

TIME

THE WEEKLY NEWSMAGAZINE

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

EDITOR-IN-CHIEF: HEDLEY DONOVAN
CHAIRMAN OF THE BOARD: ANDREW HEISKELL
PRESIDENT: JAMES A. LINEN
SENIOR STAFF EDITOR: RALPH GRAVES
CHAIRMAN EXECUTIVE COMMITTEE: ROY E. LARSEN

MANAGING EDITOR
Henry Anatole Grunwald
EXECUTIVE EDITOR
James Keogh

SENIOR EDITORS
A. T. Baker, Jesse L. Birnbaum, Champ Clark, George G. Daniels, Michael Demarest, John T. Elson, Edward L. Jamieson, Cranston Jones, Marshall Loeb, Peter Bird Martin, Jason McManus, Richard Seamon, Robert Shnayerson.

ASSOCIATE EDITORS
Douglas Auchincloss, Harriet Bachman, Laurence I. Barrett, Gurney Breckenfeld, Gilbert Cant, Spencer Davidson, Timothy Foote, Barker T. Hartshorn, Bruce Henderson, Charles P. Jackson, Leon Jaroff, Robert F. Jones, T. E. Kalen, Ray Kennedy, John Keefe, Ronald P. Kriess, Ed Magnuson, Robert McLaughlin, Martin O'Neill, Charles Parmiter, John M. Scott, David B. Tinnin, Edwin G. Warner.

CONTRIBUTING EDITORS
William Bender, John F. Berry, Joe David Brown, Clell Bryant, Marshall Burchard, Richard Burghelm, John M. Cavanagh, Gerald Clarke, Alton L. Clingen, Christopher T. Cory, Eugene F. Coyle, Charles Dereskey, George Dickerson, William R. Doerr, Arnold Howard Drapkin, Erwin S. Edelman, José M. Ferrer III, Frederic Golden, Judson Gooding, Piri Halasz, Philip Herrera, Geoffrey James, Timothy M. James, Keith R. Johnson, Landon Y. Jones, Stefan Kanfer, Jerry Kirshenbaum, Daniel K. Knapp, Alwyn Lee, Robin Mannock, Bob McCabe, Lance Morrow, Howard H. Muson, Burjor Nargolwala, Christopher Porterfield, Karsten Prager, R. Z. Sheppard, Larry Still, Mark Vishniak, Alan Washburn, Charles B. Wheat.

REPORTERS
John J. Austin, Peter Babcox, Peter R. Borrelli, Jay Cocks, L. Clayton Du Bois, Martha M. Duffy, Mark S. Goodman, Barbara Mills Kleban, Oliver S. Moore III, Donald M. Morrison, Virginia Rose Page, George M. Taber, David M. Rorvik, Andrea Svedberg, James Willwerth, Carey Winfrey.

RESEARCHERS
Marylois P. Vega (Chief), Ruth Brine, Nancy McD. Chase, Maria Luisa Cisneros, Marta A. Fitzgerald, Dorothy Haystead, Amelia North, Nancy Virginia Adams, Susan Altchek, Ruth Annan, Nancy Atkinson, Lu Anne Aulepp, Priscilla B. Badger, Claire Barnett, Patricia Beckert, Jean Bergerud, Madeleine Berry, Susan H. Biederman, Margaret G. Boeth, Dorthea Bourne, Molly Bowditch, Joyce Campbell, Sarah Collins, Kathleen Cool, Mary Cronin, Greta Davis, Rosamond Draper, Rosemary L. Glaser, Joanne Funger, Linda George, Marie Gibbons, Maria Glass, Leola Shanks Gordon, Patricia Gordon, Harriet Heck, Andria E. Hourwich, Joy Howden, Nancy L. Jalet, Marguerite Johnson, Mary Kelley, Katie Kelly, Geraldine Kirshenbaum, Vera Kovarsky, Nina W. Lihn, Gail Lowman, Mary McConachie, Gillian McManus, Clare Mead, Evelyn Merrin, Ingrid K. Michalis, Ursula Madasdy, Nancy Newman, Hilary Ostlere, Jane Pett, Deborah T. Price, Judith T. Pigossi, S. Marion Pikul, Judith Price, Catherine Rafferty, Sue Rafferty, Wendy Raymont, Erika K. Sánchez, Carol Saner, Raissa Silverman, Elizabeth Statler, Michele Stephenson, Betty Suyker, Mary Themo, Stephanie Trimble, Fortunata Sydnor Vanderschmidt, Susanne S. Washburn, Nancy Williams, Linda Young, Rosemarie Tauris Zadikov.

