

CLOTHING BUYING PRACTICES OF ELEVENTH AND TWELFTH
GRADE GIRLS OF WYANDOTTE HIGH SCHOOL /AND THE
OPINIONS OF THE GIRLS AND THEIR MOTHERS
REGARDING THESE PRACTICES

By

JOYCE JEAN WALDRON

Bachelor of Science

Oklahoma State University

Stillwater, Oklahoma

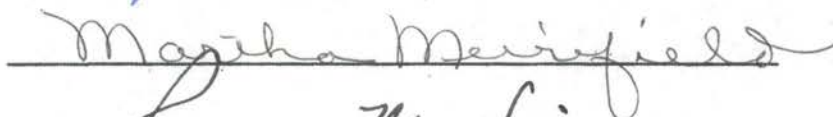
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Thesis Approved:


Thesis Adviser




Dean of the Graduate School

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CHAPTER I

INTRODUCTION

The purpose of this research was to study the clothing buying practices and opinions of teen-age girls and their mothers in a basically rural school district in Oklahoma.

The clothing buying practices and the opinions of clothing buying practices of adolescent girls and their mothers result from a variety of influences. The influences studied here include the parents, brothers, sisters, boyfriends, girlfriends, school, magazines, television, movies, family income, community customs and habits, and others.

Buying practices in this study mean the habitual or customary performances of the girls and their mothers in buying clothing. Opinions of buying practices refer to their own particular judgement or belief concerning individual practices in buying clothing.

In the opinion of the investigator, when girls reach the ages of 16, 17, and 18 many of them are making several of their clothing choices alone. They are forming habits in buying which will continue through their lifetimes and will affect the lives of their potential families.

According to Enid Haupt, editor and publisher of Seventeen magazine, "Today's young women under 20 are the most influential age group in the country. They are at the motive age---the time when they form lifelong habits of thinking and doing."¹

¹"Why Do People Buy?," Better Selling, I, No. 6, (July, 1959), p. 1.

Girls of this age receive clothing, and money for clothing from numerous sources. Some are given allowances and other clothing money by their parents or others; some work full-time or part-time for their clothing money, and most receive gifts of clothing from time to time.

The mother's opinion has a definite relationship to the girl's buying practices. She is usually the most influential force in the formation of the buying practices of her daughter. Dr. Jessie Warden, who found evidence supporting this fact in a study with a sample of 80 college women, said,

Even though 59 girls worked and earned all or part of their money for clothing, 76 girls did not "often" shop alone for clothes. The mothers of 68 girls "often" went with the girls to the stores to help select clothes.²

At this particular stage in her development, the daughter is still forming attitudes and opinions toward buying clothing. In doing so, she sometimes has difficulties in pleasing herself and others with her purchases.

The buying practices of the daughters are also related to the educational and socio-economic backgrounds of their parents and themselves.

Every adolescent's social behavior bears the mark of his personal history in relation to his parents, his siblings, his play group, and his teachers, as well as the imprint of cultural controls.³

The eleventh and twelfth grade girls in Wyandotte High School, Wyandotte, Oklahoma and their mothers were chosen as the sample group.

²Jessie A. Warden, "Some Factors Effecting the Satisfaction and Dissatisfactions With Clothing of Women Students in the College of Education and the College of the Liberal Arts," (Unpub. PhD Dissertation, Pennsylvania State University, August, 1955), p. 101.

³Allison Davis, "Socialization and Adolescent Personality," Readings in Social Psychology, (New York, 1952), p. 520.

The daughters were given questionnaires to be filled in, and the mothers were interviewed to gain the information used in this study.

This investigation has served as a method of discovering the clothing buying practices and opinions of certain girls and their mothers in a selected area. Some of the items which influence those practices and opinions have been determined; the sources of money spent for their clothing was learned; mothers' opinions of the daughter's buying practices were revealed; some difficulties which the girls have in buying clothing were found; and a relationship between the girl's buying practices and the educational, social, and economic background of the parents and the girl was detected.

CHAPTER II

REVIEW OF LITERATURE

Teen-agers are often thought to adhere to a particular stereotype in nearly all facets of their behavior, but as Henry Angelino said,

It is unjustified to speak of adolescents' having a particular point of view, expressing an opinion, or dressing in a particular manner. Only by a more careful study of the specific divisions of society---social classes---in regard to specific patterns of clothing and grooming can these over-generalizations be done away with.¹

Dr. Rudolph Wittenberg, psychoanalyst and author of "On Call for Youth," who has had many years of experience with teen-age behavior in schools and in clinics, suggests that the question of youngsters and clothes be looked at in the light of two facts:

1. Children express feelings by the way in which they dress.
2. By prescribing clothes, you don't really change basic feelings.²

Some schools have had problems with teen-age clothing habits as expressed by Joseph Manch,

One of the difficulties which school administrators and teachers have faced in the last few years relates to fads and fancies of dress among teenagers. Many teachers have felt that the way in which boys and girls dress is frequently reflected in their behavior.

¹Henry Angelino, L. A. Barnes, and C. L. Shedd, "Attitudes of Mothers and Adolescent Daughters Concerning Clothing and Grooming," Journal of Home Economics, XLVIII, No. 10, (December, 1956), p. 782.

²Vivian Cadden, "Do Clothes Make the Boy or Girl?" Parents Magazine, XXXII, No. 12, (December, 1957), p. 42.

³Joseph Manch, "The Dress-Right Program in Buffalo Public Schools," The Bulletin of the National Association of Secondary-School Education, XL, No. 223, (November, 1956), p. 81.

One school that decided to try to correct a sloppy-clothing situation is described by Carl Towley,

Early last spring the student council, after careful study and discussion, decided to reverse the national trend in sloppy dress. Announcement was made and details of dress were discussed at a general assembly to give proper publicity to the project.....Today, there's no question of improper dress, and the students will tell you they like it much better---especially the girls. And the faculty will tell you behavior has improved with dress!⁴

To support the idea that clothes do make the difference in inward feelings of girls, Mary Ryan, in a study made in 1951, states,

If the girl feels well dressed, she thinks that she is apt to be more talkative, peppier, can enter more into the activities at hand and feel a part of the group. When a girl feels poorly dressed, she thinks that she is quieter, self-conscious, that she tries to keep away from the center of activity, and she may feel that she is a spectator and not a part of the group.⁵

However, in a later study, she made the observation,

It was thus supposed that the students who felt well dressed would be more likely to attend and actively participate in meetings and would, therefore, be more likely to be officers of organizations to which they belonged. This supposition was not true of the girls in this study.⁶

An explanation for this variance is possibly explained by the writings of Elizabeth Hurlock:

One of the chief values of clothing is that it enables people to advertise themselves in a way that will win the attention and admiration of others. Many who lack any ability and could not hope to rise above the "average" on their merits alone, find a satisfactory outlet for this desire for recognition through the medium of dress.⁷

⁴Carl Towley, "Manners Improve With Change of Dress," Minnesota Journal of Education, XXXVII, No. 8, (March, 1957), p. 25.

⁵Mary S. Ryan, "Effect on College Girl of Feeling Well Dressed," Journal of Home Economics, XLIII, No. 10, (December, 1951), p. 799.

⁶Mary S. Ryan, "Perception of Self in Relation to Clothing," Psychological Effects of Clothing, (Cornell University Agric. Exp. Sta., No. 905, [Ithaca, August, 1954]), p. 9.

⁷Elizabeth B. Hurlock, The Psychology of Dress, (New York, 1929), p. 27.

This idea is upheld further by J. C. Flugel who declares, "There can be little doubt that the ultimate and essential cause of fashion lies in competition..."⁸

However, as alleged by Dorothy Stepat, we vary in our tastes, our attention toward clothing, the satisfactions we gain, and the ways in which we use clothing to express ourselves.⁹

The attention given clothing by the individual, and the satisfactions gained are altered by many outside sources, especially in the case of young people.

Youth is extremely suggestible and easily led. In no phase of life does this show itself so well as in clothing. Newspapers, advertisers, fashion journals, and the cinema all bring news as to what is being worn in the big fashion centers of the world. The adolescent is the first to take up each new fashion as it appears.¹⁰

As a method of teaching the young child good clothing buying practices, Margaret Warning suggests,

Children can learn to help select their own clothing. Naturally, the mother must do much of the shopping and narrow the selection to three or four garments, any one of which would serve the purpose and fit into the budget. But the final choice can be made by the child who is to wear the garment. Each purchase can become a learning experience.¹¹

Mary Hobson agrees,

The child can begin early in participating in the planning of his wardrobe. Adults, through consideration of the child's preferences can acquire a knowledge of his particular tastes in his clothing.

⁸J. C. Flugel, The Psychology of Clothes, (London, 1950), p. 138.

⁹Dorothy Stepat, "Before and After With a Clothing Selection Class," Practical Home Economics, XXXIII, No. 8, (April, 1955), p. 14.

¹⁰Hurlock, p. 183.

¹¹Margaret Warning, "School Clothes are Important," Practical Home Economics, XXXI, No. 2, (October, 1952), p. 50.

Through intelligent guidance the child will develop ability in selecting his own clothing.¹²

If the youngster is to have practices in making choices the parent must give him freedom to evaluate and decide.¹³

In a chronological list of activities which parents do for their children and then later must stop doing, Smart and Smart give "buying clothes" as one of many items.¹⁴

Teen-age girls have 4.2 billion dollars of their own money to use as they please was a statement made in Better Selling.¹⁵ Day Monroe has another interpretation of such data.

We read that our national clothing consumption now totals 21 billion dollars a year---an amazing sum. What we are less likely to read is that around half of this dollar volume of clothing goes to the richest one-fourth of the families; the rest, probably a little less than half, to the other three-fourths.¹⁶

In the fall of 1958, 4,000,000 girls, 14-17 years old enrolled in high school. In preparation for this school term, these girls rang up \$744,480,000. of sales for fashion and non-fashion merchandise.¹⁷

In family clothing inventories conducted by Brew, O'Leary, and Dean in 1956 the following information is given:

The largest proportion of clothing acquired was purchased new,

¹² Mary J. Hobson, "Responses of Children as a Guide to Understanding Their Clothing Needs," (Unpub. Masters thesis, Oklahoma Agric. and Mech. College, 1948), p. 23.

¹³ Mollie Smart and Russell Smart, An Introduction to Family Relationships, (Philadelphia, 1953), p. 125.

¹⁴ Ibid., p. 71.

¹⁵ "Why Do People Buy?" Better Selling, I, No. 6, (July, 1959), p. 1.

¹⁶ Day Monroe, "Making the Teaching of Clothing More Realistic," Journal of Home Economics, XLV, No. 9, (November, 1953), p. 648.

¹⁷ Eugene Gilbert, "The High School Story: Report No. 1," Seventeen, (1959), p. 3.

ready to wear. However, appreciable amounts of clothing were received as gifts from persons outside the immediate family.¹⁸

This indicates that all members of the family are purchasing more clothing than is being hand-made.

There is now an increasing market for teen-age clothing. In a study by E. S. Hochstim it was found that:

Independence in clothing shopping increases markedly as girls grow older; and though even the 14 year old girls have a good deal of influence, appeals directed to mothers appear to be especially important in marketing clothes for 14 and 15 year old girls.¹⁹

Mothers and daughters talk about and shop together for all items of clothing, but most for major items. Final decisions on what is to be bought is seldom the mother's alone; choice is more likely to be either a joint decision or the girl's decision, again with the girls having the most leeway in choosing the smaller and less expensive items...Girls and their mothers talk about and shop together for dresses more than for any other items of apparel.²⁰

The subject of clothes can serve as a real bond if a mother isn't just a sharp critic, but a partner in the exciting enterprise of finding the most attractive clothes, the most becoming hairdo for her daughter. She may find that this is an area where former closeness still prevails.²¹

Some difficulties which people have in shopping are derived from the fact that:

Only three out of every ten purchases are firmly decided upon before the shopper gets to the store. The remaining seven are purchases

¹⁸Margaret L. Brew, R. R. O'Leary, and L. C. Dean, Family Clothing Inventories and Purchases: With an Analysis to Show Factors Affecting Consumption, Agriculture Information Bulletin, No. 148, (Washington, D. C., April, 1956), p. 3.

¹⁹E. S. Hochstim, Teen-Age Girls Discuss Their Wardrobes and Their Attitudes Toward Cotton and Other Fibers, Marketing Research Report No. 155, (Washington, D. C., 1957), p. 20.

²⁰Ibid., p. 22.

²¹Cadden, p. 91.

resulting either from some vague advance plan or from a spur-of-the-moment decision. Almost half of all purchases are made completely on impulse. Two out of three shoppers never bother to prepare even a partial shopping list.²²

Another item sometimes causing difficulty is the fact that most buying motives are emotional in nature, and nearly all consumer goods and services are sold through appeals to the customer's basic pride.²³

A type of buying difficulty discovered by Stone and Form centered around salespeople.

When Vansburg informants were asked: "What irritates you most about clerks when you shop for women's clothing?," the most frequently mentioned responses divided themselves between "low pressure" techniques on the part of the clerk (such as ignoring the customer, not giving the customer enough time, or displaying reluctance to wait on the customer), and "high pressure" techniques (like misinforming the customer to complete a sale, attempting to sell the customer something she doesn't like, or supervising the customer too closely.)²⁴

Another factor affecting buying problems is related by Viola Brotherton in a study of informative labeling of dress fabrics.

Although much is said about informative labeling, 38 buyers reported that customers buy by brands, trade-marks, and trade-names, and that such customers are more prevalent among the older consumers. It appears that older consumers, through their buying experience, associate quality with brand.²⁵

In a discussion of economic background as a factor influencing buying habits, Sylvia Silverman wrote,

²²Arnold B. Baruch, ed., Kiplinger's Family Buying Guide, (New Jersey, 1959), p. 11.

²³"Why Do People Buy?" p. 1.

²⁴Gregory P. Stone and W. H. Form, The Local Community Clothing Market: A Study of the Social and Social-Psychological Contexts of Shopping, Technical Bulletin 262, (Michigan, November, 1957), p. 50.

²⁵Viola M. Brotherton, "Informative Labeling of Dress Fabrics; Availability and Use By Retailers in a Selected Area of Oklahoma," (Unpub. Masters thesis, Oklahoma Agric. and Mech. College, 1952), p. 21.

The economic factor is a relatively unimportant one so far as type of clothing or extent of use of cosmetics is concerned. It is more probable that other factors, such as the tendency to abide by the dictates of group and to conform to the general modes and practices, are more potent forces in girls' behavior than is the economic factor.²⁶

The clothing worn by adolescents expresses their feelings according to Dr. Wittenberg, but Henry Angelino said that teen-agers as a whole could not be said to dress in a particular manner, or have a particular opinion or point of view. Therefore, each author suggests that even though many teen-agers seem to be dressing alike, they are expressing their own individual feelings.

