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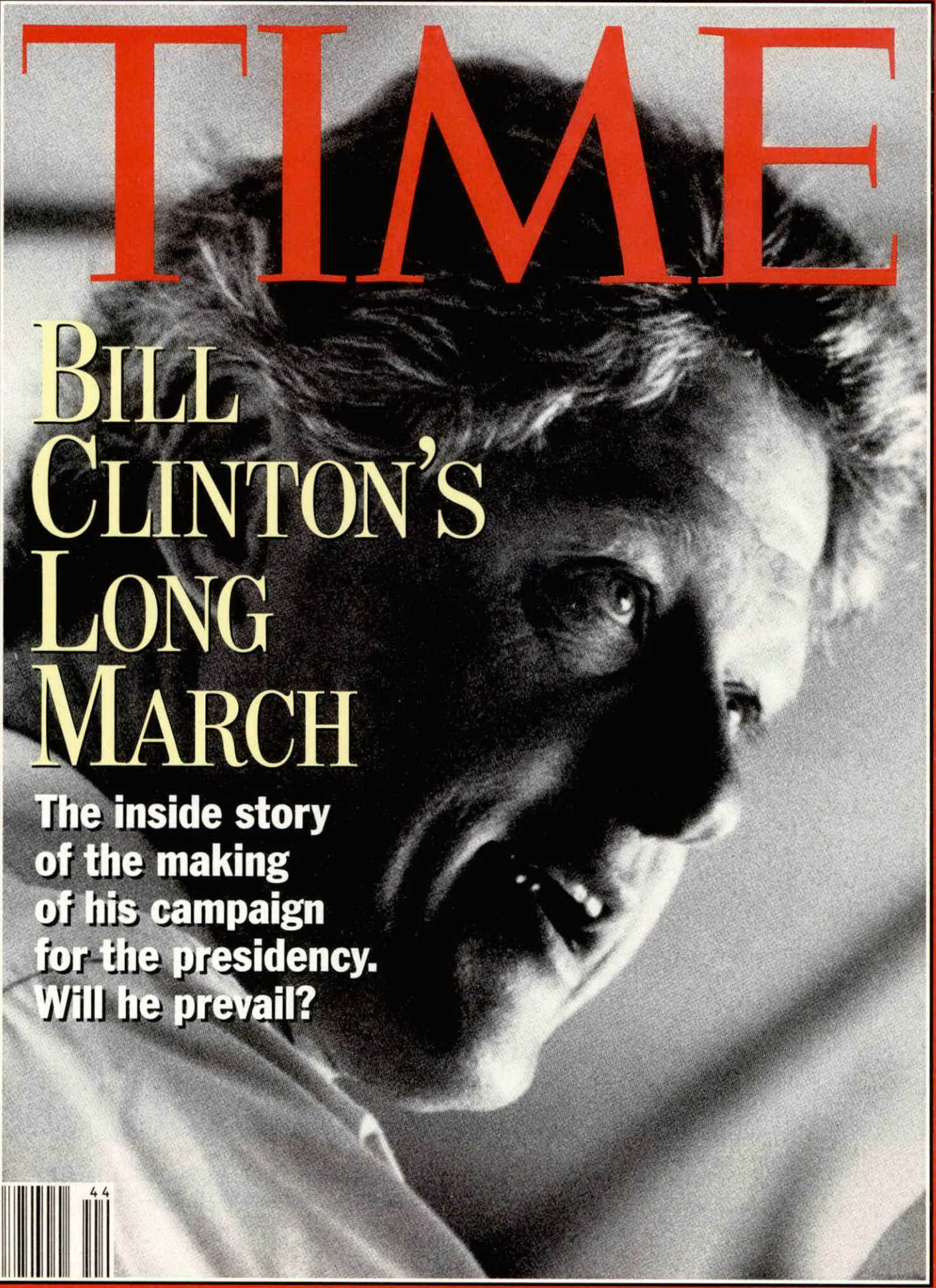
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TIME



BILL CLINTON'S LONG MARCH

**The inside story
of the making
of his campaign
for the presidency.
Will he prevail?**



THE WEEK

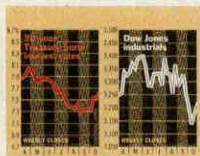
12



NATION: Rolling into uncharted territory



WORLD: Bosnia's Muslims are caught in a deadly squeeze



BUSINESS: Wall Street casts its votes



SOCIETY: Agonizing debate over how to stop inner-city slaughter

24 COVER: Closing the Gap

The race tightens in the final lap, as both Bush and Perot gain ground in a new TIME/CNN poll. But Clinton's lopsided electoral-vote lead will be hard to overcome.

28 Clinton's Long March: How a combination of luck, tenacity, indefatigable will and a strong sense of message turned the Governor of a small Southern state into the front runner of the 1992 presidential campaign.

