BRIFFING

9 Verbatim

10 | LightBox An Aurora victim

12 | World Romney gaffes; Ebola in Uganda

16 | Olympics Jordyn Wieber's redemption; Iceland's handball obsession

22 | Nation Mark Halperin's Between the Lines on a Tea Party victory in Texas

25 | Economy The turboprop renaissance

26 | Health & Science How drought makes your peaches sweeter

28 | Appreciation Gay Talese on Gore Vidal

COMMENTARY

30 | The Curious Capitalist Rana Foroohar on the tools of the Fed

33 | In the Arena Joe Klein on ads in Ohio

ON THE COVER: Photo-Illustration by Joe Zeff Design for TIME. White House: Susan Walsh—AP



Ultra-Orthodox Jews in Jerusalem attend the funeral of an influential rabbi on July 18. Photograph by Oded Balilty—AP for TIME

FEATURES

34 The Man with the Plan

Karl Rove is back, and GOP candidates, including Mitt Romney, need him by Michael Crowley

42 The Limits of People Power

The small, online money that helped Obama win in 2008 can't beat the big money of 2012 by Michael Scherer

46 The New Jerusalem

How ultra-Orthodox Jews became the fastest-growing population in Israel by Karl Vick

THE CULTURE

54 | Pop Chart Lady Gaga, film star; Internet cat videos get their own festival

56 | Food Vanilla who? Ice cream flavors you never saw coming

58 | Art A pair of Brazilian graffiti artists take their street art to Boston

60 | Tech Google and Microsoft enter the hardware business

61 | Tuned In Does NBC's online Olympics coverage trump TV?

62 | The Awesome Column Joel Stein's chicken conundrum

64 | 10 Questions Best-selling *Wimpy Kid* author Jeff Kinney

Flavor craze, page 56



EAM: ELIZABETH RENSTROM FO

TIME (ISSN 0040-781X) is published weekly, except for two lasues combined at year-end, by Time Inc. Principal Office: Time & Life Building, Rockefeller Center, New York, NY 10020-1393. Periodicals postage paid at New York, NY, and at additional mailing offices. Canada Post Publications Mail Agreement No. 40:10178. Return undeliberable Canada addresses to: Postal Stn A, P.O. Box 43:22, Toronto, Ont., M5W 3G9. GST #838336162/RT0001 © 20:12 Time Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where ITME magazine circulates, U.S. subscriptions: \$49 for one years. Subscribers: If the Postal Service alerts us that your magazine is undeliberable, we have no further obligation unless we receive a corrected address within two years. Postmaster: Send address changes to P.O. Box 62:120, Tampa, Ft. 33662-210. Mailing list: We Thake a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call, or write us at P.O. Box 62:120, Tampa, Ft. 33662-2120, or send us an e-mail at privacy@time.customersvc.com. Printed in the U.S.