

CLOTHING PROBLEMS OF THE TEEN-AGE BOY

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by

Lois Madden Baldwin

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CHAPTER I

INTRODUCTION

Interest in personal appearance and clothing reaches its highest peak during adolescence (1). Many problems arise in providing clothing which is acceptable to both the adolescent and the parent. The mature judgment of the parents is frequently in conflict with the emotional inconsistencies of the adolescent. Attempts to reach satisfactory solutions may be equally frustrating to each.

Problems encountered in assembling a suitable wardrobe for her own teen-age son have motivated the researcher to investigate the clothing problems of teen-age boys and their mothers.

Purpose

This study was specifically designed to learn more about:

1. The range of interests in various aspects of teen-age clothing.
2. The problems involved in buying specific articles of clothing for these age groups.
3. The conflicts between parent and son in regard to clothing selection.
4. The grooming habits of the teen-age boy.
5. The content, size and cost of a typical teen-age boy's wardrobe.

Limitations of this Study

This survey was conducted in the High School of Blacksburg, Virginia, a small college town located in southwestern Virginia. The population is made up predominately of college professors and their families, thus the salary scale and educational level would differ from a typical community.

Review of Literature

A survey of the literature reveals that research in the area of clothing for the teen-age boy is very limited. However, there have been many studies conducted on the teen-age girl and her clothing problems. Ryan (1) reported that in general the high-school boys seemed to have greater confidence in their appearance than the high school girls. She stated that one of the factors that influenced confidence in clothing was that the boys tended to feel more secure than the girls. Ryan's (1) study indicated that boys are just as much affected as girls are by feeling well dressed or poorly dressed. They are affected in much the same way and have similar attitudes towards clothing.

Forbes (2) reported that there was more interest shown in grooming, wardrobe planning, and color and design by those boys having vocational interests than those without vocational training. Boys enrolled in high school home economics classes have had the opportunity to work on their personal clothing problems. (3). The "Dress Right" program (4) sponsored by the men's and boy's apparel industry in high schools throughout the United States has been very influential in making the teen-age boy aware of correct dress and good grooming habits. Many school officials have reported that the program has been very successful (5).

Such characteristics as family income, age of boy, family size, amount and kind of employment of father have proved to be important determinants of the size and type of wardrobe (6). Gilbert (7) observed that style cues are taken from leaders or from popular figures. Boys imitate what they like, respect or admire. The well-dressed man is impressive. He feels confident, and inspires confidence. To be successful one must have pride in himself, and must reflect that personality to others.

The adolescent boy becomes keenly aware of the importance of clothing in determining the quality of his personal appearance, and he attempts to select attractive garments in order to improve his appearance as much as possible. He feels that it is highly important that he be dressed like other members of the crowd with whom he associates, for similarity in appearance promotes the feeling of group solidarity. This slavish devotion to "fashion" frequently results in conflicts with parents, who are called upon to provide the clothing and who fail to appreciate the importance that the adolescent places upon obtaining the "correct" type of clothes (8).

CHAPTER II

PROCEDURE

The data were collected by the administration of two questionnaires. One of the schedules was given to each of the high school boys at the Blacksburg High School. The boys completed these schedules at school under the supervision of this researcher. A second schedule was prepared for completion by one of the parents of each boy studied. The questionnaire designed for parents was given to each boy with instructions for completion by his mother. The completed questionnaire was to be returned to the boy's home-room teacher within three days.

Several reminders to return the questionnaire were given. This was done by: requests over the public address system at the high school, telephone call by the researcher to those mothers who failed to respond within the time allotted, and the replacements were provided for any lost or misplaced questionnaires. The researcher also personally collected several of the completed questionnaires.

Before administration, all schedules were pre-tested to determine the time required to complete the questionnaires and to test the vehicle and instructions for clarity and conciseness.

A copy of each type of schedule used is included in the appendix.

Only paired questionnaires were used. Boys' questionnaires were eliminated if parents' forms were not returned. This was done to observe clothing conflicts between parent and son. Of the total schedules administered, 287 were completed by the teen-age boys. However, only 111 of the parents completed the schedules. Therefore, this study reports only schedules where

both the son and his parent completed schedules.

