

TIME

THE WEEKLY NEWSMAGAZINE

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

EDITOR-IN-CHIEF: HEDLEY DONOVAN
CHAIRMAN OF THE BOARD: ANDREW HEISEL
PRESIDENT: JAMES R. SHEPLEY
CHAIRMAN EXECUTIVE COMMITTEE: JAMES A. LINEN
SENIOR STAFF EDITOR: DANIEL SELIGMAN
VICE CHAIRMAN: ROY E. LARSEN

MANAGING EDITOR

Henry Anatole Grunwald

ASSISTANT MANAGING EDITORS

Edward L. Jamieson, Richard M. Seamon

SENIOR EDITORS

A. T. Baker, Laurence I. Barrett, George G. Daniels, Michael Demarest, John T. Elson, Timothy Foote, Leon Jaroff, Ronald P. Kriss, Marshall Loeb, Peter Bird Martin, Jason McManus, Robert Shnayerson

ART DIRECTOR

Louis R. Glessmann

ASSOCIATE EDITORS

Douglas Auchincloss, Harriet Bachman, Gurney Breckenfeld, Clell Bryant, Richard Burghelm, Gilbert Cant, Gerald Clarke, Spencer Davidson, Philip Herrera, Keith R. Johnson, T. E. Kalem, Stefan Kanfer, Ray Kennedy, John Koffend, Ed Magnuson, Lance Morrow, John M. Scott, David B. Tinnin, Edwin G. Warner

CONTRIBUTING EDITORS

William E. Barnes, William Bender, Patricia Blake, Edwin Bolwell, Ruth Brine, Marshall Burchard, George J. Church, Jay Cocks, Christopher C. Cory, Harold L. Cowther Jr., Johanna Davis, Charles Dersesky, George Dickerson, William R. Doerner, L. Clayton Du Bois, Martha M. Duffy, José M. Ferrer III, Frederic Golden, Mark S. Goodman, James Grant, Robert G. Hummerstone, Geoffrey James, Timothy M. James, Marguerite Johnson, Katie Kelly, Alwyn Lee, Bob McCabe, Mayo Mohs, Mark Nichols, John L. Phillips, James Randall, R. Z. Sheppard, William E. Smith, Larry Still, Peter Stoller, Gene Thornton, John S. Tompkins, Mark Vishniak, Carey Winfrey

RESEARCHERS

Marylois P. Vega (Chief), Leah Shanks Gordon, Lu Anne Aulepp, Nancy McD. Chase, Maria Luisa Cisneros, Mary Fernandez, Marta A. Fitzgerald, Dorothy Haystead, Joy Howden, Amelia North

Virginia Adams, Susan Altechek, Margaret Bach, Priscilla B. Badger, Claire Barnett, Patricia Beckert, Jean Bergerud, Madeleine Berry, Margaret G. Boeth, Dorothea Bourne, Molly Bowditch, Anne Constable, Kathleen Cool, Rosamond Draper, Rosemary L. Frank, Joanne Fung, Marie Gibbons, Patricia Gordon, Georgia Harbison, Harriet Heck, Nancy L. Jalut, Mary Kelley, Geraldine Kirshenbaum, Marion Knox Vera Kovarsky, Nina W. Lihn, Gail Lowman, Amanda MacIntosh, Gaye McIntosh, Gillian McManus, Clare Mead, Sara C. Medina, Alexandra Mezey, Ingrid K. Michaelis, Marguerite Michaels, Deborah Murphy, Ursula Nadasy, Nancy Newman, Hilary Ostler, S. Marion Pikel, Sue Rafferty, Wendy Raymond, Erika K. Sanchez, Ellen Shields, Kalissa Silverman, Michele Stephenson, Betty Suyker, Anne Tan, Mary Themo, Loti Timnick, Stephanie Trimble, F. Sydnor Vanderschmidt, Susanne S. Washburn, Michele Whitney, Nancy Williams, Linda Young, Rosemarie T. Zadikov

