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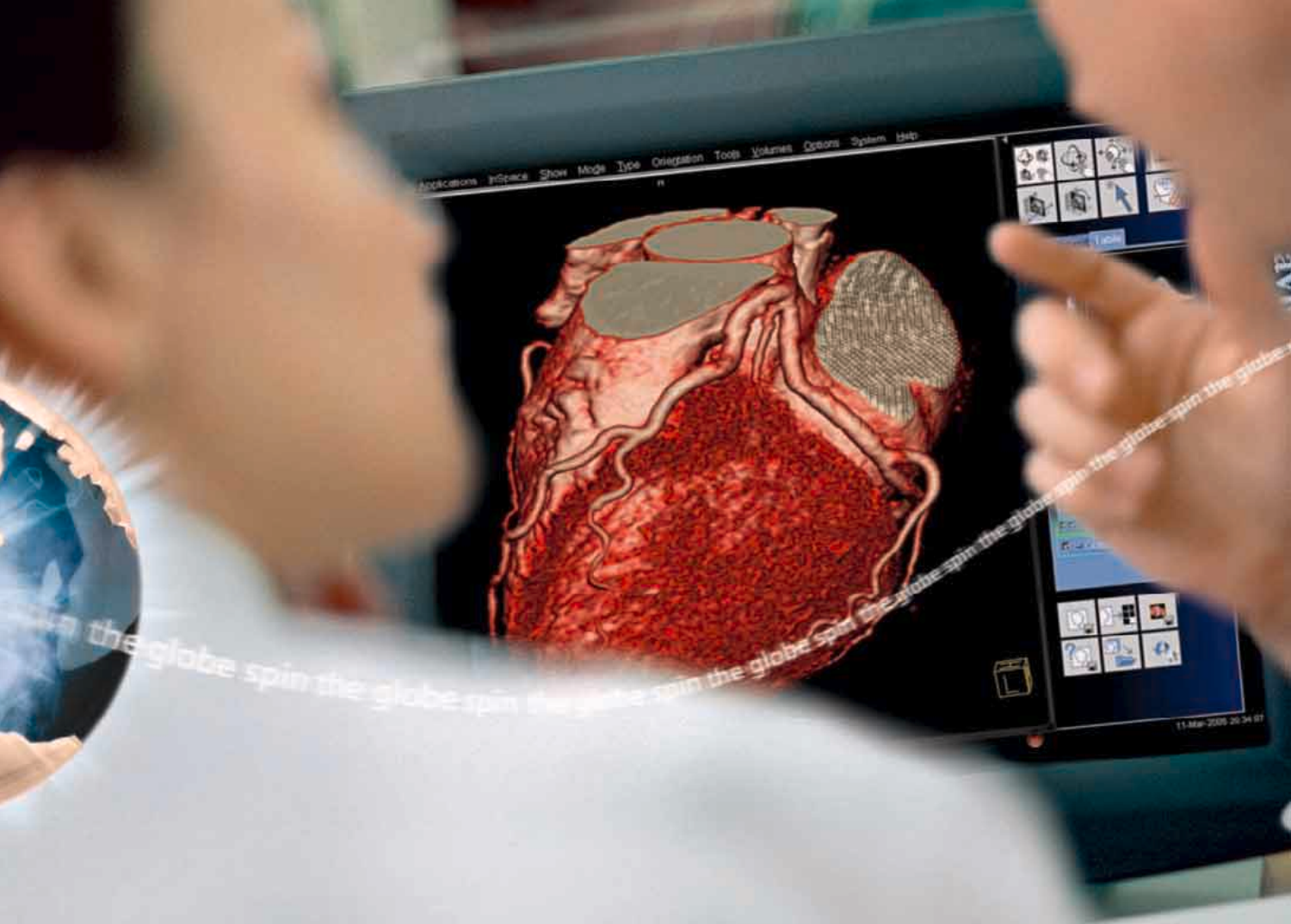
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FOOD & AMERICA

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NOW @ USNEWS.COM**Words of War**

He's not just the off-his-rocker hermit in *War of the Worlds*—he's the activist playwright whose off-Broadway work, *Embedded*, caught the fury of the media for questioning much of the reporting coming out of Iraq. Tim Robbins (pictured, left) talked to Vicky Hallett about his play, which airs on the Sundance Channel on August 21, featuring a boot camp for journalists run by a show-tune-loving colonel.

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**Blogging Bosses**

CEOs have entered the blogosphere, blabbering about corporate vision, stock prices, their new cars. Is it a PR dream or a shareholder's nightmare?

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prognosis. www.usnews.com/colon

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Winner List: For the winner's name, send a self-addressed, stamped envelope to be received by 11/10/05 to: MasterCard Win 12 Cars Sweepstakes Winner, P.O. Box 13106, Bridgeport, CT 06673-3106. ©2005 MasterCard International Incorporated. All Rights Reserved. This Sweepstakes is not produced, sponsored or executed by General Motors Corporation. **Sponsor:** MasterCard International Incorporated, 2000 Purchase Street, Purchase, NY 10577. **Promoter:** Project Support Team, Inc., 100 Mill Plain Road, Danbury, CT 06811/www.projectsupport.com

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Letters

Harry's Literary Spell

KUDOS AND THANKS FOR "THE POWER of Potter" [July 25]! As a retired middle school English teacher, I especially appreciated your noting the importance of reading aloud and providing teens with a choice of what to read. To help explain the decline in the number of young people reading, I suggest that it might be the emphasis on standardized test preparation, which takes the fun, stimulation, and excitement out of reading.

BILL MOLLINEAUX
Granby, Conn.

I CANNOT UNDERSTAND HOW THE Harry Potter craze is going to turn "half-hearted readers into lifelong book-worms." Instead of reading about wizards and witches, our children would be better off turning to books about nature, people, science, and all the wonderful things life has to offer.

DOUG MCCOBB
Fullerton, Calif.

MY SON WILL BE ENTERING HIGH school in the fall and has read several of the selections in "If Kids Made Summer Book Lists..." He would have been overjoyed to have had any of them on his required reading list. Kids would do a better job of absorbing literary lessons if they were actually interested in the books!

JANET SUMMERS
Philadelphia

The VA Is OK

KUDOS TO U.S. NEWS FOR THE "RIGHT on" article about the Department of Veterans Affairs health system in the "America's Best Hospitals" issue ["Military Might," July 18]. I have been a VA patient since 1964 as well as a member of a major HMO. A test performed in 2002 at the VA hospital in Palo Alto, Calif., revealed I had colon cancer. Sherry Wren, who was mentioned in your article, performed my successful surgery within days of the diagnosis. After treatments, my cancer is stable. I am alive today because of the doctors and treatment at the Palo Alto VA hospital.

LAWRENCE R. SHEAHAN
San Jose, Calif.

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Nation & World

Trouble in

U.S. FUGITIVES MAY THINK THEY CAN HIDE IN BELIZE, BUT HERE'S

Photography by Charlie Archambault for *USN&WR*



Paradise

The laid-back island town of San Pedro draws both American tourists and fugitives.

THE UNTOLD STORY OF HOW SOME GET CAUGHT



POLICE WORK. U.S. diplomatic security agent Thad Osterhout is a familiar face at Belize City's main police station, near the U.S. Embassy.

By Kevin Whitelaw

BELIZE CITY, BELIZE—It was 4 in the morning, and Thad Osterhout was trying hard not to break out laughing. The clean-cut U.S. agent leaned against a tropical-green wall in a dingy police station, watching his latest catch: an American fugitive named Arthur Schuh, wanted for skipping out on cocaine distribution charges in Wisconsin. Every few minutes, a large rat scurried across the floor, sending Schuh leaping to his feet and yelling, “Shoot it!” Schuh scrambled to stomp on the rodent, drawing a droll rebuke from Belize Police Inspector Alford Grinage: “Don’t kill it. That’s my pet.”

For Osterhout, an agent with the State Department’s Diplomatic Security bureau, this was just another early morning on the job. Stationed at the U.S. Embassy in Belize City, he is an unusual kind of diplomat—one carrying a badge and a gun. And while other diplomats may favor the social scene, Osterhout is on the streets hunting some of America’s most wanted. By his count, Schuh and his brother, picked up in the same Belize police raid, are the 55th and 56th fugitives that he has helped capture and send home in his 3½ years here.

For decades, American fugitives have made their way to Central and South America. Who hasn’t heard of the legendary Butch Cassidy and the Sundance Kid, the desperadoes who found sanctuary in South America in 1901 (but were believed killed in an encounter with Bolivian soldiers in 1909 after resuming their outlaw ways)? In more recent times, fugitives have often headed south, correctly counting on looser law enforcement, rampant corruption, and a paucity of extradition

treaties to put them beyond the reach of U.S. law. For some, that is still true. But other fugitives, like the Schuh brothers, are finding that disappearing is getting harder to do—and many are surprised by the readiness of authorities in places like Belize to work hand in glove with U.S. authorities.

“Open the door.” The U.S. Marshals Service is the government’s lead agency for hunting fugitives, but with only three foreign field offices, it must rely heavily on its law enforcement counterparts in the State Department. Diplomatic Security has agents in 159 countries, and last year alone they helped return some 104 fugitives from 40 countries. Traditionally press shy, the Diplomatic Security bureau granted *U.S. News* rare access to its Belize operations.

Even though he has no official law enforcement authority in Belize, Osterhout plays a surprisingly active role in finding and apprehending fugitives from U.S. law. Take the case of the Schuhs. Their apprehension began earlier that morning in May, after the Belize police confirmed a tip about an American fitting Arthur Schuh’s description. At 2:30 a.m., a group of local cops met Osterhout and Keith Hamilton, a Belizean-American investigator at the U.S. Embassy, outside a small yellow house on stilts, which was secured with iron bars over the doors and windows. Osterhout, clad in a “U.S. Police” T-shirt with a badge hanging around his neck, watched from the street as Grinage climbed the stairs and rapped on the door. “Police!” he bellowed. “Open the door.”

At first, nothing. Then, a toilet flushed—over and over. Grinage called for his officers to break open the main sewer pipe to catch anything being flushed down the toilet, but it took too long. After a few minutes, a woman came to the door. Inside



SEEKING SANCTUARY SOUTH OF THE BORDER

When it comes to bad cholesterol— Ask your doctor if lower is better.

Getting high cholesterol down is important.

Doctors know lowering high cholesterol is important for everyone. But for some people, it's even more important. In fact, a panel of medical experts recently proposed updated guidelines suggesting many patients aim for an even lower cholesterol goal than before.*

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BRIEF SUMMARY: For full Prescribing Information, see package insert. **INDICATIONS AND USAGE:** CRESTOR is indicated: 1. as an adjunct to diet to reduce elevated total-C, LDL-C, ApoB, nonHDL-C, and TG levels and to increase HDL-C in patients with primary hypercholesterolemia (heterozygous familial and nonfamilial) and mixed dyslipidemia (Fredrickson Type IIa and IIb); 2. as an adjunct to diet for the treatment of patients with elevated serum TG levels (Fredrickson Type IV); 3. to reduce LDL-C, total-C, and ApoB in patients with homozygous familial hypercholesterolemia as an adjunct to other lipid-lowering treatments (e.g., LDL apheresis) or if such treatments are unavailable. **CONTRAINDICATIONS:** CRESTOR is contraindicated in patients with a known hypersensitivity to any component of this product. Rosuvastatin is contraindicated in patients with active liver disease or with unexplained persistent elevations of serum transaminases (see WARNINGS, Liver Enzymes). **Pregnancy and Lactation:** Atherosclerosis is a chronic process and discontinuation of lipid-lowering drugs during pregnancy should have little impact on the outcome of long-term therapy of primary hypercholesterolemia. Cholesterol and other products of cholesterol biosynthesis are essential components for fetal development (including synthesis of steroids and cell membranes). Since HMG-CoA reductase inhibitors decrease cholesterol synthesis and possibly the synthesis of other biologically active substances derived from cholesterol, they may cause fetal harm when administered to pregnant women. Therefore, HMG-CoA reductase inhibitors are contraindicated during pregnancy and in nursing mothers. ROSUVASTATIN SHOULD BE ADMINISTERED TO WOMEN OF CHILDBEARING AGE ONLY WHEN SUCH PATIENTS ARE HIGHLY UNLIKELY TO CONCEIVE AND HAVE BEEN INFORMED OF THE POTENTIAL HAZARDS. If the patient becomes pregnant while taking this drug, therapy should be discontinued immediately and the patient apprised of the potential hazard to the fetus. **WARNINGS:** **Liver Enzymes:** HMG-CoA reductase inhibitors, like some other lipid-lowering therapies, have been associated with biochemical abnormalities of liver function. The incidence of persistent elevations (>3 times the upper limit of normal [ULN]) occurring on 2 or more consecutive occasions) in serum transaminases in fixed dose studies was 0.4, 0, 0, and 0.1% in patients who received rosuvastatin 5, 10, 20, and 40 mg, respectively. In most cases, the elevations were transient and resolved or improved on continued therapy or after a brief interruption in therapy. There were two cases of jaundice, for which a relationship to rosuvastatin therapy could not be determined, which resolved after discontinuation of therapy. There were no cases of liver failure or irreversible liver disease in these trials. It is recommended that liver function tests be performed before and at 12 weeks following both the initiation of therapy and any elevation of dose, and periodically (e.g., semiannually) thereafter. Liver enzyme changes generally occur in the first 3 months of treatment with rosuvastatin. Patients who developed increased transaminase levels should be monitored until the abnormalities have resolved. Should an increase in ALT or AST of >3 times ULN persist, reduction of dose or withdrawal of rosuvastatin is recommended. Rosuvastatin should be used with caution in patients who consume substantial quantities of alcohol and/or have a history of liver disease (see CLINICAL PHARMACOLOGY, Special Populations, Hepatic Insufficiency). Active liver disease or unexplained persistent transaminase elevations are contraindications to the use of rosuvastatin (see CONTRAINDICATIONS). **Myopathy/Rhabdomyolysis:** Rare cases of rhabdomyolysis with acute renal failure secondary to myoglobinuria have been reported with rosuvastatin and with other drugs in this class. Uncomplicated myalgia has been reported in rosuvastatin-treated patients (see ADVERSE REACTIONS). Creatine kinase (CK) elevations (>10 times upper limit of normal) occurred in 0.2% to 0.4% of patients taking rosuvastatin at doses up to 40 mg in clinical studies. Treatment-related myopathy, defined as muscle aches or muscle weakness in conjunction with increases in CK values >10 times upper limit of normal, was reported in up to 0.1% of patients taking rosuvastatin doses of up to 40 mg in clinical studies. In clinical trials, the incidence of myopathy and rhabdomyolysis increased at doses of rosuvastatin above the recommended dosage range (5 to 40 mg). In post-marketing experience, effects on skeletal muscle, e.g., uncomplicated myalgia, myopathy and, rarely, rhabdomyolysis have been reported in patients treated with HMG-CoA reductase inhibitors including rosuvastatin. As with other HMG-CoA reductase inhibitors, reports of rhabdomyolysis with rosuvastatin are rare, but higher at the highest marketed dose (40 mg). Factors that may predispose patients to myopathy with HMG-CoA reductase inhibitors include advanced age (≥ 65 years), hypothyroidism, and renal insufficiency. Consequently, 1. Rosuvastatin should be prescribed with caution in patients with predisposing factors for myopathy, such as, renal impairment (see DOSAGE AND ADMINISTRATION), advanced age, and inadequately treated hypothyroidism. 2. Patients should be advised to promptly report unexplained muscle pain, tenderness, or weakness, particularly if accompanied by malaise or fever. Rosuvastatin therapy should be discontinued if markedly elevated CK levels occur or myopathy is diagnosed or suspected. 3. The 40 mg dose of rosuvastatin is reserved only for those patients who have not achieved their LDL-C goal utilizing the 20 mg dose of rosuvastatin once daily (see DOSAGE AND ADMINISTRATION). 4. The risk of myopathy during treatment with rosuvastatin may be increased with concurrent administration of other lipid-lowering therapies or cyclosporine (see CLINICAL PHARMACOLOGY, Drug Interactions, PRECAUTIONS, Drug Interactions, and DOSAGE AND ADMINISTRATION). **The benefit of further alterations in lipid levels by the combined use of rosuvastatin with fibrates or niacin should be carefully weighed against the potential risks of this combination. Combination therapy with rosuvastatin and gemfibrozil should generally be avoided. (See DOSAGE AND ADMINISTRATION and PRECAUTIONS, Drug Interactions).** 5. The risk of myopathy during treatment with rosuvastatin may be increased in circumstances which increase rosuvastatin drug levels (see CLINICAL PHARMACOLOGY, Special Populations, Race and Renal Insufficiency, and PRECAUTIONS, General). 6. Rosuvastatin therapy should also be temporarily withheld in any patient with an acute, serious condition suggestive of myopathy or predisposing to the development of renal failure secondary to rhabdomyolysis (e.g., sepsis, hypotension, dehydration, major surgery, trauma, severe metabolic, endocrine, and electrolyte disorders, or uncontrolled seizures). **PRECAUTIONS:** **General:** Before instituting therapy with rosuvastatin, an attempt should be made to control hypercholesterolemia with appropriate diet and exercise, weight reduction in obese patients, and treatment of underlying medical problems (see INDICATIONS AND USAGE). Administration of rosuvastatin 20 mg to patients with severe renal impairment ($CL_{CR} < 30$ mL/min/1.73 m²) resulted in a 3-fold increase in plasma concentrations of rosuvastatin compared with healthy volunteers (see WARNINGS, Myopathy/Rhabdomyolysis and DOSAGE AND ADMINISTRATION). The result of a large pharmacokinetic study conducted in the US demonstrated an approximate 2-fold elevation in median exposure in Asian subjects (having either Filipino, Chinese, Japanese, Korean, Vietnamese or Asian-Indian origin) compared with a Caucasian control group. This increase should be considered when making rosuvastatin dosing decisions for Asian patients. (See WARNINGS, Myopathy/Rhabdomyolysis; CLINICAL PHARMACOLOGY, Special Populations, Race, and DOSAGE AND ADMINISTRATION.) **Information for Patients:** Patients should be advised to report promptly unexplained muscle pain, tenderness, or weakness, particularly if accompanied by malaise or fever. When taking rosuvastatin with an aluminum and magnesium hydroxide combination antacid, the antacid should be taken at least 2 hours after rosuvastatin administration (see CLINICAL PHARMACOLOGY, Drug Interactions). **Laboratory Tests:** In the rosuvastatin clinical trial program, dipstick-positive proteinuria and microscopic hematuria were observed among rosuvastatin-treated patients, predominantly in patients dosed above the recommended dose range (i.e., 80 mg). However, this finding was more frequent in patients taking rosuvastatin 40 mg, when compared to lower doses of rosuvastatin or comparator statins, though it was generally transient and was not associated with worsening renal function. Although the clinical significance of this finding is unknown, a dose reduction should be considered for patients on rosuvastatin 40 mg therapy with unexplained persistent proteinuria during routine urinalysis testing. **Drug Interactions:** **Cyclosporine:** When rosuvastatin 10 mg was coadministered with cyclosporine in cardiac transplant patients, rosuvastatin mean C_{max} and mean AUC were increased 11-fold and 7-fold, respectively, compared with healthy volunteers. These increases are considered to be clinically significant and require special consideration in the dosing of rosuvastatin to patients taking

concomitant cyclosporine (see WARNINGS, Myopathy/Rhabdomyolysis, and DOSAGE AND ADMINISTRATION). **Warfarin:** Coadministration of rosuvastatin to patients on stable warfarin therapy resulted in clinically significant rises in INR (>4, baseline 2-3). In patients taking coumarin anticoagulants and rosuvastatin concomitantly, INR should be determined before starting rosuvastatin and frequently enough during early therapy to ensure that no significant alteration of INR occurs. Once a stable INR time has been documented, INR can be monitored at the intervals usually recommended for patients on coumarin anticoagulants. If the dose of rosuvastatin is changed, the same procedure should be repeated. Rosuvastatin therapy has not been associated with bleeding or with changes in INR in patients not taking anticoagulants. **Gemfibrozil:** Coadministration of a single rosuvastatin dose to healthy volunteers on gemfibrozil (600 mg twice daily) resulted in a 2.2- and 1.9-fold, respectively, increase in mean C_{max} and mean AUC of rosuvastatin (see DOSAGE AND ADMINISTRATION). **Endocrine Function:** Although clinical studies have shown that rosuvastatin alone does not reduce basal plasma cortisol concentration or impair adrenal reserve, caution should be exercised if any HMG-CoA reductase inhibitor or other agent used to lower cholesterol levels is administered concomitantly with any agent that may decrease the levels or activity of endogenous steroid hormones such as ketoconazole, spiroglactone, and cimetidine. **CNS Toxicity:** CNS vascular lesions, characterized by perivascular hemorrhages, edema, and mononuclear cell infiltration of perivascular spaces, have been observed in dogs treated with several other members of this drug class. A chemically similar drug in this class produced dose-dependent optic nerve degeneration (Wallerian degeneration of retinogeniculate fibers) in dogs, at a dose that produced plasma drug levels about 30 times higher than the mean drug level in humans taking the highest recommended dose. Edema, hemorrhage, and partial necrosis in the interstitium of the choroid plexus was observed in a female dog sacrificed moribund at 40 mg/kg/day by oral gavage (systemic exposures 100 times the human exposure at 40 mg/day based on AUC comparisons). Cataracts were seen in dogs treated for 12 weeks by oral gavage at 30 mg/kg/day (systemic exposures 60 times the human exposure at 40 mg/day based on AUC comparisons). Retinal dysplasia and retinal loss were seen in dogs treated for 4 weeks by oral gavage at 90 mg/kg/day (systemic exposures 100 times the human exposure at 40 mg/day based on AUC). Doses >30 mg/kg/day (systemic exposures ≥ 60 times the human exposure at 40 mg/day based on AUC) following treatment up to one year, did not reveal retinal findings. **Carcinogenesis, Mutagenesis, Impairment of Fertility:** In a 104-week carcinogenicity study in rats at dose levels of 2, 20, 60, or 80 mg/kg/day by oral gavage, the incidence of uterine stromal polyps was significantly increased in females at 80 mg/kg/day at

CRESTOR[®] rosuvastatin calcium

systemic exposure 20 times the human exposure at 40 mg/day based on AUC. Increased incidence of polyps was not seen at lower doses. In a 107-week carcinogenicity study in mice given 10, 60, 200 mg/kg/day by oral gavage, an increased incidence of hepatocellular adenoma/carcinoma was observed at 200 mg/kg/day at systemic exposures 20 times human exposure at 40 mg/day based on AUC. An increased incidence of hepatocellular tumors was not seen at lower doses. Rosuvastatin was not mutagenic or clastogenic with or without metabolic activation in the Ames test with *Salmonella typhimurium* and *Escherichia coli*, the mouse lymphoma assay, and the chromosomal aberration assay in Chinese hamster lung cells. Rosuvastatin was negative in the *in vivo* mouse micronucleus test. In rat fertility studies with oral gavage doses of 5, 15, 50 mg/kg/day, males were treated for 9 weeks prior to and throughout mating and females were treated 2 weeks prior to mating and throughout mating until gestation day 7. No adverse effect on fertility was observed at 50 mg/kg/day (systemic exposures up to 10 times human exposure at 40 mg/day based on AUC comparisons). In testicles of dogs treated with rosuvastatin at 30 mg/kg/day for one month, spermatid giant cells were seen. Spermatid giant cells were observed in monkeys after 6-month treatment at 30 mg/kg/day in addition to vacuolation of seminiferous tubular epithelium. Exposures in the dog were 20 times and in the monkey 10 times human exposure at 40 mg/day based on body surface area comparisons. Similar findings have been seen with other drugs in this class. **Pregnancy:** **Pregnancy Category X** See CONTRAINDICATIONS. Rosuvastatin may cause fetal harm when administered to a pregnant woman. Rosuvastatin is contraindicated in women who are or may become pregnant. Safety in pregnant women has not been established. There are no adequate and well-controlled studies of rosuvastatin in pregnant women. Rosuvastatin crosses the placenta and is found in fetal tissue and amniotic fluid at 3% and 20%, respectively, of the maternal plasma concentration following a single 25 mg/kg oral gavage dose on gestation day 16 in rats. A higher fetal tissue distribution (25% maternal plasma concentration) was observed in rabbits after a single oral gavage dose of 1 mg/kg on gestation day 18. If this drug is administered to a woman with reproductive potential, the patient should be apprised of the potential hazard to a fetus. In female rats given oral gavage doses of 5, 15, 50 mg/kg/day rosuvastatin before mating and continuing through day 7 postcoitus results in decreased fetal body weight (female pups) and delayed ossification at the high dose (systemic exposures 10 times human exposure at 40 mg/day based on AUC comparisons). In pregnant rats given oral gavage doses of 2, 20, 50 mg/kg/day from gestation day 7 through lactation day 21 (weaning), decreased pup survival occurred in groups given 50 mg/kg/day, systemic exposures ≥ 12 times human exposure at 40 mg/day based on body surface area comparisons. In pregnant rabbits given oral gavage doses of 0.3, 1, 3 mg/kg/day from gestation day 6 to lactation day 18 (weaning), exposures equivalent to human exposure at 40 mg/day based on body surface area comparisons, decreased fetal viability and maternal mortality was observed. Rosuvastatin was not teratogenic in rats at ≤ 25 mg/kg/day or in rabbits ≤ 3 mg/kg/day (systemic exposures equivalent to human exposure at 40 mg/day based on AUC or body surface area comparison, respectively). **Nursing Mothers:** It is not known whether rosuvastatin is excreted in human milk. Studies in lactating rats have demonstrated that rosuvastatin is secreted into breast milk at levels 3 times higher than that obtained in the plasma following oral gavage dosing. Because many drugs are excreted in human milk and because of the potential for serious adverse reactions in nursing infants from rosuvastatin, a decision should be made whether to discontinue nursing or administration of rosuvastatin taking into account the importance of the drug to the lactating woman. **Pediatric Use:** The safety and effectiveness in pediatric patients have not been established. Treatment experience with rosuvastatin in a pediatric population is limited to 8 patients with homozygous FH. None of these patients was below 8 years of age. **Geriatric Use:** Of the 10,275 patients in clinical studies with rosuvastatin, 3,159 (31%) were 65 years and older, and 698 (6.8%) were 75 years and older. The overall frequency of adverse events and types of adverse events were similar in patients above and below 65 years of age. (See WARNINGS, Myopathy/Rhabdomyolysis.) The efficacy of rosuvastatin in the geriatric population (≥ 65 years of age) was comparable to the efficacy observed in the non-elderly. **ADVERSE REACTIONS:** Rosuvastatin is generally well tolerated. Adverse reactions have usually been mild and transient. In clinical studies of 10,275 patients, 3.7% were discontinued due to adverse experiences attributable to rosuvastatin. The most frequent adverse events thought to be related to rosuvastatin were myalgia, constipation, asthenia, abdominal pain, and nausea. **Clinical**

Adverse Experiences: Adverse experiences, regardless of causality assessment, reported in $\geq 2\%$ of patients in placebo-controlled clinical studies of rosuvastatin are shown in Table 1; discontinuations due to adverse events in these studies of up to 12 weeks duration occurred in 3% of patients on rosuvastatin and 5% on placebo.

Table 1. Adverse Events in Placebo-Controlled Studies

Adverse event	Rosuvastatin N=744	Placebo N=382
Pharyngitis	9.0	7.6
Headache	5.5	5.0
Diarrhea	3.4	2.9
Dyspepsia	3.4	3.1
Nausea	3.4	3.1
Myalgia	2.8	1.3
Asthenia	2.7	2.6
Back pain	2.6	2.4
Flu syndrome	2.3	1.8
Urinary tract infection	2.3	1.6
Rhinitis	2.2	2.1
Sinusitis	2.0	1.8

In addition, the following adverse events were reported, regardless of causality assessment, in $\geq 1\%$ of 10,275 patients treated with rosuvastatin in clinical studies. The events in *italics* occurred in $\geq 2\%$ of these patients. **Body as a Whole:** Abdominal pain, accidental injury, chest pain, infection, pain, pelvic pain, and neck pain. **Cardiovascular System:** Hypertension, angina pectoris, vasodilation, and palpitation. **Digestive System:** Constipation, gastroenteritis, vomiting, flatulence, periodontal abscess, and gastritis. **Endocrine:** Diabetes mellitus. **Hemic and Lymphatic System:** Anemia and ecchymosis. **Metabolic and Nutritional Disorders:** Peripheral edema. **Musculoskeletal System:** Arthritis, *arthralgia*, and pathological fracture. **Nervous System:** Dizziness, insomnia, *hypertonia*, *paresthesia*, depression, anxiety, vertigo, and neuralgia. **Respiratory System:** Bronchitis, *cough increased*, dyspnea, pneumonia, and asthma. **Skin and Appendages:** Rash and pruritus. **Laboratory Abnormalities:** In the rosuvastatin clinical trial program, dipstick-positive proteinuria and microscopic hematuria were observed among rosuvastatin-treated patients, predominantly in patients dosed above the recommended dose range (i.e., 80 mg). However, this finding was more frequent in patients taking rosuvastatin 40 mg, when compared to lower doses of rosuvastatin or comparator statins, though it was generally transient and was not associated with worsening renal function. (See PRECAUTIONS, Laboratory Tests.) Other abnormal laboratory values reported were elevated creatinine phosphokinase, transaminases, hyperglycemia, glutamyl transpeptidase, alkaline phosphatase, bilirubin, and thyroid function abnormalities. Other adverse events reported less frequently than 1% in the rosuvastatin clinical study program, regardless of causality assessment, included arrhythmia, hepatitis, hypersensitivity reactions (i.e., face edema, thrombocytopenia, leukopenia, vesiculoulcular rash, urticaria, and angioedema), kidney failure, syncope, myasthenia, myositis, pancreatitis, photosensitivity reaction, myopathy, and rhabdomyolysis. **Postmarketing Experience:** In addition to the events reported above, as with other drugs in this class, the following event has been reported during post-marketing experience with CRESTOR, regardless of causality assessment: very rare cases of jaundice. **OVERDOSAGE:** There is no specific treatment in the event of overdose. In the event of overdose, the patient should be treated symptomatically and supportive measures instituted as required. Hemodialysis does not significantly enhance clearance of rosuvastatin. **DOSAGE AND ADMINISTRATION:** The patient should be placed on a standard cholesterol-lowering diet before receiving CRESTOR and should continue on this diet during treatment. CRESTOR can be administered as a single dose at any time of day, with or without food. **Hypercholesterolemia (Heterozygous Familial and Nonfamilial) and Mixed Dyslipidemia (Fredrickson Type IIa and IIb):** The dose range for CRESTOR is 5 to 40 mg once daily. Therapy with CRESTOR should be individualized according to goal of therapy and response. The usual recommended starting dose of CRESTOR is 10 mg once daily. However, initiation of therapy with 5 mg once daily should be considered for patients requiring less aggressive LDL-C reductions, who have predisposing factors for myopathy, and as noted below for special populations such as patients taking cyclosporine, Asian patients, and patients with severe renal insufficiency (see CLINICAL PHARMACOLOGY, Race, and Renal Insufficiency, and Drug Interactions). For patients with marked hypercholesterolemia (LDL-C >190 mg/dL) and aggressive lipid targets, a 20-mg starting dose may be considered. After initiation and/or upon titration of CRESTOR, lipid levels should be analyzed within 2 to 4 weeks and dosage adjusted accordingly. The 40-mg dose of CRESTOR is reserved only for those patients who have not achieved their LDL-C goal utilizing the 20 mg dose of CRESTOR once daily (see WARNINGS, Myopathy/Rhabdomyolysis). When initiating statin therapy or switching from another statin therapy, the appropriate CRESTOR starting dose should first be utilized, and only then titrated according to the patient's individualized goal of therapy. **Homozygous Familial Hypercholesterolemia:** The recommended starting dose of CRESTOR is 20 mg once daily in patients with homozygous FH. The maximum recommended daily dose is 40 mg. CRESTOR should be used in these patients as an adjunct to other lipid-lowering treatments (e.g., LDL apheresis) or if such treatments are unavailable. Response to therapy should be estimated from pre-apheresis LDL-C levels. **Dosage in Asian Patients:** Initiation of CRESTOR therapy with 5 mg once daily should be considered for Asian patients. The potential for increased systemic exposures relative to Caucasians is relevant when considering escalation of dose in cases where hypercholesterolemia is not adequately controlled at doses of 5, 10, or 20 mg once daily. (See WARNINGS, Myopathy/Rhabdomyolysis; CLINICAL PHARMACOLOGY, Special Populations, Race, and PRECAUTIONS, General). **Dosage in Patients Taking Cyclosporine:** In patients taking cyclosporine, therapy should be limited to CRESTOR 5 mg once daily (see WARNINGS, Myopathy/Rhabdomyolysis, and PRECAUTIONS, Drug Interactions). **Concomitant Lipid-Lowering Therapy:** The effect of CRESTOR on LDL-C and total-C may be enhanced when used in combination with a bile acid binding resin. If CRESTOR is used in combination with gemfibrozil, the dose of CRESTOR should be limited to 10 mg once daily (see WARNINGS, Myopathy/Rhabdomyolysis, and PRECAUTIONS, Drug Interactions). **Dosage in Patients With Renal Insufficiency:** No modification of dosage is necessary for patients with mild to moderate renal insufficiency. For patients with severe renal impairment ($CL_{CR} < 30$ mL/min/1.73 m²) not on hemodialysis, dosing of CRESTOR should be started at 5 mg once daily and not to exceed 10 mg once daily (see PRECAUTIONS, General, and CLINICAL PHARMACOLOGY, Special Populations, Renal Insufficiency).

