

CLOTHING PREFERENCES AND PROBLEMS EXPRESSED BY
A SELECTED GROUP OF WOMEN 65 YEARS OF AGE AND OVER

by

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B. S., Kansas State University, 1957

A THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Clothing and Textiles

KANSAS STATE UNIVERSITY
Manhattan, Kansas

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INTRODUCTION

The trend for a larger proportion of the population to reach the upper age level has been discernible in all the countries of western civilization. The increasing average age of the people of western countries has been but one consequence of a series of technological, economic, and social changes (Cowdry, 5).

In the United States from 1900 to 1955, the total population increased by 116 per cent (16). The number of people 65 years of age and over expanded 355 per cent (17). During this same period, life expectancy at birth increased approximately 22 years (Hunt, 11), raising the age level for all people to 69.2 years and the life expectancy of women 72.9 years in 1955 (Hunt, 10). In 1900 there were 1,525,080 women 65 years of age and over and, by 1959, this group had increased nearly seven million (16). These figures suggest that the number of people over 65 will continue to increase. However, Hunt (10) predicts that while the number of people over 65 will continue to increase, the percentage of people over 65 in the population will probably level off within the next twenty years.

The increasing number of women 65 years of age and over was one factor on which this study, concerned with determining preferences and problems associated with the selection of certain outer clothing, was based. With this group of our population enlarging in proportion and number, the interests and needs of older people have been increasingly more important to the total society. There has been a growing number of private and public

institutions and individuals in all fields of knowledge working to help make the declining years of life more satisfying. Through mass communication media, the housing, nutritional, medical, financial, and recreational needs of our senior citizens have been brought to the attention of the general public.

The initial interest of research workers in the aged centered on their financial and health problems, for these had a direct effect on the total society. Recently, problems relating to other phases of the lives of the aged have been receiving recognition. Work has been initiated to find solutions to problems dealing with housing, recreation, and adjustment of the senior citizens to their social world after retirement. Also more attention has been given to the study of the desires and potentials of older people (13).

The clothing problems and preferences of this age group, however, have not received the consideration given to other age levels. In discussing what people can do for themselves and others to make the ending years of life more satisfying, Dr. Micheal M. Dasco, director of physical medicine and rehabilitation at New York's Goldwater Memorial Hospital, made the comment that merchants, engineers, and designers should look upon the aging population as an influence on their professions. He cited this example:

Take the department store. Today it has a department for almost every age bracket from infants through "matrons." But how many have departments for old women? How many designers design clothes for the elderly? The old man can find suitable clothing without much trouble, but the old woman finds little that has taken her figure problems into

account, and most of what she does find is dark and dismal. She still has her pride and she wants to wear something cheerful and appropriate (13, p. 89).

With the increasing growth of the number of women who are the senior citizens of our society, it is expected that their clothing demands will have a greater bearing on the kind of clothing produced, and thought will need to be given to their clothing preferences and needs.

Therefore, the objective of this study was to identify preferences and problems associated with the selection of certain outer clothing as expressed by women 65 years of age and over found in a selected group in Manhattan, Kansas. The specific purposes of this study were: first, to identify problems encountered by women 65 years of age and over when selecting certain outer clothing; second, to study some of the satisfactions and dissatisfactions as expressed by these women in relation to ready-made winter dresses for church or social functions and work garments; third, to determine expressed satisfactions and dissatisfactions of these women toward local market offerings in certain outer clothing; fourth, to determine whether there is a relationship between clothing preferences and problems, and the social-economic status of the respondents.

REVIEW OF LITERATURE

Research in the clothing field has increased in the last 35 years, with women forming the largest group studied (Anspach, 1). Findings of certain of these studies were applicable to this research problem concerning women of 65 years of age and over.

In a study of changes in appearance of older women, Blair (3) reported that, in a sample of 361 women from 45 to 65 years of age in Georgia and surrounding states, the major changes in appearance included added weight, thickened waistline, sagging bustline, heavier upper arms, rounding shoulders, dowager's hump, double chin, less shapely legs, unattractive elbows, wrinkles, fading eyes, and gray hair. The change most often checked was that of thickened waist. Over half of the women weighed an average of 19 to 20 pounds over ideal weight for their height and bone structure as given by a life insurance ideal weight table. The older women tended to allow their weight and girth measurements to increase, thus bringing about changes in their body contours and proportions which created problems in the use of clothing that had been designed for young figures. This study indicates that, unless a figure is distorted by incorrect posture, and if women would maintain the ideal weight for age 35, they would have little trouble finding ready-to-wear clothes and patterns of satisfactory fit with no more costly alterations than those required for younger women.

In the study directed by O'Brien in the Bureau of Home Economics, 58 measurements were made of 14,698 women (20). These women varied in age from 18 to 80 years. The findings indicated that aging may bring about one or more of the following average changes in the figures of women 55 years of age or over: the waistline increases more than seven inches, abdominal extension increases more than seven inches, hips increase more than three and one-half inches, height of bust declines more than two inches,

and the height measurements decrease while the girths increase as the women grow older.

Many of the figure problems concerning elderly women usually start to appear simultaneously with the beginning of the menopause which generally occurs in most women between the ages of 45 to 50 (Cowdry, 5). Hamblin (8) noted that there was a tendency for weight to be gained as the climacteric advances.

According to Burgoon (4), all of the dermal appendages show decreased activity in old age. He also reported that a striking loss of elasticity in the aged skin, and the appearance of wrinkles, liver spots, freckles, and prominent blood vessels were some of the results of aging.

In 1953, Waldrop (17), for her study, "Certain Problems Experienced by Georgia Women in the Age Group of 45 Through 65 in Using Ready-to-Wear Coats and Suits," compiled information revealed from 169 questionnaires. Most of Waldrop's respondents recognized one or more figure changes in themselves. The greatest number of changes had occurred in women 50 through 54 years of age and in women who wore half sizes regardless of age group. More than three-fourths of the respondents who wore suits reported certain problems in buying them. More of these problems were experienced by women beyond 45 years of age than before that age. It seemed evident that the greater number of figure changes in women over 50 years of age increased the number of problems in buying suits and coats.

A half size is frequently worn by the older woman. In her study of clothing preferences of stout women in 1951, Holverson

(9) interviewed 37 women selected to represent all income groups, a variety of ages, and all sizes considered by the trade to be "stout sizes." The sizes selected were 16½ to 26½ and 38 to 52. The average age of the women in this study was 55. There was no breakdown in the number of women over 55 years of age. Holverson found that 20 of the women felt that they were able to buy ready-made dresses and suits that they enjoyed wearing and that satisfied their needs, while 17 felt they could not. The 20 who were being satisfied wore even-numbered sizes. The fabric preferred by the largest number of women for winter wear was made of rayon; wool was rated next to the lowest when cotton, linen, nylon, rayon, silk, and wool fibers were compared. The dull textured fabrics like crepe were most highly preferred. Pebbly, heavy, stiff, shiny, and embossed fabrics rated almost equally and very low on the preferred list of fabric textures. Other preferences included dark colors, with the largest number of women selecting blue. Black, green, and gray were other preferences rated in that order. Twenty-nine of the women preferred the tailored dress as their choice of design. As a result of a store survey, it was found that the fiber preferences were only partially met, but fabric, color, and texture preferences were being met satisfactorily.

The V, square, and heartshape necklines were the best liked, with V being most preferred. The women liked convertible, shawl, or no collar. Short, three-quarter, and long sleeves and gored, straight, circular, and pleated skirts were generally liked. Self trimming on dresses was preferred. The store survey indicated

that all the preferred designs were available, but the supply was not proportionate to the preference of the women. The only two items proportionately correct to the stated preferences were the necklines and type of dress trim.

In Edaburn's (7) study, "Functional House Dress," 34 of the 127 women completing interviews were over 50 years of age. The age range was from under 30 to over 50 years. The findings of this study indicated that the typical desired house dress would be a garment which would be suitable for shopping as well as for meetings and for entertaining friends. It would have an attractive style, a low open neckline, simple collar, elbow length sleeves, and a gored skirt. Nearly twice as many of the women preferred an attractive style to one which was less attractive but easier to launder.

"Women 60 years old and over have an interest in dress that extends beyond the functional use of clothing," was Ebeling's (6) conclusion in her study, "Some Aspects of the Personal and Social Function of Clothing for the Older Woman." Ebeling reported that buying articles of clothing often had the psychological effect of making the women feel happier. When deciding which dress to purchase, the design and fit were more important to the women than the price or ease of care. All of the women in each income level wished they had more to spend on clothes. This desire tended to increase with a decrease in income. The purchasing of articles of clothing as a means to "cheer up" appeared to be strong in the higher income group. Ebeling also reported that there was a tendency for the interest in clothing

to decline with age. More women 60 to 74 years of age had a stronger interest in clothes than did women 75 years of age and over.

Twenty-seven per cent of the women in a study concerning medium-priced daytime dresses for women 50 and over were 65 and older (Sproul, 15). For their dresses, the women who participated in the study most frequently chose navy, medium blue, black, and brown colors, respectively, with sleeve lengths just above or just below the elbow, short V neckline, and front opening buttoned to the waistline with an underarm closing. The indicated preferences for sleeve lengths were particularly interesting. Before 55 years of age, the choice was equally divided between sleeves above the elbow and those below the elbow. After 55 years of age, there was an increasing preference for sleeves below the elbow. This could be attributed to a desire to cover aging arms or increased choice stability with the increased age.

Anspach (2), in her study on "Style in Dress," found that choice stability increased with age. This was particularly noticeable in items involving silhouette. The increased choice stability among older women suggests that they may resist more strongly than any other group, fashion influences affecting the silhouette.

Satisfactions and dissatisfactions with clothes have been expressed by samples of older women in certain areas of the United States. Some of these satisfactions and dissatisfactions have been related to figure changes, and others to the market offerings of clothing preferences. The selection and use of

clothing has been dependent on such factors as social, psychological, and physical needs. And, the number and proportion of women 65 years of age and over in the population have been increasing and figures suggest that they will continue to increase. Therefore, the writer feels the clothing demands and needs of the "senior" woman should have a greater bearing on the kind of clothing produced.

PROCEDURE

A schedule was developed to secure information from women 65 years of age and over to determine their preferences and problems associated with the selection of certain outer clothing. The questions for this schedule, which were prepared to achieve the objectives and specific purposes of this study, were set up in the following manner.

- I. To ascertain problems encountered when selecting certain outer clothing:
 - A. Recognized figure changes
 - B. Figure changes and problems influencing selection of outer clothing
 - C. Problems of a physical nature influencing clothing preference
- II. To ascertain satisfactions and dissatisfactions as expressed by women 65 years of age and over in relation to ready-made winter dresses for church or social functions and work garments:
 - A. Fit
 1. General fit of various areas of the dress
 2. Best fitting size classification

- B. Style and design
 - 1. Preference of skirt design
 - 2. Preference of dress design
 - 3. Preference of type of neckline
 - 4. Preference of type and length of sleeve
 - 5. Preference of fastener
 - 6. Desire to have dresses follow the current fashion trend
 - C. Fabric
 - 1. Preference of texture
 - 2. Preference of the kind of fabric
 - 3. Satisfaction of the quality of fabric
 - D. Color
 - 1. Preference of color of the garments
 - 2. Satisfaction of solid color or printed fabrics
 - 3. Color in dress size available for purchase
 - 4. Expression concerning color selection range
 - E. Alterations
 - 1. Areas of the dress requiring alteration
 - 2. Reason for refusing to purchase, if necessary to alter
 - F. What women considered most important when buying an outer garment
 - G. Amount made, and reason for making clothes
 - H. Amount made, and reason for having clothes made
 - I. Preference of light weight wrap worn while doing housework
- III. To ascertain satisfactions and dissatisfactions toward local market offerings in outer clothing:

- A. Satisfaction with available colors, fabrics, dress designs, skirt designs, necklines, sleeves, and dress openings
 - B. Satisfaction with local shopping areas
 - C. Availability in local shopping areas according to season
 - D. Location of shopping area, if not Manhattan
- IV. To ascertain the relationship between previously stated factors and socio-economic information given:
- A. Number of social, service, church, and professional groups in which active
 - B. Chief source of income and approximate yearly income
 - C. Former and present occupation of respondent
 - D. Age of respondent
 - E. Occupation of husband, if living
 - F. Education of the respondent

Other questions also were asked to secure background information.

Both objective and subjective questions were asked. The objective check list questions were used because they could be answered quickly. These questions also insured that the same material had been covered by all the women. "Open end" or free response questions were asked in an attempt to allow the respondent to answer freely and without influence from possible stated answers. Check lists were prepared for these "open end" questions so that they could be checked by the interviewer when the check list answer corresponded with the answer given by the respondent, thus shortening the time of the interview.