After the schedules were completed the information from the 111 schedules for boys and parents were tabulated and summarized. As originally planned this study called for statistical treatment by use of the Chi Square. However, due to the number of categories, on advice of a member of the Department of Statistics, Virginia Polytechnic Institute, no statistical treatment of the data have been made. Many more subjects are needed if data of this sort are to be treated statistically.

CHAPTER III

RESULTS

Income and Education of the Parents

In Table I is shown the income level of the family, number of boys in each age group, and average level of education for the mothers and fathers in each income bracket.

Sixty-seven per cent of all mothers in the \$10,000 income level had some home economics training. Thirty-three per cent of this group had received their home economics study in college. Thirty-five per cent of the mothers in the \$2,000 to \$3,000 income level had some home economics training while sixty-five per cent had received no home economics instruction. Of the thirty-five per cent having some home economics training all of them had received their instruction through the 4-H club program.

Likes and Dislikes in Boys Clothing Concerning Clothing in Present Wardrobe

Likes of teen-age boys: On the questionnaire the boys expressed their clothing likes and dislikes according to style, color and comfort. To determine if likes and dislikes might vary with age, the boys were divided into three age groups: 14-15, 16-17, 18-19.

A summary of the degree to which the boys preferred size, color, and comfort in the clothing they now have is shown in Table II.

The youngest group of teen-age boys was very definite in their preference for style, while the oldest group showed definite preference for comfort. The middle group preferred style, but less definitely. Table II shows that a large majority (66 per cent) of the 14-15 year old boys placed the most empha-

TABLE I

A SUMMARY OF AGE GROUPS, INCOME LEVEL
OF FAMILY, AND AVERAGE EDUCATION OF PARENTS
FOR 111 TEEN-AGE BOYS STUDIED AT BLACKSBURG HIGH SCHOOL.

Income Level	No. in Each Age Group			Total	Average Education	
	14 - 15	16 - 17	18 - 19		Mother	Father
\$2,000-3,000	7	7	2	16	6th	7th
\$3,000-4,000	6	4	2	12	9th	10th
\$4,000-5,000	3	9	2	14	High School Graduate	High School Graduate
\$5,000-6,000	13	6	0	19	High School Graduate	College
\$6,000-7,000	1	5	0	6	High School Graduate	College
\$7,000-8,000	7	2	1	10	College	College
\$8,000-10,000	6	9	4	19	College	College
over \$10,000	9	6	0	15	College	College
Total	52	48	11	111		

sis on style. This feature decreased in importance with increasing age. Comfort was not as important to this 14-15 year old group as only 31 per cent gave preference to it. Interest in comfort increased with age. The 16-17 year old group showed less clearly defined preferences for style. It was preferred by 48 per cent and comfort by 37 per cent. Color was relatively unimportant to all three groups but gained in importance with increasing age.

In all ages combined, style was most important to 52 per cent, comfort to 37 per cent and color to 11 per cent of the boys.

Dislikes of teen-age boys concerning clothing in present wardrobe: In Table III dislikes for style, color and comfort showed opposite but not extreme trends as the liking for these features had revealed. When all groups were combined color was disliked most by 40 per cent, style by 31 per cent and comfort by 29 per cent. Many of the boys indicated that they had no dislikes for their clothing.

Reaction to Clothing Which the Boys Dislike

Boys: Table IV reveals that 50 per cent of all of the boys in this study chose something else to wear when confronted with clothing they disliked. Thirty-one per cent of all the boys reporting said they wear the disliked garment to please mother; however, the two youngest age groups showed a greater tendency to want to please their mothers than did the 18-19 year old boys. This oldest group (64 per cent) chose something else and failed either to make a scene or refuse to wear the disliked clothing.

TABLE II

ATTITUDES OF TEEN-AGE
BOYS TOWARD THEIR CLOTHING
AS REPORTED BY THE BOYS

Age Group	Features Liked							
	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
Style	33	66	23	48	2	18	58	52
Color	3	5	7	14	2	18	12	11
Comfort	16	29	18	38	7	64	41	37
Total	52	100	48	100	11	100	111	100

TABLE III

ATTITUDE OF TEEN-AGE
BOYS TOWARD THEIR CLOTHING
AS REPORTED BY THE MOTHERS

Age Group	Features Disliked						Total	
	14 - 15		16 - 17		18 - 19		No.	%
	No.	%	No.	%	No.	%	No.	%
Style	10	23	15	36	4	58	29	31
Color	20	45	15	36	2	28	37	40
Comfort	14	32	12	28	1	14	27	29
Total	44	100	42	100	7	100	93	100