44 U.S. CAMPAIGN: The Outsiders

An unusual crop of candidates is aiming for Capitol Hill

47 THE POLITICAL INTEREST: Value Your Vote

Getting beyond Perot's slick salesmanship

50 THE ECONOMY: Are Banks Choking the Recovery?

Interest rates are low, but businesses can't get loans

53 MONEY ANGLES: Investing in a Clinton Win

How to find prosperity under a new Administration

57 DIPLOMACY: The Lessons of Iraq

Bush's error: it's a mistake to be nice to bullies

59 VIETNAM: An Agony Begins to End

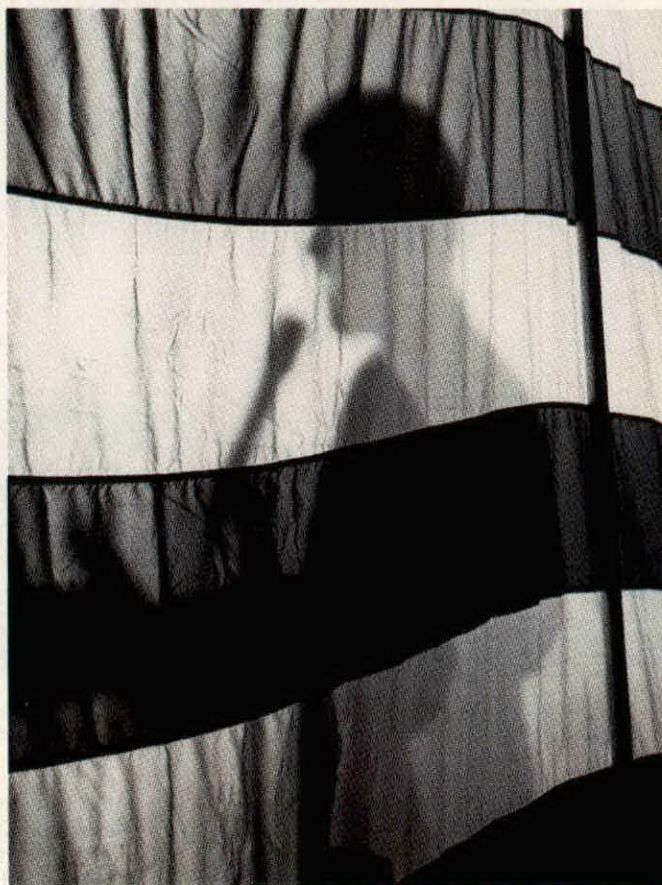
How a tireless researcher unraveled the POW/MIA mystery

62 PROFILE: A Triumphant Return to Stanford

Can football coach Bill Walsh qualify for the title of genius?

66 ART: The Other Russian Revolution

The avant-garde of that time still looks fresh and daring



Moment of truth? In February, Clinton discusses his draft history.

REVIEWS

THEATER Hats off: three fine new American plays open	69
CINEMA <i>The Lover</i> offers a steamy study of obsession	70
MUSIC The Prince of funk has a raunchy, catchy new album...	70
BOOKS <i>The English Patient</i> is a hauntingly beautiful tale	71
The male's view of divorce from Tom McGuane.....	72
SHORT TAKES	75

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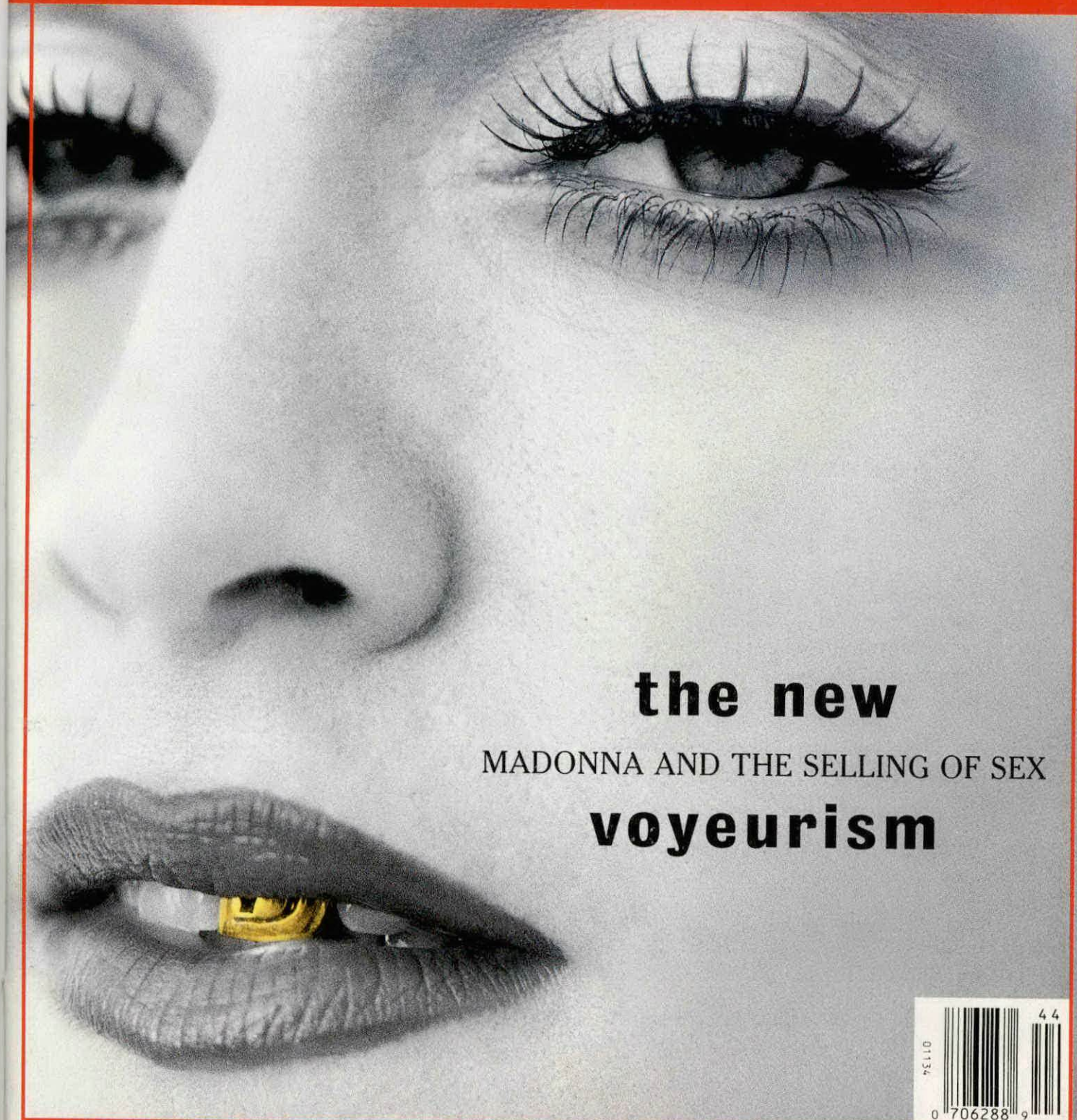
DEPARTMENTS

