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1926

U. of N. Agr. College & U. S. Dept. of Agr. Cooperating
W. H. Brokaw, Director, Lincoln

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422

MAXING THE MOST OF OUR INDIVIDUALITY

Clothing, whether good or bad, has a direct influence upon the wearer as well as upon those with whom we come in contact. Young children even are susceptible to the effect of the clothes. Dress a child who has been used to dingy, dirty, worn out clothes in a clean, bright dress and see her at once become a brighter, and more self confident girl. This joy that comes from wearing becoming clothes is reflected upon the disposition and countenance of the wearer and this in turn inspires the confidence of other people.

There was a time when we were told that "clothes do not make the man" but as Henry Ward Beecher says, "Clothes do not make the man, but they do make him look a lot better after he is made." Carlisle goes a bit farther than this by saying, "Clothes have made men of us." The natural inference is that as we dress - so we will do other things.

Not only is it understood that our attire affects our behavior, establishes self confidence, and contributes to our success in life, but also we have come to realize that each of us has her own particular problem in designing which is met by self analysis and self expression.

What It Means to be Well Dressed

"A woman who is well dressed knows what to put on, how to put it on, and when to wear it." Study, careful planning, system, and good taste are necessary to be really well dressed. In selecting becoming clothes, it is the personality of the wearer that we must keep constantly in mind. The idea of imitating some friend who we think looks well in her clothes, may be our downfall so far as appearance is concerned. For each type of person, there are particular clothes which will help to bring out interesting parts of her personality.

She who is well dressed will choose things for becomingness rather than simply because they are stylish, altho she will conform sufficiently to the present fashions so as not to appear conspicuous. She dresses with modesty, within her means, and demands real things rather than imitations. Everything she wears adds to the harmonious unified picture with herself as center of interest.

Appropriateness

1. Occasion. Regardless of how becoming an outfit may be, if it is not appropriate the good effect is lost, for appropriateness is the keynote of good dressing. Under this subject, we will first consider appropriateness to the occasion. Two women rarely need the same wardrobe because their occasional demands differ. Nearly every woman has a home which calls for neat, pretty house dresses to help lighten the morning tasks. Haven't you heard it said that women are remembered by their house dresses? Dresses for the street and every day occasions perhaps require the most amount of thought and expenditure of money. They must be conservative in cut, of good material, neat and trim, always well pressed and brushed. Something tailored or semi-tailored is usually the best for street wear. The more elaborate materials and styles may be used

for dress occasions but if a choice must be made between the tailored and the party frock, choose one on tailored lines to serve both purposes. Those women who enjoy outdoor sports or who attend many social affairs find a need for the sport garments so popular now.

2. Age. There is a charm in each woman at every age. Face your mirror squarely and dress to enhance that charm rather than trying to appear older or younger than you really are. Clothes must be appropriate to age if they are becoming and pleasing. Very often the purpose is defeated when an elderly person tries to dress like a young girl for it brings out the contrast and only adds to the years.

3. Income. Would we be any happier if we could have every article we desire in our wardrobe? Often the person who has to plan her wardrobe carefully and systematically in order to keep it within her means, appears better dressed than those who have the income to buy haphazardly whatever they wish. It is usually more desirable in planning an outfit to decide what useable things are on hand and from these plan the new outfit. Storing away and keeping left over clothes is not economy. They should be made an integral part of our new wardrobe plan and used. When does it pay to make over?

It is well to have some one color scheme in mind as a basis from which to work. In this way accessories may look well with every outfit making each appear as a unit.

4. Season. The season of the year is an influencing factor in choosing appropriate clothes. We should dress according to the time of year rather than "rushing the season" to the extent that the logical order of things is entirely reversed. In our climate the cold winter months of January and February is not the time to wear straw hats, neither is June and July the time to wear velvets and furs. Can't we strike a happy medium and keep to fashion and still dress in keeping with the weather?

Fashion and Individuality

All these things which have been discussed have a direct influence on the style of clothes which we wear. A few years ago it was thought that the prevailing fashion must be followed by everybody regardless of whether it was meant for them or not. Now a woman chooses for herself and adapts the mode which brings out the best in her individual figure and coloring. In recent years, that thing which constitutes individuality and distinctive personal character called personality forms the basis for the type to which a person belongs.

The most fundamental rule for becoming dress is this: "Know your own type, admit its limitations and do not go beyond them, and adopt a permanent mode of dressing that in its simplicity of taste, best accentuates your own personal charm."

We are not all dignified and serious nor do we have that capable, dependable manner - neither are we all quaint, demure, dainty and quiet. Yet you have seen women or girls entirely different who dress alike or in the same general way and by doing so lose their personal charm instead of adding to it. How much better it is for each to appreciate what she is then try to develop her charm.

