equally remarkable report made up of volumes, totalling some 760 pages (11 Villas, Brighton, £4).
ginally in response to the mods and s troubles, a group from the National ation of Youth Clubs carried out a survey into what was happening at on in 1965. A local primary school r, Dan Jones, who was interested in ure playgrounds and youth facilities, about this work and joined forces Barrie Biven, an experienced detached worker at Sussex University. After ting various youth organisations, an group leased some archways from on Council.
ing 1966, Bivan and Josephine Klein, om Sussex University, began formu- plans which led to a successful appli- to the Department of Education and e for a £15,000 grant. Three full-time s were employed, and some hundreds intary workers drifted in to help. The ays eventually stayed open through- year, and more sustained work was

Jane Morton

America after the war for young ans with some taste and good pros- at no more actual cash than would m a house in an anonymous suburb, l Levittowns (see Herbert Gans's *vittowners*, Allen Lane the Penguin ad little idealism about them either. o, were the logical next step on from rk suburban development. If they p as something a good deal better suburbs, it was because the extras e added cheaply.
hing like this was bound to erupt in as our own society lurched increas- se to the American model. The mid- ere the most likely starting place, there are scores of likely sites at and planned motorway junctions all country where a similar venture rosper. Some are indicated on the ar Ferrybridge, for example, where osses the M62; near Preston (M6 and near Burtonwood (M6 and M62): am (M6 and M56); near Bromsgrove "M42"); near Strensham (M5 and

s a catch, however, already implicit atthorpe proposal. The site involved land in three counties, Warwick- icestershire and Northamptonshire. anning applications have to be sub- ny one could fail—or be approved o conditions that could alter the aracter of the plan (like insistence, mple, that some council housing e included).
onditions might be a good thing. evitt, the consortium is not plan- provide any communal buildings d though it is prepared to set some e for industry, it does not propose ny hand in bringing firms in.
ds are, in fact, that the Department vironment will call it in and decide y. And that would be no bad thing. choice isn't really between a new **middle class community and a new mmunity: it's between the former lanned middle class enclaves all over the place. If we don't want of these, perhaps we should be bout building some Levittowns.**

developed, particularly with the beats. For three years the project operated in the face of hostility from a formidable alliance of local traders and councillors. This hostility eventually led to litigation, the council's refusal to renew the Archways' lease and, finally, the closure of the project.

These volumes, written by the two founders and three main workers, reproduce faithfully and vividly what happened. The report, as they admit, is verbose and repetitive, it is also full of unnecessary detail and difficult to follow. Things were confusing, it was never altogether clear just what "helping" all those thousands of young people really meant, never clear how one would deal with the police, with drugs, with violence, with the local burghers. But "that there existed a philosophy, which was meaningful to all the workers, has never been in doubt."

In an almost embarrassingly honest way, we are given all the grapplings to define this philosophy: the workers' personal autobiographies and attitudes, the continual self-criticism, the mistakes and the conflicts, from all of which you can distill at least three elements.

The first is a detailed account of the service itself: required reading for case, group and community workers.

The second is a picture of the "clients": the scooter boys, the hard mods, the soft mods, the rockers, the beats, the flower children, and all the unintended clients (preachers as well as drunks).

But the third and most harrowing part of the report is the record of the local reaction: the extraordinary letters from the town clerk and the enraged outbursts of the senior aldermen. A description which will long remain in my mind is of Biven demonstrating to a meeting of the entertainment committee that, contrary to complaints that the practice was widespread, it was somewhat difficult to smoke a joss stick.

There are certainly flaws in the report, as there were flaws in the way the project dealt with the public. But, in terms of reports on social work projects, it is a classic of its kind. And as a raw human document it far transcends its immediate subject matter.

SHORT NOTE

The government and a number of local education authorities have been enthusiastically supporting holiday projects for immigrant children over the last year or so. A handbook edited by Eric Hawkins for the Community Relations Commission and published this week, *A Time for Growing* (35p from the commission), may make more of them do so. The book includes a series of practical suggestions. Some of them start from projects concerned to do the immigrants good, through crash language programmes. Some of them start from projects initially more concerned with educating the tutor volunteers. Hopefully, these accounts will get some feedback from the schools and the immigrants, so that one will have more idea of whether the projects produce more than a warm, but temporary, glow.

