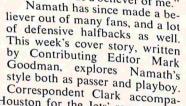
A LETTER FROM THE PUBLISHER

BACK in the Stone Age of professional football, when some players did not even wear helmets, Marsh Clark was already a committed and suffering fan (his team was the Redskins). Then, as the "teeniest end in the conference," he chased tosses from his prep "teeniest end in the conference, he chased tosses from his prep school quarterback on that legendary pattern, "the good old 21." That play, recalls Clark, "consisted of the single-wing quarterback releasing a pass in my general direction, then—being a good Christian gentleman—getting down on his knees to say a prayer." God apgentleman—getting down on his knees to say a prayer. God apparently did not listen to quarterbacks' prayers in those days, and Clark soon went back to the grandstand as a constant spectator and sometime sport reporter. Last week he was on familiar turf, interviewing Joe Namath for our cover story.

Clark first contributed to a TIME football cover ten years ago, when the subject was Vince Lombardi and the Green Bay Packers. Three years later, "Broadway Joe" was the American Football League Rookie of the Year, and Clark, like many pro fans in those

days, regarded the new league and its most colorful star lightly. "But one day in 1969, when I was bureau chief in Saigon," Clark says, "I set the alarm for 4 a.m. to listen to the Armed Forces Radio broadcast of the Super Bowl game between the Jets and the Colts. Joe made a believer of me." Namath has since made a be-



MARSH CLARK WITH JOE NAMATH

nied him on the team plane to Houston for the Jets' recent game with the Oilers, and again on the flight back to New York City. "Though the Jets had lost in a big upset, and Namath has a reputation for being difficult," says Clark, "I discovered that he was modest concerning his own achievements, praising of others, and he didn't dodge a question. He was nothing that I expected him to be, having read about him, and everything I expected him not to be."

Our Science section this week contains a report on the state of science in the Soviet Union. Associate Editor Frederic Golden wrote the story after a three-week tour of facilities that took him from atom smashers outside Moscow to Siberia's academic community, Akademgorodok. Along with daily doses of thermonuclear physics, exobiology and cybernetics, Golden and four other American writers were treated to generous helpings of Soviet show business: circuses, ballet, opera and even a Kremlin variety show. Back in New York and facing a deadline, Golden seemed a victim of temporary culture shock. "Like their scientists," he says wistfully, "science writers over there are an elite.'

Ralph P. Davdson

Cover Story46 Color69 Essay24	Economy80 Education57 Environment58	People42 Press44 Science78
Art67 Books88 Business84 Cinema76	Letters6 Medicine73 Milestones74 Modern Living45 Music66 Nation16	Show Business & Television92 Sport46 Theater56 World26

The Cover: Watercolor cartoon by Jack Davis.

TIME is published weekly, \$14.00 per year, by Time Inc., 541 N. Fairbanks Court, Chicago, Ill. 60611. Principal office: Rockefeller Center, New York, N.Y. 10020. James R. Shepley, President; Ill., and at additional mailing offices. Vol. 100 No. 16 © 1972. Time Inc. All rights reserved. Reproduction in whole or in part without written permission; is prohibited.

Founders: BRITON HADDEN 1898-1929 HENRY R. LUCE 1898-1967

Editor-in-Chief: Hedley Donovan Chairman of the Board: Andrew Heiskell President: James R. Shepley Chairman Executive Committee: James A. Linen Editorial Director: Louis Banks Group Vice President, Magazines: Arthur W. Keylor Vice Chairman: Roy E. Larsen

MANAGING EDITOR

ASSISTANT MANAGING EDITORS

SENIOR EDITORS

A.T. Baker, Laurence I. Barrett, Ruth Brine, John T. Elson, Timothy Foote, Otto Friedrich, Leon Jaroff, Marshall Loeb, Jason McManus, Christopher Porterfield, John M. Scott.

