

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.....THOMAS GRIFFITH

CHAIRMAN, EXECUTIVE COMMITTEE.....ROY E. LARSEN

MANAGING EDITOR
Otto Fuerbringer

ASSISTANT MANAGING EDITORS
James Keogh, Henry Anatole Grunwald

SENIOR EDITORS
A. T. Baker, Jesse L. Birnbaum, Robert W. Boyd Jr.,
Champ Clark, George G. Daniels, Michael Demarest,
John T. Elson, Edward Hugans, Edward I. Jamieson,
Cranston Jones, Marshall Loomis, Peter Bird Martin,
Richard Seamon, Robert Shnaverson.

ASSOCIATE EDITORS
Douglas Auchincloss, John Blashill, Gurney Breckenfeld,
Gilbert Cant, Spencer Davidson, Barker T. Hartshorn,
Bruce Henderson, Charles P. Jackson, Leonard Jaroff, Robert
F. Jones, T. E. Kalem, Ray Kennedy, John Koffend,
Ronald P. Kriss, Ed Magnuson, Robert McLaughlin,
Jason McManus, Martin O'Neill, Charles Parmiter,
John M. Scott.

CONTRIBUTING EDITORS
Harriet Bachman, Laurence I. Barrett, John F. Berry,
Richard Boeth, Joe David Brown, Clell Bryant, Marshall
Burchard, Richard Burgheim, John M. Cavanaugh, Gerald
Clarke, Alton L. Clingen, Eugene F. Coyle, Charles De-
reesky, Arnold Howard Drapkin, Erwin S. Edelman, José
M. Ferrer III, Richard J. Gwyn, Piri Halasz, Timothy M.
James, Stefan Kanfer, Jerry Kirshenbaum, Daniel K.
Knapp, Barry Lando, Alwyn Lee, Lane Lorrain, Howard
H. Muson, Burjor Nargolwala, Donald Neff, Philip Barry
Osborne, Christopher Porterfield, David B. Tinnin, Mark
Vishniak, Alan Walker, Edwin G. Warner.

EDITORIAL RESEARCHERS
Marylois P. Vega (Chief), Ruth Brine, Nancy McD.
Chase, Maria Luisa Cisneros, Manon Gorman, Dorothy
Haystead, Amelia North, Margaret Quimby,
Julie Adams, Virginia Adams, Susan Alciek, Ruth An-
nan, Lu Anne Aulepp, Priscilla B. Badger, Patricia Beck-
ert, Jean Bergerud, Madeleine Berry, Susan H. Bieder-
man, Margaret G. Boeth, Dorothea Bourne, Molly
Bowditch, Sandra Burton, Carol Ann Butcher, Rosemary
Byrnes, Joyce Campbell, Sara Collins, Mimi Conway,
Kathleen Cool, Mary Cronin, Beverly DeLucia, Greta
Davis, Monica Dowdall, Rosamond Draper, Rosemary
L. Frank, Joanne Fungler, Linda George, Marie Gibbons,
Maria Glaser, Leah Shanks Gordon, Patricia Gordon,
Harriet Heck, Andria E. Hourwich, Joy Howden, Nancy
L. Jalel, Marguerite Johnson, Katie Kelly, Geraldine
Kirshenbaum, Barbara Kleban, Vera Kovarsky, Erika
Kraemer, Ingrid Krosch, Mary Lane Conanie, Martha
McDowell, Gillian McManus, Evelyn Martin, Judy
Mitnick, Ursula Nadasdy, Nancy Newman, Hilary Ost-
lere, Virginia Page, Georgia A. Pampel, Jane Pett, S.
Marion Pikul, Catherine Rafferty, Sue Raffety, Carol
Samer, Raissa Silverman, Elizabeth Statler, Michele
Stephenson, Betty Snyker, Andrea Svedberg, Stephanie
Trimble, Fortunata Sydnor Vanderschmidt, Susanne S.
Washburn, Brooke Wayne, Nancy Williams, Linda
Young, Rosemarie Tauris Zadikov.

