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Psychological Aspects of Clothing

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*Clothing
Title*

PSYCHOLOGICAL ASPECTS OF CLOTHING

A Special Studies Paper
Presented to

Mrs. Frances Elledge

For Honors Program
H491

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Marty McDonald

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This research was conducted with no established set of hypotheses as guidelines. It was done to point out certain attitudes about clothing and inadvertently, how consciously or unconsciously, ideas are formed about dress.

A questionnaire was prepared for the study. It required the subject to give his age, sex, and classification, but no name. The questions were designed to include some specific topics on female dress and some on male dress, with additional topics related to neither sex expressly. These questions were given to forty (40) subjects, twenty males and twenty females. Ten of the females were enrolled in an advanced home economics course, Costume Design. The remaining ten were selected at random from the women's dormitory. Ten of the male subjects were from a large class of men's home economics. The original sampling included thirty-one; ten were chosen by counting out every third answer sheet. Likewise, ten of the male subjects were chosen randomly from a dormitory population.

The results showed some very definite trends in certain areas of dress, and rather scattered opinions in others. The average age of the females studied was 20.0 years. The group contained five sophomores, ten juniors, and five seniors. The mean age for the males was 20.25 years; this

contained three freshmen, three sophomores, six juniors, and eight seniors. The results are indicated in the accompanying tables.

On the basis of these results, some of the following conclusions can be drawn. Both males and females are strongly affected by color; the brighter, warm colors give more pleasant effects than the darker, more drab colors. The females are slightly conservative in their opinions and seem to be highly prone to state what has traditionally been held in good taste. They neither want their skirts extremely short, nor do they endorse turtlenecks for all occasions. Accordingly, they approve of the latest men's fashions, if used in moderation. The overwhelming disapproval of the unisex look pointed to the fact these women want to remain looking as such. It was noticeable that casual and comfortable dress were the desired order of the day. For this privilege they refused to give up a neat personal appearance, however. The question concerning a poorly dressed female brought sharp criticism of the woman with improper fit, unkept clothing, and a poor personal appearance, such as runners in her hose, too much make-up, unkept hair or clothes that need mending. The females were more critical of the poorly dressed male than the males were of themselves. A strong carry-over of ideas was noted - poor fit, sloppy appearance and poor color combinations.

To summarize these findings one could say the females are apparently moving to a more open opinion about dress and show signs of wanting to experiment. They are quite fashion conscious and yet influenced by a desire to remain individuals.

Though men have generally been thought of as having only a passive interest in clothing, this group showed an enthusiastic concern. To be sure, they have stronger opinions and more definite descriptions of their wearing apparel than the women's. They are keenly affected by length of dress, the color, and fit of a dress. An unexpected view came from a question about turtlenecks as opposed to shirts and ties. 70% of the men favored the "chokers", whereas 5% totally preferred turtlenecks. Several stated the opinion that the preference varied with the occasion. Just as the women did, the men showed strong conservative ideas about their dress, with an established opinion of dressing to carry out the sex role identification. They were also interested in casual wear; favorite sets of clothing were mentioned as "comfortable" and "feels good." Blue was the favorite color of men and of women for men to wear. Various reasons were given, ranging from happy color to complimenting eyes and complexion. Women found it sexy, flattering and neat. The males judged the poorly dressed female to be a girl in sloppy clothes which do not fit, and whose make-up and hair leave something to be desired, among other points.

Condemning one of their own sex as poorly dressed they held more consistent ideas among the group: he is sloppy, with wrinkled and/or dirty clothes and a poor choice of colors.

Using these points it may be inferred that the two groups used have comparable ideals about clothing. They apparently dress for their own benefit and pleasure, though influenced to some degree by the fads and styles of the day. Females generally tend to pay more attention to details than males, who look at an over all view point.

It is perhaps necessary to state that no definite psychological factors were pinpointed as basis for reasoning. Yet we may be justified in assuming that our "psyche" strongly affects the decision making.

