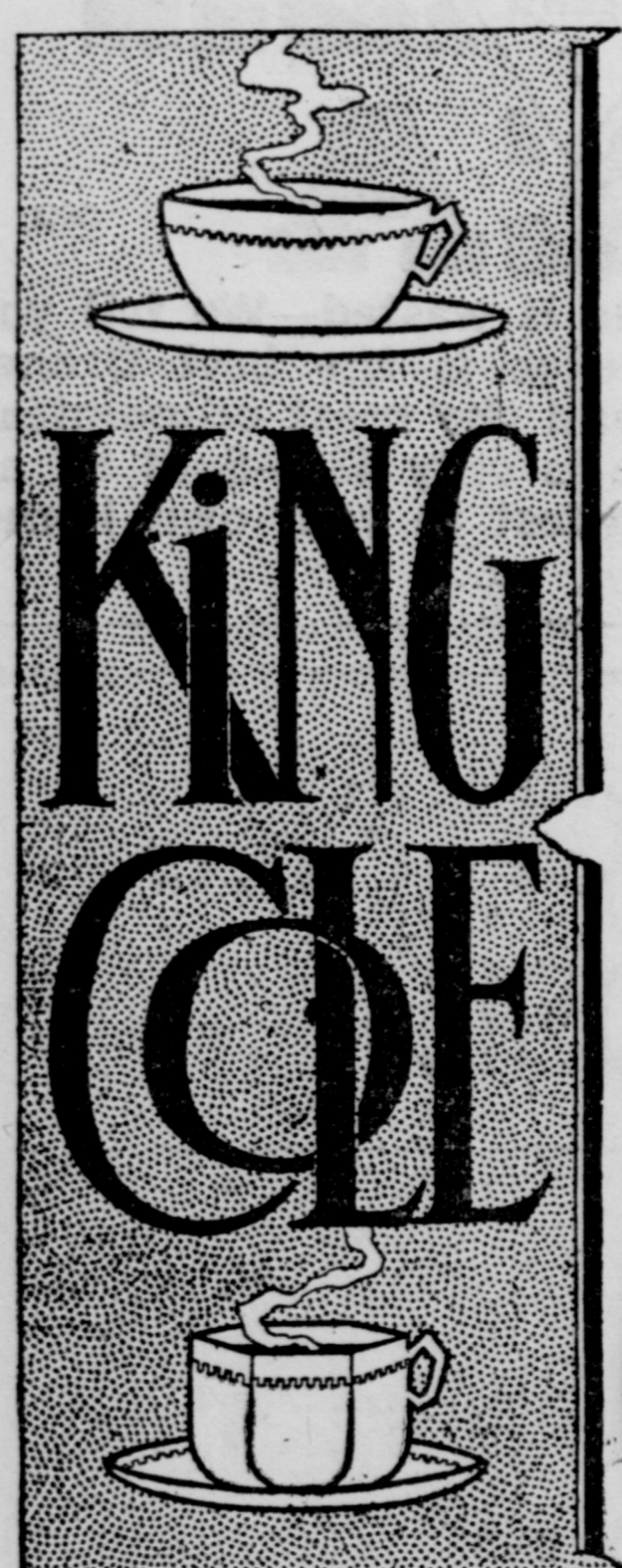




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Digests Easily SCOTT'S EMULSION



An Editorial

Wherein the Writer Reviews the Political Campaigning of Mr. R. B. Bennett.

Since the close of the last session an amazing thing has happened. The Leader of the Conservative Party has revealed the workings of his mind. When the footfalls of the retreating members died away, Mr. Bennett took to the country and started making speeches. Now the greatest of men have had skeletons in their closets. The model housewife—very rarely we hope—may find in her kitchen, a cockroach. If the truth were known the dame of fashion may have had a holey stocking and any government—even the government of the Right Honorable William Lyon Mackenzie King—may carry around a reasonable number of faults, failings and mistakes which might be placed to its debit by a man as capable as the Hon. Richard Bedford Bennett.

Mr. Bennett went on the stump without apparently sensing that fact. Instead of coming to grips with national problems he prefers to trot out the old phrases; "Canada for Canadians" "Do as Washington Does" "Don't send our Ambassadors abroad" (They can never be trusted out of our sight) "Save the Empire" "Orgy of Extravagance" and so on. Far into the night the fierce words thunder forth. Mr. Bennett knows his slogans if anybody does—he has used them often enough.

