



# BULKY DOCUMENTS

(Exceeds 100 pages)

Filed: 8/17/2011

Title: RESPONDENT'S RESPONSE TO PETITIONER'S  
MOTION FOR PARTIAL SUMMARY JUDGEMENT.

Part 1 of 3

92051437

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of trademark Registration No. 3,170,149  
For the mark **JEWELRY FOR LIFE**  
Registered on November 7, 2006

#78700408

Henne Inc.,	)	
	)	Cancellation No. 92051437
Petitioner,	)	
	)	
Vs.	)	
	)	
Worldwide JR Wood	)	
	)	
Respondent.	)	
_____	)	

**Respondent's Response to Petitioner's Motion for Partial Summary Judgement**

Worldwide JR Wood LLC ("Respondent"), organized under the laws of the State of Texas with its principal place of business at 14101 W. HWY 290, #900, Austin, Texas 78737, Principal Register of the mark JEWELRY FOR LIFE (United States Registration No. 3,170,149) hereby responds to the Petitioner's Motion for Partial Summary Judgement dated July 21<sup>st</sup>, 2011 for Cancellation No.92051437.

1. Referencing the 13 DuPont factors, fame of a mark can be a consideration in a trademark infringement dispute.
2. Although Henne Inc. is requesting that partial summary judgment be entered in its favor in reference to the issue of likelihood of confusion, the Respondent hereby submits evidence in support of its position that, through a significant investment in advertising in national and international publications, the fame of the Respondent's registered mark JEWELRY FOR LIFE should be



08-17-2011



Respectfully Submitted

WORLDWIDE JR WOOD  
dba JOHN CHRISTIAN  
dba CARVED CREATIONS

Dated: August 15, 2011

By: T.C. Waugh  
T.C. Waugh, Member

WORLDWIDE JR WOOD LLC  
14101 W. HWY 290, #900  
Austin, Texas 78737

(888) 646-6466 – Phone  
(512) 858-4642 – Facsimile

Representative for Respondent  
Worldwide JR Wood LLC

**CERTIFICATE OF TRANSMISSION AND SERVICE**

I certify that the foregoing RESPONSE TO MOTION FOR PARTIAL SUMMARY JUDGEMENT is being delivered by UNITED PARCEL SERVICE, 2<sup>nd</sup> day air, tracking number 1Z2E8A7302 4864 8381 to:

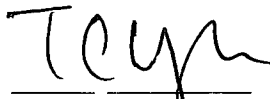
Trademark Trial and Appeal Board  
U.S. Patent and Trademark Office  
Madison East, Concourse Level Room C55  
600 Dulany Street  
Alexandria, Virginia 22314

and that the foregoing RESPONSE TO MOTION FOR PARTIAL SUMMARY JUDGEMENT is being served by UNITED PARCEL SERVICE, 2<sup>nd</sup> day air, tracking number 1Z2E8A73 02 4826 1995 to:

Stanley Ference III  
Ference and Associates  
409 Broad St.  
Pittsburg, PA 15143

Attorney for the Petitioner

This 15th day of August 2011.

  
\_\_\_\_\_  
T.C. Waugh

**EXHIBIT A**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of trademark Registration No. 3,170,149  
For the mark **JEWELRY FOR LIFE**  
Registered on November 7, 2006

Henne Inc.,	)	
	)	Cancellation No. 92051437
Petitioner,	)	
	)	
Vs.	)	
	)	
Worldwide JR Wood	)	
	)	
Respondent.	)	
_____	)	

**Declaration of Turner C. Waugh**

1. My name is Turner C. Waugh. I am over the age of eighteen, have never been convicted of a felony, and am fully qualified to make this Declaration. The following facts are within my personal knowledge, except as noted, and are true and correct. I file this Declaration under 28 U.S.C. §1746.
2. I am an owner of Worldwide JR Wood LLC. I have personal knowledge of the matters contained herein.
3. Respondent is the owner of registered mark JEWELRY FOR LIFE (Registration No. 3170149) for necklaces, pendants, bracelets, rings, watches earrings, pins being jewelry, in class 14 (U.S. CLS. 2, 27, 28 and 50).
4. A true and correct copy of the file history of the Respondent's Trademark Registration is attached hereto and incorporated herein as Exhibit 1.
5. On August 25, 2005 the Application Serial No. 78700408 was filed on behalf of Worldwide JR Wood LLC for necklaces, pendants, bracelets, rings, watches earrings, pins being jewelry, in class 14 (U.S. CLS. 2, 27, 28 and 50).

