## psychology today

APRIL 1973 VOL. 6, NO. 11		THE MAGAZINE ABOUT PSYCHOLOGY, SOCIETY AND HUMAN BEHAVIOR
Patrice Horn	17	<b>News Line</b> Students judge character by beer labels; the ethics of studying stress by telling your subject he's about to die; lovesickness—a report on experimental psychophysiology in 300 B.C.; and other items.
Jerome D. Frank	22	<b>Stimulus/Response: The Demoralized Mind</b> All patients who seek therapy are demoralized, and it's the therapist's zeal, not his therapeutic school, that hastens the cure.
T George Harris	37	How To Dodge, an Introduction.
Sharon C. Wilsnack	39	Femininity by the Bottle Alcohol makes men feel powerful, women feel womanly Studies show that women may become alcoholics after a series of gynecological problems
Fanita English	45	<b>TA's Disney World</b> Transactional Analysis has moved from the games people play into the world of Script Analysis. Your life may be following the script of your favorite fairy tale
	45	TA: A Populist Movement
Gary Gregg	50	A Drive to Simplify and Make It, a sketch of Eric Berne.
D. O. Hebb, W. E. Lambert, and G. Richard Tucker	54	A DMZ in the Language War Chomsky believes that language is built into our genes Skinner says it's all a matter of operant conditioning. If we can go beyond simplistic stimulus-response thinking, we find that learning and heredity are equally important.
Carol Tavris	64	"Harry, You Are Going To Go Down in History As the Father of the Cloth Mother," a conversation with Harry F. Harlow. The psychologist who created terry-cloth and wire mothers for baby monkeys and thereby taught us all about our need to be cud dled, talks about man and woman—and puts the latter in her place.
Carol Tavris	66	Harry Harlow: A Passion for Primates, a sketch.
Walter Kaufmann	78	Do You Crave a Life Without Choice? Most of us suffer from decidophobia. Our fea of autonomy drives us into the arms of the church, the movement, or the marital partner An excerpt from an important new book.
Seymour Feshbach and Norma Feshbach	90	The Young Aggressors Girls are aggressive, too, but they're sneaky about it. Two psychologists trace aggression to its roots in the family circle and show why TV and Hollywood violence may not be as dangerous as we think.
	9	Input Books & Mayarines for Special People
	32	Authors
	102	Bibliography
	86	Classified Advertising
EDITOR-IN-CHIEF, T George Harris EDITOR, David Maxey MANAGING EDITOR, Elizabeth Hall ASSISTANT MANAGING EDITORS, Joyce A. F. Diener, Carol SENIOR EDITORS, Robert W. Glasgow, Kenneth Goodall, F Horn MANUSCRIPTS EDITOR, Paul B. Chance	Tavris Patrice	ART DIRECTOR, Tom Gould  ASSISTANT ART DIRECTOR, Rod Kamitsuka PHOTOGRAPHIC CONSULTANT, John Oldenkamp ARTISTS, John M. Hix, Arline Thompson ART ASSISTANT, Karen Ann Mullarkey STAFF, Barbara Bottomley  ART ASSISTANT, Was a Consultant, Solution of the Consultant of
CONSULTING EDITORS, Orville Brim Jr., Sam Keen, George S. Reynolds, Charles William Thomas II		PRODUCTION DIRECTOR, Jack Qualman  ASSISTANT PRODUCTION MANAGER, Margaret Beschen  ADVERTISING OFFICE MANAGER, Bill Wilson

Gorge S. Reynolds, Orwile Brim Jr., Sam Keen, George S. Reynolds, Charles William Thomas III
COPY EDITOR, Idamae Brooks
ASSOCIATE EDITORS, Catherine Caldwell, Gary Gregg, Jack C. Horn, Peter Koenig, Pamela Moore
ASSISTANT EDITOR, Alexander Censor
RESEARCHER, Margie Casady
ASSISTANT COPY EDITOR, Carol J. Gerhardt
EDITORIAL MANAGER, Mary Ernst
STAFF, Gail Bigknife, Miya Chami, Ryan Garcia, Linda Hurst,
Marilyn Pearsall, Mary Whiteside

ART ASSISTANT, Karen Ann Mullarkey
STAFF, Barbara Bottomley
PRODUCTION DIRECTOR, Jack Qualman
ASSISTANT PRODUCTION MANAGER, Margaret Beschen
STAFF, Mirni Temple
CIRCULATION DIRECTOR, Robert J. Krefting
CIRCULATION PRODUCTION, William Spiegel
SUBSCRIPTION FULFILLMENT MANAGER, Michael J. Ciuffreda
CIRCULATION PROMOTION MANAGER, Richard L. LePere
MARKETING ANALYST, Rosalie Bruno
ASSISTANT SUBSCRIPTION FULFILLMENT MANAGER, Jane Levin
STAFF, Georgia Cason, Penny Soderberg, Roberta Younker

EASTERN REPRESENTATIVES, Joseph Benjamin, Marilyn Bond, Jerome Koffler, Gerald Livingston, Donald Reis, Ronald Sche PROMOTION DIRECTOR, Emile Pragoff III RESEARCH ANALYST, Alan Jay Lutrin STAFF, Mary Arendt, Linda Eberwine, Margaret Traini ADVERTISING OFFICE MANAGER, Bill Wilson PUBLISHER, John Suhler CRM PERIODICALS DIVISION GENERAL MANAGER, James B. Horton CONTROLLER, Brian Sellstrom ASSISTANT CONTROLLER, Ty Levin ACCOUNTING SUPERVISOR, June Reno STAFF, Jacqueline M. Cosby, Cindy Davidson, Marilyn Dreyer, Dianne Kullberg, Heidl Lee, Jolly O'Hare, Sue Razzaia

Communications/Research/Machines Inc. PRESIDENT, Charles C. Tillinghast III

For UNUBUAL SUBSCRIPTION PROBLEMS ONLY, call the circulation department toil-free at 800-525-0344. Please direct NORMAL SUBSCRIPTION CORREPONDENCE, orders, changes of address, etc. to Psychology Today, P.O. Box 2990, Boulder, Colorado 80302. When changing address, please allow six weeks advance notice, including old address (use address label from latest sixue) along with new address. All Editorional Connerspondence should be directed to Psychology Today, 317, 14th St., Del Mar, California 92014.

PSYCHOLOGY TODAY is published monthly by Communications Research Machines, Inc., Carmel Valley Road, Del Mar, California 92014. Second-class postage rates paid at Del Mar, California and additional offices. Copyright. 1973, by Communications Research Machines, Inc. Advertising Offices. 18 East 53rd Street. New York City 10022, (212):758-6555, Midwest Advertising Representatives—The Laurence F. Benson Company, 200 East Ontario Street, Chicago, Illinois 66611, (312):787-4477; West Coast Advertising Representatives—Jacques Montague Company, 4121 Wilshire Boulevard, Suite 314, Los Angeles, California 90010, (213):385-4421, 235 Montgomery St. San Francisco. California 94104, (415):956-8420. RATES \$1.00 per copy. S12:00 per year. \$22:00 for two years, \$30:00 for three years in the United States, add 50¢ per year for Canada and \$2:00 per year elsewhere.



