

# TIME

THE WEEKLY NEWSMAGAZINE  
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TIME, JANUARY 12, 1968

# A letter from the PUBLISHER

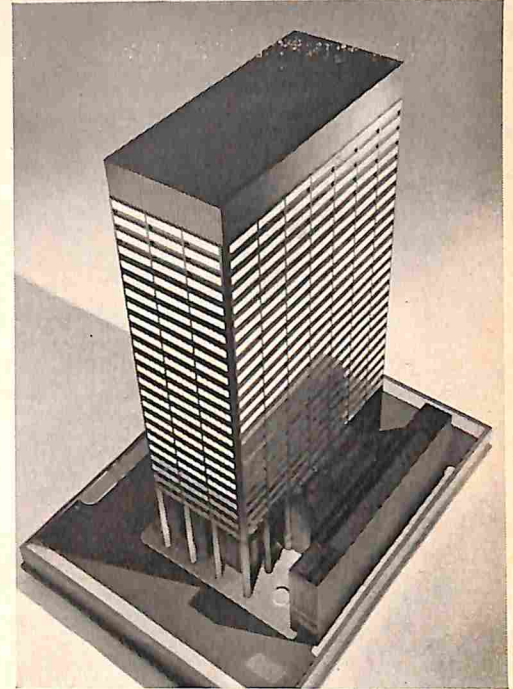
*James R. Shepley*

WHEN one of our subscribers moves, his change of address is handled by the staff of Time Inc.'s Subscription Services Division, which is based in Chicago and employs nearly 2,000 people. Each week they address and service more than 12 million magazines, books and records. To expedite this exacting, high-speed task, Time Inc. has broken ground for expanded facilities in a 404-ft. tower that will rise just north of the Chicago River, near the shore of Lake Michigan.

Among unique features of the building, designed by Harry Weese & Associates, will be double-decked elevators, designed to end rush-hour jams. Coming to work, staff members will be able to enter the lower or upper section of the cars from different lobby levels, depending on whether they work on odd- or even-numbered floors. Once at work, they will be protected from extreme fluctuations of exterior light or heat by deep gold glass mirrored to keep out most solar rays. This will also create a one-way view out during the day, while at night, bright interior illumination will permit the outside world an inside look.

For speed and efficient routing, vertical and horizontal conveyor belts will move materials through various departments. The lowest office floor, 87 ft. above wide granite walks, will rest on a base pierced by arcades, which lead into a three-level lobby where a TIME-LIFE library and a gallery and exhibition center will be open to the public. The building, scheduled for partial completion and occupancy next year, adheres to Louis Sullivan's principle that architectural form should follow human function. In a broader sense, the building is designed not only for our Subscription Services staff but for the needs of the millions of subscribers they serve.

BILL ENGAHL, HEDRICH-BLESSING



MODEL OF OUR CHICAGO BUILDING

AS TIME's editors were preparing this week's cover story on the U.S. public university, our Education Department was putting the final question marks on its 32nd annual Current Affairs Test. Now in the mails to teachers, the test, based on the year's events as related in TIME, will eventually be taken by more than 2,500,000 students.

Among other projects attesting to TIME's lively interest in education are special student editions and rates, free college advertisements, a weekly Teacher's Guide to TIME, classroom wall maps and charts, a study guide to the Foreign Policy Association's *Great Decisions*, and TIME's *Guide to the Year 2000*, written by Dr. Isaac Asimov, one of the world's foremost forecasters of future socio-scientific realities.

During 1968, TIME will also send to teachers three sets of illustrated class materials on the workings of the election system—*Primaries, Conventions* and *The Election*. Probably the most exciting project under way for the election year is CHOICE 68, the all-college presidential primary, sponsored by TIME, which will be held nationwide for the first time this spring.