6. On April 26, 2006 the mark JEWELRY FOR LIFE was published for opposition by the USPTO.
7. On August 8, 2006, Worldwide JR Wood LLC was sent a Notice of Allowance by the USPTO.
8. On August 18, 2006 a Trademark Statement of Use was submitted by Worldwide JR Wood LLC stating first use in commerce as early as August 15, 2005.
9. On November 7, 2006, the mark JEWELRY FOR LIFE was registered as Registration No. 3170149 to Worldwide JR Wood LLC.
10. On June 4, 2009 Worldwide JR Wood LLC received a letter from Henne Inc.'s legal representative, Stanley Ference III requesting that Worldwide JR Wood contact him to discuss how to resolve the issue of the rejection of his application for the mark JEWELERS FOR LIFE. This was the first time that the Respondent had heard of Henne Inc. or its use of the term "Jewelers for Life." (See Exhibit 2)
11. Respondent is the owner of the registered mark JEWELRY FOR LIFE (Registration No. 3170149).
12. Since 2005 Worldwide JR Wood has invested significant time and money in the promotion of a product known as the John Christian JEWELRY FOR LIFE Necklace in national and international publications. (See Exhibits 3-17)
13. Exhibit 3 shows advertisements taken from the pages of American Airline's American Way magazine for the period of April 2006 through December 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
14. Exhibit 4 shows advertisements taken from the pages of US Air's Attache magazine for the period of October 2005 through November 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
15. Exhibit 5 shows advertisements taken from the pages of American Airline's Celebrated Living First Class cabin magazine for the period of Summer 2006 through Winter 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
16. Exhibit 6 shows advertisements taken from the pages of Coastal Living magazine for the period of December 2008 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
17. Exhibit 7 shows advertisements taken from the pages of Continental Airline's magazine for the period of February 2008 through December 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.

18. Exhibit 8 shows advertisements taken from the pages of Delta Airline's Sky magazine for the period of November 2005 through December 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
19. Exhibit 9 shows advertisements taken from the pages of United Airline's Hemispheres magazine for the period of April 2006 through November 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
20. Exhibit 10 shows advertisements taken from the pages of Men's Fitness magazine for the period of December 2006/January 2007 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
21. Exhibit 11 shows advertisements taken from the pages of The New Yorker magazine for the period of December 2008 through November 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
22. Exhibit 12 shows advertisements taken from the pages of Northwest Airline's World Traveler magazine for the period of April 2006 through March 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
23. Exhibit 13 shows advertisements taken from the pages of Private Clubs magazine for the period of Summer 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
24. Exhibit 14 shows advertisements taken from the pages of Southwest Airline's Spirit magazine for the period of April 2006 through November 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
25. Exhibit 15 shows advertisements taken from the pages of Texas Monthly magazine for the period of May 2006 through November 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
26. Exhibit 16 shows advertisements taken from the pages of Town and Country magazine for the period of May 2008 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
27. Exhibit 17 shows advertisements taken from the pages of Westways magazine for the period of May 2008 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
28. Since 2008 Worldwide JR Wood has invested significant time and money in the promotion of the brand Carved Creations and its website [www.ccforld.com](http://www.ccforld.com) which uses JEWELRY FOR LIFE as its tagline. (See Exhibits 18-63)



29. Exhibit 18 shows advertisements taken from the pages of Allure magazine for the period of December 2008 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
30. Exhibit 19 shows advertisements taken from the pages of American Airline's American Way magazine for the period of July 2009 through December 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
31. Exhibit 20 shows advertisements taken from the pages of The Atlantic magazine for the period of May 2011 through August 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
32. Exhibit 21 shows advertisements taken from the pages of Body and Soul magazine for the period of May 2009 through May 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
33. Exhibit 22 shows advertisements taken from the pages of Bon App-etit magazine for the period of May 2009 through September 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
34. Exhibit 23 shows advertisements taken from the pages of Coastal Living magazine for the period of July 2009 through January 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
35. Exhibit 24 shows advertisements taken from the pages of Continental Airlines' magazine for the period of June 2009 through December 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
36. Exhibit 25 shows advertisements taken from the pages of Cooking Light magazine for the period of May 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
37. Exhibit 26 shows advertisements taken from the pages of Delta Airlines' Sky magazine for the period of July 2009 through December 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
38. Exhibit 27 shows advertisements taken from the pages of ESPN magazine for the period of July 2009 through June 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
39. Exhibit 28 shows advertisements taken from the pages of Elle magazine for the period of July 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.

40. Exhibit 29 shows advertisements taken from the pages of Esquire magazine for the period of November 2008 through September 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
41. Exhibit 30 shows advertisements taken from the pages of Family Circle magazine for the period of June May 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
42. Exhibit 31 shows advertisements taken from the pages of Everyday Living magazine for the period of March 2009 through May 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
43. Exhibit 32 shows advertisements taken from the pages of Golf Digest magazine for the period of May 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
44. Exhibit 33 shows advertisements taken from the pages of United Airlines' Hemispheres magazine for the period of October 2009 through November 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
45. Exhibit 34 shows advertisements taken from the pages of Martha Stewart Living magazine for the period of July 2009 through May 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
46. Exhibit 35 shows advertisements taken from the pages of Men's Fitness magazine for the period of May 2009 through May 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
47. Exhibit 36 shows advertisements taken from the pages of Men's Journal magazine for the period of May 2010 through June 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
48. Exhibit 37 shows advertisements taken from the pages of Midwest Living magazine for the period of May 2009 through August 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
49. Exhibit 38 shows advertisements taken from the pages of Fitness magazine for the period of May 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
50. Exhibit 39 shows advertisements taken from the pages of National Geographic magazine for the period of August 2008 through December 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.

