

**"You can feel it when you drive."**

*Lee Trevino*

**NEW BRIDGESTONE SUPERFILLER RADIALS.**

The Bridgestone Tire Company announces new SuperFiller steel-belted radial tires. Bridgestone's advancements in tire technology have resulted in a radial tire that gives you premium performance.

*"I can feel new Bridgestone SuperFiller radials when I stop, start or corner... when I drive."*

The Bridgestone SuperFiller radial tire is built with two steel belts for strength, a polyester cord body, and a special hard rubber insert in the bead area near the rim.



This is SuperFiller, the key to our performance. Think of the three areas of a tire (the bead, the sidewall, and the tread) as springs.



Bridgestone SuperFiller construction allows these three areas to have different spring rates. There is a very stiff SuperFiller bead area, a flexible sidewall for comfort and performance, and a hard tread area with an aggressive tread pattern designed for long wear.

*"I'm certainly not the first to tell you that the grip is important when you drive."* Freeway or fairway, on the roads or in the rough, grip is



important. Bridgestone SuperFiller radials are designed for a big footprint and an even pressured, sure footed grip on the road, with a minimum of heat generating "squirm" that ages tires.

*"Put the advanced technology of Bridgestone SuperFiller radials between you and the road. You can feel it when you drive."* Check the Yellow Pages for the Bridgestone dealer near you.

**Put Bridgestone between you and the road.**  
**BRIDGESTONE**  
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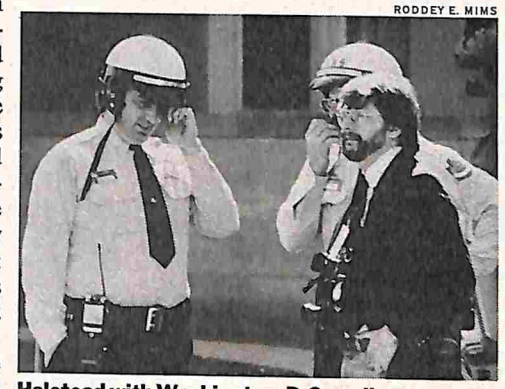
**A Letter from the Publisher**

Ever since that fateful day in Dallas in 1963, journalists covering the President have been especially alert to the possibility that someone might try to take his life. That knowledge has brought a tinge of apprehension to even the most routine presidential assignments. TIME's Dirck Halstead had just such a prosaic task last week: taking pictures of President Reagan at the Washington Hilton. Suddenly gunshots rang out. Halstead, who photographed one of the assassination attempts on Gerald Ford in 1975, was able to take some of the dramatic pictures that accompany this week's cover stories. Says Halstead: "It has become necessary to bring to this assignment the constant awareness that violence might occur at any moment."

Other TIME staffers were on the scene moments later. Correspondent Douglas Brew, who was getting audience reaction to Reagan's speech at the Hilton, raced outside and interviewed eyewitnesses. Correspondent Johanna McGeary, who was at lunch a block away, joined him there. White House Correspondent Laurence Barrett, who wrote TIME's cover story on the shooting of Robert Kennedy in 1968, was about to leave on vacation when he heard about the Hilton incident. He rushed

to the White House and then to the hospital, and on Friday got an exclusive interview with Nancy Reagan. New York Bureau Chief Peter Stoler, formerly TIME's medicine writer, flew to the capital to cover the medical aspects of the story.

In Texas, Correspondent Robert Wurmstedt traveled to Dallas and Lubbock to interview friends of John Hinckley, the shooting suspect. Denver Bureau Chief Richard Woodbury was two miles from his home when he heard on his car radio that Hinckley had lived in Evergreen, Colo. Says Woodbury: "I headed straight for the mountains." Just beginning a vacation in Greeley, Colo., Senior Writer Edward Magnuson was quickly airborne back to New York, where he wrote the narrative of the assassination attempt. Says Magnuson: "It has happened enough times now so that though there is always a shock, you know you've been through it before. What you feel more than anything is sadness and disgust." Concluded Washington Bureau Chief Robert Ajemian: "When the facts had



Halstead with Washington, D.C., police

all been fitted together, it seemed that Reagan's rugged and breezy presence had heavily affected the story. His spirit was larger than the awful event itself."

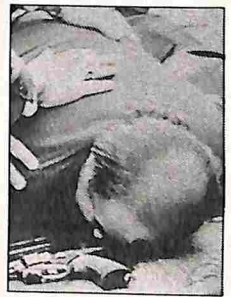
*John A. Meyers*

Cover: Painting by Birney Lettack, from a photograph by Ron Edmonds/AP.

**Index**



**18 Cover:** First come the gasps and "Not agains!" then the too familiar numbness. Another President is shot. Yet as the nation examines its conscience, the machinery of Government, as always, grinds on. See NATION.



**24 The Attempt:** A cheap revolver, exploding bullets and love letters to a movie star lead to two seconds of horror—and perhaps years of debate. ▶ In an exclusive interview, Nancy Reagan describes her hour of dread.



**40 The Suspect:** From a good family, with good looks and the blessings of suburban affluence, John Hinckley had everything to live for—and something to kill for. ▶ The assassin syndrome. ▶ How to protect a President.

**60**

**World**  
Just as a strike is averted in Poland, new invasion fears grow. ▶ The coup that wasn't in Thailand. ▶ In a pair of skyjackings, terrorists lose in Indonesia and win in Central America. ▶ South Korea's President talks of his providential mission. ▶ A posthumous debate over a British "coup."

**51**

**Essay**  
One more handgun makes American history. Such guns shame and depress the U.S. They should be banned.

**91**

**Living**  
With a boost from TV's *Love Boat*, more and more vacationers are voyaging where they do as much cruising as the ships.

**76**

**Economy & Business**  
New leaders carry the Big Business banner. ▶ Coal miners dig in for a long strike. ▶ Pioneer Aviator Juan Trippe dies.

**96**

**Cinema**  
*Excalibur* brings the Arthurian legends to life in a burst of vivid imagery. ▶ *Thief* lends high technique to an empty premise.

**86**

**Science**  
The countdown has started for the shuttle *Columbia* on a voyage into orbit—and a new era in space exploration.

**101**

**Books**  
Paperback romances mix fantasy, rape, career women and corner-office heroes in publishing's hottest new genre.

**88**

**Art**  
Many of the works are tedious, but a show of French realists in Brooklyn takes a revised view of the 19th century.

**107**

**Press**  
Live television coverage of the attempted assassination offers a rare glimpse into the news-gathering process.

**89**

**Theater**  
The book may be old hat and the dancing derivative, but *Woman of the Year* has Lauren Bacall, one grand dame.

**7**

**Letters**  
**85 Show Business**  
**85 Milestones**  
**92 Sport**  
**94 People**

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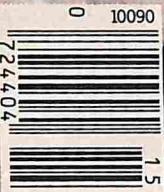
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