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## THE CLOTHING NEEDS OF WOMEN OVER SIXTY-FIVE YEARS OF AGE

by

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A Thesis Submitted to
the Faculty of the Graduate School at
The University of North Carolina at Greensboro
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Approved by

Director

# APPROVAL SHEET

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MASSEY, FRANCES WILSON. The Clothing Needs of Women Over Sixty-Five Years of Age. (1964) Directed by: Mrs. Helen K. Staley.

This study was designed to determine the clothing needs of active women over 65 years of age who live in two retirement homes in the vicinity of Greensboro, North Carolina. Special attention is focused on the opinions of individuals regarding their clothing needs as influenced by their activities and occasions.

A questionnaire was developed to collect data for the study.

The questions were grouped in the following categories: (1) personal data sheet; (2) relationship with family and friends inside and outside the home; (3) activities of the individual within and without the home (to include personal grooming); (4) clothing preferences for personal activities and selected occasion; (5) care and storage of clothing as influences in meeting clothing needs; and (6) problems related to the acquisition and use of clothing.

Personal interviews were conducted with one-third of the female residents in each home participating in the study. The sample included 58 women of the white race, between the ages of 65 and 94 years, from various economic and social groups with both professional and non-professional backgrounds.

The results of the study include the opinions expressed by the participants of their clothing needs for different activities and occasions rather than their clothing inventories. Living with other members in

their age group appeared to stimulate a greater understanding of the importance of appearance to the individual's general well-being. The participants wanted to conform to the standards of dress set by their group for activities and occasions in the home. They reported less variety in their present wardrobe because they had become less active as well as more conservative in dress.

The women participating in the study indicated that they preferred to select their own clothes with the approval of a close friend or relative. The factors judged by the participants to be of greatest importance when buying a new dress were fit, color and style. They realized that their choices were limited as to styles and colors of apparel in the local retail market and within their price range.

Individualistic in point of view, these women over 65 did not seem to have changed their basic values in regard to appearance.

### Acknowledgment

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#### CHAPTER I

#### INTRODUCTION

The ever increasing nationwide interest in the needs and opportunities of our aging population presents a challenge to all who have a direct concern for their welfare. Numerous studies are being made in the field of gerontology for better understanding toward alleviation of the problems of aging in our changing society.

Statement of the Problem

This study was designed to determine the clothing needs of active women over 65 years of age who live in two retirement homes in the vicinity of Greensboro, North Carolina. Special attention is focused on the opinions of individuals regarding their clothing needs as influenced by their activities and occasions. The opinions studied reflected personal standards rather than the investigator's standards.

The necessity for a study in the Piedmont section of North Carolina was justified by the increasing number of people over 65 in the area. Factors which prompted this study were the increasing number of applications for membership in retirement homes, the importance of clothing as a factor in social participation, and the lack of information regarding the clothing needs of this age group.

This topic will be discussed in detail in Chapter II.

Each of the cooperating homes in this study increased the number of its members by one-third in the preceding year, 1962.

Retirement homes of fewer than 200 members were preferred to larger institutions for this study. Two homes were found to be
located in the vicinity of the city of Greensboro. Home A is sponsored
by a Faternal organization and Home B is sponsored by a Protestant
denomination. On inquiry, the administrative personnel of both homes
proved to be cooperative and were interested to have their members
participate.

### Educators View the Problems of Aging

It is desirable that the public be re-educated in its image of the older person and his problems. The "old folks" of the future will be no strangers. They will be ourselves. The older person also should be educated to alter his own image of the later years so he can adjust happily as a senior citizen. Dr. Edward Stieglitz said, "If it is sensible for the child to make an effort to learn how to be an adult, then it is essential for the adult to learn how to be aged." Old age is a problem that must inevitably confront each individual who survives youth and middle age. Man is living longer, his needs are changing, and therefore he must re-orient his thinking on old age." Although we

<sup>&</sup>lt;sup>2</sup>Toward a Better Life in the Later Years, National Council on Aging Bulletin, New York (N.D.).

<sup>3&</sup>quot;The Changing Problems of the Aged, "Jewish Center for Aged, St. Louis, Missouri, 1959.

begin aging at birth, it is not until we have reached middle age or beyond that we begin to observe, usually in others, the differences in ways of aging.

The problems of our older population are increased by the mobility of our society. Workers in the field of gerontology agree that all too often society has not given older people an opportunity to make adjustments in the rhythm of their lives without being deprived of a place in society. Mrs. Jane Burgoon expressed what older people want when she said:

They want what everyone at any age wants: to maintain self respect and personal dignity. They do not want to be cared for - they want to be cared about; they do not want to be isolated - they want to be integrated into community life; they want to perform tasks within their individual capacities without encountering preconceived notions that age is a deterrent to being useful. They want to exercise their right and responsibility to remain independent and self-directing as long as possible. 4

The real problem of old age is not always poverty as some may think, but a feeling that one is not a contributing member of society. Appropriate clothing encourages one to be more active in the local and community activities.

According to the 1960 census report about nine per cent of our nation's population was over 65 years of age. 5 As of this date,

<sup>4&</sup>quot;A Good Climate of Living for the Adult in a Prosperous Community," Aging, No. 59, September, 1959, p. 7.

<sup>&</sup>lt;sup>5</sup>United States Bureau of Census, Current Population Reports, 1960.

four Western Plains states and four New England states had 11 per cent or more than their total population over 65. These states were among the first to attempt a solution to this national problem. The Southern Region, a group of 11 states which includes North Carolina, fell below the national average in its proportion of older people, although Florida had 11.2 per cent and was, therefore, above the national figures.

North Carolina, in comparison to the national figures, had 6.9 per cent of its total population over 65 years of age. The number of people over 65 years of age in North Carolina has increased steadily with about one-third of them being 75 or over in 1960. The percentage distribution varies from county to county and municipality to municipality, thus the problems of aging are magnified in some areas and minimized in others. The records showed that approximately six per cent of this particular age group lived in retirement homes or institutions. The Piedmont section of North Carolina has a higher percentage of older residents, due in part to the location of several large retirement homes in the area. The two homes used in this study are situated in the southeastern part of the Piedmont section.

United States Government Printing Office, How the Government Works for Older People, Washington, D. C., 1962.

<sup>7</sup> North Carolina's Older Population: Opportunities and Challenges, Report North Carolina Governor's Conference on Aging, July, 1960.

The investigator had a particular interest in the problems of the aging since she was reared in a home that included an aged grandmother as a family member. And, having parents who have passed retirement age deepened her understanding of the problems involved in meeting the needs of older people and her desire for possible solutions. In addition to this personal interest, concern was magnified through her participation in the North Carolina Governor's Conference on Aging in 1960. This conference preceded the White House Conference on Aging. Preliminary to this, the Governor appointed a Coordinating Committee on Aging, and in September 1956, he charged them with a threefold responsibility: (1) to review current activities within the state which aim to meet the needs of the increasing number and proportion of older people; (2) to evaluate growing or unmet needs of older people; and (3) to formulate plans on how best to meet such needs. 8

Leaders in the field of home economics have recognized the implications of aging in our society. As educators, they are studying the contributions they can make in the field of Gerontology. In the early 1950's, Iowa and Michigan established areas of specialization called Divisions of Gerontology. These areas cooperated with the home economics areas to improve family life in the existing society.

<sup>8</sup> The 1960 North Carolina Governor's Conference on Aging, Raleigh, North Carolina, 1960.

Iowa, with 11.9 per cent of its population above 65, was one of the first states motivated to investigate the problems of aging. Michigan has maintained an active group to work with the problems of aging in that state for more than a decade.

The idea that retirement is associated with aging and is a masculine problem only is held by some, but is not true. The number and proportion of widows in our population is rising rapidly. Since life expectancy of women is longer than that of men, the ratio of widows to widowers continues to widen. Fifty years ago it was about two to one; now it is four to one. 9

The higher proportion of widows as compared with widowers can be explained in three ways. First, the expectation of life is higher for women than for men. Second, brides on the average are younger than bridegrooms. Third, widowers who remarry select women on the average much younger than themselves.

There are approximately 35,000 more females than males in North Carolina's older population. In the homes used in this study, there are approximately nine times as many women as men.

A good personal appearance is an important factor to one's personal satisfaction at any age. It paves the way to harmonious

<sup>9</sup> Metropolitan Life Insurance Company, Statistical Bulletin, November, 1962.

Burgess, Ernest W., "Family Living in the Later Decades," American Academy of Political and Social Science, Annals Vol. 279, January 1952, p. 113.

social relations. Furthermore, women are more effective in the pursuit of happiness for themselves and others when they have not only cultivated inner graces but have also made themselves outwardly as pleasing as possible. 11

<sup>11</sup> Morton, Grace Margaret, The Arts of Costume and Personal Appearance (New York: John Wiley & Sons, Inc.), 1955, p. 3.

#### CHAPTER II

### REVIEW OF LITERATURE

### Basic Needs of Older People

Much has been written in the last decade relative to the problems of aging. Many of these writings seem important to this study dealing directly or indirectly with it. Tate and Glisson wrote:

Anthropologists, sociologists, psychologists, health specialists, and others have contributed to the understanding of the importance of clothing. In fact, many hold that a study of clothing and art, more than any other factors, will highlight the value systems and activities of peoples through the ages. 1

Form and Stone expressed an opinion that it has long been recognized that being well dressed, in most cultures, is much more than having enough of the right type of clothing for warmth and protection. Clothing frequently is important as a means toward acceptance by the group since there is a relationship between clothing and social status.

A study of different cultures reveals many variations in respect to aging. Simmons stated:

<sup>&</sup>lt;sup>1</sup>Tate, Mildred and Oris Glisson, Family Clothing, (New York: John Wiley and Sons, Inc., 1961) p. 20.

<sup>&</sup>lt;sup>2</sup>Form, William H., and Gregory P. Stone, <u>The Social</u>
Significance of Clothing in Occupational Life, Michigan State College,
East Lansing, Mich., Technical Bulletin 247, June 1955.

Old age has been said to begin quite early or rather late in life, and it may last a very long or a short time. By conventional norms, its coming may be resented and discounted or welcomed and treasured. It may be considered a useless and restless period in life or an active and fruitful one. It may bring promotions in position and homage or demotions in both. It may be expected to drag itself out in dull, tedious boredom or to go by quickly with interest and zest. Thus, the onset of aging may be viewed as a curse on the one hand or as a challenge on the other. But most peoples meet it somewhere between these two extremes. 3

During the 20th century our society has changed in its attitude toward clothing for the aging woman. Grandmothers of former generations were presumed to be past the age of caring for anything beyond the narrow limits of their homes and families. They were not expected to be interested in the fashions of the day, but were expected to accept the conventional dress of the "old lady". In <u>Taste In Fashion</u>, Laver wrote that at the turn of the century fashion was for the mature woman because the fashions were adapted for becomingness to the matronly figure.

Robert J. Havighurst, who conducted research in the social psychology of adolescence and of later maturity, stated:

<sup>&</sup>lt;sup>3</sup>Simmons, Leo William, "Social Participation of the Aged in Different Cultures," The American Academy of Political and Social Science, Annals, Vol. 279, January 1952, p. 44.

Hurlock, Elizabeth, Psychology of Dress, (New York: The Ronald Press Company, 1929) p. 179.

<sup>&</sup>lt;sup>5</sup>Laver, James, <u>Taste in Fashion</u>, (New York: Dodd, Mead and Company, 1938) p. 252.

In considering the needs of older people it is well, first, to remember that older people have the needs that are common to all people, and, second, that they have special needs due to the fact that they are old people.

Havighurst commented further that the special needs of old people result from physical, socio-economic, and psychological changes. 6 He continued:

The needs which are common to all people are: (1) emotional security and affection, met by receiving love and by living in a world where things are predictable and come out usually in a favorable or at least tolerable way; (2) social recognition and status, met by receiving respect from people who count in one's world; (3) a sense of worth and self respect, met by living up to one's ideals; (4) adequate food, clothing, shelter, and health.

Havighurst believes that older people have developmental needs just as do youth and middle adulthood. In his opinion, everyone during the age period from 60 to 75 experiences several of the following developmental needs: adjustment to death of spouse, adjustment to loss of employment and reduced income, affiliation with the age group of elders, adjustment to decrease of physical vigor, and making satisfactory physical living arrangements. 8

Havighurst, Robert J., "Social and Psychological Needs of the Aging," The American Academy of Political and Social Science, Annals, Vol. 279, January 1952, p. 11.

