

# Mostly about People

By Wally Trabing



## Pizza Parlor Psychiatry

There must be some significance to interviewing an internationally known psychiatrist in Germano's Pizza kitchen, Rio del Mar.

Probably just a Freudian slip.

But here is where I caught up to Erich Fromm Wednesday, calmly munching a hamburger and sedately sipping a cuppa.

And he graciously answered questions which usually cost a body ugly money per minute.

Fromm is a seemingly gracious man, humbly pleasant to those light years below his intelligence; a man I imagine in his 60s whose books, "The Art of Loving," and "The Sane Society," have given him a place in history. A new book is out this month: "Man's Heart, Its Genius For Good And Evil." Harpers.

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And so, competing with his hamburger, I asked him about the dangers he sees in our mass media, namely television, and its outgushing of crime, violence and war formats.

Fromm sees danger in these types of TV shows.

"There should be something equivalent to the Food and Drug Act, applied to television, he said.

He said that TV advertising also has reached a point where people sometimes get sick of it.

"The mind is becoming stultified with commercials about body odors and hair oils.

"People know that a pill won't relieve them three to five ways, but at the same time they believe it," he said.

It's the old art of Pavlov's conditioning.

"Russia and China are great believers in conditioning the mind.

"And conditioning does something evil to the mind," said Fromm. "It makes it passive.

"Teaching the mind is better. This approach makes people aware of their conscience."

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Are people conditioned to war by association? How about our youngsters playing war with their "little men" and all sorts of toy military toys?

"Yes, I think a child should not play with military toys, but as far as conditioning the mind is concerned, I think there are much more dangerous things than toys.

"Slanting reporting, for one," he said, "giving unobjective information to the public—making appeals for hate."

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The modern-day mind is becoming increasingly cluttered. How can we unclutter it?

"I think through education and culture," said Fromm. "It makes the mind more sensitive.

"More sensitive so that a person can sense more of what they feel. It is not so much a matter of thinking, but being aware of feelings.

"We put too much emphasis on words today.

"If someone uses a big word, people think it's a fact," he said.

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Mr. Fromm took the top half of the bun off his hamburger before eating it.

### DE GAULLE DEPARTS

Rio De Janeiro, Brazil (AP) — French President Charles de Gaulle left by plane for Paris today, completing a 10-nation tour of Latin America.

In Collier-Seminole State Park, 17 miles east of Naples, Fla., on U.S. 41, is a memorial to the men who built the Tamiami Trail in the 1920s. It is one of the dredges used to dig fill for the highway's base.