51. Exhibit 40 shows advertisements taken from the pages of Newsweek magazine for the period of April 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
52. Exhibit 41 shows advertisements taken from the pages of OK magazine for the period of October 2008 through April 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
53. Exhibit 42 shows advertisements taken from the pages of Parents magazine for the period of November 2008 through May 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
54. Exhibit 43 shows advertisements taken from the pages of Parent and Child magazine for the period of September 2009 through November 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
55. Exhibit 44 shows advertisements taken from the pages of Rachel Ray magazine for the period of May 2009 through May 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
56. Exhibit 45 shows advertisements taken from the pages of Real Simple magazine for the period of February 2009 through December 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
57. Exhibit 46 shows advertisements taken from the pages of Rolling Stone magazine for the period of November 2009 through June 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
58. Exhibit 47 shows advertisements taken from the pages of Runner's World magazine for the period of June 2009 through July 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
59. Exhibit 48 shows advertisements taken from the pages of Self magazine for the period of November 2009 through December 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
60. Exhibit 49 shows advertisements taken from the pages of Shape magazine for the period of November 2010 through May 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
61. Exhibit 50 shows advertisements taken from the pages of Smithsonian magazine for the period of April 2011 through August 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.

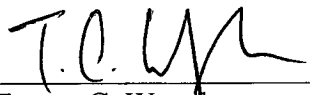
62. Exhibit 51 shows advertisements taken from the pages of Southern Living magazine for the period of May 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
63. Exhibit 52 shows advertisements taken from the pages of Star magazine for the period of October 2008 through June 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
64. Exhibit 53 shows advertisements taken from the pages of Sunset magazine for the period of May 2009 through November 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
65. Exhibit 54 shows advertisements taken from the pages of Southwest Airlines' Spirit magazine for the period of April 2009 through November 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
66. Exhibit 55 shows advertisements taken from the pages of Tennis magazine for the period of November 2009 through May 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
67. Exhibit 56 shows advertisements taken from the pages of Traditional Home magazine for the period of May 2009 through July 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
68. Exhibit 57 shows advertisements taken from the pages of Texas Monthly magazine for the period of April 2011 through May 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
69. Exhibit 58 shows advertisements taken from the pages of US Weekly magazine for the period of November 2008 through July 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
70. Exhibit 59 shows advertisements taken from the pages of Via magazine for the period of September 2009 through June 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
71. Exhibit 60 shows advertisements taken from the pages of Westways magazine for the period of May 2009 through December 2010 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
72. Exhibit 61 shows advertisements taken from the pages of Whole Living magazine for the period of November 2010 through July 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.

73. Exhibit 62 shows advertisements taken from the pages of Wired magazine for the period of May 2009 through December 2009 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
74. Exhibit 63 shows advertisements taken from the pages of Working Mother magazine for the period of May 2009 through May 2011 showing Worldwide JR Wood LLC's use of its registered mark JEWELRY FOR LIFE.
75. Exhibit 64 shows a page from Worldwide JR Wood LLC's website for its brand John Christian as of August 10<sup>th</sup> 2011. The website is www.john-christian.com.
76. Exhibit 65 shows a page from Worldwide JR Wood LLC's website for its brand Carved Creations as of August 10<sup>th</sup> 2011. The website is www.ccforld.com.
77. Exhibit 66 shows a page from Henne Inc's website as of August 10<sup>th</sup> 2011. The website is www.hennejewelers.com.
78. Exhibit 67 shows a comparison of web traffic between www.john-christian.com and www.hennejewelers.com for the period of June 2010 through June 2011. In most cases John Christian's traffic is many times higher than Henne Inc.'s.
79. Exhibit 68 shows a comparison of web traffic between www.ccforld.com and www.hennejewelers.com for the period of June 2010 through June 2011. In most cases Carved Creations' traffic is many times higher than Henne Inc.'s.
80. Exhibit 69 is a list of US publications and their circulations. Many of the publications cited in Exhibits 3-63 can be found on this list.
81. Exhibit 70 shows circulations of some of the in-flight magazines in which Worldwide JR Wood LLC advertises for its two brands John Christian and Carved Creations.
82. Exhibit 71 shows the rates for advertising in Southwest Airline's Spirit magazine. Most of Worldwide JR Wood LLC's John Christian's ads in Southwest are 1/3 Page Square ads. Most of Worldwide JR Wood LLC's Carved Creations' ads in Southwest are 1/3 Vertical ads. This exhibit serves as an example of advertising rates, per month, per ad in airline magazines.
83. Exhibit 72 shows the number of passengers each month who are regularly exposed to Worldwide JR Wood LLC's John Christian and Carved Creations' in-flight magazine advertising campaigns featuring the JEWELRY FOR LIFE mark.
84. Exhibit 73 shows Worldwide JR Wood LLC's John Christian brand amongst other nationally and internationally known brands.