CORRESPONDENTS
TIME-LIFE NEWS SERVICE
Richard M. Clurman (Chief)
R. Edward Jackson, Robert Parker, Donald Birmingham. WASHINGTON: John L. Steele, Hugh Sides, Edwin W. Goodpaster, Bonnie Angelo, Walter Bennett, Martha Bucknell, Jess Cook Jr., Kenneth Danforth, Donn F. Downing, Charles R. Eisendrath, Simmons Fentress, Hays Gorey, Jerry Hamann, Paul R. Hathaway, Leo Janos, Lansing Lamont, David C. Lee, Neil MacNeil, John Mulliken, Richard Saltonstall Jr., Edgar Shook, John F. Stacks, Arthur White, Marvin H. Zim. CHICAGO: Loye W. Miller Jr., Dean E. Fischer, Roland Flamini, Samuel R. Iker, Peter Vanderwicken, David Wilkinson. LOS ANGELES: Marshall Berges, Robert S. Anson, James E. Broadhead, Sandra Burton, Jonathan Z. Larsen, Timothy Tyler. NEW YORK: Marcia Gauger, Louis Kraar. ATLANTA: Roger M. Williams, Arlie W. Schardt. BOSTON: Gavin Scott, Barry Hillenbrand, Frank B. Merrick, Ruth Mehrtens Galvin. DETROIT: Mark Sullivan, Joseph J. Kane. HOUSTON: Donald Neff. SAN FRANCISCO: Stanley W. Cloud. UNITED NATIONS: Fred L. Guin. LONDON: Curtis Prendergast, Honor Balfour, Horace Judson. PARIS: William Rademakers, John Blashill, Benjamin W. Cate, Friedel Ungeheuer, James Wilde. BONN: Herman Nickel, Burton Pines. COMMON MARKET: Robert Ball. ROME: James Bell, John Shaw. EASTERN EUROPE: Peter Forbath, B. William Mader. BEIRUT: Edward Hughes. MOSCOW: Jerrold L. Schechter. HONG KONG: Lee Griggs, Bruce W. Nelan. SAIGON: Marsh Clark, William F. Marmion Jr., Don Sider, Wallace H. Terry II, Robert Wildau, John L. Wilhelm. BANGKOK: Hugh D. S. Greenway. NAIROBI: Edwin M. Reingold. NEW DELHI: Dan Coggin, James Shepherd. TOKYO: Frank Iwama. SYDNEY: Ernest Shirley. OTTAWA: Alan H. Grossman. COURTNEY TOWER. MONTREAL: Martin Sullivan, Robert Lewis. TORONTO: Serrell Hillman. CALGARY: Ed Ogle. CARIBBEAN: Richard L. Duncan. RIO DE JANEIRO: William Forbis, Mo Garcia. NEWSDESKS: Clara Applegate, Minnie Magazine.

EDITORIAL SERVICES
Paul Welch (Director), Robert W. Boyd Jr., Peter Draz, George Karas, Doris O'Neil, Frederick L. Redpath.

PUBLISHER
James R. Shepley
ASSISTANT PUBLISHER: Ralph P. Davidson
GENERAL MANAGER: Kelso Sutton
CIRCULATION DIRECTOR: Robert J. Moore
PROMOTION DIRECTOR: Richard E. Coffey
ADVERTISING SALES DIRECTOR
John A. Meyers

ASSOCIATE ADVERTISING
SALES DIRECTOR: Robert C. Barr
© 1968 TIME INC. All rights reserved. Reproduction in whole or part without written permission is prohibited. Principal office: Rockefeller Center, New York, New York 10020.