COLOR

Individuals may be classified according to their personal coloring: -

1. Blonde
2. Brunette
3. Auburn
4. Intermediate
5. Gray haired

Selecting the Becoming Color

The color chosen for a garment is a determining factor in its beauty. A color may be pleasing or displeasing, becoming or unbecoming. It expresses feeling, gives life, and displays personality. More pleasing results will be obtained if care is given to the study of colors and their relationship to individuals. What does a woman gain if all the colors of her costume blend in perfect unison and yet she is not a part of them? The color of the eyes, complexion, size of figure, occasion, season of the year are all important factors in choice of color in dress. Color like any other factor in dress, should be employed to enhance the person wearing it and not be conspicuous in itself. A good rule to follow is: Never let the costume over shadow the wearer.

If the woman is to make a correct and pleasing choice of color for her costume, an understanding of the color chart, color principles, and the psychological effects of color is needed.

The Color Chart

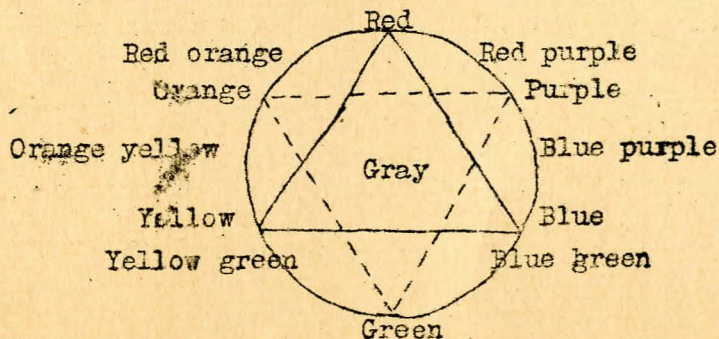
There are three primary colors: Red, yellow and blue. These are known as the true colors and by combining them, the other colors may be obtained. Thus:

red + yellow = orange
blue + red = violet
yellow + blue = green

Therefore, orange, violet, and green are called secondary. The tertiary colors are obtained by combining primary with secondary as:

red + violet = red violet
blue + violet = blue violet
red + orange = red orange
yellow + orange = yellow orange
yellow + green = yellow green
blue + green = blue green

The following color circle shows the relative position of each color:



Principles of Color

A mixture of the three primary colors, red, yellow, blue, in equal amounts will give a neutral gray. There are three qualities of color, hue, value, and intensity.

Hue is the name of the color, such as red, green, yellow.

Intensity refers to the brightness or dullness. For instance, a bright orange or grayed orange.

Value refers to the amount of black or white in a color.

If black is added to a color, it is called a shade. If white is added, it is called a tint.

Psychology of Color

In considering color we find that each has qualities and characteristics which differ as much from the others as one individual differs from another. Colors are spoken of as warm and cool.

1. Warm colors.

- a. Yellow. Yellow, the color of the sun, is the most brilliant, cheerful, and exultant color. It stimulates, vibrates happiness, gives warmth and cheer.
- b. Red suggests heat and fire. It is exciting, vigorous, stimulating, and often irritating, tho in decoration it suggests richness, warmth, and hospitality. The color varies from an orange red to a red purple.
- c. Orange, a mixture of two warm colors, red and yellow, unites the heat of the red with the light of the yellow. It is a most powerful, aggressive, color but in quantities is hot and irritating. By modifying the color to a brown or tan it becomes warm and cheerful.

2. Cool Colors.

- a. Blue, the color of the sky and clear deep water, is the most restful color. It reacts dignity, reserve, coolness, repose, and distance and creates calmness and dignity.
- b. Green is a combination of yellow, a warm, happy color, and a cool color, blue, and possesses some characteristics of each, which makes it a most useful and livable color. Its soothing, restful, cooling effect is best illustrated by its use in nature.
- c. Violet or purple is a product of blue and red. The blue violet has more of the characteristics of blue, the red violet more of the characteristics of red. It is called a color of mystery and is used by the royalty in its most brilliant hue to express grandeur, strength and dignity.

Study Color in Relation to Yourself

Now, that a study of our personal coloring as well as some of the fundamental principles of color have been made, some general statements may be made combining them.

1. White is becoming to most people, especially a cream white. Very often a touch of white near the face makes the wearing of many colors possible for some people. The very dark skinned person finds white hard to wear because of the severe contrast. White in large quantities tends to increase the size and should be avoided by stout people.

2. Black is especially becoming to highly colored complexions and may be quite generally becoming to every one by softening the contrast near the face with a white or light color. Black, especially in dull materials, is a good color for stout people.

3. Gray is a color difficult for most people to wear unless they have a very rosy complexion. It may be made more wearable by a touch of some bright color or by using a pinkish or bluish gray rather than the plain cold color.

4. Red in its clear crimson tones may be worn by the dark haired, clear skinned individual but seldom in large quantities. The darker, grayed reds are more becoming to the lighter brunettes or blondes. It tends to bring out color in the skins and lips. Auburn haired people avoid reds as the contrast kills the color of the hair.

Pink, a modification of red, is a more wearable color. Rose pink and pale pink are usually becoming to the light blondes and light brunettes. Dark brunettes wear the brighter shades such as rose, coral, flame pink, better than pale pink unless they have a very clear skin. Pink, unless in a flesh color, should be avoided by people with auburn hair.

