

48
Special Abilities of the Sexes: Do They Begin in the Brain?
 By Daniel Goleman
 At least some differences in aptitudes between men and women may be neurologically determined, according to at least some new research.

62
The Sexes Under Scrutiny: From Old Biases to New Theories
 By Mary Brown Parlee
 Scrupulous studies are now tracking the sources of sexual identity.

70
The Selling of Soft Tech
 Stewart Brand interviewed by Wade Greene
 The creator of the *Whole Earth Catalog* is changing his mind about self-sufficiency. His new goal is a manageable technology.

80
Cooking with Psychophysics
 By Berkeley Rice
 Our perception of qualities like "naturalness" in food can be measured, say experts in sensory testing, who are attempting to psych out consumer tastes.

90
Bringing Up Mother
 By Julius Segal and Herbert Yahraes
 As parents influence their kids' behavior, the children are also shaping *them*.

PAGE 80



99
A Couple That Could
 By Robert Meyers
 How a young retarded couple achieved a home and a marriage.

110
Sex and Aggression: Proving the Link
 By Seymour Feshbach and Neal Malamuth
 A common taboo in our society keeps sex and aggression in check. Lifting the ban on one may trigger the other.

119
Animal Smarts
 By Jack C. Horn
 An IQ test for cats; dangling bats; a defense of the dinosaur.

DEPARTMENTS

9
Letters

15
Personal
On Watching Myself Get Old
 By Donald O. Hebb
 One of the most influential thinkers in psychology gently contrasts his research with his own experience.

24
Up Front
Social Science vs. Government: Standoff at Policy Gap
 By Amitai Etzioni
 Bureaucrats want practical results; researchers protest that the pressure leads to shoddy science.

PAGE 99



28
Newsline
 Adolescent *Sturm und Drang* revised; and other items.

127
Outlook
Cloneconomics
 By John J. Swetnam
 Cloning and cost-effectiveness.

129
At Issue
The Washington Drug Scene: More Tales Than Heads
 By Michael Halberstam
 Power and alcohol vs. pot and pills.

136
Books
How Werner Got It
 Psychologist Morris B. Parloff reviews William Bartley's authorized biography of Werner Erhard.

Talking About Sex:
The History of a Compulsion
 Christopher Lasch looks at Michel Foucault's *The History of Sexuality*.

What Little Girls Were Good For
 Claude Lévi-Strauss's *The Origin of Table Manners* reviewed by anthropologist James Boon.

172
The Brain
Secrets of the Placebo
 By Howard L. Fields
 Placebos create chemical changes.

Cover: Photo by Michael Somoroff

PAGE 129



EXECUTIVE AND EDITORIAL OFFICES: Psychology Today Magazine, One Park Avenue, New York, N.Y. 10016. Editorial contributions must be accompanied by return postage and will be handled with reasonable care. Publisher assumes no responsibility for return or safety of unsolicited art, photos, or manuscripts. Published monthly. Second-class postage paid at New York, N.Y. and at additional mailing offices. Authorized as second-class mail by the Post Office Dept., Ottawa, Canada, and for payment of postage in cash. Postmaster: send Form 3579 and all subscription correspondence to Psychology Today, P.O. Box 2990, Boulder, Colo. 80323. One-year subscription rate for U.S. and possessions, \$12; Canada, \$15. All other countries, one-year subscription rate, \$17, cash orders only, payable in U.S. currency. **ADVERTISING OFFICES:** One Park Avenue, New York, N.Y. 10016, (212) 725-3900; 180 North Michigan, Suite 1400, Chicago, Ill. 60601, (312) 346-2600; 2300 West Big Beaver Road, Troy, Mich. 48064, (313) 649-1950; 9025 Wilshire Boulevard, Beverly Hills, Ca. 90211, (213) 273-8050; 444 Brickell Avenue, Suite 250, Miami, Fla. 33131, (305) 374-1300; 130 West Wieuca Road, N.E., Atlanta, Ga. 30342, (404) 252-9588. Copyright © 1978 by Ziff-Davis Publishing Company. All rights reserved.

Psychology today

SPECIAL ABILITIES OF THE SEXES

Are Male and Female Brains Different?

The Link Between Sex and Aggression

How Babies Train Their Parents

Cooking with Psychophysics: New Ways to Measure

Consumer



490684 FLL 0204C092 1418 DEC78
CHARLENE V FOLLETT 11
204 CECIL ST SE
MINNEAPOLIS MN 55414

