LONDON, Jan. 14—A wave of efforts to identify and publish the names of U.S. Central Intelligence Agency employees working abroad has swept through Europe in the last few days and reached London today, when a magazine called Time Out named three men it said were "senior" spies attached to the American Embassy here.

One of the men named by the magazine, which calls itself a counterculture monthly, was described as "one of the top three or four American spies in London," the second as a "specialist in Communist affairs," and the third as an intelligence officer "who served in his early career in Paris.

Time Out did not publish the addresses or telephone numbers of the three men.

The report followed a much longer list of alleged C.I.A. employees published yesterday by the leftist newspaper Liberation in Paris and similar "disclosures" of the names of C.I.A. employees in Athens, Stockholm, Madrid and Mexico City.

Time Out is essentially a monthly compilation of events in the world of the arts—films, exhibits, plays and musical events in London. But, it serves its first three or four pages for social comment, and in recent months these have consisted largely of articles on British and American intelligence activities in London.

Embassy Declines Comment

The American Embassy and the British Foreign Office have refused to comment on the magazine's allegations. Last May, it printed a chart listing the names of more than 50 alleged C.I.A. employees attached to the London embassy.

Only one of the three men named today responded to telephone inquiries. He said he was mystified by the article and denied that he was employed by the C.I.A.

Partly as a result of the article, Ambassador Elliot L. Richardson was questioned repeatedly about C.I.A. activities during a farewell news conference this afternoon. He is leaving to begin his new appointment as Secretary of Commerce.

Mr. Richardson conceded that the C.I.A. maintained an operation in the embassy, but he would not comment on the names and numbers of people involved. The article in Time OUT asserted that the agency had increased its staff here from 60 people to 70 in the last eight months.

Mr. Richardson had some fairly sharp comments on the magazine's report. He said that the public identification of Richard S. Welch as the C.I.A. station chief in Athens might have led to Mr. Welch's assassination on Dec. 23. He added:

"I would think that the possibility of such an event ought to weigh somewhat heavily with those who undertake to publish that kind of list."

Mr. Richardson indicated further that he had no personal misgivings about the presence of a C.I.A. operation here. He said it was important to try to "find out what the other side is doing," that "adversary relationships" still existed in global politics and that no "responsible person" here or in the United States believed that "we ought to dismantle that capability."

Time Out asserted that its source for the story had come "inside the embassy." Private, however, an editor of the magazine said that Philip Agee has "worked with us."

Mr. Agee, a former C.I.A. employee, published a book last year called "Inside the Company: C.I.A. Diary," a day-to-day account of his work and that of his colleagues in three Latin American countries.

The editor said that Mr. Agee had not been the main source for the article. In a radio interview today, Mr. Agee suggested that the most he had done was to help reporters by confirming names the reporters had already gathered.

At his news conference, Mr. Richardson said that the C.I.A. employees here carried out purely "intelligence" activities as opposed, presumably, to a countermajority function.

Briton Assails U.S. Reporter

LONDON, Jan. 14 (UPI)—The foreign editor of The Times of London said today that an American reporter has endangered British foreign correspondents by asserting that some of them were spies.

Louis Heren called the assertion by Bernard Nossiter, London correspondent of The Washington Post, "a damning and damnable charge, which can be neither proved nor disproved."

Mr. Nossiter, in a recent article on the British Secret Intelligence Service, said a "remarkable number" of British correspondents abroad were British agents or financed by the British intelligence service. No names were mentioned.

The Times editor said Mr. Nossiter's story was "a sloppy piece of misreporting" and added that it could also be "extremely dangerous."

He cited as an example an incident in which a British correspondent in Syria was seriously wounded by assailants after a newspaper had identified him as a newly arrived intelligence chief.