Age _____ Sex _____ Classification _____

1. What kind of dress do you feel is
 - (a) sexy
 - (b) depressing
 - (c) happy
2. What length hemline do you prefer and why?
3. Do you think turtlenecks or shirts and ties look better with sports jackets? Why?
4. What do you think of the new fashions for men, such as the wide striped slacks, flared slacks, wider ties, bright colors, etc.?
5. When would you wear sandals?
6. What is your favorite color to wear and why?
7. What is your favorite color for someone of the opposite sex to wear and why?
8. Do you have a favorite set of clothing which you especially like to wear? If so, why?
9. Do you favor the unisex look? Yes or no.
10. Describe your idea of a poorly dressed girl.
11. Describe your idea of a poorly dressed boy.

Table 1(a) Sexy Dress

Subject	Age	Sex	Class	Description
1	19	F	Jr.	Black mini, fit well
2	20	F	Sr.	Simple, free flowing, not too revealing
3	22	F	Jr.	Black decollete sheath
4	20	F	Jr.	Dark purple or blue, soft, free moving, shows body lines
5	20	F	Sr.	Black, low V-neck, velvet
6	20	F	Jr.	Purple dress
7	21	F	Sr.	Light blue, low neck, loose fit
8	20	F	Jr.	Black, deep plunge sheath
9	21	F	Sr.	Soft pink empire, light, decollete
10		F	Sr.	Black, low cut neck
11	20	F	Jr.	Revealing
12	20	F	Jr.	Black, long, low neck and back
13	19	F	Soph.	Black fitted
14	19	F	Soph.	Tight, short, knitted material
15	20	F	Jr.	High neck, slinky, shows figure
16	21	F	Jr.	Low neck and back
17	19	F	Soph.	Short, tight, shows body lines
18	20	F	Soph.	Fits nice, pale colors
19	20	F	Jr.	Fits nice, right color for person
20	19	F	Soph.	Party dress with ruffles

Low cut or revealing	10
Tight or fitting	10
Black	7
Short	3
Pastel	3
Dark color	2

Table 1(b) Depressing Dress

<u>Subject</u>	<u>Sex</u>	<u>Description</u>
1	F	Doesn't fit right, too big or small
2	F	Too long, dark color, nothing to brighten
3	F	Plain, no collar, cuffs, jewelry
4	F	Large bulky coat or raincoat, green
5	F	Too tight at neck, too long, dull wrinkly material
6	F	Black dress
7	F	Brown or drab color, too long, poor fit
8	F	Grey, deep & dull, midi length
9	F	Silence, black, bulky
10	F	Brown wool dress
11	F	Sloppy, out of style, doesn't fit ragged, faded
12	F	Black, high neck, long sleeves
13	F	Brown dress, plain
14	F	Black, too long
15	F	Drab colors, black, grey
16	F	Unclean, hem out, etc.
17	F	Too long, too drab
18	F	Dull plain color, improper fit
19	F	Old dress
20	F	Doesn't fit, doesn't look neat

Dark colors	10
Poorly fitted	7
Long	5
Dirty, sloppy	5

Table 1(c) Happy Dress

<u>Subject</u>	<u>Sex</u>	<u>Description</u>
1	F	Sportswear, shorts, slacks, comfort
2	F	New dress, slightly full skirt
3	F	Dress with pleated skirt
4	F	Bright yellow or pink, tailored, fits
5	F	Skinny dress of knit, full dress
6	F	Yellow dress
7	F	Casual pantdress, or favorite dress in blue
8	F	Blue jeans & sweatshirt or pastel dress
9	F	Warm colors, style depending on occ.
10	F	Pink or blue, any style
11	F	Well fitted, worn by happy person, color for the season
12	F	Sailor dress
13	F	Red fitted or A line dress
14	F	Well fitted, in good material, pink or yellow, or orange
15	F	Bright, multicolored
16	F	Bright colors
17	F	Bright colors or flower prints
18	F	Bright, cheerful colors
19	F	New dress
20	F	Bright colors, fits properly

