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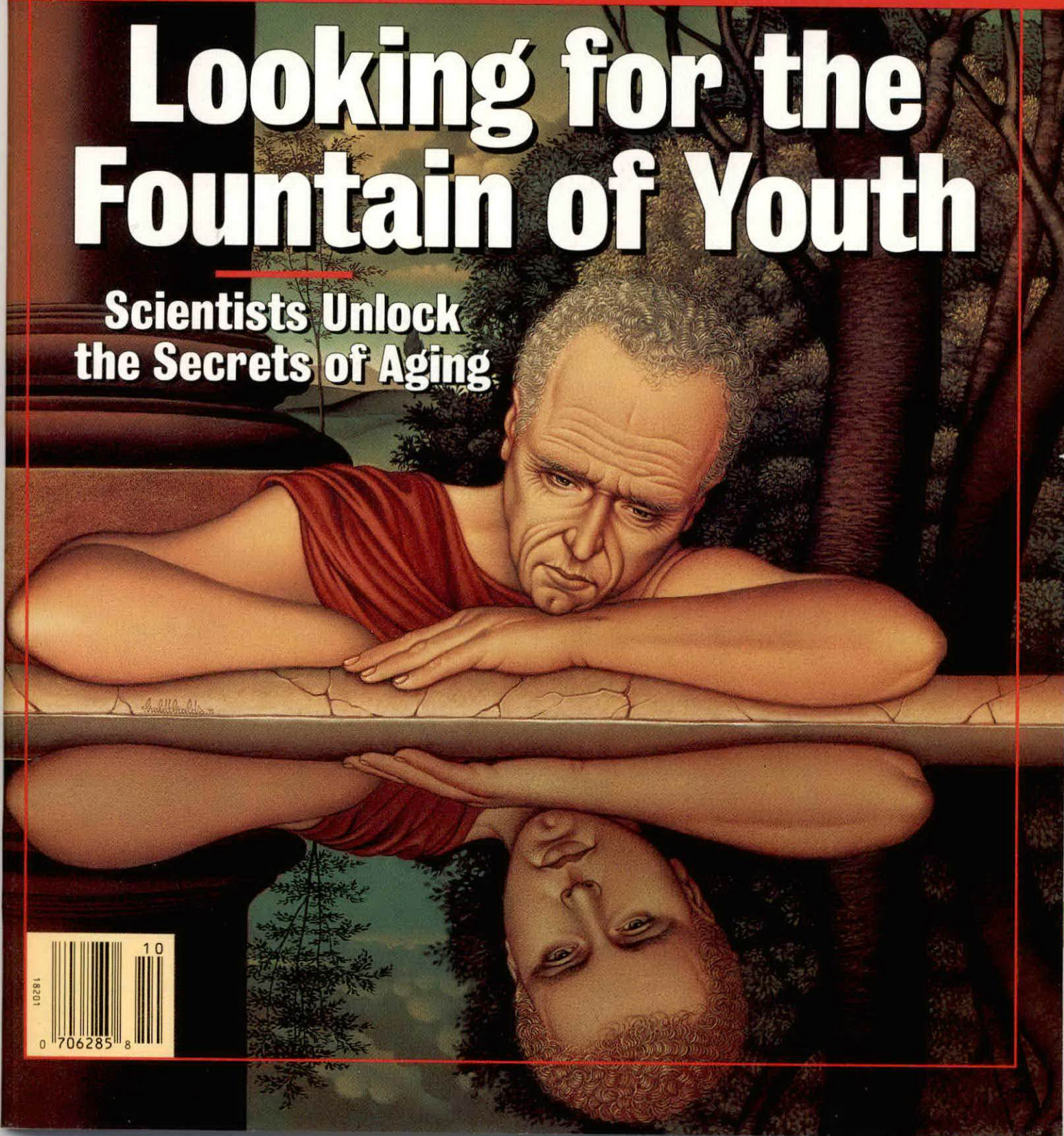
THE TRUMP SOAP OPERA
Will It Hurt His Business?