TIME, DECEMBER 20, 1968

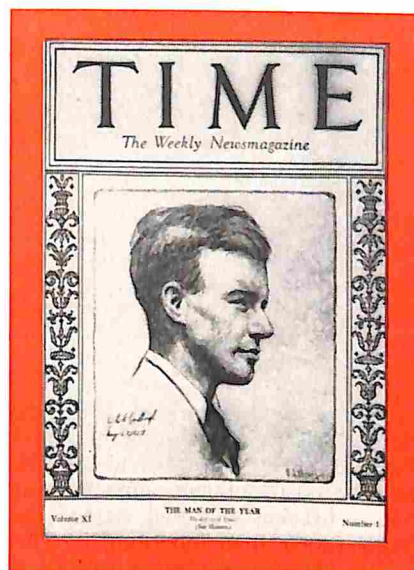
A letter from the PUBLISHER

James R. Shepley

THE front pages of many U.S. newspapers carried a reproduction of a handwritten note from President Calvin Coolidge addressed to the American people. "Christmas," announced the President solemnly, "is not a time or a season but a state of mind." The rest of the news that final week of 1927 was scarcely more exciting. Warren Gamaliel Harding and his wife Florence were reburied in a marble tomb in Marion, Ohio. Mussolini was forced to revalue the Italian lira. Salvage work on the submarine S-4, sunk off Provincetown, was delayed by winter storms.

The editors of a fledgling news-magazine called TIME were hard put to select an individual who so dominated the week's stories that he deserved a place on the magazine's cover. "Forget the man of the week," someone finally suggested. "Let's select a Man of the Year." That choice was easy. Charles A. Lindbergh, first man to fly solo across the Atlantic, was clearly the hero of 1927. Thus, almost by accident, Lindbergh became TIME's first Man of the Year.

The idea caught on. For TIME's editors, the selection of the person or persons who rated the title became a high point of the journalistic year. For TIME's readers, the selection became something of a challenge. For four decades, the year-end mail has brought ever-increasing numbers of reader-selected candidates. This year, as the sampling in the Letters column suggests, the variety of choice is greater than ever. Nominations have come in from all over the world. They range from Senator Robert Kennedy to Presidential Candidate Eldridge Cleaver, who is now a fugitive from justice. The crew of the U.S.S. *Pueblo*, Ho Chi Minh, the Viet Cong guerrilla and the U.S. G.I. all received votes. Joe Namath, Charles de Gaulle, Bob Hope, Sirhan Sirhan, the non-hippie student, Richard Nixon, Alexander Dubček, Abba Eban, Eartha Kitt, Lyndon Johnson—the list grows daily.



1927'S MAN OF THE YEAR

For the most part, the nominations that flood TIME's mailbox are careful and serious, often well-reasoned. Even those who nominate themselves are usually quite sincere. "You have my photograph in your files," wrote a man from Manhattan. "It is that blurred composite picture showing a man trying to keep his ear to the ground, his eye on the future and his chin up." There is always a group of loyal wives, like the woman from Florida who nominated her husband—"on behalf of all husbands and fathers who, though part of the establishment, set an example of honesty, integrity and purposeful endeavor for their sons and daughters to emulate." And chances are no one was more earnest than the high school student from Okinawa, who nominated his father, a U.S. serviceman. "When I needed him, he was always there."

Each year, the choice seems to become more difficult. Week after next, the cover of TIME will present the editors' choice for 1968's Man of the Year.

Cover: tempera by Boris Chaliapin.