ART DIRECTOR

Louis R. Glessmann

ASSOCIATE EDITORS
Edwin Bolwell, Clell Bryant, Gilbert Cant, George J. Church, Gerald Clark
Spencer Davidson, William R. Doerner, Martha M. Duffy, Frederic Golden, L.
Griggs, Philip Herrera, Robert Hughes, Geoffrey James, Timothy M. James, T.
Kalem, Stefan Kanfer, Ray Kennedy, Jonathan Z. Larsen, Ed Magnuson, Lar
Morrow, R.Z. Sheppard, William E. Smith, Edwin G. Warner.

Nolem, Stefan Kanter, Roy Kennedy, Jonathan Z. Larsen, Ed Magnuson, Lance Morrow, R.Z. Sheppard, William E. Smith, Edwin G. Warner.

CONTRIBUTING EDITORS

Cock, Direct Manager, Cock, William E. Smith, Edwin G. Warner.

Virginia Adams, Christopher P. Andersen, William Bender, Patricia Blake, Jay Son, R. Jose M. Ferrer III, Mark S. Goodman, James Grant, Marguerite Johnson, Robert T. Jones, Bob McCabe, Frank B. Merrick, Mayo Mohs, Donald M. Wishniak, Sam R. Washington, Jack E. White.

REPORTER, RESEARCHERS

Department Heads: Priscilla B. Badger, Maria Luisa Cisneros (Letters), Marla Senior Staff: Jean Bergerud, Marssa Silverman.

Nancy L. Jalet, Vera Kovarsky, Nancy Newman, Sue Raffety, Clare M. Rosen, Rosemarie T. Zadikov, Vancy Newman, Sue Raffety, Clare M. Rosen, Sausn Altchek, Claire Barnett, Harriet Baumgarten, Patricia Beckert, Peggy T. Senior Staff: Loslicker, Diana Crosbie, Rosamond Draper, Mary Earle, Robert Men, Amanda Macintosh, Gaye Mechalosh, Sara C. Medine, Allers, Conspand Marchash, Gaye Mendinsh, Mary March Manager, Mary Loslicketin, Rosalind Halversen, Georgia Harbison, Marion Knox, Janet Lea Zona Sparks, Mary Themo, Jean M. Vallely, Susannan S. Washaurn, Genevieve Millon, OPERATIONS MANAGED, E. Wilson, Linda Young.

OPERATIONS MANAGER: Eugene F. Coyle

Charles P. Jackson (Makeup Edit Staff: Alton L. Clingen, Manuel D (Computer Computer) (Computer Composition) Robert WART DEPARTMENT

ART DEPARTMENT

Arturo Cazeneuve, David Merrill (Assistant Art Directors), Rosemary L. Frank
(Covers). Layout Staff: Burjer Nargolwala, Anthony J. Libardi, Leenard Schulen (Covers). Layout Staff: Burjer Nargolwala, Anthony J. Libardi, Leenard Schulen (Leenard Schulen (Leenard Schulen))

PHOTOGRAPHY
John Durniak (Picture Editor); Arnold H. Drapkin (Color Editor); Deborah Pierce, Michele Stephenson (Assistant Pierce Editors), Picture Researchers: Levelyn Merrin, Mary Dunn, Alice Rose George, Francise M. Hyland, Antoinette CORRESPONDENTS

retree, Michele Stephenson (Assistant Picture Editors), Picture Researche Evelyn Merrin, Mary Dunn, Alice Rose George, Francine M. Hyland, Antoine Melillo, Rita Quinn, Carol Saner, Nancy L. Smith, Elizabeth Statler.

Melillo, Rita Quinn, Carol Saner, Nancy L. Smith, Elizabeth Statler.

