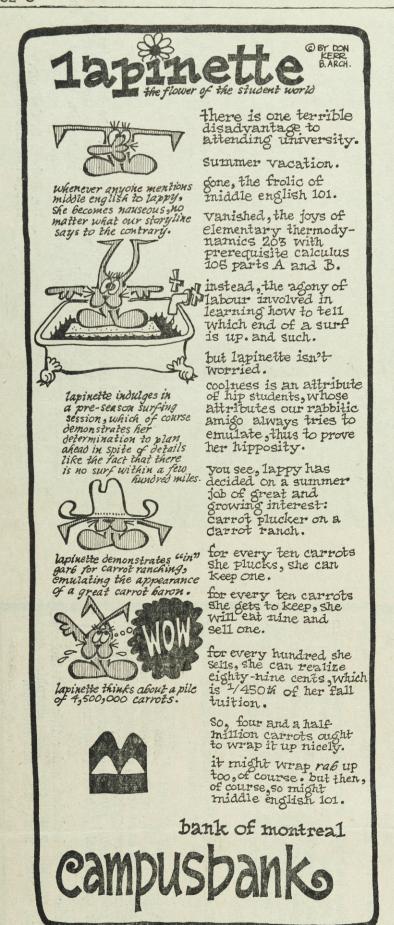
These lies they tell about the ideal state



105-107 Grafton Street Branch f.g. lambert, manager

THE KID INQUIRES

The Question: (What) Do you think of the outgoing editor?

We know there are a lot of you out there who would like a crack at this question, but the printers would probably have to edit your answers anyway, so we've decided to give the honour to those who were closest to the typewriter when the column was written.

Jim Hornby (the New Editor): I must state with an utter dearth of equivocation that without Mr. DeCoste. I must confess that this question leaves me sick at heart, for we are not likely to see his equal again for many a moon. The stage's gain is journalism's loss; alas, it was always thus. His skilled hand on the journalistic tiller of this publication has guided it through many a stormy sea, and proves, once again, that he is indeed.

Mike Coady (the old News Editor): The nature of the question places me in a singularly unpleasant position: for to answer it honestly, as I feel I must, I shall have to declare my inner, and hitherto unreevaled, feelings about another living human being. As any who know me will testify, it has never been my wont to pass judgment spuriously on any man or woman. For every person is a dynamic, growing being, naturally and necessarily capable of that real inner give-andtake activity called love, of true interpersonal communication. It follows naturally from this that any judgment of that dynamic entity, man, must seriously endanger the possibilities of freely-flowing interaction. In conclusion then, this IS a most difficult question to answer properly; I only hope that I have not been too harsh.

THE LIES THEY TELL

The rich will never give away their property of their own free will And if by force of circumstances they have to give up just a little here and there they do it because they know they'll soon win it back again The rumour spreads that the workers can soon expect higher wages Why Because this raises production and increases demand to fill the rich man's gold-chest Don't imagine that you can beat them without using force Don't be deceived when our Revolution has finally been stamped out and they tell you things are better now Even if there's no poverty to be seen because the poverty's been hidden even if you ever got more wages and could afford to buy more of these new and useless goods which these new industries foist on you and even if it seems to you that you never had so much that is only the slogan of those who still have much more than you Don't be taken in when they pat you paternally on the shoulder and say without leaders, and who can be that there's no inequality worth speaking of and no more reason for fighting Because if you believe them they will be completely in charge in their marble homes and granite banks from which they rob the people of the world under the pretence of bringing them culture Watch out for as soon as it pleases them they'll send you out

and where from here

> Our economic system must create men who fit its needs; men who cooperate smoothly; men who want to consume more and more. Our system must create men whose tastes are standardized, men who can be easily influenced, men whose needs can be anticipated. Our system needs men whowho feel free and independent but who are nevertheless willing to do what is expected of them, men who will fit into the social machine without friction, who can be guided without force, who can be led directed without any aim except teh one to "make good"

It is not that authority has disappeared, nor even that it has lost in strength, but that it has been transformed from the overt authority of force to the ananymous authority of persuasion and suggestion. In other words, in order to be adaptable, modern man is obliged to nourish the illusion that everything is done with his consent, even though such consent be extracted from him by subtle manipulation. His consent is obtained, as it were, behind his back, or behind his consciousness.

-Erich Fromm

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whose weapons rapidly developed

will become more and more deadly

until they can with a flick of the finger

to protect their gold

by servile scientists

in wars

HUGHES DRUGS