INDEX

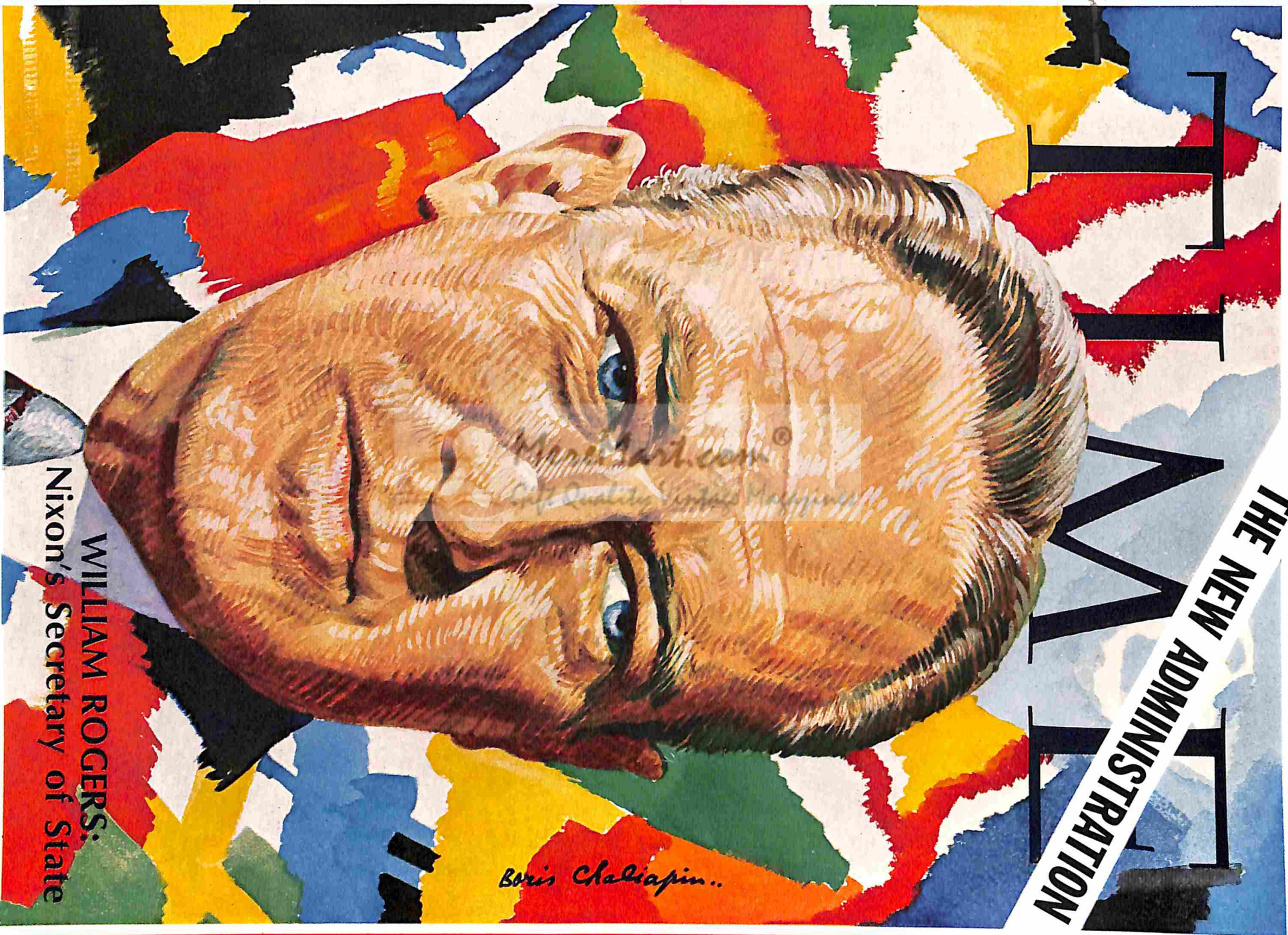
Cover Story . . . 10 Color . . . 12A

Art . . . 66	Listings . . . 2	People . . . 41
Books . . . 84	Medicine . . . 53	Press . . . 54
Business . . . 74	Milestones . . . 60	Religion . . . 64
Cinema . . . 83	Modern Living . . . 79	Science . . . 80
Education . . . 47	Music . . . 59	Sport . . . 70
Law . . . 42	Nation . . . 10	Television . . . 72
Letters . . . 5		World . . . 23

FIFTY CENTS •

DECEMBER 20, 1968

THE NEW ADMINISTRATION



WILLIAM ROGERS:
Nixon's Secretary of State

Boris Chaliapin...