Bright colors	11
Fitted	5
Casual	4
Full skirt	3

Table II. Length of Hem

<u>Subject</u>	<u>Sex</u>	<u>Length</u>	<u>Reason</u>
1	F	6" above	Wont touch back of knee
2	F	3" above	Most comfortable, easy to move
3	F	5-6" above 3-4" above	Casual wear; feels more comfortable, and more natural
4	F	2-3"	Comfortable
5	F	6-7"	Feels free & easy, legs look nicer, boys prefer this
6	F	Short	Is short, prefers to look short
7	F	2" above	Doesn't reveal too much; leaves something to imagination
8	F	Floor length or above knee	Long feel luxurious; more becoming; geared to activities
9	F	Above knees	Doesn't expose undergarments; looks best
10	F	2" above	Longer dress makes look older
11	F	2½-3" above	
12	F	Knee length	Better for figure
13	F	2-3" above	Allows to stoop & bend without embarrassment
14	F	1½" above	Not too radical or conservative
15	F	3½" above	Comfortable
16	F	Above knee	Stylish, not revealing
17	F	Mini	Slave to fashion
18	F	2½" above	Comfortable
19	F	Not too short	
20	F	3" above	Comfortable, not tacky or too short

Knee length	1
Up to 2"	5
Up to 3"	6
Up to 6"	3
Above knee	4

Table III. Turtlenecks or Shirts and Ties

<u>Subject</u>	<u>Sex</u>	<u>Turtlenecks</u>	<u>Shirts and Ties</u>
1	F	Look sporty	Look sharp
2	F	With plaid or casual jacket	With dark, more dressy jacket
3	F	Prefers this	
4	F		Prefers, more dressy
5	F	Prefers alone	Prefers with suit
6	F	For sports	For really dress up
7	F		Prefers this
8	F	Sports, not too dressy occasions	For formal wear
9	F		Prefers this
10	F		Prefers this
11	F		Either
12	F	More fashionable	
13	F		Answer did not apply
14	F		Prefers (traditional)
15	F	Casual	Dress up a little
16	F		Depends on occasion
17	F		Prefers, more dressed
18	F	Sports events	For dressy occasion
19	F		Dressier look
20	F		More dressy (traditional)

Turtlenecks	2
Shirts and Ties	9
Either	8
Answer not apply	1

Table IV. Men's Fashions Today

<u>Subject</u>	<u>Sex</u>	<u>Approve</u>	<u>Disapprove</u>
1	F	Yes	
2	F	Yes, have been drab too long	
3	F	Yes, if not to extreme	
4	F	Yes, they look better	
5	F	Yes, but not lace or too bright colors	
6	F	Yes	
7	F	Yes, but not real flared slacks or bright colors	
8	F	Yes, but with discretion	
9	F	Yes, but not scarves, frills or bell bottoms	
10	F	Yes	
11	F		Depends on the boy
12	F	Yes	
13	F		Yes, not as masculine
14	F	Yes, likes moderately	Prefers tradition
15	F	Yes, they are bright and cheerful	
16	F	Yes, but not to extreme	
17	F	Yes, for wider ties	Yes, of loud stripes and colors
18	F		Yes, looks feminine and messy
19	F		Yes, looks feminine
20	F	Yes, wider ties	Yes, of slacks

Approve 14

Disapprove 4

Approves of part of styles 9

Table V. Sandals

<u>Subject</u>	<u>Sex</u>	<u>Where worn</u>
1	F	Sporting event, with slacks or shorts
2	F	Casual clothes, warm weather
3	F	Summer, casual shopping, leisure
4	F	Any time
5	F	Class, shorts, summer dresses, not to church
6	F	To town, to shop
7	F	Summer, with shorts
8	F	Vacation, sports event
9	F	Relaxing, at beach, if others do
10	F	Beach, picnic, not for streets
11	F	Warm weather, not dressy event
12	F	Anywhere except church & formal occasions
13	F	Beach, hike, town, not movies
14	F	Informal recreation
15	F	Anywhere except church & banquet
16	F	Beach, but doesn't like them
17	F	Class occasionally, casual date with shorts
18	F	Warm day, anything not dressy
19	F	Hot day, for casual occasions
20	F	Casual wear, like shorts

