# A LETTER FROM THE PUBLISHER

S he interviewed dozens of sources in the pop-recording field, New York Correspondent James Willwerth was frequently asked about his journalistic background. "I had to admit," he says, "that I've spent most of my time covering organized crime, rebellions, riots and the war." His book about Viet Nam, Eye in the Last Storm, was recently published by Grossman. The usual reply, recalls Willwerth, was, "You've come to the right place. You'll feel at home."

Though the pop music wars are less dangerous than Willwerth's earlier assignments, they are a fierce struggle for the record companies. This week in our cover story we examine the \$3 billion-ayear recording industry and the battle tactics being used.

For six weeks, Willwerth visited record industry headquarters, meeting pop music's promoters and star performers. Record companies, he found, can be ruggedly zany. "All the ingredients of a carnival are there: clowns, hucksters, mystics and assorted crazies-all



JAMES WILLWERTH & ROCK ENTREPRENEUR LOU ADLER

sniping at each other with popguns in an atmosphere of distorted mirrors and colored lights. I loved them all.

In the old Charlie Chaplin studios in Hollywood, Willwerth found Lou Adler, whose Ode Records is one of the most successful small recording companies. Midway through the interview, Adler excused himself, then dashed downstairs to join a basketball game between two bands, Chicago v. Cheech and Chong. Traveling on to San Francisco, Willwerth talked to Rock Impresario Bill Graham about his difficulties in starting a new record company, then accompanied a local record promoter on a tour of Bay Area radio stations. In Nashville the following week, the correspondent sat in on a recording session by Folk Artist Eric Andersen.

Back in New York, Willwerth turned his files over to Contributing Editor Mark Goodman, who wrote the story, and to Reporter-Researcher Rosemarie Tauris Zadikov, who did some interviewing herself. Zadikov, a seven-year veteran of TIME's Music section, was reared on classical music, but finds her tastes broadening. "People are becoming more sophisticated and are looking for quality," she says. "If they find it in popular music, then that is where they will go, even if they are over 30."

Ralph P. Davdson

Cover Story60	Cinema56	People or
Color19,47	Economy69	People35
	Environment43	Press36
Art46	Law55	Religion53 Science80
Books74	Letters3	Tolovi:
Business70	Milestones79	Television54
Cease-Fire17	Music60	Sport66
	Nation8	World27

The Cover: Watercolor by Tim Lewis.

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; Richard B. McKeough, Treasurer; Charles B. Bear, Secretary, Second class postage paid at Chicago, Ill., and at additional mailing offices. Vol. 101 No. 7 © 1973. Time Inc. All rights reserved.

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 Murray J. Gart, Edward L. Jamieson, Richard M. Seamon

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

Diplomatic Editor: Jerrold L. Schecter International Editor: R. Edward Jackson European Editor: Jesse L. Birnbaum. Associate: Curtis Prendergast.

ART DIRECTOR: Louis R. Glessmann

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

CONTRIBUTING EDITORS: Virginia Adams, Christopher P. Andersen, William Bender, Patricia Blake, Jay Cocks, Jose M. Ferrer III, Mark S. Goodman, James Grant, Marguerite Johnson, Robert T. Jones, Bob McCabe, Frank B. Merrick, Mayo Mohs, Donald M. Morrison, Mark Nichols, James Randall, Clare M. Rosen, Peter Stoler, Mark Vishniak, Sam R. Washington, Jack E. White, Roger Wolmuth.

REPORTER-RESEARCHERS: Marylois Purdy Vega (Chief), Leah Shanks Gordon (Deputy)

On (Deputy)

Department Heads: Priscilla B. Badger, Maria Luisa Cisneros (Letters), Marta
A. Fitzgerald, Dorothy Haystead, Raissa Silverman.

Senior Staff: Jean Bergerud, Margaret G. Boeth, Nancy McD. Chase, Anne
Constable, Kathleen Cooil, Patricia N. Gordon, Harriet Heck, Anne Hopkins,
Nancy L. Jalet, Vera Kovarsky, Nancy Newman, Sue Raffety, Erika K. Sanchez,
Eileen Shields, Betty Suyker, F. Sydnor Vanderschmidt, Nancy I. Williams,
Rosemarie T. Zadikov.

Susan Altrek Herry.

Rosemarie T. Zadikov.
Susan Altchek, Harriet Baumgarten, Patricia Beckert, Laura Bell, Peggy T. Berman, Judith Creedy, Diana Crosbie, Rosamond Draper, Mary Earle, Robert L. Goldstein, Rosalind Halvorsen, Georgia Harbison, Marion Knox, Janet Leamen, Amanda MacIntosh, Gaye McIntosh, Sara C. Medina, Alexandra Mezey, Deborah Murphy, Ursule Nadasdy, Brigid O'Hara-Forster, Hilary Ostlere, Shirley Rigby, Zona Sparks, Mary Themo, Cassie Thompson, Jean M. Vallely, Susanne S. Washburn, Genevieve Wilson, Paul A. Witteman, Linda Young.

Righy, Zona Sparks, Mary Themps, Cassie Thompson, Jean M. Vallely, Susaine
S. Washburn, Genevieve Wilson, Paul A. Witteman, Linda Young.