NOTE: This summary provides important information about CRESTOR. For more information, please ask your doctor or health care professional about the full Prescribing Information and discuss it with them.

Rx only

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Manufactured for: AstraZeneca Pharmaceuticals LP

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the house, police stepped over piles of trash as they searched the steamy dwelling. Schuh, a large, longhaired man with a bushy beard tied at the end with a rubber band, was brought into the living room, along with his wife and brother. Osterhout and the police remember him as manically talkative. He offered the police a few beers, and when they turned up a substantial block of \$100 bills still in the bank wrappers, he called it his retirement money. If he was surprised to see an American agent, Schuh didn't let on. "Hey, Mr. Policeman," he taunted Osterhout. "Aren't you far from home? Did you come to tell me I won the lottery?"

At the time, Grinage recalls, he was taken aback when Schuh and his wife started hugging and kissing on the couch; only later, during a subsequent search, did he learn what they were trying to hide: another wad of cash secreted in the furniture. Within a few weeks, U.S. marshals put the Schuh brothers on an airplane back to the United States. Today, they're awaiting trial in Wisconsin—and the recovered money, in accordance with the law here, has gone to the Belize government.

Chasing fugitives is only part of Osterhout's job as the U.S. Embassy's regional security officer. His primary responsibility is the physical security of the embassy and the U.S. diplomats and staff. The Diplomatic Security bureau is best known for protecting the secretary of state and high-profile foreign visitors. Osterhout, an eight-year DS veteran, guarded diplomatic VIPs including Yasser Arafat and the Dalai Lama during an earlier assignment to New York.

"Pit bull." For the onetime ski patroller from upstate New York drawn to law enforcement work, the fugitive hunting began in April 2002, two months into his Belize assignment, when the FBI called him about a wanted cop killer. Christopher Davis was convicted of the 1972 shooting of an off-duty police officer during a bar robbery in a St. Louis suburb. After being released, he skipped out on his parole, and the FBI picked up a tip that his girlfriend was traveling to Belize. With that, the manhunt was on. Osterhout sent Hamilton, his investigator, to follow the girlfriend when she landed at the airport. Hamilton, a quiet, dignified man with a shaved head and a bushy white beard, is Osterhout's secret weapon. A veteran of 14 years on the Belize police force, including six on a military tactical team, he moved to New York and became a U.S. citizen before returning here to work for the U.S. Embassy in 1999. "Keith is just like a pit bull," says Osterhout. "I give him cases, and he just



HUNTER AND HUNTED. Above, Keith Hamilton, the embassy's gumshoe, outside the house where the Schuh brothers were caught. Below, Reinaldo Silvestre, known as the "Butcher of South Beach"



doesn't let go until he gets these people."

Hamilton's surveillance of Davis's girlfriend initially led nowhere, and the investigator spent the next several months trying to hunt down Davis as he moved around the country just ahead of his pursuers. Hamilton tracked him to a Belize City mosque, for instance, but then he vanished before Osterhout could obtain a Belizean expulsion order. That happens, says Osterhout. "We can't surveil 24 hours a day."

Working a network of sources from his police days, Hamilton eventually picked up Davis's trail leading deeper into Belize's jungle, to a rural 500-acre plot of land owned by the mosque. Late one night, clad in his old Army camouflage and armed with a Sig 9-mm pistol, Hamilton trekked toward an isolated cabin on the property. Davis, a former black militant, was considered dangerous, but Hamilton said he was not intimidated either by Davis or by Belize's poisonous snakes. "The stars were shining bright that night," he recalls. Reaching the makeshift cabin, Hamilton saw that Davis had been there recently, all right, but he

was gone. In the end, the biggest threat that night was the mosquitoes, swarming after days of heavy rains.

Finally, after five months of sleuthing, Hamilton received the decisive tip, and the Belize police were able to nab Davis at a friend's house. It was evident that Davis's experience in Belize didn't match up to a vacation brochure. "Life on the run was not good," says Osterhout. "His wanted poster said 170 pounds, but he was probably 130 pounds... and he was just covered in mosquito bites." Today, Davis is serving time in Missouri.

Why Belize? This tiny nation of only 280,000 people does seem to draw a surprising number of fugitives. They come here "for the same reasons as the tourists," says Gerald Westby, Belize's police commissioner. "It's English-speaking and close to Mexico." Some try to blend in with vacationers on sun-drenched coastal islands like Ambergris Cay, and others, like Davis, try to find sanctuary in the jungle. They also appear to find comfort in the poverty (hence, their money goes further) and lawlessness (figuring they won't be a priority for local cops). Belize City is a violent place, currently suffering from a rash of "pedal by" shootings—executions by gunmen on bicycles.

Amid this backdrop, perhaps it is not surprising that Belize—with a national police force of just over 1,000 officers—has granted Osterhout unusual leeway, including permission to carry a concealed weapon. Sometimes, he calls in local police

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BUSTED. Belize police, patrolling a drug-ridden neighborhood in violent Belize City, have received credit in recent years for returning fugitives.

only for the actual arrest. Belize signed an extradition treaty with the United States in 2000, but officials are often quite willing to expedite a deportation instead of the lengthy extradition process. The police also assigned a sergeant, David Chi, as a full-time liaison to the embassy. "Belize is very close to being one of the most cooperative Central American nations," says James Schield, chief of international investigations for the U.S. Marshals Service. One key secret to Osterhout's success is the generous amount of equipment and training that he has helped obtain for the poorly equipped Belize police. Money, though, is still short. Asked to arrange a ride-along for a *U.S. News* photographer, Grinage looks embarrassed. "We're out of vehicles," he says. "There's no money to repair them, man."

Belize also has its own self-interest. "We are only too happy to get rid of these criminals when they come to Belize," says Westby, the police commissioner. This was especially true in the case of one of Belize's most notorious fugitives: Reinaldo Silvestre, a charismatic Cuban with a host of gruesome nicknames. He called himself "Dr. Ray," but the Belize press labeled him a "modern-day Frankenstein," and he was best known in the United States as the "Butcher of South Beach" after being featured on the television show *America's Most Wanted*. By whatever name, Silvestre allegedly spent more than a year posing as a plastic surgeon in Miami. Preying on the vain and the frugal (in part by advertising cut-rate breast enhancements), Silvestre left in his wake botched surgeries and scarred women, according to Miami police. In one particularly grisly operation, he reportedly gave a set of women's breast implants to a Mexican bodybuilder looking for enhanced pecs. (What's more, the bodybuilder woke up during the operation because of too little anesthesia.) And then one day in May 1999, Silvestre vanished.

Four years later, after Silvestre was featured on a rerun of the *America's Most Wanted* episode, Osterhout got a call. Miami Beach detectives had learned that Silvestre might be practicing medicine in Belize. Hamilton then found Silvestre at a local medical college, where he was, ironically, teaching students how to pass the U.S. medical boards—a feat Silvestre himself never managed. But there was a twist: As a Cuban citizen, Silvestre could not simply be deported to the United States, so Osterhout had to arrange a formal extradition—which took U.S. authorities more than a year. Says Osterhout, "We located this guy quickly, but it took forever to get the paperwork."

"Con artist." The delay was troubling. There were concerns about whether Silvestre was practicing medicine but no evidence for authorities to act on. Finally, the extradition papers came through. Early on Oct. 7, 2004, as Silvestre was standing in his white medical coat waiting for his ride to work, the Belize police arrested him. Afterward, they found he had been operating a medical clinic in his basement. "In an hour of talking, you could almost understand how he was able to con all these people," says Osterhout. "Like any good con artist, he was persuasive and charming."

At first, Silvestre vowed to fight extradition. That was before Hattieville prison, Belize's squalid main lockup. After only a few weeks there, Silvestre waived his appeal rights and was sent to Florida. No surprise. "They go to Hattieville, and they decide it's not for them," says Chi. "That's how we get rid of a lot of them." Silvestre is scheduled to go on trial August 24, having pleaded not guilty.

If some, like Silvestre, are smooth talkers, other fugitives should have known to keep their mouths shut. Take Charles Mendenhall, who was wanted for attempted murder in Florida. The Belize police noticed him after he got into a dispute

"HAPPY TO GET RID OF THESE CRIMINALS"



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SQUALOR. The main holding cells in Belize City, nicknamed the “Piss House,” have prompted many fugitives to stop fighting their expulsion.

over a bar bill in San Pedro on the resort island of Ambergris Cay. Another fugitive was captured after he boasted to tourists on the island of Cay Caulker that he was running from the law. And there are the what-were-they-thinking cases. Victor Bradley, who fled charges in Oklahoma City of raping a mentally disabled woman, was nabbed after he went to the U.S. Embassy for a new passport. His brother, Crel, wanted for violating parole on a child-molestation conviction, was picked up, too.

Some cases stand out. For Osterhout, a father of two, those involving pedophiles are perhaps the most rewarding. In one, Osterhout learned about an American named Frederick Schaefer, a convicted sex offender from California. He was arrested in Belize, accused of faking an application for a Belizean passport, but he was released after a local group paid his bail. Months later, Osterhout learned that Schaefer had come to the attention of the Belize police because of allegations that young kids were often spending time with him and even staying overnight. Even more worrisome, Schaefer was trying to open a day-care business. Concerned that he might be a repeat offender, Osterhout had a colleague in Washington pester California authorities to pursue a warrant on Schaefer for parole violations. They eventually agreed, and Schaefer was expelled.

Suspicious tourists. With such a small population, inhabiting an area not quite the size of Massachusetts, Belize has a bit of a small-town feel. Osterhout once located a fugitive less than 90 minutes after getting her description. The country never felt smaller to Osterhout than when he was trying to track down David Clenney, a Houston man wanted for kidnapping his 4-year-old son during a messy 2003 divorce. For Osterhout, the case began implausibly enough when a tourist vacationing in San Pedro on Ambergris Cay became curious about a father and

son who were hanging out in a bar on Super Bowl Sunday last year. Suspicious about the father's story, she had her fiancé stage a photo of her with the other man in the background. After returning home, she scoured the missing-children websites and then called police after identifying Clenney.

Clenney, as it turned out, wasn't hard to find. Since Osterhout doesn't have a budget for investigations, he boarded the 15-minute flight to San Pedro for a short vacation. While his family enjoyed the water, he took a few hours to canvass some local contacts. Looking for information, Osterhout stopped at a hotel bar for a beer. Just 15 minutes later, Clenney's son walked in. “The kid plops down next to me at the bar,” he recalls. “So I start talking to him.” Osterhout quickly learned that Clenney was working and living at the hotel; he even saw Clenney later that evening at the bar. It took several weeks to arrange the paperwork to deport the father and return the child to his mother. Osterhout still has a photo of the boy playing with his badge at the San Pedro airstrip.

Of course, not everybody gets caught. Belize's most infamous fugitive is probably Joseph Ross, who once ran an aviation firm in Oklahoma. Ross was indicted for tax fraud in 1986 and eventually settled in Belize (having taken Belizean citizenship in 1988). He now runs a luxury jungle resort. But Osterhout recalls the words of one fugitive caught after a two-year chase: “You guys have no idea how many other fugitives are here.”

Actually, they have at least *some* idea. As Osterhout wraps up his tour of duty in Belize, he will be leaving behind more than a dozen open cases—among them fugitives charged with murder, drug dealing, child pornography, and running a multimillion-dollar Ponzi scheme. Enough to keep his successor busy and to fill an episode of *America's Most Wanted—Belize Edition*. ●

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Read this patient information carefully before you start taking BONIVA. Read this patient information each time you get a refill for BONIVA. There may be new information. This information is not everything you need to know about BONIVA. It does not take the place of talking with your health care provider about your condition or your treatment. Talk about BONIVA with your health care provider before you start taking it, and at your regular check-ups.

What is the most important information I should know about BONIVA?

BONIVA may cause serious problems in the stomach and the esophagus (the tube that connects your mouth and stomach) such as trouble swallowing, heartburn, and ulcers (see “What are the possible side effects of BONIVA?”).

You must take BONIVA exactly as prescribed for BONIVA to work for you and to lower the chance of serious side effects (see “How should I take BONIVA?”).

What is BONIVA?

BONIVA is a prescription medicine used to treat or prevent osteoporosis in women after menopause (see “What is osteoporosis?”). BONIVA may reverse bone loss by stopping more loss of bone and increasing bone mass in most women who take it, even though they won't be able to see or feel a difference. BONIVA may help lower the chances of breaking bones (fractures). For BONIVA to treat or prevent osteoporosis, you have to take it as prescribed. BONIVA will not work if you stop taking it.

Who should not take BONIVA?

Do not take BONIVA if you:

- have low blood calcium (hypocalcemia)
 - cannot sit or stand up for at least 1 hour (60 minutes)
 - have kidneys that work very poorly
 - are allergic to ibandronate sodium or any of the other ingredients of BONIVA (see the end of this page for a list of all the ingredients in BONIVA)
- Tell your health care provider before using BONIVA:**
- if you are pregnant or planning to become pregnant. It is not known if BONIVA can harm your unborn baby.
 - if you are breast-feeding. It is not known if BONIVA passes into your milk and if it can harm your baby.
 - have swallowing problems or other problems with your esophagus (the tube that connects your mouth and stomach)
 - if you have kidney problems
 - **about all the medicines you take** including prescription and non-prescription medicines, vitamins and supplements. Some medicines, especially certain vitamins, supplements, and antacids can stop BONIVA from getting to your bones. This can happen if you take other medicines too close to the time that you take BONIVA (see “How should I take BONIVA?”).

How should I take BONIVA?

- Take BONIVA exactly as instructed by your health care provider.
- Take BONIVA first thing in the morning at least 1 hour (60 minutes) before you eat, drink anything other than plain water, or take any other oral medicine.
- Take BONIVA with 6 to 8 ounces (about 1 full cup) of plain water. Do not take it with any other drink besides plain water. Do not take it with other drinks, such as mineral water, sparkling water, coffee, tea, dairy drinks (such as milk), or juice.
- Swallow BONIVA whole. Do not chew or suck the tablet or keep it in your mouth to melt or dissolve.
- After taking BONIVA you must wait at least 1 hour (60 minutes) before:
 - Lying down. You may sit, stand, or do normal activities like read the newspaper or take a walk.
 - Eating or drinking anything except for plain water.
 - Taking other oral medicines including vitamins, calcium, or antacids. Take your vitamins, calcium, and antacids at a different time of the day from the time when you take BONIVA.
- If you take too much BONIVA, drink a full glass of milk and call your local poison control center or emergency room right away. Do not make yourself vomit. Do not lie down.

- Keep taking BONIVA for as long as your health care provider tells you. BONIVA will not work if you stop taking it.
- Your health care provider may tell you to exercise and take calcium and vitamin supplements to help your osteoporosis.
- Your health care provider may do a test to measure the thickness (density) of your bones or do other tests to check your progress.

What is my BONIVA schedule?

Schedule for taking BONIVA 150 mg once monthly:

- Take one BONIVA 150-mg tablet once a month.
- Choose one date of the month (your BONIVA day) that you will remember and that best fits your schedule to take your BONIVA 150-mg tablet.
- Take one BONIVA 150-mg tablet in the morning of your chosen day (see “How should I take BONIVA?”).

What to do if I miss a monthly dose:

- If your next scheduled BONIVA day is more than 7 days away, take one BONIVA 150-mg tablet in the morning following the day that you remember (see “How should I take BONIVA?”). Then return to taking one BONIVA 150-mg tablet every month in the morning of your chosen day, according to your original schedule.
- **Do not** take two 150-mg tablets within the same week. If your next scheduled BONIVA day is only 1 to 7 days away, **wait** until your next scheduled BONIVA day to take your tablet. Then return to taking one BONIVA 150-mg tablet every month in the morning of your chosen day, according to your original schedule.

- **If you are not sure what to do if you miss a dose, contact your health care provider who will be able to advise you.**

Schedule for taking BONIVA 2.5 mg once daily:

- Take one BONIVA 2.5-mg tablet once a day first thing in the morning at least 1 hour (60 minutes) before you eat, drink anything other than plain water, or take any other oral medicine (see “How should I take BONIVA?”).

What to do if I miss a daily dose:

- If you forget to take your BONIVA 2.5-mg tablet in the morning, **do not** take it later in the day. Just return to your normal schedule and take 1 tablet the next morning. **Do not** take two tablets on the same day.
- **If you are not sure what to do if you miss a dose, contact your health care provider who will be able to advise you.**

What should I avoid while taking BONIVA?

- Do not take other medicines, or eat or drink anything but plain water before you take BONIVA and for at least 1 hour (60 minutes) after you take it.
- Do not lie down for at least 1 hour (60 minutes) after you take BONIVA.

What are the possible side effects of BONIVA?

Stop taking BONIVA and call your health care provider right away if you have:

- **pain or trouble with swallowing**
- **chest pain**
- **very bad heartburn or heartburn that does not get better**

BONIVA MAY CAUSE:

- pain or trouble swallowing (dysphagia)
- heartburn (esophagitis)
- ulcers in your stomach or esophagus (the tube that connects your mouth and stomach)

Common side effects with BONIVA are:

- diarrhea
- pain in extremities (arms or legs)
- dyspepsia (upset stomach)

Less common side effects with BONIVA are short-lasting, mild flu-like symptoms (usually improve after the first dose). These are not all the possible side effects of BONIVA. For more information ask your health care provider or pharmacist.

Rarely, patients have reported severe bone, joint, and/or muscle pain starting within one day to several months after beginning to take, by mouth, bisphosphonate drugs to treat osteoporosis (thin bones). This group of drugs includes BONIVA. Most patients experienced relief after stopping the drug. Contact your health care provider if you develop these symptoms after starting BONIVA.

What is osteoporosis?

Osteoporosis is a disease that causes bones to become thinner. Thin bones can break easily. Most people think of their bones as being solid like a rock. Actually, bone is living tissue, just like other parts of the body, such as your heart, brain, or skin. Bone

just happens to be a harder type of tissue. Bone is always changing. Your body keeps your bones strong and healthy by replacing old bone with new bone.

Osteoporosis causes the body to remove more bone than it replaces. This means that bones get weaker. Weak bones are more likely to break. Osteoporosis is a bone disease that is quite common in women after menopause. At first, osteoporosis has no symptoms, but people with osteoporosis may develop loss of height and are more likely to break (fracture) their bones, especially the back (spine), wrist, and hip bones.

Osteoporosis can be prevented, and with proper therapy it can be treated.

Who is at risk for osteoporosis?

Talk to your health care provider about your chances for getting osteoporosis.

Many things put people at risk for osteoporosis. The following people have a higher chance of getting osteoporosis:

Women who:

- are going through or who are past menopause (“the change”)
- are white (Caucasian) or Oriental (Asian)

People who:

- are thin
- have a family member with osteoporosis
- do not get enough calcium or vitamin D
- do not exercise
- smoke
- drink alcohol often
- take bone thinning medicines (like prednisone) for a long time

General information about BONIVA

Medicines are sometimes prescribed for conditions that are not mentioned in patient information. Do not use BONIVA for a condition for which it was not prescribed. Do not give BONIVA to other people, even if they have the same symptoms you have. It may harm them.

Store BONIVA at 77°F (25°C) or at room temperature between 59°F and 86°F (15°C and 30°C).

Keep BONIVA and all medicines out of the reach of children.

This summarizes the most important information about BONIVA. If you would like more information, talk with your health care provider. You can ask your health care provider or pharmacist for information about BONIVA that is written for health professionals.

For more information about BONIVA, call 1-888-MY-BONIVA or visit www.myboniva.com.

What are the ingredients of BONIVA?

BONIVA (active ingredient): ibandronate sodium
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Issued: March 2005

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BON210R0

Shiite Muslim women in Iraq:
What constitutional rights?

back on the table: the division of power between the federal government and the provinces; the role of Islam in law; women's rights, and what to do about Kirkuk, the city claimed by Kurds that sits on a sea of oil.

Hard bargaining. The starting points did not look promising. The Kurds touted a version of the Constitution giving their region the right to conduct its own foreign policy and cut its own oil deals. The Shiite Muslims circulated a draft that forbids any law contrary to Islamic law. The Sunni Muslims said forget democracy; a dictator would be better for the country. But Iraqi-style negotiation is to start off with extreme demands, then backpedal.

The question is whether the resulting document will be relevant, or if it's the process that counts. Heather Coyne heads a team in Baghdad from the U.S. Institute of Peace, which has been working on building a dialogue between citizens and the drafters. "There is the fear that the political elites will get an agreement they can live with, but constituents won't think it reflects what [they] believe in," she says. Perhaps no one will know until it's put to the test. "When the TAL was passed, a lot of people thought it wasn't worth the paper it was written on," says an official involved in the TAL

process. "But now the Iraqis are reading it word for word—whether the referendum requires [approval of] two thirds of voters or two thirds of registered voters, that kind of thing."

But in the end, because of the short time frame, many issues will have to remain unresolved. Officials familiar with the negotiations say there could be agreement on a process to resolve the status of Kirkuk, for example, rather than laying out specifics of the city's fate. New York University Prof. Noah Feldman, who was involved in drafting the TAL, raises the point that the U.S. Con-

LOOKING AHEAD

In drafting a constitution, Iraqis try to overcome (or sidestep) issues that could pull the country apart

By Bay Fang

The last time a constitution was supposed to be completed in Iraq, reporters waited for eight hours inside a conference hall, where fountain pens had been carefully laid out on an antique desk once used by King Faisal I, Iraq's first monarch. Specially invited children dressed in tribal garb lounged in front of a map of the nation emblazoned with the slogan "We all participate in the new Iraq." In the end, though, everyone gave up and went home, while leaders of the various eth-

nic groups continued to argue behind closed doors over details of what was to become the interim constitution, or the Transitional Administrative Law (TAL).

Now, 17 months later, a different group of leaders is writing Iraq's permanent Constitution, and everyone is hoping against hope that history does not repeat itself. "A lot of the same debates are happening all over again," says one official involved in both political processes. "A lot of it sounds very familiar. But at least they're doing it."

The completed document is due on August 15, and many of the same issues are

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stitution survived and was ratified by being vague on controversial subjects such as slavery—but he adds that it ultimately led to civil war. “Similarly, in Iraq, putting off the question of how much independence Kurdistan will have might buy them time,” he says, “but 20, 30 years down the line, it could lead to conflict, or even to secession.”

The possibility of the population facing off along major religious and ethnic lines is acknowledged even by those most heavily vested in the success of the enterprise. Some think a more likely scenario would be the breakdown—rather than the breakup—of the nation, with the center disintegrating and the emergence of warlords running fiefdoms around the country.

And the United States, many drafters say, is responsible for keeping that from happening. “It is impossible for the Americans to create this situation in Iraq and not interfere. They have to correct their mistakes,” says Salah al-Mutlak, a prominent Sunni member of the drafting committee. “The Americans gave privileges to some political powers that they didn’t give to others. So now, they have to go back to these political powers and tell them to lower their demands.”

But what is the bottom line? Some in the Bush administration admit they would be satisfied with a semblance of a democratic process—which would enable a U.S. troop pullout while still claiming victory. The Pentagon has been laying the groundwork for beginning a withdrawal soon after Iraq’s planned December elections for a new government. “There is the notion that the U.S. has been operating by, for quite some time, which is to pass electoral and other benchmarks as swiftly as possible, and the faster you get past them, the easier it gets,” says Wayne White, a scholar with the Middle East Institute, who until March headed the State Department’s Iraq intelligence team. “But



A British soldier
near oil fields in
southern Iraq

I think the further you go down the road, the harder it gets.”

What’s important, then, is not what the Constitution says, but how it is implemented. “What worries us,” says Qubad Talabani, U.S. representative of the Kurdistan Regional Government, “is that a vague constitution will be left for an Islamist-filled constitutional court to interpret after the election.” Observers

**“It is impossible for
the Americans to
create this situation
in Iraq and not
interfere.”**

Salah al-Mutlak, a Sunni official

point out that in many Arab countries there are progressive constitutions that are enforced poorly, if at all. It is the institutions built up around the document, such as the courts, that will decide the relevance of the Constitution. “What we’d want to see is any constitution that emerges

out of the process to have checks and balances,” says a senior administration official. “That’s one way to avoid having a simple Islamist government.”

Voting rules. People are also watching how the electoral law governing the December elections will be written. While the last election had the entire country vote as a single district, the next one is likely to break the country into multiple districts, each allocated a number of representatives proportionate to the



population. This would ensure a certain number of Sunnis in the permanent assembly, regardless of voter turnout.

Which leads to the endgame: Will the process alone save the country? Assuming the Sunni representatives stay in the game, the challenge is winning over the people. "The insurgency will keep fighting no matter what," says a senior administration official. "The question is, the majority of the Sunni population—will they go with the insurgents, or those involved in the political process?"

With car bombs twice a day on average, temperatures surging, and a perpetual shortage of electricity and gasoline, the man on the street remains understandably skeptical. Yassin Nasr, a 39-year-old Sunni who runs a generator shop in the Yarmuk district (and whose nickname is the "Minister of Electricity" because he maintains a big generator for his neighbors, providing 15 hours of electricity to supplement the state's one hour), says his faith in the government was shaken by how much haggling happened after the last election. "The Constitution could tear us apart," he says. "There is no sense of brotherhood between the parties that came to Iraq after the war, and now they are the ones writing the Constitution." Still, he adds, the process of trying to work things out is crucial. That is, at least they're doing it. ●

With Amer Saleh in Baghdad

THE L.L.BEAN GUIDE TO FALL No. 33

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Krar, with his wife, after being sentenced to federal prison

FIGHTING FIRE ON THE RIGHT

The feds are keeping an eye on homegrown extremists

By Danielle Knight

When FBI agents raided the home and storage facilities of William Krar in Noonday, a small town in East Texas, two years ago, they stumbled upon a small arsenal. There were about 2 pounds of deadly sodium cyanide, 65 pipe bombs and several remote-control briefcase bombs. They also recovered more than 500,000 rounds of ammunition and a collection of white supremacist books. If mixed with some of the other chemicals Krar had, the cyanide compound could have created enough poison gas to kill everyone inside a large office building.

In the decade since the 1995 bombing of Oklahoma City's Alfred P. Murrah Federal Building, local police and federal agents have foiled roughly 60 right-wing extremist terrorist plots, according to the Southern Poverty Law Center's Intelligence Project. While homeland security and intelligence officials understandably focus today on terrorism threats from abroad, hate-group experts say the danger from homegrown extremists like Krar, now in federal prison, shouldn't be ignored. "The fact that the only chemical weapon incident in the United States involved a domestic extremist suggests that domestic terrorism is still a serious threat," says Mark Pitcavage, director of fact finding at the Anti-Defamation

League. The Southern Poverty Law Center's estimates that 762 extremist right-wing hate groups were active in the United States last year, up slightly from the 751 groups tallied the year before.

Loners. Last April, a strategy paper on domestic and international terrorism threats prepared by the Department of Homeland Security was leaked to the press. The paper listed radical leftist groups, such as the Animal Liberation Front and the Earth Liberation Front, but there wasn't a single word about right-wing militia or extremist groups. Rep. Bennie Thompson of Mississippi, the ranking Democrat on the House Committee on Homeland Security, says the DHS must focus more intently on right-wing groups. "The department's responsibility includes protecting the homeland from domestic terrorists," Thompson says. "And that should mean all domestic terrorists, not just some of them."

The DHS says that its strategy paper wasn't a comprehensive assessment of the risk of domestic terrorism. "We remain concerned about all threats," says Katy Montgomery, a DHS spokeswoman. Communication between her department and the FBI has improved

"lone wolf extremists," German says. But "lone extremism" is a technique taught by some white supremacist groups, he adds: "Unless you see this as an ongoing conspiracy, you aren't going to be out front to prevent the next attack."

German resigned from the FBI last year after criticizing these and other alleged management problems in the FBI's counterterrorism program. The Justice Department's inspector general is investigating his claims. Ed Cogswell, a spokesman for the FBI, says the bureau cannot comment because of the pending inquiry. But the FBI, Cogswell says, considers both left- and right-wing domestic terrorism groups to be serious chal-

lenges. "Extremist groups," he says, "are difficult to track."

The difficulty is not hard to understand—and sometimes it just takes a bit of luck to stop a violent radical bent on trouble. Catching Krar, for example, wasn't the result of great detective work. After a package of bogus identification documents he mailed wound up at the wrong address, the unwitting recipient alerted authorities. FBI agents went to the return address Krar had scrawled on the package. As soon as they found the cache of weapons, they slapped the cuffs on him. ●

"Domestic terrorism is still a serious threat."

Mark Pitcavage,
Anti-Defamation League

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LETTER FROM WYOMING

A Sense of Déjà Boom

By Todd Wilkinson

PINEDALE—The word *frenzy* wouldn't really begin to describe what's going on in and around this county seat of 1,400, where active gas wells outnumber residents by almost 2 to 1. In Sublette County alone, more than a billion cubic feet of gas is being extracted every day. Just over the horizon from Mayor Rose Skinner's window at Town Hall, 40 drilling crews work around the clock, sending drill bits deep beneath the Jonah and Pinedale Gas Fields. Across a landscape that once served as a backdrop for Marlboro Man commercials, rough-necks install new roads and lay miles of heavy pipe. Shiny new pickups crowd busy Pine Street, and saloons like the Cowboy Bar & Lounge draw rowdy patrons every payday. "We're happy to ride this boom," says Mayor Skinner, 84, "as far as it'll take us."

Yet listen closely, and there's a forlorn quiver in her voice—indeed in the voices of many of this state's half-million hard-boiled residents. Dating back to the 1920s, there's never been an energy boom in Wyoming without a bust trailing behind it. The never-ending cycles are an enduring part of life here. Boom is better, no doubt about that. But folks in Pinedale know that even good times bring issues of their own. And while the getting's good, state leaders are searching for ways to get Wyoming off its eco-

nomie roller coaster.

Memories of the last cycle are still vivid. The energy crisis of the late 1970s fueled an oil-drilling bonanza, but oil prices crashed in the mid-1980s and so did the state's economy; the bust lasted years. Wyoming ran a deficit of \$200 million in 1999. Young people bolted. "Oh God," said a popular bumper sticker, "please give us one more boom. We promise not

coal are being shipped by rail to power plants out East. Last year, Wyoming ran a surplus of \$1 billion. In recent months, the Cowboy State has boasted one of the nation's lowest unemployment rates—3 to 4 percent—which hasn't happened since the early 1980s.

But even chamber-of-commerce types are feeling a bit unsettled as development leapfrogs from the

private lands in the West. BLM officials contend that energy development and the habitat needs of Wyoming's wildlife can be balanced, but at the Jonah Field, the governor's wildlife biologists have told him that the intensity of natural resource extraction has precluded the ability to safeguard imperiled species. "I would hope that the BLM would use the present circumstance [in the Jonah

Field] as an example of what not to do in the future," Freudenthal wrote in an April letter to the agency. "To attempt to minimize any additional surface disturbance . . . is a futile attempt to 'perfume the pig.'"

Hope prevails, meanwhile, for a more stable future, based on a bit of economic diversification. Freudenthal and the state legislature have tried to channel much of Wyoming's surplus into schools, and this year the state set up a grant and loan program to help finance



A golden eagle flies past a natural gas well on a lonely mesa near Pinedale, Wyo.

to piss the next one away."

The time has come to test that promise. New drilling technology, burgeoning demand for natural gas, and unexpectedly high prices began to turn things around in 2000. By the end of 2004, Wyoming, which had as few as 4,000 operating gas wells in the mid-1990s, was home to more than 21,000 producing wells. Over in the Powder River Basin near Gillette, geologists say there's an additional 25 trillion cubic feet of untapped commercial methane. Meanwhile, millions of tons of low-sulfur

Jonah Gas Field onto the Pinedale Anticline farther north. The anticline, a geological formation where new drilling is expected, has been called "the winter Serengeti of the lower 48," a reference to the 100,000 wild animals, including pronghorn antelope, elk, moose, grizzlies, wolves, and sage grouse, that converge there.