Casual, sports events etc.	17
Class	6
Beach	4
Never, or doesn't like	1

Table VI. Favorite Color

<u>Subject</u>	<u>Sex</u>	<u>Color</u>	<u>Reason</u>
1	F	Red	Looks good with dark hair
2	F	Blue	Appealing, brings out eyes
3	F	Yellow	Feel good to wear it
4	F	Yellow or melon	Looks good on
5	F	Green	Reminds of spring and water
6	F	Blue	Enhances complexion
7	F	Blue	Looks good on, cool color
8	F	Blue	Reminds of sky and outdoors
9	F	Purple	Likes it in other things
10	F	Pale green	Much in wardrobe
11	F	Blue	Goes with hair and eyes
12	F	Red/pink	Goes with hair & complexion
13	F	Blue	Goes with features and makes look smaller
14	F	Yellow	Goes with hair and eyes
15	F	Red	Cheerful and bright
16	F	Pink	Likes color
17	F	Pink	Most feminine
18	F	Blue/brown	Look better in them
19	F	Green	Goes with complexion
20	F	Red/blue	Look better, light and happy
		Blue	8
		Red	4
		Yellow	3
		Green	3
		Pink	3
		Purple	1
		Brown	1

Table VII. Favorite Color for Opposite Sex

<u>Subject</u>	<u>Sex</u>	<u>Color</u>	<u>Reason</u>
1	F	Yellow	Likes the color
2	F	Blue	Is favorite color
3	F	Green	Is very masculine
4	F	Navy&yellow pale pink	Romantic and more gentle
5	F	Blue	Flatters all men
6	F	Blue	Makes her feel happy
7	F	Blue	Goes well with everyone
8	F	Blue	Most men look good in it
9	F	Blue	Favors men's eyes, hair and complexion
10	F	Blue	Nearly all men can wear it
11	F	Blue	Becoming
12	F	Blue	Male color
13	F	Black	Blends when others don't
14	F	Blue	Masculine
15	F	Blue	Sexy, neat looking
16	F	Blue	No idea
17	F	Blue	Sexy and masculine
18	F	Blue	Looks good on most men
19	F	Blue	Looks good and gentle
20	F	Blue	Looks masculine
	Blue	17	
	Yellow	2	
	Green	1	
	Pink	1	
	Black	1	

Table VIII Favorite Outfit

<u>Subject</u>	<u>Sex</u>	<u>Yes</u>	<u>No</u>	<u>Reason</u>
1	F	x		Comfortable, easy to care for
2	F	x		Makes her feel good
3	F	x		Fits well
4	F	x		Individualistic; look good, feel self confident
5	F		x	
6	F	x		Makes her look young
7	F	x		Good color, flatters figure
8	F	x		Becoming, feels good
9	F	x		Looks good on
10	F	x		Can be worn for several occasions
11	F	x		New, and in style
12	F	x		Most comfortable
13	F	x		Comfortable
14	F	x		Perfect length & fit good color
15	F		x	
16	F		x	Wears what is clean
17	F	x		Latest style
18	F		x	
19	F		x	
20	F	x		New and dressy
		Do have favorite	15	
		Do not have	5	

Table IX. Unisex Look

<u>Subject</u>	<u>Sex</u>	<u>Favor</u>	<u>Disapprove</u>
1	F		x
2	F		x
3	F		x
4	F		x
5	F		x
6	F	x	
7	F		x
8	F		x
9	F		x
10	F		x
11	F		x
12	F		x
13	F		x
14	F		x
15	F	x	
16	F		x
17	F		x
18	F		x
19	F		x
20	F		x