<sup>&</sup>lt;sup>7</sup>Ibid., pp. 11-12.

<sup>&</sup>lt;sup>8</sup>Ibid., pp. 13-14.

In her bulletin <u>Clothes for the Places You Go</u>, Helen Church concluded that from the earliest to the latest years, full living at one age is the best preparation for abundant living at the next succeeding age. Thus, effective living during the middle years is the best preparation for rich living in later maturity and retirement. The needs in later maturity are no different from those of middle age. 9

Wilma T. Donahue, a research psychologist who conducted many studies on the problems of aging, stated, "Aging is a process of change, and can be fully understood only when it is viewed in the perspective of a continuous life flow from conception to death."

In discussing progress in the interest of older people in the last decade, Donald Kent observed that both the existence of stereotypes and the non-existence of adequate income had destructive effect upon all phases of the lives of the elderly. In addition to declining health and income, retirement often brings with it a decline of the spirit and a feeling of abrupt disengagement from life. 11 To some extent, Robert and Leona Rienow agree with Mr. Kent but viewed the major needs of this group differently when they wrote:

Ochurch, Helen, Clothes for the Places You Go, University of Arizona Extension Service, Folder 86, August 1960, p. 1.

Donahue, Wilma T., "Education's Role in Maintaining the Individual's Status, " The American Academy of Political and Social Science, Annals, Vol. 279, January 1952, p. 115.

<sup>11</sup> Kent, Donald, "Progress for Older People - How Far in the Coming Decade," The Gerontologist, Vol. 2 No. 4, (December 1962) p. 12.

The overriding reason for unrest among the senior citizens is not lack of health or money. What our retired elders yearn for more than anything else is involvement. They are crushed with the feeling of no longer being wanted, useful, or important to others. They have been stripped of their value - and so of their dignity as human beings. 12

Also, Dr. E. G. Fried found that motivations for the frequently obsessive desire of older people for work were the need to maintain self-esteem, the wish to escape from preoccupation and depression, and the striving to combat inner restlessness.

The needs expressed by the Rienows are given proper attention in the modern retirement home. For this reason many people have chosen to spend their later years in this environment instead of living with their families.

The over 65 age group constitutes a heterogeneous group with many different psychological and emotional patterns. Flugel, however, has written that "the differences between individuals are almost as important as the similarities." Chambers and Moulton stated that: "The importance of individual goals and values are sometimes misunderstood. Many associate values with money alone

<sup>12</sup> Rienow, Robert and Leona, "The Desperate World of the Senior Citizen," Saturday Review, (January 1961) p. 12.

<sup>13</sup> Fried, E. G., "Attitudes of the Older Population Groups Toward Activity and Inactivity," <u>Journal of Gerontology</u>, Vol. 4 No. 2, p. 142.

<sup>14</sup> Flugel, James, <u>Psychology of Dress</u>, (London: The Hogarth Press, Ltd., 1950), p. 85.

but values of a religious, social economic, emotional, political, and intellectual nature also influence one's attitude toward clothing." 15

Some misconceptions of the aged are discussed in a book by Julietta Arthur titled, How to Help Older People. Three misconceptions cited are: (1) old age makes people different; (2) the old like to be in a safe and cozy nest; and (3) the old people expect too much. Arthur wrote that any older man or woman has taken a long time to get the way he is, and he is going to remain that way. If one has had pleasant experiences with old men and women as a child, it influences his acceptance of older people as an adult. This author stated that no older person likes to have his life planned for him, instead, he likes to plan his own activities. Arthur commented further that we should not expect older people to leave off some cherished activity which interferes with one of our own. If It is just as important for the aged to be included in activities as an individual of any age group.

<sup>15</sup> Chambers, Bernice and Verna Moulton, Clothing Selection, (New York: J. B. Lippincott Company, 1961), p. 5.

 <sup>16</sup> Arthur, Julietta, How to Help Older People, (New York:
 J. B. Lippincott Company, 1954), pp. 33-34.

## Psychological Needs in Relation to Clothing

Crawford believes that "man clothes more than his body; he decks out his spirit; he 'protects' both his physical and mental body.

From necessity, he reaches for elegance and beauty." 17

Consalus and Dooley, too, regard ornament as "a fundamental need of the human race, and to look well is a natural and healthy desire of all people." They agree that clothes have an aesthetic as well as a practical value; that our happiness and efficiency are increased when we are properly dressed. 18

Veblen wrote of "the conspicuous waste of goods that finds expression in dress," though he concluded that "the need of dress is eminently a 'higher' or spiritual need." 19

Edith Head in The Dress Doctor wrote of her philosophy as a designer for the theater and private clients: "Glothes counterbalance personality, play it up or down. A becoming costume can be worn many, many times." She continued:

<sup>17</sup> Crawford, M. D. C., Philosophy In Clothes, (Brooklyn, N. Y.: Brooklyn Museum Press, 1940), p. 9.

<sup>18</sup> Consalus, Frances and William Dooley, Attractive Clothes, (New York: The Ronald Press Company, 1937), p. 3.

<sup>19</sup> Veblen, Thorestein, The Theory of the Leisure Class, (New York: The Macmillan Company, 1889), p. 167.

<sup>20&</sup>lt;sub>Head</sub>, Edith, The Dress Doctor, (Boston: Brown and Company, 1959), p. 192.

Clothes are the way you present yourself to the world; they affect the way the world feels and thinks about you; subconsciously they affect the way you feel and think about yourself.... Clothes have to do with happiness, with poise, and how you feel. 21

At a later date, Spearin expressed the same conclusion when she wrote: "Clothes are much of the way one presents himself to the world, they affect the way the world feels and thinks about the person; subconsciously they affect the way a person feels and thinks about himself."

In Hurlock's book, <u>Psychology of Dress</u>, she states that youth rules the world today and in no other phase of life is it more apparent than in fashion. But to understand the relation of fashion to age, she believes one should know something of the attitude taken by various nations throughout history toward the young and the old. <sup>23</sup>

Psychologists who have written on the subject of clothing generally agree that clothes serve the three main purposes of decoration, protection, and modesty. Dooley has made a distinction between the terms clothing and dress in that "dress means the adjustment or

<sup>&</sup>lt;sup>21</sup>Ibid., p. 211.

<sup>22</sup> Spearin, Jean M., Clothing's Modern Meaning, Cooperative Extension Service, Orono, Maine, Circular 359, 1961, p. 1.

<sup>23&</sup>lt;sub>Hurlock</sub>, op. cit., p. 165.

arrangement of clothing in an orderly and artistic manner."<sup>24</sup> Numerous authorities, however, support the opinion that neither the need of protection nor an innate sense of modesty was an original cause for covering the body, but that clothing was used more for decoration than for the purpose of display.

Cunnington discussed a secondary function of clothing as the art of costume in which clothing is used as a medium for expressing ideas. He described costume as providing woman with a means of satisfying the normal impulse to express ideas which surge in the mind, demanding an outward and visible sign of their presence. In his opinion, these ideas were inspired and provoked by the perpetual changes in environment, both physical and psychological. 25

From the time a youngster enters school, clothes become an increasingly important part of his life. In Hurlock's opinion, even though some fail to recognize the value of clothes, they remain important. The art of being well groomed results from earlier training, though at any age there is variation in the degree of sensitivity of individuals to their appearance.

<sup>&</sup>lt;sup>24</sup>Dooley, William, Clothing and Style, (New York: D. C. Heath and Company, 1930), p. 3.

Cunnington, C. Willett, Why Women Wear Clothes, (London: Faber and Faber Limited, Mcmxli) p. 13.

Hurlock stated:

The desire for approval did not die out as man passed through the different stages of civilization. The same motives must be satisfied no matter where the individual lives. The only difference lies in the expression which is given to these motives, and this is determined to a large extent by the ideals of the nation to which the individual belongs. 26

Hortense Odlum wrote:

Clothes mean much more to women than to men. They often mean the difference between success and failure. The right clothes mean an added zip to life, a heightening of the woman's belief in herself, youth, and gayety and happiness. When she knows she's well dressed, she can be sure of herself, unselfconscious, friendly and at ease. 27

Throughout life according to Spearin clothes have three important roles. Clothes help one to fit into his chosen groups, to associate with people whose friendship is valued. Clothes help to express and to achieve status or prestige. Also, clothes help one in his own personal acceptance. 28

Languer stated that "the whole subject of when men wear clothes deserves much more serious consideration than the average individual seems willing to give it" because clothes "have had a profound if not decisive influence on man's social evolution."

<sup>26</sup> Hurlock, op. cit., p. 6.

<sup>&</sup>lt;sup>27</sup>Odlum, Hortense, <u>A Woman's Place</u>, (New York: Charles Scribner's Sons, 1939) p. 8.

<sup>28</sup> Spearin, op. cit., p. 1.

<sup>29</sup> Lagner, Lawrence, The Importance of Wearing Clothes, (New York: Hastings House, 1959) p. 4.

Dearborn found that clothes help to protect us from fear: fear of ridicule; fear of the estimation of inefficiency; fear of lack of taste, lack of self-respect, or lack of self confidence. He concluded that "one's personal appearance not only influences others but it also affects the inner person."

According to Chambers and Moulton, psychological factors influence dress selection. "Regardless for whom people dress, clothing is an expression of the personality, way of living, way of thinking, and especially, pride in self or family." 31

Helen Meiklejohn wrote of the psycho-economic value of dress:

Clothes are so intimate, obvious, and omnipresent a part of our personality that no other expenditure of equal amount can contribute so much to the satisfaction of our deep desire for personal recognition and to the sense of personal security always under threat in this uncertain world. 32

Clothing is used in the theater as a "tool" to create an impression of the character to be portrayed by the actor. 33 If a woman

<sup>30</sup> Dearborn, George, "Psychology of Clothes", Psychological Monographs, Vol. 26 No. 1, pp. 51-52.

<sup>31</sup> Chambers and Moulton, op. cit., p. 3.

Meiklejohn, Helen, "Dresses", in Walton Hamilton et al.

Price and Price Policies, (New York: McGraw Hill Book Company, 1938),
p. 305.

<sup>33</sup> Chambers and Moulton, op. cit., p. 3.

fails to make a pleasing appearance, Morton stated that she is missing a great opportunity to create the kind of impression she wants to make. 34 The individual may use clothing as a "tool" to express himself, a reflection of his taste, his life, and his values. Morton not only believes that clothing reveals an individual's taste but also skill and imagination. 35

#### Chamber and Moulton wrote:

The person who is uninterested in everything in life tends to reflect this lack of interest in his clothes. On the other hand there is the person who becomes so involved in a multiplicity of interests that clothes seem unimportant, and, unfortunately reflect this neglect. <sup>36</sup>

Retention of adult vigor and physical attractiveness should be of equal importance to both men and women. In Havighurst's opinion, older people should dress more carefully than younger ones, because they can thereby make better use of their physical attractiveness. 37

In analyzing clothing needs, Consalus and Dooley observed that the individual's opinion of his clothing need is apt to be determined by the family's attitude regarding the value of clothes as a social asset,

<sup>34</sup> Morton, Margaret Grace, The Arts of Costume and Personal Appearance, (New York: John Wiley and Sons, 1955) p. 8.

<sup>&</sup>lt;sup>35</sup>Ibid., p. 8.

<sup>36</sup> Chambers and Moulton, op. cit., p. 29.

<sup>37</sup> Havighurst, op. cit., pp. 11-17.

as a means and measure of social advancement, and as meeting the demands of the community in which the family lives. 38

The changes in the social activities of the individual during the later years result in differences in clothing needs and design preferences. In Hurlock's opinion, the woman of advanced years does not favor the so-called "matronly" styles, she favors fashions and activities that are enjoyed by the younger woman. 39 Fashion changes are more quickly accepted by younger than by older persons because of their more active interest in clothing and personal appearance and their greater desire to conform to the practices of the groups of which they are members. Older people tend to retain the attitudes developed in their youth toward the proper type of clothing to be worn for given occasions. Sliverman found in her studies of teenage girls that those who gave more attention to appearance had a higher estimate of themselves than the girls who rated low in appearance. Her investigation revealed that clothing and appearance are used to satisfy certain needs and desires. 40

<sup>38</sup> Consalus and Dooley, op. cit., p. 40.

<sup>39</sup> Hurlock, op. cit., p. 180.