Perfuming the pig. The tension is evident in exchanges between Democratic Gov. Dave Freudenthal and the federal Bureau of Land Management, which administers mineral leasing on public and

new infrastructure. But Wyoming has a harsh climate, lacks sufficient skilled labor, and boasts none of the sort of big cities that attract educated young people. Even state officials concede that it's difficult to focus on new business when times are good. "Wyoming's legacy has been an inability to plan ahead and to diversify its economy," says Randy Carpenter of the Sonoran Institute, a think tank. That may be. For now, though, as the roller coaster takes them to exhilarating heights, few in the Cowboy State want to spoil the ride. ●

By Michael Barone



Cultures Aren't Equal

ANYONE WHO HAS BEEN KEEPING UP WITH British opinion since the July 7 bombings will have noticed that “multiculturalism” is under sharp attack. Multiculturalism preaches that we should allow and encourage immigrants and their children to maintain and celebrate their own culture apart from the national culture. Society should be not a melting pot but, in the phrase of former New York Mayor David Dinkins, “a gorgeous mosaic.” That mosaic, of course, looked less gorgeous as people surveyed the work of the British-born-and-raised bombers.

In the past, Tony Blair has spoken favorably about multiculturalism. But on July 7, he struck a different note. “It is important, however, that the terrorists realize our determination to defend our values and our way of life is greater than their determination to cause the death and destruction of innocent people and impose their extremism on the world” (italics added). Sadly, the multiculturalist policies of Blair’s Labor government and its Conservative predecessors gave refuge to preachers of Islamist hate in what some have called “Londonistan.” Even before the bombings that prompted second thoughts, the chairman of the Commission for Racial Equality said, “We need to assert there is a core of Britishness,” and the former home secretary introduced English-language tests for citizenship. Now the Blair government has moved to expel Muslim clerics who preach hatred and terrorism, and the left-wing *Guardian* fired a writer who was a member of Hizb ut-Tahrir, a radical group that advocates a “clash of civilization” and urges Muslims to kill Jews.

Imbalance. Writers in other tolerant countries have been noticing the blowback from multiculturalism. The Dutch novelist Leon de Winter wrote that as traditional Calvinist discipline frayed and Muslim immigrants rejected Dutch tolerance, “the delicate mechanism of Holland’s traditional tolerant society gradually lost its balance.” In *The Age*, the Melbourne, Australia, newspaper, Pamela Bone wrote, “Perhaps it is time to say, you are welcome, but this is the way it is here.” *The Age*’s Tony Parkinson quoted the French writer Jean Francois Revel’s Cold War comment: “A civilization that feels guilty for everything it is and does will lack the energy and con-

viction to defend itself.” Tolerating intolerance, goodhearted people are beginning to see, does not necessarily produce tolerance in turn.

The conservative *Telegraph* of London ran a series of articles on extolling Britishness and placed on its website the contributions, positive as well as a few negative, of dozens of citizens. The nonagenarian W. F. Deedes, a journalist since the 1930s, perhaps summed it up best: “The reputation we have in distant lands, I have learned in my travels, is higher than we give ourselves. They admire us for our social stability, our parliamentary and diplomatic experience, for fair play, for tolerance, for a willingness to help lame dogs over stiles, as well as for some of the qualities Shakespeare sang about in his plays.” When I was in Britain for the election in May, I was surprised to hear nothing from Tony Blair (or other politicians) about Britain’s positive contributions to the world. Now they are being heard.

Multiculturalism is based on the lie that all cultures are morally equal. In practice, that soon degenerates to: All cultures all morally equal, except ours, which is worse. But all cultures are not equal in respecting representative government, guaranteed liberties, and the rule of law. And those things arose not simultaneously and in all cultures but in certain specific times and places—mostly in Britain and America but also in other parts of Europe.

In America, as in Britain, multiculturalism has become the fashion in large swaths of our society. So the Founding Fathers are presented only as slaveholders, World War II is limited to the internment of Japanese-Americans and the bombing of Hiroshima. Slavery is identified with America though it has existed in many societies, and the

antislavery movement arose first among English-speaking evangelical Christians.

But most Americans know there is something special about our cultural heritage. While Harvard and Brown are replacing scholars of the founding period with those studying other things, book buyers are snapping up first-rate histories of the founders by David McCullough, Joseph Ellis, and Ron Chernow. Multiculturalist intellectuals do not think our kind of society is worth defending. But millions here and increasing numbers in Britain and other countries know better. ●

Most Americans know there is something special about our cultural heritage.

STEVE FORREST—INSIGHT / PANOS



Radical Muslims outside the Finsbury Park mosque in London



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By John Leo



Hey, It Wasn't My Fault

RAFAEL PALMEIRO, THE BALTIMORE ORIOLES star, told Congress that he had absolutely, positively never used steroids, but then he failed a urine test. So last week, he repeated his never-ever statement but inserted a new word: He never *intentionally* used them. He said: "I am sure you will ask how I tested positively for a banned substance. As I look back, I don't have a specific answer to give. I wasn't able to explain how the banned substance entered my body."

I can sympathize. A few years back, something quite similar happened to me. I got a ticket for speeding, and, being personally above reproach, I quickly deduced that someone had tinkered with my odometer and accelerator to create the impression that *I* was somehow to blame for exceeding the speed limit. Talk about unfair! Though understandably aggrieved, I paid the ticket. Later, I discovered that this happens to people all the time. While you're sound asleep, some unknown person comes and tinkers with your car, or if you're an athlete, with your personal bodily fluids. Understandably, many of the athletes are bewildered when this occurs, protesting innocence and shouting things like, "What? How many home runs did I hit last week? Why wasn't I told?"

It isn't just big stars like Barry Bonds and Palmeiro who are being victimized this way. It's also happening to obscure middle-relief pitchers with losing records. File it under "sports terrorism." Next, those skulking druggers will be gunning for innocent batboys, first-base coaches, and the guys who answer bullpen phones.

To their credit, some players who flunk their steroid test refuse to believe in secret nighttime visitors. Instead, after racking their brains for an answer, they conclude that somebody must have slipped them a contaminated Altoid. Or they announce that some apparently harmless diet supplement contained a steroid or an ingredient that mysteriously turned into a steroid in their body. "Evidently, I took a supplement of some sort that had a steroid derivative in it," Atlanta Falcons cornerback Ray Buchanan concluded a few years ago. Palmeiro's "never intentionally" explanation seemed to point the finger at supplements, though Associated Press reporter Alex Dominguez wrote that his "claims of ingesting steroids unintentionally were weakened by newspaper

reports that the Orioles slugger tested positive for stanozolol, a powerful anabolic steroid not available in dietary supplements." Bonds explained that he took the now famous steroid products "the cream" and "the clear" in the belief that they were flaxseed oil and an arthritis rub. In 1999, Czech tennis player Petr Korda said he had no idea how the steroid nandrolone got into his system, though medical people told the news media that it could enter the body only through a large-bore needle. Some people probably believed that this finding tended to rule out the furtive nighttime drugging thesis, since a normally alert person like Korda might have noticed an intruder inserting an enormous needle into his body while he slumbered.

Lock up the Gatorade. Spiking the water or Gatorade of athletes is apparently another common way of inserting steroids into athletes without their consent. Canada's Ben Johnson offered this explanation when he failed his doping test after defeating U.S. athlete Carl Lewis in a famous race at the 1988 Olympics. Pole vaulter Janine Whitlock said something similar after testing positive for steroids at trials for the 2002 Commonwealth Games: "Of course I can't be 100 percent certain that anybody [spiked my drink], but I can't see any other way. You can't lock [drinks] away every time you take a vault, so it's possible." True enough. Locking up everyone's Gatorade bottle

after each swig could sap the vitality of championship events.

One problem with the drink-spiking explanation, however, is that some victims, including Johnson, were found to have steroid levels associated with long-term use. Another difficulty is that athletes who ingest steroids by mistake often fail to notice that they then perform at amazing, if not superhuman, levels. At the 1988 Olympics, Johnson bolted out of the starting blocks with astounding force. Korda, though complaining of an ankle injury at Wimbledon, "went up for a smash," according to an opponent, "like he was Michael Jordan."

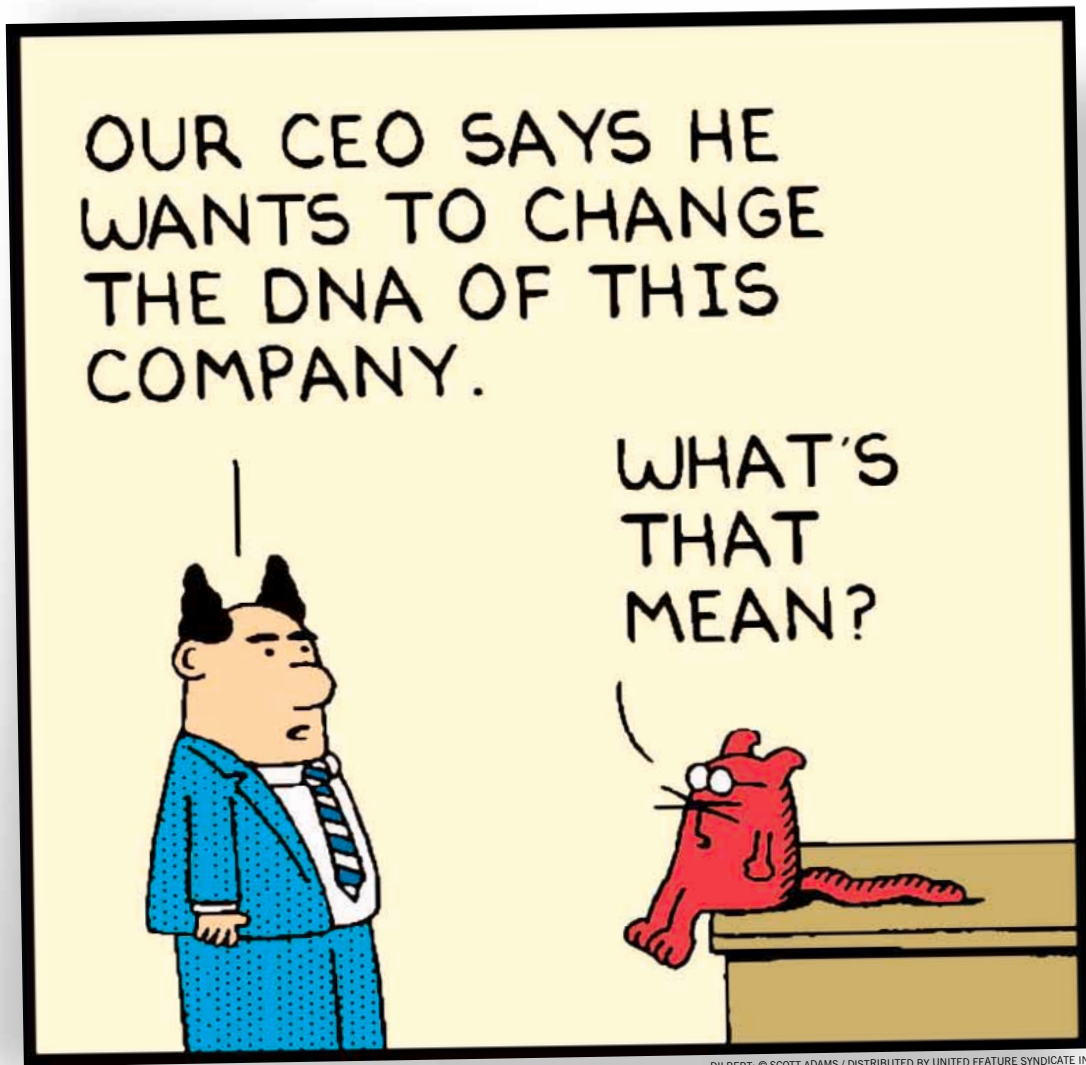
Ken Caminiti, the Houston Astros third baseman who died young from a drug overdose, estimated that at least half of the major-leaguers used steroids. Former major-league star Jose Canseco estimated it was 85 percent. But let's not get cynical. Most of the problem probably comes from those diet supplements, nighttime visitors, and all that spiked Gatorade. ●

Steroid use, me? Blame the nighttime gremlins and spiked Gatorade.



Executive Edition

Edited by Tim Smart



Culture Clash

Does your supermarket cart need a video screen? This tech lab thinks so. Page EE8

Opera, Norway's little browser that could, takes on mighty Microsoft. Page EE10

DHL aims to deliver; Bogle gets soulful on capitalism; cocoon chair. Page EE12

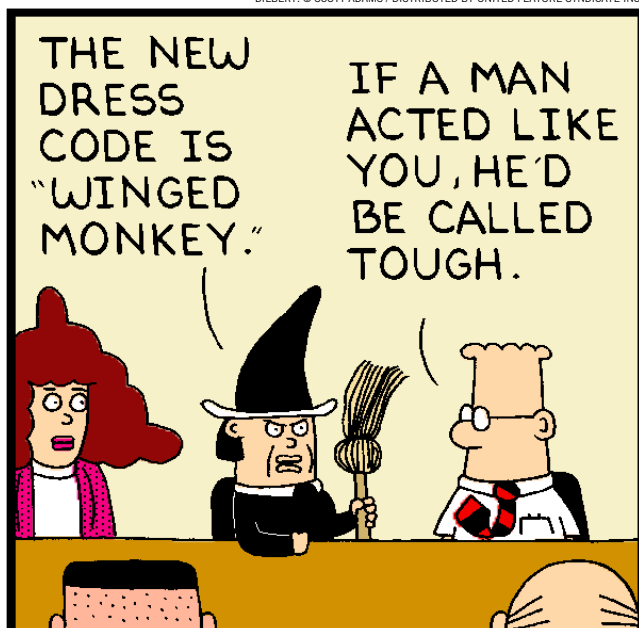


How to Survive a Corporate Merger

By Lee Smith

Mergers and acquisitions whirl into shape as fast as storms in the South Atlantic. Amid all the uncertainty about whether these combinations will ultimately prove wise or foolhardy, one outcome is sure: A lot of people will lose their jobs. Mergers, including high-profile ones like that of Sears and Kmart in March, have cost 90,000 Americans their jobs through the first half of 2005, according to outplacement firm Challenger, Gray & Christmas. That's a rate 37 percent higher than last year's, and still to come are the mergers of Verizon and MCI, Procter & Gamble and Gillette, and Bank of America and MBNA, as well as hundreds of lesser-known pairings.

How do you survive if you are caught in one of those grinding and crushing combinations? What strategies will help you keep your job, your status, your sanity—and perhaps even vault you to a much higher position in the new company? Let's be frank. Your ability to do all of that will be only partly under your control, especially if you are a manager of the subordinate company. Despite the reassuring talk from top management about "a pairing of equals" or whatever, in most cases one company becomes dominant, the other subordinate. If you have the misfortune to be general counsel or head of information technology for the less powerful company, you will probably have to accept a demotion or leave.



But other than bad luck, what can get you thrown out the door? It will not be your lack of brains or talent. It will be a failure to adapt to a radically different culture. "Most people don't fail at their jobs because they don't have the technical skills," says Scott Kingdom, a managing director at executive recruiter KornFerry International. "More than half the battle is fit, culture, and style." Suddenly, the workplace seems tilted on its side. There used to be daily management meetings with clear agendas. Now everybody communicates mostly by free-form E-mail exchanges. The old CEO used to scream when he was displeased. The new CEO just raises his eyebrows. Civilized, but what does it mean?

Failure to understand and accept culture change is such a monumental mistake that it can even jettison a CEO, as the dramatic ouster of Philip Purcell illustrates. Purcell had been CEO of retail brokerage house Dean Witter when it merged with investment bank Morgan Stanley. He became CEO of the combined company. At Dean Witter, Purcell had presided over a culture that permitted him to be remote and autocratic. Morgan Stanley's culture was a collaborative one where the previous CEO kept his door open, walked the corridors, and often modified his decisions according to what he heard from senior executives. Morgan Stanley's rainmakers not only bristled at Purcell's high-handed ways, but some walked out the door. Their departures threatened the firm's revenues. In June, Purcell left.

As a worker below the CEO level, you will almost certainly have to accept the new way of doing business, an out-of-culture experience almost as disorienting as if you had been spirited out of the country and settled in a foreign land.

Here are some guidelines that will help. They are primarily for managers and employees of the subordinate company but useful to those who are at the company setting the rules. "Their lives are going to change, too," says Peg Neuhauser, a management consultant based in Austin. "They have to in-

teract with different people. Everybody has a lower flash point during mergers. As a result, there are not just tribal wars between companies. Old tribal wars within the pre-existing companies break out again as well."

1. Learn the new culture.

But even before you do that, understand your own culture. A surprising number of workers don't even realize that their company has a culture—a distinctive code of behavior, language, and customs, a manner of operating, and a way of thinking about the world outside. "That's especially true of big companies," says management consultant Kathleen Miller of Louisville, Ky. "They just assume the world does things the way they do." When you study the other company's culture, focus in particular on how decisions are made and who makes them. Use your network to locate and talk to executives of the other company. "Get them to tell anecdotes about the company," Miller advises. "Do they describe the company as operating like a family? Are promotions political?"

Michael Gould wishes he had done more homework before he sold his company, Learning Tree University, to Corinthian Colleges in 2003. Both companies were in the post-secondary education business, but the similarities were mostly superficial. Learning Tree offered day- and weeks-long courses in disciplines such as project management to adults well into their careers, including nurses and other professionals. Corinthian provided basic college courses to high school graduates. The two companies had different approaches to everything from marketing to training their faculty members.

Gould assumed that Corinthian would allow Learning Tree to continue in its ways. "I should have sat in on their senior management meetings and walked the corridors to talk to their people before agreeing to the sale," he says. "I would have had a better sense of how rigid they were going to be." As Gould tells it, Corinthian insisted that Learning Tree discard its direct-mail campaign targeted at professionals and adopt

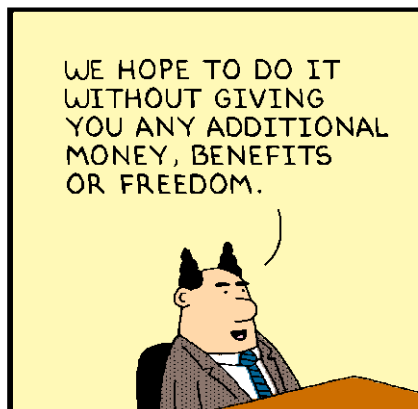
Many workers don't realize that their company has a culture—a distinctive code of behavior and customs, a manner of operating, and a way of thinking about the world outside.

Corinthian's broader TV marketing technique. "It was using a tennis racket to play golf," says Gould, who departed. (In an E-mail, Corinthian says: "Learning Tree was losing money when we acquired it, and misrepresentations related to those losses are among the main reasons the acquisition failed. We closed the Learning Tree Centers in May of last year.")

When one company takes over another, says consultant Barry Phegan of the Meridian Group, headquartered in Larkspur, Calif., "it says that it is going to use the best ideas and methods of both companies. But it doesn't do that. It imposes its will on the other company."

That is often the case even when the dominant company knows little or nothing about the other company's business. "The new guys were so smart, so rich, so successful that they thought they knew everything about everything," says an exasperated former executive of a blue-chip company taken over by a younger one. "At one meeting, some of the ideas they had about how we should conduct our business were so outrageous,

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some of us thought they had to be kidding." But they weren't. "They came in with such momentum," the former executive says. "They were deities."

2. Embrace change.

Don't believe those assurances from above that your job and chain of command will remain as before the merger. "If a merger is well done, it will probably affect everyone in the company," says Denver-based management consultant Gary Cook. "It is a wrenching experience. All of your reference points will be under attack." But the assault need not defeat you, especially if you demonstrate that you are enthusiastic about change.

Some managers and workers conclude that the way to survive a merger is to keep their heads down, avoid being noticed, and therefore be spared. That's a bad strategy. "They think that as long as they are not objecting to new conditions, they are being cooperative," says Neuhauser. During a merger, though, everyone becomes somewhat paranoid, Neuhauser observes—the executives of the subordinate company for obvious reasons, the executives of the dominant company for more subtle ones. The executives of the acquiring company are concerned that at least some executives of the subordinate company will try to sabotage the new organization. As a result, passivity may be interpreted not as quiet compliance but as sullen resistance.

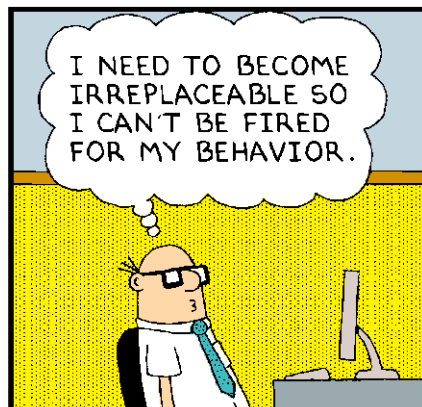
"Position yourself as a champion of change," advises Neil Lebovits, president of Ajilon, which provides temporary professional staff for international companies. "Let the new management know that you are excited about change and

that your people are excited about it as well. Don't complain to anyone, including your old colleagues, about how bad the changes are." Train yourself never to utter the words "This is not the way we used to do things," a phrase that seems superficially neutral in attitude but is sure to be interpreted as subversive. "If there's ever a time in your career for being a good sport and accepting turmoil, a merger is it," says Neuhauser.

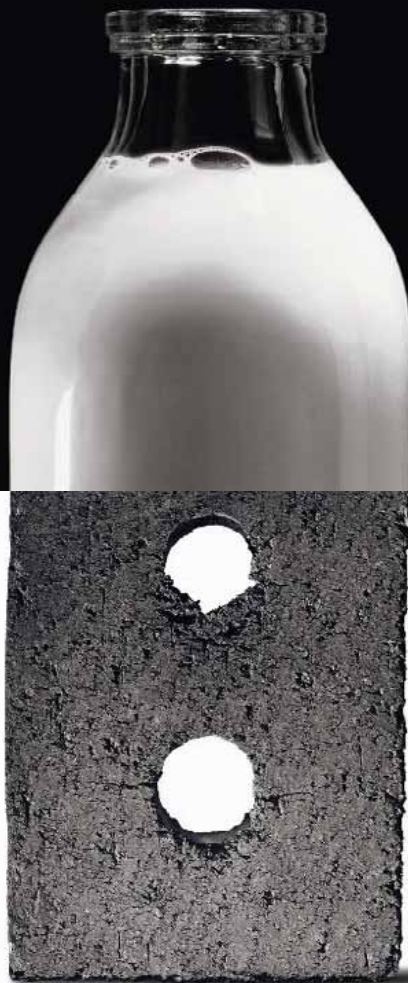
Roy Howe found his openness to change essential when the West Coast supermarket chain he worked for, Lucky Stores, was taken over by a national chain, Albertson's, six years ago. "About 10 percent of the workforce was not going to accept change, no matter what; another 80 percent was not sure what to do," says Howe. "The other 10 percent accepted change immediately." He places himself firmly and comfortably in that final 10 percent. "In my career, all I've ever seen is change," says Howe, who started out as a truck driver and rose to become general manager of a Lucky distribution center, "so I've learned how to stay afloat and keep everyone happy."

The fusion of Albertson's and American Stores, Lucky's parent company, was not easy, says Howe. "People were irritable, and they managed differently as a result," he says. "I ran into a top executive of Lucky, and I said in passing that I was having a great day. He gave me a grim look that suggested I didn't understand how bad things were. When leaders give signals like that, the attitude goes down through the ranks." Counter employees in the stores began to tell customers how bad the changes were. Howe made an effort to stay relaxed and philosophical, recognizing that everyone in both companies was going through the painful trials of adjustment. Although he eventually departed, he did so with-

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out bitterness, feeling that he had been treated very well. (Albertson's declined to comment.)

3. Promote yourself.

Don't think of yourself as a victim, telling yourself that you have no control over what is going to happen to you, advises consultant Cook. Be assertive. Even before the merger takes place, you can encourage your current superior to find out how your division will communicate with the new company. Does the new company like meetings? Memos? E-mails? Try to get a sense of the new company's operating rhythm.

After the merger takes place, recognize that you are starting all over again. "People try to hold on to the existing social contract they have with the old company, what they have provided the company in the past, how the company has rewarded them," says Cook. Mentally tear up that old contract, and devise a new one. You can't assume that your new superior will go through your personnel file to discover what great work you've done. You have to step forward and bring your talents to his or her attention, says Cook. "Don't try to tell her about all 25 projects you've been working on for the past year," he advises. "Approach her instead by asking, 'Would it be useful to talk about some of the projects I've worked on that were important to the previous management?'"

Patrick Donohue, principal in the human capital practice at Deloitte Consulting, says that when the dominant company thinks about retention, it apportions people among three groups: Some are irreplaceable; others will be terminated as quickly as possible. The real challenge is in the mid-

dle group, where there is a lot of overlap between the two companies in functions such as marketing, legal, information technology, and human resources. "You have to ask yourself why you are needed in the new organization and come up with an honest answer," says Donohue. "You've got to stop thinking in terms of continued employment and start thinking about how you increase the organization's value."



4. Know when to quit.

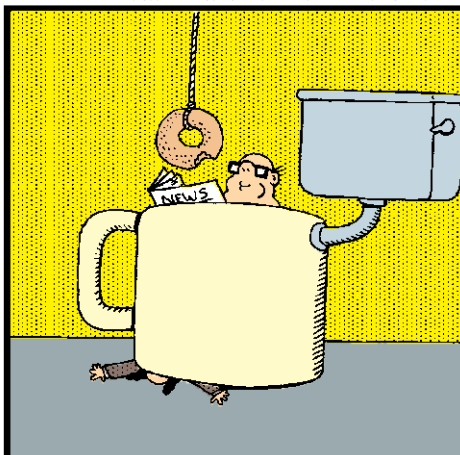
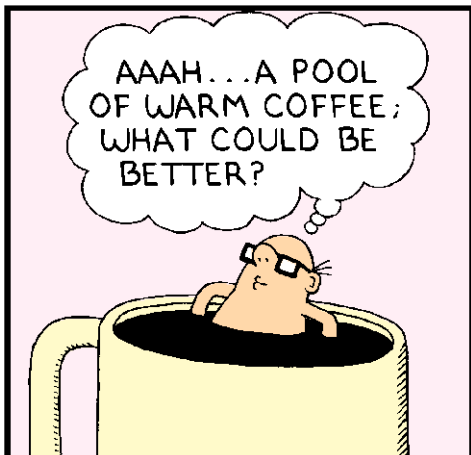
Maybe you really can't fit in or don't want to. "Certain cultures run against an executive's grain—are just contrary to his or her nature or style," observes Kingdom of KornFerry. "Maybe it's the right time to say, 'I'm mismatched,' and move on to another company." The tough part—in addition to locating that great new company—is acknowledging that what you are feeling is not just the normal

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discomfort and anxiety of adjusting to a new culture but a deep alienation from it. "People who have moved multiple times are better equipped to make that distinction," says Kingdom. "They have adapted, or tried to adapt, before and have their antennae up."

Give the new culture a chance, but leave as soon as you realize you are a misfit and before you become demoralized. Monty Palmer probably stayed too long at IBM. Palmer had been a managing consultant at PricewaterhouseCoopers with an unusual specialty; he and his colleagues ran projects in overseas economic development funded by the U.S. Agency for International Development. When IBM bought PwC in

2002, Palmer found himself in what he considered a frustrating and restrictive culture. "Compared with what I was used to, IBM was very bureaucratic," Palmer says. "Before, you brought an idea to a PwC partner, and if he liked the idea, you went ahead. At IBM you had to go through a series of approvals. No single person had the final word."

As Palmer describes it, IBM may be the classic example of the company too big to realize that it has a culture. He found no awareness that other organizations might do things differently. He says: "The attitude at IBM was 'You didn't know

about this procedure? Why not?'" But Palmer stuck it out. "We consultants are problem solvers, so I kept thinking that I could show IBM that this was a better way of doing things in our part of the business," he explains. "But the reality was that IBM was not going to change for us. I should have left sooner." After two years he did leave and is now much happier at Development Alternatives Inc., an entrepreneurial foreign-aid contractor based in Bethesda, Md.

With corporations flush with cash and an improving stock market, the chances are good that the number of mergers and acquisitions will climb this year. That makes preparing yourself for the upcoming culture clash imperative. Be ready. ●



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R&D for the Real World

By James M. Pethokoukis

Chicago may not seem like the obvious place to locate an information technology lab. But in the hype-averse, post-Internet-bubble world, a strong sense of midwestern practicality actually makes the Windy City a perfect fit for the R&D techies at consulting firm Accenture. "It's just not enough to show up with the neatest new technology," says Scott Rose, the lab's managing director. "You have

nosis possible. Accenture has field-tested the technology with Metro St. Louis, the city's public bus system. Wireless transmitters were installed in about 20 buses to monitor sensors and report back three times a day. "All the data was there, but nobody was listening," says project consultant Jim Richmond.

Using the reports, researchers created a standard operating model of each bus. If a particular bus engine, for instance, started running a mere 20 degrees hotter than normal during the summer—a

ics are simultaneously cast on a 10-by-4-foot pane of glass by eight different projectors. When Dempski's hand approaches the screen, his fingertips are tracked by two cameras, enabling him to manipulate multiple on-screen elements without touching the glass, using simple motions like poking or grabbing. Dempski sees the giant screens as useful collaborative devices. "People can work together without leaning over each other at a desk waiting to use the mouse," he says. A screen could also be used as a bill-

board outside a movie theater, letting patrons quickly pull up a movie trailer and then buy a ticket.

New ways of advertising. Adskipping digital video recorders have made capturing consumers' attention more challenging. Researcher Andy Fano proposes attaching video screens to supermarket shopping carts. "This is an opportunity for a half-hour-to-45-minute conversation, but it can't feel like a TV ad," he says. Shoppers would swipe a personal supermarket loyalty card into a reader on the cart and see a shopping list for the day displayed on one side of the screen. "Shoppers forget an average of 11 percent of what they are supposed to buy," says Fano. The screen would display the items a shopper was most likely to buy that day, based on past behavior. The other side of the screen would suggest other purchases. If you love, say, Dannon yogurt,

the screen might list flavors you haven't tried.

And what about confronting the TV ad-skip problem head-on? Fano envisions a service that lets football fans fast-forward through the downtime between plays. During those few seconds that the game is advancing, viewers would see an interesting statistic on one side of the screen and a quick ad on the other. "Is this as informative as a 30-second ad?" asks Fano. "No, it's not. But since people aren't watching 30-second ads, it's a false comparison." See, no hype to be found. ●



Accenture's Chicago lab works on high-tech solutions to down-to-earth problems. The bottom line: "business value to clients."

to prove its business value to clients."

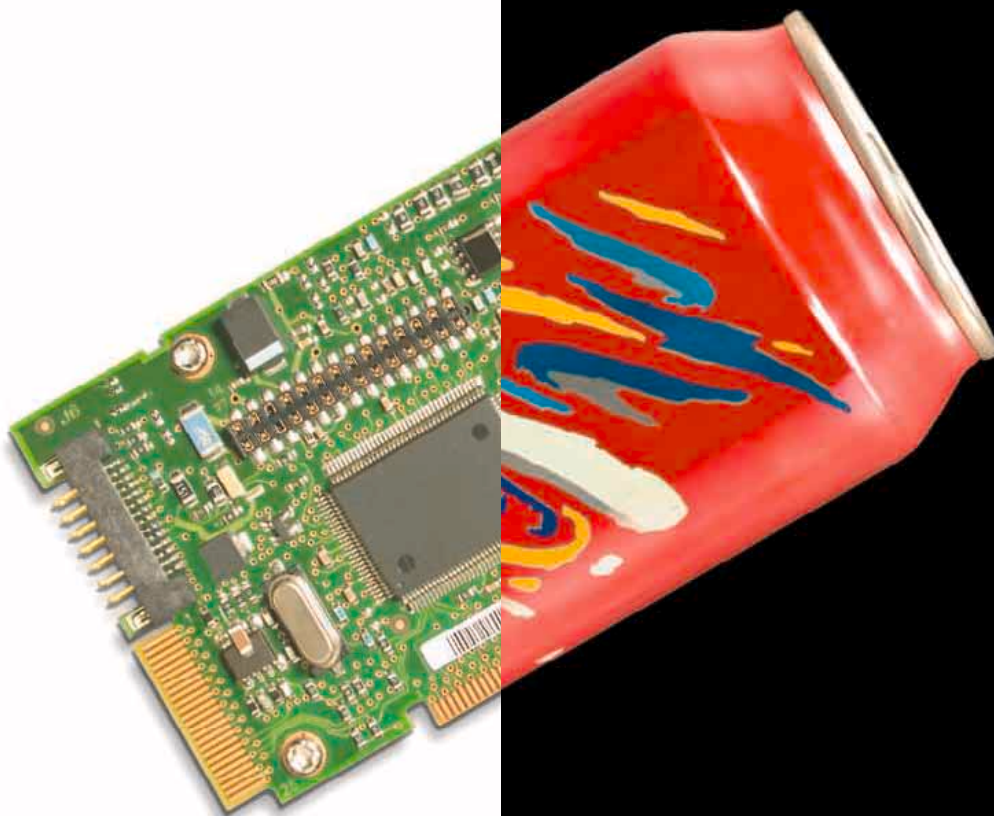
For the most part, Accenture is not inventing new hardware or writing new software. Instead, it's applying technology that's already out there—or soon to be. So what are researchers noodling up?

