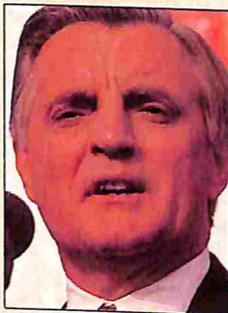


FEATURES

22 The Political Pitch

By EDWIN DIAMOND AND STEPHEN BATES
Ever since Eisenhower "answered America" in 1952, commercials have been a fact of modern politics. How effective are they? For some issues, for some people, under some conditions, some do work.



PAGE 22

34 The Great American Values Test

By SANDRA J. BALL-ROKEACH, MILTON ROKEACH AND JOEL W. GRUBE
Washington state, 1979: When researchers broadcast their own television program challenging people's beliefs in freedom, equality and other basic values, they discovered shades of Orwell's 1984.



PAGE 34

42 A Time for Grieving

By CHRISTOPHER JOYCE
Through ongoing studies of those who mourn, researchers hope not only to redefine "normal" grief, but to pinpoint those who need special help.

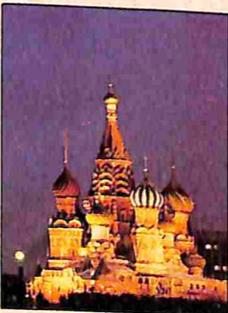


PAGE 42

PT SURVEY REPORT: OF CONFLICTS AND CONQUEST

48 The Looking Glass War

By S. PLOUS AND PHILIP G. ZIMBARDO
Drawn from actual American and Soviet cold war conduct, all the descriptions were true, but the names were removed to test our readers. The witnesses proved unreliable.



PAGE 48

PT CONVERSATION WITH MARIAN DIAMOND

62 A Love Affair with the Brain

By JANET L. HOPSON
Her pioneering experiments with rats have shown that, given the right stimulation, the aging brain is capable of remarkable change. Implication for human life: "Use it or lose it."



PAGE 62

COVER: ILLUSTRATION BY TODD SCHORR,
PHOTOGRAPH BY PHIL KOENIG

CROSSTALK

5 LETTERS

8 PUBLIC SECTOR

Mentally ill: Book 'em Danno. Will Ronnie win because everyone expects him to?

14 LEARNING

The classroom: When kids do have something to fear.

16 CHILDREN

Psychotic signs: Home movies don't lie.

18 BODY

Sociobiology: A personal statement.

20 THE SEXES

Pinpointing the real sex differences. Caring machos make it in med school.

74 HELP

Do Breathalyzers measure sobriety? Child sexual abuse: The lasting scars.

76 STATES OF MIND

A case study in elderly home care. Rectangular rooms: Larger than life.

82 WORK

Advertising: Do we spend against our will?

EXECUTIVE AND EDITORIAL OFFICES: Psychology Today Magazine, (UPS #504-170), 1200 Seventeenth St., N.W., Washington, D.C. 20036. 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. Volume 18, Number 11. POSTMASTER: Send address changes to Psychology Today, P.O. Box 2563, Boulder, Colo. 80322. Second-class postage paid at Washington, D.C. 20036 and at additional mailing offices. Authorized as second-class mail by the Post Office Dept., Ottawa, Canada, and for payment of postage in cash. One-year subscription rate for U.S. and possessions, \$15.99; Canada, \$18.99. All other countries, one-year subscription rate \$20.99, cash orders only, payable in U.S. currency. Subscription orders, problems and address changes send to: PSYCHOLOGY TODAY, Customer Service, P.O. Box 2563, Boulder, Colo. 80322, or call (303) 447-9330. ADVERTISING OFFICES: One Park Avenue, New York, N.Y. 10016, (212) 481-0200; 180 North Michigan, Suite 1410, Chicago, Ill. 60601, (312) 781-1785; 2855 Coallidge Rd., Suite 106, Troy, Mich. 48064, (313) 643-7797; 15840 Ventura Blvd., Suite 208, Encino, Calif. 91436, (818) 986-9048; Miller & Tillman, Inc., Corporate Commons, 4651 Rosewell Rd., N.E., Suite 201-C, Atlanta, Ga. 30342, (404) 252-9588. Psychology Today is published by the American Psychological Association, 1200 Seventeenth St., N.W., Washington, D.C. 20036. Copyright © 1984 by the American Psychological Association. All rights reserved. Psychology Today and Human Behavior are registered trademarks. Advertising Policy: The publication of any advertisement in Psychology Today is not an endorsement of the advertiser or of the products or services advertised, either by Psychology Today or by its owner and publisher, the American Psychological Association. Advertisers may not, without prior consent, incorporate in subsequent advertising or promotional materials the fact that a product or service has been advertised in Psychology Today or in a publication owned by the American Psychological Association. Psychology Today reserves the right unilaterally to reject, omit or cancel advertising for any reason. Advertisements that unfairly discriminate against any group or individual will not be accepted. The publisher expects that all claims and representations made by advertisers can be substantiated and that all guarantees will be honored.

You must be reading my mind.

86 Proof Blended Scotch Whisky © 1984 The Paddington Corp., NY

RARE
BLENDED SCOTCH WHISKY
100% SCOTCH WHISKIES
BLENDED AND BOTTLED IN SCOTLAND BY
JUSTERINI & BROOKS LTD.
St. James's Street, London, England
WINE MERCHANTS TO THEIR LATE MAJESTIES
KING GEORGE IV
KING GEORGE III
KING EDWARD VII
KING WILLIAM IV
KING GEORGE VI
QUEEN VICTORIA
AND TO HIS LATE ROYAL HIGHNESS
THE PRINCE OF WALES (1921-1972)

It whis

Testing Values

Bereavement

Mirror Conflicts

NOVEMBER 1984 \$1.95

Psychology today

THE AD BLITZ

PRIME TIME FOR POLITICS



MereMart.com
Vintage Magazines for Social People



*****5-DIGIT 55414
490684 FLL 0204C092 1418 JUN87
CHARLENE V FOLLETT 11#UA
204 CECIL ST SE
MINNEAPOLIS MN 55414