85. Exhibit 74 displays the circulation for a local publication in which Henne Inc. advertises, Pittsburg magazine.
86. Exhibit 75 displays the circulation for a local publication in which Henne Inc. advertises, Whirl magazine.
87. Exhibit 76 shows the Spring 2011 issue of the SkyMall catalog which is distributed in almost all domestic and international US airlines. In this issue there are 2 full-page advertisements for Worldwide JR Wood LLC's two brands, John Christian and Carved Creations. The registered phrase JEWELRY FOR LIFE is featured on both pages.
88. Exhibit 77 shows the Summer 2011 issue of the SkyMall catalog which is distributed in almost all domestic and international US airlines. In this issue there are 2 full-page advertisements for Worldwide JR Wood LLC's two brands, John Christian and Carved Creations. The registered phrase JEWELRY FOR LIFE is featured on both pages.
89. Exhibit 78 shows a letter from SkyMall indicating that 1.7 million passengers each day and 640 million passengers each year are exposed to its publication, in which Worldwide JR Wood LLC aggressively promotes its registered mark JEWELRY FOR LIFE.
90. Exhibit 79 shows SkyMall insertion orders for 2011 indicating the level of advertising Worldwide JR Wood LLC is doing to promote its registered mark JEWELRY FOR LIFE under its two brands, John Christian and Carved Creations. The combined investment for both brands, each using JEWELRY FOR LIFE on its respective page is \$35,000 per month.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, that such willful false statements and the like may jeopardize the validity of the document, declares that all statements made of his knowledge are true, and all statements made on information and belief are believed to be true.

Executed this 15<sup>th</sup> day of August, 2011 at Austin, Texas

  
\_\_\_\_\_  
Turner C. Waugh



# Exhibit 1

Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28, and 50

Reg. No. 3,170,149

**United States Patent and Trademark Office**

Registered Nov. 7, 2006

**TRADEMARK  
PRINCIPAL REGISTER**

# Jewelry for Life

WORLDWIDE JR WOOD (TEXAS LTD LIAB CO)  
900  
14101 W. HWY 290  
AUSTIN, TX 78737

FOR: NECKLACES, PENDANTS, BRACELETS,  
RINGS, WATCHES, EARRINGS, PINS BEING JEW-  
ELRY, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 8-15-2005; IN COMMERCE 8-15-2005.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "JEWELRY", APART FROM THE  
MARK AS SHOWN.

SN 78-700,408, FILED 8-25-2005.

MAUREEN DALL, EXAMINING ATTORNEY



Side - 1



**NOTICE OF ACCEPTANCE OF SOU**  
**MAILING DATE: Oct 4, 2006**

The statement of use (SOU) filed for the trademark application identified below has been accepted. This acceptance means that the mark identified below is entitled to be registered. Accordingly, the registration will issue in due course barring any extraordinary circumstances.

For further information, visit our website at: <http://www.uspto.gov> or call the Trademark Assistance Center at 1-800-786-9199.

**SERIAL NUMBER: 78700408**  
**MARK: JEWELRY FOR LIFE**  
**OWNER: Worldwide JR Wood**

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE  
COMMISSIONER FOR TRADEMARKS  
P.O. BOX 1451  
ALEXANDRIA, VA 22313-1451

FIRST-CLASS  
MAIL  
U.S POSTAGE  
PAID

WORLDWIDE JR WOOD  
14101 W HWY 290 STE 900  
AUSTIN, TX 78737-9375

**Trademark Snap Shot Publication Stylesheet**  
(Table presents the data on Publication Approval)

**OVERVIEW**

SERIAL NUMBER	78700408	FILING DATE	08/25/2005
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	DALL, MAUREEN L	L.O. ASSIGNED	M80-NOT FOUND

**PUB INFORMATION**

RUN DATE	09/19/2006
PUB DATE	05/16/2006
STATUS	818-SU - STATEMENT OF USE ACCEPTED - APPROVED FOR REGISTRATION
STATUS DATE	09/18/2006
LITERAL MARK ELEMENT	JEWELRY FOR LIFE

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	YES	1 (a)	NO
1 (b)	YES	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

**MARK DATA**

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	JEWELRY FOR LIFE

MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

### CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Worldwide JR Wood
ADDRESS	900 14101 W. Hwy 290 austin, TX 78737
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Texas
COMPOSED OF	John T. Waugh USA Wesley P. Weaver USA Turner C. Waugh USA

### GOODS AND SERVICES

INTERNATIONAL CLASS	014
DESCRIPTION TEXT	Necklaces, pendants, bracelets, rings, watches, earrings, pins being jewelry

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	014	FIRST USE DATE	08/15/2005	FIRST USE IN COMMERCE DATE	08/15/2005	CLASS STATUS	6-ACTIVE
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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DISCLAIMER W/PREDETER TXT	"JEWELRY"

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
09/18/2006	CNPR	P	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	017
09/14/2006	SUPC	I	STATEMENT OF USE PROCESSING COMPLETE	016
08/17/2006	IUAF	S	USE AMENDMENT FILED	015
08/17/2006	EISU	I	TEAS STATEMENT OF USE RECEIVED	014
08/08/2006	NOAM	O	NOTICE OF ALLOWANCE-MAILED	013
05/16/2006	PUBO	A	PUBLISHED FOR OPPOSITION	012
04/26/2006	NPUB	O	NOTICE OF PUBLICATION	011

03/29/2006	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	010
03/24/2006	ALIE	A	ASSIGNED TO LIE	009
03/16/2006	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	008
03/16/2006	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
03/16/2006	GNEA	O	EXAMINERS AMENDMENT E-MAILED	006
03/16/2006	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	005
03/15/2006	GNRT	F	NON-FINAL ACTION E-MAILED	004
03/15/2006	CNRT	R	NON-FINAL ACTION WRITTEN	003
03/13/2006	DOCK	D	ASSIGNED TO EXAMINER	002
09/02/2005	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	NONE
CORRESPONDENCE ADDRESS	WORLDWIDE JR WOOD 14101 W HWY 290 STE 900 AUSTIN, TX 78737-9375
DOMESTIC REPRESENTATIVE	NONE

