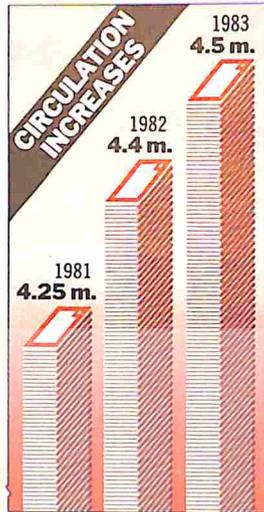


A Letter from the Publisher

News in America is not difficult to come by. One way or another, early or late, we all discover what is happening—to the world, to our communities, to us. What we don't hear or see on radio or television, we learn through newspapers or magazines. The latest news may even stem from someone's conversation, concern or argument. Somehow the word gets around.

The amount of information and its quality vary, but the proliferation of instant news through electronic media has not only increased Americans' awareness of events and issues, but intensified their need to know more.

One clear indication of this need for understanding is the demand for TIME, whose purpose, as it has been for almost 60 years, is not only to inform but to give perspective, relevance and meaning to the world's news. The weekly circulation of TIME, which slightly more than a year ago had grown by 150,000 copies, has now risen 100,000 more. As of the first week in January, TIME's guaranteed U.S. circulation will be 4.5 million copies, more than half again as large as that of any other newsmagazine. TIME also sells 1.3 million copies of its international editions. The simple, and to some surprising, fact is this: more people in more countries get their news from TIME each week than from any other single source.



Even as television networks are expanding their news coverage, and all-news cable networks have become a reality, this most recent advance in TIME's circulation confirms the increasing importance of TIME's role.

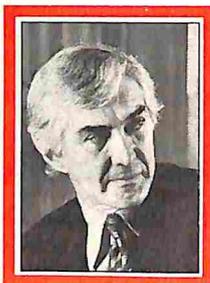
But beyond its coverage of the large national and international issues, TIME's responsiveness to the interests of a changing society accounts for its continued growth. There are now 32 clearly defined editorial sections, ranging from Religion and Show Business to Medicine and Computers. It is the news about these subjects that gives them their reason for being in TIME, but it is the subjects themselves that reveal that TIME is far more than just a newsmagazine. The critiques of music, dance, art, design, theater, books and films; the commentaries on living, education, behavior and environment; the reports on science; the essays; the cover story: all of these reach far beyond headline news.

Whatever prompts the reader to choose TIME over other magazines in ever higher numbers, it is certain that the demand for TIME is going to grow in the years ahead. The future will be no less complex, the need for sophisticated evaluation of news no less compelling. That is what TIME will give its readers, and that will be what TIME's readers know they can expect.

John A. Meyers

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Cover: Photograph by Gregory Heisler



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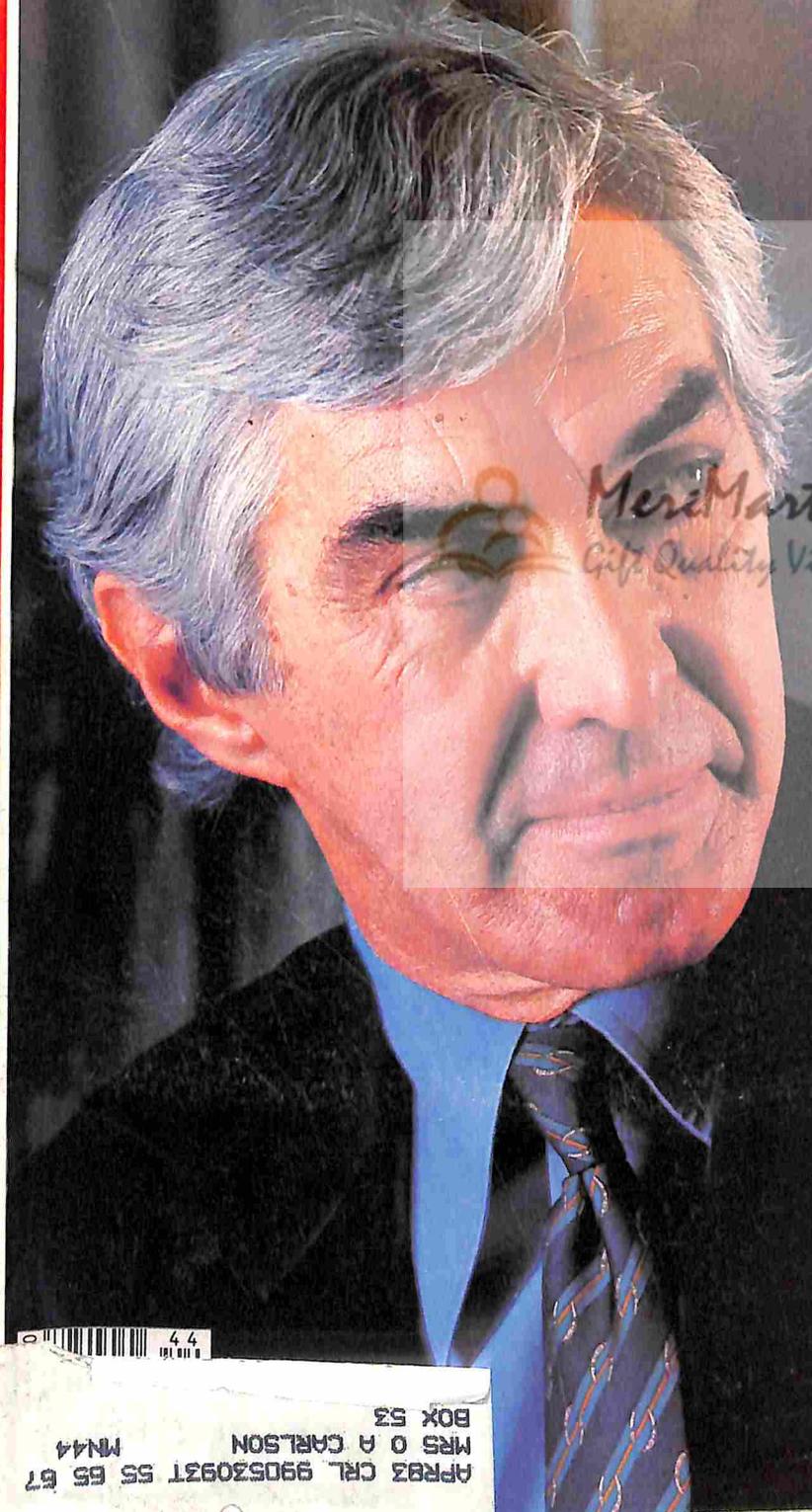
TIME

ELECTION '82
Will It Play
In Peoria?



The Bottom Line... **BUSTED**

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