Newsweek

March 5, 1990 : \$2.00

Looking for the Fountain of Youth

**Scientists Unlock
the Secrets of Aging**





Obsession with looking young creates a huge market for 'magic' elixirs

■ The Search for the Fountain of Youth

Ponce de León, the Spanish explorer, never found it, but scientists believe they are closing in on the true Fountain of Youth. They think the springs will be found within each of us—in the mysterious precincts of our cells and genes. But for those unwilling to wait, an anti-aging industry has blossomed, hawking potions and elixirs of questionable worth. This cover package inaugurates NEWSWEEK'S AGING section. We will cover the aging themselves—from the political power to the buying power of this growing segment of America—as well as the process of aging, in all its fascinating medical, scientific and emotional details. **Society: Page 44**



A Japanese protest against American rice imports

■ The Trade Charade

American negotiators learned all over again last week that tough talk will do little to reduce the \$49 billion trade gap with Japan. Two days of negotiations in Tokyo ended without the quick fix U.S. officials wanted. Critics said America's trade policy lacks a strong backbone. **International: Page 24**

■ Worries for Trump's Empire

As the soap opera over Donald Trump's marital breakup continued, curiosity seekers flocked to his hotels, casinos and airline. But over the long run the messy headlines could sully his "corporate image," at a time when he is trying to steer his highly leveraged empire through bumpy times. **Business: Page 32**



A blitz of publicity: 'The Donald'

Letters to the Editor should be sent to NEWSWEEK, 444 Madison Avenue, New York, N.Y. 10022, and subscription inquiries to NEWSWEEK, The NEWSWEEK Building, Livingston, N.J. 07039. NEWSWEEK (ISSN 0028-9604), March 5, 1990, Volume CXV, No. 10, is published weekly, \$41.08 a year, by NEWSWEEK, Inc., 444 Madison Avenue, New York, N.Y. 10022. Second Class postage paid at New York, N.Y., and at additional mailing offices. POSTMASTERS: Send address changes to NEWSWEEK, The NEWSWEEK Building, Livingston, N.J. 07039.

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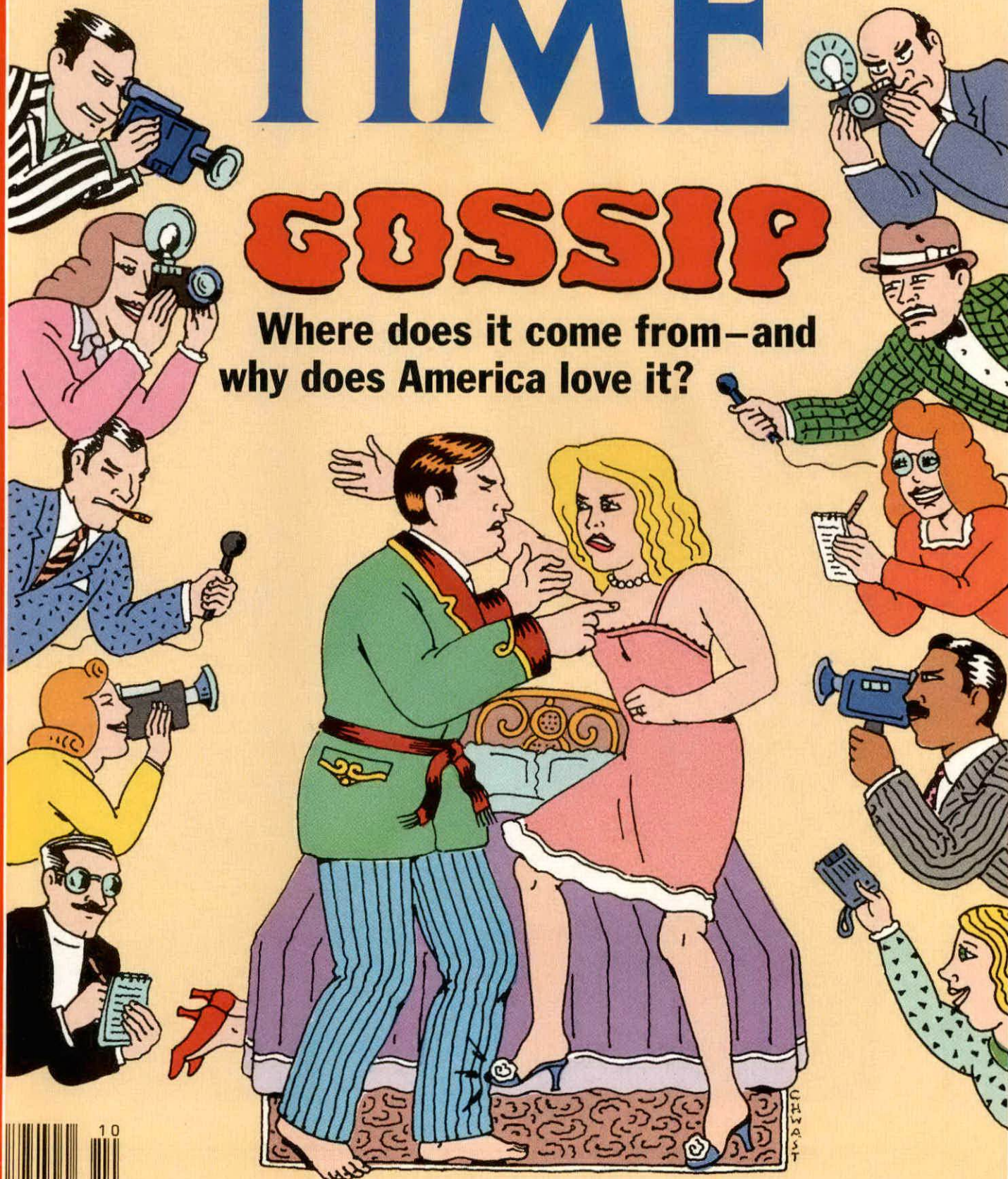
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Cover: Illustration by Braldt Bralds.