Clothing has an effect on the behavior of an individual. This is illustrated by the writings of Manch, Towley, and Ryan. Manch and Towley told of school situations which were improved by a reversal of teen-age dress trends. Ryan pointed out the effect of feeling well-dressed on the inward feelings of girls. Hurlock and Flugel agreed that a person's inward desire to advertise himself and compete with others affects his habits of dress, but Stepat says that we differ in our use of clothing to express ourselves.

Warning, Hobson, Smart, and Smart agree that children should be taught good buying practices at an early age. The amount of buying done by youngsters increases in the early teens and continues to grow states Gilbert. Monroe says that half of the total money spent for clothing goes to the richest one-fourth of the families.

The large amount of clothing being purchased ready-to-wear was pointed out by Brew, O'Leary, and Dean, and an increasing market for

²⁶ Sylvia S. Silverman, Clothing and Appearance: Their Psychological Implications For Teen-Age Girls, Contributions to Education, No. 912, (New York, Bureau of Publications, Teachers, College, Columbia University, 1945), p. 48.

ready-made teen-age clothing was stated by Hochstim, who also indicated that mothers and daughters shop together for most major items of clothing. Cadden agrees, and states that this is a good relationship for the mother and daughter.

Some shopping difficulties result from lack of proper planning according to Baruch, and the publication, "Why Do People Buy?," agrees by saying that most buying motives are emotional in nature and lacking in adequate thought. Salespeople were listed as a source of difficulty for shoppers by Stone and Form, and the reluctance of the customer to read informative labeling was another cause of some difficulty as pointed out by Brotherton.

Silverman stated that the economic factor has little to do with the girls' clothing habits, but social factors seemed to have more influence.

CHAPTER III

METHOD AND PROCEDURE

Formation of questionnaire. - A questionnaire* was designed to investigate the clothing buying practices and opinions of teen-age girls. The questions were formed to determine influences on the adolescent's buying practices; the extent of her buying; the sources of her clothing income; the difficulties which she encountered in buying clothing; and her educational and socio-economic background. Some of the questions were the multiple choice type where several possible answers were listed and the person filling out the questionnaire could check the answers which applied to her practices. Multiple choice questions were used in some cases, such as those where names of specific types of clothing were needed in the answers, to insure getting the replies which the investigator was seeking. This type of question made it easier for the respondents to answer, and also made it easier for the author to tabulate the information. Other questions were the open-end type. This particular type was used in some cases where the investigator wanted free response opinions of the participants. An example of this type of question was the one asking what clothes the girls had the most difficulty in buying and why they had such difficulty.

After a pilot study was made, and the questionnaire revised, the

*See Appendix

girls who participated in the study were given the questionnaire in a group in a high school classroom. Each girl had her own desk and filled in her questionnaire without discussing the answers with another person. All were given the questionnaire at the same time, and all finished it within an hour.

Pilot study. - The original questionnaire* was presented to a group of 21 girls in the eleventh grade in Miami High School at Miami, Oklahoma. All the girls were in a home economics class taught by Miss May Lohman. After tabulation of the results of the pilot study, some of the questions were removed, changed, or others added before the questionnaire was given to the test group. Two questions were added which concerned whether or not the girls enjoyed buying or wearing clothing that was similar or different in comparison with the clothing worn by other girls in their age group. This was done to determine if the girls felt there were any differences in their practices of buying clothing which were similar to those of their girlfriends, and their practices of wearing clothing which were similar to those of their peer group.

One question, concerning whether or not the girls considered the opinions of all their teachers, or of only what had been taught in home economics classes, was removed because it seemed to be repetition of some of the other questions. Another question was divided into two parts to separate the inanimate sources of fashion information from the human sources. The wording was changed on a few questions to clarify meaning. In some cases, possible answers were added to make multiple choice questions out of some which had previously been open-end

*See "pilot study" in appendix.

questions. This was done to facilitate rapid answering of the questionnaire and to make the tabulation easier.

It was discovered in the pilot study that some of the girls did not answer the questions which asked them to explain other answers they had given. The investigator gave special attention to this matter when the test questionnaire was given to the sample group. They were given specific instructions about answering that particular type of question.

Mothers' interview form. - An interview form* was prepared to be checked as the mothers were questioned individually. It concerned the educational and socio-economic backgrounds of the parents; the mother's clothing buying practices in relation to her daughter's clothes; and her opinions of the clothing buying practices of her daughter. The interview method was preferred to others in order to get a more complete response from the mothers.

Many of the same types of questions were asked in the mother's interview as were asked in the student's questionnaire so a comparison could be made in the results of the study.

The mothers were oriented concerning the study, and their cooperation was solicited during home visits which are ordinarily made in carrying out the requirements of the vocational home economics program in the community. The interviews occurred later in the school year and terminated a few weeks before the students were given their questionnaire. The possibility that some of the mothers may have discussed portions of the interview with their daughters could have colored some of the answers given on the girls' questionnaire.

*See appendix

Choice of sample group. - Fifty-four girls in the eleventh and twelfth grades in Wyandotte High School in Wyandotte, Oklahoma, and their 51 mothers participated in the study. There were three pairs of sisters in the group. The particular choice of girls was made because it was believed that girls of this age group would have formed more individual buying habits or practices than a younger age group. Thirty-two of the girls were enrolled in home economics classes taught by the investigator. The ages of the girls ranged from 16 to 18. Twenty-seven, or 50 percent of them were 17 years of age.

Other information. - Intelligence quotients of the students were obtained from the school records. The California Short Form Test of Mental Maturity had been given the students by the school authorities and was the basis for determining their intelligence quotients.

Information concerning approximate incomes of the families was gained from various places where members of the families were employed.

Limitations of the study. - This study was confined to the eleventh and twelfth grade girls in Wyandotte High School, Wyandotte, Oklahoma, and the mothers of the girls. The focus of the study was the clothing buying practices and opinions of the girls, and the mothers' opinions of their daughters' clothing buying practices. The investigation pertained only to the students in a particular high school in a rural area, and not to the population as a whole. The sample was limited to an income group ranging from \$2,000 to \$12,400. Some portions of the study, such as the questions asking when the girl first purchased clothing alone, were limited by loss of memory and recall of minute details. The data was analyzed by descriptive methods, and the limitations of this procedure should be considered as the thesis is read.

CHAPTER IV

DISCUSSION OF RESULTS

Influence of buying practices. - There are many influences of the buying practices of teen-age girls. Some of these are the parents, brothers, sisters, boyfriends, girlfriends, school, magazines, television, movies, family income, family and community customs, and others.

It was assumed that the adolescent girl's mother and others who choose clothing for the teen-ager influence the buying practices which the girl is forming, and influence her opinions of ready-made clothing. Questions were asked to discover who influenced the selection of clothing of teen-agers and how the influence was expressed.

In this investigation, it was found that 46 of the 54 girls "sometimes" had clothing chosen for them by their mother or by others; one girl stated that her clothing was "always" chosen by others, and 7 indicated that their clothing was "never" chosen by others without some help from themselves. Sisters were listed by 4 of the girls as other persons who chose some of their clothing for them. One listed her grandmother, and one listed her father.

The one girl who indicated that her clothing was "always" chosen without her help, in answering another question, stated that she did buy some of her clothing alone. She obviously does some shopping alone, but her major articles of clothing were chosen by her mother. The girl had 6 siblings living at home and a low family income which

could have been a factor in this particular buying practice. Of the seven, who answered that their clothing was "never" chosen for them by others, 4 had mothers who worked outside the home. This could have been the reason why the girls did more of their own shopping.

Various types of clothing were chosen by mothers and other persons for the young women in this age group. Underclothes were listed by 17 as the type of clothing most usually chosen for them by others; 15 listed blouses; 10 listed dresses; 10 said all kinds of clothes; 7 listed skirts; 6 listed casual clothes and sportswear; tailored garments, pajamas, shoes, sweaters, formals and party dresses, and coats were each named by 2; 4 stated that none of their clothing was chosen for them by others. Materials for sewing, expensive clothes, and accessories were each listed by one girl. Twenty-five girls listed more than one item.

Twelve of the girls said they "always" enjoyed wearing clothing which had been chosen for them by their mothers or by other people. Forty-one said they "sometimes" enjoyed such clothing, and one stated that she "never" enjoyed clothing chosen for her by others. As a reason, she said, "Their tastes and mine are not the same."

As persons whose opinions the girls considered most important when they were choosing clothing for themselves, 49 girls designated their mothers; 18, their girlfriends; 14, their older sisters; 10, their boyfriends; 8, their fathers; 5, their younger sisters; and 2, their older brothers. This indicates that 90.7 percent of the girls tested considered their mother's opinion the most important when they were buying clothing for themselves. Their girlfriends were rated as important in influencing clothing choices by 33.3 percent of the tested sample. It appears that the girlfriends have more influence on buying practices

than the sisters in the selected group.

Again, showing that the mother is the most influential person in the formation of buying practices of the teen-ager, 44 of the 54 girls said their mothers gave them information to help them choose the right styles of clothing. Twenty-eight girls listed salespeople as being helpful with information; 23 listed girlfriends; 18, sisters; 8, boy-friends; 6, brothers; 2, fathers; and 3 girls listed others who included an aunt, sister-in-law, and a grandmother.

In answer to the question, "Do you enjoy wearing clothing that is similar to that worn by other girls in your school?," 47 checked "sometimes;" 4 checked "always;" and 3, "never." This indicates that most of the girls do have their own individual ideas about their clothing. Sometimes they like to wear clothing similar to that worn by the group; at other times, they like to be different. However, 4 stated that they "always" wanted to dress similarly to other girls.

When asked if they enjoyed seeing other girls wear clothing similar to their own, 45 girls said they "sometimes" enjoyed it; 2 said they "always" did; and 7 said they "never" enjoyed seeing others wear clothing similar to theirs.

In an additional question, 2 stated that they "never" enjoyed wearing clothes different from those worn by their girlfriends; 10 said they "always" enjoyed wearing different clothing; and 42 indicated that they "sometimes" enjoyed wearing clothing different from that worn by their girlfriends. All three girls who previously stated that they "never" enjoyed wearing clothing similar to that worn by others were among the 10 who answered that they "always" enjoyed wearing different clothing. Only one who said she "always" wanted to wear clothes similar to those

of other girls, answered "never" on this question.

Fifty girls designated that they "sometimes" enjoyed buying clothes similar to those worn by other girls in their school, which indicates that most of them enjoy buying clothes similar to their peers, but perhaps do not enjoy wearing them. Two stated that they "always" enjoyed buying clothing similar to others; and 2 stated that they "never" enjoyed it. Only one girl who said she "never" enjoyed buying clothing similar to that of others also said she "never" enjoyed wearing it.

As far as the enjoyment of buying clothes which are different from those worn by girlfriends is concerned, 43 answered that they "sometimes" enjoyed it; 9 stated that they "always" enjoyed it; and 2 said they "never" enjoyed it.

It is obvious here, that the clothing worn by others in the same age group does influence the buying practices of the individual girl. For some, it means always trying to wear fashions similar to those worn by others, and for some, it means avoiding them because it is common practice to wear them. Most of the girls, however, seem to use this factor as a measuring device to decide whether the fashion worn by others is one they will enjoy, or if it does not appeal to them, they choose one that is different. This could be a possible explanation of why they sometimes enjoys wearing or buying clothes like those of others, and at other times they do not.

When asked if they thought that others would like them better if they were well dressed, 46 girls answered "yes," and 8 answered "no." This upholds the idea that the girls are influenced by the opinions of their friends and others in the way they dress. Of the girls in this study, 85 percent said they chose clothing which they thought their

friends would like.

The practice of exchanging clothing with friends is one which is often observed among high school age girls. Thirty-four in this group said that they "sometimes" enjoy exchanging clothing with girlfriends in order to have more variety. Fifteen said they "never" enjoyed exchanging clothing with girlfriends, and 5 stated that they "always" enjoyed exchanging clothing with others.

On the subject of loaning clothes to girlfriends, 2 stated that they liked to loan their clothes, 41 said "sometimes," and 11 said "never." A comparison of the answers to this question and the one concerning exchanging clothing with friends is shown in TABLE I. Not quite as many "always" enjoyed loaning clothing as much as they enjoyed exchanging it, and yet, more of the girls disliked exchanging than did loaning.

TABLE I
OPINIONS OF 54 GIRLS PERTAINING TO EXCHANGING
AND LOANING THEIR CLOTHING

Enjoy Exchanging Clothing	No. of Girls	Enjoy Loaning Clothing	No. of Girls
Always	5	Always	2
Sometimes	34	Sometimes	41
Never	<u>15</u>	Never	<u>11</u>
Total	54	Total	54

The comments which the girls liked to hear from others concerning their clothing are summarized in TABLE II. Many of the girls gave more than one comment.

TABLE II
COMMENTS FROM OTHERS THAT TEEN-AGE GIRLS LIKE TO HEAR
ABOUT THEIR CLOTHES BY NUMBER OF GIRLS

Comments Liked by Girls	No. of Girls
They look nice on me, and the style is becoming.	43
The color is becoming.	25
They fit well.	11
They are pretty.	7
They suit my personality, and are well chosen.	6
They look neat.	4
They are well made.	3
They show good taste.	2
They look like good quality clothes.	2
I want their honest opinion--good or bad.	1

Thirty-nine of the girls mentioned more than one type of comment which they liked to hear. All listed complimentary remarks except one girl who stated that she wanted their honest opinion so it would help her select clothing in the future.

Thirty-five of the girls, or almost 65 percent, stated that they "sometimes" go to parties or other social occasions and decide what to wear without consulting their girlfriends; 16, or almost 30 percent said they "never" went without asking other girls what they were wearing; and 3, or about 5 percent said they "always" went without asking their friend's opinions of clothing to be worn. This again proves that many of the girls consider highly the opinions of the girls in their own age group when making decisions about their clothing.

Thirty-six girls indicated that they "sometimes" enjoyed buying clothing which they believed boys liked. Seventeen said they "always" enjoyed it, and one said she "never" enjoyed it. Thirty said they "always" dressed more carefully when a boy near their age was visiting in their home; 23 said "sometimes" they did; and one said "never." The influence of boys of their own age on the girls' clothing buying practices evidently is quite extensive.

When asked what kinds of clothing they thought boys liked for girls to wear for Sunday, and also, what kinds of clothing boys liked for girls to wear for school, the girls answered as shown in TABLES III and IV.