TABLE IV
 REACTION OF BOYS
 TO CLOTHING WHICH THEY
 DISLIKE AS REPORTED BY THE BOYS

Age Group	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
Refuse to wear it	4	8	4	8	0	0	8	7
Choose something else instead	25	48	23	48	7	64	55	50
Says nothing but avoids wearing it	5	10	3	6	2	18	10	9
Wears it to please mother	17	33	16	34	2	18	35	31
Makes a scene	1	2	2	4	0	0	3	3
Total	52	100	48	100	11	100	111	100

Mothers: The mothers' report as shown in Table V was much the same as shown in Table IV which reports the reactions of the boys. Ten per cent of the mothers reporting felt pressure from their sons to exchange the disliked garment at the store for something else. Symonds (9) conducted a study in 1936 using 1641 adolescents. In the fifteen areas of individual concern for the adolescent he found the items relating to personal attractiveness rated highest for interest and was one of the three mentioned as one of the greatest problems as well.

Features Considered in Buying Boys' Garments

Boys: Table VI shows that all three groups of boys placed more emphasis on style when buying a garment than on any other feature. All groups also showed much concern with fit when buying clothing. Comfort was second in importance within the oldest group, however, comfort ranked lowest in the overall preference of the boys.

Mothers: Table VII reveals that mothers have somewhat different considerations when buying clothing for their boys. It was most important to them that the clothing wear well as indicated by 29 per cent of the total number reporting. Wearing well was first in importance to the mothers of the two younger groups, but for some reason unknown to the researcher mothers of the older age group showed no preference for this feature.

Mothers showed concern that the boy likes his clothing she chooses for him, as 19 per cent of the mothers reported interest in this feature. Its importance to the mother increased with the age of the boy. Style was considered most important by 16 per cent of the mothers but age of the boy did not seem to influence the decision. Price was most important to 12 per cent

TABLE V
 REACTION OF BOYS
 TO CLOTHING WHICH THEY
 DISLIKE AS REPORTED BY THE MOTHERS

Age Group	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
Refuses to wear it	10	19	9	19	3	27	22	20
Says nothing but avoids wearing it	25	48	22	46	7	64	54	49
Wears it to please you	6	12	10	21	0	0	16	14
Makes a scene	5	10	3	6	0	0	8	7
Puts pressure on mother to exchange it	6	12	4	8	1	9	11	10
Total	52	100	48	100	11	100	111	100

TABLE VI

FEATURES CONSIDERED IN
BUYING A GARMENT IN ORDER OF
IMPORTANCE AS REPORTED BY THE BOY

Age Group	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
Style	18	35	19	39	4	36	41	37
Color	5	10	88	17	0	0	13	12
Price	6	11	4	8	2	18	12	11
Fit	12	23	8	17	2	18	22	20
Comfort	4	8	1	2	3	27	8	7
Need	7	13	8	17	0	0	15	13
Total	52	100	48	100	11	100	111	100

TABLE VII
 FEATURES CONSIDERED IN
 BUYING A GARMENT IN ORDER OF
 IMPORTANCE AS REPORTED BY MOTHERS

Age Group	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
Style	11	21	5	10	2	19	18	16
Color	5	10	4	8	3	27	12	11
Price	7	13	5	10	1	9	13	12
Wear well	15	29	17	36	0	0	32	29
Comfort	5	10	6	12	1	9	12	11
Ease in laundering	0	0	1	2	1	9	2	2
Boy liking it	9	17	10	22	3	27	22	19
Someone else liking it	0	0	0	0	0	0	0	0
Total	52	100	48	100	11	100	111	100

but its importance seemed to decrease with increasing age of the boy. Color and comfort were both equally important to 11 per cent of the mothers.

For reasons of interest to the researcher two additional categories were added to the mothers' list of considerations when buying a garment. Since so much emphasis has been placed on "ease of care" garments in the last few years the researcher was anxious to know its place of importance to the mother when shopping for her family. Only 2 per cent of the mothers reporting gave ease in laundering first consideration when shopping.