TIME

GOSSIP

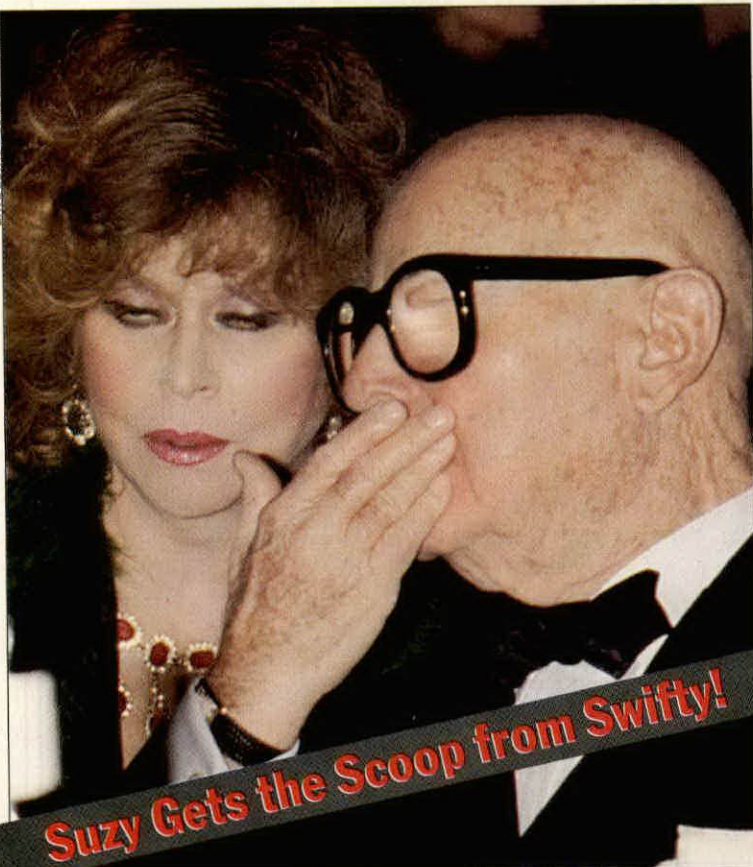
Where does it come from—and
why does America love it?