TABLE III

OPINIONS OF THE GIRLS AS TO THE KINDS OF CLOTHES THAT BOYS
LIKE FOR THEM TO WEAR FOR SUNDAY BY NUMBER OF GIRLS

Opinions as to Kinds of Clothes Boys Like for Girls to Wear	No. of Girls
Dress or suit, with hat, heels, gloves, and purse	15
Suits or dressy dresses	15
Dressy, but not elaborate clothing	8
Neat and simple dresses, not full or frilly	5
Neat, clean, nice dresses	4
Dressy dresses, skirts, blouses, or suits	3
Pastel dresses with full skirts	2
Nice dresses, low heels, no hats	<u>2</u>
Total	54

TABLE IV

OPINIONS OF GIRLS AS TO THE KINDS OF CLOTHES WHICH BOYS LIKE
FOR THEM TO WEAR FOR SCHOOL BY NUMBER OF GIRLS

Opinions as to Kinds of Clothes Boys Like for Girls to Wear	No. of Girls
Skirts, blouses, or sweaters	40
Clean, neat, simple, washable dresses	31
Simple, attractive, casual clothing	8
Attractive and comfortable, but not frilly or elaborate	3
Flats	3
Slim jims	2
Dresses with full skirts	1
Casual street clothes, no jeans	1
Full skirts and blouses	1
Socks and loafers	1

More than one answer was given by many of the girls represented in TABLE IV.

The writer assumed that teen-age girls' buying practices were also influenced by sources other than their families and friends. Questions were asked to find if different means of communication could have influence on clothing selection and buying practices of teen-age girls.

Some students chose clothing from mail-order catalogs which limited their choice of clothing, or the availability of styles from which they might choose. Twenty girls had purchased clothing from mail-order catalogs in the past year. The two most popular catalogs were Sears, Roebuck, and Co. and Montgomery Ward, and Co. The types of clothing purchased included accessories, dresses, skirts, blouses, shoes,

underclothes, pajamas, formals, shorts, sweaters, and material for sewing.

When asked, "What fashion magazines do you read regularly?," 33 of the 54 girls listed Seventeen; 21, American Girl; 4, Glamour; 3, Made-moiselle; 2, Vogue; 2, Ingenue; and 19 said they read none regularly. There were also 19 girls who read more than one magazine regularly. It is not known how many of the girls actually had subscriptions to the magazines, or how many read them regularly in the home economics department.

Forty-seven of the girls said they liked to both read the articles in fashion magazines and look at the pictures and advertisements; 5 said they would rather only look at the pictures and advertisements; while 2 said they would rather just read the articles. This indicates an interest by a majority of the girls in obtaining information about fashion, rather than just observing it.

Nine of the girls said they had purchased clothing which they had seen in one of the fashion magazines. Seven had purchased dresses; one had purchased a slip; and one had purchased a car coat. All had been advertised in the Seventeen magazine.

Fashion advertisements in newspapers were regularly read by 24 of the girls. Thirteen read the Miami Daily News Record; 7, the Joplin Globe; 7, the Tulsa World; 2, the Grit; 2, the Kansas City Star; and one, the Tulsa Tribune. Seven said they read more than one newspaper.

Clothing advertised in newspapers were purchased by 11 girls. The items of clothing included shoes, dresses, shorts, slips, blouses, skirts, slim jims, and a robe. Six of the garments purchased were advertised in the Miami Daily News Record; 4 in the Joplin Globe; and 2 in the Tulsa World.

Window shopping for clothing was indicated as "always" enjoyed by 35 of the 54 girls; 18 said they "sometimes" enjoyed it; while one said she "never" enjoyed it. Forty-nine girls said they "sometimes" purchased clothing seen in window displays, and 5 said they "never" purchased clothing seen in window displays.

Twenty-four girls reported having seen fashion shows or fashion commercials on television. They were asked to name specific ones which they had seen. The one mentioned most was the "Paris Fashion Show" presented the week previous to the investigation. It was reported by 6 of the girls. Four girls stated that they had heard fashion commercials. Twenty-eight girls either hadn't seen or heard, or did not remember seeing or hearing any radio or television fashion information. No question was asked to determine how many of the girls actually had television or radios in their homes.

When asked if they would want to buy clothes which resemble those worn by actresses on television or in the movies, 44 girls answered "sometimes," and 10 said "never." The reasons which they gave are shown in TABLE V.

The sources, other than human, from which the girls gained information for choosing clothing styles were indicated by thirty-eight students who said fashion magazines helped them; 29 who said they obtained information from home economics classes; 20 who listed other magazines; 15 who named newspapers; and 10 who listed television. One said she received information from radio, and 4 listed other sources which included self-experimentation, pattern books, catalogs, and store displays. One said she received no information from any of these sources.

TABLE V

REASONS EXPRESSED BY NUMBER OF GIRLS FOR WANTING OR NOT WANTING
TO BUY CLOTHES SIMILAR TO THOSE WORN BY ACTRESSES

Reasons Expressed	No. of Girls
Some of the ordinary, simple, and practical clothes are nice, but some of the costumes are too elaborate.	18
Most of their clothes are not the types I like; they don't suit my taste and personality.	9
Their clothes are usually too extravagant, extreme, and expensive.	8
Some of the clothes are ridiculous; others are cute.	6
Most are too low-necked, tight, vulgar, and immodest.	6
Some worn by teen-age actresses are nice, but most are for older women.	5
I don't like to copy anyone.	1
None of them would like well on me.	1
Total	54

Brand name advertising and informative labels were assumed to have some influence on the extent of their use in selecting and buying clothes. The girls were asked if they looked for brand names or informative labels in clothes, and, if so, to list the ones which they liked to find. Thirty girls said they "sometimes" looked for brand names and informative labels; 12 said "always;" and 12 said they "never" looked for them. Thirty-two different brand names were listed by the young women. Ship-N-Shore was listed 7 times; Bobbie Brooks was listed by 4 girls; Dan River, Connie, and Mojud were each listed 3 times; Jonathon Logan, Mary Lane, Fruit of the Loom, Doris Dodson, Grace Walker, and

Vicky Vaughn were each listed 2 times; and 21 other brand names were listed once. Seven girls said they "sometimes" looked for brand names, but couldn't remember any. One girl said, "If it sounds familiar, and I like it, I buy it."

Of those girls who listed information which they liked to find on labels, 17 named pre-shrunk or sanforized; 12 said washable; 8, wrinkle-resistant; 5, wash-n-wear; 4, fiber content; 3, drip-dry; 2, cleaning instructions; and form-fitting, name of the manufacturer, and "hose guaranteed not to run" were each named by one. Six stated that they couldn't remember any information on labels.

If they had \$10. to spend on sweaters, twenty-eight girls, or about 52 percent declared that they would buy one expensive sweater. Twenty-one, or about 40 percent, said they would buy 2 less expensive sweaters. Five, or about 8 percent, stated that they would buy one in some situations, and two at other times. TABLE VI illustrates the explanations given by the girls for their answers. Several of the girls gave more than one reason.

It was assumed by the investigator that the opinion of the mother concerning buying practices has some influence on the buying practices of the daughter. Both the mothers and the daughters were asked questions in which the answers could be compared in order to illustrate this point.

The mothers and the daughters were asked to name some points to consider when buying a dress for the daughter. Their answers are shown in TABLE VII. Many of the mothers and the daughters gave more than one answer. As is shown in TABLE VII, they agree quite closely on the first 7 items in the table, but the girls seemed much more concerned about the washability of their garments than were their mothers.

TABLE VI
REASONS GIVEN BY NUMBER OF GIRLS FOR BUYING ONE OR MORE
SWEATERS WITH \$10 AVAILABLE FOR SWEATERS

Reasons for buying	No. of Girls
A. One Expensive Sweater (28 girls)	
Last longer	16
Better quality	7
Look nicer longer after wearing and laundering	6
Wears longer and better	5
To wear for dressy occasions	1
B. Two Less Expensive Sweaters (21 girls)	
For variety	12
Would wear just as well as an expensive one	4
Get twice the wear, and look just as well	3
I can't afford expensive ones. I don't have enough clothes, so I would buy two.	1
I would need two sweaters, and it would be foolish of me to put all my money in just one.	1
So my sister and I could share them.	1
If they had a trusted brand name, they would be alright.	1
For school year	1
C. Either One or Two Sweaters (5 girls)	
If they were for school, I would buy two less expensive ones; but if it were for dress, I would buy one expensive one.	3
If I had a nice skirt, I would get the expensive sweater; if I had lots of inexpensive skirts, I would get two inexpensive sweaters.	1
Two, if I took care of my clothes; and one, if I were hard on them because it would last longer.	1

TABLE VII

IMPORTANT FACTORS WHICH SHOULD BE CONSIDERED WHEN BUYING A
DRESS BY NUMBER OF MOTHERS AND DAUGHTERS

Factors Which Should Be Considered When Buying a Dress	No. of Mothers	No. of Daughters
Lasting, popular, suitable style	25	21
Proper fit	22	31
Quality and type of material	22	15
Color	17	27
Cost	15	16
Good Construction	12	12
Durability and wearability	9	5
Washable, colorfast, preshrunk, needs little ironing	4	18
Occasion for which it is worn	3	9
Does it bring out your best physical features?		14
Will it fit in with the wardrobe?		4
Brand name and information given		2
Wrinkle resistant		1
Season		1

Extent of individual buying practices. - Many eleventh and twelfth grade girls are making some of their own clothing choices alone. Questions were asked to determine how much clothing buying was actually done by the girls. All except 2 of the 54 subjects had purchased some major articles of clothing alone.

Only 3.7 percent of the teen-age sample stated that they rarely shopped alone. The percentage of girls who were at least buying part of

their wardrobe as they shopped alone was 96.3. This is clarified by TABLE VIII which lists the garments that the girls purchased alone, and the number of girls who said they usually bought that particular article while shopping alone. Most of the girls listed more than one type of clothing which they usually purchased alone.

TABLE VIII
KINDS OF CLOTHING USUALLY PURCHASED WHEN SHOPPING
ALONE BY NUMBER OF GIRLS

Kinds of Clothing Purchased Alone	No. of Girls
Socks	31
Undergarments	29
Shoes	26
Blouses	25
Skirts	20
Slim jims	19
Shorts	18
Material for sewing	15
Sweaters	14
Dresses	12
All	12
Bathing suits	2
None	2

Only one of the students said that her mother "never" helped her choose any of her clothing. The other students listed the items shown in TABLE IX as clothing which their mothers usually helped them choose.

More than one item of clothing was given by the majority of the girls.

TABLE IX

CLOTHES WHICH THE DAUGHTERS SAID THAT THEIR MOTHERS USUALLY
HELPED THEM CHOOSE BY NUMBER OF GIRLS

Clothes Purchased With Help of Mothers	No. of Girls
Coats	39
Formals	33
Suits	31
Party dresses	26
Hats	17
All dresses	14
Sweaters	14
Shoes	13
Bathing suits	8
Skirts	7
Undergarments	6
All	6
Blouses	5
None	1

Fifty girls in the sample of 54 reported that the person who usually helped choose their clothing was their mother. Seventeen said their sisters also helped them; 8, their girlfriends; 2, their father; one, her boyfriend; one, her aunt; and 2 said no one usually helped them.

Thirty-five of the 51 mothers stated that they would rather buy dresses, coats, skirts, and sweaters for their daughters when they were

with them. None wanted to buy clothing for their daughters when alone. Thirteen reported that they would rather let their daughters choose garments for both the mothers and the daughters to look at later and decide upon, and 3 said they would rather let their daughters buy clothing alone.

In answer to a question asking if their daughters often shopped with their girlfriends and then talked it over with their mothers before buying, 3 mothers said "always;" 35 said "sometimes;" and 11 said "never." It is supposed that in a community such as the one represented here this question would be answered quite differently than it would be in a less rural area. Because of transportation to shopping areas, more of the girls shop with their mothers than with other girls.

The 16 to 18 year olds tested here showed that 46 of them did most of their garment buying in the fall at the beginning of the school year; 12 do most of theirs in early summer; 7, in the winter near Christmastime; and 5, in the spring near Easter. Some named more than one time of the year when they did the most shopping.

When asked, "At approximately what age were you first allowed to buy any of your clothing alone?," 18 of the girls said 13 years of age; 18 girls said 14 years; 13 named the age as 12; 3 girls said 15; one girl said 8, and one said 17. Thus, 91 percent of the tested sample said they began choosing some of their own clothes at the ages of 12, 13, and 14.

The mothers were asked a similar question which concerned the ages when they thought girls could start shopping alone for some of their clothing. The mothers' and the daughters' answers are shown in TABLE X.

Twelve percent of the mothers thought girls could begin buying some clothing at the ages from 8 to 10, but only one girl stated that she did

any shopping at that age. About 55 percent of the mothers suggested the ages of 12, 13, and 14 as the time when girls could begin to buy some of their clothing, as compared to 91 percent of the girls who said they first purchased clothing at that age. Thirty-three percent of the mothers thought 15 or 16 were better ages for their daughters to start buying their own clothing, but only 4 of the girls, or about 7 percent reported those ages as the time when they first began buying clothing.

TABLE X

APPROXIMATE AGES AT WHICH MOTHERS THINK GIRLS SHOULD BEGIN
BUYING THEIR OWN CLOTHING, AND THE APPROXIMATE
AGES WHEN THE GIRLS SAID THEY BEGAN SHOPPING

	Ages of Girls								Total
	8	10	12	13	14	15	16	17	
Ages when girls should begin to shop alone as reported by number of mothers:	1	5	10	7	11	9	8	0	51
Ages when they began shopping alone as reported by number of girls:	1	0	13	18	18	3	0	1	54

The clothing which the girls said they were first allowed to purchase alone, and the clothing which the mothers said they thought girls could first begin buying alone are shown in TABLE XI. Many of the mothers and the daughters listed more than one kind of clothing.

Thirty-five of the 54 girls said they "sometimes" enjoyed shopping alone; 13 said they "always" enjoyed it; and 6 said they "never" enjoyed it.

Only one girl reported that she had not received any clothing as gifts during the past year. The other girls listed gifts which they

had received as shown in TABLE XII.

TABLE XI

THE TYPES OF CLOTHING WHICH TEEN-AGE GIRLS WERE FIRST ALLOWED TO
BUY ALONE AND THE TYPES OF CLOTHING WHICH THE MOTHERS FELT
THEIR DAUGHTERS SHOULD FIRST BE ALLOWED TO BUY
WITHOUT THEIR GUIDANCE

Types of Clothing First Bought Alone		Suggestions for First Clothing to be Bought Alone	
Garments	No. of Girls	Garments	No. of Mothers
Undergarments and socks	34	Undergarments and socks	34
Blouses	21	Inexpensive cotton blouses	17
Skirts	14	Skirts	5
Sportswear	10	Sportswear	6
Shoes	7	Shoes	4
Sweaters	4	Sweaters	2
Dresses	4	Inexpensive cotton dresses	9
Material for sewing	3	Material for sewing	1
Pajamas	3	Pajamas	4
Accessories	1	Accessories	3
		All kinds	2

It is shown that 315 different items of clothing were received as gifts by 53 girls, thus indicating that clothing chosen by others forms a sizeable part of the individual girl's wardrobe. However, no such comparison can be made since no question was asked concerning how much of the wardrobe was composed of gift clothing.