Factors Influencing Type of Clothing Preferred When Buying A Garment

What friends have proved to be the greatest influencing factor for 50 per cent of the boys. Table VIII shows that other factors influencing type of clothing boys prefer to buy were almost negligible. It is important to note in Table IV, V, VIII, IX, what parents suggest is a consideration respected by 27 per cent of all boys reporting. As would be expected, the two youngest age groups relied more heavily on parental influence when buying a garment.

Store window displays influenced more of the boys and their mothers than did any of the other advertising media. What is shown on T. V. and what is shown by the salespeople or is seen in the fashion magazines influenced a very small per cent of either the boys or the parents.

Who Buys the Clothing

As shown in Table X the boy and his mother together buy his clothing an overwhelming majority of the time in every age group and in 74 per cent

TABLE VIII
 FACTORS
 INFLUENCING TYPE OF CLOTHING
 BOYS PREFER TO BUY REPORTED BY BOYS

Age Group	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
What your friends have	24	46	26	54	5	45	55	50
What is shown on T. V.	0	0	1	2	0	0	1	1
What is displayed in store windows	6	12	3	6	5	45	14	12
What salespeople show	0	0	5	11	0	0	5	4
What is shown in fashion magazines or catalogues	6	12	4	8	0	0	10	9
What mother or father suggests	16	30	9	19	1	10	26	24
Total	52	100	48	100	11	100	111	100

TABLE IX
FACTORS
INFLUENCING TYPE OF CLOTHING
BOYS PREFER TO BUY REPORTED BY MOTHERS

Age Group	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
What his friends have	23	44	19	40	8	73	50	46
What is shown on T. V.	2	4	2	4	0	0	4	4
Store window displays	6	12	6	12	0	0	12	11
What salespeople show	5	10	3	6	1	9	9	8
What is shown in fashion magazines or catalogues	3	5	3	6	0	0	6	5
What parents suggest	13	25	15	31	2	18	30	26
Total	52	100	48	100	11	100	111	100

TABLE X
 WHO BUYS
 THE CLOTHING

Age Levels	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
Your father	2	4	2	4	0	0	4	4
Your mother	5	9	5	10	1	9	11	10
You and your mother	39	74	34	73	9	82	82	74
You and your father	4	8	3	6	1	9	8	7
Someone else	2	5	4	7	0	0	6	5
Total	52	100	48	100	11	100	111	100

of the total group. Ten per cent of the mothers alone purchased the clothing while the boy and his father did the buying for 7 per cent of the boys. Someone else made the purchases more often (5 per cent) than the father (4 per cent).

Confidence in Appearance

Burnham (10) said "the return in mental and material satisfaction from spending ones' money wisely more than compensates for the time and energy required to learn what is intelligent buying."

Table XI indicates that most of the boys in this sample felt as well or better dressed than most of their friends. Only a few (6 per cent) of the 14-15 year olds and 4 per cent of the 16-17 year olds felt less well dressed than their friends. Confidence in appearance increased with age. In general, the boys from all income levels and at each age level seemed to have much confidence in their appearance.

Grooming

Good grooming is the giving of attention to those things which give finish to the whole appearance. The effect of clothing well selected for the person or occasion may well be lost if the wearer has neglected the details of grooming.

Personal cleanliness is the first requisite of good grooming. All persons need deodorants in addition to frequent cleansing baths. This study showed that the average amount spent each month for deodorants and other toilet preparations was \$.85. Hair should be washed with a good soap solution and rinsed well. Hair oils to make the hair lie flat should be applied cautiously to the scalp and hair. The amount spent by boys at the

TABLE XI
CONFIDENCE
IN APPEARANCE

Age Group	14 - 15		16 - 17		18 - 19		Total	
	No.	%	No.	%	No.	%	No.	%
Feel as well dressed as most	44	85	45	94	11	100	100	91
Feel less well dressed than most of your friends	3	6	2	4	0	0	5	4
Feel better dressed than most of your friends	5	9	1	2	0	0	6	5
Total	52	100	48	100	11	100	111	100

Blacksburg High School for hair dressing and tonic was \$.53 a month.

Shaving becomes a task which is often neglected; however, \$.59 a month was spent on razor blades, lather, skin tonics. A small number of the boys reported having electric shaving equipment so had little or no expense for blades, lather and skin tonics.

Three weeks was the common interval between hair cuts, however, the boys in the "Over \$10,000" income level indicated more frequent hair cuts. The average for this group was once every two weeks. The over-all cost for all boys in this study was one dollar per hair cut.