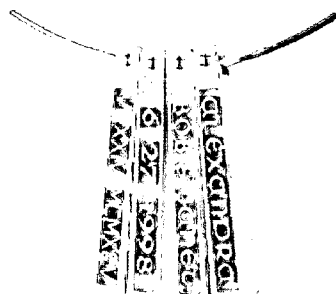
### PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Worldwide JR Wood
ADDRESS	900 14101 W. Hwy 290 austin, TX 78737
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Texas

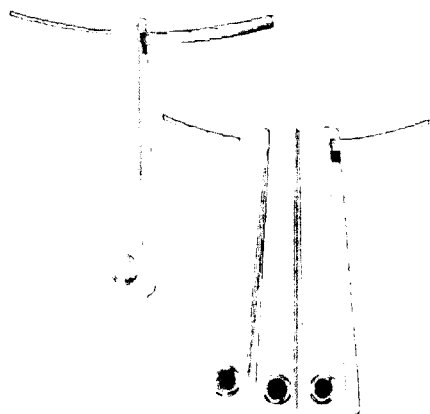


# Jewelry for Life

## JEWELRY FOR LIFE<sup>™</sup> NECKLACE



**JOHN  CHRISTIAN**  
DESIGNERS & CRAFTSMEN

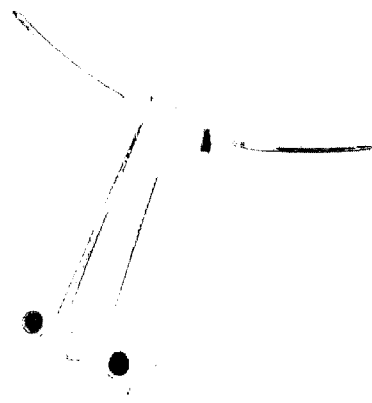


Your wedding, the birth of your children, your milestone anniversaries. Each is a moment to celebrate and cherish. The John Christian Jewelry for Life<sup>™</sup> Collection allows you to wear all of your favorite memories on one unique jewelry creation.

Start your collection by ordering as many Jewelry for Life<sup>™</sup> pieces as you wish, along with our 14K Gold round omega medallion, which includes a special clasp that unseaws specifically to accommodate each additional Jewelry for Life<sup>™</sup> golden bar. Later, more pieces can be added, such as for the birth of a child or a special anniversary.

With our Mother's Jewelry for Life<sup>™</sup> items, each golden bar represents a different child, with a name on the back and the appropriate birthstone on the front. Our Mother's collection is available in 14K or 18K Gold.

*The John Christian Jewelry for Life<sup>™</sup> Collection. The possibilities are limited only by your imagination.*



*The Diamond Jewelry for Life<sup>™</sup> pieces are perfect for any celebration. We will craft your anniversary date in Roman or Arabic numerals in the design, or let us forge your names together in 14K Gold, 18K Gold or brilliant Platinum. Each of these creations includes one bezel-set diamond on the front, with the John Christian standard of quality: G color, VS1 clarity.*

*(Please refer to the next page for prices and ordering information.)*

## ORDERING INFORMATION

### STEP 1

Jewelry for Life™ pendants are available in 14K White or Yellow Gold, 18K Yellow Gold, or Platinum. As always, the diamonds used in the Jewelry for Life™ collection meet the John Christian quality standard of G color, VS1 clarity. You can also replace the diamond with a birthstone if your Jewelry for Life™ pendant will feature a child's name. Please indicate your selection below.

### PRICING, STYLE AND METAL SELECTION



#### DIAMOND JEWELRY FOR LIFE™ NECKLACE

Includes .03 Ct. G, VS1 Diamond

- 14K White Pendant with Matching 16" Round Omega Chain **\$690**
- 14K Yellow Pendant with Matching 16" Round Omega Chain **\$690**
- 18K Yellow Pendant with 14K Matching 16" Round Omega Chain **\$790**
- Platinum Pendant with 14K Matching 16" Round Omega Chain **\$990**
- Each Additional 14K Pendant **\$350**
- Each Additional 18K Pendant **\$450**
- Each Additional Platinum Pendant **\$650**

#### BIRTHSTONE JEWELRY FOR LIFE™ NECKLACE

With Child's Name (Includes 1 Birthstone)

- 14K White Pendant with Matching 16" Round Omega Chain **\$590**
- 14K Yellow Pendant with Matching 16" Round Omega Chain **\$590**
- 18K Yellow Pendant with 14K Matching 16" Round Omega Chain **\$690**
- Platinum Pendant with 14K Matching 16" Round Omega Chain **\$890**
- Each Additional 14K Pendant **\$250**
- Each Additional 18K Pendant **\$350**
- Each Additional Platinum Pendant **\$550**

### BIRTHSTONE SELECTION

January - Garnet	April - White Spinel	July - Ruby	October - Pink Tourmaline
February - Amethyst	May - Emerald	August - Peridot	November - Topaz
March - Aquamarine	June - Alexandrite	September - Blue Spinel	December - Blue Zircon

**DELIVERY NOTE:** Standard delivery is 3 weeks. Rush service is available, please call for details.

**PRICE NOTE:** Prices shown serve as a guideline only, due to fluctuation in market prices of precious metals. Please refer to website for latest prices.