<sup>40</sup> Silverman, Sylvia S., Clothing and Appearance, Their Psychological Implications for Teen Age Girls, (New York: Bureau of Publications, Columbia University, 1945) p. 119.

Older women are like any other age group in their tendency to conform to the group in thought, action, speech and dress. However, with advancing age, this tendency is apt to increase to such an extent that the person becomes conservative to the degree of being unwilling to accept the new. 41

### Sociological Needs and Social Participation in Relation to Clothing

Social scientists acknowledge clothing as important to the well being of the individual. John Platt has set forth the theory that the fifth need of man is stimuli. Changes in fashion and the purposes accomplished by the use of clothing help to provide such a "continuous flow of stimuli."

The requirements of dress for any age group varies with the demands of age, sex, and occupational needs. Current standards of good taste require that each member of the family should dress appropriately for his status or position in the community. The requirements for community life vary with the location of the family or the individual. 43

<sup>41</sup> Hurlock, op. cit., p. 180

<sup>&</sup>lt;sup>42</sup>Platt, John Rader, "The Fifth Need of Man", Horizon, Vol. l No. 6, (July, 1959), p. 106-111.

<sup>43</sup> Consalus, Frances, Anna Tighe, William Dooley and Mayer Rohr, Distinctive Clothes, (New York: The Ronald Press, 1940), p. 41.

The amount of close companionship decreases with age. This situation is caused not only by the death of spouses but by the loss of intimate friends by death, change of residence, or other reasons. 44

Elizabeth Hawes, a designer, regarded clothing as an expression of the social life of the time in that "women want to wear what they do because of what goes on in their heads." Believing that many people gain psychological protection from their clothes, Hawes commented:

We have at the moment a great deal of personal insecurity and thousands of women seek to hide behind their clothes. They are not concerned with morals - but with the coldness of the outside world. Their clothes give them psychological protection which an unfriendly world fails to offer. 46

McFarland has written that the dress of the older woman reflects the atmosphere, background, or cultural training of this person. Her personal appearance and the kind of taste of this older woman displayed in the wearing of clothes may also record social advantages.

Oberleder concluded from his studies that adjustment to aging often requires than an individual give up goals and values which were

<sup>44</sup> Burgess, Op. cit., p. 107.

Hawes, Elizabeth, Why is a Dress?, (New York: The Viking Press, 1942), p. 29.

<sup>46</sup> Ibid., p. 39.

<sup>47</sup> McFarland, Frieda, Good Taste in Dress, (Peori, Ill.: The Manual Arts Press, 1936), p. 25.

honored and rewarded in earlier life, those of participating, independence, and achievement. Adjustment to old age may also require that an individual reverse many life-long attitudes and accept cultural stereotypes regardless of what his real feeling, needs, and experiences dictate.

If the older people are to meet certain developmental needs in satisfying ways they must have help from the community. Havighurst had declared these as the needs of: (1) satisfactory social roles which bring social recognition and self respect (2) a chance to earn a living, or economic security, (3) social and recreational facilities and health services.

Burgess stated that the decrease in participation by older men and women is shown by attendance at meetings, offices held, number of hobbies, and plans for the future. 50

In discussing human behavior, George Dearborn stated that one's social communications are determined by clothing more than most of us realize. Clothing determines, in a large measure, where one goes and what he does; how he appears on the street and in society;

<sup>48</sup> Kaplan, Jerone and Gordon Aldridge, Social Welfare and the Aging, (New York: Columbia University Press, 1962), p. 25.

<sup>49</sup> Havighurst, op. cit., p. 14.

<sup>50</sup> Burgess, op. cit., p. 107.

the friends he makes and the nature of his company; the job he has; the amount and variety of exercise he takes; how much he eats and drinks. According to Dearborn, feminine clothes especially tend to determine by limitations the life beauty of the wearer. 51

In discussing essential considerations in wardrobe building, Morton writes, "Clothes should be chosen for the places we go, the things we do all day, the people we are with ...."

Margaret Mead's third goal of our competitive society is said to involve the immersion of each person in a value system shared by others, and the derivation of personal gratifications of the group as a whole. In discussing this goal, Gardner Murphy agreed that the individual "can achieve fulfillment only through full participation of activity which leads to the fulfillment of group goals."

Simon's investigation of the aged in different cultures revealed that opportunities for social participation depended mainly on three factors: individual ability and initiative, sex, and a favorable combination of social and cultural conditions. 54

<sup>51</sup> Dearborn, op. cit., p. 28-29.

<sup>52</sup> Morton, op. cit., p. 338.

<sup>53</sup> Murphey, Gardner, "What Contributes a Well-intergrated Individual," Journal of Home Economics, Vol. 47 No. 8, (October 1955), p. 585.

<sup>54</sup> Simons, Leo, "Social Participation of the Aged in Different Cultures," The American Academy of Political and Social Science, Annals, Vol. 279 (January 1952) p. 52.

Like others who studied the family life of aged persons,
Burgess found that older citizens increase their religious activities and
dependence upon religion while other participation decreases. The
frequency of church attendance drops in the 80's and 90's but they
compensate for incapacity to attend church by listening to church
services broadcast by radio or television, and by reading the Bible. 55

Since keeping busy is considered important to good adjustment in old age, active participation in selected activities should be encouraged. Being well-dressed is regarded by Dickens as essential for group participation at any age. <sup>56</sup> Dickens' study revealed that social participation is a good basis for setting scientific minimum standards for clothing. In this study, the families whose clothing supplies ranked as minimum were the ones who made up the majority of the group with lowest social participation. According to Dickens, "clothing is a type of consumers' goods which is not primarily used for 'physical welfare', but rather 'psycho-social welfare'." <sup>57</sup>

<sup>55</sup> Burgess, Ernest, "Family Living in the Later Decade", American Academy of Political and Social Science, Annals, Vol. 279, (January 1952), p. 107.

Tate and Glisson, op. cit., p. 343.

Dickens, Dorothy, "Social Participation as Criterion for Determining Minimum Standards for Dress", Rural Sociology, Vol. 9, (December 1944), p. 341.

In the article, "Community Programs for the Elderly", the need for activity was described in this way:

Activity as a primary human need, expressed physically, mentally, and emotionally, is basic to the older person as well as the younger person. It is fundamental in preserving the personality . . . . Basically the older person needs to fill in his unused day with activity that will give him a feeling of adequacy, accomplishment, and usefulness. 58

The activities of the older woman are so intertwined with her environment that separate consideration of the two is almost impossible, according to Latzke. Also, she wrote, "The addition of any costume ensemble to the wardrobe should be made only after consideration of it in terms of the individual's activities."

In dealing with the role that clothing plays in the maintenance of social prestige as people grow older, Dr. Adeline Hoffman stated:

Though older people may have specific clothing needs apart from younger people, it is generally believed that older people have much the same needs as younger people; they want the same things as other groups want, but they resist age - related identity which reflects a certain unavoidable stigma in a youth oriented society. 60

<sup>58</sup> Levine, Harry A., "Community Programs for the Elderly", American Academy of Political and Social Science, Vol. 279 (January 1952) p. 167.

Latzke, Alpha, and Beth Quinlan, Clothing, (New York:
 J. B. Lippincott Company, 1935) p. 231.

Hoffman, Adeline M., "Clothing Problems and Clothing Behavior of Older Women," Adding Life to Years, Bulletin of Institute of Gerontology, State University of Iowa, Vol. IX No. 9, (September, 1962) p. 4.

Landis reported that persons of 65-99 years who visit frequently are better adjusted than those who visit less frequently. Those who attend church are better adjusted than those who do not go to church. It is probably not the church attendance which makes them happier but it indicates that church goers also visit much and have enough to keep them busy. If old people are to be happy and well adjusted they must be busy whether they are living in a private home or an institution. 61 People interested in the field of gerontology agree that more emphasis should be given to involving senior citizens in the community activities and services.

Dr. Harold Dudley stated to members of the North Carolina Governor's Conference on Aging in 1960 that within our professional group we do not talk about age - a particularly sensitive subject in our area - because it really does not matter. We respect individual differences in skills, abilities, interests, capabilities, and motivation. In working with people over 65 we are concerned with strengthening the individual ego. 62

<sup>61</sup> Landis, Judson T., "Social Psychological Factors of Aging", Social Forces, Vol. 20 (May 1942) p. 469.

Dudley, Harold, Speech given at North Carolina Governor's Conference on Aging, July, 1960. In explanation of these comments, it was assumed that Dr. Dudley used "we" to identify himself with the professional persons in his audience.

# Physical Needs in Relation to Clothing

According to Tate and Glisson, the physiological value of clothing is somewhat more difficult to evaluate than that of food and shelter, for there are fewer objective standards for measuring clothing's ability to satisfy needs. They do, however, state that clothing is used to keep the body warm in winter and cool in summer. It provides protection against sunburn on hot days and dampness on rainy days. Properly fitted, comfortable clothes are thought to promote a more attractive appearance and disposition.

No guidelines for clothing can be formulated to fit all conditions in reference to health, for so much depends upon the season, the locality, and the individual. In general, older people feel the cold more than the younger people.

Ashley found that clothing which was well fitted and clean enhanced the pride of mental patients, and those who had their own clothes rather than a shared community wardrobe, were less destructive. He cited attention to clothing and personal appearance as a positive factor in the rehabilitation of any age group.

<sup>63</sup> Tate and Glisson, op. cit., p. 21.

<sup>64</sup> Ashley, "Housing for the Elderly", Construction Review, (March, 1958) p. 51.

Dooley stated that climate influences the clothing in regard to the variety, number, and type of garments needed. Seasonal differences in the temperate climates require the purchase of two types of clothing; one adapted to use in warm weather and the other to cold weather. This influence is not as evident now with our modern heating and air conditioning as in previous years.

The older woman could be compared to the handicapped woman because of her physical infirmities. She desires becoming, attractive clothes which detract from her physical changes due to aging. The older woman likes design lines that flatter and colors that give pleasure to her as an individual.

Tate and Glisson concluded that:

Clothing for older people should be designed with their physical characteristics in mind... Garments that button down the front are a must for those who have difficulty in reaching back to open or close buttons or work a zipper, or in raising their arms high enough to pull a garment over the head. 67

<sup>65</sup> Consalus, Tighe, Dooley, and Rohr, op. cit., p. 41.

<sup>66</sup> Scott, Clarice L., Clothes for the Physically Handicapped Homemaker with Features Suitable for all Women, United States Department of Agriculture, Home Economics Research Report No. 12, June 1961, p. 2.

<sup>67</sup> Tate and Glisson, op. cit., p. 338.

In meeting the physical needs of the elderly, Tate and Glisson included these suggestions:

Clothing fabrics for the elderly should provide maximum warmth and coverage with limited weight. Many older women prefer long sleeves in house dresses and three-quarter length sleeves in other dresses. Shoes for older people should be designed with support for less taut instep muscles and well balanced to aid faltering steps. Furthermore, they should be so designed that the wearer can step into them without having to bend over and long enough to allow free movement of the toes . . . Shoes for the elderly should be attractive. 68

# Economic Needs in Relation to Clothing

Although some disagree, Veblem had this to say about clothing:

Our apparel is always in evidence and affords an indication of our pecuniary standing to all observers at the first glance. The greater part of the expenditure incurred by all classes for apparel is incurred for the sake of a respectable appearance rather than for the protection of the person.

Brew, O'Leary and Dean report that the total clothing acquisitions declined more rapidly with increasing age than did clothing inventories, thus the inventory-acquisition ratio increased. This is evidence that older people do feel the need to replace their

<sup>68&</sup>lt;sub>Ibid., p. 348.</sub>

<sup>69</sup> Veblem, op. cit., p. 167.

clothing as rapidly as do younger people. The study indicated that the oldster's standards for judging when a garment is worn out or is out of fashion may not be the same as those applied earlier in the life cycle, there may be less wear and tear on their clothing, or they may buy clothing which is more conservatively styled and durable so it does not wear out so rapidly or become obsolescent. 70

By the time a woman has reaches the age of 65, she usually has accumulated a standard wardrobe for her way of living and clothes are replaced only as they are worn out or the owner has become tired of them. For this reason the older people spend less for clothing, the amount decreasing with each successive age group. Lamale found that women in the under 25-year age group, with incomes of \$2,000 to \$3,000 after taxes, in 1950 spent \$396 for clothing. The amount spent declined at each successive age level to \$153 for women age 65 to 75, and \$82 for women 75 and over. It is reported that among the very low income groups, there is almost no expenditure for clothing since these people depend on used clothing which is given to them by individuals and social groups. 72

<sup>&</sup>lt;sup>70</sup>Brew, Margaret, and Roxanne O'Leary and Lucille Dean, Family Clothing Inventories and Purchases, United States Department of Agriculture, Information Bulletin. No. 148, April 1956, p. 13.