In order to discover how many of the girls or their mothers made some of the daughter's clothing, the girls were asked which they would

rather do, buy ready-to-wear dresses, or patterns and materials to sew. Twenty-five girls reported that they liked to do both; 19 said they would rather buy ready-to-wear dresses; and 10 said they would rather buy patterns and materials to sew. The explanation given for their answers are itemized in TABLE XIII.

TABLE XII
GIFTS OF CLOTHING RECEIVED DURING THE PAST
YEAR BY NUMBER OF GIRLS

Gifts of Clothing Received	No. of Girls
Sweaters	39
Blouses	36
Pajamas	35
Undergarments	33
Collars and Accessories	32
Skirts	30
Dresses	22
Dusters or Robes	18
Shoes	17
Socks	14
Slim-jims or slacks	9
Shorts	9
Jackets	7
Coats	6
Formals	5
Suits	3

TABLE XIII

REASONS GIVEN BY THE GIRLS CONCERNING WHY THEY LIKED TO BUY
READY-TO-WEAR DRESSES, WHY THEY LIKE TO MAKE
THEIR DRESSES, OR BOTH

Reasons Given for Choice of:	No. of Girls
A. Ready-to-wear	
I don't sew well, and my mother doesn't have time to sew.	6
It takes too long to sew.	4
I don't have time to sew.	4
I can't find a pattern that really fits. It's easier to try on a ready-made dress and be sure it fits before buying.	2
Ready-mades are cheaper after you add the time spent in making a dress.	1
You don't have to worry about making the dress and getting it to fit.	1
Total	19
B. Patterns and Materials	
They fit better, are better quality, and cost less.	3
I can make them the way I want them.	2
I can find more patterns and material that I like, than I can ready-made garments.	2
I enjoy sewing.	2
You can make clothes cheaper than you can buy them.	1
Total	10
C. Both	
If I can't find the style I want ready-made, I make it instead.	10
I don't have time to sew all my dresses.	3
I like to sew sometimes, but if I can find something I like, then I like to buy ready-to-wear.	3
I can make clothes cheaper than I can buy them, but I like to buy some, too, if I can't find the pattern I want.	3
Some dresses can be made more cheaply than bought, while it would be too much work to make others.	2
I like to sew because it challenges me to create something new. Sometimes I like to buy ready-mades if I like them and they don't need to be altered.	1
I like to buy ready-to-wear dresses, but due to their high cost, I have to sew most of my clothes.	1

TABLE XIII (Continued)

Reasons Given for Choice of:	No. of Girls
C. Both (Continued)	
If I can find clothes that fit properly, I would rather buy; if not, I make them.	1
It's hard to find my size in ready-to-wear, but I like them when I can find them. I like hand-mades because you can achieve a greater variety with them.	<u>1</u>
Total	25

When asked if they would rather make most of their daughter's clothes, buy them, or let her make them, 19 mothers said "buy them;" 17 said "let her make them;" and 15 said "make them." Their opinions and the girls' preferences coincided almost exactly.

The girls were asked if they thought it was necessary to make wardrobe plans before purchasing major articles of clothing. Thirty girls indicated that they "always" thought it necessary; 23 said "sometimes" it was necessary; and one said she thought it was "never" necessary. They were also asked to give reasons for their answers. These are shown in TABLE XIV. Many of the girls gave more than one reason.

When asked if they thought it was necessary to plan a complete wardrobe with their daughter before purchasing major articles of clothing, 33 of the 51 mothers answered "sometimes;" 13 said "always;" and 5 said "never." The mothers evidently thought wardrobe planning was less necessary than did the daughters, but the majority believed that some planning was necessary for wise buying.

TABLE XIV
REASONS GIVEN FOR MAKING OR NOT MAKING WARDROBE
PLANS BY NUMBER OF GIRLS

Reasons Given for Making or Not Making Wardrobe Plans Are:	No. of Girls
A. Always	
To be sure that you choose clothing that can be worn with the rest of your wardrobe.	18
So you won't end up needing something you don't have, and so you will have adequate clothing.	8
So you won't purchase something you don't need or can't use.	6
So you can save money by planning wisely.	6
So you'll know what colors to buy, and what you need.	5
So you won't get too much of one color or style.	4
So you can choose clothes that will suit more than one occasion.	1
B. Sometimes	
So your clothes will match, but you should not have to look over your wardrobe everytime you want to buy something.	6
To help in being sure that you have adequate clothing for all occasions, but I like to buy on the spur of the moment too.	5
To be sure you have adequate clothing, but sometimes something extra is nice.	4
So you can save money, but I don't always know what I want until I look at some clothes.	3
So your clothes will match, but sometimes you have to buy without planning when special occasions pop up.	3
So you'll know what to buy, but sometimes I like to just buy something I see that I like.	2
C. Never	
So I can buy as I go, and if I see something I like, I can get it.	1

Sources of clothing money. - It was assumed that teen-age girls have various sources of clothing money which might include money given to them by their parents, gifts of money from other persons, and jobs at which

the girls worked to earn spending money. Questions were asked to learn the sources of their clothing money, and the methods of spending.

Only 11 of the 54 girls, or about 20 percent received an allowance. All received their allowance from their parents except one who said her allowance was given to her by her aunt. Of those who received an allowance, one girl said all of hers was spent for clothing; 2 said 50 percent of theirs was spent for clothing; 4 said 25 percent was spent for that purpose; and 4 said they spent none of their allowance for clothes.

When asked if their mother, father, or anyone else gave them money other than a regular allowance to spend for clothes, 28 girls answered "sometimes;" 13 said "occasionally;" 8 reported "always;" 4 said "never;" and one said "regularly." Eleven girls indicated other persons who gave them money for clothing including one girl's husband; 3 girls' aunts; one girl's employers; 4 girls' grandparents; and 2 girls' brothers.

Twenty-seven of the girls worked outside their home for money occasionally; 3 worked weekly; and one, daily. Twenty-three said they had never worked outside their homes for money. Of those who earn money outside their homes, one said that she spent all her money on clothes; 5 said they spent 50 percent; and 9 said they spent 25 percent of their money for their wardrobes. Five stated that none of their own money was spent for their garments.

The girls were asked approximately how much of their clothing they could buy with the money they earned. Twenty-six girls said they spent all or part of their money on their clothes. Three girls said all of their clothing was purchased with their own money; 3 said 75 percent of their clothing; 3 reported 50 percent of their clothing; and 17 checked 25 percent of their clothing. All 26 girls said their mother, or

someone else "sometimes" helped them shop for clothing when they were spending their own money. Five of the girls mentioned that their sisters "sometimes" helped them.

The jobs at which the 31 working students earned money are shown in TABLE XV. Some of the girls had worked at more than one job.

TABLE XV
THE KINDS OF JOBS BY WHICH STUDENTS WERE EMPLOYED
OUTSIDE THE HOMES BY NUMBER OF GIRLS

Kinds of Jobs	No. of Girls
Babysitting	24
Housekeeping	8
Waitress	4
Ironing	3
Salesgirl	1
Cashier	1
Give sewing lessons	1
Preach	1
Kraft Foods	1
Bookkeeper-Typist	1
Pick Strawberries	1

The approximate amount of money earned in a month by each of the 31 girls who worked outside their homes is shown in TABLE XVI.

Ten of the 54 students included in the study said their mother or someone else "always" went shopping with them and paid for clothing which the two of them chose together. However, in answering a previous

question, all the girls except 2 stated that they did some of their shopping alone. Evidently the girls who said "always" here meant "almost always," except for some smaller items. Thirty-seven girls reported that "sometimes" their mother or someone else shopped for clothing with them and paid for it after they had made the choice together. Seven said that no one shopped with them under those circumstances. Five girls listed others besides their mother who shopped with them in this manner. Two mentioned sisters; one, her grandmother; one, her aunt; and one, her uncle.

TABLE XVI
APPROXIMATE AMOUNT OF MONEY EARNED
BY 31 GIRLS IN ONE MONTH

Money Earned	No. of Girls
\$5. or less	6
\$6. to \$10.	14
\$20. to \$25.	2
\$30. to \$70.	1
\$35.	2
\$40. to \$50.	2
\$60.	1
\$100.	1
\$140.	1
\$160.	1
Total	31

Forty-five of the mothers, or 88 percent, thought that the money spent for their daughter's clothes was "about what it should be" in relation to what is spent for clothing by other members of the family. Four mothers, or 8 percent, thought that money spent for their daughter's clothes was "more than it should be;" and 2 mothers, or 4 percent, thought that less was spent on their daughter's clothing than should be.

Twenty-seven of the mothers, or 53 percent, said they thought the money spent for their daughter's girlfriend's clothes was "about what it should be;" 2 mothers, or 4 percent, stated that they thought it was "more than it should be;" and 22, or 43 percent, said they "did not know."

Teen-age clothing buying difficulties. - The author assumed that the girls in this age group sometimes have difficulties in buying clothing. The difficulties might result from fitting problems, cost of clothing, styles available, and other problems. Such problems could often make it difficult for the girls to please themselves and their mothers when purchasing clothing. Questions were asked to determine the difficulties and causes of the difficulties encountered by the sample group in purchasing clothing.

The clothing buying difficulties named by this adolescent group are shown in TABLE XVII. Many of the girls listed more than one difficulty. Only one girl said she had no difficulty in buying clothing.

Thirty-eight of the mothers said they and their daughters "sometimes" had trouble finding suitable teen-age clothing; 9 said they "never" had such difficulty; and 4 said it was "always" hard to find suitable clothing for their daughters.

TABLE XVII
PROBLEMS LISTED AS GIVING THE MOST DIFFICULTY WHEN SHOPPING
FOR CLOTHES BY NUMBER OF GIRLS

Problems	No. of Girls
Cost	31
Sizes available	24
Styles available	17
Quantity available	11
Quality available	10
Colors available	10
Line or design available	7
None	1

When asked if they had difficulty in buying clothes which fit in with the rest of the wardrobe which each one already had, 24 answered "sometimes;" and 30 said "never." A possible reason for this factor can be found in a previous statement where 30 of the girls said it was "always" necessary to make wardrobe plans before buying; 23 stated that "sometimes" it is necessary; and one stated "never." The reasons for the difficulties given by 24 girls are grouped in 4 replies shown in TABLE XVIII.

The answers given when the students were asked which types of clothing they had the most difficulty in buying are indicated in TABLE XIX. More than one difficulty was given by many of the girls.

It is to be noted that more of the girls had difficulty in buying dresses than in buying any other garment. The explanations given by the girls for the difficulties they had in buying clothing are shown in

TABLE XX. Some of the girls gave more than one answer.

TABLE XVIII

REASONS GIVEN BY 24 GIRLS FOR DIFFICULTIES IN BUYING CLOTHES
WHICH COORDINATE WITH THE REST OF THE WARDROBE

Difficulties in Coordinating Wardrobes	No. of Girls
Difficulties in matching colors and styles.	15
Sometimes seeing things I like, and having nothing in my wardrobe to go with them.	4
Getting too much of one color or style.	3
Difficulties in finding styles suitable for several occasions.	2
Total	24

TABLE XIX

TYPES OF CLOTHING WHICH GIRLS HAVE THE MOST DIFFICULTY
IN BUYING BY NUMBER OF GIRLS

Types of Clothing	No. of Girls
Dresses	23
Skirts	8
Slim jims	6
Formals and Party Dresses	6
Shoes	4
Suits and Tailored Dresses	3
Sheath Dresses	2
Coats	2
Undergarments	1

TABLE XIX (Continued)

<u>Types of Clothing</u>	<u>No. of Girls</u>
Dressy Clothes	1
All	3
None	4

TABLE XX

REASONS LISTED FOR DIFFICULTIES IN BUYING CLOTHING BY NUMBER OF GIRLS

<u>Reasons for Difficulties in Buying</u>	<u>No. of Girls</u>
The waist is always too large when the rest of the garment fits.	12
Some styles do not last long enough to wear out the garment.	10
The right sizes are hard to find and garments are hard to fit.	7
Everything is too short in length.	4
Dresses are too long in length.	4
Combination lasts in shoes are hard to find.	4
Dresses that fit in the bust and waist are baggy in the hips.	3
Good styles of dressy clothes are difficult to find.	3
Dresses are too long-waisted.	2
There isn't enough variety of colors available.	2
Everything is too expensive.	2
Dresses are too short waisted.	2
Slim jims are too long in the crotch when the legs fit.	1
The bodice of sheath dresses always bags when the skirt fits.	1
My hips are too large for ready-to-wear skirts.	1
I don't know how to fit undergarments properly.	1

The types of clothing which the daughter needs help in selecting as indicated by the 51 mothers are itemized in TABLE XXI. Many of the mothers listed more than one item.

TABLE XXI

OPINIONS OF TYPES OF CLOTHING WHICH DAUGHTERS NEED
HELP IN SELECTING BY NUMBER OF MOTHERS

Types of Clothing	No. of Mothers
Coats	28
Better Dresses	20
Formals and Party Dresses	13
Expensive, long-lasting garments	7
Dress Shoes	4
Sweaters	4
None	4
Suits	3
All Garments	3
All Shoes	2
Materials for Sewing	1
School Clothes	1

Some of the mothers' replies coincide with answers given by the daughters, such as their opinions about the difficulty of buying dresses. However, it is to be noted that the mothers seemed to be more concerned about the expense of the clothing, while the daughters were more concerned about proper fit.

The articles of teen-age clothing with which the mothers thought

they and their daughters were most likely to have difficulty in buying are shown in TABLE XXII. Some of the mothers gave more than one reply.

TABLE XXII

OPINIONS OF ARTICLES OF TEEN-AGE CLOTHING WHICH THE MOTHERS
AND THEIR DAUGHTERS WERE MOST LIKELY TO HAVE DIFFICULTY
IN PURCHASING BY NUMBER OF MOTHERS

Articles of Teen-Age Clothing	No. of Mothers
Better Dresses	29
Shoes	7
Skirts	7
Coats	3
Sheath Dresses	2
Bras and Underclothing	2
Blouses	1
School Clothes	1
Sweaters	1
Slim jims	1
All	3
None	7

The reasons given by the mothers for the difficulties which they and their daughters have while buying the daughter's clothing are shown in TABLE XXIII. Some gave more than one reason for the difficulties.

The fitting problems of the daughters when purchasing ready-to-wear clothing were reported by the mothers as shown in TABLE XXIV. Some mothers listed more than one fitting problem.