PARLIAMENT

Sir Keith Joseph, Secretary of State for Social Services, said in a written reply, 21 May, that though the cost of introducing a cost-related charge scheme on prescriptions—up to a maximum of 50p—would depend on the detailed arrangements, the government was aiming at a net annual saving of about £15 million in Britain.

CURRENT ACCOUNT

by Tostig

A young man came into my office and said: "I've just been released from a detention centre. When I first went there, I was as scared as a rabbit. On the evening of my arrival, two of the staff stood at each end of a corridor and told me to run backwards and forwards. As I reached each end, they struck me and shouted, 'run faster.' I thought I was in a madhouse. Later on, when I'd been placed in a dormitory, some of the older inmates came in and beat up the new boys—the staff seemed to encourage it. When I became a senior boy, I was given the same opportunities for bullying newcomers. I didn't take them."

I said, "I'll report this matter straight away." But he replied, "For god's sake don't. As a matter of fact, it did me good, and later some of the staff became my real friends and told me how they'd only done it to help me."

This paradoxical little horror story is not uncharacteristic of the problem posed by staff-bullying in penal institutions. I often wonder how social workers in detention centres, borstals and prisons manage to retain their equilibrium, let alone their integrity, when incidents of psychological, if not physical, cruelty occur around them. Yet I'm sure that many of them not only keep quiet but find good reasons for doing so. A memo to a senior, chats with colleagues over cups of coffee—these can often dispel the problems posed by other people's pain. From the stories I've heard, I'm convinced that detention centres are particularly prone to periodic acts of staff-bullying. The problem is to find an official who'll spill the beans. Nobody much heeds the boys.

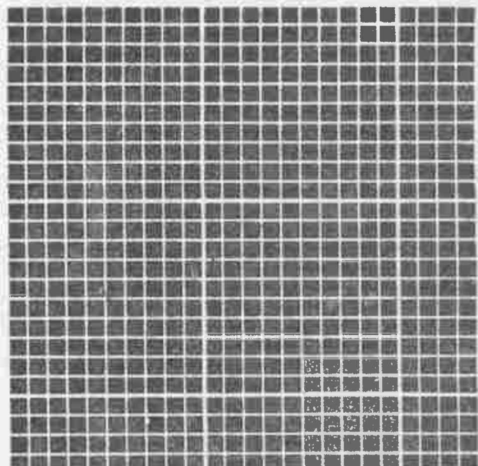
Last week I met Eleanor Tollinton, who was a social worker at Aylesbury detention centre from 1962 until the place closed down in 1969. She was willing to speak, and her anthology of committed cruelties was particularly unpleasant.

There was the case of a sick boy who was prescribed medicines which the medical orderly refused to obtain. There were the "leaks" of secret information when a sex offender arrived at the centre. There was the police investigation, following a staff assault on a boy, in which both staff and boys lied—the staff to avoid trouble from the law, the boys to avoid trouble with the staff. Perhaps, worst of all, there was the failure of one warden to take up Mrs Tollinton's complaints.

Eleanor Tollinton was concerned to present a balanced picture. She saw the detention centre as being dependent on the character of the warden, though she added that most wardens were forced to be too dependent on their staff. "Manpower shortages give the staff great power. Most are reasonable, if unimaginative men. Some are first-class 'dads.' A small minority suffer from personality difficulties—and cause a great deal of harm."

She believed that perhaps the single major weakness of most detention centres was their failure to offer creative outlets, in either work or human **relationships.**

I wish there were **more Mrs Tollintons** in social work. So far as my client was concerned, I broke my promise and reported his complaints without mentioning his name. The warden wanted exact details but I couldn't give them. So that was that.