CORRESPONDENTS: Murray J. Gart (Chief), Benjamin W. Gate (Deputy)

Senior Correspondents: John L. Steele, Champ Clork

Washington: Hugh Sidey, John F. Stacks, Bonnie Angelo, David Beckwith,
Stanley W. Cloud, Walter Bennett, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jess Cook, Simmons Fentress, Dean E. Fischer, Hays Gorey, Jerry Hannise, Jerry Ha er; Hays Gorey, Jerry Han Neil, B. William Mader, La Sullivan, Arthur White. Ch Marguerite Michaels, Burto Mulliken, Sandy Sin, Boyce, Wierzynski, Joseph N. Boyce, Devid Wood, Richard Wood, David Wood, Richard Wood, Wood, Richard Wood, David W

Sullivan, Arthur White, Chicago, Gregory H. Wierzynski, Joseph N. Bayce, Marguerite Michaels, Burlon Pines, Jacob Simms, David Wood, Richard Wood, Devoss, Donn F. Downing, Judy Fayard, Roland Flamin, Timothy Tyler, John L. Wilhelm, New York: Marsh Clark, Marcia Gauger, Christopher Byron, John L. Wilhelm, New York: Marsh Clark, Marcia Gauger, Christopher Byron, John L. Orompkins, James Willwerth, Atlanta: Joseph J. Kane, Peter Range, K. Huff. Nautons: Leo Janos. San Francisco: Karsten Prager, John J. Austin. Houston: Leo Janos. San Francisco: Karsten Prager, John J. Austin. Lurited Nations: Friedel Ungeheuer.

Europe: William Rademaekers, David B. Tinnin, Robert Parker. London: Jordan Bonfante, William McWhirter. Paris: Charles R. Eisendrath, Romei James Bell, Wilton Wynn, Jerusalem: William F. Marmon Jr., Marlin, Shaw. Hong Kong: Roy Rowan, David Aikman, Bing W. Wong, Saigon: Phom Xuan An, Barry Hillenbrand, Nairobi: Lee Griggs, Eric Robins. New Delhi: Jwand. James Wilde (National Carr.), Robert Lensing Lemont, Geoffrey Stevens (Matwol), Henry Muller (Vancouver). Buenos Aires: David C. Lee. Rio de Janeiro: Rusews Desks: Rosemary Byrnes. Cable Desk: Minnie Magazine. Administrat OPERATIONS MANAGER: Eugene F. Coyle, PRODUCTION: Charles, Aland.

OPERATIONS MANAGER: Eugene F. Coyle. PRODUCTION: Charles P. Jackson (Makeup Editor); John M. Cavanagh (Deputy). Production Staff; Alton Clingen, Manuel Delgado, Agustin Lamboy, Austin Metze.

ART DEPARTMENT. Active Country Boyd Jr.

Art Directors).

ART DEPARTMENT: Arturo Cazeneuve, David Merrill (Assistant Art Directs Rosemary L. Frank (Covers). Layout Staff: Burjor Nargolwala, Anthony Dardi, Leonard Schulman, Alan Washburn, Michael C. Witte. Maps abel Lenkiewicz, Nina W. Linn.

PHOTOGRAPHY. Lake David Merrill (Colember 1) Photography. Lake David Merrill (Colember 2) Photography. Lake David Merrill (Assistant Art Directs 2) Photography. Lake David Merrill (Assistant Art Directs 2) Photography. Lake David Merrill (Assistant Art Directs 2) Photography (Colember 2) Photography

COPY DESK: Harriet Bachman (Chief), Joy Howden (Deputy). Madeline Butlet BoltoRIAL SERVICES: Paul Welch (Deputy).

EDITORIAL SERVICES: Paul Welch (Director), Norman Airey, Nino Jr., Peter Draz, George Karas, Doris O'Neil, Frederick L. Redpt

Ralph P. Davidson General Manager: Donald J. Barr Assistant Publisher: Lane Fortinberry Circulation Director: George S. Wiedemann III

Business Manager: Louis B. Dotti Jr. ADVERTISING SALES DIRECTOR

U.S. Advertising Sales Director: John C. Thomas Jr.
Associate U.S. Advertising Sales Director: Kenneth E. Clarke

LETTERS

## Shocked, Titillated and Disgusted

Sir / Your cover story on Last Tango [Jan. 22] terrified me. A society that spends so much time thinking about, filming and writing about sex obviously does not have much else it considers important enough to occu-

We are now nearly ready for the takeover, from wherever it may come. We have not the mental vigor left to resist, and some-one will walk off with the house while we are preoccupied in the bedroom.

THOMAS S. LOEBER Coos Bay, Ore.

Sir / I recognize that you are not responsible for the fact that Last Tango was produced, and that as a modern, sophisticated and wide-ranging magazine you cannot ignore it. But you certainly are responsible for giving it such supremely prominent, sickeningly detailed coverage.

What image of life is this to present to our children and young people? True, they will not be allowed to see the film, but with your graphic reporting they will have no

> (MRS.) SUE M. MANGAN Arlington, Va.

