state.

the fifteenth part of the paper, we consider the case where the system is in a steady state.

the sixteenth part of the paper, we consider the case where the system is in a steady state.

the seventeenth part of the paper, we consider the case where the system is in a steady state.

the eighteenth part of the paper, we consider the case where the system is in a steady state.

the nineteenth part of the paper, we consider the case where the system is in a steady state.

the twentieth part of the paper, we consider the case where the system is in a steady state.

the twenty-first part of the paper, we consider the case where the system is in a steady state.

the twenty-second part of the paper, we consider the case where the system is in a steady state.

the twenty-third part of the paper, we consider the case where the system is in a steady state.

25. In which part of the United States have you spent most of your life up to now?
- ☐ North Eastern States ☐ South Eastern States
☐ Middle Western States ☐ Central States
☐ South Central States ☐ Pacific States
26. Marital Status ☐ single ☐ married
 ☐ widowed ☐ separated or divorced
27. Children ☐ none ☐ one ☐ two ☐ three or more
28. Your Occupation _____
29. Your Husband's occupation _____
30. Schooling
- ☐ some high school but did not graduate
☐ graduated from high school
☐ some college but did not graduate
☐ graduated from college
☐ post graduate work
31. Income Bracket. Number of persons provided for _____
- ☐ up to 1500
☐ 1500 - 2999
☐ 3000 - 4499
☐ 4500 - 5999
☐ 6000 and over
32. Sports clubs _____
Country Clubs _____
Dance Clubs _____
Bridge Clubs _____
Sorority groups _____
Other _____

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33. Professional organizations _____
Women's Study clubs _____
Political clubs _____
Religious organizations _____
Social Service organizations _____
Other _____

APPENDIX V

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1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

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the first of these is the fact that the system is not a simple one, but a complex one, involving many different factors. The second is that the system is not a static one, but a dynamic one, involving many different factors. The third is that the system is not a closed one, but an open one, involving many different factors. The fourth is that the system is not a linear one, but a non-linear one, involving many different factors. The fifth is that the system is not a deterministic one, but a probabilistic one, involving many different factors. The sixth is that the system is not a continuous one, but a discrete one, involving many different factors. The seventh is that the system is not a homogeneous one, but a heterogeneous one, involving many different factors. The eighth is that the system is not a uniform one, but a non-uniform one, involving many different factors. The ninth is that the system is not a constant one, but a variable one, involving many different factors. The tenth is that the system is not a fixed one, but a flexible one, involving many different factors. The eleventh is that the system is not a rigid one, but a pliable one, involving many different factors. The twelfth is that the system is not a solid one, but a liquid one, involving many different factors. The thirteenth is that the system is not a hard one, but a soft one, involving many different factors. The fourteenth is that the system is not a strong one, but a weak one, involving many different factors. The fifteenth is that the system is not a powerful one, but a feeble one, involving many different factors. The sixteenth is that the system is not a mighty one, but a lowly one, involving many different factors. The seventeenth is that the system is not a noble one, but a base one, involving many different factors. The eighteenth is that the system is not a virtuous one, but a vicious one, involving many different factors. The nineteenth is that the system is not a good one, but a bad one, involving many different factors. The twentieth is that the system is not a beautiful one, but a ugly one, involving many different factors. The twenty-first is that the system is not a pleasant one, but a unpleasant one, involving many different factors. The twenty-second is that the system is not a happy one, but a sad one, involving many different factors. The twenty-third is that the system is not a healthy one, but a unhealthy one, involving many different factors. The twenty-four is that the system is not a safe one, but a dangerous one, involving many different factors. The twenty-five is that the system is not a secure one, but a insecure one, involving many different factors. The twenty-six is that the system is not a sound one, but a unsound one, involving many different factors. The twenty-seven is that the system is not a wise one, but a unwise one, involving many different factors. The twenty-eight is that the system is not a just one, but a unjust one, involving many different factors. The twenty-nine is that the system is not a fair one, but a unfair one, involving many different factors. The thirty is that the system is not a reasonable one, but a unreasonable one, involving many different factors. The thirty-one is that the system is not a logical one, but a illogical one, involving many different factors. The thirty-two is that the system is not a rational one, but a irrational one, involving many different factors. The thirty-three is that the system is not a sensible one, but a unsensible one, involving many different factors. The thirty-four is that the system is not a practical one, but a impractical one, involving many different factors. The thirty-five is that the system is not a useful one, but a unuseful one, involving many different factors. The thirty-six is that the system is not a valuable one, but a valueless one, involving many different factors. The thirty-seven is that the system is not a precious one, but a cheap one, involving many different factors. The thirty-eight is that the system is not a rare one, but a common one, involving many different factors. The thirty-nine is that the system is not a unique one, but a ordinary one, involving many different factors. The forty is that the system is not a special one, but a general one, involving many different factors. The forty-one is that the system is not a particular one, but a universal one, involving many different factors. The forty-two is that the system is not a specific one, but a general one, involving many different factors. The forty-three is that the system is not a definite one, but a indefinite one, involving many different factors. The forty-four is that the system is not a certain one, but a uncertain one, involving many different factors. The forty-five is that the system is not a sure one, but a unsure one, involving many different factors. The forty-six is that the system is not a certain one, but a uncertain one, involving many different factors. The forty-seven is that the system is not a sure one, but a unsure one, involving many different factors. The forty-eight is that the system is not a certain one, but a uncertain one, involving many different factors. The forty-nine is that the system is not a sure one, but a unsure one, involving many different factors. The fifty is that the system is not a certain one, but a uncertain one, involving many different factors.

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MICHIGAN STATE UNIVERSITY
TEXTILES, CLOTHING AND RELATED ARTS
COLLEGE OF HOME ECONOMICS

SCHOOL OF HOME ECONOMICS
MICHIGAN STATE COLLEGE
EAST LANSING, MICHIGAN

A Study of Interest in Clothing
Among Selected Groups of Married
and Unmarried Young Women

Thesis for M.A. Degree 1948

Mary Lou Lerch Rosencranz

Mary Lou Lerch Rosencranz

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