FINDINGS

From Pakistan to Glasgow

How well do immigrant children do in British schools? A study made by B. Ashby, A. Morrison and H. J. Butcher in Glasgow primary schools compares the abilities and attainments of Indian and Pakistani children with those of Scottish children (*Research in Education*, No. 4, page 73).

Five schools with high proportions of immigrant children were selected. Apart from extra-curricular tuition in English for the immigrants, all pupils studied together. The sample included 150 Scottish children (87 male: 63 female) and 59 children of Indo-Pakistani origin (35 male: 24 female). All were in their last two years of primary schooling.

To measure the abilities of each group four objective tests were used: two verbal-reasoning tests, the Goodenough "draw-a-man" test and Raven's progressive matrices. Attainment was assessed from statutory school progress record cards, using the teacher's current grading in English, reading, written English and arithmetic. A crude measure of the immigrants' attitude to the host culture was derived from indices such as parental ability to speak English and the existence in the home of British newspapers. Distinctions were made between long-stay immigrants (those who had spent more than nine years in Scotland), medium-stay immigrants (four to eight years) and short-stay immigrants (less than three years).

In all ability tests the mean scores of immigrants showed a positive relationship with length of stay—even in the Goodenough and Raven tests, which are, supposedly, "culture-free." Mean scores of short-stay immigrants were predictably and significantly lower than those of Scots children. But on no ability test was there a significant difference between mean scores of Scots children and long-stay immigrants.

With attainment scores, too, a positive relationship existed with the immigrant's length of stay. A significant difference, however, only existed between the scores of short- and medium-stay children. The scores of the latter were not significantly lower than those of long-stay immigrants. Attainment scores of Scottish children were superior to those of short-stay immigrants, roughly on a par with those of medium-stay immigrants and *lower* than those of long-stay immigrants.

The crude cultural ratings were then compared with certain ability and attainment test results. With long-stay immigrants there was a positive relationship between good

scores and acclimatisation to the host culture. This was even more striking in the case of the medium-stay children. However, when the sexes were separated, it was found to rest solely on the scores of the girls. It may therefore be that home and parents play a greater role in the acculturation of girls.

What makes a student militant?

Do social and personal factors predispose some American students to militancy? It is thought, for example, that activists are likely to belong to families high in social status, to be strong in academic commitment and intellectual orientation and to study humanities or the social sciences. Roger M. Kahn and William J. Bowers used a nationwide survey of student attitudes and behaviour to test these assumptions (*Sociology of Education*, vol 43, No. 1, page 38).

"Activist" students were picked out by their affirmative answers to two questions—on participation in social protest demonstration and violation of the law for any social cause. Defined thus, one student in five became an "activist."

Status indices, such as parental income, education and occupation, were combined into an index of socio-economic status. And, in general, high status families *did* produce more student activists: 30 per cent of students at the top end of the scale were activists, compared with 17 per cent at the bottom. However, Kahn and Bowers then divided educational institutions by *quality*. Four levels emerged, the three lowest categories being differentiated by their own selectivity. The highest stratum of colleges accepted no more than 50 per cent of applicants and were in addition isolated by a measure of reputational prestige.

The relationship between status and activism, in fact, disappeared at this point in all but the top-ranking colleges. Academic commitment—measured by hours spent studying and grade point averages—remained positively associated with activism, but this relationship was still coloured by college quality. At top-ranking institutions nearly half the students were affected: in the least selective colleges academic students were slightly less militant than others. Activists did tend to study social science or humanities. But within these faculties the proportion of activists increased with the quality of the college.

A final positive relationship was postulated between activism and intellectual orientation and tested by asking students to rate how important to them were the arts, ideas and intellectual skills. This hypothesis was supported without qualification.

Dreaming away worry

How much sleep do we actually need, and of what kind? Now that we know how widely people differ in their hours of sleep, it has become possible to answer the second question in a scientific way. Ernest Hartman and colleagues at Boston State Hospital have studied groups of people who regularly spend more than nine or fewer than six hours a night asleep (*American Journal of Psychiatry*, vol 127, No. 8, page 1001).

