



He has managed to keep the FBI and himself independent and powerful through eight administrations. And his genius is that he has known exactly how to do it.

Yet increasingly heavy criticism of J. Edgar Hoover, the "nearest thing to an icon in American life," is coming from within the government itself.

This week Life describes the mounting controversy surrounding the man and the institution he created.

Any what, when, how, and

But Life doesn't stop there. It goes into the what next, what if, and what then. It's a complete job because that's the kind of job Life does.

And because it does, Life works harder for the reader and for the advertiser.

People read Life for information and insights they just don't get anywhere else. They think about what they're reading, and they remember.

And, as an advertiser, isn't that exactly what you want out of Life?