Roach, Mary Ellen; Eicher, Joanne Bubolz (Ed.)
Dress, Adornment, and the Social Order
*New York, London, Sidney (John Wiley & Sons) 1965, pp. 429*

**Contents**

**Part One: Introduction to the Study of Dress, Adornment, and the Social Order** ....................................................... 1

**Part Two: Origins and Functions of Dress and Adornment** ............... 5
The Origins of Clothing
RALPH BEALS AND HARRY HOIJER ........................................ 8
What Shall We Wear?
INA CORINNE BROWN .......................................................... 9

**Part Three: Diversity in Cultural Patterns Related to Dress and Adornment** ........................................................................... 11
Clothing and Ornament
E. ADAMSON HOEBEL .......................................................... 15

**Technical Patterns** ...................................................................... 28
Clothing Materials
RALPH BEALS AND HARRY HOIJER ........................................ 28
The Eyed Needle
M. D. C. CRAWFORD .......................................................... 32

**Aesthetic Patterns** ..................................................................... 34
Ideals of Beauty
HARRY C. BREDEMEIER AND JACKSON TOBY ......................... 34
The Ideal Wife Is Shiny
ANONYMOUS ......................................................................... 35
Themes in Cosmetics and Grooming
MURRAY WAX ............................................................................. 36

**Moral Patterns** ......................................................................... 46
Nudity and Dress
ERNEST CRAWLEY .................................................................... 46
Attitudes and Rationalizations Regarding Body Exposure
ERVING GOFFMAN ....................................................................... 50

**Ritualistic Patterns** ..................................................................... 53
Wedding Garments
ERNEST CRAWLEY .................................................................... 53
Part Four: Social Organization and Dress ........................................... 57

Age and Sex Roles ............................................................................ 64
On the Disappearance of Knickers: Hypotheses
for the Functional Analysis of the Psychology of Clothing
GEORGE BUSH AND PERRY LONDON ........................................ 64
The Sexual Background of Dress
ERNEST CRAWLEY ........................................................................ 72
Adolescent Orientations to Clothing
ARTHUR M. VENER AND CHARLES R. HOFFER ........................... 76

The Family ....................................................................................... 82
Clothing and the American Family
MARY ELLEN ROACH .................................................................. 82
Family Cycle
MILDRED TATE AND ORIS GLISSON ........................................... 86

Economy ......................................................................................... 91
Clothing of Nigerian Cocoa Farmers’ Families
R. GALLETTI, K. D. S. BALDWIN, AND I. O. DINA ......................... 91
Factors Affecting Clothing Decisions
MILDRED TATE AND ORIS GLISSON ........................................... 97
Used-Clothing Sales in a Small City
GEITEL WINAKOR AND MARCELLA MARTIN .............................. 105
Clothing Standards and Habits
FERDYNAND ZWEIG ...................................................................... 111
Ritual and Magic in the Control of Contagion
JULIUS A. ROTH ........................................................................... 117

Polity ................................................................................................. 124
Clothes and Government
LAWRENCE LANGNER .................................................................. 124
The New China
A. C. SCOTT .................................................................................. 127
First in Space—but Not in Femininity
AUDREY R. TOPPING ................................................................... 135

Religion ............................................................................................. 138
Sacred Dress
ERNEST CRAWLEY ....................................................................... 138
The Hasidic Community
SOLOMON POLL ........................................................................... 142

Caste and Class ................................................................................ 158
Stratification in a Prairie Town
JOHN USEEM, PIERRE TANGENT, AND RUTH HILL USEEM .......... 158
Trend to Breakdown of Class Lines in Clothes
FREDERICK LEWIS ALLEN ......................................................... 162
The Best-Dressed Poverty
MICHAEL HARRINGTON .............................................................. 163
Men’s Clothing and the Negro
JACK SCHWARTZ ......................................................................... 164
Clothing and Ornament
JOHN GILLIN

Part Five: Dress and the Individual

A Biological Organism
The Differential Effects of Nudity and Clothing on Muscular Tonus in Infancy
H. M. HALVERSON
Thermal Comfort
RICHARD L. MEIER
Why She Lives in a Space Suit
PRISCILLA JAQUITH
Soft Suit Seen Safe for Lunar Surface Work
ANONYMOUS

A Social Self
Male and Female
EVELYN GOODENOUGH PITCHER
Appearance and the Self
GREGORY P. STONE
Identity Kits
ERVING GOFFMAN
Perception of Self in Relation to Clothing
MARY S. RYAN
Clothing and the Status Ratings of Men: An Experiment
THOMAS FORD HOULT
The Matter of Clothing
MURRAY WAX AND ROSALIE WAX

A Deviant
Fashions of Royalty
CECIL BEATON
The Mentally Ill and Management of Personal Front
ERVING GOFFMAN
Therapy of Fashion
THEO K. MILLER, LEWIS G. CARPENTER, AND ROBERT B. BUCKEY
Self-Tattooing Among Delinquents—A Research Note
JOHN H. BURMA
The Clacton Giggle
ANONYMOUS
Part Six: Stability and Change in Patterns of Dress

Custom

The Evolution of Garments
   JOHN C. FLUGEL

Law

Sumptuary Law
   ELIZABETH B. HURLOCK

Planned Reform Movements

Healthy Dress for Men
   ALFRED C. JORDAN

Culture Contact

Changes in Eskimo Clothing
   CHARLES CAMPBELL HUGHES

The Case of the Dying Kimono
   KEIICHIRO NAKAGAWA AND HENRY ROsovsky

Fashion and Fashion Leadership

Fashion: Identification and Differentiation in the Mass Society
   KURT LANG AND GLADYS LANG

The Arbiters of Fashion
   ELIZABETH B. HURLOCK

ANNOTATED BIBLIOGRAPHY

INDEX