Favors 2
 Disapproves 18

Table X. Poorly Dressed Female

<u>Subject</u>	<u>Sex</u>	<u>Description</u>
1	F	No hose, sandals, short dress on a fat girl
2	F	Improper fit, poor colors, too many accessories, too much make up
3	F	Improper fit, dress in bad repair, poor choice of accessories, inappropriate
4	F	White round collared blouse, cardigan sweater, A line shirt, poor fit, dark hose & loaf
5	F	Dirty unkept hair; too long, drab colors, no make up, unflattering style, runners
6	F	Not in proportion to body
7	F	Runners, too tight, too loose, too short, too low cut, too long, poor color
8	F	Too much make up, shoes unkept, runners, poor fit, bad color
9	F	Poor grooming-hair, nails, complexion; no variety, unmatched colors
10	F	Too long, runners, hair not neat, slouchy, unbecoming color
11	F	Dirty, torn, poor fit, inappropriate
12	F	Ill fitted
13	F	Unmatched colors, too many colors, not right for skin
14	F	Wrinkled, poor fit, bad design, poor color
15	F	Not fitting, not ironed, unmatched colors
16	F	Inappropriate, too long, not neat & clean
17	F	Dirty, needs mending, out of style, colors clash, poor fit
18	F	Dirty hair, baggy hose, poor fit
19	F	Unclean, tight dress, too short
20	F	Needs repair, unmatched colors, dirty hair, baggy hose, too short, too tight

Improper fit	14	Personal appearance	8
Poor colors	11	Too long	4
Unkept clothes	9	Dirty	2

Table XI. Poorly Dressed Male

<u>Subject</u>	<u>Sex</u>	<u>Description</u>
1	F	Nice shirt, but with the shirt tail out
2	F	Sloppy clothes, bad colors, inappropriate, stripes and checks together
3	F	Inappropriate, no style, wrinkled, bad color
4	F	White shirt and black pants; old shoes, any color sock except black, navy or brown
5	F	Dirty or long hair, unshaved; wrinkled, shirt tail out, tight pants, white socks
6	F	Not Neat and unmatched from head to toe
7	F	Tight pants, wild colors, pink shirts
8	F	No socks, dirty, uncombed hair; dirty clothes
9	F	Pants too tight or too short, untidy appearance, wrinkled, unclean
10	F	Unshined shoes, slouchy dresser, shirt and slacks unmatched
11	F	Doesn't fit person or occasion, dirty, torn
12	F	Jeans, tee-shirt, no socks
13	F	Shirt out, unmatched colors, slacks and socks unmatched
14	F	Wrinkled, no belt, sandals, no socks, Sweat shirt and jeans
15	F	Not ironed, shirt and slacks unmatched
16	F	Not fitting occasion, not neat and clean
17	F	Dirty, two plaids, wrinkled, tee-shirts, not dressed for church
18	F	Tee-shirt showing, sandals, shirt out, no socks, tight pants, shorts, baggy pants
19	F	Sloppy shirt, uncombed hair, no socks, unclean, shirt out
20	F	Shirt out, no socks, unmatched, wrinkled white socks, unpolished shoes, no belt

Unkept, sloppy	14	No socks	5
Poor colors	8	Dirty	4
Poor fit	6	Personal appearance	3