These figures are only estimates as reported by the boys. No accurate records were kept.

Mothers Reporting Garments Bought by Brand Name

Table XII reveals that brand names were used by the mothers most often in purchasing undergarments 60 per cent, shirts 55 per cent, shoes 49 per cent, and jeans, shorts and slacks 43 per cent. Other garments selected by brand name were suits 27 per cent, coats 20 per cent, socks 19 per cent, night garments 12 per cent, and hats 9 per cent.

Home Sewing Versus Ready-Made

Most of the teen-age boys garments are purchased ready made. Only 10 per cent of the mothers reported making any garments for their sons. When they make the garments themselves the reasons given are: "like to sew", "to get a better fit" and "to save money." The teen-age boys' clothing is bought ready made to save time, mothers inability to tailor acceptable garments, and because the clothing made at home is not liked by the boy.

TABLE XII
MOTHERS REPORTING
GARMENTS BOUGHT BY BRAND NAME

	No.	%
Undergarments	67	60
Shirts	61	55
Shoes	54	49
Jeans, shorts, and slacks	48	43
Suits	31	27
Coats	23	20
Top	11	9
Sport	15	14
Socks	21	29
Night garments	13	12
Hats	11	9

While most of the clothing was purchased new, appreciable amounts were received as gifts from persons outside the immediate family. Home sewing ranked below gifts as a source of clothing.

Difficulties Encountered While Buying Clothing for Boys

The mothers reporting difficulties encountered when buying ready made clothing named "not enough allowance for growth" as the one problem most often experienced. Workmanship also was listed as a definite problem. Buttons and buttonholes, zippers and seams were the workmanship problems checked most often by mothers.

Extent of Use of Man-Made Fibers

Mothers reported orlon the most popular new fiber; however, dacron, nylon and acrilan were also found in a high percentage of the wardrobes. Considerable reporting error may have occurred in this study related to content designation, owing to a lack of the respondents information in these areas.

With so many new and wonderful fabrics on the market today, the need is most urgent that some knowledge concerning the combination and care of the man-made fibers be made available. The new labeling law effective March 1960 should be an aid to mothers when buying new fibers in the future.

Wardrobe Inventories

Since the mothers who participated in the pretest complained of the length of time required for wardrobe inventory, the author included questions concerning total wardrobe inventory in the questionnaire but did not insist on mothers counting the many items in the wardrobe as she felt this might

introduce a higher refusal rate and thus jeopardize the whole study. To study the wardrobe inventory the researcher selected at random three questionnaires in each of the age levels within each income group on which size and cost of wardrobe was reported. This was considered representative of the respondents.

The wardrobe of the average teen-age boy, as measured by this selected group, consisted of approximately 72 items, ranging from the very casual to formal dress wear. The average total cost was \$175.00, with a range from \$157.20 to \$518.00.

Formal wear: There is a definite trend for younger boys and girls in the Blacksburg area to own or rent formal wear for one or more of the social functions held at the Blacksburg High School or the University Club during the year.

Parents of younger boys tend to rent the formal wear. The majority of the boys owning (32 per cent) formal wear were 17-18-19 years old. The reason given for renting for the two younger age groups was that the boy was still growing and such an investment was not justifiable.

Many boys reporting did not own or rent any formal apparel but borrowed from an older brother, father or a friend of the family.

Table XIV shows the distribution and amount of formal wear owned by 32 per cent of the boys reporting.

TABLE XIII
TEEN-AGE
BOY'S WARDROBE

Type of Garment	Average Number Owned	Per Cent of Boys Owning	Average Cost of Garment When Purchased
Suits			
School	1	10	\$23.50
Best	1	50	\$35.00
Trousers			
Good slacks	2	70	\$ 9.00
School slacks	4	80	\$ 5.00
Jeans or levis	2	60	\$ 3.00
Shorts	4	30	\$ 4.00
Jackets			
Best	1	60	\$23.50
Sport	2	70	\$14.60
Coats			
Top	1	20	\$24.00
Car	1	40	\$20.75
Rain	1	50	\$ 8.90
Shirts			
Dress	3	80	\$ 3.33
T-Shirts	6	80	\$ 1.79
Knitted	4	60	\$ 1.52
Sweater			
Sleeveless	2	50	\$ 3.50
Long sleeve	3	60	\$ 6.06
Cardigans	2	20	\$12.00
Underwear			
Undershirts	4	60	\$.89
Shorts	6	100	\$.97
Socks	10	100	\$.44
Bathrobes	1	20	Gifts
Shoes			
Canvass	1	70	\$ 3.50
Loafers	2	100	\$ 8.40
Bedroom slippers	1	40	\$ 3.00
Neckties	4	70	\$ 1.00
Bathing suits	2	90	\$ 3.17
Wallet	1	50	Gifts
Hats	1	40	\$ 3.00
Caps	1	20	\$ 1.35