WHY HE DOES IT

Still one may contend that Mr. Bennett has brains. His use of these old catchwords was not accidental. It was deliberate. He is a keen student of psychology. He feels he has studied the public mind and knows what Mr. Average Voter wants. He believes that slogans and not facts win elections. His political mentor, the Mail and Empire of Toronto, backs him up. In its issue of August the 8th, we find the following:

"Statistics show that there is no difference between the prosperity of the United States has had under Democratic Presidents and what it has had under Republican Presidents. This does not deter Republican speakers from trying to make the flesh of the nation creep by warning it against the bread lines and soup kitchens

that would follow the election of Governor "Smith. Republican speakers well known that the general public does not read statistics and that elections are more apt to be carried by impudent slogans than thoughtful arguments."

There you have it! "Make the flesh creep" That is the way to win elections "Impudent slogans are more useful than thoughtful arguments." "The people do not read statistics!" Arguments are not needed and will not be used by Mr. Bennett. The Conservative Party will take its economics from Washington and its politics from the Republican Party. We are now being treated to "impudent slogans" and other things calculated to make our flesh creep and our hair stand. The confession of the Mail and Empire of the guiding thought of its party creed, comes as a breath of reality in an atmosphere of make-believe. The Party which could never get its statistics straight, has at least made its confessions clear. An honest confession is good for the soul, even when it does reveal a jaundiced mind.

MAKING THE FLESH CREEP

So Mr. Bennett is making our flesh creep by telling tales of floods of imports of iron and steel from Continental Europe. Our exports of iron and steel to the Continent are greater than our imports therefrom. Our exports of iron and steel to that section of the world are greater now, and imports relatively less, than ever before. Still people do not read statistics and Mr. Bennett may think, and the Mail and Empire may agree with him, that the story will catch votes. So why worry about facts in a matter of this kind.

Our hair is to be made to stand by fancy stories of dumped imports from countries of low wages. But our imports come largely from countries of high wages and we export more to countries of low wages than we import from them. But in the opinion of the Mail and Empire the fickle public never reads statistics and it will never know what the great man is talking about, so he may babble on as reck-

(Continued on page six.)

BEHAVIORISM DENIES TO MAN MIND, MEMORY OR EMOTIONS

Latest Branch of Psychology Treats Man as a Purely Automatic Machine, Without Free Will or Capacity to Direct His Own Destinies; and Then Offers Illogically to Teach Him How to Control His Destiny.

By William Arthur Deacon

Ten years ago every one became aware of psycho-analysis, and started to understand or misunderstand it. The theory, based on Freud's previous experience, had been first put into a book by him in 1900. He discovered that sub-cellar of the unconscious, into which people put ("repressed") the thoughts and feelings they did not want to entertain because they thought them wrong. These desires stayed a live for underground, trying to gain expression, and shoved back again by the ground floor tenant, the conscious mind. Out of this conflict arose sundry nervous and mental disorders, the psychoanalysts said. Their method was to treat the patient's dreams as symbols of the repressed desires; by interpreting the symbols to find out what was really troubling him; and by bringing these generators of poison into the sunlight, to dissipate them and thus to cure the patient.

Many forms of nervous and mental diseases did not respond to the treatment; and it has been increasingly evident that, while psycho-analysis has done useful work in emphasizing the importance of the unconscious part of the mind, the whole movement has a more limited scope than the first claimed. Freud found so much of his patients' troubles coming from sex that he early took the stand that all human action and desire could be traced back to that source. The most common diagnosis was that the patient, if a man, was really, unknown to himself, passionately in love with his mother, and therefore wished, from jealousy, to kill his father; but, having been taught that he should love and respect his father, he was torn between the two impulses; and this conflict was the unsuspected source of his sufferings. It was no use for the layman to smile. This was science. The upholders of this theory were buttressed by facts, gathered from hundreds of cases. But later Jung and others had to modify these extreme ideas.

