

A Letter from the Publisher

"I passed up one of the dreams of every American male," says Contributor John Skow, who wrote this week's cover story on top Fashion Model Cheryl Tiegs. While Skow was interviewing Tiegs over dinner, her husband Stan Dragoti suggested that they all go over to Manhattan's Studio 54 discothèque. "Cheryl insisted that she was going to dance with me," recalls Skow. "But I had just got over the flu and was exhausted. I excused myself and went back to my hotel."

Skow was also worn out from having spent the entire day following Tiegs on her rigorous schedule; it began with an early morning TV show and ended with a seven-hour photo session for a cigarette advertisement. Says Skow: "First there was an hour and a half of makeup, then four costume changes, then hours of posing under a wind machine and a heater." Three days later, Tiegs posed for six hours—this time for TIME's cover. Hiro, one of America's top fashion photographers, assembled what he calls "a professional task force" in preparation. Says Hiro: "For this cover, I treated Cheryl not as a model but as a personality."



McGeary, Tiegs and Iooss in California

Washington Correspondent Johanna McGeary accompanied Tiegs from New York to California, spending eight days with her. McGeary too was exposed to Tiegs' grueling lifestyle. Once, while Tiegs and McGeary were in the model's silver Mercedes, an L.A. policeman pulled them over. Says McGeary: "The cop was startled when Photographer Walter Iooss, in a car right behind, leaped out and started snapping his Nikon. The poor cop was just doing his duty ticketing the lady with the expired license plates. And TIME happened to be there. Cheryl still got a ticket."

Iooss first met Cheryl three years ago when he photographed her for SPORTS ILLUSTRATED's annual swimsuit issue for 1975, her second appearance on that magazine's cover. Recalls Iooss: "We were shooting on location in Cancún, a Mexican resort that's a rough, hot four-hour car ride from the main airport. I thought she'd be furious. But Cheryl is a real pro—she arrived all smiles, no airs about her. She's like the average girl next door—just more beautiful than average."

Ralph P. Davidson

Index



48 Cover: The new Top Model, Cheryl Tiegs, has proved that healthy can be beautiful and that it is all right to be 30. Now she is ready to leave the high-fashion magazines and build a new career or two on her own. See PEOPLE.



10 Nation: The President urges striking coal miners to accept a pact that meets their major demands. ▶ In a bloated federal bureaucracy, bigger is not better. ▶ Ehrlichman finds hyperbole and phony quotes in Haldeman's book.



34 Israel: He still enjoys wide support, but Premier Menachem Begin is coming under increasing fire at home for tactical blunders in negotiations with Egypt and for his policy on Jewish settlements in the occupied territories.

30 World
France's election campaign gains momentum with candidates hurling epithets and many voters worrying about the left. ▶ Egypt breaks relations with Cyprus after 15 commandos are killed trying to storm a hijacked airliner. ▶ Rhodesia's Prime Minister Ian Smith on the record.

54 Essay
What constitutes beauty? That depends on local prejudices—and some will- ingness on the part of women to meet them.

61 Energy
A Supreme Court decision speeds oilmen to drill off the East Coast. ▶ A new energy saver: windows that open.

62 Economy & Business
The '60s kids, junior execs now, are shaking things up. ▶ New charges rock Columbia Pictures and a Wall Street house.

68 Education
South Africa becomes a new target of campus protesters. ▶ How married couples share single faculty posts—and salaries.

78 Art
The Guggenheim offers new landscapes and softer nudes done by de Kooning with dash, gusto and torrents of pigment.

80 Cinema
In a film about that popular subject, women, Jill Clayburgh mixes old-fashioned poignance and new-fangled smarts.

82 Show Business
With his *Star Wars* already a cosmic legend, Director George Lucas is busy mapping out a whole galaxy of encores.

88 Law
Attorney William Hundley attracts the headlines: John Mitchell, Richard Nixon and now Korea's Tongsun Park.

90 Press
The *Times* accuses the *Post* of "a second-rate burglary" of a book about "a third-rate burglary." A first-rate row results.

5 Letters
75 Science
75 Theater
78 Music
84 Books
89 Milestones

TIME is published weekly at the subscription price of \$26.00 per year, by Time Inc., 541 N. Fairbanks Court, Chicago, Ill. 60611. Principal office: Rockefeller Center, New York, N.Y. 10020. James R. Shepley, President; Edward Patrick Lenahan, Treasurer; Charles B. Bear, Secretary. Second class postage (865800) paid at Chicago, Ill., and at additional mailing offices. Vol. 111 No. 10 © 1978 Time Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited.

This printing calculator lets you see it in digital display, save it on permanent tape. Now at Sears.

Sears Tax-Time Offer! Feb. 26-Mar. 18

A HIGH-SPEED PRINTER YOU CAN TURN ON OR OFF

Switch it on when you want a tape printout—entries, functions used, answers—for your records. Switch it off when you only need the digital display. Uses standard adding machine tape.

TWO MEMORY SYSTEMS

Memory-1 stores your subtotals from intermediate steps till you're ready for a grand total.

Memory-2 is fully addressable; you can add or subtract from it until your problem is completed.

