

# What magazine gets it wrong in 1991?

## ANSWERS

Again...the same one that has gotten it wrong all along — TIME magazine.



"You know, old-time newspapermen who wanted us to remember as kids the ephemeral nature of our work used to remind us that yesterday's newspaper wraps today's garbage. I think it is Mr. Luce's unique contribution to American journalism that he placed into the hands of the people yesterday's newspaper and today's garbage homogenized into one neat package."

Herbert Block (Herblock)  
Cartoonist

Complaining about errors in TIME is "like faulting a dog for not dancing well. After all, dogs aren't supposed to dance."

A. J. Liebling  
Critic

"There was no publication in the world of such size and influence which was regarded by the innocent as a purveyor of news and yet which succeeded in being an instrument of propaganda."

W. A. Swanberg,  
Biographer of TIME Co-Founder Henry Luce

"The distortions, suppressions and slanting of TIME's political 'news' seemed to me to pass the bounds of politics and to commit an offense against the ethics of journalism."

T. S. Matthews  
Former TIME Managing Editor

"It has often been said that nobody could tell the truth in TIME style."

Marshall McLuhan

"If people read TIME because they are indulging their taste for fiction, why don't they simply read novels?"

The Nation

"TIME is about the most inaccurate magazine in existence. They will write just about anything to be picturesque and amusing."

P. G. Wodehouse  
English author and humorist

"I think TIME has gratuitously invaded the privacy of a great many people; I think it draws conclusions unwarranted by the facts, distorts quotes, reprints rumors it knows have little foundation, uses a selective editing in getting together a story from the newspapers that throws it altogether out of focus, and that TIME's style is an offense to the ear."

Wolcott Gibbs  
in the NEW YORKER

Look for the special advertising supplement of TIME magazine appearing June 14 in USA Today.

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