Michel Rose Service

Benjamin W. Catle, R. Edward Jackson, Robert Parker (Deputies)

Murroy J. Gart (Chief)

Benjamin W. Catle, R. Edward Jackson, Robert Parker (Deputies)

Washington: Hugh Sidey, Richard L. Duncan, Bonnie Angelo, John J. Aust Mashington: Hugh Sidey, Richard L. Duncan, Bonnie Angelo, John J. Aust Mashington: Hugh Sidey, Richard L. Duncan, Bonnie Angelo, John J. Aust MacNeil, B. William Mader, Lawrence Malkin, John Mullik Samuel R. Iker, N. Joseph N. Boyce, Burton Pines, Jacob Simmon, Sentress, Dean E. Fisch Fire, Mark Sullivan, Arthur White, Chief George, Gergory Herr, Jerroid L. Schh Gre Burton, Patricia Delaney, Donn F. Doseph N. Boyce, Burton Pines, Jacob Simms, Los Angeles: Donald Neft, Schott, William M. Allenter, John M. Wyork, Marsh Clark, Christopher Byron, Mary Croha Warcia Gauger, William Lambert, William F. Marmon Hamin, Janes F. Simmon, Sandy Smith, Salney W. Sillman, James F. Sim, Sandy Smith, Salney W. Sillman, James F. Sim, Sandy Smith, Salney W. Sillman, James F. Sire Range, Baston: John F. Stacks, R. United Nations: Friedel Unghebeuer.

Burope: William Rademaekewer. Nelan, Gisela Bolte, Brussels: Roger Bear Open: Strobe Talbott, Beirut; Gavin B. Stont, Marcia, Parker Rapis, Charles, E. Esser, Sillen M. Beirut; Gavin Scott, Moscow: John Sh. Western David Alkman, Salpon: Stanley W. Claud, Pham Xuan An, David DeVoss, B. S. Chang, Frank Wadolph S. Rauch III. Natiobi: John Blashill Fredbins, Prederick, Christopher John Blashill Fredbins, Prederick, Pham Wandan, Ander John Stewart, James S. Chang, Frank Wadolph S. Rauch III. Natiobi: John Blashill Fredbins, Medical Physics, Adel Pham Xuan An, David DeVoss, B. S. Chang, Frank Wadolph S. Rauch III. Natiobi: John Blashill Fredbins, Medical Physics, Adele

Harriet Bachman (Chief), Joy Howden (Deputy), Madeline Butler, Susan Hahn Rachel Lavoie, Katherine Mihok, Amelia Weiss, Shirley Zimmerman.

Paul Welch (Director), Norman Airey, Nicholas Costino Jr., Peter Draz, George Karas, Doris O'Neil, Frederick L. Redpath.

PUBLISHER Ralph P. Davidson

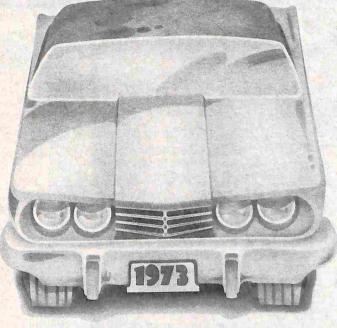
General Manager: Donald J. Barr Assistant Publisher: Lane Fortinberry Circulation Director: George S. Wiedemann III Business Manager: Lucy P. Werner

ADVERTISING SALES DIRECTOR

In 1970, we promised you a break on auto insurance when bumpers got tougher.

1973 car bumpers just got tougher. So here's 10%,15%, or 20% off your collision insurance.





Bumpers that can take bumps could mean great savings to American car owners. So Allstate made you a promise.

We said give us a car with tough bumpers and we'll give you auto insurance that costs less to buy.

Now we can keep that promise. 1973 cars have tougher bumpers.

So Allstate's giving all 1973 cars sold in this country a 10%, 15% or 20% discount on collision insurance.

The better the bumper, the better the discount.

If you're getting a 1973 car, make sure you come in and see us about your 1973 bumper discount. (Ask us about our other auto insurance discounts too.) We're trying to make driving a good

thing again. Tougher bumpers are a good start.



Special rates and discounts available most states.





