Why should you join the Behavioral Science Book Service now?

BECAUSE—it is the time-saving way to keep up with the whole expanding, exciting field.

BECAUSE—it is the money-saving way to acquire the important new works and reference works you'll want to keep.

BECAUSE—you need buy as few as four books a year from the many significant works offered.

BECAUSE—the Behavioral Science Book Service is the oldest, best-known, most respected club in the field.

BECAUSE—we're making this special introductory offer now—

Take any 3 books on this page (Values to $37.25) all for only $1 with your first selection in a short trial membership.

66120. THE PERSON IN PSYCHOLOGY. Gordon Allport. The great experimentalist's final treatise, now available for the first time in paperback. (Avery Press) $6.95/$5.50

66390. FEMININE PSYCHOLOGY. Ernest Jones. Dr. Sternberg's views on the acquisition of wisdom, condensed for the first time. (Avery Press) $7.95/$6.50

72660. THE PSYCHOLOGICAL DIMENSION OF FOREIGN POLICY. Joseph de Nucci. A detailed account of the psychological aspects of foreign policy, including an analysis of actual historical events. The author explains the political and historical backgrounds of nations. (Avery Press) $9.95/$7.50

73830. THE CHILDREN OF THE DREAM. Bruno Bettelheim. Dr. Bettelheim's study of kibbutz children tells of the profound difference between the American child and the biblical prophet. (Macmillan) $7.50/$5.95

85490. HUMAN SEXUALITY. James Leslie Foster. Presents detailed, accurate information on every aspect of sex— from the physiological development to the psychological implications. (Fawcett) $9.95/$7.50

86140. DEATH IN LIFE. Egon Becker. Winner of this year's National Book Award for Science, Professor Becker, a psychoanalyst, discusses man's own concept of death and explains how his understanding of the death experience will help him to understand himself. (Doubleday) $10.00/$7.50

87260. THE PSYCHOLOGICAL DIMENSION OF POLITICAL DECISION-MAKING. Based on his provocative study of the psychological background of political events, the author provides a new perspective in understanding the psychological implications of political events. (Harper) $7.95/$6.50

87470. THE PSYCHOLOGICAL DIMENSION OF MODERN MARRIAGE. Based on his study of the psychological background of modern marriage, the author provides a new perspective in understanding the psychological implications of modern marriage. (Holt) $7.95/$6.50

97380. THE CHILDREN OF THE DREAM. Bruno Bettelheim. Dr. Bettelheim's study of kibbutz children tells of the profound difference between the American child and the biblical prophet. (Macmillan) $7.50/$5.95

98350. THE PERSON IN PSYCHOLOGY. Gordon Allport. The great experimentalist's final treatise, now available for the first time in paperback. (Avery Press) $6.95/$5.50