Predictive monitoring. Wouldn't it be convenient to get a call from your local car dealer advising you to bring in the minivan so mechanics can check out a possible problem they've remotely detected? Cars already carry loads of sensors. Marrying them to wireless technology and computer modeling makes such a diag-

nostic fluctuation no mechanic could detect—the bus could be checked. Indeed, just such a situation emerged on one vehicle, and a faulty oil filter was found and fixed, saving engine wear and tear.

Interactive walls. One of the coolest pieces of sci-fi tech in the film *Minority Report* was a large transparent computer screen whose multiple images could be manipulated when cop Tom Cruise waved his hands in front of it. Cruise had nothing on researcher Kelly Dempski, who has helped design a similar interactive wall. Images and graph-

YOU NAME IT



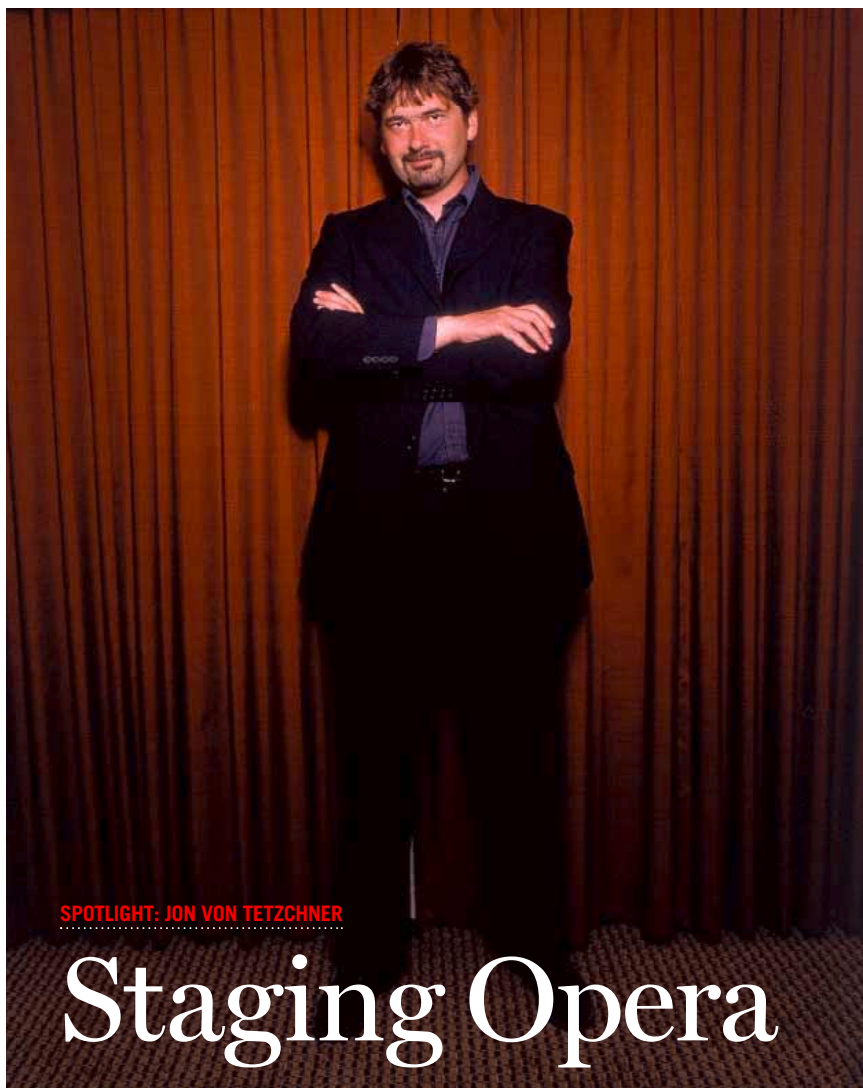
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SUPPLY CHAIN, WAREHOUSING, TRANSPORTATION & FLEET MANAGEMENT SOLUTIONS



SPOTLIGHT: JON VON TETZCHNER

Staging Opera

By Kim Clark

OSLO—On a blustery day in April, 37-year-old Jon von Tetzchner walked out of his gray, anonymous office building and jumped into the icy fiord a few yards away. In a semihumorous act to draw attention to his company, Opera Software, which is Microsoft's longest-surviving independent competitor in the browser wars, von Tetzchner took a few strokes west to fulfill a vow to swim to America. But, since swimming in 48-degree water can quickly be fatal, he soon turned and dunked the public relations staffer who thought up the idea. They both made it back to the rocky Norwegian



MOBILE. Opera's success with cellphones has helped it survive.

shore and celebrated their survival.

It would be easy to dismiss the cheesy publicity stunt except for one thing: Opera's survival is also a remarkable achievement. Opera has managed to maintain its independence and even achieve spotty profitability despite aggressive tactics by Microsoft that have humbled bigger competitors such as Netscape. What's more, the security bugs that have plagued Microsoft's Internet Explorer and the growing interest in Internet-enabled cellphones have given Opera's lean and hacker-resistant browser—currently used by no more than 2 percent of the world's Internet surfers—an opportunity to break out of obscurity.

"Opera's ability to survive, and even thrive, is pretty impressive," says Michael

Gartenberg, vice president of JupiterResearch, a consulting company. "Some of the stuff Opera has done is amazing—particularly their rendering of Web pages on mobile phones. That is where they have some real opportunities." That success has made von Tetzchner, cofounder and CEO of the 230-worker company, something of a rising star. The Iceland native (he went to Norway for college and stayed for a research job at the Norwegian phone company Telenor) was one of just 120 who attended the World Economic Forum's first "Young Global Leaders" conference in June.

Counterattack. But to turn the old aphorism around, where there is opportunity, there is also danger. The Microsoft missteps that have given Opera a new chance have also brought in other competitors. Netscape, now a division of Time Warner, released a new version of its browser in May. The nonprofit Mozilla Foundation launched a free, open-source browser, Firefox, to much acclaim in 2004 and has grabbed an estimated 7 percent of the market. Apple started loading new Macintoshes with Safari, its own browser, in 2003. And Microsoft itself, which has seen Internet Explorer's share of the market drop from more than 95 percent to 89 percent in the past 12 months, is readying a new version of IE for general release next year.

At least publicly, von Tetzchner and his fellow Operatics express few concerns about the growing competition. When he and fellow techie Geir Ivarsoey took a leave from Telenor in 1994 to create a competitor to Mosaic, the very first browser, "we negotiated the right to come back to work because no one was expecting us to survive 12 months," von Tetzchner recalls. "People said, 'You can't compete with Mosaic.' After Mosaic, people said, 'How can you compete with Netscape?' Then Microsoft. Now they say: 'How are you going to compete with Mozilla?'" Mozilla offers a cost- and ad-free browser because its programmers are volunteers who tinker with its publicly available, or "open source," code. Mozilla complicated the competition last week by forming a for-profit subsidiary to develop and sell its software.

But Opera has won a small but loyal following by pioneering features that, for example, allow surfers to easily open lots of different Web pages and let users subscribe to news services that deliver stories on selected topics directly to their computer. Microsoft's next version of Internet Explorer, a beta version of which was released to selected programmers July 27, will offer both features.

More important, Opera is so tightly programmed (just 5 megabytes, less than half IE's size) and packed with so many security features that many experts say it is the safest of all the browsers. Early this month, Secunia.com, which monitors software vulnerabilities, said Microsoft had 20 unpatched software glitches in Internet Explorer that a criminal could exploit to mine or damage a user's computer. Mozilla's Firefox had three problems waiting for patches. Opera had none. *PC World* magazine named Opera the best browser of 2004.

But the estimated 3 million computer users who are now downloading its free browser each month often face some unpleasant surprises. If they want an ad-free version, they have to pay \$39. And Opera can't easily process a few important sites that deal with E-commerce, downloading software, and making travel plans.

Von Tetzchner charges that some of Opera's problems are a result of malicious programming by Microsoft. He contends, for example, that in 2003 Microsoft programmed a broken link to appear when Opera users clicked on some MSN sites. Microsoft, which in 2000 was ruled to have violated antitrust laws by attempting to monopolize the browser industry, says that such problems are not intentional but simply a result of programmers shunning changes for a browser with such a small market share.

Ring up profits. To escape that vicious cycle, Opera staffers have been shifting their energies to products that Microsoft doesn't yet dominate: entertainment appliances and cellphones. Already, several major manufacturers, including Nokia, Motorola, and Sony Ericsson, have bought a smaller version of the Opera browser for some of their cellphones. The firm now gets two thirds of its revenue from cellphone makers and other noncomputer companies. Opera reported a profit of \$9.3 million on revenues of \$28.5 million last year, up from a minuscule profit in 2003.

But the fat lady isn't singing a happy finale for Opera yet. Its hopes of dominating mobile browsing were dealt a setback in June when Nokia said it would switch many of its phones to an open-source browser next year.

Von Tetzchner says Opera will persevere—in its own way. He'll keep its headquarters in Oslo, far from Silicon Valley buzzmakers, and won't even put a sign on the office building. He hopes Opera's software will be enough to gain the world's attention. Of course, if that doesn't work, von Tetzchner can always jump in the fiord again. ●

ASK THE EXPERT

Robert Shulman

Best known as the Shulman in the once prestigious, now defunct marketing firm Yankelevich Clancy Shulman, Robert Shulman is a marketing professor at Columbia University. He is also CEO of Markitecture, a marketing, research, and product development company. In 30 years of helping launch new goods and services, Shulman has observed a trend that he calls the "new-product paradox."

Q: So, what is this paradox?

A: We've done research where we talked to senior marketing executives. Eighty-seven percent of executives said that the future success of companies depends on introducing new products. But executives give themselves very mediocre grades at successfully introducing new products. That's the paradox.

Q: How many products fail?

A: The vast majority fail. Products are being rushed to the market and sidestepping the development process. That is the area in which the homework isn't done.

Q: Can you provide an example of a new product that failed and why?

A: One new product failure that everyone picked on is New Coke. All the facts are out there now that Coca-Cola didn't follow the process. One of the phases that I recommend is an in-environment test, as opposed to an artificial environment. A lot of Coke's testing was in a mall. If the tests were done in people's homes, it would have shown that the Coke wouldn't be a success.

Q: Why are new products a major factor in a business's growth?

A: We've spent the last 10 to 15 years cutting expenses, streamlining operations, reducing our costs, and outsourcing. The focus has now shifted because you can only ring so much out of cost reduction. There was a focus on product modification because it was perceived to be less risky. We've focused most of our attention on either reducing costs or leveraging the assets we

had. What remains is the growth opportunity—the new product.

Q: How can companies successfully launch new products?

A: A disciplined process is likely to be more successful. Thoroughly investigate what's going on in the market so you can understand unmet needs. Identify a target market for the new product. Develop a product that would clearly differentiate you from any competition. Treat new products as you would treat any other investment. Set goals, and put the money on the table as a risk. Be patient.

Q: Why don't firms dedicate full resources to developing products?

A: New products take time to succeed. In companies, people who handle new products are often also handling existing products. If you have something tugging at you that is taking care of the bills, you would do that instead of focusing on what may pay off in a year or two.

Q: Can new products help improve the company's profitability?

A: We've looked at the impact of new products on corporate performance. There seems to be almost a [direct] relationship: Our hypothesis is that successful new products will enhance corporate performance. —Jennifer Vishnevsky



BOOK NOOK

Bogle on Rotten Apples

Anyone who cares about American business ought to be concerned about the dire warnings in the latest book by John C. Bogle, *The Battle for the Soul of Capitalism*.

Bogle, a lifelong Republican, founded the Vanguard Group, the second-biggest mutual fund company. But that doesn't make him a corporate apologist. Vanguard of-



fers the nation's only true *mutual* funds, since they are run for the benefit of their holders. And Bogle has championed low-cost market-tracking index funds, widely hailed as the

best way for average Joes to invest in the American economy.

That pedigree adds punch to Bogle's argument that the accounting, Wall Street, and mutual fund scandals show that it isn't just a few bad corporate apples but "the barrel itself . . . is bad." And his own industry—yes, even his own company—bears some blame for the collapse in business ethics, Bogle concedes. (Bogle retired from Vanguard at 70. He now runs a small think tank.)

Conflicts. Mutual fund managers have been too passive, not opposing managers' moves to hire accountants with conflicts of interest or to enrich themselves at stockholders' expense, he says.

It will take government help to create a true "ownership society," Bogle writes. Current laws, for example, allow many CEOs to ignore even those initiatives that win a majority of shareholder votes. But the Sarbanes-Oxley law and other reforms give Bogle hope that "investors will not ignore their own economic interests forever." It's a conclusion that cynics might question. But Bogle's been proved right so often, it would be foolhardy to bet against him. —Kim Clark



TIMOTHY DEVINE FOR US&WR

GRABBING A BITE

Delivery Man

The typical stateside CEO wonders how to replicate success here in vital new markets like China. John Mullen has the opposite problem. The \$32 billion shipping firm he heads, DHL, is the global industry leader—but a distant third in the United States, behind FedEx and UPS. Mullen's job is to widen DHL's U.S. footprint.

It's not an outcome that can be delivered overnight. "We're trying to break into an established duopoly," Mullen frets while speed-reading the menu at a trendy

Manhattan Asian fusion bistro. The Big Two are famed for reliability and toughness, and they're not vulnerable on price either. "There is not an ounce of fat left in anything," Mullen laments.

Far corners. Temporary relief arrives, as an artfully arrayed platter of sushi is placed before Mullen. "That is lovely," he coos. Then he outlines DHL's strategy: First, win more business from big companies with global shipping needs, such as a recent deal with Sun Microsystems. DHL, owned by the German conglomerate Deutsche Post World Net, serves

literally every country in the world—even North Korea.

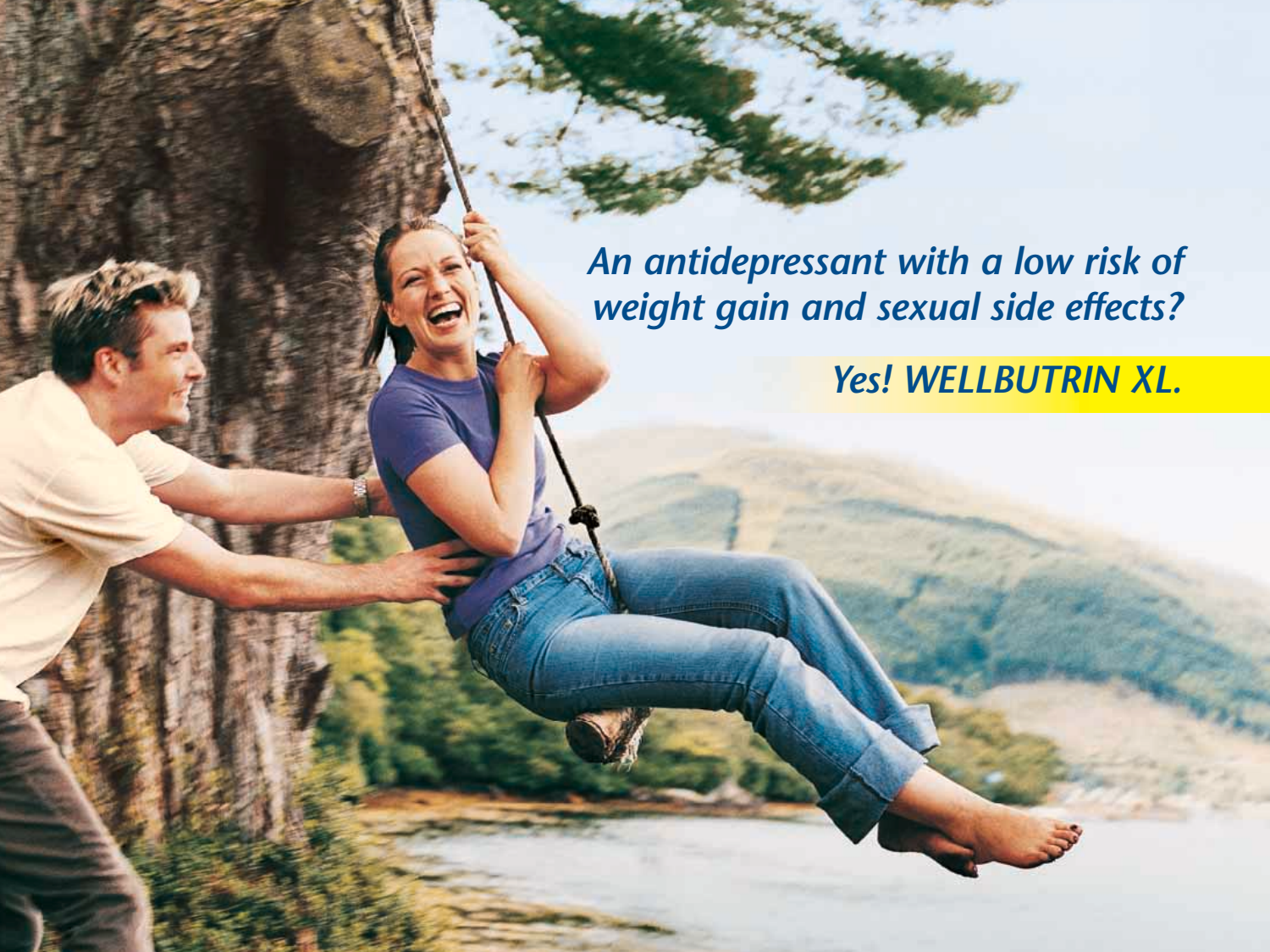
The firm must also perfect rapid, point-to-point U.S. delivery. DHL purchased Airborne Express in 2003, and it has been aggressively building its ground fleet and brand name. DHL's red-and-yellow trucks and uniforms are a vivid version of UPS's brown. And just as FedEx bought Kinko's, DHL is carving out a retail presence, with counters in OfficeMax stores. More such deals are on tap, Mullen vows, polishing off his sushi like a man in a hurry.

There's reason for urgency. DHL lost \$600 million in 2004, with a smaller loss likely this year and the break-even point late in 2006, Mullen says. "You've got to be as good in Africa as you are here," he insists. But he's got to get good here first. —Richard J. Newman



WISH LIST

Cocoon: Made of aluminum and synthetic rattan, the plu'MO resort chair (\$2,315) is a weatherproof summer hideout. It's sold by janehamleywells.com.



An antidepressant with a low risk of weight gain and sexual side effects?

Yes! WELLBUTRIN XL.

WELLBUTRIN XL effectively treats depression with a low risk of weight gain and a low risk of sexual side effects. Clinical studies prove it. Ask your doctor about WELLBUTRIN XL. And to find out more, visit www.wellbutrin-xl.com or call 1-800-366-2500.

Experience Life.



visit www.wellbutrin-xl.com and learn about a \$10 savings

Important information: WELLBUTRIN XL is not for everyone. There is a risk of seizure when taking WELLBUTRIN XL, so don't use if you've had a seizure or eating disorder, or if you abruptly stop using alcohol or sedatives. Don't take with MAOIs, or medicines that contain bupropion. When used with a nicotine patch or alone, there is a risk of increased blood pressure, sometimes severe. To reduce risk of serious side effects, tell your doctor if you have liver or kidney problems. Other side effects may include weight loss, dry mouth, nausea, difficulty sleeping, dizziness, or sore throat. WELLBUTRIN XL is approved only for adults 18 years and over. In some children and teens, antidepressants increase suicidal thoughts or actions. Whether or not you are taking antidepressants, you or your family should call the doctor right away if you have worsening depression, thoughts of suicide, or sudden or severe changes in mood or behavior, especially at the beginning of treatment or after a change in dose (see Patient Information: *What is important information I should know and share with my family about taking antidepressants?*).

Please see Medication Guide and Patient Information on following page.

WELLBUTRIN XL® (WELL byu trin XL) (bupropion hydrochloride extended-release tablets)

Medication Guide

About Using Antidepressants in Children and Teenagers.

What is the most important information I should know if my child is being prescribed an antidepressant?

Parents or guardians need to think about 4 important things when their child is prescribed an antidepressant:

1. There is a risk of suicidal thoughts or actions
2. How to try to prevent suicidal thoughts or actions in your child
3. You should watch for certain signs if your child is taking an antidepressant
4. There are benefits and risks when using antidepressants

1. There is a Risk of Suicidal Thoughts or Actions

Children and teenagers sometimes think about suicide, and many report trying to kill themselves. Antidepressants increase suicidal thoughts and actions in some children and teenagers. But suicidal thoughts and actions can also be caused by depression, a serious medical condition that is commonly treated with antidepressants. Thinking about killing yourself or trying to kill yourself is called *suicidality* or *being suicidal*. A large study combined the results of 24 different studies of children and teenagers with depression or other illnesses. In these studies, patients took either a placebo (sugar pill) or an antidepressant for 1 to 4 months. **No one committed suicide in these studies**, but some patients became suicidal. On sugar pills, 2 out of every 100 became suicidal. On the antidepressants, 4 out of every 100 patients became suicidal.

For some children and teenagers, the risks of suicidal actions may be especially high. These include patients with

- Bipolar illness (sometimes called manic-depressive illness)
- A family history of bipolar illness
- A personal or family history of attempting suicide

If any of these are present, make sure you tell your healthcare provider before your child takes an antidepressant.

2. How to Try to Prevent Suicidal Thoughts and Actions

To try to prevent suicidal thoughts and actions in your child, pay close attention to changes in her or his moods or actions, especially if the changes occur suddenly. Other important people in your child's life can help by paying attention as well (e.g., your child, brothers and sisters, teachers, and other important people). The changes to look out for are listed in Section 3, on what to watch for. Whenever an antidepressant is started or its dose is changed, pay close attention to your child. After starting an antidepressant, your child should generally see his or her healthcare provider:

- Once a week for the first 4 weeks
- Every 2 weeks for the next 4 weeks
- After taking the antidepressant for 12 weeks
- After 12 weeks, follow your healthcare provider's advice about how often to come back
- More often if problems or questions arise (see Section 3)

You should call your child's healthcare provider between visits if needed.

3. You Should Watch for Certain Signs If Your Child is Taking an Antidepressant

Contact your child's healthcare provider **right away** if your child exhibits any of the following signs for the first time, or if they seem worse, or worry you, your child, or your child's teacher:

- Thoughts about suicide or dying
- Attempts to commit suicide
- New or worse depression
- New or worse anxiety
- Feeling very agitated or restless
- Panic attacks
- Difficulty sleeping (insomnia)
- New or worse irritability
- Acting aggressive, being angry, or violent
- Acting on dangerous impulses
- An extreme increase in activity and talking
- Other unusual changes in behavior or mood

Never let your child stop taking an antidepressant without first talking to his or her healthcare provider. Stopping an antidepressant suddenly can cause other symptoms.

4. There are Benefits and Risks When Using Antidepressants

Antidepressants are used to treat depression and other illnesses. Depression and other illnesses can lead to suicide. In some children and teenagers, treatment with an antidepressant increases suicidal thinking or actions. It is important to discuss all the risks of treating depression and also the risks of not treating it. You and your child should discuss all treatment choices with your healthcare provider, not just the use of antidepressants. Other side effects can occur with antidepressants (see section below). Of all the antidepressants, only fluoxetine (Prozac®) has been FDA approved to treat pediatric depression. For obsessive compulsive disorder in children and teenagers, FDA has approved only fluoxetine (Prozac®), sertraline (Zoloft®), fluvoxamine, and clomipramine (Anafranil®). Your healthcare provider may suggest other antidepressants based on the past experience of your child or other family members.

Is this all I need to know if my child is being prescribed an antidepressant?

No. This is a warning about the risk for suicidality. Other side effects can occur with antidepressants. Be sure to ask your healthcare provider to explain all the side effects of the particular drug he or she is prescribing. Also ask about drugs to avoid when taking an antidepressant. Ask your healthcare provider or pharmacist where to find more information.

This Medication Guide has been approved by the U.S. Food and Drug Administration for all antidepressants.

Patient Information

Read the Patient Information that comes with WELLBUTRIN XL before you start taking WELLBUTRIN XL and each time you get a refill. There may be new information. This leaflet does not take the place of talking with your doctor about your medical condition or your treatment.

What is the most important information I should know about WELLBUTRIN XL?

There is a chance of having a seizure (convulsion, fit) with WELLBUTRIN XL, especially in people with certain medical problems, who take certain medicines. The chance of having seizures increases with higher doses of WELLBUTRIN XL. For more information, see the sections "Who should not take WELLBUTRIN XL?" and "What should I tell my doctor before using WELLBUTRIN XL?" Tell your doctor about all of your medical conditions and all the medicines you take. **Do not take any other medicines while you are using WELLBUTRIN XL unless your doctor has said it is okay to take them. If you have a seizure while taking WELLBUTRIN XL, stop taking the tablets and call your doctor right away.** Do not take WELLBUTRIN XL again if you have a seizure.

What is important information I should know and share with my family about taking antidepressants?

Patients and their families should watch out for worsening depression or thoughts of suicide. Also watch out for sudden or severe changes in feelings such as feeling anxious, agitated, panicky, irritable, hostile, aggressive, impulsive, severely restless, overly excited and hyperactive, not being able to sleep, or other unusual changes in behavior. If this happens, especially at the beginning of antidepressant treatment or after a change in dose, call your doctor. A patient Medication Guide will be provided to you with each prescription of WELLBUTRIN XL entitled "About Using Antidepressants in Children and Teenagers." WELLBUTRIN XL is not approved for use in children and teenagers.

What is WELLBUTRIN XL?

WELLBUTRIN XL is a prescription medicine used to treat adults with a certain type of depression called major depressive disorder.

Who should not take WELLBUTRIN XL?

Do not take WELLBUTRIN XL if you have or had a seizure disorder or epilepsy, are taking ZYBAN (used to help people stop smoking) or any other medicines that contain bupropion hydrochloride, such as WELLBUTRIN Tablets or WELLBUTRIN SR Sustained-Release Tablets. Bupropion is the same active ingredient that is in WELLBUTRIN XL. Do not take WELLBUTRIN XL if you drink a lot of alcohol and abruptly stop drinking, or use medicines called sedatives (these make you sleepy) or benzodiazepines and you stop using them all of a sudden, have taken within the last 14 days medicine for depression called a monoamine oxidase inhibitor (MAOI), such as NARDIL® (phenelzine sulfate), PARNATE® (tranylcypromine sulfate), or MARPLAN® (isocarboxazid), have or had an eating disorder such as anorexia nervosa or bulimia, are allergic to the active ingredient in WELLBUTRIN XL, bupropion, or to any of the inactive ingredients. See the end of this leaflet for a complete list of ingredients in WELLBUTRIN XL.

What should I tell my doctor before using WELLBUTRIN XL?

Tell your doctor about your medical conditions. Tell your doctor if you are pregnant or plan to become pregnant. It is not known if WELLBUTRIN XL can harm your unborn baby. If you can use WELLBUTRIN XL while you are pregnant, talk to your doctor about how you can be on the Bupropion Pregnancy Registry. Tell your doctor if you are breastfeeding. (WELLBUTRIN XL passes through your milk. It is not known if WELLBUTRIN XL can harm your baby.), **have liver problems**, especially cirrhosis of the liver, have kidney problems, have an eating disorder, such as anorexia nervosa or bulimia, have had a head injury, have had a seizure (convulsion, fit), have a tumor in your nervous system (brain or spine), have had a heart attack, heart problems, or high blood pressure, are a diabetic taking insulin or other medicines to control your blood sugar, drink a lot of alcohol, or abuse prescription medicines or street drugs.

Tell your doctor about all the medicines you take, including prescription and non-prescription medicines, vitamins and herbal supplements. Many medicines increase your chances of having seizures or other serious side effects if you take them while you are using WELLBUTRIN XL. WELLBUTRIN XL has not been studied in children under the age of 18 years.

How should I take WELLBUTRIN XL?

Take WELLBUTRIN XL exactly as prescribed by your doctor. **Do not chew, cut, or crush WELLBUTRIN XL tablets.** You must swallow the tablets whole. **Tell your doctor if you cannot swallow medicine tablets.** Take WELLBUTRIN XL at the same time each day, take your doses of WELLBUTRIN XL at least 24 hours apart. You may take WELLBUTRIN XL with or without food. If you miss a dose, do not take an extra tablet to make up for the dose you forgot. Wait and take your next tablet at the regular time. **This is very important.** Too much WELLBUTRIN XL can increase your chance of having a seizure. If you take too much WELLBUTRIN XL, or overdose, call your local emergency room or poison control center right away. The WELLBUTRIN XL tablet is covered by a shell that slowly releases the medicine inside your body. You may notice something in your stool that looks like a tablet. This is normal. This is the empty shell passing from your body. **Do not take any other medicines while using WELLBUTRIN XL unless your doctor has told you it is okay.** It may take several weeks for you to feel that WELLBUTRIN XL is working. Once you feel better, it is important to keep taking WELLBUTRIN XL exactly as directed by your doctor. Call your doctor if you do not feel WELLBUTRIN XL is working for you. Do not change your dose or stop taking WELLBUTRIN XL without talking with your doctor first.

What should I avoid while taking WELLBUTRIN XL?

Do not drink a lot of alcohol while taking WELLBUTRIN XL. If you usually drink a lot of alcohol, talk with your doctor before suddenly stopping. If you suddenly stop drinking alcohol, you may increase your chance of having seizures. Do not drive a car or use heavy machinery until you know how WELLBUTRIN XL affects you. WELLBUTRIN XL can impair your ability to perform these tasks.

What are possible side effects of WELLBUTRIN XL?

Seizures. Some patients get seizures while taking WELLBUTRIN XL. **If you have a seizure while taking WELLBUTRIN XL, stop taking the tablets and call your doctor right away.** Do not take WELLBUTRIN XL again if you have a seizure. **Hypertension (high blood pressure).** Some patients get high blood pressure, sometimes severe, while taking WELLBUTRIN XL. The chance of high blood pressure may be increased if you also use nicotine replacement therapy (for example, a nicotine patch) to help you stop smoking. **Severe allergic reactions.** Stop WELLBUTRIN XL and call your doctor right away if you get a rash, itching, hives, fever, swollen lymph glands, painful sores in the mouth or around the eyes, swelling of the lips or tongue, chest pain, or have trouble breathing. These could be signs of a serious allergic reaction. **Unusual thoughts or behaviors.** Some patients have unusual thoughts or behaviors while taking WELLBUTRIN XL, including delusions (believe you are someone else), hallucinations (seeing or hearing things that are not there), paranoia (feeling that people are against you), or feeling confused. If this happens to you, call your doctor.

The most common side effects of WELLBUTRIN XL are weight loss, loss of appetite, dry mouth, skin rash, sweating, ringing in the ears, shakiness, stomach pain, agitation, anxiety, dizziness, trouble sleeping, muscle pain, nausea, fast heartbeat, sore throat, and urinating more often. If you have nausea, take your medicine with food. If you have trouble sleeping, do not take your medicine too close to bedtime. Tell your doctor right away about any side effects that bother you. These are not all the side effects of WELLBUTRIN XL. For a complete list, ask your doctor or pharmacist.

How should I store WELLBUTRIN XL?

Store WELLBUTRIN XL at room temperature. Store out of direct sunlight. Keep WELLBUTRIN XL in its tightly closed bottle. WELLBUTRIN XL tablets may have an odor.

General Information about WELLBUTRIN XL.

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use WELLBUTRIN XL for a condition for which it was not prescribed. Do not give WELLBUTRIN XL to other people, even if they have the same symptoms you have. It may harm them. Keep WELLBUTRIN XL out of the reach of children.

This leaflet summarizes important information about WELLBUTRIN XL. For more information, talk with your doctor. You can ask your doctor or pharmacist for information about WELLBUTRIN XL that is written for health professionals or you can visit www.wellbutrin-xl.com or call toll-free 888-825-5249.

What are the ingredients in WELLBUTRIN XL?

Active ingredient: bupropion hydrochloride.

Inactive ingredients: ethylcellulose aqueous dispersion (NF), glyceryl behenate, methacrylic acid copolymer dispersion (NF), polyvinyl alcohol, polyethylene glycol, povidone, silicon dioxide, and triethyl citrate. The tablets are printed with edible black ink.

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HOW AME

In a vast land of immigrants, the food we love—and



In the 1950s,
a typical family
put away about
this much food
in a year.

RICA EATS

why we love it—helped transform a hungry nation

What is it about Americans and food? We love to eat, but we feel guilty about it afterward. We say we want only the best, but we settle for—and even heartily enjoy—junk food. We're obsessed with health and weight loss but face an unprecedented epidemic of obesity. Perhaps the answer to this am-

bivalence lies in our history. The first Europeans came to this continent searching for exotic spices. Instead, they got the lowly spud. The first cash crop wasn't eaten but smoked. Then there was Prohibition, intended to curtail drinking but actually encouraging more creative ways of doing it.