TABLE XIV
FORMAL WEAR
OWNED BY BOYS

Formal Wear	Number Owned	% Owning
Shirts	1	42
Studs and Cuff Links	2+	47
Cumberbund and Tie	2	45
Tuxedo	1	.05
Dinner Jacket	1	.08

CHAPTER IV

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The purpose of this investigation was to study the clothing problems of the teen-age boy. The data were collected in the Blacksburg High School by administering to 111 teen-age boys, age 14 to 19, and one parent of each boy, schedules dealing with clothing problems. For analysis, the results were studied for three teen-age groups: 14-15, 16-17, 18-19 years.

The content, size and cost of the wardrobe, grooming habits, and the conflicts between parent and adolescent son were considered.

The features and factors influencing the purchase of garments were clearly defined in several areas and within the three age groups studied. The attitudes of the boys toward style, color and comfort were evaluated. The younger age groups were highly concerned with style and identification with their age groups. What their friends wore seemed to be the determining factor when choosing their clothing. However, the 18-19 year old boys were as much influenced by clothing displayed in store windows as by what their friends wore. This group considered comfort to be a more important factor than style when evaluating the clothing they now own.

Undoubtedly many conflicts were not revealed because the boys sought another alternative, such as choosing something else and keeping silent when confronted with the clothing they disliked. However, almost one-third of all the boys reporting, stated that they wore the disliked garments just to please their mothers.

For the most part, the average wardrobe consisted of one suit, five pair of trousers, six pair of jeans and shorts, four jackets and coats, three dress shirts, ten sport shirts, four sweaters, four undershirts, six pair undershorts, ten pair of socks, three pair of shoes, four neckties, two bathing suits.

The cost of the wardrobe ranged from \$157.20 to \$518.00, while the average total cost was \$175.00.

The greater portion of the garments in the wardrobe were purchased ready-made. Only a very small percentage of the mothers reporting indicated that any clothing was made at home. All respondents reported having some garments "left-over" from last year, some "handed down" and some "gifts" of clothing.

The majority of the mothers stated that they purchased some garments consistently by brand name, these items were underwear, shirts, socks, slacks and trousers, and shoes.

The data indicated inadequate reporting on the part of the mothers regarding fiber content and fabric finishes. The researcher felt this was perhaps due to lack of up-to-date information on the new textile developments.

Conclusions

1. Teen-age boys placed great emphasis on being dressed like their friends. It seems important, therefore, for parents to consider the boys' wishes when purchasing clothing.
2. The average teen-age boy in this study had very few definite clothing dislikes but this may be because he took an active part in the selection and buying of his clothes.

3. A large percentage of the family income was spent for the teen-age boy's wardrobe.
4. Most fathers did not take an active part in purchasing their son's clothing.
5. The mothers did not indicate particular concern for clothing with easy-care features. Perhaps they were unaware of this feature because it is frequently present in boy's garments featuring the latest styles and colors.
6. Some mothers seemed inadequately trained in the area of clothing selection and buying and sometimes failed to get the greatest value for their clothing dollar.

Recommendations

The following recommendations are made:

1. A larger study should be conducted to gain a clearer picture of the problems of clothing for teen-age boys.
2. Consideration should be given to more consumer education for both the parent and the son in the specific areas of man-made fibers and fabric finishes. This is especially important to the son since he has been given so much freedom of selection of his clothing.
3. The adolescent boy needs training in clothing selection and good grooming.