BIG GREEN DIGITAL DISPLAY

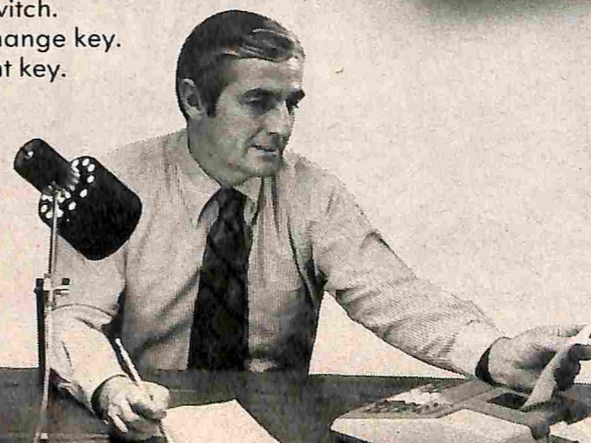
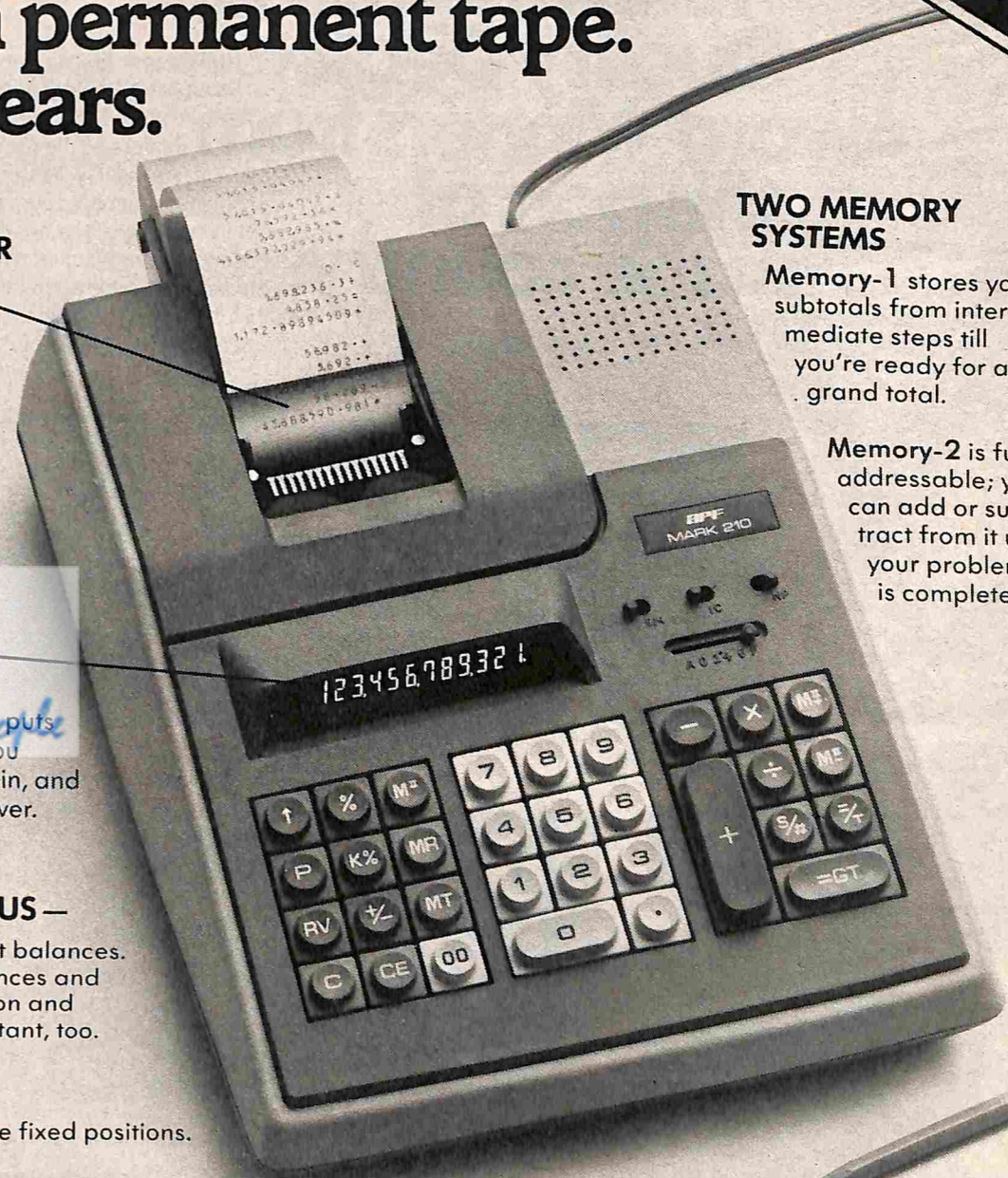
Work with numbers up to 12 digits long. This display even puts in the commas. It also tells you what memory system you're in, and if there's an "overflow" answer.

THE FOUR BASIC FUNCTIONS, PLUS—

You can also compute credit balances. Discount and add-on sequences and arithmetic repeat for addition and subtraction. Automatic constant, too.

SPECIAL FEATURES

- Full floating decimal or five fixed positions.
- Constant percent key.
- Round-off switch.
- Item count switch.
- Register exchange key.
- Non-add print key.



Save \$30
Only \$99⁹⁹

Regular price \$129⁹⁹

Available in most larger Sears retail stores. Prices higher in Alaska and Hawaii.

Sears

MARCH 6, 1978

\$1.00

TIME

FEB83 GMP PT811A84T 55 58 04
MR ARNOLD GIMPL
4811 PITT ST
DULUTH MN 55804

 **MereMart.com**[®]
Vintage Magazines for Special People

**The All-
American
Model**
Cheryl Tiegs

**What Israel
Thinks of
BEGIN**



®