The immigrant experience, too, has been one of dissonance. After all, assimilation means eating what "real Americans" eat, but our nation's food has come to be defined by imports—pizza, say, or hot dogs. And some of the country's

most treasured cuisine—southern cooking—comes from people who arrived here in shackles.

Perhaps it should come as no surprise then that food has been a medium for the nation's defining struggles, whether in the Boston Tea Party or the sit-ins at southern lunch counters. It is integral to our notions of health and even morality whether one abstains from alcohol for religious reasons or eschews meat for political ideals.

But strong opinions have not brought certainty. Americans are ambivalent about what they put in their mouths. We have become suspicious of our foods, especially as we learn more about what they contain.

And yet, the ritual of food still thrives in the American consciousness. It's no coincidence, then, that the first Thanksgiving holds the American imagination in such thrall. As the following stories show, it's what we eat—and how we share it with friends, family, and strangers—that help define America as a community today. —Sara Sklaroff



THE COLONISTS

OLD WAYS IN A NEW WORLD

By Jay Tolson

Like people, nations are what they eat. But even before America became an independent nation, its colonial inhabitants produced and consumed their daily fare in ways that gradually began to shape a distinctive American identity. From the Puritans' "pease porridge" (forerunner of the New England baked beans) to the Carolina lowlanders' spicy hoppin' John, the dietary staples of British colonials up and down the eastern seaboard spoke volumes about where they came from and what they were trying to achieve.

The early British colonists were a varied lot. In his book *Albion's Seed: Four British Folkways in America*, Brandeis historian David Hackett Fischer identifies four different waves of English-speaking immigrants:

the Puritans of eastern England who started settling in and around Massachusetts in 1629; the Royalist elite and indentured servants from southern England who put down roots in Virginia starting around 1642; Quakers and others from England's North Midlands and Wales who began moving into the Delaware Valley around 1675; and a host of borderland folk from northern England, Scotland, and Northern Ireland who plunked themselves down in Appalachian backcountry mostly after 1718.

While they all ate differently, they all tried, to varying degrees, to maintain old-world ways. The austere Puritans largely spurned the bounteous fish and fowl of their new setting for the baked peas (renamed beans in the 18th century) and relentlessly boiled dinners of old East Anglia. Among





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ALL-AMERICAN.

Colonial settlers harvest pumpkins from the field.

potatoes, corn-based grits, gumbos, and jambalaya-like combinations of pork, beans, and rice. Settlers arriving in the Chesapeake region also relied on Native American foods until they began to prosper from tobacco, their cash crop, and were able to buy foodstuffs that gave their tables a far more English look.

As different as regional American cuisines were at first, they all began to converge in the

backcountry people, barley-based Scotch yielded to corn- or rye-made bourbon as the standard mealtime accompaniment, a quart per person per meal being considered a temperate quantity. Otherwise, as one visiting Anglican missionary observed of a community of Ulster transplants, they lived “wholly on butter, milk, clabber [curdled sour milk], and what in England is given to hogs.” That unhappy man would have been far more comfortable at a Virginia planter’s table, with its roast beef, assorted game meats, and the English fa-

vorites—asparagus and strawberries. In the Delaware Valley, Quaker simplicity, particularly a fondness for boiled dumplings and puddings, extended, Fischer explains, to a form of food preservation by dehydration that produced, for one, Philadelphia cream cheese.

Self-sufficient. But the settlers’ objectives—and their responses to the new environments—also contributed to different regional eating styles, particularly in the early colonial era, argues James McWilliams, a historian at Texas State Universi-

ty—San Marcos, in his book *A Revolution in Eating: How the Quest for Food Shaped America*. The Puritans, for example, never sought to cultivate a single, cash-earning crop because they came to America on a spiritual mission rather than an economic one. They produced a varied and abundant food supply that assured a virtuous self-sufficiency. Raising English rye and oats, they also imported English meadow grasses to raise cattle for meat and dairy products. If their food was as boringly prepared as their East Anglian cousins’ was, it also contained many of the same elements.

Not so with colonials farther south, particularly those who came to places like coastal Carolina by way of Barbados and other Caribbean islands. Eager for a crop like sugarcane that had made them so much money on the islands (and eventually discovering rice through their slaves), they abandoned many of their old, British eating habits and acquired new foods and new dishes from their African slaves or Native Americans, including sweet

early to mid-18th century, when increasingly secure Anglo-Americans began to emulate genteel English eating, employing fancier kitchen and dining ware and following English recipes. A widely shared thirst for domestically brewed beer fostered trade and further strengthened ties among the colonies. Eating and drinking had become an important way for the colonists to assert their status as full-fledged British subjects. That explains why Anglo-Americans took particular offense when royal tariffs threatened their access to tea, sugar, and farm produce. Such goods, McWilliams notes, were “absolutely integral to the sense of liberty that colonists believed was sacred enough to fight the American Revolution to protect.”

After the revolution, Americans would turn away from English culinary models to embrace a “frugal plain repast” that underscored the republican simplicity of the newly independent people. But that would be a new chapter in the story of American food. ●



BARBEQUE. American Indians grill meat over an open fire.

THEODORE DE BRY, “HOW TO GRILL ANIMALS”; SERVICE HISTORIQUE DE LA MARINE, VINCENNES, FRANCE; LAUROS/GIRAUDON / BRIDGEMAN ART LIBRARY

WILD RICE

HARVESTING TRADITION



BOB SACHA—IPN / AURORA

By Caroline Hsu

LEECH LAKE OJIBWA RESERVATION, MINN.—Below the railroad bridge over Cass Lake, wild rice transforms sections of the lake into what looks like parcels of prairie dotted with water lilies. In about a month, the grain will be ready to harvest, but this stand won't make a good crop. "That's a Superfund site right there," says Jeff Harper, 39, a reservation water resource specialist, pointing toward a white clapboard house. A wood-processing operation left PCBs and dioxins on 125 acres just west of the lake.

The daily struggle that the Leech Lake Band faces to protect its land and food supply, even within reservation boundaries, is daunting. Once, the Ojibwa tribe hunted deer, fished, and cultivat-

ed gardens. But years of persecution changed the tribe's way of life. It was only in 1972 that the Leech Lake Ojibwa broke free of state restrictions on when they could hunt for game and gather rice. But much food culture had already been lost.

Gathering wild rice, though, remains. The Ojibwa consider wild rice both food and medicine. It's part of their creation story. "Our people came here from the East because they were told to live where the food grows on the water," says Leslie Harper, Jeff's sister.

The ricing moon. During *manoominike-giizis*, or the ricing moon, which begins in late August, wild rice is harvested in the same way that it has been for centuries. Two ricers go out in a canoe. The "poler" pushes

the boat through dense stands. The "knocker" sits in front, pulling the grass heads with a short tapered stick and "knocking" the grains into the boat.

The tough, black grain that most Americans know as wild rice is not wild at all. It has been engineered to grow in man-made paddies

and be harvested by machines. In the past, Ojibwa depended on the wild rice harvest to pay for school supplies and clothes in the fall. But paddy rice

has dampened the price of real wild rice. Add to this a drop in wild rice habitat due to agricultural waste flow and the demand for vacation lake houses on clear waters, and it's a lot harder for them to make a living.

From the academic world comes another in-

GRAINS. American Indians take to the lake during the yearly wild rice harvest in Callaway, Minn.

cursion. The University of Minnesota is conducting genetic research on wild rice—a move that the Ojibwa fear will be used to alter the grain, leaving their rice vulnerable to infection from windborne pollination. They also worry that their spiritual food could become a corporation's private property. This is not paranoia: Between 1995 and 2000, 500 patents on rice were issued.

But such concerns evaporate at Sucker Lake where the Harper family rices each year. Here, water traffic is confined to a pair of loons and dozens of dragonflies swooping among the pink rice flowers. "We don't grow the rice," says Leslie Harper. "It's more like the rice grows us." ●



EARLY JOE Passing three coffeehouses within a city block may seem like a modern phenomenon, but in the 18th century, one couldn't stroll along most city streets without encountering the scent of a roasted bean. An upscale answer to the tavern, the coffeehouse served as a cozy spot for men to discuss politics or business over cake, chocolate drinks, and brewed Turkish roast. The concept started in what is now Istanbul in 1475 and slowly spread west over the next 200 years, becoming trendy in Vienna and London around the same time it jumped the Atlantic. But the half-caf mocha soy latte was still a long way off.



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SAMANTHA REINDERS FOR US&W (2)

MEETING PLACE

REVOLUTIONARY MEAL

By Pete Wells

PHILADELPHIA—On certain blocks east of Independence Hall, you can't turn a corner without tripping over someone in knee breeches, a waistcoat, and a tricorn hat. Step into the back barroom of the City Tavern, and you might guess you'd stumbled onto the hangout where costumed workers in the history industry come to unwind. But no, these are the City Tavern's waiters, taking a break from dishing out a taste of pre-Revolutionary life.

In a sense, the entire building on Second and Walnut streets is in costume. A famous tavern stood on this site from 1773 until it was torn down in 1854. The National Park Service rebuilt it just in time for the bicentennial. Today, reproductions conjure up an early-American scene: spindle-back chairs, brass candlesticks, pewter tankards, a

1793 china pattern, and handblown Madeira glasses. The chef, Walter Staib, bases his menu on historical recipes—though he doesn't take them too literally.

The modern world keeps seeping in. Credit card modems whirl, white-stockinged legs are shod in black Reeboks, and the sight of an Asian waiter raises questions about immigration patterns. And if this is supposed to be 1776, none of the customers got the memo. They're in T-shirts, cargo shorts, and baseball caps; they've strewn their sunglass-

es, plastic water bottles, and MacLaren strollers around the room; and many seem to prefer Diet Coke to George Washington's smooth molasses porter.

Taverns were the crossroads of colonial life, often the only place open to everybody, from ship captains peddling cargo to out-of-towners needing a room. (Women were welcome, too, unless they seemed to be trawling for customers.) A combination of newsstand, bar, dance hall, conference room, debate club, hotel, and office water cooler, taverns offered a steady supply of news and information.

Every village needed one. Philadelphia had more than 120 taverns by the time the original City Tavern opened. Right away, it became a backdrop for the epic national drama about to be staged. Delegates to the First Continental Congress—including John Adams and George Washington—

stopped there the minute they hit town. In 1787, when the framers of the Constitution had finally reached all their delicate compromises, they adjourned to City Tavern to celebrate.

Hangout. In his book *The Great Good Place*, sociologist Ray Oldenburg writes, "Great civilizations, like great cities, share a common feature. Evolving within them and crucial to their growth and refinement are distinctive informal public gathering places." He means barber-shops, cafes, cigar stores, beer halls, playgrounds—anywhere locals can haphazardly congregate to gossip, exchange news, and just hang out. From time to time, these places become the kitchens where new social movements are cooked up. Think of civil rights leaders talking strategy at black-owned coffee shops or the poets and Abstract Expressionists trading ideas and girlfriends at the Cedar Tavern in Greenwich Village.

What changes would Benjamin Franklin notice if he came back today? "Obviously, there's electricity, air conditioning, and the outhouse is now in-house," says Staib. "But the biggest difference is that you get to pick off a menu, and you sit at a small table. In the 18th century, there were big tables and you ate whatever they cooked." Set meal times and long tables encouraged chance meetings. At the City Tavern, members of a community came together to hammer out the shape of a new country. Today, nobody comes together; we eat at separate tables and drive home alone. An innocuous line on City Tavern's menu shows how things have changed: "In order to help us maintain a historic ambience, please refrain from the use of cellular phones." Still, if Franklin were around, he wouldn't hang out anywhere he couldn't get a decent Wi-Fi connection to post his latest thoughts on *Poor Richard's Blog*. ●



MEET AND EAT. Employees at Philadelphia's City Tavern evoke bygone days in the historic city.

SLAVES

FOODS BORN OF HEARTACHE

By Andrew Curry

Grits, jambalaya, cornbread—some of America's most beloved dishes are the products of slavery. The arrival of millions of enslaved Africans transformed the South into a plantation economy and forced a painful collision of cultures—and the creation of one indelible cuisine.

The fusion began in the plantation kitchens. Cooks, ordered to prepare traditional European recipes like meat stews, added spices and imported vegetables like okra. "When somebody is cooking for you, even with your own recipes, they don't taste the way you would do them," says Queens College food historian Jessica Harris.

Gumbo. Slaves also introduced dishes of their own. In the past few decades, linguists and cultural historians have traced the many dishes associated with the

American South that come almost unchanged from Africa: gumbo (the Bantu word for okra), chilis, pilau, and just about anything deep-fried. "Actual African dishes occasionally appeared on the master's



DOWN HOME. Fried chicken is one of many dishes that Africans introduced to American cooking.

table," writes food historian Karen Hess in *The Carolina Rice Kitchen*. "It was this African presence that accounted for the near-mythic reputation of southern cookery."

Many of the ingredients

now common to southern cooking also arrived with the slaves and were cultivated in the gardens most slaves maintained. According to Joseph Holloway, a professor of Pan African Studies at California State University-Northridge, the imports included black-eyed peas, watermelon, yams, eggplant, sesame, mustard greens, and the peanut. Rice, one of the South's staple crops, also came from Africa.

Whatever African delicacies ended up on the slave owner's table, many of the staples of a slave's diet came from thrift, not choice.

Pig's feet, tripe, crackling, and head cheese—all "soul food" traditions—were the parts thrown out by whites. Even pancakes were a slave innovation, an association savvy marketers at the end of the 19th century tapped to sell Aunt Jemima pancake mix.

Yet today, "when you talk about southern food, there's no divide between black cooking and white cooking," says Holloway. Indeed, it may have been the Civil War that finally erased the lines between slave food and the cuisine of the Big House. Scarcity and privation meant that slave food became everybody's food. ●

TAKE ONE TURTLE...

In 1796, Amelia Simmons published **American Cookery**, the first cookbook written by an American for Americans, with recipes using indigenous ingredients, including turkey, corn, and, of course, turtle:

"Mix two third parts of salt ... and one third part of cayenne pepper, black pepper, and a nutmeg, and mace pounded fine ... the quantity to be proportioned to the size of the turtle ... your meat being thus seasoned, get some **sweet herbs** ... let them be dried and rub'd fine, and having provided some deep dishes to bake it in ... put **a quarter pound of butter** at the bottom of



each dish, and then put some of each of the several parcels of meat, so that the dishes may be all alike and have equal portions of the different parts of the turtle, and between each laying of meat strew a little of the mixture of sweet herbs ... **boil the blood** of the turtle, and ... then lay on forcemeat balls made of veal, highly seasoned with the same seasoning as the turtle; put in each dish **a gill of Madeira wine**, and as much water as it will conveniently hold, then break over it five or six eggs to keep the meat from scorching at the top, and over that shake a handful of shred parsley ... when done put your dishes into an oven made hot enough to bake bread, and in an hour and half ... it will be sufficiently done."



THOMAS ECKERLE—FOODPIX / PICTURE ARTS

THE GOLD RUSH

CALIFORNIA DREAMIN'

By Justin Ewers

There were hardly any settlers in California in 1848 when a young carpenter named James Marshall stumbled across the first few sparkling nuggets in the foothills of the Sierra Nevada. For over a century, a smattering of ranchers in the soon-to-be Golden State had survived in splendid isolation, quietly trading cowhides and eating their beef and frijoles. That changed, of course, as soon as word got out that there was gold in them thar hills. Within a matter of months, fortune-seekers from all over the world began descending on San Francisco, clogging the Bay with their ships, filling the Sierra rivers with their pans—and peppering the state, from the very beginning, with all manner of international cuisine. In the first three years of the rush, 200,000 people poured into California from all points of the globe. At a time when even New York City was relatively homogenous—the Irish were exotic new arrivals—California's diversity was, to put it mildly, exceptional.

Especially early in the rush, when it wasn't uncommon for a '49er to fish \$2,000 in a day out of a Sierra stream (around \$48,000 in today's dollars), these nouveaux riches demanded their own cuisine. San Francisco consumed more champagne than anywhere else in the country besides New York.



The recently moneyed had such an appetite for oysters, the beds off the coast were exhausted by 1851, and new ones had to be found.

Campfire champagne. Haute cuisine soon made its way out to the gold fields, where miners surviving on bacon and beans (and, of course, California sourdough bread) added such delicacies as galantine truffles to their diet. Prices skyrocketed. A slice of bread could cost \$1; with butter, it might cost \$2. "It was no unusual thing," wrote one magazine

LUXURY. A miner pans for gold in California (above). Many of those who struck it rich developed an expensive taste for oysters.

in 1850, "to see a company of these men, who had never before thought of luxury beyond a good beefsteak and a glass of whiskey, drinking their champagne at \$10 a bottle, and eating their tongue and sardines, or warming in the smoky campfire their tin

canisters of turtle soup and lobster salad."

Few Americans elsewhere in the 19th century ate out, but the first group of historians to describe San Francisco in 1855 found Spanish *fondas*, German saloons, and Chinese chowchows. Recent arrivals like William Tecumseh Sherman sweated through their first Mexican red peppers. "Liquid fire," the scourge of Atlanta called the dish. By 1853, some 28,000 Frenchmen had arrived as well, and entrees at the St. George Hotel in Sacramento soon included pigeon à la *crapaudine* in a *sauce tartare* and calf's head à la *financière*.

Businessmen thrived. Philip Danforth Armour cut meat in Placerville before heading to Chicago, where he and his family went on to found the biggest meatpacking business in the world. James Folger, a teenager from Nantucket, discovered miners would line up for coffee they didn't have to roast and grind themselves.

As the rush faded, miners found there was food in

them thar hills, too. By the 1880s, refrigeration and the intercontinental railroad would bring California produce to the rest of the country. Without gold, though, the state might

never have had its international flavor. Indeed, says H. W. Brands, author of *The Age of Gold*, "it probably would have taken 50 years to populate California." Imagine: all of those oysters gone to waste. ●



FOUNDING GOURMAND Long before Jackie Kennedy, Thomas Jefferson was importing all things French to the White House, including the dessert *blancmange*. His recipe: "4 ounces sweet almonds with 5 or 6 bitter almonds; pour boiling water on them to take off the skin. Put them in a mortar and beat them with a little cream. Take them out of the mortar and liquefy them with cream, little by little stirring them; 4 ounces of sugar to be put in. Have ready some isinglass [gelatin], say 1 oz dissolved in boiling water, and pour it into the preceding mixture, stirring them well together. Strain it thro' a napkin, put it into a mould, and it is done."

IN PRAISE OF CHOP SUEY

By Nancy Shute

When the first Chinese restaurant opened in 1849 in San Francisco, no doubt owner Norman Asing hadn't a clue about the trend he was launching. Today, there are more than 40,000 Chinese restaurants in America. From hole-in-the-wall carryouts to lavish banquet halls, from the Empress in Kotzebue, Alaska, to Manhattan's Dim Sum Go Go, these eateries dish up what for many Americans remains their favorite ethnic food.

Chinese food arrived in America in the mid-1800s with laborers imported to work the California gold rush. When those jobs dried up, the immigrants found their employment options drastically limited by exclusionary laws enacted to cut out the "Chinaman." Cooking, by contrast, was a business open to anyone willing to work hard. "Globalization is not a recent phenomenon," says Yong Chen, an associate professor of history at University of California-Irvine and a scholar of the Chinese diaspora. "You pool some money, you can start a small restaurant. This is quintessentially an American experience."

"Little pieces." By the 1890s, Chinese restaurants had sprung up in big cities on both coasts. Most early Chinese immigrants hailed from Canton, in southern China, and brought with them that city's celebrated cuisine. But as those restaurateurs strived to adapt to the tastes of their new land, they came up with something altogether different: chop suey. This mix of chopped meat, vegetables, and bean sprouts, which translates to "little pieces," may have been an amateur chef's improvisation or may have been created for the visit of a Chinese viceroy in 1896. No matter. Chop suey proved exotic and familiar, cheap and delicious, an irresistible combo that led to a proliferation of chop suey houses. Other innovations, including chow mein, egg foo young, and the fortune cookie, followed. "For many people, it's their first exposure to Chinese culture and to Chinese people," says Cynthia Lee, deputy director of programs for the Museum of Chinese in the Americas.

Lee dived into the history of Chinese restaurants to curate an exhibition at the New York museum based on a collection of almost 10,000 Chinese restaurant menus. She found that Chinese restaurateurs, well aware of how intimidating the new cuisine could be, offered tips on ordering "family style"

and came up with the "one from Column A, one from Column B" system to simplify choosing. Chinese restaurants also welcomed blacks and Jews when other establishments shunned them; Christmas dinner at a Chinese restaurant is still a tradition for many Jewish families.

Chinese-American cuisine adapted again after 1965, when a new law loosened restrictions on immigrants from Asia. Spicier dishes like Sichuan chicken and Hunan pork, from northern China, started to push chop suey off the menu. New immigrants seeking opportunity ventured into new markets. By 1971, there were 28 Chinese restaurants in Utah. Now

there are 263. Regional variations abound. Chinese restaurants in the Northwest don't shy from serving hamburgers. Southerners are more partial to fried chicken dishes. "There's a lot of inventiveness," says Cheuk

Kwan, a Toronto filmmaker who visited 13 countries for his documentary series *Chinese Restaurants*. "In Mauritius, I found a woman doing fantastic cuisine fusing Chinese, Creole, and Indian. The resulting dishes are a wonderful fusion food unlike anything else in the world."

Ming Tsai is perhaps the ultimate expert in Chinese-American fusion cuisine. As a boy, he rolled spring rolls on the family ping-pong table in Dayton, Ohio. His grandmother, who lived in Iowa City, would put scallions and hoisin sauce on the kids' frozen pizza, 20 years before Wolfgang Puck. When he was 14, his mom opened the Mandarin Kitchen.

"At 7 a.m. I'd go make all the rice," says Tsai, now owner and chef of Blue Ginger in Wellesley, Mass., and star of *Simply Ming* on PBS. He

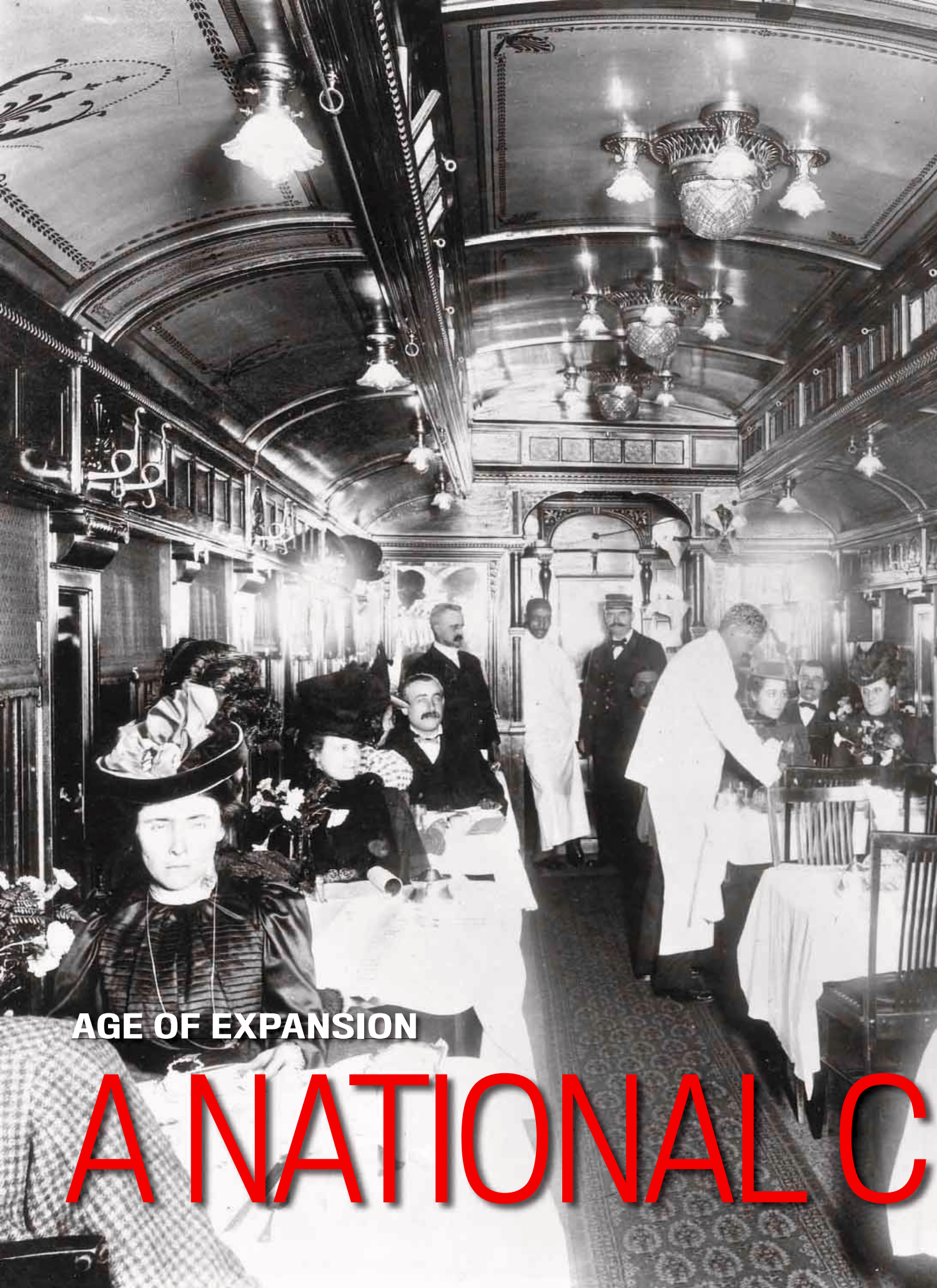
fried mu shu pork and sweet-and-sour pork and pushed the egg-roll cart his engineer

dad designed. "I'd peddle them to people eating lunch out on the square, next to the hot dog cart, the gyros cart."

Although Tsai went to Yale to study engineering, a few summers spent in Paris convinced him that his fate lay in food, not formulas. His cooking is noted for synthesizing Chinese and Japanese flavors with French and American technique—Asian lacquer poussin, say, or shiitake-leek dumplings. And he still cooks his mother's Asian sloppy joes, made with hoisin sauce in place of ketchup. "This is not fad food. This is food that will stay in America." Until, that is, the next wave of immigrants reinvents it. ●

Chinese restaurants dish up what for many Americans remains their favorite ethnic food.





AGE OF EXPANSION

A NATIONAL C

By Linda Kulman

In May 1869, just two weeks after the final spike was hammered into the last tie of the transcontinental railway, New York *Herald* correspondent Albert Richardson was riding west when he had an unexpected encounter with Charley Crocker, a cofounder of the Sacramento-based Central Pacific Railroad, who was heading east-bound via private rail coach. While their trains idled in Omaha, Crocker “delighted us with blooming flowers, and feasted us upon strawberries, oranges, and luscious cherries from California, brought upon Alaska ice 1,800 miles through the green valleys of

the Pacific slope,” Richardson reported.

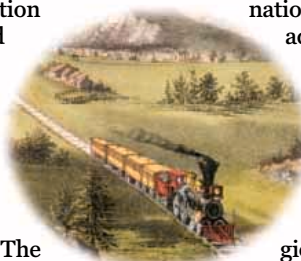
But what was exotic then became expected by the end of the century, says Bill Withuhn, curator of the history of technology and transportation at the Smithsonian Institution in Washington, D.C. George Pullman introduced the first dining car—called the Delmonico after the New York restaurant—in 1868, an innovation that caught hold nationally over the next two decades, with gourmet meals, luxe place settings, and custom-designed china to match. The treats served to Richardson onboard became staples at home. “The transcontinental railroad was the underpinning of a change in the American diet,” says Withuhn.

Shortcut. Before the railroad, the only way to transport anything from one coast to the other was the long way: three to four months to make the overland trip between New York and San Francisco; more than four months to circumnavigate the 13,300 miles around Cape Horn; and 35 days to travel 5,250 miles via Pana-

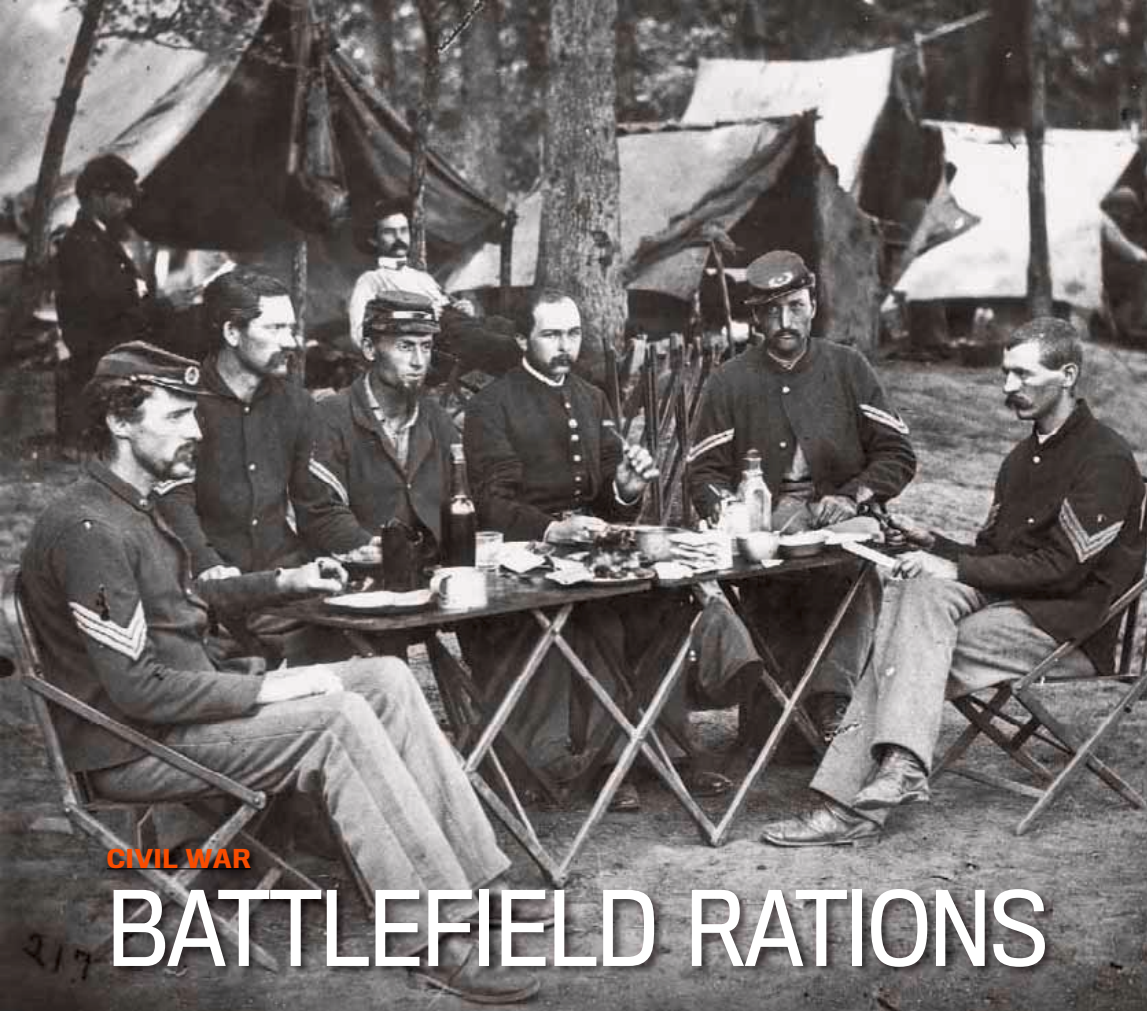
ma, requiring two boats and a trek across the Panama isthmus. Arduous even for the hardest traveler, the rough ride was out of the question for a bushel of California apricots or a freshly butchered side of Oklahoma beef. By reducing the coast-to-coast trip to 10 to 12 days, the new rail routes not only linked isolated parts of the country but homogenized the nation’s tastes,

adding meat, wheat, and fresh fruit to lunch pails and dinner plates, says Withuhn—no matter the region or season.

The refrigerated car, patented in 1867, made it possible to make the long hauls. Insulated, with ice bunkers at both ends, the car allowed air in, which circulated over the ice, keeping fish, vegetables, and meat fresh. Cars designed for fruit were cooled with ice replenished along the way, allowing fragile strawberries to take to the tracks, though it took 100 pounds to cool 200 quarts of berries. All this meant a man in Boston could eat Wisconsin cheese with a rib-eye from Texas, a potato from Idaho, and an orange from California—though it would be a long while before he could do all that in front of a TV. ●



UISINE



CIVIL WAR

BATTLEFIELD RATIONS

By Andrew Curry

In 1861, hundreds of thousands of young American men left home to fight in the Civil War. And to their surprise, when it came to cooking, they were expected to fend for themselves. The result was some of the worst food Americans have ever eaten.

The millions of soldiers who fought in the Civil War were almost all what Virginia Tech historian William Davis calls “culinary virgins,” men used to eating what their mothers or wives put on the table but largely unfamiliar with how it got there. “Cooking

was simply not a manly pastime,” says Davis.