Careful consideration was given to the arrangement of the questions. An attempt was made to place the questions in the best psychological sequence from the standpoint of the respondent (Jahoda and others, 12).

Pre-testing the Schedule

The final draft of the schedule was administered to nine women, 65 years of age and over, who resided in or near Iola, Kansas. The pre-testing was done to seek clarity of the questions, to catch unforeseen problems, to secure some indications of categories for "open end" questions, to determine the time required to give the interview, and to gain experience in interviewing women of this age group. Some of the questions were reworded and clarified after pre-testing the schedule. The schedule appears in Appendix B.

Selection of the Sample

The first attempt to secure the necessary sample was made by using the assessors' books at the county courthouse. It was found that many of the women listed their age as over 21, providing an inaccurate source for a sample. Assessors' books also included the names of women who resided in homes for the aged, were invalids, and were senile--that is, women who could no longer express an active interest in clothing.

An attempt was made to secure the sample for this study from the Social Security records but these records were not available to the writer or to the public.

The group finally selected for this study was the women members of the Golden Age Club. This club is a group of men and women 65 years of age and over in Manhattan, organized in 1956 by members of the First Methodist Church. Its membership is not limited to Methodists, although approximately 90 per cent are members of this church. The women who were senile or who had full-time employment were eliminated from the study. It would be difficult for the senile to understand or express their clothing interests. Very few of the women in the Golden Age Club had full-time employment. In 1959 only 9.2 per cent of the women 65 years of age and over in the United States were employed (17). And it was desired to interview only the women who were characteristic of the major portion of the population in respect to employment. A total of 47 women were interviewed.

Making the Interview

The original contact with each of the women was made by a personal telephone call during which permission was asked to interview the respondent in her home at a time most convenient to her. It was explained that some members of the Golden Age Club were being interviewed about their clothing preferences and problems as part of the research for a master's degree. The women were told that the interview would take from 45 to 60 minutes.

Two women could not be contacted and eight refused to cooperate in the study. Too busy, not well, didn't want to, and didn't care to go through an interview experience again were

reasons given for not wishing to be interviewed. The writer found more positive results were obtained if calls were made between 9:30 and 11:00 a.m. and 1:00 to 2:00 p.m., on days of pleasant weather. By 9:30 a.m., the women were out of bed or finished with their lawn work. At 11:00 a.m., many of them had a favorite television program and some had started to prepare lunch. At 2:00 p.m. many of the women started their afternoon nap. Two women forgot the appointment for the first interview. In each case a second appointment was made.

The women appeared to enjoy the interview and the opportunity to visit with someone. Many of the women made the comment that they were very glad to be of assistance to the writer. None of the women hesitated to answer any of the questions with the exception of the questions on the chief source of income and approximate yearly income.

Method of Analysis

For purposes of analysis, the answers to the "open-end" questions of the schedule were categorized and a summation of all the answers was made. The data were analyzed by the chi-square test and descriptive analysis, using summations, averages, and percentages.

The chi-square test, an index of dispersion, was used to determine significant differences and if various factors were significantly related. Age, source of income, education, marital status, employment, participation in organizations, physical maladies, dress size, sewing habits, fabric selection, and

satisfaction with availability of preferred garment designs were factors considered in this study.

The formula for the chi-square test as described by Snedecor (14) was used. The probability of any distribution being due to chance was considered significant if the probability was .05 or less. Probabilities of .10 were considered as approaching significance.

The "Table of Desirable Weight for Men and Women," by the Metropolitan Life Insurance Company, was used to determine if the respondents were of normal weight or average weight (18).

Summary of Procedures

An interview schedule was prepared to secure information from women 65 years of age and over to determine their preferences and problems associated with the selection of certain outer clothing. To test the schedule and to prepare for interviewing the sample, a pre-test was completed. The final sample consisted of 47 women who were members of the Golden Age Club in Manhattan, Kansas. The interviews were conducted in May and June of 1961.

FINDINGS

The height, weight, and age of the 47 women interviewed were obtained in order to better understand the clothing problems and preferences of this age group. The mean height of the women was five feet, four inches. The height range was from five feet through five feet, eight inches. The weight range was from 105 through 203 pounds with a mean of 139 pounds. Seventy per cent

of the women were ascertained as overweight and 30 per cent as normal weight by the use of the table on desirable weights. There was 53 per cent of the women who were 65 through 75 years and 47 per cent who were 76 through 85 years of age (Table 1).

Table 1. Height, weight, and age by number and percentage of 47 women.

Physical characteristic	: Women possessing	
	: characteristic	
	: Number	: Per cent
<u>Height</u>		
5'2" or less	13	28
5'3" through 5'6"	32	68
5'7" or over	2	4
<u>Weight</u>		
119 pounds or less	6	13
120 pounds through 144 pounds	23	49
145 pounds through 169 pounds	12	25
170 pounds and over	6	13
<u>Age</u>		
65 years through 70 years	13	28
71 years through 75 years	12	25
76 years through 80 years	8	17
81 years through 85 years	14	30

The cotton wash dress was the garment frequently worn by 40 (85 per cent) women while doing housework. Old good clothes, dresses of synthetic fiber or blends, and dusters, robes, or housecoats were worn in descending order by five, four, and three women. Skirts and blouses, and pedal pushers or jeans were worn by single individuals.

To identify problems encountered when selecting outer clothing, questions concerning figure changes, figure problems,

and physical maladies were asked. Response to these questions revealed that one or more figure changes since middle age were recognized by 83 per cent of the women. A gain in weight was the most frequently recognized change. The thickened waist was the second most frequently recognized change, with other figure changes including prominent abdomen, rounded shoulders, loss of weight, large hips, sagging bust, and large bust, rated in that order (Table 2). It was anticipated that these figure changes would correlate with the figure problems the interviewee considered when selecting outer clothing. However, this was not true in many cases. As seen in Table 3, large hips was most frequently considered when selecting outer clothing, followed in rank order by thickened waist, wide or narrow shoulders, and rounded shoulders. Six women stated problems other than figure when asked what figure problems they considered when selecting certain outer clothing. The problems of these six women were concerned with the design of the material and garment.

Table 2. Number and percentage of 39 women recognizing figure changes occurring after middle age.*

Figure change	: Individuals recognizing change	
	: Number	: Per cent
Gained weight	20	51
Thickened waist	12	31
Prominent abdomen	6	15
Rounded shoulders	4	10
Lost weight	4	10
Sagging bust	3	8
Large hips	3	8
Large bust	2	5

* Thirteen of the women recognized more than one figure change.

Table 3. Figure problems expressed by 41 interviewees, and observed by the interviewer of 47 interviewees as influencing selection of certain outer clothing.

Figure problem influencing clothing selection	Number of women	
	Expressed by interviewee	Observed by interviewer
Thickened waist	6	33
Rounded shoulders	4	21
Large hips	12	12
Sagging bust	1	20
Prominent abdomen	0	21
Large bust	2	14
Overweight	2	11
Dowager's hump	1	6
Shoulders, wide or narrow	5	1
Prominent buttocks	0	6
Large, unsightly arms	3	2
Short stature	3	1
Large figure	3	0
Neck and face shape	2	0
Narrow chest and small bust	1	0
None	4	0
Don't know	2	0

Observations made by the interviewer indicated that many of the interviewees did not recognize or did not realize many of their figure problems which influenced their clothing selections. The interviewer observed that a thickened waist was a figure problem of 70 per cent of the interviewees while nearly half of them had rounded shoulders, prominent abdomen, and sagging busts. Other less frequently observed figure problems may be found in Table 3.

Arthritis, rheumatism, neuritis, bursitis, heart disturbance, high blood pressure, and polio were physical maladies stated by 40 per cent of the women as influencing their clothing preferences. Of these women, 90 per cent had arthritis or rheumatism.

One individual had had polio (Table 4). By the use of the chi-square test of independents, it was found that there was no significant relation between the physical maladies and clothes made by the respondents and satisfactions in the availability of preferred clothing designs.

Table 4. Physical maladies influencing clothing preference of 47 women.*

Physical malady	: Percentage of women
Arthritis	27
Rheumatism	9
Heart disturbance	6
High blood pressure	2
Neuritis	2
Bursitis	2
Polio	2
None	60

* Some women reported more than one physical malady.

In determining the satisfactions and dissatisfactions of women 65 years of age and over in relation to ready-made winter dresses for church or social functions and garments worn while doing house work, several questions were asked concerning the fit, style and design, fabric, color, the alteration of the ready-made dress, and home sewing. Response to these questions revealed that nearly one-half (47 per cent) of the interviewees made some of their outer clothing. Of these women who sewed, 64 per cent made house dresses, 45 per cent made tailored dresses, and 37 per cent made dressy dresses. Twenty-three per cent of the women made aprons, 14 per cent made smocks and skirts, 9 per cent made house coats, and 5 per cent (single individuals) made blouses,

suits, and coats. The reasons given for making their clothing, and the percentage of women listing each reason were: enjoyment secured from sewing, 50 per cent; attractive design of material, 32 per cent; saved money, 23 per cent; occupied time, 17 per cent; and secured a good fit, 14 per cent. Secured a satisfactory color, secured a becoming garment, had previously sewed for daughters, and had made aprons for sale were reasons for sewing stated by 5 per cent of the women (single individuals). The chi-square test revealed a significant difference in the number of women who enjoyed sewing and those who did not, indicating that a significantly greater portion enjoyed making their own clothes (Appendix A-I). The chi-square test for independence revealed no significant relation between those women who sewed and age, figure problems, size worn, physical maladies, or satisfaction in the availability of the preferred clothing designs.

Only four respondents (9 per cent) had a dressmaker make some of their clothes, and a member of the family made some clothing for five respondents. Fit and design of the garment and didn't sew were reasons for having a dressmaker make clothing. Family members made clothing as a gift or to save respondent's money.

The price paid for winter dresses for church or social function varied from \$5 to \$50. Forty-nine per cent of the women paid \$16.99 or less for their better winter dresses (Table 5). Price ranges with a span of \$10 to \$15 (\$20-\$30, \$30-\$40, \$15-\$25, \$15-\$30, and \$22-\$37) were stated by five of the respondents as prices paid for winter dresses. These ranges were wider than

those set up on the interview schedule. And one individual had no particular price range.

Table 5. Approximate prices usually paid for winter dresses for church or social function as indicated by 42 women.

Approximate price range	:	Number of women by price range
Under \$8.99	:	4
\$ 9.00 - \$12.99	:	6
13.00 - 16.99	:	13
17.00 - 20.99	:	8
21.00 - 24.99	:	4
32.00 - 36.99	:	1
41.00 and over	:	1
Don't know	:	4
None	:	1

When asked what they would do if more money were allowed in their budget for clothes, 64 per cent of the women stated that they would not spend the money for clothes. Buy more dresses in the same price range, buy the same number of dresses in a higher price range, and buy fewer dresses in a much higher price range were other alternatives each of which was stated by three women. Buy a few more dresses in a little higher price range, buy more dresses in a higher price range, and buy one good outfit but not spend all the money for clothes were each stated by single individuals. Two individuals did not know what they would do if more money were allowed in their budget for clothes, and answers were not given by two women. Seventy-three per cent of the women who said they would not spend money for clothes stated they didn't need or care for a larger wardrobe. The remaining 27 per cent stated they were satisfied with the clothes they had been

purchasing, didn't care a lot for clothes, or could find better use for the money. Several remarked that they felt that, as far as the material was concerned, equal quality could be found in the less and more expensive garments.

Other satisfactions and dissatisfactions of ready-made garments of the women in this study were expressed through fit. Respondents stated that their best fitting dresses according to figure type classifications were misses', women's, half-size, petite, and teen. There were 72 per cent of the women who wore half sizes and stated they fit best. Women's sizes fit 15 per cent of the women the best, while 4 per cent or two individuals stated misses' fit the best. One tall slender woman stated a teen size fit her best.

The principal reason for preferring half sizes was because they were styled for the short-waisted individual. Other reasons stated for preferring half sizes were: proportioned to give a good fit, proportioned for prominent abdomen, cut on shorter lines, proportioned larger around the waist in relation to shoulders, and proportioned for stout and plump women.

Findings, as shown in Table 6, indicate that fitting problems were varied, with the most frequent being the front waist length as expressed by 31 women (61 per cent). The chi-square test revealed a significant difference in the number of women having front waist length fitting problem and those who did not. (Appendix A-II). The chi-square test for independence, as revealed in Table 7, indicated that there was a significant relation between the figure type of the women and the fit of the front

Table 6. Quality of fit according to figure and garment fitting areas in ready-made dresses as stated by 47 women.