TIME

THE WEEKLY NEWSMAGAZINE

DAVE LEWIS—LONDON FEATURES



PRESS: Hold on to your hat, Hedda—gossip is back and bigger than ever

Ivana's holding summit meetings with Liz Smith, Donald's in conference with Cindy Adams, and celebrity scuttlebutt is absolutely trumps with all the media. Is this harmless airhead fun or a fatal distraction from serious news?

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FERRY ASHE



NATION: Czechoslovakia's President brings down the House—and Senate—with a stirring speech

Despite protests, Washington hangs tough in the Pacific. ► Rather than release felons from his overcrowded jail, Sheriff Michael Ashe takes over a Massachusetts armory. ► A novel way to put more cops on the beat.

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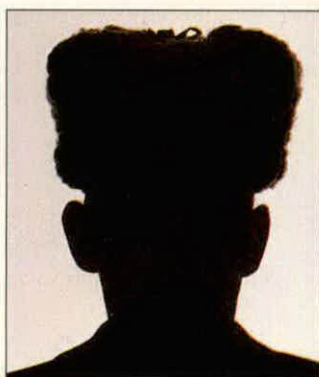
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WORLD: With communism fading in the East bloc, Castro faces his toughest challenge as he clings to his socialist vision

Cuba's growing alienation from the rest of the communist world threatens an end to the aid and favorable trade arrangements that have kept its lame economy hobbling along. ▶ Across Asia, Africa and the Middle East, other regimes also confront a money squeeze as Soviet funds dry up. ▶ With his brazen assertiveness and failure to endorse current borders, West Germany's Chancellor is creating unease over unification.

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INTERVIEW: A Russian spy tells his secrets

Oleg Gordievsky, a former KGB London station chief and British double agent, reveals that the KGB helped Gorbachev to power and wants to keep him there.

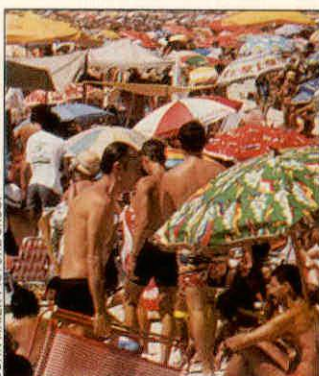
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BUSINESS: Kenneth Feld is the king of the big top

His touring circuses and ice shows were seen by 40 million people around the world last year. ▶ Can Iacocca stage another comeback? ▶ Cigarette makers under fire.

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TRAVEL: In Rio at Carnival, crime and tourism peak

The sidewalks and beaches of the Brazilian city are usually plump with thieves' prey at festival time. But grim and mounting homicides and robberies are making it hard to sell fun in the sun.

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ETHICS: Creating a child in hopes of saving another

A California couple's decision to conceive a baby in order to provide a transplant donor for an ailing older daughter promises both controversy and blessings.

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RELIGION: Heresy from the TV preachers?

As if arrogance, avarice, sleaze, fraud and carnal sin were not enough for the industry, various televangelists are being charged with sloppy doctrine by fellow Bible Belters.

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CINEMA: A suspenseful Hunt for Red October

The adaptation of the best-selling submarine saga nicely balances human menace with technical gee wizardry. ▶ Do U.S. and Soviet subs really play such games? Yes, and then some.

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Illustration by
Seymour Chwast

