

'Public' Schools of England Plan Fee Increases for Fall

By PETER KNOX
 UNITED PRESS International
 LONDON (UPI) — Britain's upper crust has dug deeper than ever into its pockets this year for the privilege of educating its sons in the country's elite schools.
 The coming week is back to school week in many of the 100 or so top fee-paying academies and colleges — known here as public schools — and at almost all of them the charges have gone up.
 Most of the big name establishments — Eton, Rugby, Harrow and Winchester among them — now charge about 500 pounds (\$1,400) annually and on average have increased fees

about 30 pounds (\$84) since last year. Ten years ago the parent payout was about 300 pounds (\$840).
 On top of the fees parents must part with another 100 pounds (\$280) or so for uniforms and pocket money. The costs mount higher if the boys — or girls at the equivalent female schools — want to take part in such extras as horse back riding, boating, fencing and dancing.
 Despite the high fees, which demand heavy sacrifices from many parents, the public schools this year again as in the past have more applicants for places than they can handle.
 To get a boy into one of the

top schools it is usually necessary to enroll his name at birth. Most are booked up well into the 1970's, and have long waiting lists.
 Why the crush? The answer seems to be that parents depend on the public school system to give their children a unique status symbol along with a first class education.
 In the old days, public schools were regarded as places where more importance was attached to brawn than brain. Now, all require a stiff entrance examination, and employ top teachers both for the classics and sci-

ences — one reason for the heavy rise in fees.
 Even in these days of diminishing class distinctions the "old school tie" remains a powerful attraction to British parents thinking of their children's future. One Socialist M.P. once estimated it was worth 2,000 pounds (about \$6,000) a year to a businessman through social contacts.
 Tie and Accent Count
 It is not only the tie that distinguishes the public school man. It is also the voice and manner of speech. The boy who

passes through one invariably emerges with an accent, perhaps best described in police record terms as "well spoken." Like the tie, it can be the password to jobs.
 In a nation where only 100,000 children out of a total school population of 8 million can qualify for a public school education—and a basic requirement is to be rich enough to pay for it—the system naturally has had its critics.
 For years it has been denounced by educationalists and many M.P.'s as a nursery for

class-consciousness and an instrument to perpetuate the life of the "establishment," the mythical elite said to run the country.
 The labor party has plans for trying to broaden the base of the public schools so their better features can be retained, by scholarships and grants to needy parents that will permit boys from a wider social strata to gain entry.
 Improve Free System
 At the same time, other opponents of the public schools say that the best way to under-

mine them is to create such a good free system in Britain that parents won't be interested in buying their children an education.
 There is, in fact, a long-established free system through which the average bright child can work his way up to top honors and the best jobs. Labor Leader Harold Wilson is one who succeeded this way.
 The list of national leaders, however, is heavily weighted on the side of public school men.
 In the present House of Commons close to half the 630 M.P.'s

are public school men. In the conservative government about three-quarters of the office-holders sport "old school ties."
 Eton alone produced men like Prime Minister Harold MacMillan, and the present ministers of defense, Commonwealth Affairs, Education, Agriculture, and Aviation and others.
 Vice Premier R. A. Butler went to another top school, Marlborough, and ex-Premier Sir Winston Churchill to Harrow.
 Even the ranks of the Socialist Labor party are heavily

laced with ex-public school men. Although Wilson went through the state system, the two former leaders Lord Attlee and Hugh Gaitskell were both from public schools.
 Whether the public school picture will change in the years ahead if a Labor government is elected to office in the next general elections remains to be seen.
 One thing that seems certain, however, is that the social status of the public school man or woman will hold high for a good many years yet.



FASHION TRENDS — Fall fashion trends for men are pointed up here in a light-toned glen plaid British wool worsted suit (left) with two buttons and (right) in three-button sport jacket in a British woolen fabric, featuring a bold masculine pattern, flap pocket, two side vents.

Your Money's Worth
 By SYLVIA PORTER
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TEEN-AGE BUYING EXPLOSION
 Cris, 13 going on 14, bought her back-to-school wardrobe for the first time entirely on her own this fall — and in what our daughter did, how and why she did it, lies a story of multi-billion dollar importance to businessmen the nation over.
 There was no point whatsoever in my tagging along on this shopping trip. I would have been tolerated but I was distinctly not needed.
 There was no point whatsoever in my offering guidance on what she should buy or wear. She selected one of New York's best stores, bought what every other girl in her age group in her school in New York City is wearing this fall — slim skirts, simple blouses, plain sweaters, classic shirt-waist dresses, loafers. I would have been silly if I had suggested she be an "individual" or rebel against any now popular style and I don't like to appear silly, particularly before Cris.
 There was no point whatsoever in my scolding her when she came bouncing in with her purchases, for criticism would have been unwarranted. She bought conservative things, showed good taste and color sense. Moreover, her choices were considerably less expensive than mine would have been. I actually "saved" money by staying away.
 Cris has emerged on the economic scene of the United States and what an explosive force "she" is and will be.
 She has more than 11 million sister teen-agers right now and they directly spend \$6 billion a year. Teen-age boys and girls have allowances and earnings of almost \$11 billion, spend these to the hilt. By 1965 there will be 23 million boys and girls 13 to 19, a growth of 30 per cent since 1960 against an 8 per cent growth in our total population and an actually 1 per cent drop in the 25-29 age group. Within two years population projections indicate half the people in our country will be under 25 years of age. By 1970 the teen-age population will be 27 million and they'll be spending at least \$18 billion a year.
 Spectacular statistic can be piled on top of spectacular statistic about the surging teen-age market. Never have we had a youth market even approaching this, for never did we have a baby boom paralleling that of the early post-World War II years. Those infants are now in their teens, and they are going to blow the lid off the consumer market.
 Rich as the market is, it also is baffling, but just from studying my own sources — Cris and her until-death-do-us-part girl friends — I submit these points to all involved in the teen-age market.
 (1) Make your sales pitch directly to them, for they are the buyers. Even at the youngest teen-age — where Cris is now — they buy wholly or mostly on their own clothes ranging from shoes to coats, drug store items ranging from soap to shampoos, and, of course, they make their own decisions on records, radios, sports equipment.
 (2) Do not forget for a moment that they are the most conformist of all age groups. Thus, it is a major error to stress the individuality or exclusiveness of your product. (A charming dress I bought Cris last Christmas she wore only once and then begrudgingly, for the skirt was flared and, "We're not wearing those," preteen still under her Mother's influence has inherited that one.)
 (3) Also do not forget that they are conservative — by their yardsticks anyway — and money-conscious. You'll pull them in if you offer a staple item at a price they believe is right.
 (4) Be honest, don't try to kid them one bit about the quality, value or effect of any product or service. They are looking at your stuff with clear eyes, resent being fooled even more than adults.
 (5) Don't talk down to them, try to be young with them or attempt to woo them with their slang. They can "feel" a phony 10 feet away. As for their slang, they change the meaning of words from day to day.
 (6) Take advantage of their brand-consciousness — which is astonishingly high. They actually talk brand names.
 (7) My one practical hint for parents is obvious, but important: Severely limit the number of things your teen-ager can buy, for nature will make it obsolescent almost overnight. With the restricted total Cris bought, this time I think her present size and her wardrobe's life will reach the deadline simultaneously.

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