Figure and garment fitting area	Number of women by quality of fit		
	Well	Fairly well	Poorly
Length of shoulder	28	9	10
Width across back of shoulder blade	38	4	5
Upper arm size	39	1	7
Length of sleeve	46	1	0
Armscye	45	1	1
Neck	46	0	1
Bust	31	10	6
Width across upper chest	32	9	6
Waist length 1. front	16	10	21
2. back	22	8	17
Midriff 1. width	35	9	3
2. height	35	7	5
Waistline size	35	5	7
Hips	36	4	7
Thighs	46	1	0
Skirt length	19	16	12

Table 7. Frequency distribution of figure type by quality of fit of front waist length in ready-made dresses of 47 women.

Figure type	Number of women by quality of fit	
	Well	Fairly well and poorly
Half sizes	8	26
Misses', women's, petite	8	5
$\chi^2 = 6.16 \quad P < .05$		

waist length (Appendix A-II). Preliminary analysis showed that there was no significant relation between the size worn by the respondent and the quality of fit of the other areas of the dress.

Other fitting problems frequently stated involved the skirt length, back waist length, and shoulder length, consecutively. However, the number of women having those problems was not significant. As seen in Table 6, a good fit was generally secured in ready-made dresses by over 65 per cent of the women in the remaining figure and garment areas.

The fabric preferred by 18 women (38 per cent) for a winter dress for church or social function was jersey. Nine women preferred crepe; two, serge; one, bengaline; one, current fashion fabrics; one didn't know; and three women had no fabric preference. Fifteen of the women answered this question with factors related to hand and weight or fiber content of the fabric, indicating that they did not know what "fabric" meant or were not aware of fabric names.

A variety of reasons was given for preferring a particular fabric. The ease of upkeep between wearings was the most frequent reason, as expressed by 72 per cent of the women, for preferring jersey. Other reasons for preferring jersey and the percentage of women giving the reason were: ease of washing and ironing or cleaning, 44 per cent; wrinkle resistant, 39 per cent; and satisfactory fit, 17 per cent. Liked the texture, attractive fabric, provided adequate warmth, and serviceable were individual reasons given by two women (11 per cent) who preferred jersey fabric. Ease of upkeep between wearings and wrinkle resistance were the chief reasons given when stating why they preferred other fabrics, crepe, serge, and bangaline.

When asked what texture of fabric they did not like to wear, 45 per cent of the respondents said "stiff fabric" and 36 per cent said "rough fabric." Soft and harsh fabrics were each listed by single individuals. Five women did not name a particular fabric which they did not like to wear and five women gave answers which were not related to texture, but to weight or fiber content of the fabric.

The response to the question concerning the favorite color in winter dresses for church or social function indicated that women 65 years of age and over did not, in general, prefer one color exclusively. Forty-five per cent of the women gave two to five color choices. Blue and navy were by far the most frequently preferred colors for better winter dresses (Table 8).

Table 8. Colors preferred and purchased in winter dresses for church or social functions by 47 women.*

Color	: Color preferred		: Color purchased	
	: by women		: by women	
	: Number	: Per cent	: Number	: Per cent
Blue	27	57	20	42
Navy	19	40	16	39
Black	8	17	5	11
Brown	4	9	9	19
Purple	3	6	1	2
Lavender	3	6	3	6
Green	3	6	2	4
Rose	3	6	1	2
Red-violet	2	4	2	4
Gray	2	4	1	2
Pink	1	2	0	-
Off white	1	2	0	-
Light colors	0	-	1	2
No preference	2	4	7	15
No answer	0	-	1	2

* More than one color was listed by most women.

The importance of an attractive appearance to women 65 years of age and over was expressed in the reasons the interviewees listed for selecting a color or colors in dresses as their favorite. Sixteen women listed a favorite color or colors because they were becoming. Ten individuals stated that the color or colors complimented their complexions, hair, or eyes. Nine women just liked the color, and eight liked the color or colors because they had always worn them. A basic color and a slenderizing color were individual reasons given by three women. Two women thought their favorite color was dressy. Appropriate for many seasons, fashionable, dark, serviceable, and attracted to the color were reasons each given by single individuals for their color preference.

There were eight women who preferred the same color in their work garments as for their better dresses; 13 did not prefer the same color; and 26 expressed no color preference for garments worn while doing housework. The favorite colors in work garments of those women expressing a preference and the percentages of women listing the color were: blue, 43 per cent; light colors, 29 per cent; bright colors, 14 per cent; red, 14 per cent; pink, 14 per cent; green, 10 per cent; rose, 10 per cent; navy, 5 per cent; red-violet, 5 per cent; and lavender, 5 per cent. Value and intensity as well as hue were listed as preferred colors.

The reasons, in descending order, for preferring blue in garments worn while doing housework were: becomingness, always worn it, cheeriness, like it, looks clean, compliments the hair

and eyes, and its ease of washing. Like it, looks clean, cheeriness, and shows the soil easily were reasons for preferring light values. As would be expected, colors of bright intensity were preferred because they were cheerful. Red, green, and rose were preferred because they were cheerful and becoming colors.

A question concerning the color chosen when purchasing a winter dress, was asked in an attempt to determine the availability of the favorite colors in better winter dresses. It was revealed that the favorite color and the color most frequently purchased in winter dresses for church and social functions closely corresponded (Table 8). Again, blue ranked first, followed by navy, brown, black, and lavender, consecutively. Only six or 22 per cent of the women stated their reason of color choice was because it was the color available in the size needed or that the rest of the garment met her approval. However, 49 per cent of the women reported finding a fairly narrow selection of colors when shopping for their dress sizes. The larger portion of women finding a narrow color selection approached significance (Appendix A-III).

The most frequent reason given for the choice of color when purchasing a winter dress was its becomingness. Ten women said they chose a particular color or colors because they liked them. The remaining reasons for purchasing a particular color or colors and the number of respondents listing the reason were: compliments hair, eyes, and skin, five; more dressy, three; slenderizing, one; varied color from year to year, one; attracted to color, one; has "color," one; was husband's favorite color, one; basic color,

one; and didn't know, two.

Fabrics of solid color were preferred by 25 women; 13 women preferred printed fabric, and 9 women expressed no preference. A variety of answers was given as to reasons they preferred the solid color or print fabric as seen in Table 9. The importance of an attractive appearance to these women was again apparent in the list of reasons for selecting printed or solid colored fabric.

Table 9. Reasons listed for preference of solid colored and printed fabrics by 38 women.*

Reason for preference	Number of women by preferred fabric	
	Solid color	Printed
Like solid colors	6	-
Dressy	5	0
Becoming	5	0
Doesn't show spots and wrinkles	0	5
Like printed fabric	-	2
Slenderizing	1	1
Like variety	1	2
Sedate	1	1
Attractive with jewelry and accessories	2	0
Stylish	1	0
Dignified	1	0
Always wore it	1	0
Don't tire of it	1	1
Solids fade	1	0
Look neat	1	0
Don't know	2	1

* Totals were not indicated because more than one reason per preference was frequently stated.

When attempting to determine the satisfactions and dissatisfactions in the style and design of ready-made dresses, it was revealed, through statistical analysis, that the number of women who did or did not desire dresses of the current fashion trend

was non-significant. Twenty-five women desired dresses of the current fashion trend, 16 women did not, 4 women didn't care, and 2 women felt it depended on the current trend. Of those who did not want currently fashionable dresses, seven felt the dresses were too tight and four felt they were too short. "Not designed with the older women in mind," "go out of style too fast," "want a good fit," "want dresses that are not too 'fussy' or 'plain'" were individual reasons, each given by two women. "Just don't like them," "not becoming to the figure," "want good quality of material instead of style," "seldom find what I like in current fashion trends," "too low of a neckline," and "want dresses that can be worn many places" were reasons stated by single individuals for not desiring currently fashionable dresses.

When asked if they believed dresses of their size were designed with current fashion trends in mind, 29 women (62 per cent) said they were. Seven women thought they were not, six women thought they were sometimes, and five women said they didn't know.

Responses to the question concerning the preferred dress design revealed that the shirtwaist design was preferred by 51 per cent of the women for their winter dresses for church or social function. The jacket dress and the two-piece dress were preferred by 30 per cent and 28 per cent of the women, respectively. Preference for a princess and sheath dress design was expressed by single individuals (2 per cent of the women). A suit for winter, instead of dresses, was preferred by one woman, and one respondent expressed no dress design preference. It was noted that shirtwaist dresses were more frequently preferred by

women 65 through 75 years of age (Table 10).

Table 10. Preferred dress designs by age range of 44 women.

Type of dress design	: Number of women by age range	
	: 65-75	: 76-85
Shirtwaist	18	6
Jacket	8	9
Two-piece	6	7
Princess	0	1
Sheath	0	1

As seen in Table 11, a large variety of reasons for preferring a particular dress design was given; most of these reasons were expressions concerning appearance, comfort, and fit. Its becomingness was a reason listed by 13 women (28 per cent). Good fit because of related figure problems, comfortable, provided adequate warmth, and ease of putting on were other frequent reasons, ranked in that order.

The gored skirt was a skirt design preferred by 42 (89 per cent) women. Knife-pleated, straight-slim, and box-pleated skirts were preferred by five, four, and two women, respectively. One woman expressed no skirt design preference.

Becomingness again was the principal reason for preferring a particular skirt design. Forty per cent of the women preferred a skirt design because it was becoming, 26 per cent because it gave a slenderizing effect, 13 per cent because it allowed freedom of movement, and 13 per cent because it fit best. The remaining reasons were each listed by a small percentage of women

Table 11. Reasons listed for preference of certain dress designs in winter dresses for church or social function by 44 women.*

Reason for preference	Number of women by preferred dress design			
	Two-piece	Jacket	Shirt-waist	Princess and sheath
Becoming design	4	4	6	2
Comfortable	1	3	4	1
Fits well because of related figure problems	2	4	1	1
Provides adequate warmth	1	6	1	0
Easy to get on	1	1	4	0
Covers arms	0	2	0	0
Stays in place	0	0	2	0
Fits well	1	2	0	0
Just like it	1	1	0	0
Slims figure	0	0	1	0
Conservative	0	0	1	0
Better for older person	1	1	1	0
Fits face and wrinkled neck	0	0	1	0
Always in good style	0	0	1	0
Attractive to other people	0	1	0	0
Appropriate for more than one season	0	0	1	0
Don't know	1	0	1	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

(Table 12).

The V, round, square, and cowl were the preferred types of necklines with the V neckline being the most popular. The preference for the deep V and the short V were nearly equal, 58 and 51 per cent, consecutively. The round neckline was preferred by five women (11 per cent), and the square and cowl neckline were each preferred by two women (4 per cent).

The importance of an attractive appearance to these women 65 and over was expressed again in the variety of reasons given for

Table 12. Reasons listed for preference of certain skirt designs in winter dresses for church or social function by 46 women.*

Reason for preference	Number of women by preferred skirt design			
	Gored	Straight	Pleated	Box
Becoming design	15	4	5	2
Slenderizing	12	0	0	0
Given freedom of movement	6	1	1	1
Fits well	6	0	0	0
Comfortable	3	0	0	0
Looks nice	3	0	0	0
Always worn it	1	0	0	0
Looks better on older person	1	0	0	0
Just like it	1	0	0	0
Don't know	2	0	0	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

preferring a particular type of neckline (Table 13). The four most frequent reasons for preferring particular necklines and the percentage of women expressing each reason were: compliments face and neck, 27 per cent; most becoming, 26 per cent; comfortable, 18 per cent; covers neck and body, 18 per cent.

The same types of necklines were desired by 32 women (68 per cent) in the garment they wore while doing housework as preferred in their better dress. Thirteen women had no neckline preference in their work garments and two women did not prefer the same neckline in their work garments as in their better dresses. These two women preferred the short V and cowl necklines in their better dresses. In the garments worn while doing housework, they preferred the round and deep V necklines. For the work garments, 20 women preferred the deep V, 16 the short V, 5 the round, and 2

Table 13. Reasons listed for preferences of certain necklines in winter dresses for church or social function by 47 women.*

Reason for preference	: Number of women by preferred neckline				
	:Deep V	:Short V	: Square	: Cowl	: Round
Compliments face and neck	10	6	1	1	2
Most becoming	6	6	1	0	3
Comfortable	7	4	2	0	2
Covers neck and body	2	8	0	1	1
Slenderizing	4	1	1	0	0
Attractive with jewelry	4	0	0	0	0
Easy to get on and off	4	0	0	0	0
Provides adequate warmth	1	3	0	0	0
Just like it	0	1	0	1	0
Don't like anything around throat	1	0	0	0	0
Always worn it	1	1	0	0	0
Smart looking	1	0	0	0	0
Can pin it up if too low	1	0	0	0	0
Easy to make	0	1	0	0	0
Better for older person	0	1	0	0	0
Don't know	1	2	0	0	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

the square necklines. As seen in Table 14, expressions concerning an attractive appearance and comfort made up most of the reasons for a particular neckline preference in work garments.