<sup>71</sup> Lamale, Helen Humes, "Changes in Expenditures of Urban Families", Journal of Home Economics, Vol. 50 (November 1958) p. 686.

<sup>72</sup> Hoffman, op. cit., p. 4.

Dickens stated that most individuals fall into habits of dress.

This was found particularly true of the older person who tended to accept ways of dressing and grooming as fixed and immutable parts of their personality. 73 No formula for clothing decision making has been established at any age because this is an individual problem and is affected by many factors.

Tate and Glisson included this suggestion for meeting clothing needs of the elderly:

Attractive, mature styles should be produced for the elderly in a low price range. The complaint is often heard that dresses suited for the elderly are devoid of style, while those that have style are too expensive or are incorrectly proportioned. <sup>74</sup>

To determine the clothing needs of an individual, Latzke suggests that the activities of an individual be listed for a period of time and then be considered as to: the relative frequency of the need for the particular kind of garment, the length of time it is needed, and the relative importance of the occasion for which it is to be worn. These considerations could serve as a guide in determining what should be included in the wardrobe of the old as well as the young woman. Consideration should also be given to the kind of care and the cost in time and money for various articles of apparel.

<sup>73</sup> Dickens, op. cit., p. 347.

<sup>74</sup> Tate and Glisson, op. cit., p. 347.

<sup>75</sup> Latzke and Quintan, op. cit., p. 33.

The amount of money spent on clothes and number and kind of items of clothing purchased are reflections of basic attitudes toward clothing.

Basic attitudes toward clothing have been categorized by Tate and Glisson so as to cut across differences in educational background, economic status, technical fashion knowledge, and professional interest in fashion. The categories were listed as (1) desire to conform, (2) desire for comfort, (3) desire for economy, (4) the desire to satisfy the artistic impulse, (5) the desire for self expression, (6) the desire for prestige, and (7) the desire for social participation. The authors concluded that the relative importance of these basic attitudes will vary with the family, the individual, and the phase of the family cycle; the desire for comfort being of greatest importance to the older person. 76

Latzke commented that the creation of the wardrobe ensemble follows the detailed analysis of the individual's activities and mental and physical characteristics, but is limited by the funds available for clothes. The wardrobe ensemble should be planned in color units, the number and characteristics of these units depending on individual coloring, her activities, and the extent of the budget. 77 Colors that

<sup>76</sup> Tate and Glisson, op. cit., pp. 24-25.

<sup>77</sup> Latzke and Quintan, op. cit., p. 33.

are moderate in value, moderate in intensity and pleasing to the individual can be worn the whole year. An unknown authority stated that a becoming color is one that makes the skin look fair and rosy, the eyes appear clear and sparkling, the hair appear glossy and makes the wearer feel attractive.

The use of, and preference for, certain colors in the wardrobe varies with different individuals. Howard Ketcham refers to
black as the negation of color and states that the aging with graying
hair and fading color should beware of black.

Space Needs for Storage of Clothing

Switzer and Rusk observed that older people want a place in which to keep all their possessions, and to live, if possible, in a private room or a small dormitory. They want a place where they can live in dignity and this is what the modern retirement home aims to achieve. 79

In order for older people to be happy they must have enough storage space for their personal articles as well as clothes.

The storage of clothing, both hanging and folded, is an important economic factor, if appearance is allotted a monetary value.

<sup>78</sup> Ketcham, Howard, "Color: Its Powers of Persuasion," Harpar's Bazaar, (August 1960), p. 85.

<sup>79</sup> Kaplan, Jerone, and Gordon Aldridge, Social Welfare and the Aging, (New York: Columbia University Press, 1962) p. 31.

From the studies of rod closets for southern farm homes, it was recommended that for the minimum number of garments a woman should have 39 inches of rod length for hanging clothes with a shelf over the rod and hooks on the door for storage of items such as hats, shoes and garments is use. As a result of a study of folded garment storage for southern farm homes it was recommended that the shelf storage for a woman with a liberal number of folded garments should be 21 x 13 inches and 69 inches high for pull out shelves and 82 inches high for fixed shelves. Frequently used items should be stored so they are easy to see, to reach and to grasp.

## Retirement Homes and Their Relation to Individual Members

The location of a retirement home is important. It should not be so isolated that the person feels cut off from everything and everyone he knows. If he is well enough, he will want to get out and see friends. He ought to be near enough to members of the family so that some of them can visit often. 82 In Herbert Shore's "Evaluation and

Rod Closets for Southern Farm Homes, Agricultural Experiment Station, Auburn University, Auburn, Ala., Bulletin 325, March, 1960, p. 22.

Folded Garment Storage for Southern Farm Homes,
Agricultural Experiment Station, Auburn University, Auburn, Alabama,
Bulletin 341, May, 1962, p. 38.

<sup>82</sup> Arthur, op. cit., p. 252.

Self Survey in the Modern Institution, " he relates that:

There is a wide divergence of the idealogical orientation toward the use of the term 'home' ranging from facilities offering only food, shelter, and housing to a center offering full care and a spectrum of services. The concept of the modern institution is the complete comprehensive, congregate living arrangement providing all the necessary health care and therapies. 83

In a report issued by the Council of State Governments in 1955, five undesirable characteristics of the average institution for older people were listed and recommendations were made regarding the means of achieving better conditions. 84

Most homes, particularly small ones, try to admit men and women who will be congenial. Usually the applicant is screened to determine if he has a similar social and economic background to other members. This practice implies recognition that problems may arise when people live together after having established their life patterns long before they met each other. Arthur further stated that homogeneity helps to eliminate sources of friction.

According to a study of attitudes of 82 older people living in retirement homes, the personality stays the same all through life.

One group participating in the study agreed that old people prefer to be

<sup>83</sup> Kaplan and Aldridge, op. cit., p. 16.

<sup>84</sup> Kaplan and Aldridge, op. cit., p. 17.

<sup>85</sup> Arthur, op. cit., p. 240.

with people their own age despite the fact that that they are invariably involved in interpersonal difficulties with the other residents.

Bearborn concluded that women follow the same activities in the aged period as before since their lifetime interests are not as dependent on physical vigor as those of men.

The investigating the question of whether people in retirement homes or institutions are happy or not, Arthur found that sometimes they are and sometimes they are not.

She concluded that "characters do not change; the timid remain so and the aggressive are not tamed."

Membership in a retirement home depends on whether a home is largely supported by a fraternal lodge, a denomination or group of denominations, a trade union or some other type of organization. If it is supported by one of these groups, the applicant must be a member of the supporting institution and in good standing, or be a close relative of such a member. Occasionally, privately supported homes will allow others to enter.

In writing of retirement homes, Arthur described what makes one home, private or public, good, and another bad. Her rating for a retirement home depended on the physical surroundings, the

<sup>86</sup> Kaplan and Aldridge, op. cit., pp. 31-32.

<sup>87</sup> Dearborn, op. cit., p. 29.

<sup>88</sup> Arthur, op. cit., p. 235.

licensing and regulation, the degree of freedom of member, the activity program, the work used as therapy and the opportunity members have for earning money.

Able-bodied residents of good retirement homes are free to go and come as they please. Visits to friends and relatives, usually for a week or month, are encouraged. Activities in the community including retention of church and church memberships are encouraged. Members are provided a chance to develop new hobbies or cultivate dormant ones and to help with small duties in accordance with strength. They are urged to retain contacts with the outside world so they will not feel that they live in a small enclosed community.

A home with high recreational standards has three forms of acitivity: activities which people watch, activities in which the people themselves engage, and activities which enable people to work and play together. Also, the home provides meeting places, equipment for games, leadership for group recreation and instruction in arts and crafts. If older people can be stimulated to plan and carry out their own actitivies, they will never stagnate. Even though one may end his days in an institution, he can still lead a productive life.

Work is often used as therapy in an institution according to Arthur.

<sup>89</sup>Arthur, op. cit., pp. 251-253.

If members work in a vegetable garden, flower garden, act as receptionist, or switchboard operators, or dry silverware it is not a sign that the institution is understaffed. If these are voluntary tasks they have a value. They keep a sense of productivity alive. 90

Arthur explains that sometimes it helps a temperamental person to feel he is fully paying his way. Nowhere is the possession of small funds more important in achieving little satisfactions than in an old people's home. Having a gift shop with products made by residents gives the individual craftsman a feeling that he is contributing to his support.

The modern home should be the place to go because no place else in society can be its match in the thoughtful planning that it offers as a specialized service rather than a place to go because there is no other place. 91

In the changing roles of homes for the aged every home affirms as its objective the provision of services which will insure the well being of the total person. 92 Simons wrote that "people have aged most successfully when they have discovered or created for themselves effective positions and roles in the very societies of which they are a part." 93

<sup>90</sup> Arthur, op. cit., p. 254.

<sup>91</sup> Kaplan and Aldridge, op. cit., p. 23.

<sup>92</sup> Kaplan and Aldridge, op. cit., p. 48.

<sup>93</sup> Simons, op. cit., pp. 43-51.

Hoffman concluded that "social recognition, so important to older women is closely related to attractive appearance and therefore to clothing."

<sup>94</sup> Hoffman, op. cit., p. 5.

#### CHAPTER III

#### PROCEDURE

## Plan of Procedure

To carry out this study, it was necessary to locate a group of women over 65 years of age. The plan was to obtain information from these women concerning their clothing needs.

Appointments were made with the directors of the two retirement homes in the Greensboro area to discuss the proposed study. These homes had been established long enough for the members to have a history of several years of residence.

During the visits with the directors of the homes, the purpose and procedure of the study were outlined and the criteria for participants were discussed. Permission was granted for the examination of non-confidential records for background information and for the scheduling of appointments with members to secure additional information in personal interviews. As an aid in learning the type of information that would be available from accessible records on file in the home, a copy of the Application for Admission form and brochures about each home were secured. At a later date a written confirmation of the director's pledge of cooperation was received.

These two retirement homes in the vicinity of Greensboro were selected because they met the requirements for the study and represented the typical retirement home of this area. The members in these homes provided an appropriate sample of women in the over 65 age group and were a convenient distance for travel from Greensboro.

It was recognized that this sample had limitations for the study. These were such factors as locality, environment, race and religion.

## Criteria for the Sample

The criteria for the sample in this study were that the women be over 65 years of age, permanent residents of the retirement home, and active enough to have typical clothing needs for women of that age group. Also, it was required that the sample include women from various economic and social groups with both professional and non-professional backgrounds. Primarily, the women in Home A were of two economic groups: those with no financial assistance except charity, and those who receive old age assistance. The members in Home B were divided into approximately three equal groups: those who pay all expenses of living in the home, those who received old age assistance and pay part of their expenses, and those who were supported entirely by the Protestant denomination that sponsored the

home. It was considered desirable that the sample include a minimum of 50 participants with varying lengths of residence who represented approximately one-third of the total number of the women living in each home. The sample was not random since such factors as senility, mobility and health as well as the willingness of the individual to cooperate influenced the selection of participants.

# Development of Questionnaire

In developing the questionnaire consideration was given to information obtained from records beforehand and by personal interviews. Questions were formulated in a simple conversational style for easy comprehension of this age group. Objective and subjective questions were used to obtain information from individuals concerning standards and values which influenced their clothing needs. In addition to questions regarding clothing needs of this age group, others were directed toward determining the places they went and the things they did. Anticipated types of responses were classified for each question. Some repetition was used to test the reliability of the responses.

After determining the type of information needed, questions were grouped in the questionnaire. The categories were as follows:

(1) personal data sheet; (2) relationship with family and friends inside and outside the home; (3) activities of the individual within and without the home (to include personal grooming); (4) clothing preferences for

personal activities and selected occasions; (5) care and storage of clothing as influences in meeting clothing needs; and (6) problems related to the acquisition and use of clothing. An opportunity was offered for the participant to express additional opinions concerning her activities and ideas about clothing. The questionnaire used in this study is included in Appendix A.

After developing a trial questionnaire, it was pretested by securing responses from several retired professional and non-professional women of this age group in pretesting it. Revision of the questionnaire included some changes in the order and wording of questions and in anticipated responses that were better adapted to the understanding of members in the retirement homes.