TABLE XXIII
REASONS GIVEN BY NUMBER OF MOTHERS FOR DIFFICULTIES
WHICH THEY AND THEIR DAUGHTERS HAD IN BUYING
THE DAUGHTER'S CLOTHING

Reason for Difficulty in Buying	No. of Mothers
Lack of sizes available	24
Lack of styles available	16
Too expensive	15
Lack of colors available	5
Lack of quality	4
Lack of quantity	1
Lack of planning	1
All	1

Thirty-five of the girls, or almost 65 percent, stated that they had figure variations which made it difficult to purchase clothing that fitted well. The figure variations stated by the girls are shown in TABLE XXV. Three of the girls listed more than one figure variation.

The height of the girls ranged from 5 feet to 5 feet and 8 inches. Twenty-six of the girls were 5 feet and 5 inches to 5 feet 8 inches in height; 28 were 5 feet and 4 inches down to 5 feet. There really were no extremes in height. However, the shortest girls complained of ready-to-wear dresses being too long, and the tallest girls complained that ready-mades were too short.

In weight, the girls ranged from 93 to 210 pounds. Most of them were about average weight for their height. Five of the girls weighed over 150 pounds. Only one weighed 210 pounds.

TABLE XXIV

OPINIONS OF THE FITTING PROBLEMS OF THEIR DAUGHTERS WHEN
PURCHASING READY-TO-WEAR CLOTHING BY NUMBER OF MOTHERS

Mothers' Opinions as to Fitting Problems	No. of Mothers
Garments are too large around waist.	16
Garments too short in length	8
Fitted garments, too small through hips	5
Garments too short in bodice length	4
Daughter wants clothes too tight	4
Garments too long in length	4
Garments too long in bodice length	3
Hard to find large sizes that are youthful	2
Garments too large in shoulders	1
Garments too small in shoulders and bust	1
In-between size that is hard to fit	1
No fitting problems at all	10

Forty of the 51 mothers said they were "sometimes" pleased with the way their daughter's ready-made garments fit; and 11 said they were "always" pleased with the fit of their daughter's ready-made clothing. All 51 mothers said the ready-made clothes owned by their daughters generally had worn well.

Six girls said they "always" had difficulty in pleasing their mothers with clothing which they chose alone; 29 said they "sometimes" did; and 19 stated that they "never" encountered such difficulty.

TABLE XXV

FIGURE VARIATIONS WHICH MAKE FITTING READY-TO-WEAR
CLOTHING DIFFICULT BY NUMBER OF GIRLS

Figure Variations	No. of Girls
Large hips	9
Too short	7
Too thin	5
Large bust, flat hips	4
Overweight	4
Long-waisted	3
Too tall and thin	2
Short crotch, long legs	1
Short waisted	1
Broad shoulders	1
In-between size, nothing fits	1

Thirty-three mothers said their daughters "sometimes" made wise choices when shopping for clothing alone; 18 said their daughters "always" made wise choices. This compared favorably with the answers given by the girls, except that 6 girls stated that they "always" had difficulty pleasing their mothers with their clothing purchases. Perhaps the mothers were not as displeased as the daughters thought.

However, 39 mothers reported that they thought girls in the age group tested "sometimes" wanted too many clothes; 10 said they thought the girls "always" wanted too many clothes; and 2 said they "never" thought so.

In order to discover if the teen-age girl had much difficulty with salesclerks when she shopped, the students were asked if salesclerks were helpful. Six stated that they were "always" helpful; 47 stated that they were "sometimes" helpful; and one said "never." They were also asked how the salesclerks were helpful. The answers which were given are shown in TABLE XXVI. One girl gave more than one answer.

TABLE XXVI
REPORTS OF HOW SALESCLERKS WERE HELPFUL
IN SHOPPING BY NUMBER OF GIRLS

<u>How Salesclerks were Helpful</u>	<u>No. of Girls</u>
They told me how the garments looked, fitted, and what style and color was best for me.	33
They helped me find the colors and styles that I was looking for.	11
They told me what others were buying and wearing	8
They gave me information about the garment I was buying.	3

The results of the girls' answers and explanations indicate that they felt that most salesclerks were helpful. It also shows that the salesclerk is an influential person in the decisions made by teen-age girls who are purchasing clothing.

Relation of buying practices to educational and socio-economic backgrounds. - It was assumed that the buying practices of teen-age girls may in some ways be affected by the educational and socio-economic background of the girls' parents and themselves. Questions were asked in both the interview and the questionnaire to reveal the educational and socio-economic backgrounds of the parents and the daughters.

Other information was gained from various school and community sources. Very little difference was discovered in the buying practices of the sample group regarding the variation in educational and socio-economic backgrounds.

A ninth grade education was received by 26 of the 51 mothers; 3 mothers received only a sixth-grade education; 12 graduated from high-school; 4 from junior college, and 5 had 4-year college educations. Only one mother had done any graduate work. Of the 6 mothers who had 4 or more years of college education, 5 worked outside the home. Two of the 4 who had attended junior college also worked outside the home. The other 14 mothers who worked had a highschool education or less. A total of 21 mothers worked outside the home. Seventeen mothers worked full-time, and 4 worked part-time.

The mothers with junior college or more education indicated the ages at which they thought girls could begin shopping alone for some clothing as shown in TABLE XXVII. Sixty percent of the mothers with more education suggested the ages of 14, 15, and 16 as ages for girls to start shopping alone as compared to 55 percent of the total group of mothers.

There was only the difference of 7 percent and 5 percent in 2 answers given by the working mothers and answers given by the total group of mothers when asked how they would rather shop for their daughters clothes. Sixty-four percent of the total group of mothers said they would rather buy clothing for their daughters when the girls accompanied them on shopping excursions as compared to 71 percent of the working mothers who answered in that manner. Twenty-five percent of the total group of mothers said they liked for their daughters to

choose garments for both of them to look at later together and decide upon. Thirty percent of the working mothers answered in the same way. Three mothers said they would rather let their daughters buy their garments alone, but none of the three mothers worked.

TABLE XXVII

OPINIONS OF AGES AT WHICH DAUGHTERS MAY BEGIN SHOPPING
ALONE FOR SOME ARTICLES OF CLOTHING BY ALL MOTHERS
AND BY MOTHERS WITH COLLEGE EDUCATIONS

Ages of Daughters	All Mothers' Opinions	Opinions of Mothers With College Educations
8	1	0
10	5	1
12	10	3
13	7	0
14	11	2
15	9	2
16	<u>8</u>	<u>2</u>
Total	51	Total 10

The educations of the fathers were similar to those of the mothers. Twenty-six of the fathers had ninth-grade educations; 9 had gone only as far as the sixth grade in school; 11 were high school graduates; 2 had attended junior college; 2 had finished 4 years of college; and one had done graduate work.

It is the opinion of the investigator that the variation in the answers given is so slight as to be of little consequence in determining any differences resulting either from education or from the fact that the mother worked.

Thirty-four, or about 67 percent of the mothers had received some school training in home economics. Seven mothers had taken some home economics courses in college. Eleven of the mothers had belonged to 4-H Club for a period ranging from one to five years. No significant difference could be found in the answers given by the women. An example of the near similarity of the answers given by the two groups of women is shown in TABLE XXVIII. Only 6 percent more of the mothers who had not had home economics in school said they "never" thought it necessary to plan a wardrobe than did the total number of mothers.

TABLE XXVIII

OPINIONS CONCERNING THE NECESSITY OF PLANNING A COMPLETE
WARDROBE WITH THEIR DAUGHTERS BEFORE BUYING MAJOR
ARTICLES OF CLOTHING BY THE TOTAL NUMBER OF
MOTHERS AND BY THE MOTHERS WHO HAD NO
HOME ECONOMICS TRAINING

Necessity of Planning A Complete Wardrobe	Total Mothers ¹ Answers		Answers of Mothers Who Had No Home Economics	
	No.	Percent	No.	Percent
Always	13	25	4	24
Sometimes	33	65	10	60
Never	<u>5</u>	<u>10</u>	<u>3</u>	<u>16</u>
Totals	51	100	17	100

The 54 girls were eleventh and twelfth grade students who ranged in ages from 16 to 18 years. Sixteen, or about 30 percent, of the girls were 16 years of age; 27, or 50 percent, were 17 years of age; and 11, or about 20 percent, were 18 years of age. There was not enough difference in the ages to make any noticeable difference in the buying practices of the girls.

Twenty-six of the girls were in the eleventh grade. Thirty-two, or about 60 percent were enrolled in home economics. Two had received 6 years of home economics training; 9 had 5 years; 7 had 4 years; 18 had 3 years; 16 had 2 years; one had one year; and one had received no home economics in school. The only detectable difference here was in giving information to be found on informative labels. Sixty percent of the girls with 4 years or more home economics give the information which could be found on labels; while only 30 percent of the girls with less than 3 years of home economics could give such information.

Only 7 of the 54 girls belonged to 4-H Club at the time of the investigation, but 17 had belonged to 4-H Club one year or more. Little significance was found concerning this information.

Thirty of the girls, or approximately 56 percent reported that they planned to go to college after finishing high school; 17, or about 31 percent said they planned to be married after finishing high school; 15, or almost 28 percent listed other types of work or careers requiring less than a college education. These facts did not seem to affect the buying practices at the present time, but it is assumed that the girls' buying practices very likely would change upon graduation from high school in preparation for the career of their choice.

The intelligence quotient range of the tested sample of girls was 67 to 125 according to the California Short Form Test of Mental Maturity. The average I.Q. of the group was 94.6. Fifty percent of the girls had I.Q.'s above 96. A slight difference was found here in the answers to the question asked the students concerning brand names and informative labels. Only one person with an I.Q. below 90, or below average, said she "always" looked for brand names and informative labels and was able

to name some. The eleven other girls who gave the same answer had I.Q.'s ranging from 90 to 113. There were 6, or 50 percent, with I.Q.'s below average, in a group of 12 who answered that they "never" looked for brand names or information on labels. The latter group of lower I.Q.'s ranged from 67 to 84. The six who gave the same answer, but had higher I.Q.'s were in a range of 90 to 101 which would be considered average. Thus, it appears that a higher percentage of the girls with lower I.Q.'s "never" look for brand names or informative labels on clothing.

Twenty-one girls belonged to from 4 to 7 school and community organizations; 30 were members of from one to three organizations; and 3 girls belonged to no organizations. Of the 51 girls who were members of organizations, 26 held from one to five offices.

In answering a question asking if the girls often attended parties or other social occasions and decided what to wear without consulting their girlfriends, 2 of the 3 girls who were not members of organizations said they "never" went without consulting their girlfriends, and one said she "sometimes" did. Of the 3 who said they "always" consulted their girlfriends before choosing clothing for a social occasion, one belonged to one organization, one belonged to five, and one belonged to three and was an officer in all three. The bulk of those who belonged to several organizations and were officers in them answered that they "sometimes" went to social concerns without asking the opinions of their peers concerning clothing.

Twenty-six mothers belonged to from one to five social or civic organizations; and 9 of the mothers were officers. Twenty of the fathers belonged to from one to five organizations; and only 4 of the fathers held offices. In only one family did the father belong to

organizations when the mother did not. In 7 families, the wife belonged to organizations when the husband did not. It was found by preliminary analysis that this did not appear to affect the buying practices of the girls and their mothers.

Forty, or about 80 percent of the families owned their own homes. Of the 36 in number, or 71 percent of the families who lived on farms, only 16, or 31 percent, did any farming. The others held various jobs in the surrounding area. Five of the fathers who farmed were also employed at other jobs. Thirty-eight of the 51 fathers worked full-time; 4 worked part-time; 3 were unemployed; 4 were deceased; and 2 were divorced.

Thirty-seven of the 51 families had approximate incomes of \$6000. or below; 14 families had incomes above \$6000. The entire income range was from approximately \$2000. to \$12,400. In most of the families with the higher incomes, both the husband and the wife worked, or the husband had two jobs. Little difference was discovered in buying practices in relation to incomes of the families. An example is given in TABLE XXIX.

TABLE XXIX

THE GIRLS' MOTHERS OR OTHERS WHO CHOSE CLOTHING FOR THE TEEN-AGERS
WITHOUT THEIR HELP BY THE TOTAL GROUP AND BY GIRLS WHOSE
FAMILY INCOMES RANGED FROM \$6,200 to \$12,400

Mothers or Others Who Chose Clothing For Girls	All Girls		Girls With Higher Family Income	
	No.	Percentage	No.	Percentage
Always	1	2		
Sometimes	46	85	12	85
Never	<u>7</u>	<u>13</u>	<u>2</u>	<u>15</u>
Totals	54	100	14	100

A slight difference in the two income groups was found in the answers to a question asking if the girls thought people liked them better if they were well-dressed. Forty-six girls answered "yes;" 8 answered "no." Seven of the 8 girls who answered "no" were in the lower income bracket from \$3000 to \$6000. TABLE XXX shows how the other answers were given in the two income groups. The percentage of negative replies was greater from the lower income group than from the group as a whole and was more than twice the percentage of negative answers from the higher income group.

TABLE XXX

BELIEF AS TO OTHERS LIKING YOU BETTER IF YOU ARE WELL DRESSED
AS LISTED BY GIRLS FROM FAMILIES
WITH HIGHER AND LOWER INCOMES

Being Well Dressed Has Affect	Total Group		Lower Income Group		Higher Income Group	
	No.	Percent	No.	Percent	No.	Percent
Yes	46	85	33	82	13	93
No	<u>8</u>	<u>15</u>	<u>7</u>	<u>18</u>	<u>1</u>	<u>7</u>
Totals	54	100	40	100	14	100

Twenty-nine of the girls had from one to four brothers living at home; 28 girls had from one to five sisters living at home; and 17 girls had no brothers or sisters living at home. Twenty-eight girls had from one to three siblings at home; 7 had from 3 to 6; and 2 had 9. Only 6 girls had others besides their immediate families living with them. One of the six girls was married.

It was found in tabulating the answers to the question asking how often the girls worked outside the home for money that the 23 girls who

said they "never" worked outside the home were from families with 5 children or less. Seven had no brothers or sisters. Many of the girls from the larger families worked for part of their clothing money.

Thirty-nine, or about 72 percent, of the girls lived on farms; 15, or about 28 percent, lived in Wyandotte, which is a small town with a population of 242.¹

There is one "notions" store in Wyandotte and two grocery stores, all of which stock a very limited supply of materials for sewing and small ready-to-wear items such as panties, hose, socks, and other small pieces of clothing. The nearest towns or cities where students may buy larger ready-to-wear articles are Seneca, Missouri, which is about 7 miles from Wyandotte; and Miami, Oklahoma, which is 16 miles from Wyandotte. This limits the amount of shopping which the girls might do alone, or with their girlfriends since the daughter's parents usually furnish the transportation on shopping ventures.