PICTURE AND PRODUCTION EDITORS

Charles P. Jackson (Chief), John M. Cavanagh, Eugene F. Coyle (Deputies), Pictures: Alton L. Clingen, Alan Washburn, David P. Wyland, COLOR DIRECTOR: Arnold H. Drapkin, COLOR PROJECT REPORTER: Andrea Svedberg, PRODUCTION: Burior Nargolwala, Erwin S. Edelman, Manuel Delgado, Agustín Lamboy, Austin Metzke, Stanley Redfern, PICTURE RESEARCHERS: Greeta Davis, Mary Dunn, Alice Rose George, Ursula Hotchner, Evelyn Merrin, Francine Miles, Deborah Pierce, Carol Saner, Nancy L. Smith, Elizabeth Statler

ASSISTANT ART DIRECTOR: Arturo Cazenueve

CORRESPONDENTS

Time-Life News Service

Murray J. Gart (Chief)

R. Edward Jackson, Robert Parker (Deputies)

Senior Correspondent: John L. Steele

Washington: Hugh Sides, Edwin W. Goodpaster, Bonnie Angelo, John J. Austin, Walter Bennett, Martha Buckner, Vincent A. Carlin Jr., Jess Cook Jr., Simmons, James Bell, James E. Fischer, Hays Gorey, Jerry Hamlin, Paul R. Hathaway, Neil MacNeil, Lawrence Malkin, John Mulliken, Herman Nickel, John F. Stacks, Mark Sullivan, Arthur White, Marvin H. Zim. **Chicago:** Champ Clark, Joseph N. Boyce, Samuel R. Iker, Frank B. Merrick, Jacob Simms. **Los Angeles:** Donald Neff, Sandra Burton, Donn E. Downing, Jonathan Z. Larsen, Martin Sullivan, Timothy Tyler, David A. Whiting, John L. Wilhelm. **New York:** Frank McCul- loch, Alan H. Anderson Jr., Roger Beardwood, Mary Cronin, Douglas Ganser, Hugh D. Greenway, Ted Hall, Jill Krentz, Leonard Levitt, Richard N. Ostling, Karsten Prager, Rudolph S. Rauch III, James F. Simon, Sandy Smith. **Atlanta:** Joseph J. Kane, Kenneth Danforth, Peter Range. **Boston:** Gregory H. Wierzynski, Barry Hillenbrand, Robert Lewis, Ruth Mehrtens. **Detroit:** Peter Vanderveken, David Duggell. **Houston:** Leo Janos, David DeVoss. **San Francisco:** Jesse L. Birnbaum, Gisela Bolte, William F. Marmion Jr. **United Nations:** Frederick Gruin

London: Curtis Prendergast, Lansing Lamont, Honor Balfour, Patricia Delancy, Charles R. Eisdendath, Christopher Porterfield. **Paris:** William Rademaekers, Roland Flamini, Horace Judson Paul Ress. **Bonn:** Benjamin W. Cate, George Taber. **Common Market:** Robert Ball. **Rome:** James J. Hill, John Shaw, Wilton Wynn. **Jerusalem:** Martin Levin. **Eastern Europe:** B. William Mader. **Beirut:** Gavin Scott. **Mediterranean:** Lee Griggs. **Moscow:** Jerrold L. Schecter, Stanley W. Cloud. **Far East:** Louis Kraar (Singapore). **Hong Kong:** Bruce W. Nelan. **Saigon:** Marsh Clark, Robert S. Anson, James Willwerth. **Bangkok:** Burton Pines. **East Africa:** John Blashill. **West Africa:** James Wilde. **New Delhi:** Dan Coggin, James Shepherd. **Tokyo:** Edwin M. Reingold, S. Chang, Frank Iwama. **Sydney:** Ernest Shirley. **Ottawa:** Richard L. Duncan. **Geoffrey Stevens.** **Toronto:** Peter Simms. **Robertson Cochrane.** **Montreal:** William Fried- man. **Calgary:** Ed Ogle. **South America:** David C. Lee (Buenos Aires); Mo García (Caracas); Kay Huff (Rio de Janeiro). **Mexico City:** Bernard Diederich. **News Desks:** Rosemary Byrnes, Marcia Gauger. **Cable Desk:** Minnie Magazine. **Administra- tion:** Lawrence M. Crutcher