Newspaper advertisements asked for men over 20 in either category. Of an initial 400 replies, only 29 survived rigorous tests of physical and mental health and actually completed the laboratory part of the study, eight nights of observed sleep.

Psychological assessment showed that short sleepers were more socially adept and dominant towards others. They tended to work full-time, some as many as 80 hours a week. They had started to sleep short hours at 16 to 18 and tended to go in for business and engineering. They were inclined to be confident, successful and Estalishment-oriented. The long sleepers were in a wide variety of professions, some in responsible jobs, others unemployed. They had slept like this even before taking up their present work style. They were less conformist, some quite creative, and tended to be shy with inhibition symptoms and anxiety.

In the laboratory the short sleepers averaged five and a half hours of sleep a night, the long just over eight and a half of sleep—though at least nine hours in bed. Despite the great difference in total sleep, all spent an almost identical time in a state of deep sleep (marked by slow electrical waves from the brain). But long sleepers dreamt twice as much of the time as short sleepers, dreaming both more often and for longer spells. There was also evidence that long sleepers were dreaming more intensely.

The authors conclude that slow-wave sleep is a relatively constant need, probably connected with physical restoration of the body after exercise. They suggest that dream sleep is needed also but as a psychological restorative, dealing with anxiety according to the patient's personality type—short sleepers denying psychic pain, the anxious long sleeper coping with change and worry through his dreams.

You can't beat the image

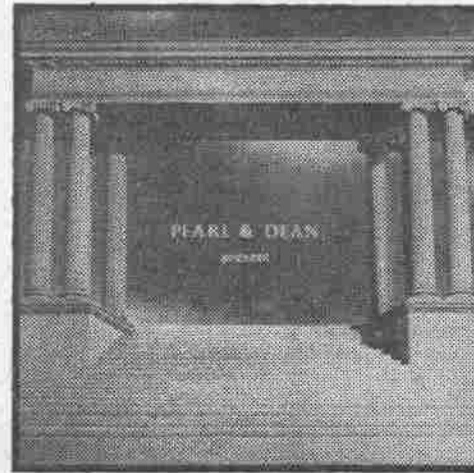
How would the ideal college residence be designed? Gerald Davis and Ron Roizen have examined students' attitudes (*Edra Two*—proceedings of the Environmental Design Research Association's 1970 conference, available from Charles Eastman, Pennsylvania State University—page 28).

Their questionnaire first measured student satisfaction with the "overall" environment. Students were then asked to make two subjective evaluations of 25 specific environmental variables (such as size, privacy or aesthetic appeal), first for the student's current quarters, secondly as he would like them to be. The difference between evaluations represented a "specific" satisfaction measure.

The questionnaire was completed by 950 students in 43 residence halls on American or Canadian campuses. Halls were classified as conventional hostels, apartments, suites and irregular or unconventionally designed accommodation.

It was hoped that a comparison of the overall and specific satisfaction scores would determine the architectural features essential to acceptable residence hall design. But results showed that individual features had little to do with overall satisfaction. Nor did any group of features emerge as a principal cause of overall student satisfaction with accommodation.

The best predictor of overall student satisfaction was, in fact, the *type* of residence hall. Only 9 per cent of the occupants of conventional hostels were "highly satisfied" with their environment, as against 48 per cent of students living at a complex regarded by themselves as highly unconventional. The researchers conclude, therefore, that the student resident's satisfaction will probably be determined by the building as a symbol of a certain style of life.



Pearl & Dean

ARTS IN SOCIETY

The cinema sell

David White

There is a man whose job it is to visit cinemas throughout Britain to check whether or not they are dimming the auditorium lights before showing the ads. For in terms of cost-effectiveness, it's important to the advertiser that they do. Though cinema time is up to 40 per cent more expensive than television time, the cinema audience is twice as attentive as the television audience. It may rustle noisy bags of boiled sweets or talk amongst itself, but its eyes are firmly on the screen. Only half of a television audience gives its full attention to anything, programme or ads.