### STEP 2

Indicate your individually personalized inscription. (Maximum inscription length is approximately 15 characters including spaces).

Some examples of inscriptions are:

- Alexandra (A Child's Name)
- Bob & Janet (A Couple's Names)
- 6 27 1998 (Special Anniversary or Birthday)
- VI XXIV MCMXCV (6 24 1995 in Roman Numerals)
- Congratulations (Graduation, Baptism, Promotion)
- Tennis, Yachting (Special Interest)

**PENDANT 1:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

**PENDANT 2:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

**PENDANT 3:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

**PENDANT 4:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

**PENDANT 5:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

Convert my date to Roman numerals.

### FASTEST WAY TO ORDER!

ORDER ONLINE: [WWW.RINGBOX.COM](http://WWW.RINGBOX.COM)

CALL TOLL FREE: 1-800-646-6466

FAX: 1-512-658-4642

## Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	78700408
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 117
<b>NOTICE OF ALLOWANCE</b>	YES
<b>EXTENSION OF USE</b>	NO
<b>REQUEST TO DIVIDE</b>	NO
<b>MARK SECTION</b>	
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	JEWELRY FOR LIFE
<b>OWNER SECTION (no change)</b>	
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	014
<b>GOODS AND/OR SERVICES</b>	KEEP ALL LISTED
<b>FIRST USE ANYWHERE DATE</b>	08/15/2005
<b>FIRST USE IN COMMERCE DATE</b>	08/15/2005
<b>SPECIMEN FILE</b>	



NAME(S)	\\TICRS\EXPORT4\IMAGEOUT4\787\004\78700408\xml2\SOU0002.JPG
	\\TICRS\EXPORT4\IMAGEOUT4\787\004\78700408\xml2\SOU0003.JPG
SPECIMEN DESCRIPTION	scanned image of the Jewelry For Life Necklace information page and the Jewelry For Life Necklace order page in the John Christian catalogue
<b>PAYMENT SECTION</b>	
NUMBER OF CLASSES	1
SUBTOTAL AMOUNT	100
TOTAL AMOUNT	100
<b>SIGNATURE SECTION</b>	
SIGNATURE	/tc waugh/
SIGNATORY NAME	TC Waugh
SIGNATORY DATE	08/17/2006
SIGNATORY POSITION	New Business Manager
<b>FILING INFORMATION</b>	
SUBMIT DATE	Thu Aug 17 18:38:38 EDT 2006
TEAS STAMP	USPTO/SOU-67.78.112.168-2 0060817183838436424-78700 408-3327cf05455aaf5b1b564 6437066248adb-CC-698-2006 0817173604284407

**Trademark/Service Mark Statement of Use  
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

**MARK: JEWELRY FOR LIFE**  
**SERIAL NUMBER: 78700408**

This Allegation of Use is being filed after a Notice of Allowance has issued.

The applicant, Worldwide JR Wood, having an address of 900 14101 W. Hwy 290, austin, Texas United States 78737, is using or is using through a related company or licensee the mark in commerce on or in connection with the goods and/or services as follows:

For International Class: 014, the applicant, or the applicant's related company or licensee, is using the mark in commerce on or in connection with all goods and/or services listed in the application or Notice of Allowance.

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 08/15/2005, and first used in commerce at least as early as 08/15/2005, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) scanned image of the Jewelry For Life Necklace information page and the Jewelry For Life Necklace order page in the John Christian catalogue.

Specimen-1

Specimen-2

A fee payment in the amount of \$100 will be submitted with the form, representing payment for 1 class.

**Declaration**

Applicant requests registration of the above-identified trademark/service mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq., as amended). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.

The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Signature: /tc waugh/ Date Signed: 08/17/2006

Signatory's Name: TC Waugh

Signatory's Position: New Business Manager

RAM Sale Number: 698

RAM Accounting Date: 08/18/2006

Serial Number: 78700408

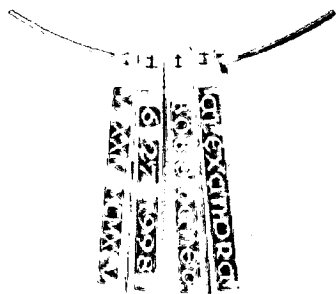
Internet Transmission Date: Thu Aug 17 18:38:38 EDT 2006

TEAS Stamp: USPTO/SOU-67.78.112.168-2006081718383843

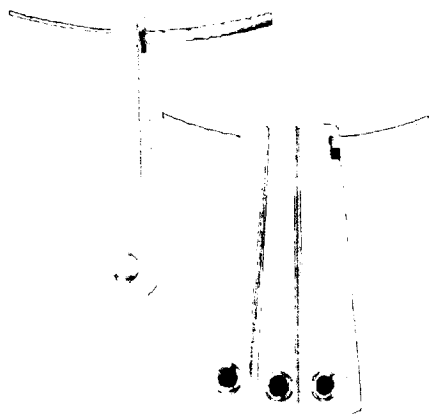
6424-78700408-3327cf05455aaf5b1b56464370

66248adb-CC-698-20060817173604284407

## JEWELRY FOR LIFE<sup>™</sup> NECKLACE



**JOHN & CHRISTIAN**  
DESIGNERS & CRAFTSMEN



Your wedding, the birth of your children, your milestone anniversaries. Each is a moment to celebrate and cherish. The John Christian Jewelry for Life<sup>™</sup> Collection allows you to wear all of your favorite memories on one unique jewelry creation.