## Plan for Interviews

Personal interviews were conducted with one-third of the female members in each home participating in the study. Each interview was conducted in the private room of the member. Usually, no one else was present. The investigator identified herself as a student in the School of Home Economics at The Woman's College. She explained her interest in learning about the clothing needs of women over 65 and the need for educating others in this field. During the interviews, many members illustrated their answers to questions by actually showing part or all of their wardrobe with unlimited explanation about

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their clothing needs. The time required for completing an interview varied with the individual but the average time was approximately one hour.

#### CHAPTER IV

#### BACKGROUND FOR THE STUDY

## The Retirement Homes: Policies and Practices

The two cooperating homes in this study have been identified as Home A and Home B and are located in the Piedmont section of North Carolina.

Home A, sponsored by a fraternal organization, was organized in 1911 and accepts applicants for prospective members from various professional and non-professional backgrounds. Applicants must be related to a member or have been a member of the fraternal organization sponsoring the home. Although the admittance age for this home is 60, the present membership includes only two persons who are less than 65. Many of the 100 members have lived for more than 10 years in Home A where the members are referred to as "guests."

Home B, sponsored by a Protestant denomination, was organized in 1954, and has set 65 as the minimum age required for admittance. This home is larger than Home A and is able to accommodate 169 members with a wider range of backgrounds. Home B has

accepted applicants from denominations other than that which sponsored the home.

The members in both Home A and Home B have all the freedom of their own home but fewer responsibilities. These responsibilities are assumed, in the main, on a voluntary basis which allows members to be as active or as inactive as desired. Each member is free to leave the home at any time and to stay away for any length of time. Approximately 20 per cent of the residents are confined to the infirmary throughout the year, although they were ambulatory when accepted as a member. Except in the case of husband and wife, each person has a separate room. Fewer than 15 per cent of the members in each home are men. Both of the participating homes confined their membership to those of the white race and a Protestant faith.

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#### PRESENTATION OF DATA

Data were obtained by personal interviews scheduled during March and April of 1963. Fifty-eight women over 65 years of age and living in two retirement homes in the vicinity of Greensboro, North Carolina participated in the study.

## Personal Information

Many of the participating members of each home were former residents of near-by communities, whereas others were farther removed from their family and friends by death or geographic location. Of the 58 women interviewed, 36 had lived within a 100 mile radius of the homes prior to becoming residents.

Approximately one-fourth of the women were not natives of North Carolina but had migrated to the state seeking employment for self or a member of the family. Others of the group had come in search of pleasant retirement surroundings. Of the total group, 13 or 22.4 per cent were born outside of the state. The occupational background of participants has been divided into two categories: professional and non-professional. Professional is defined as those who had specialized leading to a specific vocation. Twenty-one participants or 36.2 per cent of the group had been professional workers before retirement. Some of these had maintained this status until retirement

age, while others had retired from public work earlier. Sixteen members of the professional group had been teachers or specialists in various fields. The remaining five former professional workers included: one dressmaker, two secretaries, one insurance agent (a business which she still maintains), and one crafts worker. The crafts worker now teaches gratuitously members in the Home\* who are interested. Twenty-five, or 43.1 per cent, of the women had worked outside the home as non-professional workers. This latter group included four office workers, six sales persons in department stores, two textile mill workers, two office hostesses, two dining room managers, six practical nurses or companions to older people, two garment alteration persons, and one tourist home operator. Twelve participants, or 20.6 per cent, had been homemakers and were regarded as being in the non-professional group. Two of the homemakers had husbands living in the Home with them. Forty-two, or 72.4 per cent, of the participating group had been married.

On the date of the interviews, the length of residence in the Home varied from five weeks to 13 years. Nine of the women had been residents of the Home for four months or less; 15 had been residents for four to eight months; and eight had been residents for eight months to one year. Five had been residents for one to two years; three had

<sup>\*</sup>Home refers to a specific home.

been residents for three years; four for four years; two for five years; three for six years; one for seven years; three for eight years; two for nine years; two for 11 years; and one for 13 years. The large number of members who had been in the Home for less than one year could be accounted for by the fact that each Home had increased its membership by one-third in the last year.

TABLE I
CLASSIFICATION OF AGE RANGE BY LOCATION OF RESIDENCE
OF PARTICIPANTS

Age	Home A	Home B	Total		
65-69	2	6 1995	on didgest have		
70-74	of their government of	6	9 - 100		
75-79	e to) a gall and rely	en homita in name	19		
80-84	relativist or friends	who lives close we	10		
85-89	quently. 5 Eleven of t	2	7 - 7		
90-94	and to 3 had brother	2 10 1314	Two of the groun		
Total	23	35	58		

TABLE II
LENGTH OF RESIDENCE IN RETIREMENT HOMES

Home	4 mos.	8 mos.	l vr.	yrs.	yrs.	4 vrs.	5 vrs.	6 vrs.	7 vrs.	8 vrs.		10-13 vrs.
			/	,		,	,	,	,	,	,	,
Home A	6	0	4	2	2	0	1	3	1	1	1	2
Home B	3	15	4	3	1	4	1	0	0	2	1	1
Total	9	15	8	5	3	4	2	3	1	3	2	3

# Social Participation: Relationship With Family and Friends

Of the women interviewed, 25 or 43. 1 per cent did not have any members of their immediate family living near by, that is, close enough to come for a visit and return home the same day. However, some did have relatives or friends who lived close enough that they could visit frequently. Eleven of the 58 participants had sisters living near-by, and ten had brothers in the vicinity. Two of the group had brothers living in the same retirement home. Sixteen others had children living near-by, and in some cases this was the reason for their choice of this Home.

The majority of these women did not leave the Home often for a social visit elsewhere, nor did they have members of their family who visited them frequently. Eleven of the participants never left the

homes for a social visit. Eight persons left weekly for social visits with their families and relatives. Nine persons left monthly for social visits with their families, and five visited their families twice a month. Twenty-five women made less frequent visits. Even though they were encouraged to leave the Home for visits, many accepted it as their home and had little desire to leave. During the winter months many members did not leave for fear the possible changes in temperature would cause sickness. Because of their limited income, some felt that they could not afford social visits away from the Home. Some had physical handicaps such as difficulty in hearing, poor eyesight and inadequate physical mobility that caused them to feel more secure when they remained in the Home. From previous experiences, some had fear of a sudden illness; so they chose to remain in the Home where they could have immediate medical attention if it were needed. Some did not want to leave for fear they would miss some interesting event in the Home. They seem to have found a place that had provided them with a sense of belonging. A petite participant in her early 90's said, "I don't think it wise to go back home often because it keeps you looking backward, and keeps your sentimental side stirred up too much for the good of the Home and good of the individual."

It was not necessarily the same people who did not have friends that had no family. Twelve women had friends who visited

them weekly; 11 had visitors twice monthly; 20 had visitors monthly; and nine had visitors less often. Six had no visitors at all.

Generally, the participants entertained their family and friends in their private room unless there was a large number at one time. Some members of the homes entertained visitors in the attractively furnished social areas when there was a man in the group.

Some participants expressed the opinion that they could no longer keep up with the activities of a young family. Each member had had the privilege of coming to the Home for a trial period before becoming a permanent resident. If she had decided this was not the place for her to spend her later years, she could have returned to her former home. Each was encouraged to bring some of her personal belongings so she would retain some elements of her familiar surroundings. Usually, each brought her most treasured possession whether it be a rocking chair, table or desk, chest, television, sewing machine, or a rug for the floor.

Forty-eight of those interviewed agreed that they had more than four close friends in the Home. Eight claimed only four close friends, and two thought they had only three close friends. For some of the women, it was the first time to have lived with a group; and they had not fully adjusted to such a large group. Some liked quietness so they chose to confine themselves to their private room alone or with

a close friend to enjoy a social visit of conversation, watching television, or reading. One person who did not adapt well found companionship in her radio. Another commented that she did not like "chatter boxes," a reference to other members in the home. One woman remarked seriously, "I lived by myself before coming here, so I feel better alone and quiet."

Some of the women agreed that they visited their friends in the Home during the morning and afternoon when they are not engaged in some other activity. Thirty-four reported that they visited in the morning; 37 reported that they visited in the afternoon; while only 16 reported that they visited other members in the evening - this had not become such a routine that it happened every day, but it was generally true.

# Activities, Including Personal Grooming

Home B provided selected activities for members, and space was also available for small groups to plan and carry out their own activities. Being organized at an earlier period, Home A did not have as much available space for individual and group activities. Social visits with friends in the Home was named by 45 of the women as reasons for getting together. Thirty-eight of the women visited with their friends daily in the Home; 10 visited with their friends weekly; and 10 indicated that they visited their friends twice weekly. When they visited with their friends, most of them just chatted. Four of the women reported that they worked when they visited. Their work

was usually that of a hobby or making articles for the hobby shop.

Twenty-five members indicated that they watched television when they visited with friends. Twenty members in Home B reported that they enjoyed games with friends, usually in the afternoon or evening. The games named most frequently were bridge and canasta. Four women had activities other than those mentioned; reading the Bible or reading books were cited.

When asked how often she went to town, one woman replied that members had everything in the Home, so it was not necessary to go to town. This was the thinking of a minority group. A woman in her 80's quickly announced that she liked to go to town and would have a "fit" if she had to stay in the Home all the time. None of the women stated that they went to town daily. However, 12 reported that they went twice a week; 12 said they went weekly; 16 said they went monthly; and 18 could not be placed in any of these categories. There were several reasons why some did not go to town more often. One of these reasons was the cost of taxi fare which was quoted at \$1.80 for a round trip. When a group of the women went together in one taxi, this amount was divided among them. One lady who had been in the Home a very short time explained that she had not been to town because she was not familiar with this city. She planned to wait until she left the Home for a visit and then expected to go to her home town.

The reasons for going to town varied, but 30 reported that they went for the purpose of shopping; 14 went for such social reasons as attending a movie, for a dinner, or to meet a friend. Ten of the women stated that they went for business reasons, and 15 stated that they went for all of the above reasons.

When these women go to town for shopping or business many of them preferred to go alone because of the personal inconvenience incurred. Nineteen of the participants preferred going to town alone; 33 indicated they enjoyed going with a friend; and six preferred to go with a relative. The data revealed that the women did not usually go to town in groups.

Thirty-eight of the total number interviewed reported that they did some volunteer job in the Home. Everyone is given an opportunity to assume some duty. This duty may be initiated by the home personnel or initiated by the individual in keeping with his interest. While performing this duty the individual dresses in a manner considered appropriate to the task she is performing. Various reasons were cited as to why the 20 persons who were without jobs did not choose to have one. Some of the reasons listed were such physical infirmities as difficulty in hearing, poor vision, or unsteadiness when standing. Many of these non-workers had been in the Home for a long period of time and were well adjusted and happy. In some instances

they had relinquished their former duty to a newer member of the group. Although some visited infirmary patients daily, they did not consider this a duty. The types of duties assumed by the members differed somewhat in the two homes.

Each person in both homes performed her duty with great pride to herself and to the Home. They related that when help was needed in the kitchen for the preparation of fresh fruits and vegetables, the announcement was made over the intercom and many responded. Some of the members served as special hostesses to conduct groups through the building on various occasions. Some duties were performed at regular intervals through the year while others depended on the demands of special occasion and emergency needs. Thirteen participants performed their task daily, two were scheduled for four times a week, four persons for three times a week, four for twice weekly and two for weekly duties. Eighteen assumed their duty only occasionally. It was difficult for some of the women to say they performed a "job" because this volunteered work had become a part of their daily activities which included the kinds of things they wanted to do.

In Home A, the voluntary tasks varied considerably: five members answered the telephone during specific hours; five acted as hostesses to greet visitors in the Home; two worked with flowers; and nine had other duties that were not regularly scheduled. These last

mentioned duties included helping with the mail, sending out bulletins, making draperies for new rooms, altering clothing for other members, and shopping for those who were unable to shop for themselves. Many of the participants did all their own housecleaning rather than allowing the maid to do it.

In Home B, some of the duties differed from those in Home A. Fifteen members were hostesses at the reception table in the entrance hall; six women worked in the library which was well stocked with books and daily papers; and two maintained flower gardens to help beautify the exterior. The two gardeners pointed to their plantings with great pride. Eleven of the group performed other duties which included: alteration of clothing, "Gray lady" duties in the local hospital, and planning daily activities in the home. One charming person who had lived in Home B for less than a year instructed other members in china painting. A little lady in her 90's kept the silver service polished in the dining room and operated the elevator before and after breakfast. She refused to tell other members her age for fear they would consider her aged.