Behaviorism today is in much the same position as psycho-analysis at the beginning of the century. It began in 1912; and now it is making sweeping generalizations; and on a few ascertained facts its exponents are cocksure that they are right, and that everybody else is wrong. They are insistent on the negative side of their faith, and foolishly so as it is the side most open to question. They stress it most because they have so little to go on yet, and it is a sensational proceeding to challenge the most sacred dogmas of an older science; it attracts attention. One of the leaders, John B. Watson ("The Behaviorist"), Musson, \$2 expresses exactly the same contempt for orthodox psychology that Henry Ford does for his history. It is "sheer bunk", Dr. Watson says. The phase is typical of the behaviorist, the wise guy. How different he is from that other Dr. Watson, the friend of Sherlock Holmes, who who only existed to the mystified and astonished! This Dr. Watson knows. What he knows about behaviorism he has put into a book about a quarter the length of an ordinary novel; but no doubt as sells him that this is knowledge.

The older, or orthodox, psychology was defined as the study of the mind. The chief heresy of behaviorism is the dogma that man has no mind; that there is no such thing as consciousness. Consequently the old divisions of consciousness into preceptions, concepts (or ideas about the things perceived, which enables one to recognize a thing as an automobile, though he has never seen that special type of car before), memory, and so on, are all swept away in one grandiose gesture. There are no instincts any more; no emotions; and, above all, no will.

Instead, the behaviorist says that men does not act; he only reacts. He is the helpless prey of whatever outside stimuli strikes him; and he makes automatic responses to them. "Is the behaviorist a mechanist?" Dr. Watson asks himself; and he answers piously: "Yes, utterly." Man being a machine, the sensible behaviorist does not bother with the thoughts the men thinks he thinks; but he goes at the machine to see how it works. Dr. Watson explains that the older psychologists were wrong because they investigated that non-existent world of consciousness, that we mistakenly

thought we inhabited; but, the behaviorist, has deserted the introspective for the objective field, and is therefore the first scientific psychologist.

"Behaviorism", he defines, "is the scientific study of human behavior. Its real goal is to provide the basis for the prediction and control of human beings. We hope to reach such proficiency that we can build any man, starting at birth, into any kind of social or a social being upon order. We hope some day to attain such proficiency that we can take the worst social failure (provided he is biologically sound), pull him apart, psychologically speaking, and give him a new set of works." It will be noted that the behaviorist, talks more of what he has done. He has done something; but nothing in comparison to his boasts about the future, and perhaps hardly enough to warrant those boasts. Whether or not he has denied the existence of modesty, it is certainly not in him.

Let us look at this a bit. He is going to rebuild the social failure—that is, the criminal, the waster, and all undesirable—of biologically sound. But the best (that is, most scientific) criminologists all say that no criminal is biologically sound; that is his very structural and functional deficiencies and defects that make him a criminal. Then about building the child from birth, the author complains that they must have full control and constant oversight of the child from birth to maturity; and they cannot get very far because no one is ready to turn babies over to them for a period of twenty years to experiment on. So they are safe there.

Many of the behaviorists' definitions appear oddly like copies of those long in use. Instead of thought, they give us the term verbalization, since man, they tell us, in a word-reaction being. He does not "think", but says words silently to himself; and as he says the words, he is stimulated and action results. They have also their unconscious (it was too handy a region to let go) but they call it the "unverbalized". There is no such thing as memory in the brain; but only a muscular capacity for responses from habit. Thus you see a man daily and often speak his name. Twenty years elapse and you see him, speak his name and recall how you used to golf together. The behaviorists' explanation of this power is that the muscles of the throat and chest learned to speak his name, and to talk about golf. So, when the eye sees the man twenty years later, these muscles start to act in the old manner, form the name and the mouth starts talking about golf like a gramophone. Is this more credible than or in any way an improvement on the old teaching that the memory remained in a brain cell during the period? It might, of course, be true; but Dr. Watson admits that they have not as yet any instruments to measure the action of the throat and chest muscles in such circumstances; but, he hopes, some day, to be able to demonstrate it all.

Man has become his own greatest problem; we must know more about ourselves—and quickly. If behaviorism had done nothing but stick thorns in the side of the aient science it would have been good. Psychology was too slow, too ready to speculate and not ready enough to experiment. Behaviorism has really accomplished something, besides tall talk. It has been able to show how habits are formed, and has proved the importance of early training. There are two sides to everything—the outside and the inside. The first psychologists began to study man from the inside. The behaviorists are starting now from the outside. Instead of the conflict the behaviorists imagine, and magnify, the two schools are not yet near enough to touch.

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