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People you know and some you don't

This week's LIFE is largely about people, three of whom are well known, two rapidly becoming that way—and one whose name we never learn.

Anyone who knows much about football can identify Woody Hayes. He is an authentic American genius, fans say, the coach of a successful light industry known as the Ohio State University football team. The Buckeyes have had a winning season—to no one's great surprise—which means Woody has spent his usual amount of time berating the officials, abusing his players and jumping up and down on his hat. Woody gets worked up over football—but he wins.

Johnny Cash is the opposite kind—quiet, moody, restrained—but at the moment he is also a front-runner in show business. Country and Western music used to be confined to small towns and funny little way-down-at-the-end-of-the-band radio stations, but in recent years it has become respectable—if not sophisticated—and Cash is responsible for much of that. Claes Oldenburg is just as well known—though maybe in different circles—and the things he patterns his sculptures after are literally household words—hamburgers, lipsticks, bacon-lettuce-and-tomato sandwiches. The remarkable success of his flabby, gargantuan approach to art is told on pages 58–64D.

Two articles are about people who are likely to be heard from in the future. Cathy Burns was a plain-looking, quite unknown actress, struggling in proper fashion to find success in New York. Then she played the dumpy intruder in the film *Last Summer*, and now perfect strangers stop her on the streets to praise her. Jesse Jackson, who used to wait on tables in Greenville, S.C., is now the national director of a black economic movement called "Operation Breadbasket." He is at once both fiercely militant and nonviolent, and his deft manipulation of political realities makes some believe he may be the man to pull the splintered black movement together.

Finally, there is the story of a 22-year-old girl who is closer than most of us to death. We do not learn her name, nor do we need to. Her story begins on page 36.



HAYES



CASH



OLDENBURG



BURNS



JACKSON



Ralph Graves

RALPH GRAVES
Managing Editor

LIFE

JOHNNY CASH The Rough-cut King of Country Music

Johnny Cash sings
of trains, prisons
and hard times

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