Trial by fire. Without cookbooks or supervision, the men slowly learned to boil and fry for themselves. “It was a case of learning by doing. They had a mortal fear of eating something undercooked. They were terrified of eating raw meat,” says Davis. Given the state of preserved meat, they were right to be afraid. Salted pork and beef often had to be scraped free of “rust”—mold—and maggots, then soaked overnight or boiled to unrecognizability.

The typical Union soldier’s diet consisted of dried vegetable cakes (“desecrated vegetables,” in soldier’s

parlance), dried or salted meat, beans, and 3-inch square baked bricks of flour and water called hardtack. Conspicuously lacking: fruit, fresh vegetables, and dairy products like milk and butter. The imbalance caused a host of maladies including scurvy, a vitamin C deficiency, and “night blindness,” caused by a lack of vitamin A.

But many a soldier did receive care packages from home, and those packages often included canned goods like vegetables or condensed milk. Though too heavy to ever become a regular part of Army rations, canning became popular because of the war. From a

MESS. Union soldiers survived on dried vegetables, meat, beans, and bricks of hardtack.

prewar production level of 5 million cans a year, the industry boomed to 30 million cans a year by war’s end.

But men on the march still had to supplement their rations with whatever they could buy from local communities. “Foraging” was also common: “Our officers told us to take what we could get to eat and not pay for it unless the owner proved themselves to be loyal to the government,” wrote one Union soldier.

But ultimately soldiers’ diets depended on which side they fought for. The prewar South was an

agricultural society—80 percent of southerners worked on the land, compared with 40 percent in the North—but “the South wasn’t exporting food, just tobacco and cotton,” says Baylor University historian Rebecca Sharpless. Indeed, it was already importing food from the North and England at the beginning of the war. By the end, most southern soldiers were on near-starvation diets. Yet they fought on. “The Confederacy never lost a battle from want of rations or weapons,” Davis writes in *A Taste of War: A Culinary History of the Blue and Gray*. “It simply never had enough men.” ●



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Driving can expose you to more dangerous glare than any sunny summer day at the beach can...do you know how to protect yourself? An amazing breakthrough in optic technology by NASA called Eagle Eyes® can be your answer. The sun rises and sets at peak travel periods, during the early morning and afternoon rush hours. Many drivers find themselves temporarily blinded as they are driving directly into the glare of the sun. Deadly accidents are regularly caused by such blinding glare. Danger can come from reflected light off of another vehicle, from the pavement, or any other reflective surface. Early morning frost or dew can exacerbate this situation. Salted or snowy road conditions can make matters even worse. Yet, motorists struggle on despite being blinded by the sun's glare and cause countless accidents every year.

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MEATPACKING

DON'T READ THIS OVER DINNER

By Justin Ewers

The “knocker” went first, hitting the cow over the head with a sledgehammer. Another man strung the beast up with a chain. Still another slit it open. The killing floor, half an inch deep in blood and guts, bubbled and steamed in the summer. In the winter, fingers were accidentally sliced off numbed hands. Great hunks of meat were carved from hanging cows. If all had gone well, they were already dead.

But as Upton Sinclair made very clear in his 1906 novel, *The Jungle*, Chicago's meatpacking operation in the early 1900s did not al-

ways go well. The muckraking journalist spent seven weeks in what was then the world's largest meat center, listening to the stories of workers, touring several plants, and seeing for himself what went on behind the closed doors of the industry. An ardent socialist, he hoped his novel, a fictionalized account of one Lithuanian immigrant's struggles to survive in Packingtown, would expose the exploitation of the men who worked in the grim plants.

Chophouse. It was his descriptions of meat, though, that most concerned Americans. Even President Theodore Roosevelt seemed to be more shocked by the details of how cattle and hogs were being sliced into

beef and pork—and by how much condemned meat was ending up on American dinner tables—than by the workers' plight. Within a matter of months, Sinclair's book became an international bestseller and sparked legislation regulating the meat industry for the first time. “I aimed for the public's heart,” Sinclair wrote later, “and by accident I hit it in the stomach.”

Industrial-style slaughter existed on a grand scale when *The Jungle* was published. Some 13 million cows, hogs, and sheep were shipped each year to the Chicago stockyards from as far away as Texas. And every

day, tens of thousands were dismantled, piece by piece. One quarter of the animals slaughtered in the United States in the 1890s met their doom on the killing floors of Chicago.

But this modern marvel had a dark side. Competition among the small groups of meatpacking operations had forced the system to move too fast, Sinclair insisted. Workers didn't have time to make allowances for sanitation. “This is no fairy story and no joke,” he wrote, de-

GROSS. Upton Sinclair (above) recorded the unsanitary state of meatpacking plants like this one.



FROM TOP: CORBIS BETTMANN; BROWN BROTHERS

scribing meat-filled storage rooms teeming with rats. Even when the vermin were poisoned, “the meat would be shovelled into carts, and the man who did the shovelling would not trouble to lift out a rat even when he saw one—there were things that went into the sausage in comparison with which a poisoned rat was a tidbit.” Condemned meat was dosed with borax and glycerin, recolored with other chemicals, and sold. Tuberculosis in cattle was welcomed, Sinclair said, “because it made them fatten more quickly.” The creek outside the plants, filled with refuse and chemicals, was so polluted it would occasionally catch fire.

Work hazards. As for the workers, well, “it was to be counted as a wonder,” Sinclair wrote, “that there were not more men slaughtered than cattle.” Beef-boners suffered so many knife wounds that few could use their thumbs. Pluckers who had to handle acid-treated wool had their fingers slow-

ly burned off. Men would occasionally fall into vats of lard: Sometimes, Sinclair wrote grimly, “they would be overlooked for days, till all but the bones of them had gone out to the world as Durham’s Pure Leaf Lard!”

A team of government investigators confirmed the book’s facts, and Roosevelt threw his weight behind legislation to regulate the industry. Four months after *The Jungle* was published, Congress passed the Meat Inspection Act, which established sanitary standards, and the Pure Food and Drug Act, which required accurate labeling of food and empowered federal inspectors to prosecute plant owners.

Perfect laws they were not, and enforcement lagged until well into the 1930s. But they were the beginning of a safer meat industry—if not, as Sinclair had hoped, better lives for the workers who made it run. ●

HEALTH FOOD

UTOPIA IN A CEREAL BOWL

By Amanda Spake

John Harvey Kellogg and his brother, Will Keith Kellogg hit upon a health-food bonanza quite by accident. They wanted to develop a new breakfast food for clients at the Battle Creek Sanitarium, a 19th-century health spa where John was the med-

ical director. Will, who assisted his big brother at “the San,” as the spa was known, accidentally left a pot of boiled wheat soaking overnight. When he put the wheat through rollers, it came out in large, thin flakes. Their clients liked the taste, but the Kelloggs thought they could do better. In 1902, they used corn to develop a crisp, malt-flavored cereal. They called it Toasted Corn Flakes, and the public went nuts for it.

The invention of cornflakes gave birth to a food giant, the Kellogg Co., and set off a cereal rush in Battle Creek, Mich.

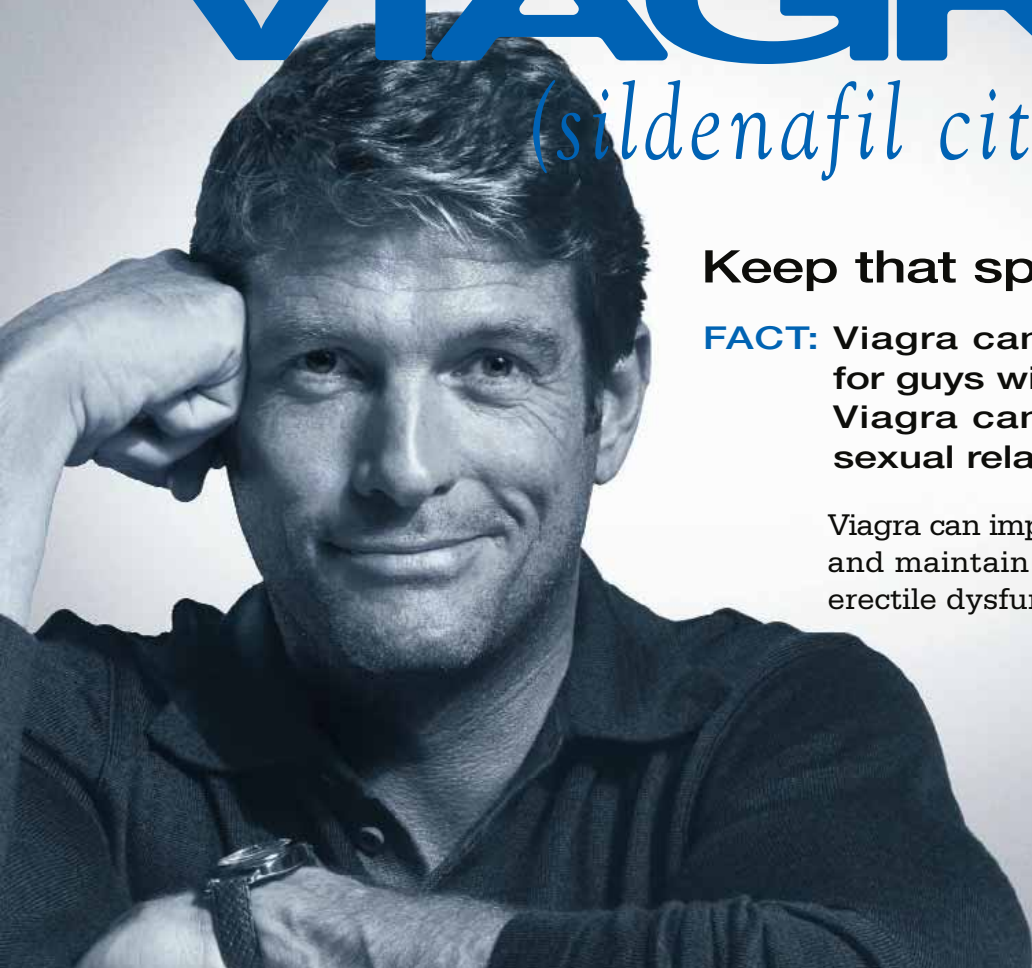
Yet the real story behind

SWEAT. A whiskered John H. Kellogg (in front row) does calisthenics at the Battle Creek Sanitarium.



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The most common side effects of VIAGRA are headache, facial flushing, and upset stomach. Less common are bluish or blurred vision, or being sensitive to light. These may occur for a brief time. Remember to protect yourself and your partner from sexually transmitted diseases.

Talk with your doctor first. Make sure you are healthy enough to have sex. If you have chest pain, nausea, or other discomforts during sex, seek medical help right away. Although erections lasting for more than four hours may occur rarely with all ED treatments in this drug class, it is important to seek immediate medical attention. Erections lasting longer than six hours can result in long-term loss of potency.

VIAGRA is covered under most Managed Care Plans.*

Important Information: Viagra is one of several ED treatments that you and your doctor can consider.

Please see our patient summary of information for VIAGRA (25 mg, 50 mg, 100 mg) tablets on the following page.

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PATIENT SUMMARY OF INFORMATION ABOUT

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This summary contains important information about VIAGRA®. It is not meant to take the place of your doctor's instructions. Read this information carefully before you start taking VIAGRA. Ask your doctor or pharmacist if you do not understand any of this information or if you want to know more about VIAGRA.

This medicine can help many men when it is used as prescribed by their doctors. However, VIAGRA is not for everyone. It is intended for use only by men who have a condition called erectile dysfunction. **VIAGRA must never be used by men who are taking medicines that contain nitrates of any kind, at any time. This includes nitroglycerin. If you take VIAGRA with any nitrate medicine your blood pressure could suddenly drop to an unsafe or life threatening level.**

• What Is VIAGRA?

VIAGRA is a pill used to treat erectile dysfunction (impotence) in men. It can help many men who have erectile dysfunction get and keep an erection when they become sexually excited (stimulated).

You will not get an erection just by taking this medicine. VIAGRA helps a man with erectile dysfunction get an erection only when he is sexually excited.

• How Sex Affects the Body

When a man is sexually excited, the penis rapidly fills with more blood than usual. The penis then expands and hardens. This is called an erection. After the man is done having sex, this extra blood flows out of the penis back into the body. The erection goes away. If an erection lasts for a long time (more than 6 hours), it can permanently damage your penis. You should call a doctor immediately if you ever have a prolonged erection that lasts more than 4 hours.

Some conditions and medicines interfere with this natural erection process. The penis cannot fill with enough blood. The man cannot have an erection. This is called erectile dysfunction if it becomes a frequent problem.

During sex, your heart works harder. Therefore sexual activity may not be advisable for people who have heart problems. Before you start any treatment for erectile dysfunction, ask your doctor if your heart is healthy enough to handle the extra strain of having sex. If you have chest pains, dizziness or nausea during sex, stop having sex and immediately tell your doctor you have had this problem.

• How VIAGRA Works

VIAGRA enables many men with erectile dysfunction to respond to sexual stimulation. When a man is sexually excited, VIAGRA helps the penis fill with enough blood to cause an erection. After sex is over, the erection goes away.

• VIAGRA Is Not for Everyone

As noted above (*How Sex Affects the Body*), ask your doctor if your heart is healthy enough for sexual activity.

If you take any medicines that contain nitrates – either regularly or as needed – you should never take VIAGRA. If you take VIAGRA with any nitrate medicine or recreational drug containing nitrates, your blood pressure could suddenly drop to an unsafe level. You could get dizzy, faint, or even have a heart attack or stroke. Nitrates are found in many prescription medicines that are used to treat angina (chest pain due to heart disease) such as:

- nitroglycerin (sprays, ointments, skin patches or pastes, and tablets that are swallowed or dissolved in the mouth)
- isosorbide mononitrate and isosorbide dinitrate (tablets that are swallowed, chewed, or dissolved in the mouth)

Nitrates are also found in recreational drugs such as amyl nitrate or nitrite ("poppers"). If you are not sure if any of your medicines contain nitrates, or if you do not understand what nitrates are, ask your doctor or pharmacist.

VIAGRA is only for patients with erectile dysfunction. VIAGRA is not for newborns, children, or women. Do not let anyone else take your VIAGRA. VIAGRA must be used only under a doctor's supervision.

• What VIAGRA Does Not Do

- VIAGRA does not cure erectile dysfunction. It is a treatment for erectile dysfunction.
- VIAGRA does not protect you or your partner from getting sexually transmitted diseases, including HIV — the virus that causes AIDS.
- VIAGRA is not a hormone or an aphrodisiac.

• What To Tell Your Doctor Before You Begin VIAGRA

Only your doctor can decide if VIAGRA is right for you. VIAGRA can cause mild, temporary lowering of your blood pressure. You will need to have a thorough medical exam to diagnose your erectile dysfunction and to find out if you can safely take VIAGRA alone or with your other medicines. Your doctor should determine if your heart is healthy enough to handle the extra strain of having sex.

Be sure to tell your doctor if you:

- have ever had any heart problems (e.g., angina, chest pain, heart failure, irregular heart beats, heart attack or narrowing of the aortic valve)
- have ever had a stroke
- have low or high blood pressure
- have ever had severe vision loss
- have a rare inherited eye disease called retinitis pigmentosa
- have ever had any kidney problems
- have ever had any liver problems
- have ever had any blood problems, including sickle cell anemia or leukemia
- are allergic to sildenafil or any of the other ingredients of VIAGRA tablets

- have a deformed penis, Peyronie's disease, or ever had an erection that lasted more than 4 hours
- have stomach ulcers or any types of bleeding problems
- are taking any other medicines

• VIAGRA and Other Medicines

Some medicines can change the way VIAGRA works. Tell your doctor about **any medicines** you are taking. Do not start or stop taking any medicines before checking with your doctor or pharmacist. This includes prescription and nonprescription medicines or remedies:

- Remember, VIAGRA should never be used with medicines that contain nitrates (see *VIAGRA Is Not for Everyone*).
- If you are taking alpha-blocker therapy for the treatment of high blood pressure or prostate problems, you should not take a dose of greater than 25 mg of VIAGRA at the same time (within 4 hours) as you take your dose of alpha-blocker.
- If you are taking a protease inhibitor, your dose may be adjusted (please see *Finding the Right Dose for You*).
- VIAGRA should not be used with any other medical treatments that cause erections. These treatments include pills, medicines that are injected or inserted into the penis, implants or vacuum pumps.

• Finding the Right Dose for You

VIAGRA comes in different doses (25 mg, 50 mg and 100 mg). If you do not get the results you expect, talk with your doctor. You and your doctor can determine the dose that works best for you.

- Do not take more VIAGRA than your doctor prescribes.
- If you think you need a larger dose of VIAGRA, check with your doctor.
- VIAGRA should not be taken more than once a day.

If you are older than age 65, or have serious liver or kidney problems, your doctor may start you at the lowest dose (25 mg) of VIAGRA. If you are taking protease inhibitors, such as for the treatment of HIV, your doctor may recommend a 25 mg dose and may limit you to a maximum single dose of 25 mg of VIAGRA in a 48 hour period. If you are taking alpha-blocker therapy, you should not take a dose of greater than 25 mg of VIAGRA at the same time (within 4 hours) as your dose of alpha-blocker.

• How To Take VIAGRA

Take VIAGRA about one hour before you plan to have sex. Beginning in about 30 minutes and for up to 4 hours, VIAGRA can help you get an erection if you are sexually excited. If you take VIAGRA after a high-fat meal (such as a cheeseburger and french fries), the medicine may take a little longer to start working. VIAGRA can help you get an erection when you are sexually excited. You will not get an erection just by taking the pill.

• Possible Side Effects

Like all medicines, VIAGRA can cause some side effects. These effects are usually mild to moderate and usually don't last longer than a few hours. Some of these side effects are more likely to occur with higher doses. The most common side effects of VIAGRA are headache, flushing of the face, and upset stomach. Less common side effects that may occur are temporary changes in color vision (such as trouble telling the difference between blue and green objects or having a blue color tinge to them), eyes being more sensitive to light, or blurred vision.

In rare instances, men taking PDE5 inhibitors (oral erectile dysfunction medicines, including VIAGRA) reported a sudden decrease or loss of vision in one or both eyes. It is not possible to determine whether these events are related directly to these medicines, to other factors such as high blood pressure or diabetes, or to a combination of these. If you experience sudden decrease or loss of vision, stop taking PDE5 inhibitors, including VIAGRA, and call a doctor right away.

In rare instances, men have reported an erection that lasts many hours. You should call a doctor immediately if you ever have an erection that lasts more than 4 hours. If not treated right away, permanent damage to your penis could occur (see *How Sex Affects the Body*).

Heart attack, stroke, irregular heart beats, and death have been reported rarely in men taking VIAGRA. Most, but not all, of these men had heart problems before taking this medicine. It is not possible to determine whether these events were directly related to VIAGRA.

VIAGRA may cause other side effects besides those listed on this sheet. If you want more information or develop any side effects or symptoms you are concerned about, call your doctor.

• Accidental Overdose

In case of accidental overdose, call your doctor right away.

• Storing VIAGRA

Keep VIAGRA out of the reach of children. Keep VIAGRA in its original container. Store at 25°C (77°F); excursions permitted to 15-30°C (59-86°F) [see USP Controlled Room Temperature].

• For More Information on VIAGRA

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cornflakes is the history of the health-reform movement in America. The reformers were utopian thinkers, yearning for a society transformed by diet, free of disease, pure, a life filled with the bounty and simplicity of the Garden of Eden.

This vision was in marked contrast to the reality of 19th-century America. As the Industrial Revolution took hold, waves of European immigrants and young, rural job seekers poured into growing cities, where sewage treatment and water purification were unknown. "It was a period of upheaval," says historian Warren Belasco, a professor of American studies at the University of Maryland-Baltimore County. People were looking for some means of controlling the changes, and purifying their bodies was one way.

Back to basics. So, in the 1830s, when a Presbyterian minister from Philadelphia named Sylvester Graham began "preaching a system of control and health based on diet," says Belasco, "people were interested in hearing it." A popular orator and abolitionist, Graham studied the teachings of the Quakers and members of the Bible Christian Church, the first vegetarian church in the nation. He believed that eating what Adam and Eve ate would restore balance to the body. Meat, shellfish, fatty sauces, salt, spices, sugar, coffee, tea, condiments, and, of course, alcohol were forbidden. "The simpler, plainer, and

more natural the food . . . the more healthy, vigorous, and long-lived will be the body," Graham wrote.

Graham was fixated on controlling sexual urges, particularly masturbation, through diet. He maintained that some foods could "overstimulate" the organs, leading to indigestion and sexual arousal. "Graham believed you had to avoid foods that stayed in the body because he believed they fermented, essentially turned to alcohol," explains Hillel Schwartz, a cultural historian from the University of California-San Diego. Fermentation could lead to "nervous irritability" and eroticism. "The most positive part of his regimen was that if you ate pure foods, you had a longer life," Schwartz adds.

No less because much of the food in the Jacksonian era was heavily adulterated. Commercially baked bread,

for example, was available, but its wheat germ, bran, and fiber had been removed. In their place toxic "stretchers," like lime, were sometimes added to cut costs. Graham was horrified by these practices, and

in his 1837 *A Treatise on Bread and Bread-making*, he outlined his forward-thinking theory that fiber was vital for health. He marketed his own high-fiber Graham flour and a version of his famous Graham cracker, the first health foods available.

John Harvey Kellogg read Graham's writings as a young man. He was less concerned with sexuality than was Graham, but he also believed the high-protein American diet, heavy on meat, eggs, butter, sugar, and whiskey or ale, was causing an epidemic of illnesses: "dyspepsia," or acid indigestion, constipa-

tion, and "auto-intoxication," or the growth of bacteria in the colon due to lack of fiber. These diseases could be reversed only by a diet of fruits, vegetables, and whole grains; abstinence from alcohol and sugar; and water to cleanse the body and the spirit. "By the 1880s, there was also a real

movement to believe in the virtues of clean, country air," says Schwartz. "So Kellogg combined this out-of-doors notion with the spa and linked these to the earlier traditions of the temperance movement and Graham." But unlike Graham, Kellogg had to meet the demands of clients like Thomas Edison, President William Taft, and Amelia Earhart, who came to the San for his "water cures," yogurt enemas, and special diets: Development of health foods—not just health-food theory—was essential.

Kellogg made and popularized "nut butters," including peanut butter, as a substitute for "cow butter." He also created America's first meat substitute, from flour, water, and steamed peanuts. Not quite tofu, perhaps, but prescient nonetheless: While a century ago the idea that a healthy diet is based on fruit, vegetables, and whole grains seemed like the quirky brainchild of wacky health reformers, today we know better. Or at least, we think we do. ●

SNACK. Sylvester Graham's high-fiber graham crackers were one of the first health foods.



MEASURE ONCE A product of the late-19th-century domestic-science movement, Fannie Farmer's 1896 *Boston Cooking-School Cook Book* was the first to popularize standardized measurements. She offered recipes for now classic meals and directions on using newfangled measuring devices: "To measure tea or table spoonfuls, dip the spoon in the ingredient, fill, lift, and level with a knife, the sharp edge of knife being toward tip of spoon. Divide with knife lengthwise of spoon, for a half-spoonful; divide halves crosswise for quarters, and quarters crosswise for eighths. Less than one-eighth of a teaspoonful is considered a few grains."



PROHIBITION

THE BOOZE BAN BACKLASH

By Dan Gilgoff

NEW YORK—"The only way in was with a meat skewer," says Brian Crum, cellar master at midtown's 21 Club, as he pokes a brick wall in the restaurant's basement kitchen with a foot-long stretch of wire. Crum slips the wire into one of the wall's countless pin-size holes, yanks it out, tries another. Then, sensing he has the right one, he tilts it just so and pushes. The wall, all 2 tons of it, opens onto a richly stocked wine cellar that's virtually unchanged from the restaurant's days as a speak-easy in the early 1930s, when its cases of French wine and cognac constituted contraband. One corner still houses the booth where Mayor Jimmy Walker drank with his mistresses, invisible to gawkers and the NYPD.

If the 18th Amendment, which outlawed alcohol production and consumption from 1920 until its repeal in 1933, didn't wean cities like New York off booze, it did transform how, where, and what Americans drank. The 21 Club's secret cellar—where a system of collapsible shelves sent alcohol and glassware tumbling from the bar in the event of a raid—and its perch beneath a multifamily home on West 52nd Street bespeak the aura of subversion that Prohibition placed on imbibing. And many changes wrought by Prohibition, from a spike in home drinking to the debut of coed watering holes (this was the age of the flapper), have endured. Indeed, it's only in the past 20 years, says former *New York Times* restaurant critic William Grimes, that bartenders, some of whom were considered master chefs before



FROM TOP: HISTORICAL MUSEUM OF SOUTHERN FLORIDA / BRIDGEMAN ART LIBRARY; CULVER PICTURES / ART ARCHIVE



UNDERGROUND. Bootleggers display their wares (above), and a couple requests entry to a speak-easy.

more drinking," says Daniel Okrent, who is writing a book on Prohibition. "So the existing temperance movement climbed on back of the anti-immigrant movement." But in San Francisco, New Orleans, Chicago, and other cities, where cops had grown accustomed to ducking into saloons

after work and where politicians needed votes, enforcement was spotty. "The market was booming in a post-World War I euphoria," says David Wondrich, a drink critic for *Esquire*. "Wrong time for Prohibition."

By 1928, the NYPD had counted roughly 32,000 speak-easies. Liquor quality

nose-dived, as speak-easy owners stretched expensive Canadian whiskey with water and food coloring, and home brewers produced crude—and sometimes toxic—bath-tub gin. Bartenders compensated by going heavy on the orange juice and ginger ale, but none of those recipes were palatable enough to outlive the '30s (in contrast to such 19th-century concoctions as the martini). "You get no sense whatsoever of people enjoying cocktails," says Grimes. "The attitude was, 'Get it down the hatch.'"

Sky-high prices. And "because the police had to be seen to be doing something," Grimes says, "there was uncertainty built into the equation," which meant spirits soared to three or four times pre-'20s prices. Steve Shlopak, owner of a former Greenwich Village speak-easy called Chumley's, found a Prohibition-era menu that lists pricey "English" and "Tennessee" teas, likely code

Prohibition, have "rediscovered a sense of vocation."

Foreshadowing the current political divide, rural America championed Prohibition as a means of cleaning up the nation's crime- and brothel-infested cities. "The late 19th century had brought waves of eastern and southern Europeans, who'd brought in

for gin and whiskey cocktails. He also unearthed two dumpsterloads' worth of smashed teacups in a well under his bar, remnants of frantic evacuations provoked by police raids.

Brain drain. It's likely that Prohibition's most lasting damage to cocktail culture was the closure of America's premier hotel bars. Bartenders at New York's Waldorf-Astoria and Algonquin had become celebrities by inventing new drinks with fresh ingredients and embarking on international tours. "A lot of American bartenders packed up and went to London or Capri," says Ted Haigh, author of *Vintage Spirits & Forgotten Cocktails*. "So the drinks created during Prohibition, like the sidecar and one version of the corpse reviver, weren't created here."

More than 70 years after passage of the Prohibition-ending 21st Amendment—borne partly of the need for jobs and government revenue during the Depression—connoisseurs complain that bartenders still haven't recovered their pre-'20s artistry. At Bill's Gay Nineties, a onetime speakeasy in Manhattan, *Esquire's* Wondrich orders a sidecar, drawing a blank stare from the bartender. But Wondrich defiantly ticks off the ingredients: brandy, triple sec, lemon juice. And, because the liquor's not stretched and there's no threat of a raid, it goes down a lot easier than it did, from the same bar stool, three quarters of a century ago. ●



SLICED BREAD

THE GREATEST THING, PERIOD

By Betsy Querna

Nobody wanted Otto Rohwedder's machine. The Davenport, Iowa, salesman had worked on a device for slicing loaves of bread for more than a decade, but bakers were dubious. They protested that the bread would go stale, that customers only wanted their loaves whole, or that it just wouldn't work.

Then, in 1928, Frank Bench, who owned a small bakery in Chillicothe, Mo., decided to give it a try. Richard Rohwedder, Otto's son, who was 13 years old at the time, fed the bread

through the "very peculiar-looking machine." It quickly became popular. "The ladies liked and wanted it," he recalls, and sales at Bench's bakery increased by 2,000 percent in just a few weeks. The idea gathered more steam when a St. Louis baker named Gustav Papendick created a machine that not only sliced the bread but wrapped it, too, keeping the slices from drying out.

The beginning of the 20th century marked a turning point for home kitchens.

More than two thirds of American homes had electricity by the end of the 1920s, and as hired help left for factories or other jobs, homemakers looked to electrical appliances like the toaster (invented at least a decade before sliced bread) to ease their kitchen workload.

A revolution. "Our food production was in enormous upheaval following the industrial revolution," says Laura Shapiro, author of *Perfection Salad: Women and Cooking at the Turn of the Century*. As more women went to work and consumers were increasingly getting their goods off assembly lines, food production, too, became a mechanized process. Women didn't have time to slave away over dinner—and new products meant they didn't have to.

Lately, however, there's been a movement back toward the old way: artisanal, unsliced bread. "We're after nice texture and a flavor of grain rather than yeast," says Mark Furstenberg, owner of Breadline, an innovative sandwich shop in Washington, D.C. "The way we try to make bread gives it a much wheatier flavor."

Which could be the greatest thing since—well, you know. ●

TEAM. The toaster found its perfect partner in sliced bread.



THE DEPRESSION One of the ironies of the Great Depression was that an enormous surplus of food was being farmed around the country, while in the cities, people fought over rotting refuse in garbage cans. Government programs helped bail out farmers, buying up the unsold crops and burning them or using them as feed. But the International Apple Shippers Association approached the produce glut with city folk in mind, putting thousands of the unemployed to work by offering them crates of 100 apples for \$2, usually on credit. By 1931, city streets around the nation were filled with apple vendors hawking their goods at a nickel apiece.

BIRTH OF THE COOL

By Katy Kelly

In the 1930s, nothing said sophistication like aspic. Up-to-the-minute modern hostesses engaged in a frenzy of savory jelled-salad making, all thanks to the newly perfected electric refrigerator.

Such gracious living had been a long time coming. Until the mid-1800s, Americans kept food from spoiling by storing it in streams, cellars, snow, and ice. It was a system that worked better in the cool seasons. In the heat, bacteria bloomed so rapidly that killer food poisoning was referred to as “summer complaint.”

The icebox extended shelf and human life. In common use by 1838, the wooden cabinet lined with zinc or tin and insulated with sawdust, cork, or seaweed held ice above or below the food. Water from the melting ice drained into a pan. It was an imperfect solution. Sometimes the water would overflow the damp box. A 1929 *Collier's* magazine article noted: “Slime accumulates [in the drainpipes] constantly and should be removed with a long-handled circular brush. If your overflow pipe connects with an outside drain, be sure there is a trap to prevent poisonous gases and odors from flowing up it and contaminating foods in the box.” Plus, says Pearl Buchbinder, 95, the icebox “was a good hiding place for mice.”

Cold comfort. To stock the box, city people bought ice, and country dwellers harvested it. In Robinhood, Maine, where Faith Reyher Jackson, 86, grew up, ice cutting was an all-town, all-day event, done at a neighbor's pond in the dead of winter. “They used saws and these big tongs to pull it out,” she says. Then it was hauled from home to home on a horse-drawn cart, packed in sawdust, and put in the family's icehouse, where, she says, it lasted for months. City people depended on a delivery from the iceman. “Kids would chase him down the street, and he'd chip off a piece of ice and give it to them,” says B. J. Smith, 84, who was reared in Lima, Ohio. Customers used a card in their window to place orders. The iceman, with a burlap or leather pad protecting his shoulder, would hoist a block weighing up to 100 pounds. When commercial icehouses opened in the early 1800s, they were considered a business with a future. But by the end of the century, pond ice was polluted. That, and unusually hot summers

in 1889 and 1890, pushed ahead the advent of refrigerators.

In 1911, General Electric presented a machine that compressed chemical gases to cool air. By 1920, there were some 200 different refrigerator models on the market. Even the *New Yorker* raved: “A little water is put in some mysterious place: A few minutes pass, a magic door opens, and a tray of small ice cubes appears before your startled eyes.” But such marvels were not for everybody or, in fact, almost anybody. Most machines were powered by motors so large they were housed in separate rooms. That inconvenience was trumped by cost. One 1922 refrigerator ran \$714 (the equivalent of \$7,856 today).

A competing invention, the Crosley Icyball, required putting part of the machine over a kerosene burner every 24 to 36 hours. But the industry's biggest problem was the coolants that, on occasion, leaked and killed people.