## INDEX

Cover Story . . . . .	43	Essay . . . . .	16
Art . . . . .	30	Listings . . . . .	2
Books . . . . .	60	Medicine . . . . .	38
Business . . . . .	54	Milestones . . . . .	39
Cinema . . . . .	59	Modern Living . . . . .	27
Education . . . . .	43	Music . . . . .	50
Law . . . . .	29	Nation . . . . .	9
Letters . . . . .	5	People . . . . .	26
		Press . . . . .	28
		Religion . . . . .	49
		Science . . . . .	37
		Sport . . . . .	35
		Television . . . . .	52
		Theater . . . . .	40
		World . . . . .	18

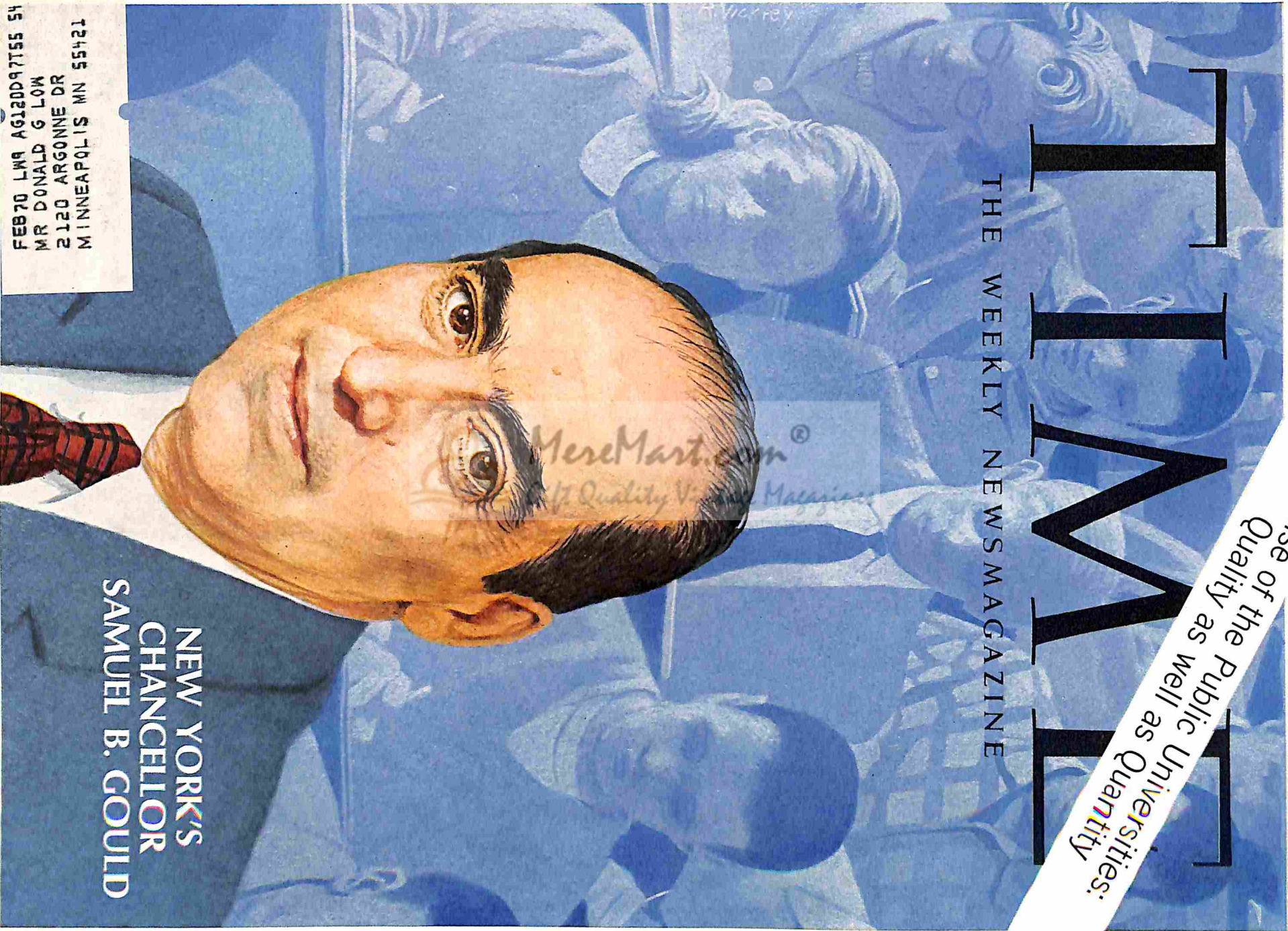
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Rise of the Public Universities:  
Quality as well as Quantity

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