When asked what neckline finish was preferred in their winter dresses for church or social functions, 36 women (77 per cent) expressed a preference for collars, 7 women desired a collarless finish, and 1 woman preferred a collar-effect. There were 5 women who did not express a neckline finish preference.

A variety of openings were preferred in both winter dresses for church or social functions and garments worn while doing housework. In the better winter dresses, the front opening to the

Table 14. Reasons listed for preference of certain necklines in garments worn while doing housework by 34 women.

Reason for preference	: Number of women by preferred : neckline			
	:Deep V	:Short V	: Square	: Round
Becoming	5	5	1	3
Comfortable	6	5	1	2
Covers body	3	4	0	0
Compliments face and neck	4	1	1	0
Easy to get on	4	0	0	1
Easy to care for	4	1	1	1
Don't like anything on throat	3	0	0	0
Provides adequate warmth	3	0	0	0
Always worn it	2	2	0	1
Slenderizing	1	1	0	0
Not too low	0	1	0	0
Easy to make	0	1	0	0
Better for older person	0	1	0	0
Don't know	1	1	0	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

waistline with an underarm placket was expressed by 22 women (47 per cent). Thirteen women preferred the front opening to placket length below the waistline. Ten women preferred the front opening the full length of the dress. Three women preferred a scooped-out neck with underarm opening. Diagonal front opening to waistline with underarm placket, and opening to bust with underarm opening were openings each preferred by single individuals. One respondent stated she had no preferred opening in her better winter dresses.

In garments worn while doing housework, the front opening full length of the dress was the most popular opening as expressed by 24 women (51 per cent). Other preferences, the front opening

to placket depth below waistline, front opening to the waistline with underarm placket, and scooped-out neck with underarm opening, were expressed by nine, six, and two women in that order. Back opening to below waistline, opening to bust with underarm placket, and no opening but roomy enough to slip over head were preferences each expressed by single individuals. Five women did not state an opening preference for work garments. One respondent wore jeans while doing housework, therefore the question concerning openings did not apply.

As seen in Tables 15 and 16, a variety of reasons was given for particular opening preferences. The most frequent reason for preferring a particular opening on both winter dresses for church or social functions and garments worn while doing housework was the ease of putting on and taking off. This reason was expressed by 51 and 64 per cent of the women, respectively.

Zippers and buttons were nearly equally preferred as fasteners by 24 or 51 per cent, and 22 or 47 per cent of the women. Velcro and snaps were each preferred by single individuals, and seven women expressed no fastener preference. Three women qualified their fastener preference by stating, "they (fasteners) all have their place"; "it depends on the location"; and "it depends on the dress."

The most frequently stated reason for preferring a particular fastener was its ease of opening and closing. The attractive appearance of the fastener on the garment was the reason which ranked second. A variety of other reasons, as seen in Table 17, were expressed by few respondents.

Table 15. Reasons listed for preference of certain openings in winter dresses for church or social function by 43 women.*

Reason for preference	: length	: depth	: Front : : opening : : to : : with : : underarm : : placket	: Scooped- : out neck : with : underarm : placket
Ease of getting on and taking off the garment	8	9	7	0
Looks neat and dressy	0	1	9	0
Doesn't mess hair	1	1	2	0
Just like it	0	1	1	1
Doesn't gap	0	1	2	0
Looks better for an older person	1	1	1	0
Doesn't lose or break buttons off	0	1	1	0
Comfortable	0	1	1	0
Easy to press and iron	1	0	1	0
Easy to make	0	0	1	1
Good fit	0	0	2	0
Don't have to button and unbutton front	0	0	1	0
Becoming	0	0	0	1
Adds length	0	1	0	0
When zipped, know it is closed	0	0	0	1
Don't know	1	0	3	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

Table 16. Reasons listed for preference of certain openings in garments worn while doing housework by 39 women.*

Reason for preference	Number of women by preferred garment opening			
	Front opening : full length	Front opening : depth	waistline : with placket	out neck : with underarm :placket
Ease of getting on and taking off the garment	21	6	1	1
Easy to press and iron	6	1	1	0
Buttons don't catch	0	1	3	0
Comfortable	0	1	2	0
Looks dressy	1	0	1	0
Easy to wash	1	0	0	0
Easy to make	0	0	0	1
Adds length	0	1	0	0
Don't know	0	0	1	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

Table 17. Reasons listed for preference of zipper, button, velcro, and snap fasteners by 47 women.*

Reason for preference	Number of women by preferred fastener			
	Zipper	Buttons	Velcro	Snaps
Easy to open and close garment	15	7	0	0
Looks better on the garment	5	8	1	0
Easy to put in	2	1	1	1
Secures closing	3	0	0	0
Zipper doesn't always work	0	3	0	0
Doesn't catch material	0	0	1	0
Fits better	1	0	0	0
Zipper tears material	0	1	0	0
Hard to match buttons	1	0	0	0
Don't know	1	1	0	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

Set-in sleeves were preferred by 85 per cent or 40 women in their winter dresses for church or social function. Raglan and kimono sleeves were each preferred by three women. Two women expressed no preference in type of sleeves.

The set-in sleeve also was the most preferred sleeve in a garment worn while doing housework as expressed by 70 per cent of the women. A sleeve preference was not expressed by nine women, while four women preferred the kimono sleeve and three women preferred the raglan sleeve in their work garments.

As seen in Table 18, an attractive appearance accounted for many of the reasons for a particular sleeve preference in better winter dresses. Also, for sleeve preferences in work garments, an attractive appearance was important but to a much less degree (Table 19). In work garments, it was apparent that the women primarily wanted sleeves which were comfortable, allowing for ease of movement. Expressions concerning comfort accounted for some of the reasons in preferring a sleeve in better winter dresses, but to a considerably less degree than in work garments.

The desire for becoming appearance and comfort also was expressed in the reasons for sleeve length preferences in better winter dresses (Table 20). The upper arms and elbows of women 65 and over are not as attractive as in younger years. In recognition of this and of the comfort provided, the women most frequently preferred three-quarter length sleeves in dresses selected to wear to church or social functions. Thirty-five women (75 per cent) preferred the three-quarter length sleeve, and just below

Table 18. Reasons listed for preference of certain sleeves in winter dresses for church or social function by 46 women.*

Reason for preference	: Number of women by preferred sleeve		
	: Set-in	: Raglan	: Kimono
Becoming	14	1	1
Fits well	13	1	1
Comfortable	7	2	1
Doesn't bind or pull	6	0	0
Looks dressy	4	0	0
Allows ease of movement	2	0	1
Slenderizing	2	1	0
Easy to get into	0	1	1
Suits figure better	1	0	0
Just like it	1	0	0
More graceful	1	0	0
Adds width to shoulders	1	0	0
Don't know	3	1	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

Table 19. Reasons listed for preference of certain sleeves in garments worn while doing housework by 38 women.*

Reason for preference	: Number of women by preferred sleeve		
	: Set-in	: Raglan	: Kimono
Comfortable	8	0	3
Becoming	8	0	1
Doesn't bind or pull	7	1	0
Allows ease of movement	4	2	0
Fits well	5	0	1
Slenderizing	2	0	0
Easy to make	1	1	0
Just like it	1	0	0
Wears better	1	0	0
Easy to iron	0	1	0
Easy to get into	0	0	1
Suits figure	1	0	0
Don't know	3	0	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

Table 20. Reasons listed for preference of certain sleeve lengths in winter dresses for church or social function by 45 women.*

Reason for preference	: Number of women by preferred sleeve length			
	: Above : elbow	: Just : below : elbow	: Three- : quarter	: Full : length
Provides adequate warmth	2	1	15	1
Covers unattractive arms	0	3	10	2
Comfortable	1	2	10	1
Looks better	1	3	6	2
Easy to "work in"	0	1	2	0
Just like them	1	1	2	0
Dressy	0	0	2	0
Wear longer in the season	0	0	1	0
Fits under coat	0	0	1	0
Appropriate for church	0	0	1	0
Appropriate for winter	0	0	1	0
Don't like them too long	0	0	1	0

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

the elbow length sleeve was preferred by seven women. Above the elbow and full length sleeves were each preferred by five women. Two women stated they preferred the sleeve length that was of current style.

Above the elbow was a sleeve length preferred by 32 women (68 per cent) in the garments worn while doing housework. Twelve women preferred three-quarter length sleeves while only three women preferred sleeves to just below the elbow in their work garments. Eighteen of the women preferred the same sleeve length in both their work garment and better winter dress.

Ease to work in was stated by 28 women (61 per cent) for preferring a particular sleeve length in garments worn while

doing housework. Comfort of the preferred sleeve length was listed by 12 women (26 per cent). As seen in Table 21, the remaining reasons for preferring particular sleeves were listed by a small percentage of the women.

Table 21. Reasons listed for preference of certain sleeve lengths in garments worn while doing housework by 47 women.*

Reason for preference	Number of women by preferred sleeve length		
	Above elbow	Just below elbow	Three-quarter
Easy to work in	24	2	2
Comfortable	11	0	1
Provides adequate warmth	0	1	4
Covers unattractive arms	1	0	3
Easy to iron	2	0	0
Just like them	1	0	0
Can use a sweater for warmth	1	0	0
Gives needed protection	1	0	0
Don't know	0	0	1

* Totals were not given because more than one preference and reason per preference were expressed by many of the women.

Answers to the question concerning the kind of light weight wrap worn while doing housework indicated that 43 per cent of the women did not wear a wrap while active in their housework. Of those who wore a wrap, 56 per cent wore a sweater or shrug, 41 per cent wore a housecoat or smock, 7 per cent wore a stole, and 4 per cent or one individual wore an oriental coat. As might be expected, the provision of adequate warmth was the principal reason for preferring a particular light weight wrap (Table 22).

When asking the question concerning what was considered most important when buying a dress for church or social function, a

Table 22. Reasons listed for preference of light weight wrap for wear while doing housework by 47 women.*

Reason for preference	: Number of women by preferred wrap			
	:Sweater : or : shawl	:Housecoat: : or : smock	: : : Stole	: : : Oriental : coat
Provides adequate warmth	9	4	1	0
Easy to get on	3	4	1	1
Light	3	1	0	0
Fits close to the body	2	1	0	0
Easy to work in	1	1	0	0
Comfortable	1	1	0	0
Ease of care	3	0	0	0
Soft	1	0	0	0
Attractive	1	1	0	0
Convenient	1	0	0	0
Just like it	0	1	0	0
Turns water	0	1	0	0

* Totals were not given because more than one preference and reason per preference were expressed by many women.

variety of answers was received. Color was listed by 17 women, 15 listed ease of washing and ironing or cleaning, 13 listed design of the garment, and 12 listed price. Nine women listed fit as being considered important when buying a good winter dress; eight listed texture, seven listed becomingness; quality and serviceability, and ease of upkeep between wearings were each listed by five; three listed comfort. Two respondents did not know what they considered most important when purchasing a winter dress.

Ease in putting on and taking off the garment, and ease of washing and ironing were factors considered most important when buying a garment to wear while doing housework. These factors were stated by 31 and 28 women, respectively. Price, fit, and

comfort were each expressed as important by 11 women. Wrinkle resistance was listed by ten; ease for movement while working was indicated by nine; quality and design of the garment were each listed by three; suitability for casual wear was listed by one woman as a factor to consider when purchasing a work garment. One respondent did not know what she considered most important when buying such a garment.

Areas of frequent alteration and the percentage of women in this study usually needing the alteration in ready-made clothes were: skirt length mentioned by 64 per cent of the women, the length of the bodice front stated by 58 per cent, the length of the bodice back mentioned by 51 per cent, and the length of the shoulder seam stated by 28 per cent (Table 23). Other areas of ready-made clothes needed relatively few alterations. Only in the case of skirt length did the number of women needing alterations approach a significantly greater portion than those who did not need alterations (Appendix A-IV). The skirt was altered by 20 women who took the hem up and nine women who let the hem out. One woman generally had to either shorten or lengthen the hem. One woman stated her ready-made dresses generally fit well, but she usually had to move the button located at the bustline toward the center edge of the garment. There were five women who stated that they did not need any alterations.

All or some of the alterations of dresses were made by 35 women. Seven women had someone else make all the needed alterations and 20 women did not have any dress alterations made for them. The same type of alterations were made by the women as

Table 23. Number of women out of 47 needing alterations, and number and percentage not needing alterations in ready-to-wear clothes.