Geographic location seemed to have more of a bearing on buying practices with this sample than did the educational and socio-economic background. There was not enough dissimilarity among the families to make many noticeable differences among the buying practices of the girls.

¹U.S. Bureau of the Census, United States Census of Population: 1950, Vol. I, Number of Inhabitants, Chapter 36: Oklahoma, U.S. Government Printing Office, (Washington, D. C., 1951).

CHAPTER V

SUMMARY AND CONCLUSIONS

Questionnaires were given to a group of 54 eleventh and twelfth grade girls in order to determine some of the influences of their clothing buying practices; to learn the extent of their clothing purchases; to discover the sources of their clothing money; to find the difficulties which they have in buying clothing; and to detect the relationship of their buying practices to their educational, and socioeconomic backgrounds.

The girls' mothers were interviewed individually, and an interview form was filled in concerning the parents' educational and socioeconomic backgrounds; the mothers' clothing buying practices in relation to their daughters' clothes; and their opinions of the clothing buying practices of their daughters.

In this study, the teen-agers' mothers were discovered to be the most influential persons in their daughters' buying practices. Forty-nine of the 54 girls designated their mothers as persons whose opinions the daughters considered most important when they were choosing clothing for themselves. Eighteen girls also mentioned their girlfriends' opinions as being important, and 14 said they valued their older sister's opinions of clothing choices. Boyfriends, fathers, younger sisters, and older brothers were also named by some of the girls.

The teen-age girls' buying practices were also influenced by sources

other than their families and friends. Twenty of the girls had purchased clothing from catalogs in the past year. Thirty-five said they read fashion magazines regularly, 24 girls regularly read fashion advertisements in newspapers, 53 said they enjoyed window shopping for clothing, and 44 said they liked some of the clothing that they had seen actresses wear in television and the movies.

The sources other than direct human beings from which the girls gained information for choosing clothing styles were listed in this order: fashion magazines, home economics classes, other magazines, newspapers, television, radio, self-experimentation, pattern books, catalogs, and store displays.

Forty-two girls said they looked for brand names and informative labels. Only 7 of the girls could not remember any brand names or information found on labels after saying they looked for them.

The girls and their mothers agreed quite closely on the important points to consider when buying a dress. The only great variance being that more daughters than mothers were concerned that the dress was washable, colorfast, pre-shrunk, and needed little ironing.

All, except 2, of the group of girls had purchased some major articles of clothing alone. Only 3.7 percent of the teen-agers stated that they rarely shopped alone. The percentage of girls who were at least buying part of their wardrobe as they shopped alone was 96.3. Fifty of the 54 girls said their mother was the person who usually helped them choose their clothes. Thirty-five of the 51 mothers stated that they would rather buy dresses, coats, skirts, and sweaters for their daughters when the girls are with them, than to buy clothing for the daughters when alone.

Forty-six of the girls said they purchased the most clothing in the fall before the beginning of school. Ninety-one percent said they began choosing some of their own clothes at the ages of 12, 13, and 14. Fifty-five percent of the mothers suggested these ages as the time when girls should begin buying some of their clothing. The types of clothing which the mothers thought girls should begin buying alone closely coincided with the clothing which the daughters said they first began buying alone. Undergarments and socks were the types of clothing named by 34 mothers and 34 daughters, and were the highest on the list of clothing for beginners to buy.

Three-hundred and fifteen items of clothing had been received as gifts by 53 girls, indicating that clothing chosen by others forms a sizeable part of the individual girl's wardrobe.

Twenty-five girls said they liked to both buy ready-to-wear dresses and patterns and materials to sew. Nineteen said they would rather only buy ready-to-wear dresses, and 10 said they would rather buy patterns and materials to sew. Nineteen mothers said they would rather buy their daughter's clothes ready-made, and 32 mothers said they would rather make them.

The girls had various sources of clothing money. Only 11 received a regular allowance, and only 7 who received an allowance spent all or part of it for clothing. Fifty of the girls were given money other than a regular allowance by their parents or others to spend for their clothes.

Thirty-one of the 54 girls worked for part of their spending money. However, 5 of those who worked stated that none of their own money was spent for their garments.

Fifty-three girls said they had some difficulties in buying clothing. In listing these, cost of clothing was rated highest, with the availability of sizes, styles, quantity, quality, colors and line rated in that order. Only one girl said she had no difficulty in buying clothing.

More of the girls had difficulty in buying dresses than in buying any other garment. The mothers listed coats and better dresses as garments which they thought their daughters needed help in selecting. Twenty-nine of the mothers also said that they and their daughters were most likely to have difficulty in purchasing dresses more than any other garment. The reasons given most for this difficulty were the sizes available, styles available, and the cost of the dresses.

Sixty-five percent of the girls stated that they had figure variations which made it difficult to purchase clothing that fitted well.

That the salesclerk is an influential person in the decisions made by teen-age shoppers is indicated by 6 of the girls who stated that salesclerks were "always" helpful to them, and 47 who said the salesclerks were "sometimes" helpful. Only one girl said salesclerks were "never" helpful.

Only slight differences were found in the buying practices of the sample group in regard to the variation in educational and socioeconomic backgrounds of the parents and the girls.

Sixty percent of the mothers with some college education suggested ages of 14, 15, and 16 as ages for girls to start shopping alone as compared to 55 percent of the total group of the mothers' answers.

Sixty percent of the girls with 4 years or more home economics gave the information which could be found on labels; while only 30

percent of the girls with less than 3 years of home economics could give such information.

A small difference in the two income groups was found in the answers to a question asking if the girls thought people liked them better if they were well-dressed. Seven of the 8 girls who answered "no" were in the lower income bracket from \$3000 to \$6000.

Seventy-two percent of the girls lived on farms, but the town of Wyandotte is basically a rural area with no stores which sell major articles of clothing, and no differences were discovered in the buying practices of the girls who lived on farms and those who lived in town. Geographic location could have made the buying practices more similar in this sample group than would have been the case elsewhere. Because there was not enough difference in the types of work done by the parents, or enough difference in the social backgrounds of the parents and the girls, little variation which could be related to those factors was discovered in the buying practices.

More research is needed in the area of clothing buying in order to erase some of the difficulties which clothing customers have. This investigation covered only a small rural area and possibly would show a difference in buying practices if it were compared with the buying practices of teen-agers in an urban area. Buying practices very likely differ according to the areas in which people live, and if more research were done to bring out those differences, the people living in the areas could be helped to gain greater satisfactions in purchasing clothing.

The investigator believes that only by learning the influences of the buying practices of people of different ages and socio-economic

backgrounds, can one help others to improve their methods of buying. Information gained in this manner can be used to teach more meaningful courses in consumer education and clothing for both high school students and adults in the community. It indicates a need for further education of the teen-age student and her mother in the areas of purchasing clothing and building good buying practices. Research of this kind can discover problems which young people have in buying clothing, and may serve as a basis for developing a more useful course of study for girls in homemaking classes. It could also be of use to parents and retailers who are interested in helping train young people to become wise shoppers.

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APPENDIX

STUDENT QUESTIONNAIRE

1. Name _____
2. Address _____
3. Age _____
4. Grade in school _____
5. Height _____
6. Weight _____
7. Are you now enrolled in home economics?
 _____ a. Yes
 _____ b. No
8. How many years of home economics have you had?
 _____ a. Junior high school
 _____ b. High School
 _____ c. None
9. Do you belong to 4-H Club?
 _____ a. Yes
 _____ b. No
10. How many years have you been in 4-H Club?
11. What do you plan to do after finishing high school?
 _____ a. College
 _____ b. Marriage
 _____ c. Other: (list)
12. What are the ages of the brothers living in your home at present?
13. What are the ages of the sisters living in your home at present?
14. Are there others besides your parents, brothers, and sisters who live in your home at the present time?
 _____ a. Yes
 _____ b. No
 _____ c. If yes, who are they?
 _____ grandmother
 _____ grandfather
 _____ aunt
 _____ uncle
 _____ Others: (list)

15. To what organizations do you belong? What offices do you hold?

<u>Organizations</u>	<u>Offices held</u>
<input type="checkbox"/> a. FHA	<input type="checkbox"/>
<input type="checkbox"/> b. 4-H Club	<input type="checkbox"/>
<input type="checkbox"/> c. Pep Club	<input type="checkbox"/>
<input type="checkbox"/> d. School Paper Staff	<input type="checkbox"/>
<input type="checkbox"/> e. Band	<input type="checkbox"/>
<input type="checkbox"/> f. Glee Club	<input type="checkbox"/>
<input type="checkbox"/> g. Church Youth Organizations: (list)	<input type="checkbox"/>
<input type="checkbox"/> h. Others: (list)	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

16. Does your mother or anyone else choose clothing for you without your help?

- ☐ a. Always
- ☐ b. Sometimes
- ☐ c. Never
- ☐ d. If someone besides your mother, whom?

17. What types of clothing does your mother or someone else usually choose for you?

18. Do you enjoy wearing clothing which your mother or anyone else chooses for you?

- ☐ a. Always
- ☐ b. Sometimes
- ☐ c. Never
- ☐ d. If never, why not?

19. Whose opinions do you consider most important when choosing clothing for yourself?

- ☐ a. Mother
- ☐ b. Father
- ☐ c. Older sister
- ☐ d. Younger sister
- ☐ e. Older brother
- ☐ f. Younger brother
- ☐ g. Girlfriends
- ☐ h. Boyfriends
- ☐ i. Others: (list)

20. Do you enjoy wearing clothing that (are) similar to those worn by other girls in your school?

- ☐ a. Always
- ☐ b. Sometimes
- ☐ c. Never

21. Do you enjoy wearing clothes which are different from those worn by your girlfriends?
☐ a. Always
☐ b. Sometimes
☐ c. Never
22. Do you enjoy buying clothes that are similar to those worn by other girls in your school?
☐ a. Always
☐ b. Sometimes
☐ c. Never
23. Do you enjoy buying clothes that are different from those worn by your girlfriends?
☐ a. Always
☐ b. Sometimes
☐ c. Never
24. Do you think that others will like you better if you are well-dressed?
☐ a. Yes
☐ b. No
25. Do you enjoy exchanging clothing with your friends in order to have more variety in what you are wearing?
☐ a. Always
☐ b. Sometimes
☐ c. Never
26. Do you enjoy seeing other girls wear dresses similar to yours?
☐ a. Always
☐ b. Sometimes
☐ c. Never
27. What comments do you like to hear from others about your clothes?
28. Do you like to loan your clothes to your girlfriends?
☐ a. Always
☐ b. Sometimes
☐ c. Never
29. Do you often go to parties or other social occasions and decide what to wear without consulting your girlfriends?
☐ a. Always
☐ b. Sometimes
☐ c. Never
30. Have you purchased clothing from a catalog this year?
☐ a. Yes
☐ b. No
☐ c. If yes, what articles of clothing?
☐ d. Which catalog?

31. ✓ What fashion magazines do you read regularly?
 _____ a. Seventeen _____ d. American Girl
 _____ b. Mademoiselle _____ e. Vogue
 _____ c. Glamour _____ f. None
 _____ g. Others: (list)
32. ✓ Do you like to read the articles in fashion magazines or would you rather just look at the pictures and advertisements?
 _____ a. Read articles
 _____ b. Look at pictures and advertisements
 _____ c. Both
 _____ d. Neither
33. Have you purchased any clothing which you saw advertised in fashion magazines recently?
 _____ a. Yes
 _____ b. No
 _____ c. If yes, what articles of clothing?
 d. Which magazine or magazines?
34. Do you regularly read or look at fashion advertisements in newspapers?
 _____ a. Yes
 _____ b. No
 _____ c. If yes, what newspapers?
35. Have you purchased any clothing which you saw advertised in a newspaper this year?
 _____ a. Yes
 _____ b. No
 _____ c. If yes, what articles of clothing?
 d. Which newspaper?
36. Do you enjoy window shopping for clothing?
 _____ a. Always
 _____ b. Sometimes
 _____ c. Never
37. Do you often purchase clothing shown in window displays?
 _____ a. Always
 _____ b. Sometimes
 _____ c. Never
38. What specific fashion commercials or fashion shows do you remember seeing on television or hearing on the radio recently?
 a. Television:
 b. Radio:
 c. Haven't seen or heard any_____.

39. Would you want to buy clothes which resemble those worn by actresses on television or in the movies?

- ☐ a. Always
☐ b. Sometimes
☐ c. Never
☐ d. Explain your answer:

40. Do you enjoy buying clothing which you think boys like?

- ☐ a. Always
☐ b. Sometimes
☐ c. Never

41. Do you dress more carefully when a boy near your age is visiting in your home?

- ☐ a. Always
☐ b. Sometimes
☐ c. Never

42. What kinds of clothes do you think boys like for girls to wear for Sunday clothes?

43. What kinds of clothes do you think boys like for girls to wear for school clothes?

44. From whom do you get information to help you choose the right styles of clothing?

- ☐ a. Mother
☐ b. Father
☐ c. Sister
☐ d. Brother
☐ e. Girlfriend
☐ f. Boyfriend
☐ g. Salespeople
☐ h. Others: (list)

45. From what sources do you get information to help you choose the right styles of clothing?

- ☐ a. Fashion magazines
☐ b. Other magazines
☐ c. Television
☐ d. Home Economics class
☐ e. Newspapers
☐ f. Radio
☐ g. Others: (list)

46. Do you look for brand names or informative labels in clothes?

- ☐ a. Always
☐ b. Sometimes
☐ c. Never
☐ d. If so, list brand names and information which you like to find on the clothes you buy.