PUBLISHER'S LETTER	4
LETTERS	6
GRAPEVINE	11
MILESTONES	23
PEOPLE	77
ESSAY	78

PEROT'S SURGE: WHO WILL IT HURT MOST?

Newsweek

November 2, 1992 : \$2.95



the new

MADONNA AND THE SELLING OF SEX

voyeurism





Calvin Klein
Don't touch: The new trend, from music to Madonna to ads



■ The New Voyeurism

"Sex," Madonna's coffee-table book of erotic photos and writings, is more than just a deft way to make some money. It also provides a reading of a turbulence boiling in American culture. Call it the new voyeurism: the middlebrow embrace, in the age of AIDS, of explicit, erotic material for its own sake. From Mapplethorpe to MTV to fashion advertising, looking at sex is creeping out of the private sphere and into the public, gentrified by artsy pretension and destigmatized out of viral necessity. **The Arts: Page 94**



Perot scrambled the campaign's endgame

■ Running Scared

So there is an October surprise, after all. Last week Ross Perot was climbing in the polls, threatening to make a genuine, three-way race out of what had been viewed as Bill Clinton's waltz to the White House. NEWSWEEK looks at whom the Texas billionaire hurts most, and how George Bush and Clinton deal with Perot as the clock runs out. **National Affairs: Page 46**

■ One More Pink Slip?

Last week Robert Stempel was still chairman of General Motors, the world's largest industrial corporation. But with the automotive giant set to announce third-quarter losses of \$845 million, board members were reportedly ready to give Stempel the boot. The energized directors are no longer the complacent group that Ross Perot once dubbed "pet rocks." **Business: Page 70**

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, or call 1-800-634-6850 for change of address and 1-800-631-1040 for all other inquiries. NEWSWEEK (ISSN 0028-9604), November 2, 1992, Volume CXX, No. 18, is published weekly except for one additional issue during the month of November, \$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.

National Affairs

Running scared	46
Tamposi talks	49
Congress: no excuses	50
A Panther on the Hill	52
Iraqgate: what happened?	54
Prisoner of the people	58
Blaming the media	59

International

Now, a second front	60
How the West lost Bosnia	62
Get out the Geiger counters	64
The thriller lives on	65
The dead tell their tales	66
"The Greens eat their children"	67
Dispatches	67

Business

GM: one more pink slip?	70
Banking on scare stories	73
You're going to buy that troll	74
Jane Bryant Quinn	75

Society

Science: A new genetic code	77
Ideas: What kids need to know	80
Environment: A bay without water	83
Mind: What's so good about remembering the bad?	83

Lifestyle

Food: Beans 'n' greens go glamorous	84
Alice's wonderland	85
Education: Such were the joys	86
Technology: An earplug alert for parents	87
Radio: Greatest hits of the diamond	89
History: Four centuries of drug abuse	90
Television: Not just hit videos	93

The Arts

Entertainment: The selling of sex (the cover)	94
Time Warner's risqué business	101
Talking with Madonna	102
Theater: You gotta have heart	104

Departments

Periscope	6
My Turn	12
Letters	14
Perspectives	43
Newsmakers	68
Transition	82
George F. Will	106

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