5. Yellow is a color becoming to dark or light brunettes unless their complexion is too sallow. In this case it should be avoided. Blondes wear the softer shades well and gold and amber may be worn by the highly colored blondes. Yellow is becoming to those who have a bright colored, clear skin.

6. Brown, in the rich, warm, darker tones, is quite becoming to the brunette and to the auburn haired person. The golden browns and tans, however, are often unbecoming to the blondes and auburns because of the sameness in color. Dark brown is generally good for the blonde.

7. Green is generally becoming to the clear skinned, rosy complexioned person, and especially to the intermediate type as green tends to reflect red. Light greens are more becoming to the blondes, darker rich shades to the auburn and light brunettes, and blue green to the dark brunettes.

8. Blue. Dark blue may be worn by almost any type and for that reason is worn more than any other color. The brighter shades of blue may be worn by the brunettes and by the auburn haired type unless the contrast is too great and thus tends to lessen the coloring of the hair and skin. The person with sallow complexion should avoid bright blue for it reflects orange which emphasizes sallowness. Pale or grayed blue is becoming to blondes and auburns.

9. Purple and violet are becoming to the dark brunette providing she has a clear rosy complexion but should be avoided if the complexion is sallow. Most shades of violet, lavender, and purple may be worn by the florid blonde and the auburn haired type providing they contain more blue than red.

Color Harmonies

Color, as related to costume, depends for its beauty upon proper spacing, proper intensity, light and dark arrangement. There are two kinds of color harmonies;

1. Harmony of contrast
2. Harmony of likeness

Harmony of contrast is between colors which are most unlike each other and these may be found by selecting a color and the one directly opposite it on the color wheel. For example, purple and yellow. This harmony is very bright and startling if both colors are in full intensity. A more pleasing effect is obtained if the colors have a common element of gray in them.

Harmony of likeness is between colors which are adjacent on the color wheel, for instance, yellow and green or blue and violet, or they may be different value of the same color as tan and brown, or light and dark blue.

Laws of Color

The following laws may help in choosing a color:

1. Colors are influenced in their darkness or lightness by the colors which adjoin them. Dark colors make light colors seem lighter. Light colors make dark colors seem darker.
2. Two complementary colors seem purer and brighter when placed together.
3. All light colors are more striking on black, all dark colors more striking on white.
4. A deep color placed against a paler color of the same hue tends to make the latter color weaker.
5. Pure chromatic colors reflect their complements. Blue reflects orange; purple reflects yellow.
6. Aggressive colors, such as red and orange, increase size. Receding colors, as blue and green, decrease size.

Study of Figure

Women are not only classified according to individual characteristics and color, but also on the type of the figure. Under this classification, there may be:

1. Tall
2. Ideal type
3. Short

There is a standard to which every figure is compared, known as the ideal figure which is eight heads in height. On this scale most style drawings and costume plans are made. However, the figure eight heads in height is not the only beautiful figure; it is considered the standard for measurement. Each woman in order to secure the best results in dressing will find that by analyzing her characteristics, her color and her figure, she will be able to see the faults in herself as she sees them in other people.

The measurements for the ideal figure are:

Top of head to floor - 8 heads
Top of skull to tip of chin - 1 head
Chin to shoulder - $1\frac{1}{3}$ head
Shoulder to bust - 1 head
Bust to waist - $2\frac{2}{3}$ head
Waist to hips - 1 head
Hip to foot - 4 heads
Width across shoulder - $1\frac{3}{4}$ head
Bust - $4\frac{1}{2}$ heads
Hips - about 10 to 12 inches larger than waist
Waist - about 8-10 inches less than bust.

After analyzing your type according to color and figure, then it is possible to go ahead and make an intelligent study of the clothes suitable for you which will result in a feeling of self confidence and poise and will express your personality. It has been said that "Dress is a tyrant if you take it as your god, but on the other hand, dress becomes a magician's wand when dominated by a clever brain."

THE TEN COMMANDMENTS OF DRESS

1. "Thou shalt not follow fads and follies regardless of thine own individuality and type.
2. Thou shalt clothe thyself in simplicity.
3. Honor thy body and keep it clean.
4. Thou shalt dress appropriately to the occasion and to thine own purse.
5. Thou shalt not covet thy neighbors clothes or accessories.
6. Thou shalt zealously study thy type, coloring, temperament and physique.
7. Thou shalt dress in harmony with thy type.
8. Thou shalt learn the principles of Balance, Proportion, and Dominant Interest and their application.
9. Thou shalt see thyself as others see thee and endeavor to correct thy mistakes.
10. Thou shalt persist in determination to make the very best of what God has given thee."

-Education Press Bulletin

(Prepared by Theresa L. Judge)

Mrs Compton

Gladys

Mrs Warren

Mrs Griebel

Mrs Stroe

Mrs Hopper

Miss Jensen

Mrs Gates

Mrs L. E. DeWitt

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Mrs Hansen

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Vera Reiser

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