Brand Names

Informative label

Example: (Raindeers)

(Waterproof)

47. If you had \$10. with which to buy sweaters would you rather buy one expensive sweater, or two less expensive sweaters? Explain your answer:
48. List some points which you think are most important to consider when buying a dress:
49. Which of your clothes do you usually buy while shopping alone?
- | | |
|--|---|
| <input type="checkbox"/> a. Sweaters | <input type="checkbox"/> g. Undergarments |
| <input type="checkbox"/> b. Slim jims | <input type="checkbox"/> h. Socks |
| <input type="checkbox"/> c. Material | <input type="checkbox"/> i. Blouses |
| <input type="checkbox"/> d. Dresses | <input type="checkbox"/> j. Shorts |
| <input type="checkbox"/> e. Shoes | <input type="checkbox"/> k. All |
| <input type="checkbox"/> f. Skirts | <input type="checkbox"/> l. None |
| <input type="checkbox"/> m. Others: (list) | |
50. Which of your clothes does your mother usually help you choose?
- | | |
|--|---|
| <input type="checkbox"/> a. Skirts | <input type="checkbox"/> h. Suits |
| <input type="checkbox"/> b. Coats | <input type="checkbox"/> i. Shoes |
| <input type="checkbox"/> c. Undergarments | <input type="checkbox"/> j. Formals |
| <input type="checkbox"/> d. Blouses | <input type="checkbox"/> k. Hats |
| <input type="checkbox"/> e. All dresses | <input type="checkbox"/> l. Bathing Suits |
| <input type="checkbox"/> f. Sweaters | <input type="checkbox"/> m. All |
| <input type="checkbox"/> g. Party dresses | <input type="checkbox"/> n. None |
| <input type="checkbox"/> o. Others: (list) | |
51. Who usually helps you choose your clothes?
- | | |
|--|--|
| <input type="checkbox"/> a. Mother | <input type="checkbox"/> d. Brother |
| <input type="checkbox"/> b. Father | <input type="checkbox"/> e. Girlfriend |
| <input type="checkbox"/> c. Sister | <input type="checkbox"/> f. Boyfriend |
| <input type="checkbox"/> g. Others: (list) | |
52. At what times in the year do you buy the most clothing?
- | |
|--|
| <input type="checkbox"/> a. Spring (near Easter) |
| <input type="checkbox"/> b. Early summer |
| <input type="checkbox"/> c. Fall (at beginning of school year) |
| <input type="checkbox"/> d. Winter (near Christmas) |
53. At approximately what age were you first allowed to buy any of your clothing alone?
54. What clothing were you first allowed to purchase alone?
55. Do you enjoy shopping for clothing alone?
- | |
|---------------------------------------|
| <input type="checkbox"/> a. Always |
| <input type="checkbox"/> b. Sometimes |
| <input type="checkbox"/> c. Never |

56. List types of clothing which have been given to you as gifts during the past year:

<input type="checkbox"/> a. Sweaters	<input type="checkbox"/> i. Formals
<input type="checkbox"/> b. Skirts	<input type="checkbox"/> j. Jackets
<input type="checkbox"/> c. Blouses	<input type="checkbox"/> k. Collars or accessories
<input type="checkbox"/> d. Dresses	<input type="checkbox"/> l. Suits
<input type="checkbox"/> e. Coats	<input type="checkbox"/> m. Shorts
<input type="checkbox"/> f. Undergarments	<input type="checkbox"/> n. Shoes
<input type="checkbox"/> g. Socks	<input type="checkbox"/> o. Dusters or robes
<input type="checkbox"/> h. Slim jims or slacks	<input type="checkbox"/> p. Pajamas
<input type="checkbox"/> q. None	
<input type="checkbox"/> r. Others: (list)	

57. Which would you rather buy, ready-to-wear dresses, or patterns and materials to sew?

☐ a. Ready-to-wear dresses
☐ b. Patterns and material to sew
☐ c. Both
☐ d. Explain your answer:

58. Do you think it is necessary to make wardrobe plans before purchasing clothing?

☐ a. Always
☐ b. Sometimes
☐ c. Never
☐ d. Explain your answer:

59. Do you receive a regular allowance from your parents or anyone else?

☐ a. Yes
☐ b. No
☐ c. If someone else, whom?

60. If you do receive a regular allowance, approximately how much of it do you spend for clothes?

<input type="checkbox"/> a. All	<input type="checkbox"/> c. 50%	<input type="checkbox"/> e. None
<input type="checkbox"/> b. 75%	<input type="checkbox"/> d. 25%	<input type="checkbox"/> f. Other: (list)

61. Does your mother or father or anyone else give you money other than a regular allowance to spend for clothes?

☐ a. Always
☐ b. Sometimes
☐ c. Never
☐ d. Regularly
☐ e. Occasionally
☐ f. If someone else, whom?

62. How often do you work outside your home for money?

☐ a. Daily
☐ b. Weekly
☐ c. Occasionally
☐ d. Never

63. Approximately how much of the money which you earn is spent on your own clothing?
- | | | |
|---------------------------------|---------------------------------|--|
| <input type="checkbox"/> a. All | <input type="checkbox"/> c. 50% | <input type="checkbox"/> e. None |
| <input type="checkbox"/> b. 75% | <input type="checkbox"/> d. 25% | <input type="checkbox"/> f. Other:
(list) |
64. Approximately how much of your clothing can you buy with the money which you earn?
- | | | |
|---------------------------------|---------------------------------|--|
| <input type="checkbox"/> a. All | <input type="checkbox"/> c. 50% | <input type="checkbox"/> e. None |
| <input type="checkbox"/> b. 75% | <input type="checkbox"/> d. 25% | <input type="checkbox"/> f. Other:
(list) |
65. Does your mother or someone else go with you when you are shopping for clothes and pay for the clothing which you choose together?
- ☐ a. Always
- ☐ b. Sometimes
- ☐ c. Never
- ☐ d. If someone else, whom?
66. When you have earned your own money, does your mother, or anyone else help you shop for clothes?
- ☐ a. Always
- ☐ b. Sometimes
- ☐ c. Never
- ☐ d. If someone else besides your mother, whom?
67. What kind of work do you do outside your home to earn money?
- | | |
|--|---|
| <input type="checkbox"/> a. Housekeeping | <input type="checkbox"/> e. Salesgirl |
| <input type="checkbox"/> b. Babysitting | <input type="checkbox"/> f. Cashier |
| <input type="checkbox"/> c. Waitress | <input type="checkbox"/> g. None |
| <input type="checkbox"/> d. Ironing | <input type="checkbox"/> h. Other: (list) |
68. Approximately how much money do you earn in a month?
69. Which of the following give you difficulty when you are shopping for clothes?
- | | |
|--|--------------------------------------|
| <input type="checkbox"/> a. Cost | <input type="checkbox"/> f. Quality |
| <input type="checkbox"/> b. Styles | <input type="checkbox"/> g. Quantity |
| <input type="checkbox"/> c. Color | <input type="checkbox"/> h. Size |
| <input type="checkbox"/> d. Line | <input type="checkbox"/> i. All |
| <input type="checkbox"/> e. Fabric | <input type="checkbox"/> j. None |
| <input type="checkbox"/> k. Others: (list) | |
70. Do you have difficulty in buying clothes which fit in with the rest of your wardrobe which you already have?
- ☐ a. Always
- ☐ b. Sometimes
- ☐ c. Never
- ☐ d. If so, why?
71. Which types of clothing do you have the most difficulty in buying? Explain your answer:

72. Do you have figure problems that make it difficult to buy clothes that fit well?
- ☐ a. Yes
 - ☐ b. No
 - ☐ c. If yes, what are they?
73. Do you have difficulty in pleasing your mother with clothing which you choose by yourself?
- ☐ a. Always
 - ☐ b. Sometimes
 - ☐ d. Never
74. Do you find that salesclerks are helpful when you are shopping for clothing?
- ☐ a. Always
 - ☐ b. Sometimes
 - ☐ c. Never
 - ☐ d. If so, how are they helpful?

MOTHER'S INTERVIEW

Name _____

1. Have you taken home economics in school at any time?
 - _____ a. Junior high school
 - _____ b. High school
 - _____ c. College
 - _____ d. No
2. Have you ever belonged to 4-H Club?
 - _____ a. Yes
 - _____ b. No
 - _____ c. If yes, how many years?
3. How much schooling have you had?
 - _____ a. Grade school (1 through 6)
 - _____ b. Junior high school (7 through 9)
 - _____ c. High school (10 through 12)
 - _____ d. Junior college
 - _____ e. Completed 4 years of college
 - _____ f. Graduate work
4. How much schooling has your husband had?
 - _____ a. Grade school (1 through 6)
 - _____ b. Junior high school (7 through 9)
 - _____ c. High school (10 through 12)
 - _____ d. Junior college
 - _____ e. Completed 4 years of college
 - _____ f. Graduate work
5. Do you live on a farm?
 - _____ a. Yes
 - _____ b. No
6. Do you live in town?
 - _____ a. Yes
 - _____ b. No
7. Do you rent or own your home or farm?
 - _____ a. rent
 - _____ b. own
8. If you live on a farm, what type of farming is done?
 - _____ a. diversified
 - _____ b. poultry
 - _____ c. beef cattle
 - _____ d. dairy cattle
 - _____ e. hogs
 - _____ f. grain
 - _____ g. No farming at all
 - _____ h. Others: (list)

9. What acreage is your farm?
10. What is your occupation?
- ☐ a. Homemaker
 - ☐ b. Other: (list) _____
 - ☐ c. Place of employment _____
 - ☐ d. Title of your job _____
 - ☐ e. Full-time work
 - ☐ f. Part-time work
11. What is your husband's occupation?
- ☐ a. Farmer
 - ☐ b. Other: (list) _____
 - ☐ c. Place of employment _____
 - ☐ d. Title of job _____
 - ☐ e. Full-time work
 - ☐ f. Part-time work
 - ☐ g. Unemployed
 - ☐ h. Retired
12. To what social and civic organizations do you belong? Do you hold any offices in these organizations?

<u>Organizations</u>	<u>Offices held</u>
<input type="checkbox"/> a. Home Demonstration Club	_____
<input type="checkbox"/> b. Church Organizations: (list)	_____
_____	_____
<input type="checkbox"/> c. PTA	_____
<input type="checkbox"/> d. Lodges and fraternal organizations: (list)	_____
_____	_____
<input type="checkbox"/> e. Social Clubs: (list)	_____
_____	_____
<input type="checkbox"/> f. Others: (list)	_____
_____	_____
_____	_____

13. To what civic and social organizations does your husband belong?

<u>Organization</u>	<u>Offices held</u>
<input type="checkbox"/> a. Farm Bureau	_____
<input type="checkbox"/> b. Church Organizations: (list)	_____
_____	_____
<input type="checkbox"/> c. Lodges and fraternal organizations: (list)	_____
_____	_____
_____	_____

21. Do you think that the money spent for your daughter's girlfriend's clothes is about what it should be, is more, or is less than it should be in relation to what is spent for clothing for other members of her family?
- ☐ a. About what it should be
 - ☐ b. More than it should be
 - ☐ c. Less than it should be
 - ☐ d. Do not know
22. Do you think it is necessary to plan a complete wardrobe with your daughter before either of you purchase major articles of clothing?
- ☐ a. Always
 - ☐ b. Sometimes
 - ☐ c. Never
23. Do you and your daughter have trouble finding what you believe is suitable clothing for her?
- ☐ a. Always
 - ☐ b. Sometimes
 - ☐ c. Never
24. Which particular articles of clothing are you and your daughter more likely to have difficulty in buying?
25. Can you explain why you have this difficulty? Is it due to cost of clothing, sizes available, styles available, colors available, lack of quality, or lack of quantity?
26. Are you pleased with the way your daughter's ready-made garments fit?
- ☐ a. Always
 - ☐ b. Sometimes
 - ☐ c. Never
27. Do you think that girls your daughter's age want too many clothes?
- ☐ a. Always
 - ☐ b. Sometimes
 - ☐ c. Never
28. Would you rather make most of your daughter's clothes, buy them, or let her make them?
- ☐ a. make them
 - ☐ b. buy them
 - ☐ c. let her make them
29. Do the ready-made clothes which your daughter has generally wear well?
- ☐ a. Yes
 - ☐ b. No
 - ☐ c. If no, in what way don't they wear well?
30. What do you think is important to consider when buying a dress for your daughter or helping her to buy one?

31. What fitting problems do you or your daughter have in buying ready-made garments for her?

PILOT STUDYSTUDENT QUESTIONNAIRE

1. Name Miami High School Home Economics Students (21)
2. Address 17 lived in town -- 4 lived in rural area
3. Age 11 were 16 years old; 8 were 17 years old; 2 were 18 years old
4. Grade in school 17 were in the eleventh grade; 4 were in the twelfth
5. Height 5 feet to 5 feet and 11 inches
6. Weight 90 pounds to 190 pounds
7. Are you now enrolled in home economics?
21 a. Yes
 b. No
8. How many years of home economics have you had?
 a. Junior high school
 b. High school (From 3 to 5 years)
 c. None
9. Do you belong to 4-H Club?
1 a. Yes
20 b. No
10. How many years have you been in 4-H Club?
1 year for the one who answered "yes" in No. 9.
11. What do you plan to do after finishing school?
7 a. College
11 b. Marriage
3 c. Other: (list) (work)
12. What are the ages of the brothers living in your home at present?
6 had none; 8 had 1 brother; 5 had 2 brothers;
1 had 4 brothers; and 1 had 5 brothers
13. What are the ages of the sisters living in your home at present?
13 had none; 6 had 1 sister; 2 had 2 sisters.
14. Are there others besides your parents, brothers, and sisters who live in your home at the present time?
4 a. Yes
17 b. No
c. If yes, who are they?
3 grandmother 1 aunt
 grandfather uncle
 Others: (list)

15. To what organizations do you belong? What offices do you hold?

<u>Organizations</u>	<u>Offices held</u>
<u>6</u> a. FHA	<u>4</u>
<u> </u> b. 4-H Club	<u> </u>
<u>3</u> c. Pep Club	<u> </u>
<u> </u> d. School Paper Staff	<u> </u>
<u> </u> e. Band	<u> </u>
<u>1</u> f. Glee Club	<u> </u>
<u>8</u> g. Church Youth Organizations: (list)	<u> </u>
<u> </u>	<u> </u>
<u>3</u> h. Others: (list)	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>

16. Does your mother or anyone else choose clothing for you without your help?

- a. Always
15 b. Sometimes
6 c. Never
 d. If someone besides your mother, whom? Older sister

17. What types of clothing does your mother or someone else usually choose for you without your help?

- 5 a. Underclothes
8 b. All kinds
2 c. Blouses
4 d. Skirts
1 e. Sportswear
3 f. Shoes
3 g. Dresses
2 h. Schoolclothes
 i. None

18. Do you enjoy wearing clothing which your mother or anyone else chooses for you without your help?

- 1 a. Always
20 b. Sometimes
 c. Never
 d. If never, why not?

19. Whose opinions do you consider when choosing clothing for yourself?

- 17 a. Mother
4 b. Father
5 c. Older sister
1 d. Younger sister
3 e. Older brother
 f. Younger brother
6 g. Girlfriends
3 h. Boyfriends
 i. Others: (list)

20. Do you enjoy wearing clothing similar to that worn by other girls in your school?
 a. Always
19 b. Sometimes
 2 c. Never
21. Do you enjoy buying clothes which are different from those worn by your girlfriends?
 2 a. Always
18 b. Sometimes
 1 c. Never
22. Do you think that others will like you better if you are well-dressed?
17 a. Yes
 4 b. No
23. Do you enjoy exchanging clothing with your friends in order to have more variety in what you are wearing?
 1 a. Always
12 b. Sometimes
 8 c. Never
24. Do you enjoy seeing other girls wear dresses similar to yours?
11 a. Always
16 b. Sometimes
 4 c. Never
25. What comments do you like to hear from others about your clothes?
 3 a. They suit my personality and are well-chosen.
11 b. They look nice on me.
10 c. They are pretty.
 4 d. The color is becoming.
 3 e. It fits well.
 1 f. The style is becoming.
 3 g. They look neat.
 3 h. Their honest opinion---good or bad
26. Do you like to loan your clothes to your girlfriends?
 a. Always
16 b. Sometimes
 5 c. Never
27. Do you go to parties or other occasions and decide what to wear without consulting your girlfriends?
 a. Always
14 b. Sometimes
 7 c. Never

28. Have you purchased clothing from a catalog this year?

9 a. Yes

2 b. No

c. If yes, what articles of clothing? Sweat shirts, skirts, blouses, slim jims, pajamas, sweaters, dresses, shoes, material, duster, slips.

d. Which catalog?