Table 1(a) Sexy Dress

Subject	Age	Sex	Class	Description
21	21	M	Sr.	Moderate coverage, feminine
22	21	M	Sr.	Leaves nothing to the imagination
23	18	M	Fr.	No answer
24	20	M	Jr.	Short, see through, revealing
25	20	M	Jr.	Mini
26	19	M	Soph.	Mini
27	18	M	Fr.	Short, colorful, not too revealing
28	21	M	Sr.	Black, plain, short, shows body lines
29	19	M	Soph.	No answer
30	20	M	Jr.	Short, well packed, bright color ruffles
31	21	M	Sr.	Low neck, short
32	20	M	Soph.	Pastel, short, low neck & back
33	20	M	Jr.	Fits well, low cut, short
34	22	M	Sr.	Bright color, short
35	22	M	Jr.	Mini
36	22	M	Sr.	Pastel, mini, small waist
37	20	M	Jr.	Micro-mini, tight slacks & blouse
38	22	M	Sr.	Short, tight
39	18	M	Fr.	Mini skirts
40	21	M	Sr.	Tight, short

Short	16
Low cut	6
Tight	6
Bright color	3
Pastel	2
Black	1

Table I(b) Depressing Dress

<u>Subject</u>	<u>Sex</u>	<u>Description</u>
21	M	Suggestive, garish
22	M	Long skirts
23	M	No answer
24	M	Long skirt, shabby colors
25	M	Midi or longer
26	M	Tent
27	M	Black, long, loose, unfitted conservative
28	M	High neck, flat collars, loose, long
29	M	No answer
30	M	Plain, long, dull color
31	M	Long, black lacy dress
32	M	Dark colors, long skirts and sleeves
33	M	Too large, unfitted, short skirt on fat legs
34	M	Long straight, no curve, dark and drab
35	M	Maxi
36	M	Long, Dark colors, and sleeves
37	M	Ankle length
38	M	Sloppy
39	M	No answer
40	M	Long
	Long dress	13
	Dark colors	7
	Too loose	5

Table I(c) Happy Dress

<u>Subject</u>	<u>Sex</u>	<u>Description</u>
21	M	Little girl type
22	M	Bright colors
23	M	No answer
24	M	Child-like look; little boy look
25	M	Loud and frilly
26	M	Skirt and blouse
27	M	Colorful, fitting, not too revealing
28	M	Bright colored suits, slacks, plaid or striped plain dresses
29	M	No answer
30	M	Bright colors and worn often
31	M	Short, bright colored
32	M	Pant skirts in "springy" colors
33	M	Lounge wear, much design
34	M	Bright colors; look "made" for the girl
35	M	Midi
36	M	Pastel, sun dress
37	M	Bright colors
38	M	Gay colors
39	M	No answer
40	M	Colorful
		Bright colors 11
		Youthful look 2
		Casual wear 4

Table II. Hem Length

<u>Subject</u>	<u>Sex</u>	<u>Length</u>	<u>Reason</u>
21	M	Several inches above knee	Too high looks cheap, too long looks frumpy
22	M	Fairly short	More interesting
23	M	Little above knee	Likes the looks
24	M	Short	Likes legs
25	M	4-6" above	If the girl has a good figure
26	M	Between micro and regular	Looks good and doesn't show too much
27	M	Short	Too long or too short looks crummy
28	M	Just above knee	Enough to excite; doesn't reveal too much
29	M	4" above	
30	M		Depends on girl's legs
31	M	Short	If she has nice legs; if fat, longer
32	M	Mid way between knee & top of leg	If long, they don't show enough and are old fashioned
33	M	High	If nice legs
34	M	Short	If nice legs
35	M	4" above	Leaves something to the imagination
36	M	Midi	Likes legs
37	M	6"	
38	M	Short	Likes legs
39	M	Short	Likes legs
40	M	4" above	Prettiest part of leg

Just above knee	2
4" above	3
5" above	1
6" above	1
Short	6

Table III. Turtlenecks or Shirts and Ties

<u>Subject</u>	<u>Sex</u>	<u>Turtlenecks</u>	<u>Shirts and Ties</u>
21	M	Look sloppy	Prefers this
22	M		Prefers, gives more contrast
23	M	Not too fond of	Prefers this
24	M	Answer not applicable	
25	M	Either, depends on occasion	
26	M		Prefers, more formal
27	M	Either, likes both	
28	M		Prefers this
29	M		Prefers, wide ties are in
30	M	Either	
31	M		Prefers this
32	M		Prefers, more dressy
33	M	Comfortable and sporty	Goes with everything
34	M		Prefers, are never under-dressed
35	M		Prefers, looks dressier
36	M		Prefers, everyone can wear them
37	M	Prefers, sporty and comfortable	
38	M		Prefers, look better
39	M		Prefers, look sharp
40	M		Prefers, look better and neater
		Turtlenecks	1
		Shirt and tie	14
		Either	4