EDITORIAL SERVICES

Paul Welch (Director), Robert W. Boyd Jr., Peter Draz, Margaret T. Fischer, George Karas, Doris O'Neil, Frederick L. Redpath

PUBLISHER

Henry Luce III

ASSOCIATE PUBLISHER: Ralph P. Davidson

GENERAL MANAGER: Kelson Sutton

CIRCULATION DIRECTOR: Robert J. Moore

PROMOTION DIRECTOR: Richard E. Coffey

PRODUCTION DIRECTOR: Donald J. Barr

ADVERTISING SALES DIRECTOR

John A. Meyers

ASSOCIATE SALES DIRECTOR: Robert C. Barr

© 1970 TIME INC. All rights reserved. Principal office: Rockefeller Center, New York, New York 10020.

A letter from the PUBLISHER

Henry Luce III

WHEN I commented to Virginia Johnson last week on what a harmonious project this had turned out to be, she said, 'Well of course it's the subject that does it.' The subject was human sexual behavior. And the project for BEHAVIOR Correspondent Ruth Mehrtens Galvin was interviewing Dr. William Howell Masters and his associate, Mrs. Virginia Johnson, the co-authors of *Human Sexual Inadequacy*, for this week's cover story.

Reporter Galvin's first meeting with the researchers involved dinner at the home of Mrs. Johnson—who long ago learned that restaurant eavesdroppers make dining-out interviews impossible. Galvin was not at all surprised to find her hostess entertaining in slacks. "After all, that's fashionable," she says, "but it was a bit startling to have Dr. Masters come in the door a few minutes later wearing orange terry-cloth jogging pants. He explained that they always dress this way on Sundays to make it seem as if they are not working—though most of the time they are." Indeed, each day for a week, Galvin arrived before 9 a.m. at the Reproductive Biology Research Foundation in St. Louis and worked well into the evening poring over her notes and transcribing her tape-recorded interviews. One of the remarkable things was how unremarkable it all was. In contrast to most interviews, there were no interruptions or crises. "The whole essence of the Masters and Johnson interviews, like the Masters and Johnson therapy, was that there were no interruptions, and no crucial stages," she reports. "In fact, when you are talking with them about sex, it seems impossible that the subject could



GALVIN ON BEHAVIORAL BEAT

ever be something people leer at, wink and giggle about. It is always very calm, very pleasant, but there are no side issues and no distractions."

The behavioral sciences have been Ruth Galvin's beat since 1969, when she returned to Boston after 1½ years in our London bureau and asked to be allowed to do specialized rather than general reporting. "I was delighted when BEHAVIOR was suggested," she says, "but my friends and associates think it's hilarious. After all, BEHAVIOR means specializing in everything." Since then, she has covered many subjects, including man's animal nature, black anti-Semitism, infant intelligence, achievement processes in business, homosexuality, autistic children and the influence of dreams on learning. In 1949, the late author John P. Marquand remarked that being interviewed by Ruth Galvin was better than being psychoanalyzed. This time Dr. Masters merely said, "You sure ask a lot of questions."

The Cover: Photomontage by Robert S. Crandall from a photograph by Arthur Shay. The sculpture, *Wedding Rings*, is by Bulgaria's Svetoslav Djalazov.

INDEX

Cover Story 49 Color 29, 71, 83 Essay 18

Art	82	Law	67	Religion	76
Behavior	49	Letters	4	Science	73
Books	102	Milestones	79	Show Business	98
Business	87	Nation	14	Sport	74
Dance	68	People	43	Television	98
Education	44	Press	57	Theater	62
Environment	70			World	28

FIFTY CENTS

MAY 25, 1970

THE Sex Education for Adults

RESEARCHERS
MASTERS AND
JOHNSON



FB475 LWP IN005D98T55 54 21
MR DONALD G LOW
2005 INNSBRUCK PKY
MINNEAPOLIS MN 55421

®