Start your collection by ordering as many Jewelry for Life<sup>™</sup> pieces as you wish along with our 14K Gold round omega necklace, which includes a special clasp that unscrews specifically to accommodate each additional Jewelry for Life<sup>™</sup> golden bar. Later, more pieces can be added, such as for the birth of a child or a special anniversary.

With our Mother's Jewelry for Life<sup>™</sup> items, each golden bar represents a different child, with a name on the back and the appropriate birthstone on the front. Our Mother's collection is available in 14K or 18K Gold.

*The John Christian Jewelry for Life<sup>™</sup> Collection  
The possibilities are limited only by your  
imagination.*



*The Diamond Jewelry for Life<sup>™</sup> pieces are perfect for any celebration. We will craft your anniversary date in Roman or Arabic numerals in the design, or let us forge your names together in 14K Gold, 18K Gold or brilliant Platinum. Each of these creations includes one bezel-set diamond on the front, with the John Christian standard of quality, G color, VS1 clarity.*

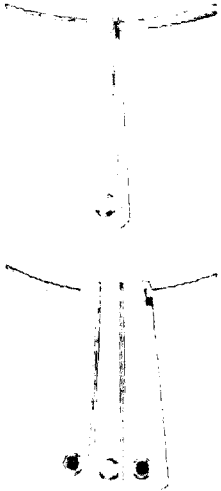
*(Please refer to the next page for prices and ordering information.)*

## ORDERING INFORMATION

### STEP 1

Jewelry for Life™ pendants are available in 14K White or Yellow Gold, 18K Yellow Gold, or Platinum. As always, the diamonds used in the Jewelry for Life™ collection meet the John Christian quality standard of G color, VS1 clarity. You can also replace the diamond with a birthstone if your Jewelry for Life™ pendant will feature a child's name. Please indicate your selection below.

### PRICING, STYLE AND METAL SELECTION



#### DIAMOND JEWELRY FOR LIFE™ NECKLACE

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- VI XXIV MCMXCV (6 24 1995 in Roman Numerals)
- Congratulations (Graduation, Baptism, Promotion)
- Tennis, Yachting (Special Interest)

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Birth Month (if featuring a child's name) \_\_\_\_\_

**PENDANT 2:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

**PENDANT 3:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

**PENDANT 4:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

**PENDANT 5:** \_\_\_\_\_

Birth Month (if featuring a child's name) \_\_\_\_\_

Convert my date to Roman numerals

### FASTEST WAY TO ORDER!

ORDER ONLINE: [WWW.RINGBOX.COM](http://WWW.RINGBOX.COM)

CALL TOLL FREE: 1-888-646-6466

FAX: 1-612-650-4642

**FEE RECORD SHEET**

**Serial Number:** 78700408



**RAM Sale Number:** 698

**Total Fees:** \$100

**RAM Accounting Date:** 20060818

<u>Transaction</u>	<u>Fee Code</u>	<u>Transaction Date</u>	<u>Fee per Class</u>	<u>Number of Classes</u>	<u>Total Fee</u>
Statement of Use (SOU)	7003	20060817	\$100	1	\$100

**Transaction Date:** 20060817



**U.S. Patent and Trademark Office (USPTO)**

**NOTICE OF ALLOWANCE**

NOTE: If any data on this notice is incorrect, please fax a request for correction to the Intent to Use Unit at 571-273-9550. Please include the serial number of your application on ALL correspondence with the USPTO.

**ISSUE DATE:** Aug 8, 2006

WORLDWIDE JR WOOD  
14101 W HWY 290 STE 900  
AUSTIN, TX 78737-9375

**\*\* IMPORTANT INFORMATION: 6 MONTH DEADLINE \*\***

You filed the trademark application identified below based upon a bona fide intention to use the mark in commerce. You must use the mark in commerce and file a Statement of Use (a.k.a. Allegation of Use) before the USPTO will register the mark. You have six (6) MONTHS from the ISSUE DATE of this Notice of Allowance (NOA) to file either a Statement of Use, or if you are not yet using the mark in commerce, a Request for Extension of Time to File a Statement of use ("Extension Request"). If you file an extension request, you must continue to file a new request every six months until the Statement of Use is filed. Applicant may file a total of five (5) extension requests. **FAILURE TO FILE A REQUIRED DOCUMENT DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF YOUR APPLICATION.**

Please note that both the "Statement of Use " and "Extension Request" have many legal requirements including fees. Therefore, we encourage use of the USPTO forms, available online at <http://www.uspto.gov/teas/index.html> (under "File a PRE-registration form"), to avoid the possible omission of important information. Please note that the Trademark Electronic Application System (TEAS) provides line-by-line help instructions for completing the Extension Request or Statement of Use forms online. If you do not have access to the Internet, you may call 1-800-786-9199 to request the printed form(s).