Table IV. Men's Fashions

<u>Subjects</u>	<u>Sex</u>	<u>Approve</u>	<u>Disapprove</u>
21	M		Yes, they are gaudy
22	M	Yes	
23	M	Yes	
24	M	Yes, likes to wear wild clothes	
25	M	Yes, if in good taste	
26	M	Yes, are fun	
27	M	Yes, they are okay	
28	M		Yes, like them very little
29	M	Yes, flared slacks and wide ties	
30	M	Yes, you can wear what you want to	
31	M	Yes, wide ties, and bright colors	Yes, of striped and flared slacks
32	M	Yes, helps show lot about person	
33	M	Yes, expresses individuality	
34	M	Yes, have been drab and at a stand still too long	
35	M	Yes, they look okay	
36	M	Yes, gives variety	
37	M	Yes, for others	Yes, for self
38	M	Yes, of flared and striped slacks	Yes, of bright colors
39	M	Yes	
40	M	Yes, of flared slacks and bright colors	Yes, of striped clacks and wide ties

Approve 15

Disapprove 3

Approve of
part of styles 2

Table V. Sandals

<u>Subject</u>	<u>Sex</u>	<u>Where worn</u>
21	M	Around campus, casual times
22	M	Any time
23	M	Any time he felt like it
24	M	Any time, except rain, formal, semiformal or church
25	M	Never
26	M	Casual, beach, not to class
27	M	Any time, not to church
28	M	With shorts
20	M	Yes
30	M	Any time
31	M	Casual
32	M	All the time if public won't condemn
33	M	Any outside activity
34	M	Wanted to feel comfortable, not out of place
35	M	Never
36	M	Sunshiny day
37	M	Dislikes them
38	M	Casual wear
39	M	Dress grubby; with slacks
40	M	Never

Casual wear	8
Any where, any time	8
Never	4

Table VI. Favorite Color

<u>Subject</u>	<u>Sex</u>	<u>Color</u>	<u>Reason</u>
21	M	Blue	Goes with color well
22	M	Blue	Club color
23	M	Blue	Blends with black & grey
24	M	Blue	Has blue eyes
25	M	Blue	Easy to match
26	M	Olive green	Look better in it
27	M	Blue and tan	Matches eyes and skin
28	M	Black	To show how evil he is
29	M	Blue	
30	M	Blue	It is neat
31	M	Blue	Compliments personality; happy color
32	M	Green	Like it best
33	M	Blue	Compliments
34	M	Blue and green	Goes with eyes
35	M	Blue	Happy color
36	M	Blue	Looks good on nearly everyone; has lot of shades
37	M	Blue	Matches eyes
38	M	Brown	Just like it
39	M	White and blue	Just like them; get compliments
40	M	Blue	Emphasizes eyes and

Blue	16
Green	3
Brown/tan	2
Black	1
White	1

Table VII. Favorite Color for Opposite Sex

<u>Subject</u>	<u>Sex</u>	<u>Color</u>	<u>Reason</u>
21	M	Red, yellow	
22	M	Pink	Sexy
23	M	Red	Looks sharp
24	M	Blue or red	Likes the colors
25	M	Red	Makes person look happy
26	M	Blue	Favorite color
27	M	Brown	Sexy
28	M	Pastels	Accent femininity
29	M	Blue	
30	M	Blue	It is neat
31	M	Yellow or green	
32	M	Blue or green	Favorite colors
33	M	Yellow	Springy color
34	M	None	
35	M	Yellow	Girls look fresh
36	M	Pink or blue	Looks feminine
37	M	Blue	
38	M	White or blue	Makes most girls look better
39	M	Purple	Does something for him
40	M	Yellow	Pleasing and intriguing