Area of alteration	:Alterations needed:				
	: by		: Alterations not		
	: number of women		: needed by women		
	: Take up	: Let out	: Number	: Per cent	
Length of bodice	1. front	26	1	20	43
	2. back	24	0	23	49
Length of skirt		21	10	17	36
Length of shoulder seam		13	0	34	72
Waist - size		9	3	35	75
Back of armhole or armscye		7	1	39	83
Length of sleeve		6	2	40	85
Side seam of bodice		6	2	39	83
Bodice front dart		6	3	38	81
Back of neckline		5	0	42	90
Bodice back dart		5	1	41	87
Side seam of skirt		4	3	40	85
Width of sleeve		0	1	46	98

were made for them (Table 24).

Table 24. Alterations made by respondent and alterations made by someone other than respondent as stated by 42 women.

Area of garment alteration	:Alterations made		: Alterations made		
	: by respondent		: by someone else		
	:Take up	:Let out	: Take up	:Let out	
Length of bodice	1. front	20	1	13	1
	2. back	19	0	10	1
Length of skirt		18	7	11	5
Length of shoulder seam		8	0	9	0
Waist - size		7	2	4	1
Bodice front dart		4	3	4	2
Side seam of bodice		4	2	5	1
Bodice back dart		4	2	4	1
Length of sleeve		5	2	2	1
Back of armhole or armscye		5	0	4	1
Back of neckline		5	0	3	0
Side seam of skirt		3	1	2	1
Width of sleeve		0	0	0	1

When asked the reason for refusing to purchase a well-liked garment requiring alterations, the number of alterations, as listed by 14 women; the kind of alterations, as listed by 8 women; and the cost of alterations, as listed by 5 women, were given as reasons for refusal to purchase a garment. Dislike for altered garments and distrust in how the garment would fit after altering were reasons given by five and three women. Inadequate trust of the store, and the store's reputation for fitting were reasons for refusal to purchase given by single individuals. Twelve women stated they had never been in the situation of refusing to buy a well-liked garment because of fitting difficulty. Two women stated they did not know why they might refuse to buy the garment.

To determine the satisfactions and dissatisfactions of the women toward local market offerings in outer clothing, questions were asked concerning where and how the respondents shopped. Other questions concerned the availability of preferred colors, fabrics, dress designs, skirt designs, necklines, sleeves, and dress openings. The response to these questions revealed that over 60 per cent of the women usually found their preferred designs in garments in the sizes for which they were shopping (Table 25).

Of the women who had difficulty finding their desired designs, five could seldom find the preferred sleeve length. Three of these women desired three-quarter sleeves in both their better winter dresses and garments worn while doing housework. The other two women preferred sleeves above the elbow in their work garments

Table 25. Ease of finding preferred dress and skirt design, type of neckline, opening, and sleeve, and length of sleeve in correct garment size as expressed by 47 women.

Garment design preference	Number and percentage of women by quality of fit									
	Usually		Sometimes		Seldom		Never		Don't know	
	No.:	%	No.:	%	No.:	%	No.:	%	No.:	%
Type of neckline	35	75	9	19	0	0	0	0	3	6
Length of sleeve*	34	72	3	6	5	11	1	2	3	6
Type of sleeve	32	68	7	15	0	0	0	0	8	17
Type of opening	32	68	12	25	1	2	0	0	2	4
Dress design**	29	62	11	23	3	6	0	0	3	6
Skirt design**	29	62	11	23	3	6	0	0	3	6

* One woman gave no answer.

** One woman had no preference.

and three-quarter length in their better winter dresses. One respondent found it impossible to find full-length sleeves in better winter dresses of her size.

Other design features which were difficult to find included a back opening to below the waistline in dresses worn while doing housework as expressed by one respondent. Two of the three women who seldom found the preferred dress design in the correct size preferred the two-piece dress, one woman preferred the jacket dress. Of the three women who seldom found their preferred skirt designs in the correct size, two preferred gored, and one knife-pleated skirts. Many of the women stated that they looked for their preferred designs until they found what they wanted.

Approximately 51 per cent of the women (24) felt that the color selection in dresses of their size was fairly narrow, but 70 per cent of the ladies (33) were satisfied with the color

selection availability in ready-to-wear garments (Appendix A-V). Twelve women felt the color selection was wide, eight didn't know if the color selection in their size was wide or narrow, and three women stated that it varied, according to store and season. Eleven women were satisfied, one woman was satisfied just sometimes, and two didn't answer the question concerning satisfaction with the colors found when shopping for clothing.

Of the 27 women who wore light-weight wraps while doing housework, 17 were satisfied with the selection found in their size, 2 were not, and 2 made their own. Six women didn't know if they were satisfied with available light weight wraps.

The selection of texture of the fabric found in stores was listed as satisfactory by 30 women (77 per cent). Nine were not satisfied with the texture selection and two didn't know.

When asked where they first looked for a winter dress for church or social function, 42 women replied that they looked first locally. Two women went to another city, and two ordered directly through the mail. One woman had not purchased any clothing since moving to Manhattan two years before the study.

Seventeen women reported that a wider selection of clothing could not be found in any one season of the year in Manhattan. There were six women who said there was a wider clothing selection in the spring, five thought there was a wider selection in both spring and fall, and two stated a wider clothing selection appeared in the fall. Summer, at the change of the season, and early in each season were each expressed by two women. Nine women didn't know whether there was a wider clothing selection at any particular

season of the year in Manhattan, and one woman did not answer this question.

A significantly larger portion of women shopped for clothing in another city than in Manhattan (Appendix A-VI). Manhattan had a population of approximately 24,000. At some time in the last five years, 23 women had shopped for clothing in Topeka, and 14 in Kansas City, Missouri (Table 26). Cities in Texas, Illinois, California, and Wyoming provided shopping areas for a few of the women in this study. Mail orders were made from Kansas City, Missouri and Wichita, Kansas.

Table 26. The number of women shopping in a city other than Manhattan as expressed by 31 women, approximate population of the city, and approximate number of miles from Manhattan.*

City	: Number : of women	: Approximate: : population	: Approximate : miles from : Manhattan
Topeka	23	101,200	60
Kansas City, Missouri	14	453,300	100
Denver, Colorado	4	412,900	450
Junction City	3	18,100	20
Salina	3	35,300	70
Clay Center	1	4,600	40
Coffeyville	1	18,100	215
Abilene	1	6,700	43
McPherson	1	9,100	93
Wichita	1	240,000	134
Wamego	1	2,200	14

* More than one city was listed by several women.

Visits to children and relatives accounted for 14 women shopping in another city. There were 12 women who shopped in another city because a wider selection could be found and 10 because of

the stops made while traveling to meetings or to visit relatives. Nine women said they couldn't find what they wanted in Manhattan and three had charge accounts in another city. Securing a better fit, shopping while visiting friends, and finding a lower price range as compared to the price range in Manhattan were other reasons each given by two women. "Might find what I like," "have sizes for larger women," "see what they (merchants in another city) are selling," "like picture of garment in newspaper," "they had a sale," and "a higher price range was available" were each given by single individuals as reasons for shopping in another city or through the mail. One woman didn't know why she shopped in another city.

When asked if there were other problems concerning the availability or selection of outer clothing, six of the women stated it was difficult to find satisfactory shoes because of the kind of leather, height of the heel desired, or the size of the foot. Three of the women wanted shoes of kid leather. There were three women who felt the availability of dresses in half sizes in Manhattan was not good and one stated that it was hard to find a wide selection of size $12\frac{1}{2}$ anywhere.

To determine the relation of clothing preferences and problems and socio-economic status of the respondents, questions were asked concerning marital status, occupation, organizations, age, education, source of income, yearly income, and husband's occupation. Replies to these questions revealed that none of the interviewees were divorced; 66 per cent of them were widowed; 30 per cent were married; and 4 per cent or two women were single. There

was not a significant relation between marital status and either sewing habits, selection of solid colored or printed fabric, the amount of money spent for clothes, desire for dresses to be of the current fashion trend, satisfactions with available dress and skirt designs, necklines, openings, sleeves, or the location of the shopping area. However, the relation between the age of the women and their marital status approached significance (Table 27, Appendix A-VII).

Table 27. Frequency distribution of marital status by age range of 47 women.

Marital status	: Age range by number of women			
	: 65-70	: 71-75	: 76-80	: 81-85
Single	0	2	0	0
Married	7	2	2	3
Widowed	6	8	6	11
$\chi^2 = 10.901$ $P < .10$				

Only one of the 14 living husbands was not retired. His occupation was a laborer for a beer company. Of the 13 who were retired, six had been farmers. The previous occupations of the remaining seven were high school principal, fireman, janitor, painter, manager and owner of a cafe, contractor, and university professor.

The age of the interviewees was from 65 to 85. Preliminary analysis revealed that there were no significant relations between age and sewing habits, desire for fashionable dresses, selection of solid colored or printed fabrics, location of shopping areas, and satisfactions with available dress, and skirt designs, necklines,

openings, or sleeves. The relationship of age and education approached significance as seen in Table 28 and Appendix A-VIII. The relation of age and the number of women who previously and presently worked outside the home were significantly related (Table 29, Appendix A-VIII).

Table 28. Frequency distribution of education by age range of 47 women.

Education	: Age range by number of women			
	: 65-69	: 71-75	: 76-80	: 81-85
9 years and under	8	3	6	9
Over 10 years	5	9	2	5

$\chi^2 = 7.007$ $P < .10$

Table 29. Frequency distribution of present and previous employment outside of the home by age range of 47 women.

Employment outside of the home	: Age range by number of women			
	: 65-69	: 71-75	: 76-80	: 81-85
Yes	11	10	2	8
No	2	2	6	6

$\chi^2 = 14.187$ $P < .10$

There were 66 per cent of the women who had been employed outside of their home and 15 per cent of the women had done some work outside of the home in the past year. A variety of positions including dressmaker, school teacher, baby sitter, clerk, practical nurse, cook, telephone operator, cashier, County Register of Deeds, waitress, housekeeper, and actress had been held by the women. Of the seven who still did some work outside of the home,

six of them did baby sitting and one was a girls' summer camp counselor. The number of women previously or presently employed outside of the home was not significant in relation to their sewing habits, selection of solid colored and printed fabrics, desire for fashionable dresses, location of shopping area, or ease of finding preferred garment designs, but was significantly related to garment openings (Appendix A-IX).

Fifty-five per cent of the respondents were active members of one to five organizations and 41 per cent were active members of 6 through 11 organizations. The number of women participating in church and social organizations were nearly equal (Table 30). Two individuals (4 per cent) did not consider themselves active in any organization. According to a chi-square test for independence, there was no significant relation between the number of organizations in which the respondent was active, her age, her sewing habits, selection of solid colored or printed fabric, the amount of money spent for clothes, desire for dresses to be of the current fashion trend, satisfactions with availability of preferred dress and skirt designs, necklines, openings, and sleeves, or the location of shopping areas.

Table 30. Number of social, church, service, and professional organizations in which 47 women were active participants.

Kind of organization	Number of women						
	0	1	2	3	4	5	6
Church group	4	16	20	6	1	0	0
Social organization	7	11	11	4	6	7	1
Service group	21	13	6	5	2	0	0
Professional group	47	0	0	0	0	0	0

The location of Kansas State University in Manhattan may explain why the education of the women in this study was higher than might be expected in other locations. There were two women who had a Master's degree. Sixteen years of schooling had been completed by five women, 14 years completed by three, and 12 years completed by nine. Two women completed 11 years of formal education, 9 completed nine years, and 14 completed only eight years. Only three women had less than seven years of formal education. Fifty-five per cent of the women had nine or less years of schooling while 45 per cent had 11 or more years of schooling.

To determine the economic status of the interviewee, questions concerning the amount of income and chief source of income were asked. According to answers given, 55 per cent of the respondents had an income of less than \$2,000. There were 14 respondents (30 per cent) who had a yearly income of \$2,000 through \$3,999 and 5 respondents who had a yearly income of \$4,000 through \$5,999. Two respondents would not state in what range their yearly income appeared.

When asked the chief source of income, the majority of respondents gave more than one source. Rental property and Social Security ranked first and second as sources of income. Savings accounts, respondent's work, and gifts from children were sources listed by eight, five, and four women, respectively. Annuity, interest on bonds, teachers' pension, and stocks and bonds were individual sources listed by three women. Life insurance, inheritance, and veterans' pensions were sources each listed by two women. Each of the following sources were listed by single

respondents: husband's income, company retirement plan, mortgage, government pension, savings and loan, and soil bank.

