

# 17 reasons why you should read psychology today

- 1 Why words are the least important of the ways we communicate with each other.
- 2 The sexual reason behind the popularity of natural childbirth.
- 3 Why political leaders are constantly in danger of insanity.
- 4 Why Asians make better politicians than Westerners.
- 5 Do men need more recreation than women?
- 6 What kind of parents do hippies make?
- 7 Why it may be time to end the taboo against incest.
- 8 The inferiority feelings of men who seek corporate power.
- 9 What the schizophrenic is trying to tell us.
- 10 Are campus activists rebelling against the system—or their parents?
- 11 What your daydreams reveal about your ethnic background.
- 12 Why do swingers tend to become impotent?
- 13 Is it time to grant the right to commit suicide?
- 14 Does a child think before he can talk?
- 15 Why are today's students attracted to violence?
- 16 Are "hawks" sexually repressed?
- 17 Are some men born criminals?

Want to learn what modern psychology has learned about people? Including you?

Until recently, that was quite an order. Your choice would have been to plow through professional journals. Read weighty new books as quickly as they came out. Or trust the mass media—where psychology is often sensationalized, distorted, oversimplified.

PSYCHOLOGY TODAY has changed all that. It allows the educated layman to catch up with the social sciences. And keep up. With full coverage of all the different approaches to understanding the human condition. The viewpoints range from hard-core Freudianism to the newer behaviorists who, frankly, think Freud was all wet.

It's psychology the way you'd want it to be presented. Excitingly. Without tired jargon. No cliché-ridden definitions. And with contributions by many of the most famous names in the behavioral sciences—like Bruno Bettelheim, Kenneth B. Clark, Rollo May, Ashley Montagu, Carl Rogers and B. F. Skinner.

#### Send for a complimentary issue

You can find out what PSYCHOLOGY TODAY is like—and learn a few things you may never have known before—without paying a penny. If you mail the coupon, we'll send you a complimentary issue of PSYCHOLOGY TODAY.

There's no obligation.



6-269

## psychology today

P.O. Box 2990, Boulder, Colorado 80302

Please send me my complimentary current issue of PSYCHOLOGY TODAY. I may keep my sample copy and owe nothing. However, unless I cancel, you may enroll me as a trial subscriber and send me the next 11 issues. Bill me after my subscription has started for just \$6.00, my special introductory rate—instead of the regular \$10 annual price.

Mr. \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**\* HIGH SCHOOL SENIORS –  
ENTER THE 30TH ANNUAL  
SCIENCE TALENT SEARCH  
\* WIN USA'S TOP  
SCHOLARSHIP, \$10,000  
\* SHARE \$67,500 IN  
WESTINGHOUSE SCIENCE  
SCHOLARSHIPS \* ATTEND  
THE SCIENCE TALENT  
INSTITUTE AS A WINNER**

FORTY WINNERS are chosen to attend the five-day all-expense-paid visit to the Nation's Capital. While there, ten will be selected to receive four-year Westinghouse Science Scholarships consisting of one \$10,000, two \$8,000, three \$6,000, and four \$4,000. Each of the remaining will receive \$250 Westinghouse Science Awards.

Judging is based on a report of about 1,000 words on an independent research project in the physical sciences, engineering, mathematics, biological sciences (excluding live vertebrate experimentation), or behavioral sciences. In addition, judges use answers to questions on a Personal Data Blank, and a transcript of the student's academic record and national test scores. The Science Aptitude Examination is no longer required.

An Honors Group will also be selected, and the names of the Winners and Honors Group will be brought to the attention of all approved universities, colleges, and technical schools in the U. S. More than 8,700 students have been members of the Winners and Honors Groups in the past 29 years. Because of their standing in this oldest and most prestigious competition of its kind, they have been offered scholarships from institutions seeking quality students with proven ability in science.

In 43 states and the District of Columbia, entry in this competition will enter students automatically in a State Science Talent Search. Scientists in those states will honor boys and girls worthy of distinction.

Many winners in the Science Talent Search are offered summer employment in scientific laboratories and other tokens of early acceptance into the world of science. Such benefits also come frequently to members of the Honors Group and to those who place in State Science Talent Searches.

The Science Talent Search is conducted by Science Clubs of America, an activity of Science Service, and is sponsored by Westinghouse Educational Foundation, an organization endowed by the Westinghouse Electric Corporation for the purpose of promoting education and science.

**ANSWERING YOUR QUESTIONS**

**Who May Compete?** Any boy or girl who is in the last year of secondary school (public, private or parochial) in the United States, but excluding U. S. possessions, who is expected by the certifying school official to complete college entrance qualifications before October 1, 1971, and who has not competed in any previous Science Talent Search is eligible.

**How Can Students Compete?** Teachers or other school officials should request entry materials for the outstanding science students in the school.

**Can Scholarship Winners Use The Money For Any Purpose?** Yes, as long as it applies to their science and engineering education in any college approved by the Scholarship Committee.

**Can A Student Compete For Other Scholarships?** Yes, any scholarship awarded a student can be added to any Westinghouse Scholarship or Award received in this competition.

**Must Winners Come To The Science Talent Institute?** Yes, if they wish to be considered for scholarships and awards.

**Will Girls Have As Much Chance As Boys?** Yes, honors will be distributed between girls and boys approximately in proportion to the number of girls and boys entering the contest.

**For further details including rules and regulations, write to SCIENCE CLUBS OF AMERICA, 1719 N Street NW Washington DC 20036**