Blue	8	Brown	1
Yellow	5	Pastels	1
Red	4	Purple	1
Pink	2	White	1
Green	2		

Table VIII. Favorite Outfit

<u>Subject</u>	<u>Sex</u>	<u>Yes</u>	<u>No</u>	<u>Reason</u>
21	M	x		Looks and feels good
22	M		x	
23	M	x		Fits best
24	M	x		Fits and looks good
25	M		x	
26	M		x	
27	M	x		Comfortable
28	M		x	
29	M		x	
30	M		x	
31	M		x	
32	M	x		Likes to look nice
33	M	x		More modern
34	M		x	
35	M		x	
36	M		x	
37	M	x		Likes color
38	M	x		Comfortable
39	M		x	
40	M	x		

Do have favorite 9

Do not have 11

Table IX. Unisex Look

<u>Subject</u>	<u>Sex</u>	<u>Approve</u>	<u>Disapprove</u>
21	M		x
22	M		x
23	M		x
24	M		x
25	M		x
26	M		x
27	M		x
28	M		x
29	M	x	
30	M		x
31	M		x
32	M		x
33	M		x
34	M		x
35	M		x
36	M		x
37	M		x
38	M		x
39	M		x
30	M		x

Approve 1
 Disapprove 19

Table X. Poorly Dressed Female

<u>Subject</u>	<u>Sex</u>	<u>Description</u>
21	M	Excesses or deficiencies of color, or length
22	M	Long dress, shabby, poor fitting
23	M	Unkept girl
24	M	Long skirt, loose fitting, poor colors
25	M	Not careful how clothes look
26	M	Jeans, dress too large for person
27	M	Messy hair, dirty shoes, messy, dirty and wrinkled dress
28	M	Too much make up, clashing colors, sleeveless dress, too tight or too loose
29	M	Not neat
30	M	Baggy dress, stringy hair, too much make up
31	M	Bad hair, clothes don't match or fit
32	M	Wrinkled clothes, dirty hair, dirty shoes no hose
33	M	Dirty hair and nails, slouchy dress, too big, no make up
34	M	Clothes not fitting the personality
35	M	Showing too much
36	M	Uncombed hair, unkept clothes and shoes, clashing colors
37	M	Sloppy unmatched colors
38	M	Sloppy
39	M	Anything is fine
40	M	Too large dress for nice figure

Unkept, sloppy	10	Poor colors	4
Improper fit	7	Too long	3
Personal appearance	6	Too short	2

Table XI. Poorly Dressed Male

<u>Subject</u>	<u>Sex</u>	<u>Description</u>
21	M	Dressed without intelligence or purpose
22	M	Dirty clothes
23	M	Unkept
24	M	Baggy pants, bad colors, out of style
25	M	Isn't careful how clothes look
26	M	Dirty, unkept, casual but not sloppy
27	M	Dirty
28	M	Dirty, unironed, poorly matched, too gaudy
29	M	Must be neat
30	M	Boys are never poorly dressed
31	M	Fat person wearing things that show width, sloppy; dirty shoes
32	M	Dirty, unpressed, unpolished hohes, no belt unshavened
33	M	Not in style, shoes unpolished
34	M	Clashing colors, unkept clothes
35	M	Plaid pants with stripe shirt, paisley tie
36	M	Pastel socks, clashing colors, unkept clothes and shoes
37	M	Sloppy, unmatched colors
38	M	Clothes not of place
39	M	Slacks that don't fit properly
40	M	Sweat shirt, blue jeans, barefooted

Sloppy, unkept, unironed	10
Poor color choices	6
Dirty clothes	5

Grade A
 Mrs O.L. Ellidge
 Faculty Advisor