Since the income of over 50 per cent of the women interviewed appeared in the same range, and since accurate answers probably were not obtained from all of the respondents, income was not used in attempting to determine the relation of their clothing problems and preferences and their economic status. Instead, the relation of those who received Social Security, those who had rental property, and those who had both rental property and Social Security as sources of income were studied. Twenty-nine women had rental property, 26 women received Social Security, and 17 women received an income from both rental property and Social Security. According to the chi-square test for independence, there were no significant relations between these sources of income and the amount of formal education, number of organizations in which active, sewing habits, preference of solid color or printed fabrics, desire for dresses of the current fashion trend, location of shopping area, person making needed alterations, or satisfaction with availability of preferred dress and skirt.

CONCLUSIONS

In identifying problems encountered by women 65 years old and over when selecting outer clothing, it was revealed that arthritis, rheumatism, bursitis, heart disturbance, and high blood pressure, ailments common among the aging population, were maladies stated by slightly over a third of the women as influencing their clothing preferences. However, it must be remembered that this

study was conducted with a group of women who were still active enough to express an active interest in clothing.

Prevalent figure changes reported by the women were added weight and thickened waistline. These both were major changes reported in Blair's (3) study of changes in appearance of women from 45 to 65 years of age. The study conducted by the Bureau of Home Economics revealed that the waistline increased on an average of seven inches in women 55 years of age and over (20). The thickened waist was not only recognized as a major change, but it was considered by the women to be among the frequent figure problems considered when purchasing clothing. However, the most frequent figure problem considered by the women was large hips.

Observations made by the interviewer indicated that many of the interviewees did not recognize, or did not realize, many of their figure problems which influenced their clothing selection. The interviewer observed that nearly three-fourths of the respondents had a thickened waistline while nearly half of them had rounded shoulders, prominent abdomen, and sagging bust.

In studying some of the satisfactions and dissatisfactions of ready-made garments, it was revealed that the fit of the front waist length of ready-made dresses was recognized as a major fitting problem of the women interviewed. The women who wore half sizes most frequently had fitting problems of the front waist length. In comparison, Holverson's (9) study of stout women revealed that women wearing half sizes were not able to buy ready-made dresses and suits that they enjoyed wearing and that satisfied their needs. The skirt length, back waist length, and

shoulder length were other figure and garment areas frequently creating fitting problems of these women 65 and over. Other areas: shoulder blades, upper arm, bust, upper chest, midriff, waistline, hips, and thighs were reported by over two-thirds of the women as generally fitting well. It was believed, by the author, that many respondents did not recognize a poor fit, and that observation by the interviewer might have given more valid findings concerning the quality of fit.

Fewer alterations were made than expected for this age group. It may have been due to the improvement of the available selection of sizes proportioned for the older woman, or to the inadequate recognition of the women to poor fit, or to refusal to buy a garment because of the number, kind, or cost of alteration. The most frequent alterations were those concerned with the length of front and back bodice, the length of the skirt, and the length of the shoulder seam. Most of the women generally needing alterations made all or some of their own.

Nearly one-half of the women made some of their own clothing. Apparently, the reason for making clothes stemmed from the pleasure and enjoyment secured from being creative, and not with dissatisfactions which might occur in ready-made clothing. The enjoyment secured when sewing was listed by one-half of the women as a reason for making some of their clothes. Less important reasons were: the attractive design of the material, the money saved, time occupied, and the fit secured, consecutively in frequency mentioned.

Dark, solid colored fabrics were more often preferred than printed fabrics in winter dresses for church or social function. Reasons for this preference consisted largely of expressions concerning a more becoming appearance. These women probably understood the principle of optical illusion well enough to know that darker colors usually created an illusion of a small appearance. It was interesting to note that those women who preferred printed fabrics seemingly were more interested with the neat appearance than the becomingness of the fabric (Table 9).

In comparison with Holverson's (9) study on the clothing preferences of stout women, and Sproul's (15) study of daytime dresses for women over 50, this investigation agreed, to some extent, with the stated preferences for color and dress designs. All three studies revealed that blue was the most preferred color. Gored skirt designs, V necklines, set-in three-quarter length sleeves, and collars were frequent design preferences as revealed in all three studies. The front opening to the waistline with an underarm placket was stated as the preferred better dress opening in both Sproul's (15) study and in this study. The shirtwaist dress design was a frequently stated preference in both Holverson's (9) study and this study. However, in this study the jacket and two-piece dress designs also were frequently preferred. The younger women, those who were 65 to 75 years of age, in this study were the ones who most frequently preferred the shirtwaist dress design. This led to the conclusions that, with added age and slowing of the body circulation, the older women desired warmth and comfort secured from the light jacket of a two-piece ensemble.

Color, neckline, and sleeve preferences largely agreed in winter dresses selected for church or social functions and garments worn while doing housework; however, garment openings and sleeve length preferences did not. These were areas of the garment where ease of donning and comfort were important in everyday wear of these women. Over one-half of the women preferred the full-length front opening and above the elbow sleeve length in garments worn while doing housework.

The response to questions on garment design preferences indicated that the winter dress worn to church or social functions might be described as being blue, with a V neckline, a collar, a gored skirt, set-in three-quarter length sleeves, and a front opening to the waistline with an underarm placket. The dress would probably be a shirtwaist, but could be a jacket or two-piece dress. The garment worn while doing housework might be blue, but this color choice would not be as likely as in the dressier dress. The work garment would have a V neckline, set-in above the elbow length sleeves, and a full-length opening. This garment would probably be a cotton wash dress or it could be an old good dress, wash dress of synthetic fiber, duster or housecoat, skirt and blouse, or jeans.

Expressions concerning becomingness, comfort, and ease of donning made up most of the reasons for color and garment design preferences in garments worn while doing housework. In comparison, ease of donning, ease of care, and comfort were most frequently stated as being considered when purchasing work garments. In contrast, Edaburn's (7) study of the house dress revealed that nearly

twice as many of the women preferred an attractive style to one which was less attractive but easier to launder.

Expressions concerning becomingness made up most of the reasons for garment design and color preferences in garments selected to wear to church or social functions. In comparison, color, ease of care, and the garment design were stated as being most frequently considered when purchasing dressy dresses.

The preferred fabrics of the women included jersey, crepe, and bengaline, with jersey being the most often preferred. When asked what fabric they preferred, nearly one-third of the women gave answers related to hand and weight or fiber content, indicating that many of the women were not familiar with fabric names.

It was apparent the women in this study did not wish to have better quality of clothing than they had previously been accustomed to wearing or they simply were not interested in clothing. Nearly two-thirds of the respondents stated they would not spend more money, if available, for clothing. In comparison, Ebeling's (6) study of women 60 years of age and over revealed that all of the women wished they had more money to spend on clothes. However, her study also revealed that there was a tendency for the interest in clothing to decline with age.

In determining the satisfactions and dissatisfactions toward local market offerings, it was revealed that the women were generally satisfied with the availability of their preferred fabrics, garment designs, and colors in garments of their size. From this information the writer concluded that manufacturing companies were largely meeting the demands of these consumers.

Most of the women looked locally for clothing before purchasing but many of the women purchased clothing in another city. Purchases made while visiting and traveling and dissatisfaction with the clothing selection in Manhattan were largely the reasons for shopping in another city. It was, therefore, concluded that the local merchants were partially meeting the needs of these consumers.

There was no significant relationship between the socio-economic information given by the respondents and their clothing preferences and problems except the relation of the previously or presently employed women and their ease of finding preferred garment openings. Since there was no logical reason for a significant relation of employment and ease of finding, or satisfaction with availability of preferred garment openings, perhaps it was the one in twenty relation due to chance. These findings lead the writer to the conclusion that clothing problems and clothing desires were basically the same for women of this segment of the population.

This study concerning the preferences and problems associated with the selection of outer clothing as expressed by women 65 years of age and over has indicated to the writer that they were relatively better satisfied than one would conclude from conversation with these people. From the preferences studied and the comments made, it is evident that these women know what they want. They are looking for becoming color, line and style, simplicity, comfort, ease of donning, and ease of care. They want to feel attractively and suitably dressed for their age.

RECOMMENDATIONS

The writer feels that this study will be of value to educators, designers, manufacturers, and retailers. Research of this kind can reveal problems which senior citizens have in selection and buying of clothing as well as preferences. This study has indicated that educators need to place greater emphasis on the relation of a proper diet upon the maintenance of an ideal weight. They also should stress proper clothing selection as a means for improving the comfort and appearance of the wearer. It is apparent, as indicated in this study, that some designers and manufacturers are presently meeting basic design needs of the senior woman, but retailers should familiarize themselves with these needs in order to meet the demands of the older consumers.

Much research remains to be done with our citizens who are 65 years of age and over. In reviewing the results of this study, several points have become evident to the writer in which further investigation related to the senior woman could be proposed. Studies could be done in other geographical areas of the country in order to obtain a more complete picture of the clothing problems and desires of older women. An investigation for comparison of this study which was done with urban women, would be a study of clothing needs and preferences of rural women 65 years of age and over. Another investigation for comparison with this study would be a study of clothing needs and preferences of senior women who have employment. In 1959, 9.2 per cent of the women 65 and over in the United States were employed (16).

A study of the kind, number, and cost of alterations as reported by ladies' ready-to-wear stores and alteration departments would be of interest. This study revealed that alterations were not generally a great problem.

Another investigation could be concerned with consumer criteria of clothing performance, particularly serviceability, care, and upkeep. The women in this study expressed ease of care as one of the important factors considered when purchasing clothing.

A further examination of problems related to the purchasing of clothes could be made. Women in this study stated that the color selection in their dress sizes was fairly narrow. One could determine if this was true for desired designs, fibers, fabrics, and textures. If wider selections were made available, would the preferences of these women change?

Dr. Micheal Dasco suggested that stores have departments for the older woman (13). It seems feasible to conduct an investigation concerning satisfactions to both the consumer and the retailer of clothing departments for the "senior" woman.

ACKNOWLEDGMENT

The writer is deeply grateful to Dr. Jessie A. Warden, Head of the Clothing and Textiles Department, for her patient assistance and invaluable guidance given in the writing of this thesis.

Heartfelt thanks are extended to Miss Gertrude Lienkaemper and Dr. Earl E. Edgar for their inspiring suggestions and for serving on the writer's committee.

Sincere appreciation also is expressed to Dr. Stanley Wearden for his advice concerning the statistical analysis of this study and to James E. Tullis for his constructive criticism of the author's writings.

Grateful acknowledgment is extended to the women who were subjects of the research, to those who assisted in the pre-test, and to the clothing seminar class who contributed valuable suggestions.

To her husband and parents, the writer is greatly indebted for their constant help in so many different ways.

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APPENDIX A

Statistical Analysis of Significance

- I. Statistical analysis of the number of women who answered the question, "Do you enjoy making your own clothes?"

Hypothesis: There was no significant difference in the number of women who enjoyed sewing and those who did not.

$$\chi^2 = \frac{(15-10.5)^2}{10.5} + \frac{(6-10.5)^2}{10.5} = 3.86$$

$$d.f. = 1 \quad P < .05$$

Conclusion: The hypothesis was rejected, indicating that of those women who made their own clothes, the portion who enjoyed sewing was significantly larger than those who did not.

- II. Statistical analysis of the number of women who expressed quality of fit of the front waist length, and relation of figure type and front waist length.

Hypothesis: There was no significant difference in the number of women whose front waist length fit well and those whose front waist length fit fairly well and poorly.

$$\chi^2 = \frac{(16-23.5)^2}{23.5} + \frac{(31-23.5)^2}{23.5} = 4.66$$

$$d.f. = 1 \quad P < .05$$

Conclusion: The hypothesis was rejected, indicating that a significantly larger portion of the women had front waist fitting problems than those who didn't.

Hypothesis: The quality of fit of the front waist length and figure types were independent of each other.

Figure type	:Quality of fit by number of women		
	: Well	:fairly well: :and poorly :	Total
Half sizes	8	26	34
Misses', women's, petite	8	5	13
Total	16	31	47

$$\chi^2 = \frac{(8-11.6)^2}{11.6} + \frac{(26-22.4)^2}{22.4} + \frac{(8-4.4)^2}{4.4} + \frac{(5-8.6)^2}{8.6} = 6.16$$

$$d.f. = 1 \quad P < .05$$

Conclusion: The quality of fit of the front waist length as expressed by the women was significantly related to their figure types.

III. Statistical analysis of the number of women expressing size of color selection when shopping for dresses.

Hypothesis: There was no significant difference in the number of women who found a wide color selection when shopping for dresses and those who did not.

$$\chi^2 = \frac{(12-17.5)^2}{17.5} + \frac{(23-17.5)^2}{17.5} = 3.54$$

$$d.f. = 1 \quad P < .10$$

Conclusion: This hypothesis could be accepted. However, the portion of women finding a narrow color selection approached significance.

