

For professionals in the behavioral sciences only!

Announcing **behavior today**

THE HUMAN SCIENCES NEWSLETTER

a professional newsletter that keeps you up to the minute on the people, institutions, ideas, research, writing, jobs, grants, problems, politics, protest movements, splinter groups, social implications and radical criticism in the behavioral sciences.

The behavioral sciences have spread out so widely...and they're changing so rapidly... that it's almost impossible for you to keep up with everything. You can read every book, journal, paper and abstract...attend all the conventions, all the symposia...and still miss out on developments too new to be widely known. News that could alter your career.

That's why *Psychology Today* has just launched *Behavior Today*.

Behavior Today will be the clearing house of all the news you need—every other week—while it's still fresh enough to do you some good.

Our correspondents will range across all the behavioral disciplines—interviewing researchers, professors, corporation executives, publishers, authors, government officials—everybody and anybody who has, or is making, the news you need for your work.

Every two weeks, *Behavior Today* will give you this news and give it to you fast. You'll learn who's giving the grants—and to whom and for what. What the personalities are up to...the splinter groups...the protest movements. What the publishers want...what articles the editors need written. Who's doing what research. Reviews of new books, journals, monographs, papers.

It's the kind of information you've never been able to get all in one place before. Coming articles include:

- What about Washington's squeeze on grant money?
- White House conferences on child development and aging.
- The rising reaction against touch-feel groups—a witch hunt brewing?

- Jonas Salk recruits social scientists to explore bio-behavior interface.
- The mental state of the union—Nixon's national goals report.
- The HEW blacklist.
- Social psychology: its growing use by historians.
- Black criticism of "white research mentality."
- Social scientists as congressional witnesses.
- Foundations build their own labs.
- Research trend: the helping relationships.
- Voluntary control of heartbeat, pulse, blood pressure.
- Behavior modification—a tidal wave.

Special Half-Price Charter Offer

Why not start getting the fresh news right now? The regular annual subscription rate is \$25.00. Yet under the terms of this special charter offer, you can receive the first 13 issues (half a year) of *Behavior Today* for just \$6.25—exactly 50% off!

Send no money now. Just fill out and mail the coupon today. We'll bill you after you receive your first issue.

1/2 PRICE CHARTER SUBSCRIPTION OFFER

behavior today THE HUMAN SCIENCES NEWSLETTER 6-603

Del Mar, California 92014

Please enroll me as a Charter Subscriber to *Behavior Today*, and send me the next 13 issues—half a year—at the special 1/2 price Charter rate of \$6.25.

Dr. _____
Mr. _____
Mrs. _____
Miss _____ (please print)

Address _____

City _____

State _____ Zip _____

My title, job or position is: _____