The cinema audience is also predominately young (research by JICNARS showed that in 1969 53 per cent was between 16 and 24), affluent (the 16-to-24s spend £1,500 million annually on consumer products) and purposeful: it is in the cinema to see a particular film, not just the film that happens to be showing that week. An audience, in fact, ripe for some intelligent and entertaining selling. But does it get it?

Perhaps there ought to be a man whose job it is to visit cinemas to check on audience response to advertising. He would find that it fell into three rough categories: satisfied, mystified, and doubled up with derisive laughter.

Satisfaction is signalled by anything from a belly-laugh to a civilised chuckle. It has usually been earned by a nice cartoon, clever graphics or camerawork, or a simple anecdotal story. Mystification is signalled by silence. It has been earned by a poor cartoon, by too-clever graphics or camerawork, or by a convoluted storyline. Derisive laughter is signalled by derisive laughter, and this is always the reward of local advertising.

Local advertising films, which are local only to the extent that the local hairdresser, motor dealer or restaurant owner tacks his name and address to the end of them, are a dying breed. The ratio of local to national films is now 40:60, and Pearl and Dean is offering them free to anyone who will use them in Pearl and Dean slots. They appear to have been shot on another planet. Skin-tones are a blistery lobster-colour, the cheap graininess not quite grainy enough to be stylish; locations are G-Plan houses in G-Plan streets, and interiors are claustrophobic, **as**

if, for extra cheapness, they had bee
in large wardrobe cupboards. They
women with long hemlines, men with
haircuts, all wearing the vacuous gr
strippers.

When this unknown world is matche
a tacked-on name and address—with a
world, the effect is the reverse of wha
intended. For example, in one film a do
dressed mother and daughter sit at
thinking what a nice idea it would
have a meal out. Two plates of ch
chips and peas appear on cue above
heads, as a cheery voice-over says:
people with but one thought . . . a n
the nicest place HE knows . . ."

HE, the husband, then bursts into the
and offers to take them to the nicest pl
knows (the name and address of the re
ant appears at the end): the Ranch H
114 Mayflower Street. Collapse of ci
goers, who well know the Ranch Ho
pin-ball and Pepsi coffee-bar that no
man would allow his wife and da
within 200 yards of.

This kind of cinema ad contrasts st
with the national ads that are now elb
it out. It is a leftover from the fifties
of cinema-going, when the cinema to
place of television, and was more of a
than a luxury. When ITV pinched
million pounds' revenue from the ci
between 1956 and 1960, cinemas re
they needed a new bait to attract adve
—and this was the new-style cinema
The young man with his John Collier
urday-night suit," girl-friend and ca
chosen film.

One of the first advertisers to rise
bait was Barclays Bank. Banks like
potential customers young, and Ba
realised then that the cinema was a
place to catch them. With the help
Larkins studio, they produced a stri
ads through the sixties that were th
of the new-breed ads for a new-style c
goer. They were (and still are) highly
taining and they never forgot to sell.

As cartoons, their style never ha
into a formula. The Larkins studio
human situations which were bound to
some response from the audience: pav
artist (Dick Emery) begging from
Gentleman (Lance Percival); two guar
muttering to each other as they passe
side Buckingham Palace; small, mee
spectacled man paying a library fine
supercilious librarian. And all fitted
strong storyline of: "No money, but
give you a cheque"; "But I haven't
bank account"; "Well you should hav
to Barclays." The series was almost a
to how to sell to a captive audience
wants to be entertained.

The feeling that "the screen's you
play with it" is strongest in the a
another bank, the Midland. Since 1964
the Charles Barker agency asked R
Brownjohn to think up some ideas
would establish the distinct personali
the Midland, it has used animated gr
rather than cartooning. Brownjohn
ally had a voice-over talking about m
illustrated by letters, figures and g
which played around. As the voice
"Does your money just hang around
letter would hang back on its heels an
whistling tunelessly: "Or do you want
grow?" and the last upward stroke
w would rise like a graph.

The basic idea of this has since bee
tilled, so that the griffin which featu
the Midland Bank's logo is alone ani