Sears and Roebuck; Montgomery Wards; Aldens; National Bellas Hess.

29. What fashion magazines do you read regularly?

18 a. Seventeen

2 b. Mademoiselle

2 c. Glamour

3 d. American Girl

7 e. Vogue

2 f. None

 g. Others: (list)

Ingenua

Tall

30. Do you like to read the articles in fashion magazines or would you rather just look at the pictures?

 a. Read articles

2 b. Look at pictures

19 c. Both

 d. Neither

31. Have you purchased any clothing which you saw advertised in fashion magazines recently?

2 a. Yes

19 b. No

c. If yes, what articles of clothing?
sweater sets; dress

d. Which magazine?

Tall; Seventeen

32. Do you regularly read or look at fashion advertisements in newspapers?

10 a. Yes

11 b. No

c. If yes, what newspapers?

Miami News Record

Joplin Globe

Tulsa World

Tulsa Tribune

Columbus Daily Advocate

Oklahoma City Times

33. Have you purchased any clothing which you saw advertised in a newspaper this year?

4 a. Yes

17 b. No

c. If yes, what articles of clothing?

School clothes, skirts, blouses, sweaters, undergarments, coat, material, shoes, formal.

d. Which newspaper?

Miami Daily News Record

34. Do you enjoy window shopping for clothing?

- 12 a. Always
8 b. Sometimes
1 c. Never

35. Do you often purchase clothing shown in window displays?

- a. Always
17 b. Sometimes
4 c. Never

36. What specific fashion commercials or fashion shows do you remember seeing on television or hearing on the radio recently?

- a. Television: Revlon Fashions From Paris - 3
 Garry Moore Show - 2
 Queen For A Day - 2
 Playtex Commercials - 2

b. Radio: Local Clothing Store Commercials - 2

c. Haven't seen or heard any 10.

37. Would you want to buy clothes which resemble those worn by actresses on television or in the movies?

- 1 a. Always
19 b. Sometimes
1 c. Never

d. Explain your answer:

- 9 (a) Some I like, others I don't.
3 (b) Most are too old and too expensive for me, but I like some of them.
2 (c) Some are too unreasonable.
4 (d) If the actress is young, I usually like the clothes.
1 (e) I don't like to copy.
1 (f) I like the simple ones, but not the flashy ones.
1 (g) I like some of the party dresses and school fashions.

38. Do you enjoy buying clothing which you think boys like?

- 9 a. Always
12 b. Sometimes
 c. Never

39. Do you dress more carefully when a boy near your age is visiting in your home?

- 13 a. Always
7 b. Sometimes
1 c. Never

40. What kinds of clothes do you think boys like for girls to wear for Sunday clothes?
- 2 a. Dressy, but not extreme.
 - 2 b. Cheerful, not too dressy.
 - 1 c. Neat, different from everyday clothes.
 - 1 d. Simple, but pretty.
 - 15 e. A nice dress, or suit and heels.
41. What kinds of clothes do you think boys like for girls to wear for school clothes?
- 2 a. Not too plain, and not too dressy, but in style.
 - 1 b. Simple--nothing fancy, just a nice dress.
 - 1 c. Neat, light colors--skirts and sweaters, or a simple dress.
 - 6 d. Not dresses--skirts, sweaters, loafers and socks.
 - 1 e. Blouses, sweaters, skirts, or slacks.
 - 10 f. Dresses, skirts, blouses, and flats in summer.
42. Do you consider what all of your teachers think about your clothes when buying clothing for yourself, or do you consider only what you have been taught in home economics classes?
- a. all teachers
 - 12 b. home economics classes
 - 7 c. both
 - 2 d. Never consider either one.
43. From what sources do you get information to help you choose the right styles of clothing?
- | | |
|--------------------------------|-----------------------------------|
| <u>16</u> a. Mother | <u>8</u> h. Boyfriend |
| <u> </u> b. Father | <u>10</u> i. Salespeople |
| <u>4</u> c. Sister | <u>15</u> j. Home Economics Class |
| <u>2</u> d. Brother | <u>2</u> k. Other magazines |
| <u>14</u> e. Fashion Magazines | <u>2</u> l. Newspapers |
| <u>3</u> f. Television | <u>1</u> m. Radio |
| <u>11</u> g. Girlfriend | <u> </u> n. Others: (list) |
44. Do you look for brand names or informative labels in clothes?
- 6 a. Always
 - 13 b. Sometimes
 - 2 c. Never
 - d. If so, list the ones which you like to find:

Brand NamesInformative label

Example: (Raindeers)

(Waterproof)

Candy, Jr.
Bonnie Togs
Carole King
Bobby Brooks
Judy Ann
Thermojac
Carle'

Jantzen
Laura Lobell
Tony Todd
Darlene
Vicky Vaughn
White Stag
Rose Marie Reid

Sanitized
Colorfast
Washable
Sanforized
Drip Dry
Pre-shrunk
Fiber Content

Mr. Mort (On this question, several who said they looked for brand names and informative labels didn't name any.)

45. If you had \$10. with which to buy sweaters would you rather buy one expensive sweater, or two less expensive sweaters? Explain your answer:

10 a. More expensive for better quality.
5 b. If less expensive sweaters look good, I might buy two.
5 c. I would have more variety with two.
1 d. In expensive sweaters, you pay for the name; less expensive would be just as good and give more variety.

46. List some points which you think are most important to consider when buying a dress:

7 a. Good material
7 b. Good construction
9 c. Proper fit and size
3 d. Occasion
10 e. Price
9 f. Color
3 g. Personality
10 h. Style
1 i. Texture
2 j. Wearability
1 k. Washable
4 l. Quality
6 m. Brand Name

47. Which of your clothes do you usually buy while shopping alone?

14 a. Sweaters
8 b. Slim jims
2 c. Material
3 d. Dresses
11 e. Shoes
11 f. Skirts
10 g. Undergarments
8 h. Socks
9 i. Blouses
5 j. Shorts
2 k. All
1 l. None

48. Which of your clothes does your mother usually help you choose?

7 a. Skirts
3 b. Coats
3 c. Undergarments
3 d. Blouses
10 e. All dresses
2 f. Sweaters
6 g. Party dresses
2 h. Suits
2 i. Shoes
3 j. Formals
1 k. Hats
1 l. Bathing Suits
1 m. All
1 n. None

49. Does anyone else help you choose your clothes besides your mother?
- a. Always
 - 19 b. Sometimes
 - 2 c. Never
 - d. If so, whom? Older sisters - 3; Girlfriends - 9;
Boyfriend - 3; Brother - 1; Sister-in-law - 1.
50. At what times in the year do you buy the most clothing?
- 8 a. Spring (near Easter)
 - 4 b. Early summer
 - 21 c. Fall (at beginning of school year)
 - 1 d. Winter (near Christmas)
51. At approximately what age were you first allowed to buy any of your clothing alone? (13 or 14) - 9; (10 or 11) - 3; (14 or 15) - 3; (15 or 16) - 1; (12) - 3; (Don't remember) - 2.
52. What clothing were you first allowed to purchase alone?
- 4 a. Skirts
 - 7 b. Blouses
 - 1 c. Material
 - 1 d. Shoes
 - 10 e. Undergarments and Socks
 - 3 f. Shorts and slim-jims
 - 5 g. Dresses
53. Do you enjoy shopping for clothing alone?
- 2 a. Always
 - 17 b. Sometimes
 - 2 c. Never
54. List types of clothing which have been given to you as gifts during the past year:
- 18 a. Sweaters
 - 18 b. Skirts
 - 9 c. Blouses
 - 5 d. Dresses
 - 3 e. Coats
 - 10 f. Undergarments
 - 2 g. Socks
 - 3 h. Slim jims or slacks
 - 1 i. Formals
 - 1 j. Jackets
 - 1 k. Collars or accessories
 - 1 l. Suits
 - 1 m. Shorts
 - 1 n. Shoes
 - 1 o. Dusters or robes
 - 3 p. Pajamas

55. Which would you rather buy, ready-to-wear dresses, or patterns and materials to sew?

11 a. Ready-to-wear dresses
9 b. Patterns and materials to sew
 c. Explain your answer:
5 (a) I like to sew, and I can't buy ready-made dresses to fit.
4 (b) I don't have time to sew.
4 (c) Sewing is less expensive and home sewn clothes are better made.
1 (d) You can make it the way you want it---when buying, you can't always find what you want.
1 (e) Ready-mades usually fit better than hand-mades.
2 (f) I don't sew too well.
1 (g) Sewing makes you feel like you can accomplish something.
 (Three gave no answers.)
1 d. Both

56. Do you think it is necessary to make wardrobe plans before purchasing clothing?

8 a. Always
11 b. Sometimes
11 c. Never
 d. Explain your answer:
4 (a) You need to know what you have to go with new clothes.
2 (b) Sometimes you buy just because you like it.
3 (c) You need to plan so you'll know what you need most.
2 (d) Plan so you won't have too much of one color or style.
 (10 gave no answers.)
1 e. Don't know

57. Do you receive a regular allowance from your parents or anyone else?

8 a. Yes
13 b. No
 c. If someone else, whom?

58. If you do receive a regular allowance, approximately how much of it do you spend for clothes?

<u> </u> a. All	<u>1</u> c. 50%	<u>1</u> e. None
<u>4</u> b. 75%	<u>2</u> d. 25%	<u> </u> f. Other: (list)

59. Does your mother or father or anyone else give you money other than a regular allowance to spend for clothes?
- 5 a. Always
15 b. Sometimes
1 c. Never
 d. If someone else, whom? Sisters, Aunt, Grandmother, Grandfather
1 e. Regularly
20 f. Occasionally
60. How often do you work outside your home for money?
- 1 a. Daily
1 b. Weekly
15 c. Occasionally
4 d. Never
61. Approximately how much of the money which you earn is spent on your own clothing?
- 3 a. All 7 c. 50% 2 e. None
2 b. 75% 3 d. 25% f. Other: (list)
62. Approximately how much of your clothing can you buy with the money which you earn?
- 3 a. All 6 c. 50% 2 e. None
3 b. 75% 3 d. 25% f. Others: (list)
63. Does your mother or someone else go with you when you are shopping for clothes and pay for the clothing which you choose together?
- 1 a. Always
18 b. Sometimes
2 c. Never
 d. If someone else, whom? Older sister
64. When you have earned your own money, does your mother, or anyone else help you shop for clothes?
- a. Always
17 b. Sometimes
4 c. Never
 d. If someone else besides your mother, whom? Sisters
65. What kind of work do you do outside your home to earn money?
- 2 a. Housekeeping
13 b. Babysitting
4 c. Waitress
3 d. Ironing
1 e. Salesgirls
2 f. Cashier
3 g. None
 (Some worked at more than one job.)

66. Approximately how much money do you earn in a month?

- 4 a. \$5
3 b. \$10
4 c. \$30-\$35
1 d. \$40
2 e. \$60
2 f. \$100-\$116
2 g. Don't know

67. Which of the following give you difficulty when you are shopping for clothes?

- | | |
|-------------------------------|----------------------|
| <u>13</u> a. Cost | <u>4</u> f. Quality |
| <u>7</u> b. Styles | <u>2</u> g. Quantity |
| <u>6</u> c. Color | <u>14</u> h. Size |
| <u> </u> d. Line | <u>1</u> i. All |
| <u>4</u> e. Fabric | <u> </u> j. None |
| <u> </u> k. Others: (list) | |

68. Do you have difficulty in buying clothes which fit in with the rest of your wardrobe which you already have?

- a. Always
15 b. Sometimes
6 c. Never
 d. If so, why?
 1 (a) Colors don't go together.
 1 (b) Get too much of one color.
 (Thirteen gave no reasons.)

69. Which types of clothing do you have the most difficulty in buying? Explain your answer?

(Answers)

- 3 a. Slim jims
7 b. Skirts
11 c. Dresses
2 d. Sheath dresses
1 e. Dressy clothes
3 f. None

(Explain your answers:)

- 3 a. Everything is too long.
5 b. Too tight through the hips.
1 c. It's hard to match blouses and sweaters.
4 d. They never fit everywhere at once.
3 e. Everything is too short.
1 f. Everything is too long waisted.
2 g. Too large in the waist.
1 h. Styles don't last long.

70. Do you have figure problems that make it difficult to buy clothes that fit well?

18 a. Yes
3 b. No
c. If yes, what are they?
5 (a) I'm too short.
7 (b) Large hips
1 (c) Too long waisted
2 (d) I'm too tall.
2 (e) Too short waisted
1 (f) Too fat
1 (g) In-between size

71. Do you have difficulty in pleasing your mother with clothing which you choose by yourself?

 a. Always
14 b. Sometimes
7 c. Never

72. Do you find that salesclerks are helpful when you are shopping for clothing?

2 a. Always
18 b. Sometimes
1 c. Never
d. If so, how are they helpful?
5 (a) They tell you how a garment fits and how the color looks.
3 (b) They find the size, style, and price you want.
1 (c) They keep things back for you.
2 (d) They tell you what is in style.

VITA

Joyce Jean Waldron

Candidate for the Degree of

Master of Science

Thesis: CLOTHING BUYING PRACTICES OF ELEVENTH AND TWELFTH GRADE GIRLS
OF WYANDOTTE HIGH SCHOOL AND THE OPINIONS OF THE GIRLS AND
THEIR MOTHERS REGARDING THESE PRACTICES

Major Field: Clothing, Textiles, and Merchandising

Biographical:

Personal Data: Born near Miami, Oklahoma, September 1, 1932,
the daughter of Mr. and Mrs. Charles H. Waldron.

Education: Attended grade school and high school at Wyandotte,
Oklahoma; graduated from Wyandotte High School in 1950;
received the Associate of Arts degree at Northeastern
Oklahoma Agricultural and Mechanical Junior College in 1952;
received the Bachelor of Science degree from Oklahoma State
University, with a major in Home Economics Education, in May,
1954; completed requirements for the Master of Science degree
in May, 1961.

Professional Experience: Taught Vocational Home Economics from
1954 to 1960.