CORRESPONDENTS

TIME-LIFE NEWS SERVICE
Richard M. Charman (Chief), John Boyle (Deputy)
Donald Birmingham, R. Edward Jackson, Robert Parker.
WASHINGTON: John L. Steele, Hugh Sidey, Edwin W.
Goodpaster, Bonnie Angelo, Walter Bennett, Martha
Bucknell, Juan Cameron, Jess Cook Jr., Kenneth Dan-
forth, Donn F. Downing, Hays Gorey, Jerry Hannifin,
Lansing Lamont, Neil MacNeil, B. William Mader,
Michael J. McManus, John Mulliken, Bruce W. Nelson,
Richard Saltostall Jr., Wallace H. Terry II, Arthur
White, John L. Wilhelm. CHICAGO: Loye W. Miller Jr.,
Edgar Shook, Jean E. Fischer, Samuel R. Iker, Jonathan
Z. Larsen, Miriam Rittmeyer, David Wilkinson. LOS
ANGELES: Marshall Berges, James E. Brodhead, David
C. Lee, John Shaw. NEW YORK: James Bell, Marcia
Gauger. ATLANTA: Roger M. Williams, Arlie W. Schardt.
BOSTON: Christopher T. Cory, William F. Marmon Jr.
DETROIT: Mark Sullivan, Joseph J. Kane. HOUSTON:
Benjamin W. Cate. SAN FRANCISCO: Judson Gooding,
Philip Mandelkorn. UNITED NATIONS: Frederick Gruin.
LONDON: Henry Luce III, Gavin Scott, Honor Balfour,
Keith R. Johnson, Horace Johnson, Ruth Mehrtens.
PARIS: Curtis Prendergast, Robert T. Smith, Roger Stone,
Friedel Ungeheuer, James Wilde. BONN: Herman Nickel.
ROME: Israel Shenker. MADRID: Peter Forbath. ZURICH:
Robert Ball. EASTERN EUROPE: William Rademaekers.
BEIRUT: Lee Griggs. HONG KONG: Frank McCulloch,
Karsten Prager, Peter Vandervicken, Arthur Zich.
SAIGON: Simmons Fentress, Dan Corbin, Hugh D. S.
Greenway, Don Sider. BANGKOK: Louis Kraar. NAIROBI:
Edwin M. Reingold. LAGOS: Alan H. Grossman. NEW
DELHI: Marvin H. Zim, James Shepherd. TOKYO: Jerrold
L. Scheuler, Frank Iwama. SYDNEY: Ernest Shirley. OT-
TAWA: Marsh Clark. COURTNEY TOWER. MONTREAL: Mar-
tin Sullivan, Robert Lewis. TORONTO: Sertell Hillman.
CALGARY: Ed Ogle. CARIBBEAN: Richard L. Duncan.
RIO DE JANEIRO: William Forbis, Mo Garcia. NEWS-
DESKS: Clara Applegate, Minnie Magazine.

PUBLISHER
James R. Shepley
ADVERTISING DIRECTOR
Robert C. Gordon

ASSISTANT PUBLISHER.....Putney Westerfield
GENERAL MANAGER.....James A. Thomasson

© 1967 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, NOVEMBER 3, 1967

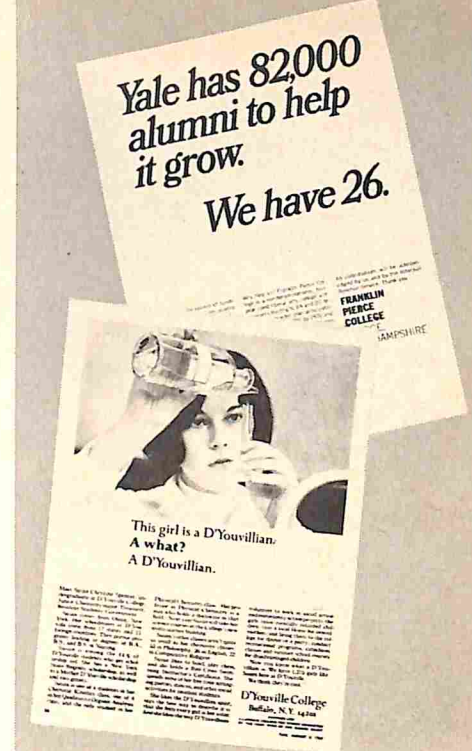
A letter from the PUBLISHER

James R. Shepley

JACK SMITH, a columnist for the Los Angeles Times, recently called attention to two full-page ads that appeared in TIME. One was for Antioch College, a small (under 2,000 students) liberal arts school in south-western Ohio; the other was for an even smaller college in Wisconsin. VITERBO COLLEGE: BERKELEY WE AIN'T, its message began. What seemed to intrigue Smith was that two such small schools could afford such ads in a national magazine. He reported that when Raymond Colvig, the public-information manager for the University of California (and its Berkeley campus) saw the Viterbo ad, he wrote the college: "We agree completely that Berkeley you ain't. As a matter of fact, Viterbo we ain't. Should we buy a TIME ad to get this message out?"

What Smith and Colvig did not realize was that neither college paid for its ad. Theirs were two among more than 100 full-page regional ads that TIME has donated to colleges during the past year. The program began with an ad for St. Joseph's College, a small school in Indiana, which reports that, so far, the appeal in TIME has brought in more than \$80,000. Our purpose is to help alleviate an increasingly perplexing plight of big and small colleges: chronically short of advertising dollars, most cannot afford the kind of influential messages that will attract a diversity of students and faculty and a healthy flow of funds.

When the program was announced, we said that the magazine "might run as many as 50 free ads a year." Within a few months, we had requests from 500 educational institutions. Some requests had to be turned down because the school was unaccredited or did not meet the criteria of "demonstrating the imagination and scope that will appeal to TIME's readers." Others faced



the problem of conceiving and executing an effective ad. While we received many remarkably fine homemade ads, some widely missed the level of graphics and style likely to please the TIME audience. Rather than disqualify colleges whose ads were inadequate, we enlisted advertising agencies that, on a voluntary basis, professionally recast the colleges' rough copy and graphics for greater impact. Creative services have already been contributed by nearly 35 agencies, some of them advertising giants, such as J. Walter Thompson, BBDO, Doyle Dane Bernbach and McCann-Erickson.