TABLE III

DUTIES PERFORMED BY PARTICIPANTS AND FREQUENCY

OF PERFORMANCE

	William Co.	FREQU	ENCY C	OF PERF	ORMANO	E	
		4 Times 3 Times 2 Times				ccasi	on-
DUTIES	Daily	Weekly	Weekly	Weekly	Weekly	ally	
Answer telepho	ne						
Home A	3			2			5
Home B		1					1
Hostess							
Home A			2	3			5
Home B		2	4	5	2	1	14
Work flowers							
Home A						2	2
Home B						2	2
Library							
Home B					3		
Others							
Home A					3	6	9
Home B	1	1		2	2	5	11
TOTAL	4	4	6	12	10	16	52

Many participants who belonged to professional organizations before retirement had welcomed the day when such obligations could become memories, therefore, they had not retained their memberships. Others refused to be active in civic and church groups because they did not want to keep the pace required for membership. Twenty-seven of

the participants reported that they still belong to organizations which are, primarily, religious groups. Thirty-one women reported that they did not belong to any organization at the time of the interview.

Both Homes have devotional services each day after the morning meal. In one Home the daily services are usually conducted by the members, and in the other Home they are conducted by a member of the staff or a minister. On Sunday afternoon, each Home provides a worship service with a visiting minister to officiate. Since many participants considered these services adequate for their religious needs, they did not attend church regularly outside the Home. However, 28 stated that they attended services weekly in their chosen church; five attended twice monthly, five attended monthly; and 20 admitted that they attended only occasionally outside the home.

The data revealed that most of the women were conscious of and interested in their personal appearance. The Homes sponsoring organizations realized this concern and included provisions for hair care within the home. Each Home maintains a beauty shop with one operator who is willing to give her services at a reasonable fee that these older women can afford. One participant remarked that she appreciated the services of the hair dresser more than anything else in the Home. Forty of the women had their hair shampooed and arranged within the Home, and three sought a hairdresser outside the Home. Of the 15 women who

dressed their own hair, five had naturally curly hair, eight wore hair in buns, and two others felt that they could not afford the cost for professional service.

The frequency of hair care varied with the individual. Four-teen found it desirable to have professional hair care every week; 31 had their hair dressed every two weeks; 12 received hair care within three weeks; and one had such care less often. Most of these women regarded the care of their hair as an important factor in being well groomed and, thus, a contribution to their well being.

TABLE IV

A COMPARISON OF PERSONAL GROOMING PRACTICES TO TRIPS
TO TOWN

Frequency	FREQUENCY OF HAIR CARE							
of Trips	0-7	8-14	15-21	Less	attended to			
to Town	Days	Days	Days	Often	Total			
Twice								
Weekly	5	7	1		13			
Weekly	5	8	2		15			
Monthl <b>y</b>	3	10	5	1	19			
Other	1	6	4		11			
Γotal	14	31	12	1	58			

# Care and Storage of Clothing

Thirty-three members of the total number stated that it really did not matter whether a dress was washable or should be dry cleaned. When choosing a new dress, 14 women reported that they preferred a dress that was washable. Eleven preferred a dress that should be dry cleaned. Ten of the latter group were in Home B where the cost of cleaning was no extra cost to the member.

The laundering of one's own clothes had become a habit with these women over 65; consequently, 54 of them stated that they still laundered their own clothes. Some laundered clothes daily while others did it less often. Almost all of the private rooms have a lavatory which helps to make daily laundering convenient. Also, Home B provides a laundry room with all facilities necessary for laundering. Of the four women who reported that they did not launder their clothes, three gave as their reason that they just did not like to wash and iron. Only one person, a member in Home A, stated that facilities were not available for laundering.

Thirty-nine of the 58 participants were satisfied with the amount of storage provided for clothes and reported it adequate. However, 19 did not consider the storage space adequate. Those who had been residents for less than eight months were, usually the ones who did not consider the storage space adequate. It is possible that those

who did not consider the storage space adequate had been accustomed to more space than there was available in the home. Sixteen of these women reported the need of more hanging space, and 10 reported the need of more space for folded storage. Thirty-nine stated that the amount of storage space did not influence the number of clothes they had because the storage was adequate.

Twenty-nine of the total number stored out-of-season clothes in their rooms, with 22 of these being in Home A. Twenty-eight others stored out-of-season clothes elsewhere in the home. Twenty-seven of this latter group were in Home B which provided individual storage space in an attic which was opened to the members one day each week. Many of the newer members had not utilized this attic storage area. Only one person stored her out-of-season clothes outside the home. Problems Relating to the Acquisition and Use of Clothing

Like most women of any age, those who participated in this study prefer to select their own clothes. Fifty-one of these women reported that they selected their own clothes but sometimes had assistance. Seven admitted that someone else selected their clothes. One very clothes-conscious person remarked that the sales woman in a local department store selected all clothing for her. She was extremely pleased with her wardrobe, and she had followed this selection procedure for several years.

When asked who helped in selection of their clothes, eight answered that a friend helped them; eight reported that a relative helped; and 38 asserted emphatically that no one helped them. The same reason was cited frequently but was worded in several ways such as, "I don't think I would like anything someone else would select," or "No one would care to select clothes for me." Several participants expressed a desire to have someone select their clothes. Five reported that all of their clothes were acquired as gifts. A vivacious little lady of 93 commented, "I must look needy because people give me beautiful clothes." She announced happily that she had had 25 "new" dresses at one time, but had given several of them to other members in the Home because of her color preferences.

TABLE V
HELP IN CLOTHING SELECTION AND RESIDENCE OF PARTICIPANT

	PERS	ON HELPING		
	Friend	Relative	No One	Gifts
Home A	5		12	2
Home B	3 Aug.	or Moc 4	25	3
Total	8	8	37	5

Some of the participants reported that they wished to have someone accompany them when shopping for clothes. Nineteen reported that a friend usually went with them when shopping; 12 reported that a relative accompanied them; and 27 went alone when buying clothes.

Many expressed a strong desire to be alone when shopping for clothing.

The items of clothing acquired as gifts were recorded for the past year - from Easter 1962 to Easter 1963. Twenty-three reported that they had received outer garments, 14 reported having received undergarments, five had received wraps, one had received shoes, 24 had received toiletries, and three had received some of all of the above named items as gifts. Six women, however, reported that they had received no gifts whatsoever. The most desired gift in many cases was money. In such cases, the participants could have the pleasure of selecting her own clothing. More than one gift of money made possible the purchase of a more expensive item such as a coat which the individual may have longed for. Nine women remembered that their only gifts received during this past year were gifts of money.

That these women received gifts on special occasions such as Christmas, a birthday, or Mother's Day was revealed by the answers of 32 women. However, 20 women reported having received gifts all during the year.

Despite the decline of income during the retirement years,

47 of the participants revealed that they were satisfied with the amount
of money they could spend for clothes. This was true, in part, because
the women had conditioned themselves to achieve satisfaction within
their clothing budget. The satisfactions expressed did not imply that
they would not like to have a larger clothing budget. Ten women indicated having an inadequate income for a desirable amount of clothing.
A frequent comment was, "I'm not going to buy anything because I have
plenty of clothes." One attractive participant in her late 70's asserted,
"I don't put too much emphasis on clothes but I like to look nice." She
continued as she looked at her two closets, "I have so many clothes; I
do not plan to buy any more because I can put my money in other channels."

The participants were not questioned as to the amount of individual income since only one was partially employed. Generally, the sources of income were previous savings, social security, old age pension and gifts. Even though this group had less income than in earlier years their values had not changed.

TABLE VI

ADEQUATE CLOTHING BUDGET WITH AGE AND RESIDENCE OF
PARTICIPANTS

and enter	Adequate Clothing Budget		Inadequate Clothing Budget		
Age Range	Home A	Home B	Home A	Home B	Total
65-69	2	4		2	8
70-74	2	5	1	i l	9
75-79	5	11		3	19
80-84	5	4		on be out a!	10
85-89	4	1	it come extre	1	7
90-94	3	1		rad watering	5
Total	21	26	2	9	58

# Factors of First Consideration in Clothing Selection

A tabulation of the factors of first consideration when selecting a dress indicated that a majority of the participants considered their own individual problems before other more general problems. The data disclosed that the factor of first consideration would depend on the type of dress and the occasion for which it was needed. Twenty-three women named color as their first consideration because they had developed distinct preferences for certain colors. Two women remarked that if the dress were not black they would not consider it. The records

indicate that these two women had worked as retail saleswomen and had worn black while working through many years. Black was contrary to the general choice of a majority of the women. Almost all indicated that they would choose more vivid colors. One commented that she needed color "to bring out my natural color which is not much." Seventeen of the women chose to consider the style of a dress first in its selection. One of the style features mentioned as most important was that of sleeves. One individual in her early 80's made a strong statement when she said, "I would rather be dead than be out of style." She added that she did not want to be extreme either way. Another comment made by a woman in her 70's was that she enjoyed wearing clothes that looked attractive to other people. In opposition to this was the comment, "I get a dress I like whether it is stylish or not. I'm not a stickler for style."

That well fitted clothing was important to the older women was indicated by 14 participants who declared this as the most important factor in the selection of a dress. A frequent comment concerning fit was, "If it does not fit properly, I can not 'stand' it."

Three women considered the care of clothes as the most important factor in selection. They may have been thinking specifically of morning dresses or clothing for warmer weather. Three indicated that they considered care, style, color, and fit important in clothing selection and could not choose any one for first consideration.

TABLE VII

FACTORS OF CONSIDERATION IN CLOTHING SELECTION AND AGE
OF PARTICIPANTS

Age	Care	Style	Color	Fit
55-69	1	2	4	3
70-74	The spat spee	s frequently m	4	2
75-79	i i i i i i i i i i i i i i i i i i i	5	5	4
80-84		alon ting the b	5	4
35-89		near "Objek mis	4	
00-94		3 thick	2	1
Total	3 2000	17	24	14

Some evidences of color preferences was obtained by participants' choices of four fabric samples with a range of values and intensities of a blue hue. The color of the fabric samples were classified according to Munsell Book of Color as PB7/6, (light blue), PB2/4, (dark blue), PB4/14, (bright blue), and B-PB4/4, (dull blue). Thirty-one of the women selected bright blue as their first choice, while twenty of the group selected navy or dark blue. Eight chose dull blue and five chose a light blue. Their choice did not take into consideration anything but color. Two women would not consider a solid color fabric but preferred a fabric with a design for dresses.

The problems of alteration were common to these women over sixty-five because of their physical changes. Fifty-five of 58 participants had some problem in fitting dresses. The most frequently mentioned concern was that of dress length, which 32 women indicated as a problem. They regarded the fashionable dress length of the day as too short. The next most frequently mentioned problem was blouse length, listed by 16 women. In this case, the blouse length was usually too long. Nine women indicated that the blouse size around the waistline had to be adjusted for their "thick middle." They were aware of their body changes which included a thick waistline. Six women mentioned hip size as being a personal fitting problem, and three indicated excessive shoulder width to be a fitting problem. The other alterations cited were not essential for a well fitted garment but were regarded as necessary for the satisfaction of the wearer. For example, longer sleeves were singled out as a factor which contributed to the wearer's satisfaction. This opinion was not unaminous, however, since several participants insisted on sleeveless dresses. One attractive woman was convinced that only V-shaped necklines were becoming to her so all her dresses were altered to have this design.

The women of this age group were like those of any other age in that they wanted their clothing to fit according to the individual's taste. On a whole the women interviewed were of good posture and appropriate weight for their body build.

When alteration of clothing seemed necessary, many of the participants did it themselves if it were something simple such as adjusting a hem; but when the alteration was more involved, someone else did it for them. Thirty-two reported that they made their own alterations, 27 indicated that a dressmaker made the necessary alterations. Usually, the dressmaker they employed was the alteration person in the shop where the clothing was purchased. Five women commented that a friend made needed alterations in their clothing and one reported that a relative did her alteration. Alterations of clothing were necessary for almost all of the participants, however, they made an effort to maintain a figure that could be fitted in garments of a specific commercial size. Three insisted that they never purchased clothes which needed any alteration. One exceeding active member, interested in improving her friends' appearance offered her services for the alteration of hemlines to conform with current fashion.