IV. Statistical analysis of the number of women making skirt length alterations.

Hypothesis: There was no significant difference in the number of women who alter the skirt length of ready-made garments and those who did not.

$$\chi^2 = \frac{(17-23.5)^2}{23.5} + \frac{(30-23.5)^2}{23.5} = 3.595$$

$$d.f. = 1 \quad P < .10$$

Conclusion: The hypothesis could be accepted. However, the portion of women making skirt length alterations approached significance.

V. Statistical analysis of the number of women expressing satisfaction or dissatisfaction of color selection available in ready-to-wear.

Hypothesis: There was no significant difference in the number of women who were satisfied with color selection availability and those who were not.

$$\chi^2 = \frac{(33-22)^2}{22} + \frac{(11-22)^2}{22} = 11.0$$

$$\text{d.f.} = 1 \quad P < .01$$

Conclusion: The hypothesis was rejected, indicating that the number of women expressing satisfaction in color availability was significantly larger than those who were not satisfied.

- VI. Statistical analysis of the number of women answering the question, "Do you ever shop for clothing in another city?"

Hypothesis: There was no significant difference in the number of women who shopped in another city and those who shopped in Manhattan.

$$\chi^2 = \frac{(31-23)^2}{23} + \frac{(15-23)^2}{23} = 5.57$$

$$\text{d.f.} = 1 \quad P < .05$$

Conclusion: The hypothesis was rejected, indicating that the number of women shopping in another city was significantly larger than those shopping in Manhattan.

- VII. Statistical analysis of the relation of age and marital status.

Hypothesis: Age and marital status of the women were independent of each other.

Marital status	Age range by number of women				Total
	65-70	71-75	76-80	81-85	
Single	0	2	0	0	2
Married	7	2	2	3	14
Widowed	6	8	6	11	31
Total	13	12	8	14	47

$$X^2 = \frac{(0-.5)^2}{.5} + \frac{(7-3.9)^2}{3.9} + \frac{(6-8.6)^2}{8.6} + \frac{(2-.5)^2}{.5} + \frac{(2-3.5)^2}{3.5} +$$

$$\frac{(8-8)^2}{8} + \frac{(0-.4)^2}{.4} + \frac{(2-2.4)^2}{2.4} + \frac{(6-5.2)^2}{5.2} + \frac{(0-.6)^2}{.6} +$$

$$\frac{(3-4.2)^2}{4.2} + \frac{(11-9.2)^2}{9.2} = 10.901$$

$$d.f. = 6 \quad P < .10$$

Conclusion: The hypothesis could be accepted. However, the relationship of age and marital status of the women approached significance.

VIII. Statistical analysis of the relation of age and socio-economic factors.

Hypothesis: Age and number of women previously and presently employed outside the home were independent of each other.

Employment	Age range by number of women				
	65-70	71-75	76-80	81-85	Total
Yes	11	10	2	8	31
No	2	2	6	6	16
Total	13	12	8	14	47

$$X^2 = \frac{(11-8.6)^2}{8.6} + \frac{(2-4.4)^2}{4.4} + \frac{(10-7.9)^2}{7.9} + \frac{(2-4.1)^2}{4.1} + \frac{(2-5.3)^2}{5.3} +$$

$$\frac{(6-2.7)^2}{2.7} + \frac{(8-9.2)^2}{9.2} + \frac{(6-4.8)^2}{4.8} = 14.187$$

$$d.f. = 3 \quad P < .01$$

Conclusion: The hypothesis was rejected. Age was significantly related to the previous and present employment of the women.

Hypothesis: Age and education of the women were independent factors.

Education	Age range by number of women				Total
	65-70	71-75	76-80	81-85	
9 years and over	8	3	6	9	26
Over 10 years	5	9	2	5	21
Total	13	12	8	14	47

$$\chi^2 = \frac{(8-7.2)^2}{7.2} + \frac{(3-6.7)^2}{6.7} + \frac{(6-4.4)^2}{4.4} + \frac{(9-7.7)^2}{7.7} + \frac{(5-5.8)^2}{5.8} + \frac{(9-5.3)^2}{5.3} + \frac{(2-3.6)^2}{3.6} + \frac{(5-6.3)^2}{6.3} = 7.006$$

$$d.f. = 3 \quad P < .10$$

Conclusion: The hypothesis could be accepted. However, the relationship of age and education approached significance.

- IX. Statistical analysis of the relation of employment and satisfaction with availability of preferred dress openings.

Hypothesis: Employment and satisfaction with availability of preferred dress openings were independent factors.

Ease of finding preferred dress opening	Worked outside of home by number of women			Total
	Yes	No		
Usually	24	8		32
Sometimes	5	7		12
Total	29	15		44

$$\chi^2 = \frac{(24-21)^2}{21} + \frac{(8-11)^2}{11} + \frac{(5-8)^2}{8} + \frac{(7-4)^2}{4} = 4.63$$

$$d.f. = 1 \quad P < .05$$

Conclusion: The hypothesis was rejected. Employment and satisfaction with availability of preferred dress openings were significantly related.

APPENDIX B

I would like a little information about the clothing you wear, your satisfactions and dissatisfactions with clothing and where you purchase clothing. Let's start with the clothing you wear.

1. What ready-made dress size do you usually wear?

_____ 8	_____ 34	_____ 12 ₊
_____ 10	_____ 36	_____ 14 ₊
_____ 12	_____ 38	_____ 16 ₊
_____ 14	_____ 40	_____ 18 ₊
_____ 16	_____ 42	_____ 20 ₊
_____ 18	_____ 44	_____ 22 ₊
_____ 20	_____ 46	_____ 24 ₊
	_____ 48	
	_____ 50	
	_____ 52	

2. Which size fits you best, misses' _____, women's _____, half-sizes _____, petite _____ or other _____?
3. Why do you prefer _____ size?
4. What garment do you commonly wear at home when doing your work?
- _____ a. duster, robe or housecoat
 - _____ b. cotton wash dress
 - _____ c. dry-cleanable dress
 - _____ d. slacks
 - _____ e. jeans
 - _____ f. other
5. Most women's figures change during middle age. Have you noticed changes in your figure?
- _____ yes
 - _____ no
6. What changes have you noticed?
- _____ a. rounded shoulders
 - _____ b. thickened waist
 - _____ c. large thighs
 - _____ d. large hips
 - _____ e. sway-backed
 - _____ f. prominent buttocks
 - _____ g. sagging bust
 - _____ h. large bust
 - _____ i. "dowager's" hump
 - _____ j. prominent abdomen
 - _____ k. overweight
 - _____ l. underweight
 - _____ m. other

7. What figure changes (or problems) do you think about when you decide upon the size and style you are planning to purchase?

- a. rounded shoulders
- b. thickened waist
- c. large thighs
- d. large hips
- e. sway-backed
- f. prominent buttocks
- g. sagging bust
- h. large bust
- i. "dowager's" hump
- j. prominent abdomen
- k. overweight
- l. underweight
- m. other

8. What figure problems does the interviewer observe?

- a. rounded shoulders
- b. thickened waist
- c. large thighs
- d. large hips
- e. sway-backed
- f. prominent buttocks
- g. sagging bust
- h. large bust
- i. "dowager's" hump
- j. prominent abdomen
- k. overweight
- l. underweight
- m. other

9. Are there other problems of a physical nature such as arthritis, heart disturbance or rheumatism that would influence your clothing preference?

- a. arthritis
- b. rheumatism
- c. heart disturbance
- d. other
- e. none

10. Do you make all _____, some _____, or none _____ of your own clothes?

(If the above answer is all or some, answer questions 11, 12, and 13. If no, go to question 14.)

11. Why do you make all (or some) of your clothes?

- a. fit
- b. save money
- c. color
- d. design of material
- e. design of garment
- f. other

21. Which of the following do you consider is most important when buying a dress for church or social function?
- a. ease of washing and ironing, or cleaning
 - b. ease of upkeep between wearings
 - c. design of the garment
 - d. color
 - e. price
 - f. fit
 - g. texture
 - h. other
22. Which of the following do you consider is most important when buying a garment for housework?
- a. ease of washing and ironing
 - b. wrinkle resistance
 - c. ease in getting on and taking off the garment
 - d. ease for movement while working
 - e. price
 - f. fit
 - g. other
23. What is the approximate amount paid when purchasing a winter dress for church or social function?
- a. under \$8.99
 - b. \$ 9 - 12.99
 - c. 13 - 16.99
 - d. 17 - 20.99
 - e. 21 - 24.99
 - f. 25 - 28.99
 - g. 29 - 32.99
 - h. 33 - 36.99
 - i. 37 - 40.99
 - j. 41 and over
24. If you had more money in your budget for clothes, would you:
- a. buy more dresses in the same price range?
 - b. buy the same number of dresses in a higher price range?
 - c. buy fewer dresses in a much higher price range?
 - d. would not spend it for clothes
 - e. other
25. Why would you buy (the above answer)?
- a. style of garment
 - b. fit of the garment
 - c. quality of fabric
 - d. larger wardrobe
 - e. don't need or care about a larger wardrobe
 - f. like a new dress once in a while
 - g. other

26. Do you find that ready-made dresses generally fit you well, fairly well or poorly in these areas? (Interviewer will indicate areas on herself.)

	well	fairly well	poorly
a. length of shoulder	_____	_____	_____
b. width across back at shoulder blades	_____	_____	_____
c. upper arm - size	_____	_____	_____
d. bust	_____	_____	_____
e. width across upper chest	_____	_____	_____
f. waist length 1. front	_____	_____	_____
2. back	_____	_____	_____
g. midriff 1. width	_____	_____	_____
2. height	_____	_____	_____
h. waistline - size	_____	_____	_____
i. hips	_____	_____	_____
j. thighs	_____	_____	_____
k. skirt length	_____	_____	_____
l. other	_____	_____	_____

27. What texture of fabric is there that you do not like to wear? (Interviewer will read list of textures.)

_____ a. rough fabric
 _____ b. smooth fabric
 _____ c. stiff fabric
 _____ d. soft fabric
 _____ e. no preference

28. Are you satisfied with the selection of texture that you find in the stores in which you shop?

_____ yes
 _____ no

29. What fabric do you prefer in your winter dress for church or social function?

_____ a. crepe
 _____ b. jersey
 _____ c. broadcloth
 _____ d. other

30. Why do you prefer this fabric?

_____ a. ease of washing and ironing or cleaning
 _____ b. ease of upkeep between wearings
 _____ c. comfortable
 _____ d. appropriate for more than one season
 _____ e. other

31. What is your favorite color in winter dresses for church or social function?
- a. green
 - b. red
 - c. rose
 - d. yellow
 - e. navy
 - f. blue
 - g. brown
 - h. black
 - i. gray
 - j. other
32. Why is _____ your favorite color in winter dresses for church or social function?
- a. basic color
 - b. fits well into wardrobe
 - c. like the color
 - d. compliments complexion
 - e. appropriate for many seasons
 - f. becoming color
 - g. other
33. Is _____ (answer given in 31) your favorite color in garments you wear when doing your housework, or do you have a color preference for these garments?
- yes
 - no
 - no preference
34. What is your favorite color in garments you wear when doing the housework?
- a. green
 - b. red
 - c. rose
 - d. yellow
 - e. navy
 - f. blue
 - g. brown
 - h. black
 - i. gray
 - j. other
35. Why is this color your favorite color in your garments worn when doing the housework?
- a. doesn't show the soil easily
 - b. like the color
 - c. cheerful color
 - d. becoming color
 - e. other
36. When you are shopping for dresses, do you usually find that the color selection is wide _____ or fairly narrow _____?