► **CRACK EPIDEMIC: OMINOUS FINDINGS** ◀

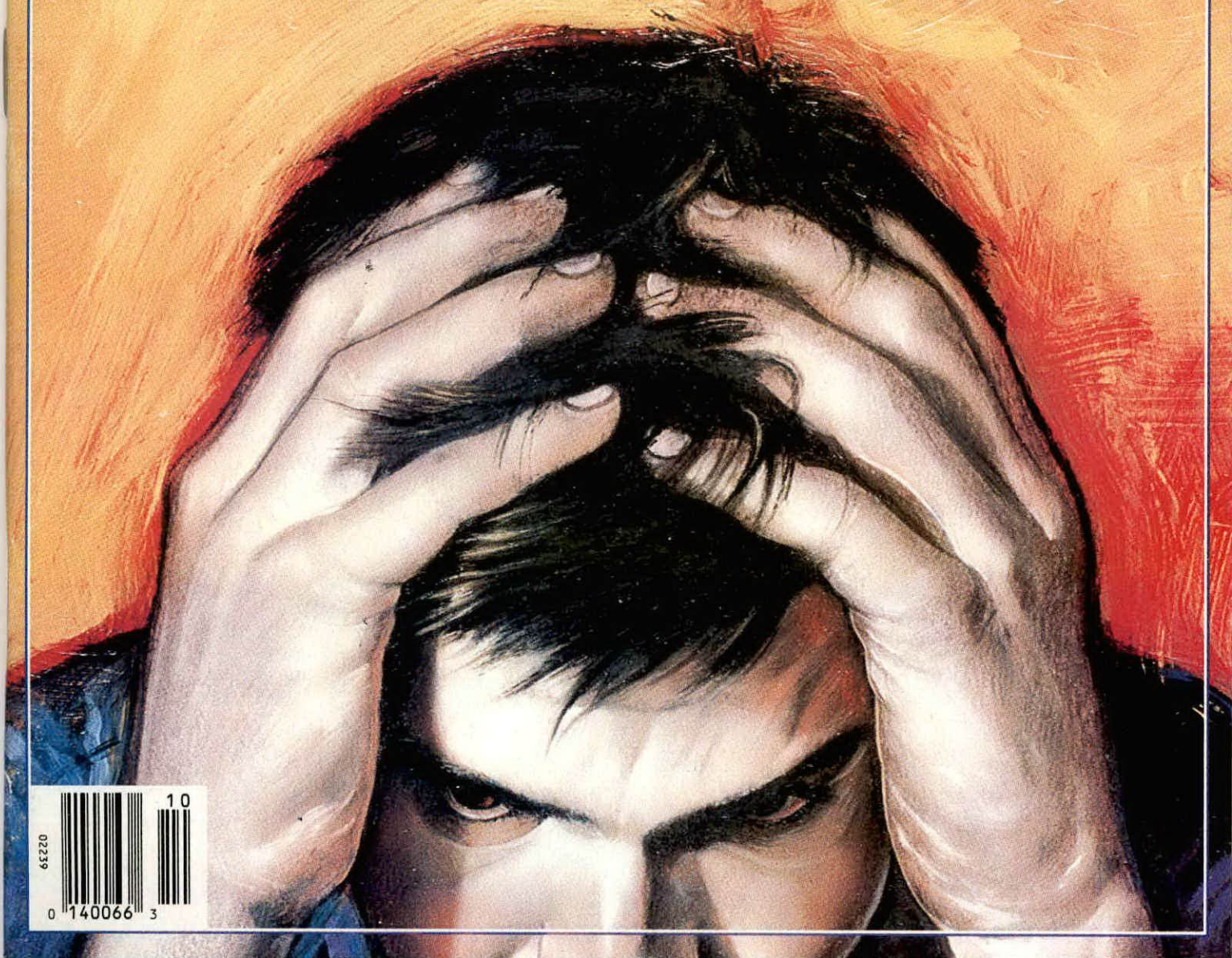
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MARCH 5, 1990

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BEATING DEPRESSION

NEW TREATMENTS BRING SUCCESS



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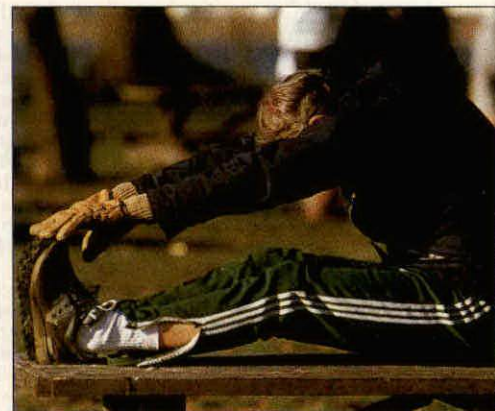
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COVER: Illustration by Earl Keleny

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