

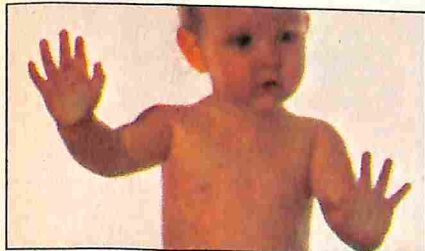
28
My Experience with the Baby-Tender
 By B. F. Skinner
 It began in 1943, when a young behaviorist built a scientific environment in which to raise his infant daughter. Since then, the story of Skinner's baby-tender, with assorted macabre embellishments, has become legend. Finally, the author sets the record straight.

42
Brain Potentials: Signaling Our Inner Thoughts
 By Richard M. Restak
 With a technique called evoked potentials, psychobiologists may soon be able to measure such things as decision-making ability and scholastic potential.

56
Come Back, Mister Rogers, Come Back
 By Jerome L. Singer and Dorothy G. Singer
 The rapid-fire pacing of television programs like "Sesame Street," argue two experts on imagination, inhibits the child's capacity for fantasy and impairs retention. . . .

57
Stop Picking on Big Bird
 By Gerald S. Lesser
 . . . Not so, says the chief psychological advisor to the Children's Television Workshop. Moreover, fast pacing can hone intellectual skills.

PAGE 28



64
Friendship: An Inquiry
 Who are our friends—and what do we expect from them? A *Psychology Today* readership survey explores the changing nature of friendship in America.

78
Tracking the Causes of Madness
 By E. Fuller Torrey
 Schizophrenia is more common in Ireland and Sweden than in Italy and Spain. People born in the spring are more likely to be schizophrenic than are those born in the fall. Such findings are helping researchers pinpoint the causes of this disease.

83
Confrontation Summer
 By Ron Jones
 When street-wise teenagers were asked to spend a summer working with adolescent mental patients, both groups had a lot to learn. And they did.

DEPARTMENTS

7
Letters

14
Psychology and the Arts / Grinds in the Modern Novel
 By Josephine Hendin
 Modern antiromantic heroes—men on a treadmill—save their sanity by collecting trivia and limiting expectations.

PAGE 42



16
Newsline
 Women who show nonverbal cues of high status are judged to be more competent; husbands say sex is their favorite sport, but women would rather read; and other items.

92
Personal / Inference Peddling
 By Robert E. Fuerst
 Introducing the Bob Hope and Sherlock Holmes Inferences, the Hawthorne Korrelary, and other examples of faulty reasoning.

104
Books / From Abortion to Rejuvenation: A Summa of Medical Ethics
 By Daniel Callahan
 The four-volume *Encyclopedia of Bioethics*, says a noted ethicist, charts a field full of controversy, avoiding overall bias.

Superpowers and the Head-Space Race
 By Morris B. Parloff
Superlearning brings Eastern European learning techniques to the Western do-it-yourselfer.

124
The Brain / The Chemistry of Brain Clocks
 By Monte S. Buchsbaum
 Neuroscientists now believe that drugs used to treat depression will help cure jet lag as well.

Cover: Photograph by Jim Houghton

PAGE 56



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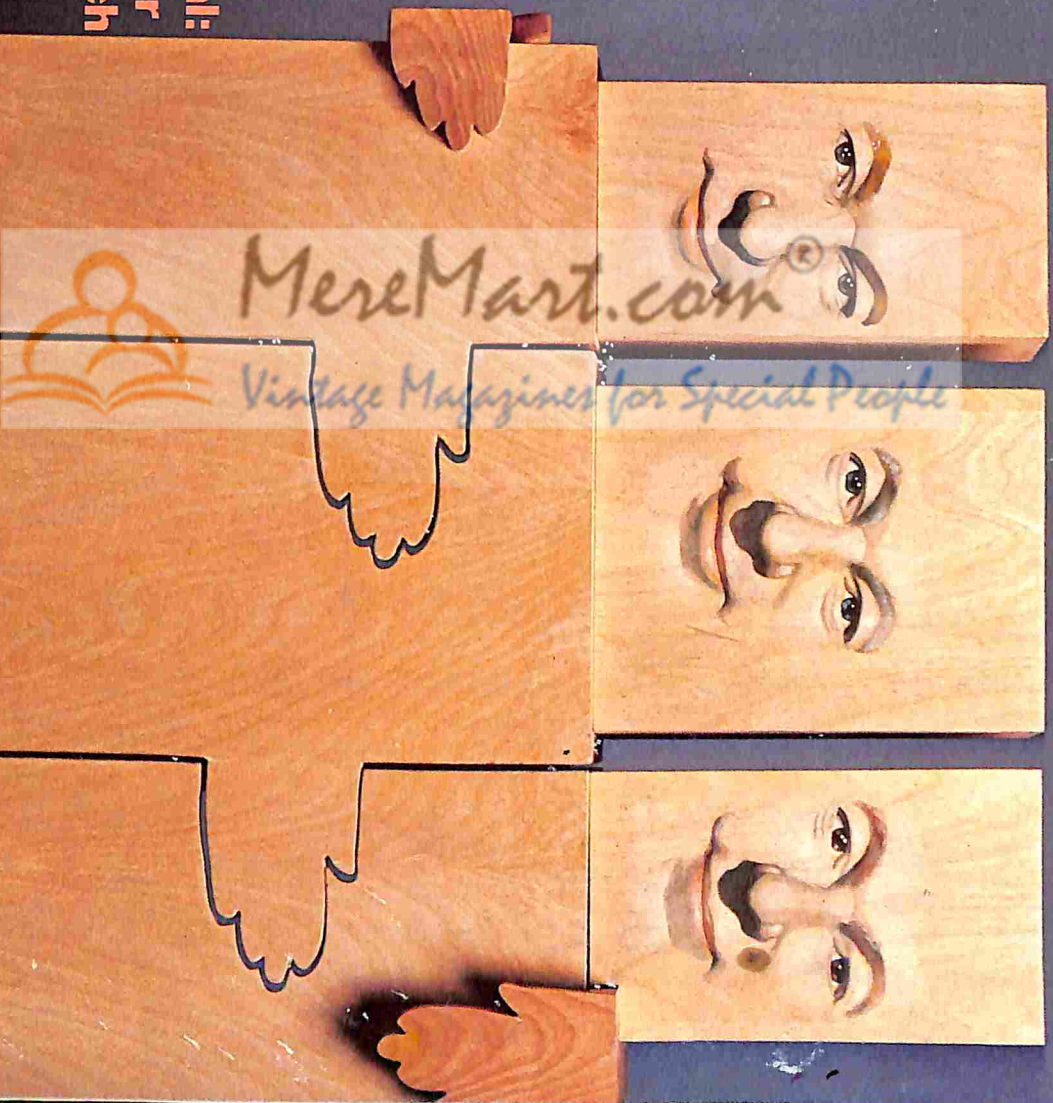
FRIENDSHIP

What It Means
To Be a
Friend Today--
A Questionnaire

B. F. Skinner
Tells the
Real Story of
His Legendary
Baby-Tender

Children's TV:
Does Fast
Pacing Inhibit
Imagination?

Evoked Potential:
The New Frontier
of Brain Research



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