The data revealed that the most difficult items for the participants to purchase were properly fitted shoes, suitable dresses, and appropriate hats. Problems relating to foot health and shoes were mentioned by 20 participants. Though each individual applied her own standards in the interpretation of the term "suitable", thirteen indicated that suitable dresses were not readily available in the local market.

Two members named wraps and three members named appropriate

hats as being difficult to locate in the accessible shops. In part, this difficulty was influenced by the amount of money the person felt she could pay for the item.

### Clothing Preferences for Activities and Selected Occasions

In these homes, which accommodated both sexes, certain rules were observed in dress. In each home the members were to be dressed in daytime clothes for attendance at breakfast as well as other meals. They could not wear lounging clothes outside their private room except late in the evening.

Forty-six of the participants agreed that they wore a "house" dress or "morning" dress during daytime hours in the home. Twelve stated that they wore street dresses during the day. When questioned as to why they designated their dress as a house dress, the fabric and comfort of the garment were cited as the determining criteria. Thirty-five regarded the fabric as an important factor, and thirty-six considered comfort as the outstanding characteristic of a house dress. Most of them named cotton fabric as the preferred choice for house dresses. The age of the garment was cited by 17 participants as a determining factor. In describing a house dress, 13 members considered the kind of care required in maintenance, three considered the color and one named the cost of the dress.

Personal standards as to the necessity of changing clothes during the day varied between the Homes more than any other information

reported by the participants. In Home A, fifteen women did not usually dress more often than once during the day. Two reported that they dressed only once, and six indicated that they dressed twice a day. Generally, they gave the same reason for their action. One modish participant of seventy-five related that if she "dressed-up", she did so first thing in the morning. Another who was quite content to be an "old lady" indicated that it was too much trouble to dress twice a day and she went further to say, "I feel at home here." The typical member in this Home indicated that she desired to look attractive but not just everyday, that is, not unless she anticipated a special event.

In Home B, three reported that they did not usually dress more than once a day, and one did not hesitate to state that she dressed only once. However, thirty-one reported that they dressed at least twice a day. The reasons they gave for changing were basically the same. The reason offered most frequently was, "Because everybody else does."

When questioned as to what type of dress the participant would add to her wardrobe next, the majority named a street or afternoon dress. They described this as being a dress that could also be worn for church. Thirty specified a "street" dress, and eighteen specified a "church" dress. Three expressed the need for a morning dress while ten agreed they had an adequate wardrobe for present needs. One woman

Alumni tea. Several participants had purchased dresses recently. Two persons exhibited "shifts" and displayed pride in these fashion items.

When queried as to how many times this new dress would be worn each week, 25 anticipated the possibility of wearing it once a week, while 20 agreed on more than one wearing a week. Two planned to wear their dress about twice a month for the more formal occasions.

TABLE VIII

PREFERENCE FOR ADDITIONAL DRESS TO BE ADDED TO WARDROBE OF PARTICIPANTS

rinkur 124	Street or Afternoon Dress	Church Dress	Morning Dress	Formal Dress	Adequate Wardrobe
Home A	12	4	1		4
Home B	18	14	2	1	2
Total	30	18	3	1	6

The preference expressed for dress design characteristics revealed that 29 preferred dresses that opened in front, with ten of these desiring the opening continuous through the hem. Six participants preferred a side opening, and sixteen preferred both front opening through the bodice and a side opening. Two wanted only back opening

because they considered this a mark of high quality in dress design.

No preference for the location of openings was recorded by four members. One insisted that she did not need an opening in the dress, if the neckline was large enough to go over her head.

The data revealed that the type of dress fasteners preferred was related to the type of dress and the occasion for which it was to be worn. Forty-three of the total number preferred washable buttons for house dresses and more decorative buttons for more formal wear. A preference for zippered openings on formal dresses was indicated by thirty-three women. Several stated they liked zippered openings but feared that the fastener might not work properly, thus causing them embarrassment. Only three indicated that they preferred hooks and eyes on their garments.

## Ensemble Planning After Age 65

The participants were asked to describe what they considered an appropriate ensemble to wear to church. Forty-eight of the women indicated that they preferred conservative colors and styles whether the garment be a dress or a suit. Thirty-eight participants indicated that they preferred a dress, while the remaining 20 perferred a suit or jacket dress for church. One participant stated that "there are dress people and there are suit people, but I am a dress person because of my thick middle. I think I look more slender in a dress." Thirty-

one participants stated that they chose a conservative hat for church while twenty-seven chose a fashionable hat, or one that repeated the color of the garment. The participants were in even greater agreement concerning shoes since forty-eight preferred conservative basic shoes with broad heels and only ten preferred more fashionable shoes with higher heels. Much individuality was reflected in the choice of accessories for the costume. Twenty-four preferred costume jewelry or jewelry in a matching color. The same number preferred more conservative jewelry such as pearls, crystals or in gold colored metal. Ten members of the group did not enjoy wearing jewelry even though they admired it when worn by others. One woman of 92 playfully remarked that her ears would get cold if she did not wear earrings. Another considered jewelry as much a part of her costume as her undergarments. Several women commented that they thought women over 65 should wear jewelry to help them make a more pleasing appearance since some of their natural beauty had faded.

TABLE IX
ENSEMBLE PREFERENCES FOR CHURCH ATTENDANCES

	Participants in Home A	Participants in Home B	Total
	nome A	Home B	Total
Dress			
tailored	14	17	31
less tailored	1	2	3
Suit or jacket dress	paravers they as	16	24
Shoes			
broad heels	19	29	48
matching color	ed other 4	6	10
Jewelry			
costume	6	18	24
pearls	9	15	24
no jewelry	6	4	10
Gloves			
basic	16	14	30
light	4	15	19
no gloves	3	6	9

The participants analyzed their wardrobe to decide which item of clothing should be added or replaced at an early date. The majority, 35 women, cited the need for such outergarments, as dresses. Other items reported for additions or replacement mentioned were: shoes by 11 women, hatsby four women, wraps by two women, and under-

garments by two women. Six participants held the opinion that their wardrobe was adequate and would not need additions or replacements.

Spending Practices After Age 65

Although some participants were proud to be self supporting and able to continue their former spending practices, the majority acknowledged a more limited income. This fact was reflected in various ways. Only a limited number stated that they could not afford to spend money for such personal care as having their hair shampooed and dressed in the local beauty shop which made a charge of \$1.50 for each visit. This afforded others so much satisfaction that they kept a standing appointment. One woman commented, "I don't think there is anything that makes you look or feel any better than regular hair care." In another's words, "It gives you a lift to get your hair done." In justification of her visits to the hairdresser one participant declared, "If the beautician didn't 'fix' us, you would not want to come to see us."

Many participants in both Homes had observed that the other women were very clothes conscious and that they too wanted properly fitted clothes which enhanced their appearance. It was the decision of some to purchase fewer garments but to choose those of good fashion and design quality; they realized that these qualities add to the wearability as well as to the cost of the garment. Several commented that they wait for the end-of-season reductions in prices at the better

ready-to-wear stores. Having waited, however, they reported additional limitations in the available choices. To illustrate her shopping practices, one woman displayed a dress, purchased for \$29.00 on sale, that had originally been priced at \$95.00. Other women made all of their outer garments and reported feeling a more intense need for making their clothes since coming to the Home because of their limited income. One reported that \$2.50 was as much as she ever paid for the fabric and findings for a dress.

Other than this, money was spent for bus and taxi fare, meals outside the home, entertainment such as movies, sight-seeing trips to another city, and supplies for correspondence. Many of them were contributors to their church.

#### CHAPTER V

SUMMARY, CONCLUSIONS, PROPOSALS FOR FURTHER STUDY

This study was carried on in the early part of 1963 to determine the clothing needs of a group of 58 active, ambulatory, socially functioning women ranging in age from 65 to 94 years. These women lived in two retirement homes in the vicinity of Greensboro, North Carolina, and represented a variety of professional and nonprofessional backgrounds. The information was obtained by personal interviews which were conducted with one-third of the total number of female residents in each of the two homes. Preliminary to the interviews, a questionnaire was prepared, then tested and revised. The data reflects opinions rather than wardrobe inventories, with special consideration of such activities and occasions as would influence choices and preferences in clothing. The oldsters in the participating homes were pleased by this expression of concern for their needs and were eager to be of assistance. The staff members of both homes reported that an increased interest in clothing and personal appearance was apparent among the members during and after the interviews. They also observed that participation in the study seemed to lift the spirit of the group.

At the time of the study, the average age of the members in each home was slightly above 82. There appeared to be no relation between the age of participants and the length of time they had been permanent residents of the homes. The large number of members who had lived in the homes for less than one year could be accounted for by the fact that each of the institutions had increased its membership by one-third in the past twelve months. Fewer than 15 per cent of the members of each home were men.

Even though many of these women had family and friends near-by, they chose to remain in the retirement homes because they are pleasant places that can be accepted as a personal dwelling. Also, they enjoyed the continuous association with their own age group, though they were encouraged to respect the privacy of other members in the home. There appeared to be little relationship between the length of time the individual had lived in the home and the number of friends she mentioned. Many of the participating members of each home were former residents of near-by communities, whereas, others were farther removed from their families and friends.

One home provided more space for activities planned by individuals or groups in residence, as well as for activities planned by staff members. It was noted that the participants in this home had considerable variety in their social life. It appears that when space is

available, more activities will be planned by individuals, and the residents will participate more freely in activities planned by the staff. It was concluded that individuals in the other home would have planned a more active social life if encouraged by the provision of appropriate rooms set aside for this purpose. By contrast to Elizabeth Hurlock's findings earlier in the century, it appears that attitudes toward the role of the woman over 65 have changed in the past two decades. These years include the period in which these participants made their adjustment to life in retirement homes.

There appeared to be no direct relationship between the physical vigor and the social participation of individuals who took part in this investigation. Some of those who chose to confine themselves to the Home were enthusiastic participants in resident activities. They engaged in most of the kinds of activities that would be of interest to women at any age. Typical of such were gardening, household chores, and hiking as well as card parties, dinners and teas. Individualistic in point of view, these women over 65 did not seem to have changed their basic values in regard to appearance.

The participants were more conscious of their appearance than is generally believed to be true of women in the age group under consideration. This was evidenced by their willingness to cooperate and their expression of hope that this report would help the general

public accept the woman over 65 as a mature woman rather than merely as an old woman. Living with other members in their age group appeared to stimulate a greater understanding of the importance of appearance to the individual's general well-being. The data of the study indicated that these women were aware that their physical changes due to aging made it more imperative that they keep themselves attractive through good grooming habits and clothing becoming to the individual. They realized that their choices were limited as to styles and colors of clothing in the local retail market and within their price range. They did not want to embody the "old lady" image of the early twentieth century; instead, each wanted to be an individual who is still able to make a contribution to society. This study indicated that the participants now want the same things they think they wanted during their middle years. It is recognized that a span of time is involved which might color the opinions expressed for their wants of the earlier period. There was evidence to substantiate their statements that the kind of clothing they preferred was not always available locally, and this lack influenced the choices they made. The age of apparel items in the participant's wardrobe did not appear to influence her acceptibility of such clothing, for as long as the garment was in good condition the individual continued to wear it.

There appeared to be a definite relationship between the length of residence in the retirement home and the opinion that the available storage space for clothing was adequate. Approximately one-third of the participants did not consider the space adequate, and this group had lived in the home for less than eight months. Those who had been residents of the homes for more than eight months appeared to be satisfied with available space. It has been noted earlier that the participants had wide variations of backgrounds which might account for such differences in attitude.

After becoming a member of the homes, many participants felt that they were in the public areas so continually that they sensed a need to have a greater number of ensembles than before retirement.

This was not true of four participants who had been in public work within recent years, and whose activities immediately before retirement may have resulted in larger wardrobes already on hand.

When questioned about shopping practices, the participants indicated that they preferred to select their own clothes. Nevertheless, they did enjoy having the approval of a friend or favorite relative before making a purchase. Fifty-two participants reported having received gifts of clothing during the last year. Five reported that all new items of apparel were gifts which made additional purchases unnecessary. These women expressed a preference for gifts of money so they could

have the pleasure of selecting their own clothing. Sometimes, however, such pleas are was tempered with disappointment when shopping locally. They reported often finding uninteresting designs in drab colors and a lack of distinction in design quality in their size range. Necessarily, the retail merchant stocks most heavily for the age and size group that is his best market, at present this is the teen age group. The participants listed comfortable shoes, suitable dresses and appropriate hats as being the items most difficult to find on the local market. The necessity for making alterations in ready-to-wear outer garments was cited frequently as a major problem. Fifty-five of the fifty-eight women reported some fitting problem which usually resulted in an alteration. Some alterations, such as adjusting the hem of a garment to conform with present fashion, were regarded as minor though relatively frequent in occurrance.