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APPENDIX

Schedule No. _____

STUDY OF TEEN-AGE BOYS'

Age of child _____

Number in family: Boys _____; Girls _____

Occupation of father _____; Mother _____

Education of mother: 5th grade _____ Years _____ High _____ College _____
 or less _____ grade _____ school _____
 school _____

Education of father: 5th grade _____ Years _____ High _____ College _____
 or less _____ grade _____ school _____
 school _____

Has mother had any home economics instruction? Yes _____ No _____

When was this training received? 4-H _____ High School _____

College _____ Extension Classes _____ Other _____

Family income: Please check the figure in which the total family yearly income falls before income tax deduction.

\$2,000 - \$3,000 _____ \$6,000 - \$7,000 _____

\$3,000 - \$4,000 _____ \$7,000 - \$8,000 _____

\$4,000 - \$5,000 _____ \$8,000 - \$10,000 _____

\$5,000 - \$6,000 _____ Over \$10,000 _____

Which of these garments do you usually buy by brand name?

Suits _____ Under garments _____

Shirts _____ Night garments _____

Jeans, Shorts _____ Socks _____

Slacks _____ Shoes _____

Coats _____ Hats _____

Top _____

Sport _____

Show order of importance to you 1-2-3-4-5 when buying a garment.

Style _____

Comfort to wearer _____

Color _____

Ease in laundering _____

Price _____

Boy liking it _____

Wear Well _____

Someone else liking it _____

Which boys garments bought during the last 2 years did not give satisfaction?

Why

Suits	
Shirts-	
Jeans, slacks shorts, etc.	
Coats	
Undershirts	
Underpants	
Night garments	
Socks	
Shoes	
Hats	

Do you make _____ or buy _____ most of your boy's clothing?

If you make any of your boy's clothing, is it:

To save money _____

To get what you want _____

To get better fit _____

Because you like to sew _____

Because you have materials on hand _____

List other reasons _____

If you buy most of your boy's clothing, is it:

To save time _____

Because you can't sew _____

Because things you make are not
liked by the boy _____

Because you don't like to
sew _____

List other reasons _____

What does your boy (the one in this study) do when he does not like his clothing? Please check the statement which applies.

1. Refuse to wear it _____
2. Says nothing but avoids wearing it _____
3. Wears it to please you _____
4. Makes a scene _____
5. Puts pressure on you to exchange it at the store for another garment _____

What influences your boy in garment selection?

1. What his friends have _____
2. What is shown on television _____
3. What is displayed in store windows _____
4. What salespeople show on shopping trips _____
5. What is shown in fashion magazines and catalogues

6. What is suggested by the parents _____

Which of the following have you found as difficulties with ready-made clothing for your teen age boy?

<u>FIT</u>	<u>Usually</u>	<u>Seldom</u>		<u>Usually</u>	<u>Seldom</u>
Too small all over	_____	_____	Cuffs on sleeves	_____	_____
Too large all over	_____	_____	too loose	_____	_____
Too short	_____	_____	Sleeves too long	_____	_____
Too long	_____	_____	Sleeves too short	_____	_____
Too long at	_____	_____			
shoulders	_____	_____	Waist too short	_____	_____
Too small at	_____	_____			
shoulders	_____	_____	Waist too long	_____	_____
Too large at waist	_____	_____	Neck too small	_____	_____
Too small at waist	_____	_____	No allowance for	_____	_____
			growth	_____	_____
Cuff sleeves too	_____	_____			
tight	_____	_____	Other	_____	_____
<u>WORKMANSHIP</u>					
Snaps and hooks	_____	_____	Openings	_____	_____
Buttons & button	_____	_____			
holes	_____	_____	Zippers	_____	_____
Seams	_____	_____	Hems	_____	_____
			Other	_____	_____
<u>FABRIC</u>					
Poor design	_____	_____	Hard to iron	_____	_____
Colors run	_____	_____	Other	_____	_____
Doesn't wear well	_____	_____			
<u>STYLE</u>					
Too fancy	_____	_____	Not the latest style	_____	_____
Too plain	_____	_____	Not suitable to boy's	_____	_____
Too childish	_____	_____	figure	_____	_____
Too old	_____	_____			
<u>MISCELLANEOUS</u>					
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

How many of each of these garments does your boy have that he is wearing?