It wasn't until 1930, when Frigidaire began cooling with chlorofluorocarbons, that people began upgrading to refrigerators. Small, with big fans on top, the appliance changed the way America ate. Manufacturers provided books with menus for a lifestyle that included ice tongs, bridge parties, and recipes showing off all that a refrigerator could do for a single meal. (In 1929, Kelvinator suggested a raspberry cup, molded lamb, celery curls, and Kelvinator fruitcake with whipped cream.) Pre-fridge, “frozen desserts and frozen salads were nonexistent or just for wealthy people,” says Sylvia Lovegren, author of *Fashionable Food: Seven Decades of Food Fads*. “All of a sudden, the middle class could have things that seemed high class a few years before.” And what could be more high class than frozen cheese salad

or an icy frappé made of condensed tomato soup?

By 1937, more than 2 million Americans owned refrigerators. By the mid-'50s, over 80 percent of the country had made the switch. Today, while the mechanics have remained much the same, the refrigerator has gotten ever fancier. Freon, the chlorofluorocarbon that changed the future, has been replaced with coolants that don't eat through the ozone layer. Hydrators, automatic defrost systems, and icemakers have lured customers, but it is hard to imagine any upgrade that could dazzle as much as the early promise of no ice—and no mice. ●

Before the refrigerator, only the wealthy could enjoy frozen salads and frozen desserts.

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FOUR CENTURIES OF FOODIES

1621 The first **Thanks-giving** is celebrated.

1773 After 342 chests of **tea** are dumped into Boston Harbor, **coffee** becomes the colonists' drink of choice.

1803 The first **home icebox** is patented, and the iceman (below) is born.

1812 The first recipe for **ketchup** based on tomatoes instead of soy is published by James Mease, who calls it "love apple or tomato catchup."

1845 Visitors to Poland Spring, Maine, begin paying for bottles of **spring water**.



GRANGER COLLECTION

1853 A patron at a New York resort complains that his french fries are too thick, so chef George Crum intentionally slices the next batch too thin and fries the potatoes too crisp, inadvertently inventing **potato chips**.

1858 John Mason invents the **screw-top glass jar**.

1860 Chemist Louis Pasteur heats milk to kill germs and bacteria, a process that will become known as **pasteurization**.

1868 George Pullman rolls out the first **dining car** on trains.

1874 *Harper's Magazine* writes that using a knife as a **fork** is "regarded as a vulgarism."

1886 John Pemberton begins selling medicinal syrup as a fountain drink, creating **Coca-Cola**.

1886 Josephine Cochran invents the first working **dishwasher**.

1888 The first **vending machines** in the U.S. are introduced on New York City subway platforms, selling tutti-frutti gum.

1897 A cough medicine manufacturer creates an 88 percent sugar gelatin dessert that his wife names **Jell-O**.

1901 Satori Kato invents **instant coffee**. (It becomes popular only after the Nescafé brand of freeze-dried crystals is introduced in 1938, however.)

1902 Horn & Hardart opens the first **Automat** in Philadelphia. For a couple of coins, patrons can open a slot and grab a freshly made hot meal.



1902 The Kellogg brothers push boiled wheat through a roller and bake the thin flakes. Looking for a tastier version, they switch the base ingredient, and **cornflakes** are born.



Frank Epperson leaves a stick in a cup of soda outside overnight, accidentally inventing the **Popsicle**.

1918 Having gone from 200 pounds to 150, Lulu Peters writes the first diet book to

endorse **calorie counting**—and sells 2 million copies.

1920-1933 Prohibition



WE ARE WHERE WE EAT

1877 Answering the need for good railside dining, Fred Harvey opens his first **Harvey House**.



1897 Trolleys are converted into stationary **diners**. Counters, stools, and booths would come later.



1916 Nathan Handwerker opens **Nathan's Famous** on Coney Island, selling hot dogs for a nickel.



1921 The **Pig Stand** in Dallas is the world's first drive-up restaurant, complete with carhops.





bran lowers cholesterol. Soon after, **oat bran** is added to everything, from muffins to beer.

1993 The **Food Network** goes on the air, ensuring that the celebrity chef is here to stay.

2003 Congressional cafeterias change french fries to **freedom fries** after France refuses to support the war in Iraq.



2005 Fed up with goopy stickers and running inks, the produce industry introduces **laser-tattooed fruit**.

SOURCES: THE FOOD CHRONOLOGY BY JAMES TRAGER, AND U.S. NEWS REPORTING

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WILLIAM GOTTLIEB—CORBIS

1922 Stephen Poplawski puts a spinning blade on the bottom of a container, inventing the **blender**.

1937 The **shopping cart** makes its debut.

1946 Percy Spencer stands next to a magnetron, and the



candy bar in his pocket melts. A year later he debuts a 750-pound **microwave oven**.

1953 Swanson marries a postwar demand for time-saving devices to the country's newest obsession, and *voilà*: **TV dinners**.

1964 Ron Popeil pitches his Veg-O-

Matic on TV, pioneering the **infomercial**.

1972 The Spa on Harvard Square in Cambridge, Mass., puts yogurt through a soft-serve ice cream machine, producing **frozen yogurt**.

1973 Carl Sontheimer introduces the slicing, dicing, all-in-one kitchen juggernaut **Cuisinart**.

1976 California's New Albion Brewing Co. starts the **microbrew** trend.

1979 Chef Paul Prudhomme

opens **K-Paul Louisiana Kitchen** in New Orleans. His blackened redfish sparks a national fad—which depletes the state's supply of the fish.

1988 Researcher James Anderson finds that oat



Chef Paul Prudhomme

1954 Milkshake machine salesman Ray Kroc obtains franchising rights for the original **McDonald's**.



1971 **Starbucks** begins serving designer roast coffee in Seattle's Pike Place market.



2000 French chef Alain Ducasse opens Alain Ducasse at the **Essex House**. Dinner starts at \$160.



2005 Thirty percent of Americans are eating in their **car** at least once a week.





GOING GLOBAL

THE WORLD'S TABLE

By Carolyn Kleiner Butler

In 1939, folks in Flushing Meadows, Queens, were eating smoked reindeer meat from Finland; shish kebab and kadin boudin (ground-lamb meatballs) from Turkey; arroz con pollo and “Perla” cocktails (fresh pineapple, orange and lime juices, rum, a whole egg, and a dash of grenadine) from Cuba—and that’s just for starters. At the World’s Fair—which celebrated “Building the World of Tomorrow” even as the country teetered on the edge of war—visitors could either feast on good old hamburgers and hot dogs for 10 cents a pop or expand their palates along with their

minds at the dozens of international restaurants on site.

The best and by far the most influential of these was Le Restaurant du Pavillon de France, organized and staffed by a culinary dream team that had been handpicked from France’s top bistros and cafes. Its opening-night meal, served to 375 VIPs in an elegant, glass-walled dining room, set an extremely high bar for gourmands, then and now: Dinner began with a crystal-clear chicken consommé topped with twisted cheese sticks and moved on to lobster in cream sauce with rice, medallions of lamb with potato balls, and stuffed artichokes and cold capon in tarragon aspic, among other courses, before wrapping up with strawberries, ice cream, and petit fours.

Over the next six months, Le Restaurant du Pavillon de France served a grand total of 136,261 meals—and introduced America to haute cuisine. “French food had been available in this country at the time but was completely

exclusive—only the few had access to it or even knew or cared about it,” says former chef Patric Kuh, author of *The Last Days of Haute Cuisine: The Coming of Age of American Restaurants*. “But now you had this restaurant that was not doing a dumbed-down version, and yet the volume was huge. So you suddenly have the meeting point of two principles:

the exclusive nature of this incredible food and the completely inclusive, egalitarian belief in the U.S. that your social background could not and should not prohibit you from any experience.”

“It” spot. With the very best of French dining—from the kitchen staff and ingredients to techniques, presentation, and service—the restaurant quickly became one of the country’s first “it” eateries, with a waiting list that stretched on for weeks. This success came despite the fact that prices were steep: Soups ran between 60 and 80 cents (the price of a complete fried-chicken dinner elsewhere); main courses included soufflé Palmier for 90 cents, coq au vin and salmon for \$1.60 apiece, and duck for two for \$3.50. Pierre



FRESH. Founder Henri Soulé and chef Clément Grangier inspect lobsters at Le Pavillon, successor to a World’s Fair dining sensation.

Franey, who worked as an assistant fish cook, believes the cuisine was a great bargain, nonetheless. The prices "seem quaintly low . . . at least for so ambitious a kitchen," he writes in his autobiography, *A Chef's Tale*.

After the fair, the restaurant's imperious *maitre d'hôtel* Henri Soulé stayed on in New York and founded Le Pavillon at 5 East 55th Street. It promptly became a huge success in its own right. The cooking was "done in the classic way of kitchens in 1930s and '40s in France," recalls Jacques Pépin, who worked there as an assistant in charge of vegetables and, later, fish. "It was very large—like 30 people—and it was all structured, with an area for the sauce, for the fish, for the rotisserie, and so forth . . . the ingredients were certainly extraordinary, with a great deal of imported food from France: truffles, gooseliver pâté, and even fish."

The man to see. Le Pavillon was almost wholly defined by its proprietor, who always wore a blue suit at lunch and a tuxedo in the evening and was given to declaring, "*Le restaurant, c'est moi*." He ruled the seating in his dining room with an iron fist, saving the seven best tables nearest the door for high-profile guests like the Duke and Duchess of Windsor, Cole Porter, Salvador Dali, and Joseph Kennedy.

Le Pavillon closed several years after Soulé died in 1966. Yet its legacy continues even today, through the customers who were indoctrinated into the finer points of French dining but also the many employees who passed through the establishment. Alums would go on to open a slew of influential restaurants of their own, including La Caravelle and La Grenouille, which, like Soulé's other restaurant, La Côte Basque, further shape American notions of haute cuisine to this day. ●

WORLD WAR II

A WOLF AT THE DOOR



By Sarah Blake

The end of 1942 should be remembered as the most uncertain and perhaps darkest time of the war, when the balance did not seem to be tipping clearly in either direction. It was in this environment—of shortages, scrap drives, and ration cards—that the food writer M. F. K. Fisher published *How to Cook a Wolf*. In 21 short essays with recipes, Fisher reminds us that life—bread, wine, friends at a table—need not disappear during war. Keeping the wolf from the door, she wrote, is a way to prevail in times when "men take up arms."

Put the words *patriotism* and *food* together these days, and you'll probably arrive at "freedom fries." But during World War II, you did your part with how and what you ate. After Pearl Harbor, the Office of War Information published posters explicitly linking home-front cui-

sine to the war effort. "Do with less, so they'll have enough!" one poster exhorts, picturing a soldier raising a big tin cup to his lips with a smile; "Rationing Safeguards Your Share" another proclaims as a woman appraises her market's shelves. By 1943, food rationing was in full swing: Meat, butter, oil, some cheeses, white sugar, and coffee were rationed, as were canned goods, frozen fruits, and vegetables. Doing with less meant not only rethinking what was in your pantry but rethinking what constituted a meal itself.

The big challenge was to

satisfy the hefty American hunger for meat. Before the war, the average American ate 126 pounds of meat a year; even during rationing, Americans were allotted an average of 6 ounces each per day, compared with the Brits' 16 ounces a week. (These numbers pale in comparison with what an American meat-eater consumes now: 195 pounds a year.)

Hamburger helpers. Ground beef became popular during the '40s, as a patriotic salvo to fire across the battlements of steakless houses. Hamburger was only seven rationing points as com-

pared with 12 (one person's allotment for a whole week) for a T-bone steak and could be made into such meat-stretching dishes as tamale pie, meatloaf (bulked with bread crumbs), and stuffed peppers. The custom of serving the meat course in a ring—of buttered noodles, rice, or hominy grits—began during



SAVOR. Food author M. F. K. Fisher helped Americans embrace World War II rationing.



CORBIS BETTMANN (3)

the '40s as a way to distract the American stomach from the diminished amount of meat at the ring's center.

The war generated creative answers to entertaining with less as well. It was during the '40s that potluck suppers and progressive dinners appeared, with neighbors pooling their rationing points and either contributing a dish or moving from house to house for each course. Gardens were grown for victory; vitamins were pushed to keep the home front in fighting shape. Over and over, the preparation of food was yoked to the war: Eating had a purpose, and how one ate was a sign of one's support.

Nicer things. So Fisher urged cooks to eke out simple pleasures. Suggesting a tiny

dollop of herbed butter on a piece of meat or fish, she says, "They are not necessary, but they are *nice*, in the right sense of the word, so that eating meat becomes not a physical function, like breathing or defecating, but an agreeable and almost intellectual satisfaction of the senses." In between practical asides—choosing a roast with the bone in is more economical because it will cook six minutes faster per pound and therefore cut down on the gas bill—come moments like these: "The wolf was at the door and no mistake: until I filled the room with the smell of hot butter and red wine," says Fisher. "And with a glass of wine and some honest-to-God bread, [a frittata] is a meal. At the end of it you

know that Fate cannot harm you, for you have dined."

Fisher keeps in mind the women who have just returned from the munitions factory. For the end of the month, when the wolf is stalking more closely than ever, the rationing points have run down, and a paycheck may be tight, there is her famous recipe for "sludge": Take 15 cents of ground beef and whatever vegetables are in the grocer's bin. Using a food grinder, grind them into a pot, cover the mixture with "what seems too much water," and cook it. After an hour, add 10 cents' worth of whole-grain cereal, and cook two more hours. "It is obvious to even the most optimistic," Fisher writes, "that this sludge, which

PITCHING IN. The Children's Aid Society in New York City cultivates a victory garden; adults cope with food rationing (left).

should be like stiff cold mush, and a rather unpleasant murky brown-gray in color, is strictly for hunger."

But hunger can be appeased, charmed, and wiled. And all human beings dance with this wolf, no matter where they live. Fisher had traveled extensively throughout Europe during the '30s, and *How to Cook a Wolf* reminds readers of the world before war, when everyone sat down to the table knowing that eating, and loving what was eaten, was life, pure and simple. It was one of the things people were fighting for, then and always. ●



THE OLEO WARS Margarine was an instant success in 1869 when it was invented from beef suet and milk. In 1887, there were more than 30 margarine factories in the United States, many using yellow dye to make the impostor look like butter. But traditional dairies squawked, and by 1902, some 32 states had passed laws banning the dye. WWII butter rationing made margarine popular nonetheless. And more people used the spread with the news in the late 1960s that butter was high in saturated fat. The later concern over trans fats has converted some back to dairy. Still, Americans today eat about twice as much margarine as butter.

PREPARED PRODUCTS

FRESH FROM THE CAN

By Thomas Hayden

A shimmering canned ham, spiked with dried cloves and disks of canned pineapple. A side of molded Jell-O salad, pregnant with pimentos and shredded cabbage. And maybe a nice cake for dessert, made from a mix and spackled over with hot-pink frosting. This was modern cooking, 1950s-style.

After World War II came a time of unprecedented change in America. The economy boomed, women entered the workforce as never before, and food, well, food got a little strange. Workingwomen had less time to spend in the kitchen, so food companies stepped in with a buffet of processed foods: mixes, powders, cans,

and that icon of 1950s cookery, the frozen TV dinner. But the real story of America's love affair with all things prepared, preserved, and artificially flavored is not quite that simple.

Ready to eat. World War II was indeed a turning point in home cooking. But the convenience-food explosion had as much to do with supply as with demand. During the war, says Case Western Reserve University historian Alan Rocke, "the Army needed ready-to-eat meals, and that meant processing, both mechanical and chemical." The food industry developed new technologies and ramped up canning and freeze-drying operations to

feed the troops. As a result, says Laura Shapiro, author of *Something From the Oven: Reinventing Dinner in 1950s America*, "the industry came out of the war capable of feeding the entire world with

frozen, canned, and dehydrated food."

The only problem? After the war ended, nobody wanted the stuff.

Food scientists turned to making products palatable as well as quick, easy, and predictable. But the real action was in marketing boardrooms. "Americans were used to

STIR-LAZY. Thank you, food industry, for making my life so easy. Precooked ham, cake from a mix, chemical OJ . . . yum-yum!



TOM KELLEY—HULTON ARCHIVE / GETTY IMAGES

eating lousy food," Shapiro says, so it wasn't the bland, textureless character of ready-made products that women resisted. "The packaged foods didn't involve [women]," she explains, "and apart from child rearing, cooking was the main thing that made a woman a wife, a mother, that made her herself."

The food industry, convinced its products were superior to traditional cooking, fought to make prepared food respectable. Companies hired home economists to develop fancy recipes with their products and blanketed magazines, newspapers, and TV with ads driving home their point: Cooking is old-fashioned, women are too busy to do it, and the new food products are more nutritious anyway. Only stalwart cooks could resist.

Marketers learned a few tricks along the way. The first instant cake mix was introduced in 1931, but 20 years later, many women were still baking from scratch. The "egg theory"—leave the dehydrated eggs out, and women would regain their sense of ownership as they cracked fresh eggs into the batter—is credited with winning more converts. "But what really saved the cake mix was the frosting," Shapiro says. Food companies encouraged women to indulge in flights of creative fancy with their (also packaged) frostings, coating humdrum cakes in baroque layers of sickly sweet goo. With added eggs and creative frosting, says Shapiro, cake mixes "still taste like a chemical plant, but it feels like you're doing something in the kitchen."

The whole story also can be read in a glass of orange juice. Frozen concentrate, introduced in 1945, was one of the first triumphs of modern food science, but it was born of failure. During World War II, the National Research Corp. retooled a vacuum-evaporation process used in



FROM LEFT: BRIAN HAGIWARA—FOODPIX / PICTURE ARTS

penicillin production to make powdered OJ for the Army. It worked—but it was downright awful. The company that would become Minute Maid had invested in the technology, however, and it wasn't willing to give it up. Working with food scientists from the Florida Citrus Commission, it stopped the drying process partway and found that the thick orange sludge could actually make a decent glass of juice. By 1952, frozen concentrates had started to outpace sales of fresh-squeezed OJ.

Convinced that opening a can and adding water was still too much work, the food industry reached the apex of artificiality: Tang. The mix of sugar, vitamins, and a

witch's brew of chemical compounds was a modest hit, until NASA called in 1965. A few TV ads featuring astronauts downing the stuff in space, and a legend was born.

TANG. NASA astronauts made this artificial drink hugely popular.

As popular as manufactured food became, postwar Americans were also discovering gourmet cooking. By the time Julia Child arrived on TV in 1963, some home cooks were as likely to serve frozen chicken potpies one day as they were to spend hours preparing bouillabaisse from scratch the next. In the end, Americans seem to have struck an uneasy truce in the battle between convenience and elegance. As a result, says Shapiro, "we're the most mixed-up food market in the world. You can eat very well—healthy, delicious, and sophisticated—almost anywhere. And you can eat horribly, too." ●



"Cheeseburger and fries" could be one of America's favorite orders.

MARK PETERSON—REDUX

FAST FOOD

A NATIONAL TREASURE

By Thomas Hayden

Nothing could be simpler than the hamburger—a juicy patty of ground beef, a soft bun, maybe some cheese and condiments. But icons are never really that simple, and perhaps more than any other food, the hamburger is an American icon.

The hamburger's early history is surprisingly murky. Food mythology links the ultimate fast food to Genghis Khan's Mongolian warriors in the 13th century, but most food historians dismiss any connection between the Golden Hordes and the Golden Arches. The name is at least an indirect reference to a seasoned ground beef dish popular in Hamburg, Germany, in the early 1800s. But the critical moment, "when burger met bun," definitely happened on American shores, says food writer John Edge. There are at least four credible creation stories, tracing the original "hamburger sandwich" to Connecticut, Wisconsin, Ohio,

and Texas. The modern burger gained national prominence at the 1904 St. Louis World's Fair. The hamburger's early reputation was decidedly suspect, given that meat was often only ground once it had begun to spoil. Detailed in David Gerard Hogan's 1997 history, *Selling 'em by the Sack*, that all changed in 1921, with the advent of the first burger chain, White Castle, in Wichita, Kan. The founders set out to make the hamburger safe and nutritious and spawned a thousand imitators in the process.

Own wrapper. But how did the burger become a national obsession? "It matters that it's a sandwich," says Case Western Reserve University historian Alan Rocke. "And it matters that it's meat." America was always land rich and labor poor, he notes. That meant a taste for meat—large expanses of land were well suited to raising stock—and a habit of eating on the run. In his book *Hamburgers & Fries*, Edge credits the burger's supremacy to

its twofold portability. With meat, lettuce, and tomatoes encased in a bun, he says, "it's a meal that comes in its own wrapper." And it's uncomplicated, allowing for cultural portability as well. Edge found dozens of local varieties.

The best burgers—even some of the mass produced—are marvels of culinary construction, built up in layers with all the intentionality and pleasing loft of the elaborately tiered "architectural cuisine" developed by Chef Alfred Portale at New York's Gotham Bar and Grill. And sitting at a lunch counter, taking in the sensuous pop and splatter of grilling patties and the efficient choreography of a skilled short-order cook, it's hard not to see the origins of what pricey establishments call performance cuisine. Find the right diner, and a burger isn't just a meal—it's dinner and a show. Dressed up or down, or tarted up with foie gras and truffles, says Edge, "what we're left with is an abiding respect for the basic burger." ●

DIET

HEALTHY CELEBRITY

By Victoria Pope

Greta Garbo looked peaked. Or so her director, Ernst Lubitsch, thought. “Roses I got to have in your cheeks!” he told her on the set of *Ninotchka*.

For advice, Garbo turned to Gayelord Hauser, a German-born health food advocate whose regimen of vitamin- and protein-rich foods had already found converts in Hollywood. “I made it my task to wean her away from strict vegetarianism and coax her back to intelligent eating,” Hauser told the *New York Post* in 1939. (Their relationship would soon be the subject of great speculation.)

Whole foods. By the 1950s, Hauser had a bestselling book, *Look Younger Live Longer*, that challenged America’s postwar eating habits. He railed against processed foods while championing foods that he thought promoted longevity—yogurt, brewer’s yeast, powdered skim milk, and blackstrap molasses. His message—to eat whole foods—was decidedly against the tide. While the government was supporting the production of enriched white breads as a “quiet miracle” to improve nutrition, Hauser suggested that such bread be labeled “devalitized” instead.

And he lamented the national sweet tooth: “In 1900, the national consumption of white sugar was



about 10 pounds per person in a year,” he noted in the book. “Today, what with our mountains of cheap candies and candy bars, and our oceans of soft drinks, the national average of white sugar consumed yearly is more than 100 pounds per person.” (What would the diet guru say about the 2003 consumption rate of 142 pounds per person?) No mere America basher, Hauser

GURU. Gayelord Hauser gathers his own vitamin-dense sea greens. Greta Garbo (right) took his diet advice.

called it as he saw it—on several speaking tours, he told the Argentines that they ate far too much meat.

Convinced that his diet saved him from death from tuberculosis of the hip, he

believed many ailments could be eased through strategic eating—most significantly with a diet rich in vitamin B foods. But he found mainstream medicine little help, calling its clinics “human machine shops” and offering his own alternative regimens on how to stop hardening of the arteries, prevent stroke, and guard against cancer. Mainstream medicine answered his skepticism with undisguised animosity, recalls his nephew, O. Robert Hauser. In 1951, the Food and Drug Administration seized copies of *Look Younger Live Longer* on the grounds it was promoting the sale of one brand of blackstrap molasses. Hauser’s views incensed the American Medical Association and the sugar and flour lobbies, says his nephew. “They were always trying to discredit him,” he says. “The more successful he was, the more vigorous the opposition.”

Tall, handsome, and well built, Hauser was his own best advertisement. With his broad smile and warm sense of humor, he attracted Marlene Dietrich, Gloria Swanson, and the Duchess of Windsor as well as many ordinary American housewives smitten by his glamour. But as

Hauser himself noted before his death at 89, it wasn’t until the 1970s, with the rise of the counterculture, that a groundswell of Americans took his message to heart. ●



JULIA’S KITCHEN Julia Child’s 1961 *Mastering the Art of French Cooking* was heralded by critics and housewives alike. But it was her TV show, *The French Chef*, which aired from 1963 to 1987, that made her America’s first true celebrity chef. The show, which was followed by other series like *Baking With Julia* and *Dinner at Julia’s*, brought French cooking to the masses, but it was her frank demeanor that made her a hit. Apart from being a master at improvisation, Child used what most would see as major faux pas, like melting a dessert, into lessons for her viewers. She inspired a generation to see the act of cooking as a joy and an art.



VARIETY. Seeds from the Moon & Stars watermelon are preserved at an Iowa farm.

1975 with his then wife, Diane Whealy, to save what they called heirloom seeds from extinction. He, and others like him, worry that the plant variety that makes crops healthy and food interesting will become extinct. “We’re living in an era of rapid climate change, pests that are resistant to sprays, and this is all the breeding material that we will have for the future’s food crops.” According to the United Nations, about 75 percent of the world’s garden vegetables have been lost in the past century because of consolidation of seed companies and the replacement of small, varied family farms with single-crop industrial farms. In America, since 1900, 92 percent of the fruit and vegetable varieties that used to feed the country have disappeared.

Almost all seeds now available to consumers were developed for use in industrial farms.

Many are hybrid, which means the plants don’t reliably reproduce. New seeds must be purchased year after year as must genetically modified seeds, which are also patented. The proprietary ownership of a plant’s genetic material marks a shift from the past, when seeds were considered part of the public domain. Indeed, the U.S. government used to be the largest distributor of seeds, sending

of the same type carried by Cherokees over the Trail of Tears and a sweet watermelon called Moon & Stars, whose dark husk is marked by a bright yellow splotch of a “moon” surrounded by smaller “stars.” These are just a few of the 25,000 rare or lost vegetables whose seeds have been banked here. Each year, 10 percent are planted, then the seeds are carefully collected and preserved.

Heirlooms. “Genetic preservation is the main reason we’re doing this,” says Kent Whealy, who founded Seed Savers in



CROPS

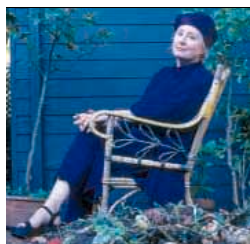
SOWING SEEDS TO SAVE THEM

By Caroline Hsu

DECORAH, IOWA—In late summer, the fields around town here billow with corn stretching as far as the eye can see. It’s monoculture farming. Only one crop, usually a hybrid, bred for easy machine harvesting and shipping, is planted over a large area. It’s the standard in industri-

alized farming today.

Down the road, however, an entirely different kind of corn is growing at the Seed Savers Exchange Heritage Farm. Here, the crop comes in a staggering variety of shapes, colors, and sizes—from Two Inch Strawberry Popcorn, which looks the way it sounds, to Blue Jade, which is gray on the stalk but turns a deep blue when cooked. There are also beans



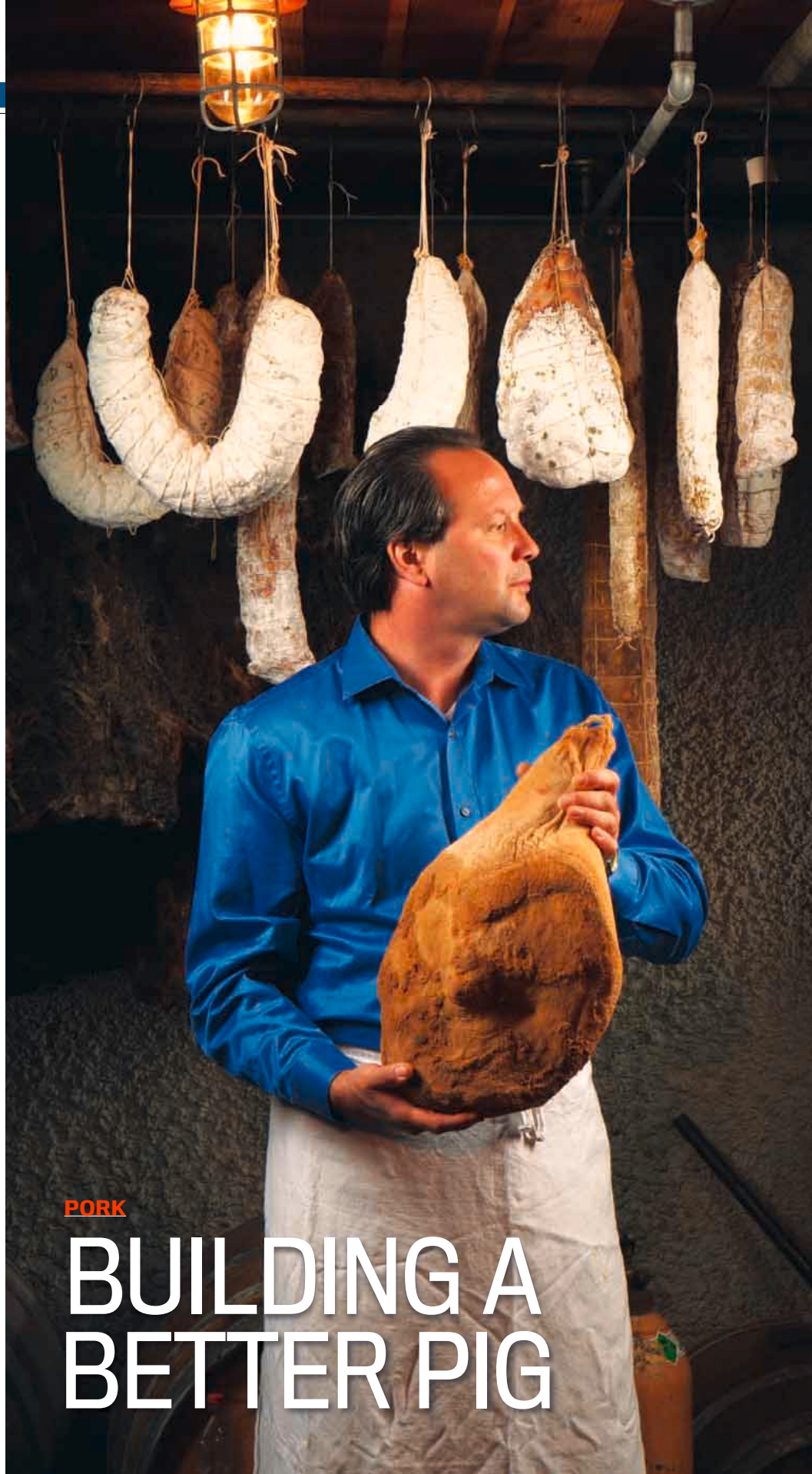
SUPERFRESH When Alice Waters opened Chez Panisse in Berkeley, Calif., in 1971, she hoped to recreate the simple but exquisite dishes she’d tasted in France. But she also brought her ideals to the kitchen. Waters shunned big factory farms, turning instead to local, organic farms and ranches. Food is best, she concluded, when delivered from the field to the table as quickly as possible—a philosophy that now pervades restaurant kitchens nationwide. From fast-food chain Chipotle’s free-range pork to market greens at high-end restaurants, a national movement was born from Waters’s commitment to her ingredients.

out 1.1 billion free packets in 1897. “Plants’ genetic material is like the forest or the ocean: It’s a natural resource, it’s finite, and it can be contaminated and eroded,” says Matthew Dillon, director of Organic Seed Alliance, which trains farmers to breed open-pollinated varieties adapted to their local ecological conditions. He hopes the varieties will prevent the crop failures that can strike large-scale monoculture planting. “Anytime you put a natural resource into the hands of just a few people, there’s a risk.”

Flavor. But there’s more than biodiversity at stake, says Erika Lesser, executive director of Slow Food USA, a group that promotes gastronomic traditions. “We like to talk about it in terms of culture,” she says. “And that means preserving the incredible varieties of different flavors that have value and meaning to people.” She notes that most supermarket and seed-packet varieties were bred for traits like reliable shipping and long shelf life, not taste.

For growers, heirloom varieties make both gastronomic and economic sense. When Jennifer McCloud started Chrysalis Vineyards in Middleburg, Va., she turned to the Norton—a native American grape variety from Virginia that growers abandoned during Prohibition and was all but forgotten. “It’s very hearty and disease resistant. I spray my European grapes for fungus 15 times as opposed to two or three for the Norton,” says McCloud.

But there’s another reason that McCloud loves the fruit: “When I first tasted a Norton wine, it blew my socks off. It’s not a taste-alike for some European grape. There’s a unique identity and flavor profile—a sort of wild character that speaks to America.” A character that might be worth saving. ●



PORK

BUILDING A BETTER PIG

THOMAS BROENING FOR USN&WR

By Nancy Shute

Pigs aren't porky anymore. Instead, they're as lanky as marathon runners. While the pig's makeover is partly a triumphant tale of producers meeting demands for leaner, more healthful meat, there's a cautionary message here, too. Today's pigs all too often don't taste good. With pigs, unlike New York socialites, it really is possible to be too thin.

I've discovered this the hard way, having despaired of pork roasts that are as dry as a Presto log. I knew pork wasn't always like this, because hogs and I have a history. My grandfather, Evan Ferrin, a professor of animal husbandry, was featured in *Life* magazine for developing improved feed. As a child, I spent many hours playing in hog barns in the Midwest, scratching the massive animals behind their ears while they nibbled the toes of my sneakers. Each fall, half a hog made its way into our family freezer, and all winter long we feasted on roasts, bacon, sausage, and chops. A bucket of lard was in the freezer, too, the magic ingredient in my mom's famously flaky pie crusts.