In letters of appreciation, school executives have credited TIME ads with drawing gifts as high as \$500,000, and for record staff and student recruitment from social and geographic areas that they previously were unable to reach effectively. And long after their issues are off the newsstands, the colleges send reprints of their ads (we provide 2,000 free and any additional at cost) to alumni and friends. Although we now have a very large backlog of ads that we have promised to run, we are still receiving and considering new ads from worthy colleges.

INDEX

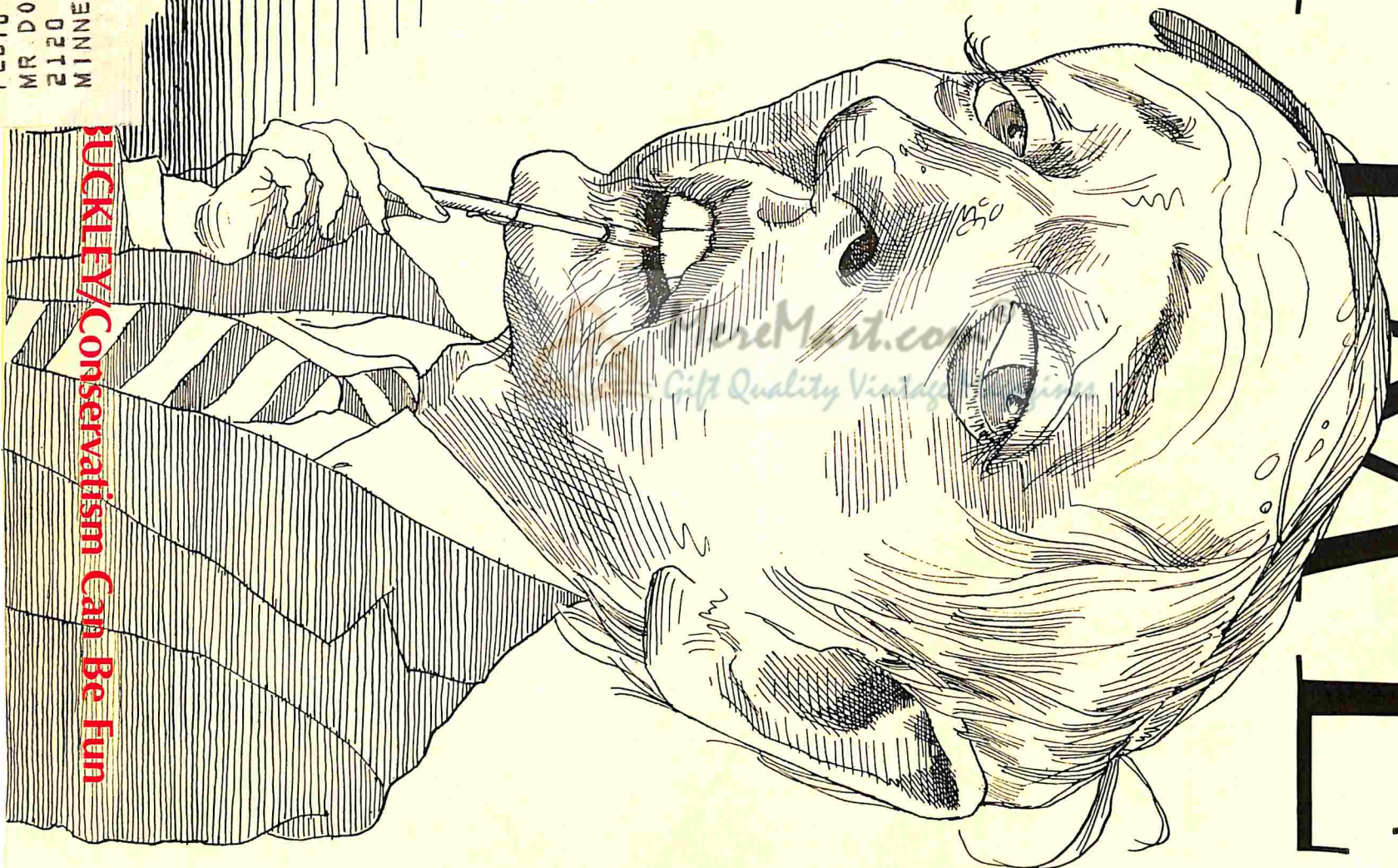
Cover Story 70

Art 60	Listings 4	People 40
Books 104	Medicine 52	Press 70
Business 91	Milestones 88	Religion 83
Cinema 100	Modern Living 49	Science 45
Education 57	Music 46	Television 86
Law 50	Nation 15	Theater 64
Letters 9		World 23

FIFTY CENTS

NOVEMBER 3, 1967

ITAVEE



D. Simpson 67

FEB70 145 5511600219V 6M7 02621
MR DONALD G LOW
2120 ARGONNE DR
MINNEAPOLIS MN 55421

BUCKLEY/Conservatism Can Be Fun

VOL. 90 NO. 18

(REG. U.S. PAT. OFF.)