Type of garment	Cost when purchased	Source of Garment					
		Left from last season	New This Year		Handed down	Gifts	Others
			Ready Made	Made at Home			
Suits							
School or sports							
Best suit							
Trousers							
Good slacks							
Slacks for school							
Jeans or levis							
Shorts							
Jackets							
For best wear							
School or sports							
Coats							
Top coats							
Car coat							
Rain coat							
Shirts							
Dress shirts							
T-shirts							
Knitted shirts							
Sweaters							
Sleeveless							
Long sleeve							
Cardigans							

Type of Garment	Source of Garment					
	Left from last season	Ready Made	New This Year Made at Home	Handed down	Gifts	Others
Underwear						
Undershirts						
Shorts						
Socks						
Short						
Bathrobe						
Shoes						
Canvass or cloth						
Beach or bathing shoes						
Loafers						
Oxford						
Bedroom slippers						
Wallet						
Hats						
Caps						
Scarf						
Neckties						
Bathing suits						

Schedule No. _____

STUDY OF TEEN-AGE BOYS

What is your age _____?

What do you like most about your clothing?

Style _____

Color _____

Comfort _____

What do you dislike most about your clothing?

Style _____

Color _____

Comfort _____

What do you do when you do not like your clothing? Please check the statement which tells what you usually do.

1. Refuse to wear it _____.
2. Choose something else instead _____.
3. Don't wear it, but say nothing about it _____.
4. Wear it just to please your mother _____.
5. Make such a fuss that mother takes it to the store and exchanges it _____.

How do you feel about your clothes?

_____ as well dressed as most of your friends.

_____ less well dressed than most of your friends.

_____ better dressed than most of your friends.

Who selects your clothing? Check correct blank.

Your father _____

Your mother _____

You and your mother _____

You and your father _____

Do you select any of your own clothing by yourself (Yes, no, or sometimes).

If so, what _____.

How do you decide what type of garment you want to buy:

1. What your friends have _____.

2. What is shown on television _____.

3. What is displayed in store windows _____.

4. What the salespeople show you _____.

5. What is shown in fashion magazines or catalogues

_____.

6. What your mother or father suggests _____.

In buying a garment, what do you look for first?

_____ style

_____ fit

_____ color

_____ comfort

_____ price

_____ how much it is needed

HOW WELL DO YOU LIKE YOUR CLOTHING

Do you usually like your clothing? Yes_____ No_____. Check below whether and why you usually like or dislike the garments listed.

Garments	Like	Dislike	Color, style, fit, fabric Why Like or Dislike
Suits_____			
Slacks_____			
Jeans or Levis_____			
Shorts_____			
Jackets_____			
Coats_____			
T-shirts_____			
Other Shirts_____			
Sweaters_____			
Undershirts_____			
Undershorts_____			
Socks_____			
House Robe_____			
Shoes_____			
Hats_____			
Caps_____			
Scarfs_____			
Neckties_____			
Bathing Suits_____			

Grooming:

1. How often do you get your hair cut _____? Cost _____?
2. How much do you spend for hair dressing and tonic per month
_____?
3. How much do you spend for deodorants and other toilet preparations
per month _____?
4. How much do you spend for razor blades, lather, and skin tonics
per month _____?

Do you own any formal clothing _____, _____.
Yes No

If so, what and how many?

Shirt _____

Studs and cuff links _____

Cumberbund and tie (No.) _____

Tuxedo _____

Dinner jacket _____

Do you rent formal wear for the spring formal? _____

Which years have you rented _____, _____, _____, _____?
1959 1958 1957 1956

How much did this cost you each year _____?

ABSTRACT

The sample was composed of 111 teen-age boys and one parent of each boy from the Blacksburg, Virginia area. Data were collected in the spring of 1960 and have been tabulated, summarized and analyzed.

Boys' clothing was evaluated according to likes and dislikes for style, color and comfort. The size, content and cost of an average teen-age boy's wardrobe was ascertained. The cost ranged from \$157.20 to \$518.00, with an average total cost of \$175.00. A large percentage of the family income was spent on teen-age boy's clothing in all age groups.

Most of the buying of the boys clothing was done by the boy and his mother together. Only a small percentage of the mothers in this study indicated that any clothing was made at home. A high percentage of the mothers were influenced by brand names when purchasing undergarments, shirts, shoes, and jeans and slacks. Many mothers encountered difficulties when buying ready-made clothing in the specific areas of workmanship and growth allowance.

Those who reported owning formal wear were in the older age group. The younger group rented or borrowed formal wear when it was needed.

This study indicated that much more consumer buymanship training was needed.