In the early 20th century, lard was a precious commodity. But starting in the 1950s, meat became more valuable than fat. Farmers started selecting leaner animals and experimenting with feed and housing to grow more muscle more quickly. That trend accelerated in the 1970s, when consumers began abandoning beef and eating more chicken to cut fat from their diets. Alarmed, in 1987,

INK. Oliveto restaurant's Paul Bertolli is building a traditional Italian sausage factory.

pork producers launched the "Other White Meat" campaign. It wasn't just hype. Supermarket pork is 31 percent lower in fat than it was 20 years ago. "All through the '80s and '90s, we continued to try to say we can get a leaner hog with more muscle," says Maynard Hogberg, head of animal science at Iowa State University. "But they lost the taste, they lost the juiciness, they lost the moisture content."

Today's "commodity" pig packs on almost a pound of muscle a day en route to its market weight of about 260 pounds. Hog operations are bigger than ever, with most housing 5,000 pigs in climate-controlled buildings.

percent added water.

Steven Lonergan, a meat scientist at Iowa State, has identified three factors that make meat tender: intramuscular marbling; whether the muscle was used for locomotion (legs) or posture (tenderloin); and proteolysis, where enzymes that break down muscle continue to work after the animal's death. "More protein degradation, more tender product," Lonergan says. He'd like to figure out a way to control that process to make a very lean cut of meat meltingly tender.

Other pig people say they've got the taste solution. Breeders have rediscovered traditional breeds like Durocs and Hamp-

the darker, fattier Niman pork grilled up juicier and tastier than commodity pork. But it comes at a price. Niman Ranch chops sell at Whole Foods Market for about \$8, while supermarket chops are often \$3.

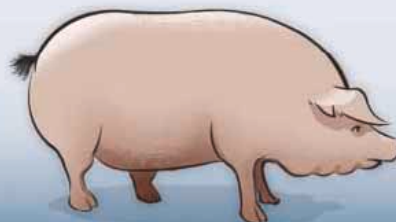
Chefs at high-end restaurants have embraced the new pork. "It's a beautiful flavor, beautiful color," says Paul Bertolli, chef at Oliveto Café & Restaurant in Oakland, Calif. Bertolli butchers a whole hog each week and features pickled pig's ear giardiniera as an hors d'oeuvre. Yet Tom Valenti, owner of Owest and Cesca in New York City, says his customers aren't about to pop for a \$30 pork chop. "There's an acceptable flavor level to commercial

THE PERFECT PIG

Among the first animals to be domesticated, pigs were found to be adaptable, easy to raise, and the source of a variety of meats. Although in the past 50 years pigs have been bred to be much leaner, farmers are turning to traditional breeds to improve meat quality.



FERAL PIG: First domesticated in the Middle East and central Asia 9,000 years ago.



1900 PIG: Bigger was better when lard was prized. Some pigs topped 2,000 pounds.



MODERN PIG: Lean and muscled, with a market weight of 260 pounds.

STEPHEN ROUNTREE—US&WR

With 100 million hogs slaughtered each year, these efficiencies deliver cheaper meat for consumers and bigger profits for producers. They have also sparked growing concerns about animal welfare and pollution.

Along the way, breeders inadvertently engineered in some serious problems. Pigs became anxious and would drop dead at the slightest upset. Researchers have identified the gene for "porcine stress syndrome" and can test for it. Meatpackers address the dry meat problem by "pumping" pork with a phosphate and brine solution, a fix that also means consumers are paying for meat that is really 12

shires—the kinds of pigs my grandfather worked with. These pigs are chunkier; a Berkshire produces a pork loin with about 5 percent fat, compared with 2 percent in commodity pork.

Niman Ranch Pork Co. in Oakland, Calif., started selling pork from such breeds in 1997. "Our pigs are 48 to 51 percent lean, whereas the regular packers like 54 percent or even more," says Paul Willis, a farmer in Thornton, Iowa, who manages the company. Many of the firm's techniques are also throwbacks; pigs are raised in smaller groups with access to sunlight and pasture.

In a very unscientific taste test conducted on my patio,

pork," Valenti says. Instead, he's trying moister cuts, like braised pork shanks, and experiments with cooking pork less. The U.S. Department of Agriculture recommends cooking pork to 160 degrees to kill the parasite that causes trichinosis. But since pigs no longer eat garbage, cases of trichinosis have dropped to a dozen or so annually, almost all from eating wild game. Valenti now yanks a chop off the grill "five or seven minutes before I think would be prudent." The solution to the pig problem may lie in science or in a return to the pigs of the past, but it may also lie in having the guts to say, "I'll take my pork chop medium rare." ●

IMMIGRANTS

A TASTY MELTING POT

By Michelle Andrews

ST. PAUL, MINN.—It's 10 a.m. on a breathlessly hot Sunday morning, but Vallay Moua Varro is too busy to notice the weather. Standing behind a couple of tables under the roof of an open-air farmers' market near downtown, she keeps up a constant patter as she bags bunches of bright-green leaves with tiny shoots curling around them. "Squash vines and leaves," she offers with a smile. The Hmong steam them and add a little garlic, she explains. "If you don't like them, you're only out a buck," she cajoles two middle-aged women, who buy two bunches. "If we like them," they tell her, "we'll be back!"

More and more Minnesotans are discovering Hmong cooking. The state is home to some 60,000 ethnic Hmong immigrants, many of them refugees who began arriving mainly from Laos after the Vietnam War. At the farmers' market, plastic ID placards at each vendor's table display names like Vang, Vue, Xiong, and Yang, proclaiming a very different heritage from the region's earlier German and Scandinavian farmers. And some of the produce that spills over the tables is likewise unfamiliar to northern European palates: 2-foot-long, curvy kukuze squash; dark-green bitter melon, called "the alligator" by Hmong children because of its wrinkly skin; tiny, fiery red peppers.

Ethnic eats. Like the English, Irish, Italians, and Germans before them, Hmong immigrants have brought

their own ingredients and traditions to the American table. But not every ethnic cuisine has had a lasting impact. Today, there are few culinary relics from 19th-century German immigrants, although a meat-and-potatoes dinner (washed down with beer) remains a classic American meal. Italian immigrant food, on the other hand, has a devout following, even if it is not exactly true to its

turous dining, though restaurant chow mein, chop suey, and egg foo yong bear little resemblance to authentic Chinese food.

Chinese food left Americans hungry for more Asian dishes. And there are now plenty of options. The Immigration and Naturalization Act of 1965 turned Asian cuisine into a major force in American food history by adjusting quotas that favored northwestern Europeans.

KERI PICKETT—WORLD PICTURE NEWS FOR USN&WR (2)



GARDEN VARIETY. In Minnesota farmers' markets, Hmong immigrants sell traditional Southeast Asian vegetables alongside the state's typical produce.

roots, writes John Mariani in his book *America Eats Out*. Throngs of southern Italians, arriving in the late 1800s and early 1900s, adapted native dishes to suit American palates and ingredients, adding more meat and reducing the spice in pizzas and pasta.

The Asian-food invasion began in the mid-1900s. Drawn to the West Coast by the California gold rush in 1849, Chinese immigrants made a living in food-service businesses, which were fairly cheap to run and required plenty of hired hands. Soon, "going out for Chinese" became the hallmark of adven-

More important, it exempted close relatives of immigrants already in the United States from these quotas. As a result, Asian immigration more than quadrupled by 1970; Asians and Latin Americans made up 75 percent of the 4 million immigrants to the United States in the '70s.

Going mainstream. New flavors began finding their way into our restaurants: noodle-based dishes like the Vietnamese beef soup called pho or the lime- and tamarind-spiked pad Thai, deep-fried spiced potato-stuffed samosas from India, and preserved Korean vegetables called kimchi. Some

of these immigrant imports have gone mainstream. "Ten years ago, sushi was like, 'Eew, raw fish!'" says Ed Schoenfeld, a Chinese-food expert who specializes in new restaurants. "Now, everyone's eating it."

Latin American food, par-



ticularly Mexican dishes like tacos and enchiladas, has made even greater inroads into the American diet through chains like Taco Bell. But Mexican cuisine doesn't have the same allure as Asian. "Latino food is tainted as low class," says

Krishnendu Ray, professor of liberal arts at the Culinary Institute of America and author of *The Migrant's Table: Meals and Memories in Bengali-American Households*. He believes the socioeconomic background of immigrants from a particular

country plays a role in the eagerness with which America embraces their foods. For example, even though the number of immigrants from India has been small relative to other groups, their cuisine is widely available and admired. That's no surprise, says Ray, since nearly 60 percent of Indian immigrants are professionals.

As more Americans travel overseas, people are no longer satisfied with an Americanized version of immigrant food. "We fall in love with Thai food, then we want to come home and re-create it," says Karen Page, the author, with husband Andrew Dornenburg, of *The New American Chef*, a tour of global techniques and ingredients. At the same time, modern transport and technology make for easy export of native ingredients. "Now, what you get in a Korean restaurant in New York and Los Angeles is very close to what you get in Seoul," says David Rosengarten, author of *It's All American Food*.

Of course, certain "authentic" foods have a hard time finding a fan base, even among immigrants. Yimeem Vu, the 25-year-old Hmong coordinator for the Minnesota Food Association, was born in Minnesota after his parents came

from Laos in 1978. The family eats traditional Hmong foods at home, and after a chicken dinner, the final treat is to boil the feet and eat them. "It's like chewing on leather," Vu says. "I like chicken breasts and thighs myself." ●

SUPERMARKETS

LCD IN AISLE THREE

By Blake Eskin

CHARLOTTE, N.C.—Matthew Allan and Briony Morris used a hand-held bar-code scanner to add glasses and towels to their wedding registry, but they'd never seen one in a supermarket before pulling into the Bloom off W. T. Harris Boulevard here.

"This is a really cool idea," says Morris, who points the white-and-blue scanner at a bottle of merlot, pulls the trigger, and reads the LCD screen. "The total now is \$19.86," she tells her fiancé as she places the wine in one of the brown-paper bags in their double-decker shopping cart. She does the same with a package of chicken, then some frozen vegetables. By the time they reach the checkout, all that's left to do is pay.

The scanners are one way Bloom hopes to improve grocery shopping. Touch screens scattered around the store guide you to the raisins or the gravy mix, and a machine in the meat department will scan any cut from the refrigerated case and suggest a half-dozen ways to prepare it. Bloom isn't the only company betting that the supermarket of the future will be shaped, or even transformed, by advances in technology. Some Piggly Wiggly stores have introduced biometrics at checkout; a sensor can recognize a regular customer's fingerprint, which releases payment from a bank account or credit card. Online delivery, one of the notable failures of

REINVENTING THE GROCERY STORE

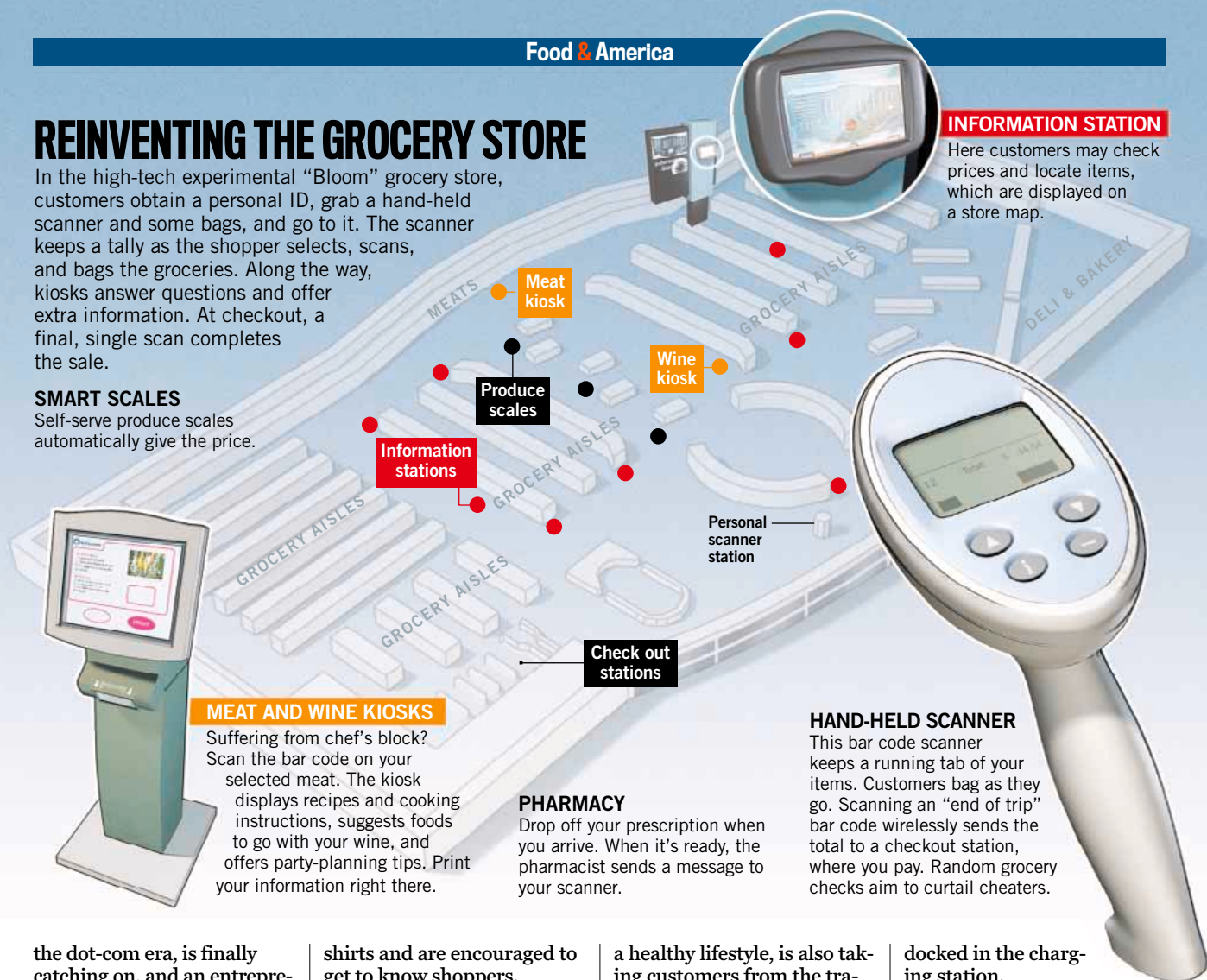
In the high-tech experimental "Bloom" grocery store, customers obtain a personal ID, grab a hand-held scanner and some bags, and go to it. The scanner keeps a tally as the shopper selects, scans, and bags the groceries. Along the way, kiosks answer questions and offer extra information. At checkout, a final, single scan completes the sale.

SMART SCALES

Self-serve produce scales automatically give the price.

INFORMATION STATION

Here customers may check prices and locate items, which are displayed on a store map.



MEAT AND WINE KIOSKS

Suffering from chef's block? Scan the bar code on your selected meat. The kiosk displays recipes and cooking instructions, suggests foods to go with your wine, and offers party-planning tips. Print your information right there.

PHARMACY

Drop off your prescription when you arrive. When it's ready, the pharmacist sends a message to your scanner.

HAND-HELD SCANNER

This bar code scanner keeps a running tab of your items. Customers bag as they go. Scanning an "end of trip" bar code wirelessly sends the total to a checkout station, where you pay. Random grocery checks aim to curtail cheaters.

the dot-com era, is finally catching on, and an entrepreneur in the Southwest is developing a drive-through superstore where everything from groceries to dry cleaning can be ordered from a computer beside your car.

No elves. But many of the ideas at Bloom, generated in response to common customer complaints, are distinctly low-tech. Attached to each shopping cart is a map with the store layout, which is supposed to be intuitive; bacon, cereal, and yogurt in a breakfast aisle, pasta grouped by shape, not brand. Aisles are wide and free of clutter. "You won't see a Keebler display with Ernie the Elf jutting into the aisle," says Matt Nereim, Bloom district manager. Nereim leaves out business cards and responds to customer E-mail; other employees wear eye-catching chartreuse

shirts and are encouraged to get to know shoppers.

At the front, Bloom has Table Top Circle, a zone with staples (bread, milk, Cool Whip) and various dinner options: frozen pizza, hot roasted chickens, and a case stocked with the ingredients for the Recipe of the Week. With a dedicated Table Top cashier and 20-minute parking spots by the front door, Bloom wants customers to come in for a quick midweek shop, even think of the place as a convenience store.

Why did Food Lion, which has over 1,200 stores at busy intersections from Pennsylvania to Florida, open five Bloom stores in and around Charlotte last year? Warehouse clubs, supercenters, dollar stores, and drugstores that sell food are eating into supermarket business. Whole Foods, built around the idea of natural foods and

a healthy lifestyle, is also taking customers from the traditional supermarket, as are gourmet stores, natural-food outlets, and farmers' markets. In 1995, Americans bought 85 percent of their groceries at a supermarket; that share fell to 72 percent by 2002, the year Food Lion's president gave the team that came up with Bloom its marching orders. "He didn't say Wal-Mart, but he might as well have," says Susie McIntosh-Hinson, who is responsible for Bloom's information technology.

On a recent Saturday afternoon in Mooresville, 20 miles north of Charlotte, the grocery aisles at the Wal-Mart Supercenter and SuperTarget were bustling. Down the road at Bloom, which is neither outsized nor upscale, there was only a trickle of business, and all the hand-held scanners were

docked in the charging station.

Even with a greeter at Bloom explaining how the scanners work, most people went about their shopping as they usually do. Of course, it can take a while to teach shoppers new habits; in the 1930s, Sylvan Goldman, credited as the inventor of the shopping cart, had to hire skills to push them around his Oklahoma City market until his customers got comfortable with the notion.

But the scanner has won some converts. Maxine Gaston, who shops weekly at Bloom, says, "It helps your budget. I don't go over, no matter what it is." And Morris, who is visiting from Florida, wishes her supermarket back home had the self-scan-and-bag option: "I hate it when people put my meat in with my tomatoes." ●

VYTORIN treats the 2 sources of cholesterol.



FOOD



FAMILY

You probably know that cholesterol comes from food. But what you might not know is that your cholesterol has a lot to do with your family history. VYTORIN treats both sources of cholesterol.

A healthy diet is important, but when it's not enough, adding VYTORIN can help. VYTORIN helps block the absorption of cholesterol that comes from food and reduces the cholesterol that your body makes naturally.

In clinical trials, VYTORIN lowered bad cholesterol more than Lipitor alone. VYTORIN is a tablet containing two medicines: Zetia® (ezetimibe) and Zocor (simvastatin).

Important information: VYTORIN is a prescription tablet and isn't right for everyone, including women who are nursing or pregnant or who may become pregnant, and anyone with liver problems. Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. VYTORIN may interact with other medicines or certain foods, increasing your risk of getting this serious side effect. So, tell your doctor about any other medications you are taking.

To learn more, call 1-877-VYTORIN or visit vytorin.com. Please read the Patient Product Information on the adjacent page.

Continue to follow a healthy diet, and ask your doctor about adding VYTORIN.



MERCK / Schering-Plough Pharmaceuticals

To find out if you qualify, call 1-800-347-7503.

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VYTORIN®
(ezetimibe/simvastatin)

Treat the 2 sources of cholesterol.

VYTORIN® (ezetimibe/simvastatin) Tablets

Patient Information about VYTORIN (VI-tor-in)

Generic name: ezetimibe/simvastatin tablets

Read this information carefully before you start taking VYTORIN. Review this information each time you refill your prescription for VYTORIN as there may be new information. This information does not take the place of talking with your doctor about your medical condition or your treatment. If you have any questions about VYTORIN, ask your doctor. Only your doctor can determine if VYTORIN is right for you.

What is VYTORIN?

VYTORIN is a medicine used to lower levels of total cholesterol, LDL (bad) cholesterol, and fatty substances called triglycerides in the blood. In addition, VYTORIN raises levels of HDL (good) cholesterol. It is used for patients who cannot control their cholesterol levels by diet alone. You should stay on a cholesterol-lowering diet while taking this medicine.

VYTORIN works to reduce your cholesterol in two ways. It reduces the cholesterol absorbed in your digestive tract, as well as the cholesterol your body makes by itself. VYTORIN does not help you lose weight.

Who should not take VYTORIN?

Do not take VYTORIN:

- If you are allergic to ezetimibe or simvastatin, the active ingredients in VYTORIN, or to the inactive ingredients. For a list of inactive ingredients, see the "Inactive ingredients" section at the end of this information sheet.
- If you have active liver disease or repeated blood tests indicating possible liver problems.
- If you are pregnant, or think you may be pregnant, or planning to become pregnant or breast-feeding.

VYTORIN is not recommended for use in children under 10 years of age.

What should I tell my doctor before and while taking VYTORIN?

Tell your doctor right away if you experience unexplained muscle pain, tenderness, or weakness. This is because on rare occasions, muscle problems can be serious, including muscle breakdown resulting in kidney damage.

The risk of muscle breakdown is greater at higher doses of VYTORIN.

The risk of muscle breakdown is greater in patients with kidney problems.

Taking VYTORIN with certain substances can increase the risk of muscle problems. It is particularly important to tell your doctor if you are taking any of the following:

- cyclosporine

- danazol
- antifungal agents (such as itraconazole or ketoconazole)
- fibric acid derivatives (such as gemfibrozil, bezafibrate, or fenofibrate)
- the antibiotics erythromycin, clarithromycin, and telithromycin
- HIV protease inhibitors (such as indinavir, nelfinavir, ritonavir, and saquinavir)
- the antidepressant nefazodone
- amiodarone (a drug used to treat an irregular heartbeat)
- verapamil (a drug used to treat high blood pressure, chest pain associated with heart disease, or other heart conditions)
- large doses (≥ 1 g/day) of niacin or nicotinic acid
- large quantities of grapefruit juice (>1 quart daily)

It is also important to tell your doctor if you are taking coumarin anticoagulants (drugs that prevent blood clots, such as warfarin).

Tell your doctor about any prescription and nonprescription medicines you are taking or plan to take, including natural or herbal remedies.

Tell your doctor about all your medical conditions including allergies.

Tell your doctor if you:

- drink substantial quantities of alcohol or ever had liver problems. VYTORIN may not be right for you.
- are pregnant or plan to become pregnant. Do not use VYTORIN if you are pregnant, trying to become pregnant or suspect that you are pregnant. If you become pregnant while taking VYTORIN, stop taking it and contact your doctor immediately.
- are breast-feeding. Do not use VYTORIN if you are breast-feeding.

Tell other doctors prescribing a new medication that you are taking VYTORIN.

How should I take VYTORIN?

- Take VYTORIN once a day, in the evening, with or without food.
- Try to take VYTORIN as prescribed. If you miss a dose, do not take an extra dose. Just resume your usual schedule.
- Continue to follow a cholesterol-lowering diet while taking VYTORIN. Ask your doctor if you need diet information.
- Keep taking VYTORIN unless your doctor tells you to stop. If you stop taking VYTORIN, your cholesterol may rise again.

What should I do in case of an overdose?

Contact your doctor immediately.

What are the possible side effects of VYTORIN?

See your doctor regularly to check your cholesterol level and to check for side effects. Your doctor may do blood tests to check your liver before you start taking VYTORIN and during treatment.

In clinical studies patients reported the following common side effects while taking VYTORIN: headache and muscle pain (see What should I tell my doctor before and while taking VYTORIN?).

The following side effects have been reported in general use with either ezetimibe or simvastatin tablets (tablets that contain the active ingredients of VYTORIN):

- allergic reactions including swelling of the face, lips, tongue, and/or throat that may cause difficulty in breathing or swallowing (which may require treatment right away), and rash; alterations in some laboratory blood tests; liver problems; inflammation of the pancreas; nausea; gallstones; inflammation of the gallbladder.

Tell your doctor if you are having these or any other medical problems while on VYTORIN. This is not a complete list of side effects. For a complete list, ask your doctor or pharmacist.

General Information about VYTORIN

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use VYTORIN for a condition for which it was not prescribed. Do not give VYTORIN to other people, even if they have the same condition you have. It may harm them.

This summarizes the most important information about VYTORIN. If you would like more information, talk with your doctor. You can ask your pharmacist or doctor for information about VYTORIN that is written for health professionals. For additional information, visit the following web site: vytorin.com.

Inactive ingredients:

Butylated hydroxyanisole NF, citric acid monohydrate USP, croscarmellose sodium NF, hydroxypropyl methylcellulose USP, lactose monohydrate NF, magnesium stearate NF, microcrystalline cellulose NF, and propyl gallate NF.

Issued November 2004



MERCK / Schering-Plough Pharmaceuticals

Manufactured for:
Merck/Schering-Plough
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North Wales, PA 19454, USA

20550482(1)(002)-VYT

RED, WHITE, AND BLUEBERRY

By Joan Nathan

Ask almost anyone what French food is, and you'll get a good idea of its basic elements: cream and butter sauces, wine reductions, fresh subtle herbs. There are strict rules for each dish. But what, other than hamburgers at a barbecue or turkey at Thanksgiving, are the characteristics of American cuisine?

In researching my latest cookbook on American food, I have traveled the country, seeking the answer. I have found a cuisine in a perpetual state of flux, marked by a collaborative spirit that's been around for centuries.

When English settlers first came to these shores, the collaboration began. Indians introduced the Pilgrims to corn, beans, and squash, as well as the American wild turkey and lobster. Early settlers, like all immigrants since, used local ingredients in dishes that reflected their heritage: fish chowders, squash puddings, and johnnycakes made from stone-ground cornmeal. These simple dishes, documented in Amelia Simmons's *American Cookery* in 1796, are still enjoyed today.

For a long time, this kind of unpretentious—some might say bland—cooking defined American food. When I was a child in Providence, R.I., in the 1950s, meals were straightforward, governed by the days of the week rather than a sense of culinary adventure: meatloaf with ketchup Mondays, macaroni and cheese casserole Tuesdays, beef stew on Thursdays.

Then came the 1960s—a tumultuous decade in politics and in culture. In 1965, sweeping immigration reform allowed many more foreigners to reach our shores, profoundly changing America's culinary mores forever. Today, when I cook for my family, I may make rigatoni with pesto and string beans one day, Moroccan chicken with olives and lemon another, and Mexican fajitas still another (although my “ethnic” dishes have far less bite than they would in their native communities).

Americans cook and snack across an incredibly broad cultural spectrum. At the Dekalb market in Atlanta, the West Side Market in Cleveland, and the Ferry Building Marketplace in San Francisco, I have found endless varieties of cilantro, peppers, and heirloom tomatoes, as well as beef cut for stir-fry, fajitas, and Korean hot pots. New Yorkers no longer nosh only

on hot dogs and knishes, as they did when I worked there in the late 1960s and early '70s. Now, they stuff themselves with Indian dosas, Japanese sushi, and Puerto Rican-style jalapeño bagels. But the internationalization of American food isn't just a big-city phenomenon. Even in the smallest, seemingly insular towns, Mexican and Thai cooks have opened restaurants.

Farm fresh. Restaurants also reflect the growing preoccupation with food fresh from the farmer's market. Last month, I lunched at Blue Hill at Stone Barns in Pocantico Hills, N.Y., where chef Dan Barber creates superb seasonal dishes with produce and meat from the farm. The menu included a soup made from peas

picked that morning and a South Carolina-influenced grits soufflé topped with beets. Such regional dishes are gaining new respect—although only in America can a chef champion a local cuisine when he or she is not from the region. Jasper White, a great proponent of New England cuisine, was raised in New Jersey. Janos Wilder, who lives in Tucson, Ariz., and is a leading chef of southwestern cuisine, hails from Palo Alto, Calif.

The new American cuisine was on display this past Fourth of July at the Smithsonian Folklife Festival's Food Culture U.S.A. Participants described (and sometimes prepared) dishes they love: a Portuguese clam boil, a Korean meat barbecue known as bulgogi, and, of course, hamburgers and hot dogs—dressed up with tantalizing chutneys and salsas, as well as ketchup.

The multiethnic table at the Folklife Festival makes American cuisine seem complex. But my years of traveling (and sampling) have taught me that the food we eat today is strongly connected to the dishes the Pilgrims once made. The singular characteristic of good American food, I

believe, then as now, is simplicity. Even with the cornucopia of new ingredients, the best cooks incorporate them into their cuisine without great pretense or fuss. And the results speak for themselves. Just give me a fresh heirloom tomato with basil, corn salad, a piece of grilled fish (topped with Moroccan preserved lemon for an exotic touch), and a piece of perfect peach pie. ●

The food we eat today is strongly connected to the dishes the Pilgrims once made.

DAVID BURNETT—CONTACT



Joan Nathan, guest curator for this summer's Smithsonian Folklife Festival, is the author of *The New American Cooking*, which Alfred Knopf will publish in late October.



Alone at the Dance

DON'T LOOK NOW, BUT THE MIDDLE East's old diplomatic game of make-believe is back. The peace process is hopelessly deadlocked, but the key players pretend otherwise, hoping that wishing will make it so. There's an old saying in the sands of Araby: "If you can't manage to get control of the camel, at least get control of its saddle." Israel has control of neither.

What everyone knows but doesn't like to admit is that the Palestinian Authority and its leader, Mahmoud Abbas, have, once and for all, given in to the gunmen. Abbas pledged to establish "one authority, one law, and one gun." He has failed on all counts. When radicals threatened to break the cease-fire several weeks ago, he caved, freeing nine of their jailed gunmen. He caved again when the radicals threatened to kill Fatah supporters unless he released another terrorist who had been firing rockets in Gaza. When Israel gave the Palestinian Authority the names of militants involved in a February suicide bombing in a Tel Aviv nightclub, he caved yet again, arresting several, then releasing them. Instead of living up to his promise to keep tabs on a "Most Wanted" list of 495 terrorists, he tried to slip many of them in as employees of the Palestinian security forces, to legitimize and launder their possessions of arms so they could attack again. When Israel provided the names of weapon smugglers, Abbas's security chiefs tipped them off that the Israelis were on their trail.

Now you have armed gangs playing pretend democracy. Gunmen of the al-Aqsa Martyrs Brigades run Jenin. In Ramallah, dozens of wanted men, joined by 80 members of the presidential guard, opened fire in the courtyard of Palestinian Authority headquarters. In Tulkarm, another gang opened fire on the Palestinian governor's building. In Gaza, Hamas still fires scores of rockets and mortar shells at Israeli homes while Islamic Jihad defies the agreement for a "calm," saying, "We joined the *tahdiya* [calm] to give the combatants rest. . . . As far as we are concerned, the intifada has not ended; it is still going on."

What is also still going on is the incitement of hatred. In print and on broadcast media controlled by the Palestinian Authority—and subsidized by Europe and the United States—Israelis and Jews continue to be demonized, their murders blatantly encouraged. Palestinian kids are still taught that the greatest glory is dying for Allah in battle as jihadists. They save terrorist cards the way American kids save baseball cards.

What is Israel to do? It's amazing that Israelis have kept their patience for this long in the face of such betrayals. It would have been a dereliction of Israel's duty to its citizens not to respond as it has—retaining control of land, sea, and air access to Gaza; resuming arrests and the targeted killings of Hamas and Islamic Jihad terrorist leaders; and tightening security all around. The Palestinians have only themselves to blame for the fact that Israel is now slowing the withdrawal program and has delayed transferring more West Bank cities to Palestinian control.

Victimhood. The Palestinian Authority is in disarray and decline. Abbas ducked elections in Gaza that were scheduled for July 17. Hamas opposes a negotiated peace with Israel, but it is filling the void left by the PA. It provides health and education services, exploiting popular revulsion over the PA's corruption in siphoning off vast amounts of the aid donated to the Palestinian people by the international community.

Abbas's strategy has been to present himself as a victim. His desire is that this will take the heat off him to confront terrorism, in the hope that the international community will force Israel to make still more concessions to help him out.

But Israelis rightly ask: What's the point of strengthening a leader whose popularity is plummeting, who cannot or will not exert control over terrorists, and who has proved incapable of carrying out his promises?

Israeli Prime Minister Ariel Sharon is determined to proceed with the disengagement despite the fact that the postponement of the Gaza election means Israel does not know the full extent of Hamas's political strength there, leaving open the risk that it may be transferring territory to enemies who will seek to destroy Israel.

The sad fact is that everything is going wrong. Terrorist groups like Hamas and Islamic Jihad are using the relative calm to rearm and regroup for the next intifada. They smuggle longer-range missiles through dirt tunnels between Egypt and Gaza, for use after disengagement against Israelis now across the fence.

Sharon has taken a huge gamble with the Gaza withdrawal. But instead of playing weak, Sharon plays strong, determined to complete the disengagement. How sad that there is no comparable leader on the other side, someone with a vision of what a Palestinian state might be and with the courage to save the Palestinian Authority from being a fig leaf for an increasingly anarchic terrorist state. ●

They were to have been partners in peace, Palestinians and Israelis. But Palestinians remain bent on violence—and peace remains just a vain dream.



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