

A LETTER FROM THE PUBLISHER

MOST public figures, including writers, welcome publicity nowadays. If anything, the press has to be on guard against overeager publicity seekers. But there are some personalities who make a fetish of resisting exposure—and they are more of a problem. As it happens, TIME this week deals with two of them, both authors.

One is the mysterious Thomas Pynchon, whose novel *Gravity's Rainbow* is reviewed in our Books section by R.Z. Sheppard. The other elusive character is our cover subject, Anthropologist Carlos Castaneda, whose three volumes about his experience with Indian Sorcerer Don Juan have become national bestsellers.

Castaneda's penchant for privacy did not deter Correspondent Sandra Burton from unraveling some of the mysteries about the author. Burton met her subject repeatedly—at U.C.L.A.'s anthropology department, over dinner at a Japanese restaurant and at a "power spot" in the rugged canyons north of Los Angeles.

J.R. EYERMAN

Certain details of his personal history were not checking out as factually correct," says Burton, "and I confronted him with the discrepancies. He countered with an appealing argument that vital statistics are not pertinent, that what is important is who we are now, not who we were. He had succeeded in cutting himself off from his past and had admittedly fudged on his vital statistics. My job was to recover them."

While TIME correspondents in Italy dug for proof of Castaneda's residence some 20 years ago in Milan, reporters in Buenos Aires and Rio de Janeiro sought to trace his early years in South America. Correspondent Bernard Diederich visited known witchcraft centers in rural Mexico in search of Don Juan, and

Sandra Burton herself traveled south of the border seeking the shaman. In New York, Reporter-Researcher Patricia Beckett interviewed Castaneda's friends and fellow anthropologists. Digging through old records, Burton finally found immigration papers indicating that Castaneda's origins were really Peruvian. With that clue, our reporter in Peru, Tomás A. Loayza, discovered the first solid biographical facts about Castaneda by locating members of his family, their jewelry shop and former friends in Lima.

The story was written by Robert Hughes, who himself had interviewed Castaneda two years ago, and edited by Timothy Foote. "The real man probably exists somewhere between the factual past that we resurrected and his own accounts of it," concludes Correspondent Burton. "In a way, Castaneda sought to describe the essence of a separate reality and we, using traditional standards of reality, sought the essence of Castaneda. Both remain elusive."

Ralph P. Davidson

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Ford Galaxie 500 4-Door Hardtop. Among options shown are vinyl insert bodyside molding, vinyl roof, and Power Mini-vent Windows.



Ford LTD Brougham 2-Door Hardtop. Among options shown are a power-operated Sunroof, white sidewall steel-belted radial ply tires, and front cornering lamps.

If you think all new cars are the same, take a look at the new Fords.
The closer you look, the better we look.

Two unbiased panels of auto experts took a close look at all the 1973 cars. They tested them thoroughly.

Based on these tests, Ford won "Car of the Year" in Road Test's competition.

And Ford LTD won "Full-size Sedan of the Year" in Motor Trend's competition.

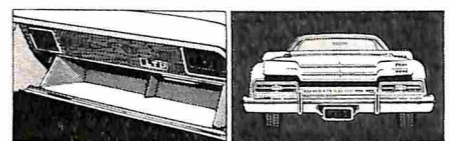
A close look shows why experts rated the restyled LTD's and Galaxie 500's so highly. Motor Trend said, "The clincher was Ford's stock in trade: A super quiet interior with isolation from road noise."

Ford luxuries that are standard impressed the experts. A 351 V-8. Automatic transmission. Bodyside moldings. Power steering. Power brakes. Power ventilation, and more.



LTD luxurious Brougham interior shown with optional split bench seats, passenger recliner.

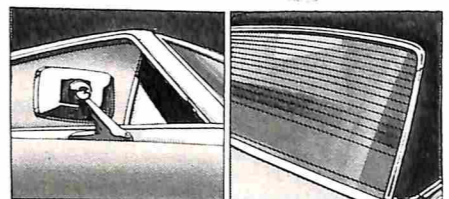
Ford's Front Room has ample space even for six-footers. Full-length door armrests. Push carpeting. All standard.



Super-size glove box.

Electric trunk lid release.

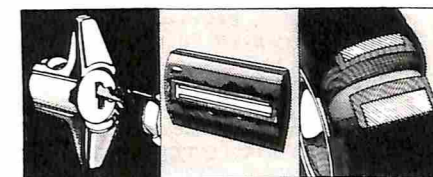
More that's new about the '73 Fords... a bin-type glove box larger than any of Ford's standard-size competitors. An inside trunk lid release is available. So is an automatic seat back release on 2-Doors, more.



Remote control right-hand mirror. Power Mini-vents.

Improved electric rear window defroster.

Better visibility ideas include an optional electric window defroster and a driver adjustable remote control right-hand mirror. And Power Mini-vents that provide more ventilation with less wind noise are available on 4-Doors.



New Anti-theft Alarm System. Side door Steel Guard Rails. Steel-belted radial ply tires.

For driving peace of mind... optional steel-belted radials tested to give the average driver up to 40,000 miles of tread life under normal driving conditions.

Safety features include side door Steel Guard Rails, a new energy absorbing bumper system and an optional Anti-theft Alarm System with spare tire lock and lockable inside hood release.

New styling, features, options and comfort. That's why we invite you to take a closer look. And that may be why Road Test calls the '73 Ford "the finest family car to be found at its price in showrooms today."

Quiet is the sound of a well-made car.

FORD

FORD DIVISION

FIFTY CENTS

MARCH 5, 1973

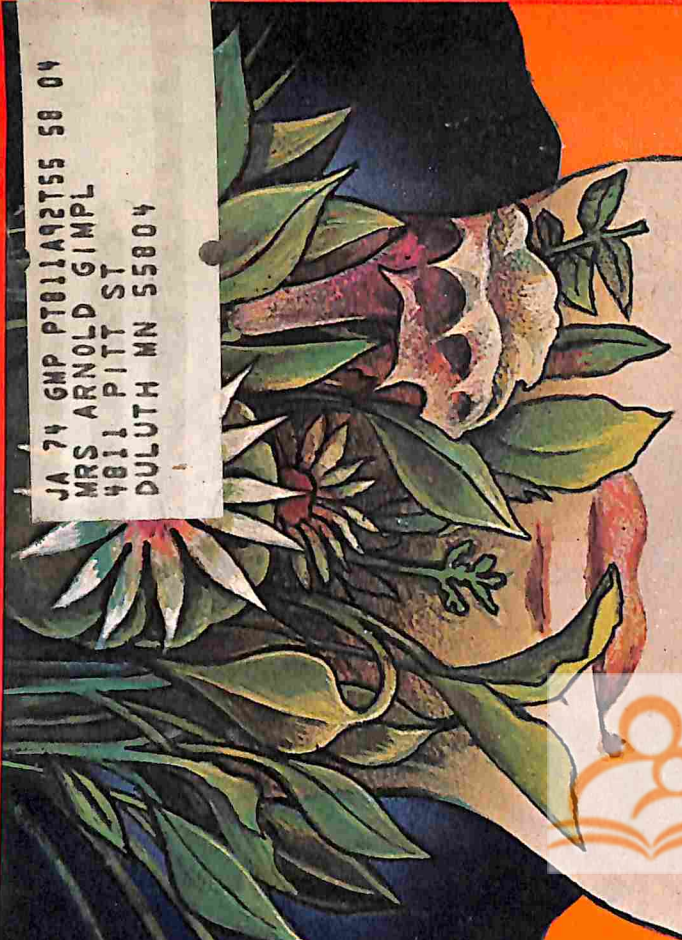
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