A list of four factors which might be considered when buying a new dress was shown to each participant for ranking as to importance. The factors of color, style and fit ranked well ahead of care, which was considered first by only three members. Twenty-four of the participants considered color before other factors when purchasing an outer garment. Frequently, vivid colors were preferred. The style and the fit of a garment were ranked about equally in importance. The preferences expressed for selected dress design characteristics

revealed that twenty-nine preferred dresses that open in front, with ten desiring the opening to be continuous through the hem. This location of the opening helped to accommodate lameness of the hands and arms. Two participants desired back openings only, because they considered this a mark of high quality in dress design. More than three-fourths of the group indicated a preference for sleeves of or below elbow length in dresses. Also, they preferred a multi-gored skirt which would cover their knees when they were seated. They found that some features formerly regarded as uncomfortable in clothing were not uncomfortable once they had tried them.

The participants wanted to conform to the standards of dress set by their group for activities and occasions in the home. They reported less variety in their present wardrobe because they had become less active as well as more conservative in dress. Forty-eight reported a preference for conservative colors and styles. In general, they expressed a need for two types of dresses - morning dress, and street or church dress which they used interchangeably. More than ten per cent displayed more formal dresses intended for special activities and occasions within the home, or outside the home with relatives and friends. Some of these women had sport clothes, such garments as bermudas and slacks, but would not wear them in the home because of public opinion.

Forty-eight participants reported that jewelry was a basic part of their costume. It was recorded that ten women chose matching colors rather than combined colors for an ensemble, a preference which would further indicate interest in fashionable clothing. All but two of the group preferred hats when dressed for church, but only 49 wore gloves. It appears that when standards for appropriate dress must be lowered, they dispensed with gloves before hats.

Findings in this study agree with those of Brew, O'Leary and Dean that clothing acquisitions decline more rapidly than clothing inventories. The participants reported a tendency to buy clothing of less extreme style which could be regarded as fashionable for a longer period. Surprisingly, the evidence indicated that much of the available income was used by these individuals for professional hair care.

A study of the same age group but in a different environment was conducted in Iowa City, Iowa, at the same time as this investigation.\*

For the items considered in both studies, there was little or no difference in findings. In both studies, the factors judged to be of greatest importance when buying a new dress were fit, color and style, and these factors ranked well ahead of the care of the garment. The styling details of a

<sup>\*</sup>Bader, Iva M., "An Exploratory Study of Clothing Problems and Attitudes of a Group of Older Women in Iowa City", Adding Life to Years, Bulletin of Institute of Gerontology, State University of Iowa, Vol. X No. 10, (September, 1963).

notched collar, elbow length sleeves and gored skirt were the preferences of the participants in each study. The most common alteration, that of adjusting the waistline, also was peculiar to both groups. The studies agreed too in the relative importance of clothing to the women over 65 years of age.

## Recommendations and Proposals for Further Study

It is recommended on the basis of this study that further research be planned to measure the clothing interest of individuals of selected ages, to learn more concerning the clothing needs of women of all ages, and to determine whether or not there are changes in clothing interests due to increased age.

To obtain a more complete picture of clothing needs for older women, a parallel study of the clothing needs of women in private homes in North Carolina could be used for comparison with the present study.

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ASSESSED A

SING WELLS OF WOMEN OVER 45 TEARS OF AGE

#### QUEEN TEXPENALES

some twent a graduate studies at The Woman's College is the freed want pelp in maning a stung of the clothics needs to we see as a seem of such the clothics, that there exists to real an attention of these was suited by the electron of these was gride people is warking with older woman. Since I goes a see with my elderly grandplacer as a family standard of these seems to be a see at the problems of place poorts.

startlewers woman to the abit of the problems they also alone of the problems they also a strong these tieses. By clothing needs, I made the sudge parties a success, and supposing class you consider an enter-

# APPENDIX

or tike to find son a title about you before I sak quentions concer-

evilch members at your ammeniate tables and return some the mount close enough to come for a vise and return some the same day.

Statute | Brothers | Children None

How often do you wind them?

Dally\_Renkly\_Monthly\_\_INCLEMENT -

Daily Weekly Twice monthly Monthly Chies-

Parly Weskly Twice monthly Monthly

hen you have visitors here, where do you entertain them hours. Parlar

# APPENDIX A

# CLOTHING NEEDS OF WOMEN OVER 65 YEARS OF AGE QUESTIONNAIRE

boro a men or concer this so in a ho	duction: I am a graduate student at The Woman's College in and I need your help in making a study of the clothing needs over 65 years of age. It has been called to the attention of the rend with clothing, that there is a great need for information or to guide people in working with older women. Since I grown with my elderly grandmother as a family member, I have all a interest in the problems of older people.	of wo- hose on of rew up
5019	Ho	me to
find ou in sati outerg as wea	interviewing women in theHoraut about their clothing needs and some of the problems they isfying these needs. By clothing needs, I mean the undergagarments, accessories, and anything else you consider necestring apparel. I'd like to take notes as we go along because I can't remember all you will tell me.	essary
	ld like to find out a little about you before I ask questions coour clothing.	oncern-
1.	How long have you been in the Home? Years Months	
2.	Which members of your immediate family live near-by? by means close enough to come for a visit and return hon same day.) Sisters Brothers Children None	(Near- ne the
3.	How often do you visit them?  Daily Weekly Monthly Twice monthly O	ther
4.	How often do they come here to visit you?  Daily Weekly Twice monthly Monthly O	ther
5.	How often do you have other visitors here?  Daily Weekly Twice monthly Monthly C	Other

6. When you have visitors here, where do you entertain them?

Room Parlor\_

7. How many close friends do you have here in the Home?  One Two Three Four More than four	
8. When do you visit your friends here?  Morning Afternoon Evening	
9. How often do you get together with your friends here?  Daily Weekly Biweekly Never	
10. What do you do when you are with your friends?  Talk Work Television Games	
I know you must like it here because it is so quiet and homelike, probably leave the Home sometimes. Now I want to ask what you where you go when you go away.	do and
ll. How often do you leave for a social visit?  Weekly Monthly Semi-annually Annually Neve	r
12. When you go away, do you visit friends or do you visit relative  Friends Relatives Neither Both	s?
13. How long do you stay away from the Home when you visit?  AfternoonOvernightWeekLonger than week	
14. Are these visits for business reasons or for social reasons?  BusinessSocial Physical Other	
15. Which of these reasons might be the cause for visits during the coming year?  BusinessSocialPhysicalOther	
16. How often do you go to town?  Daily Weekly Twice weekly Monthly Other	
17. Who goes with you when you go to town?  Alone Group Friend Relative	
18. What do you do when you go to town?  Business Shop Social All	

19.	Since you have some time during the day I'd like to know what you do
	here. You have already talked about getting together with your
	friends, but I would like to know if you do any jobs during the day?
	YesNoEvening
	(If answer to q. 19 is "yes" or "evening")
	20. Then, what jobs do you do during the day?
	Answer telephone Personal Hobbies
	Greet visitors Other
	Work with flowers None
	21. How often do you do this job?
	Daily Weekly Twice weekly Occasionally
	Daily weekly Iwice weekly Occasionally
22.	Do you belong to any clubs or organizations now?
	Yes No
	(If answer to q. 22 is "yes")
	(If answer to q. 22 is yes /
	23. To which clubs or organizations do you belong?
	Social Civic Church Business Professional
	24. How often do you attend the meetings of these clubs?
	Weekly Monthly Occasionally
25	To which clubs did you belong before you came here?
	Social Civic Church Business Professional
26.	I know you have a chapel and a weekly worship service here, but I
	would like to ask how often you attend church away from the Home?
	Weekly Twice monthly Monthly Occasionally
27	Do you go to church as often now as you did last year?
21.	Yes No
28.	When you go to church do you prefer to wear a one-piece or a two-
	piece dress?
	One-piece Two-piece

29. What would you consider to be an appropriate outfit for church? Describe it.
Headwear
The west are the shings about a deale of a sale of a single of the sale of
Dress
Footwear
Accessories
30. Your hair looks so attractive, or I admire gray hair. I'd like to know if you do it yourself?
YesNo
31. If you do not do it yourself, where do you get it done?
HereAway
32. How often do you have your hair washed and set?
0-7 days 8-14 days 15-21 days Less often
I'd like to ask you some other questions about your clothes. Think of all your clothes; undergarments, outergarments, shoes, accessories such as hats, jewelry and anything else you consider clothing.
33. Do you select most of your own clothing? YesNo
34. Who helps you select the things you wear?
Friend Relative No one
Limits burgher: braging 1818er 19 180
35. Who goes with you when you buy your clothes?
Friend Relative No one
36. What items of clothing and toiletries have been given to you since
last Easter?
Undergarments Outergarments Toiletries Shoes Wraps
37. Were these gifts received all during the year or only as holiday gifts?  All during year Holiday

38.	What type of dress do you wear during the day here in the home?  House Street
39.	What are the things about a dress that make you call it a house dress?  Care Color Fabric Cost Comfort Age of garment
40.	I'd like to know how often you change your dress during the day?  Once Twice Not usually
41.	Why do you feel that you need to change your dress? (Free answer)
42.	What do you consider a suitable outfit for Sunday dinner? Describe it to me.
	Headwear
	Dress
	Footwear
	Accessories
43.	Do you feel that you have adequate storage space for your clothes here?  (I mean closet and drawer space.)  YesNo
44.	In what way does this influence the number of clothes you have on hand?  Limits number: hanging folded No affect
45.	Where do you store your out-of-season clothes?  In room Elsewhere in Home Away
46.	Would you tell me which of these factors of clothing selection you consider first when you buy a dress? (Have these on cards.)  Care Style Color Fit

47.	Now suppose you were going to buy a new dress, what kind would you buy? I mean for what occasion?
	that had to be sent to the dry classes?
	Street Dry Clean Donner - marter
	day
	afternoon
	Casual
	Church
	Other
	Describe it to me.
	Care cem to have a not to say about openings and lesseners in
	Style
	Color
	Ti.
	Fit
	Other
48.	How often would you say you could wear this dress?  Several times a week Once a week Once in two weeks  Once a month Other
49.	In fitting dresses, what is your most important problem?  Blouse size Blouse length Dress length Hip size Shoulder width
50.	If your clothes have to be altered, who does it for you?  Self Friend Dressmaker Relative
51.	What kind of clothes do you find are hardest to find in the store?  Dresses Shoes Wraps Other
52.	Which of these colors do you like best? (Have swatches of fabric.)  Bright blue Dull blue Light blue Dark blue
53.	Most of us want more clothes than we really need. Do you feel that you can afford to buy the clothes you need?  Yes No

	Wash Dry clean Doesn't matter
55	. Do you wash your own dresses if they are washable? Yes No
	If not, why?
h	me women seem to have a lot to say about openings and fasteners in eir clothes. I'd like to know what type of openings and fasteners you efer.
56	Do you prefer the opening to be in the side, in the front, or in the back of a dress?
	Front Back Side Both
57	What type of fasteners do you like best in your clothes? Why?  Buttons
	Hooks and eyes
	Snaps
	Zippers
	Other
	tr 1 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
8.	You probably do not wear out clothes as quickly as you did when you were working or keeping house. But what item of clothing do you think you will need to replace or fill in soon?

Conclusion: I've enjoyed my visit with you. Thank you so much for being kind enough to answer these questions about yourself and your clothing needs. I am sure I can use all this information in my study. If you like, when I complete my study, I will come back and let you know some of the things I found out about the clothing needs of older women.

## APPENDIX B

# Clothing Needs of Women Over 65 Years of Age

# Information to be Obtained From Records

Name			Age
Previous residence (City) (State) (Coun			How long
Birthplace		Date of birth_	
Marital status: 1	Married	WidowedSingle	Divorced
Usual occupation		How long	
Date entered the	Home		
Children now liv	ing:		
Name	Age	Address	Occupation
Close relatives r			
Name	Age	Address	Occupation
ALTO SEE MAN TO A SE			