Sir / Has TIME gone mad? BLANCHE DERR Bellerose, N.Y

Sir / Since you have stooped to pimping for B-rated peep-show-type movies, this is my last tango with TIME.

I can't wait to see the movie

Sir / Minutes after my TIME came, I threw it in the refuse can, whereupon the rest of the garbage got out and walked away. FRED W. RAAB

Bayonne, N.J.

Sir / Those of us who are awaiting the reformation must be grateful to Marlon Brando and Director Bertolucci.

Only after respectable folk embrace the excesses of an era can a return to decency begin.

VIRGINIA FREAS Richland, Mich.

Sir / Your taste and self-esteem as a publication are apparently as debased as are Mr. Bertolucci's and Mr. Brando's. And don't tell us we're not qualified to judge ar-

We're so sophisticated that we always know when we're about to throw up.

SHIRLEY AND BOWDEN ATHERTON Galveston, Texas

Sir / Where have all the flowers gone?

They have wilted into a stinking pile of compost nurtured by irresponsibility. disrespect, laziness, greed and moral decay, exemplified by TIME's feature story on Last Tango.

EDWARD WALKER N. Syracuse, N.Y.

Sir / I know there will be thousands of moviegoers standing in endless lines up to their hips in lascivious drool to see Last Tango, but please use the space in your magazine

for better fare than degenerate films. Where will our younger generation find some older group to admire? Standing in line to watch Last Tango?

MRS. R.W. MACGREGOR

Syosset, N.Y.

Sir / Having heard previous accounts of Bertolucci's Last Tango in Paris, I had already resolved that its explicitness would be a bit too much to take

Thanks to your well-written article. my mind is at least a bit more open to Tango and all its elements. Bertolucci will have my price of admission.

VENTURA L. DIROCCO New York City

Sir / It is interesting to note that the so-called intellectuals of this world usually find artistic merit and true brilliance where the dumb masses only recognize trash as trash

JILL LEVENHAGEN Wauwatosa, Wis.

Sir / My God! What kind of people must we be who are "mature, capable of grasp ing the idea underneath this movie"?

Underneath is an apt word for a sick, degenerate society that must turn to a film such as this to rationalize and project its philosophic values

(MRS.) HANNAH J. SMITH Cincinnati

Sir / For the sake of brevity, couldn't you have just put the description of Last Tango under PEOPLE, and said, "Marlon Brando is making a real dirty movie with Maria Schneider, and it is called Last Tango in Paris. It's a real must if you like that sort

MRS. FRANCIS X. MCGRATH Potomac, Md.

Sir / I am listening to a local radio station and am astounded by a barrage of phone calls to the station condemning your cover story on Last Tango in Paris. While I realize that tastes vary, and thank heavens for that, I am continually appalled by America's attitudes toward sex and violence. A harmless newsmagazine article like yours is regarded as filthy, sinful and unfit for viewing by "decent" women and children. And yet children are packed off to Saturday matinees featuring war and/or gore films Please, please tell me where society's values became confused. When did violence cease to shock and sex lose its beauty? I real ly don't understand. Something is terribly

ALICIA CRAWFORD St. Louis

### Congress Is Outdated

Sir / TIME's cover story on the crisis in Congress [Jan. 15] is fascinating, but it unfortunately never quite comes out with what needs to be said: our Constitution, now almost two centuries old, prescribes a Gov ernment that no longer functions.

The separation of Executive and Legislative branches was designed to distribute and limit power, to prevent its concentra tion. However, the division also guarantees competition and conflict, which frequently expand to the point where they immobilize the system. The checks and balances make it possible to shift responsibility and avoid accountability, but they no longer effectively restrain power. The system is artificial and arbitrary

We must have a new constitutional sys-

How you can get a fine watch and find friendship and adventure for just \$10.95:

manager has come up with another irresistible scheme to attract customers and friends. The wretch has induced us to "sell" Swiss-made HAVERWATCH at the laughable price of \$10.95. "Why not just give the watch away," we asked, "and get it over with?" But our man insisted that to charge \$10.95 would separate the men from the boys. Be that as it may, here is your chance for an almost sinful bargain. HAVERWATCH, of super-virile design, has a brushed steel case, stainless back, is antimagnetic, has an extra fancy dial with sweep-second hand, calendar (with magnifier), and even features a strategically placed jewel! But that isn't all. With the HAVERWATCH you will also receive our color-full 64 page Catalog, PLUS a \$2 GIFT CERTIFICATE. which you may apply to your first purchase. Once you are our customer and friend, you'll receive every month delightful and amazing offers of outstanding merchandise. One more word about the watch: you may return it in two weeks for full refund if not delighted (and still remain our friend).

And it is guaranteed one year for manufacturer's defects (we repair or replace free, of course, only charge for postage and handling). Simply clip this ad, jot your name, address (and zip) on the margin and send it to us with your check for \$11.95 (\$10.95 plus \$1 for postage and insurance—Calif. residents please add \$.60 sales tax), and we'll rush the

The fevered brain of our promotion

583 Washington, San Francisco 94111

HAVERWATCH right out.

TIME, FEBRUARY 12, 1973



FEBRUARY 12, 1973