37. What color do you most often choose when purchasing a winter dress for church or social function?
- a. green
 - b. red
 - c. rose
 - d. yellow
 - e. navy
 - f. blue
 - g. black
 - h. brown
 - i. gray
 - j. other
38. Why do you usually choose this color when purchasing a dress?
- a. like it
 - b. appropriate for many seasons
 - c. color that is available in size needed
 - d. basic color
 - e. becoming color
 - f. other
39. Are you usually satisfied with the selection of colors found when shopping for clothing?
- yes
 - no
40. If no, why aren't you satisfied?
41. Do you usually prefer fabric of a solid color or printed fabric for church or social function?
- print
 - solid
 - no preference
42. Why do you prefer _____ (the above answer)?
- a. like solid colors
 - b. like printed fabric
 - c. appropriate for many seasons
 - d. they are dressy
 - e. other
43. Do you want the style of your dresses to be of the current fashion trends?
- yes
 - no
44. If not, why don't you?
- a. too short
 - b. too tight
 - c. not designed with older women in mind
 - d. other

45. Do you believe that dresses of your size are designed with current fashion trends in mind?
 yes
 no
46. Which of these dress designs do you prefer in a winter dress for church or social function?
 a. two-piece dress
 b. jacket dress
 c. shirtwaist
 d. princess
 e. sheath
 f. other
47. Why do you prefer this dress design?
 a. becoming design
 b. fits well
 c. fits well because of related figure problems
 d. appropriate for many seasons
 e. comfortable
 f. other
48. Do you find this preferred design in your size when you shop for a dress?
 usually
 sometimes
 seldom
 never
49. What skirt design do you prefer in your winter dress or skirt?
 a. gored
 b. circular
 c. straight-slim
 d. gathered
 e. pleated - knife
 - box
 f. other
50. Why do you prefer this skirt design?
 a. becoming design
 b. slenderizing
 c. habit
 d. other
51. Do you find this preferred skirt design when you shop for a dress or skirt?
 usually
 sometimes
 seldom
 never

52. What neckline finish do you prefer in your winter dress for church or social function?
- a. collar
 - b. collarless
 - c. other
53. What type of neckline do you prefer in your winter dress or blouse for church or social function? (Pictures of these necklines will be handed to interviewee)
- a. deep V
 - b. short V
 - c. square
 - d. cowl
 - e. bateau
 - f. round
 - g. other
54. Why do you prefer this type of neckline?
- a. covers neck and body
 - b. comfortable
 - c. compliments face
 - d. most becoming
 - e. other
55. Is the _____ neckline your preferred neckling for garments you wear while doing your housework?
- yes
 - no
 - no preference
56. What type of neckline do you prefer in garments you wear while doing your housework?
- a. deep V
 - b. short V
 - c. square
 - d. cowl
 - e. bateau
 - f. round
 - g. other
57. Why do you prefer this neckline in your everyday garments?
- a. covers body
 - b. comfortable
 - c. easy to care for
 - d. most becoming
 - e. other

58. Do you find these preferred necklines when you shop for a dress or blouse?
- usually
 - sometimes
 - seldom
 - never
59. Which dress opening do you prefer in your winter dress for church or social function?
- a. front opening the full length of the dress
 - b. front opening to placket depth below waistline
 - c. front opening to the waistline with underarm opening
 - d. diagonal front opening to waistline with underarm opening.
 - e. back opening to below waistline
 - f. scooped-out neck with underarm opening
 - g. other
60. Why do you prefer this type of opening?
- a. ease in getting on and taking off the garment
 - b. comfortable
 - c. easy to press and iron
 - d. just like it
 - e. other
61. Is _____ your preferred type of opening in garments you wear while doing your housework?
- yes
 - no
 - no preference
62. Which type of opening do you prefer in your garments you wear while doing your housework?
- a. front opening the full length of the dress
 - b. front opening to placket depth below waistline
 - c. front opening to the waistline with underarm opening
 - d. diagonal front opening to waistline with underarm opening.
 - e. back opening to below waistline
 - f. scooped-out neck with underarm opening
 - g. other
63. Why do you prefer this type of opening in clothes you wear while doing your housework?
- a. ease in getting on and taking off the garment
 - b. comfortable
 - c. easy to press and iron
 - d. just like it
 - e. other

64. Do you find the type of opening you prefer?
 usually
 sometimes
 seldom
 never
65. What type of fastener do you usually prefer? zipper _____,
 button _____, or other _____
66. Why do you prefer this type of fastener?
 a. easy to open and close garment
 b. look better on the garment
 c. does not come off of garment easily
 d. other
67. Which type of sleeve do you prefer in the dress you select
 for church or social function? (Picture of type of sleeve
 will be handed to the interviewee)
 a. set-in
 b. raglan
 c. kimono
 d. other
68. Why do you prefer this type of sleeve?
 a. allows ease of movement
 b. comfortable
 c. fits well
 d. becoming
 e. doesn't bind or pull
 f. don't know
 g. other
69. Is _____ your preferred type of sleeve in clothes
 you wear while doing your housework?
 yes
 no
 no preference
70. Which type of sleeve do you prefer in garments you wear while
 doing your housework?
 a. set-in
 b. raglan
 c. kimono
 d. other
71. Why do you prefer this type of sleeve in clothes you wear while
 doing your housework?
 a. allows ease of movement
 b. comfortable
 c. becoming
 d. other

72. Do you find the sleeve you prefer when shopping?
 usually
 sometimes
 seldom
 never
73. What length of sleeve do you prefer in a winter dress you select to wear to church or social function?
 a. above elbow
 b. just below elbow
 c. three-quarters
 d. full length
 e. other
74. Why do you prefer this sleeve length?
 a. comfortable
 b. covers unattractive arm
 c. provides warmth
 d. looks better
 e. just like them
 f. other
75. Is _____ your preferred length of sleeve in garments you wear while doing housework?
 yes
 no
 no preference
76. Which length of sleeve do you prefer in garments you wear while doing your housework?
 a. above elbow
 b. just below elbow
 c. three-quarters
 d. full length
 e. other
77. Why do you prefer this sleeve length in garments you wear while doing your housework?
 a. comfortable
 b. easy to work in
 c. provide warmth
 d. covers unattractive arm
 e. just like them
 f. other
78. Do you find the sleeve length you prefer when shopping?
 usually
 sometimes
 seldom
 never

79. Which type of alteration problems do you usually have in your ready-made clothes?

Type of alteration	Take up	Let out	No problem
a. length of shoulder seam	_____	_____	_____
b. back of armhole or armscye	_____	_____	_____
c. back of neckline	_____	_____	_____
d. length of sleeve	_____	_____	_____
e. length of bodice 1. front	_____	_____	_____
2. back	_____	_____	_____
f. side seam of bodice	_____	_____	_____
g. bodice front dart	_____	_____	_____
h. bodice back dart	_____	_____	_____
i. waist - size	_____	_____	_____
j. side seam of skirt	_____	_____	_____
k. length of skirt	_____	_____	_____
l. other	_____	_____	_____

80. Do you ever make your own alterations?

_____ yes
 _____ no

81. What kind of alterations do you have someone else make for you?

Type of alteration	Take up	Let out	No problem
a. length of shoulder seam	_____	_____	_____
b. back of armhole or armscye	_____	_____	_____
c. back of neckline	_____	_____	_____
d. length of sleeve	_____	_____	_____
e. length of bodice 1. front	_____	_____	_____
2. back	_____	_____	_____
f. side seam of bodice	_____	_____	_____
g. bodice front dart	_____	_____	_____
h. bodice back dart	_____	_____	_____
i. waist - size	_____	_____	_____
j. side seam of skirt	_____	_____	_____
k. length of skirt	_____	_____	_____
l. other	_____	_____	_____

82. What kind of alterations do you make yourself?

Type of alteration	Take up	Let out	No problem
a. length of shoulder seam	_____	_____	_____
b. back of armhole or armscye	_____	_____	_____
c. back of neckline	_____	_____	_____
d. length of sleeve	_____	_____	_____
e. length of bodice 1. front	_____	_____	_____
2. back	_____	_____	_____
f. side seam of bodice	_____	_____	_____
g. bodice front dart	_____	_____	_____
h. bodice back dart	_____	_____	_____
i. waist - size	_____	_____	_____
j. side seam of skirt	_____	_____	_____
k. length of skirt	_____	_____	_____
l. other	_____	_____	_____

83. If you refuse to buy an article of clothing which you like because of fitting difficulty, is it due to: (interviewer will read a through d)
- a. cost of alteration
 - b. kind of alteration
 - c. number of alterations
 - d. store's reputation for fitting
 - e. never had this problem
 - f. other
84. When you are selecting a dress for church or social function, do you look first locally, go directly to another city, or order directly through the mail?
- locally
 - another city
 - mail order
85. Do you ever shop for clothing in another city?
- yes
 - no
86. Where do you shop, if not in Manhattan? _____
87. Why do you shop in another city or through the mail?
- a. friends
 - b. children
 - c. wider selection
 - d. lower price range
 - e. just some place to go
 - f. other
88. Do you find a wider selection in any particular season of the year when shopping in Manhattan?
- a. winter
 - b. fall
 - c. spring
 - d. summer
 - e. no change
89. Do you have other problems concerning the availability of selection of outer clothing for yourself?
- I now need a little information about you and your husband.
90. Are you single __, married __, widowed __, or divorced __?
91. Is your husband retired?
- yes
 - no
92. If yes, what was his occupation?
93. If no, what is his occupation?

94. Have you ever worked outside the home?
 _____ yes
 _____ no
95. If so, what was your occupation?
96. Have you worked outside the home in the past year?
 _____ yes
 _____ no
97. If so, what type of work did you do?
98. In how many social organizations _____ are you active?
 church groups _____
 service groups _____
 professional groups _____
99. Would you please tell me your height _____ and weight _____?
100. In what age group does your age appear?
 _____ a. 65 - 70
 _____ b. 71 - 75
 _____ c. 76 - 80
 _____ d. 81 - 85
 _____ e. 86 - 90
 _____ f. over 90
101. Would you say your chief source of income is:
 _____ a. your husband's income
 _____ b. Social Security
 _____ c. your own work
 _____ d. life insurance
 _____ e. rental
 _____ f. company retirement plan
 _____ g. savings account
 _____ h. annuity
 _____ i. gifts from children
 _____ j. other source
102. How many years of schooling have you completed?
 _____ under 7 _____ college freshman
 _____ 7 _____ college sophomore
 _____ 8 _____ college junior
 _____ 9 _____ college senior
 _____ 10 _____ MS degree
 _____ 11
 _____ 12
103. In what range does your approximate yearly income appear?
 _____ a. under \$2,000
 _____ b. \$2,000 - \$3,999
 _____ c. \$4,000 - \$5,999
 _____ d. \$6,000 - \$7,999
 _____ e. \$8,000 - \$9,999
 _____ f. \$10,000 and over

CLOTHING PREFERENCES AND PROBLEMS EXPRESSED BY
A SELECTED GROUP OF WOMEN 65 YEARS OF AGE AND OVER

by

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B. S., Kansas State University, 1957

AN ABSTRACT OF A THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

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1962

The number of people 65 years of age and over expanded 438 per cent in the United States since 1900. With the increasing number of older women, thought needs to be given to their clothing preferences and needs. This study was concerned with identifying preferences and problems associated with the selection of certain outer clothing of women 65 years of age and over. An interview schedule was prepared and given to secure information from 47 women, members of the Golden Age Club in Manhattan, Kansas.

Arthritis, rheumatism, bursitis, heart disturbance, and high blood pressure were maladies stated by slightly over one-third of the respondents as influencing their clothing preferences. A thickened waist was recognized as a major figure change and figure problem considered when purchasing clothing. The interviewer observed that nearly three-fourths of the respondents had a thickened waistline while nearly half of them had rounded shoulders, prominent abdomen, and sagging busts.

Frequent fitting problems listed, and alterations needed in ready-made dresses were located in areas of the front and back waist length, shoulder length, and skirt length. Women who wore half sizes most frequently had front waist length fitting problems.

Some clothing was made by 47 per cent of the women. Enjoyment secured when sewing was listed by one-half of these women as a reason for sewing. There was no significant relation between the women who sewed and age, garment sizes, physical maladies, and satisfaction in availability of preferred clothing designs.

A shade or tint of blue, solid color, shirtwaist dress design, gored skirt, V neckline, collar, and set-in three-quarter length

sleeves were color and design preferences expressed by over one-half of the women for winter dresses for church or social functions. V neckline, full length front opening, and above the elbow length set-in sleeves were design preferences for work garments expressed by more than 50 per cent of the women. Expressions concerning becomingness made up most of the reasons for design preferences in dressy dresses and was important to a lesser degree in design preferences for work garments.

Over 60 per cent of the women usually found their preferred fabrics, garment designs, and colors in their sizes when shopping. Nearly all of the women looked locally for clothing before purchasing; however, two-thirds of the women purchased clothing in another city. Purchases made while visiting and traveling, and dissatisfaction with clothing available in Manhattan were expressed reasons for shopping in another city.

Education of the respondents ranged from less than seven through 17 years of schooling. Fifty-five per cent of the respondents were active members of one to five organizations and 41 per cent were active in six to 11 organizations. Fifty-five per cent of the women reported a yearly income of less than \$2,000 with rental property and Social Security being the major sources of income. Little relation of significance was found between socio-economic status and expressed clothing problems and preferences of the respondents.

This study indicated that women 65 years of age and over were relatively satisfied with outer clothing available at present-day markets. The women wanted to feel attractively and suitably dressed for their age.