**The following information should be reviewed for accuracy:**

SERIAL NUMBER: 78/700408  
MARK: JEWELRY FOR LIFE (STANDARD CHARACTER MARK)  
OWNER: Worldwide JR Wood  
900  
14101 W. Hwy 290  
austin , TEXAS 78737

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

014 - Necklaces, pendants, bracelets, rings, watches, earrings, pins being jewelry

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

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**ADDITIONAL INFORMATION MAY BE PRESENT IN THE USPTO RECORDS**





UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
www.uspto.gov

Apr 26, 2006

**NOTICE OF PUBLICATION UNDER 12(a)**

1. Serial No.:  
78/700,408
2. Mark:  
JEWELRY FOR LIFE  
Standard Character Mark
3. International Class(es):  
14
4. Publication Date:  
May 16, 2006
5. Applicant:  
Worldwide JR Wood

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a notice of allowance pursuant to section 13(b) of the Statute.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents  
U.S. Government Printing Office  
PO Box 371954  
Pittsburgh, PA 15250-7954  
Phone: 202-512-1800

By direction of the Commissioner.

Correspondence Address:

WORLDWIDE JR WOOD  
14101 W HWY 290 STE 900  
AUSTIN, TX 78737-9375

TMP&I

**Trademark Snap Shot Publication Stylesheet**  
(Table presents the data on Publication Approval)

**OVERVIEW**

SERIAL NUMBER	78700408	FILING DATE	08/25/2005
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	DALL, MAUREEN L	L.O. ASSIGNED	110

**PUB INFORMATION**

RUN DATE	03/17/2006		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATION		
STATUS DATE	03/16/2006		
LITERAL MARK ELEMENT	JEWELRY FOR LIFE		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	RE PUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

**MARK DATA**

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	JEWELRY FOR LIFE

MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Worldwide JR Wood
ADDRESS	900 14101 W. Hwy 290 austin, TX 78737
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Texas
COMPOSED OF	John T. Waugh USA Wesley P. Weaver USA Turner C. Waugh USA

**GOODS AND SERVICES**

INTERNATIONAL CLASS	014
DESCRIPTION TEXT	Necklaces, pendants, bracelets, rings, watches, earrings, pins being jewelry

**GOODS AND SERVICES CLASSIFICATION**

INTERNATIONAL CLASS	014	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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**MISCELLANEOUS INFORMATION/STATEMENTS**

CHANGE IN REGISTRATION	NO
DISCLAIMER W/PREDETER TXT	"JEWELRY"

**PROSECUTION HISTORY**

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
03/16/2006	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	008
03/16/2006	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
03/16/2006	GNEA	O	EXAMINERS AMENDMENT E-MAILED	006
03/16/2006	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	005
03/15/2006	GNRT	F	NON-FINAL ACTION E-MAILED	004
03/15/2006	CNRT	R	NON-FINAL ACTION WRITTEN	003
03/13/2006	DOCK	D	ASSIGNED TO EXAMINER	002

09/02/2005

NWAP

I

NEW APPLICATION ENTERED IN TRAM

001

**CURRENT CORRESPONDENCE INFORMATION**

ATTORNEY	NONE
CORRESPONDENCE ADDRESS	WORLDWIDE JR WOOD 14101 W HWY 290 STE 900 AUSTIN, TX 78737-9375
DOMESTIC REPRESENTATIVE	NONE



# Jewelry for Life

---

**To:** Worldwide JR Wood (twaugh@john-christian.com)  
**Subject:** TRADEMARK APPLICATION NO. 78700408 - JEWELRY FOR LIFE - N/A  
**Sent:** 3/16/2006 6:11:54 PM  
**Sent As:** ECOM110@USPTO.GOV  
**Attachments:**

---

**UNITED STATES PATENT AND TRADEMARK OFFICE**

**SERIAL NO:** 78/700408

**APPLICANT:** Worldwide JR Wood

**\*78700408\***

**CORRESPONDENT ADDRESS:**  
WORLDWIDE JR WOOD  
14101 W HWY 290 STE 900  
AUSTIN, TX 78737-9375

**RETURN ADDRESS:**  
Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

If no fees are enclosed, the address should include the words "Box Responses - No Fee."

**MARK:** JEWELRY FOR LIFE

**CORRESPONDENT'S REFERENCE/DOCKET NO :** N/A

Please provide in all correspondence:

**CORRESPONDENT EMAIL ADDRESS:**  
twaugh@john-christian.com

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and email address.

Serial Number 78/700408

**EXAMINER'S AMENDMENT**

**OFFICE RECORDS SEARCH:** The Office records have been searched and no similar registered or pending mark has been found that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

**ADVISORY – AMENDMENTS TO GOODS/SERVICES:** If the identification of goods and/or services has been amended below, any future amendments must be in accordance with 37 C.F.R. §2.71(a)

and TMEP §1402.07(e).

**AMENDMENT(S) AUTHORIZED:** As authorized by Turner C. Waugh on March 16, 2006, the application is amended as noted below. *If applicant disagrees with or objects to any of the amendments below, please notify the undersigned trademark examining attorney immediately.* Otherwise, **no response is necessary.** TMEP §707.

**Identification of Goods**

The identification of goods is amended to read as follows: Necklaces, pendants, bracelets, rings, watches, earrings, **pins being jewelry**, in Class 14. TMEP §1402.01.

**Disclaimer**

The following disclaimer statement is added to the record:

No claim is made to the exclusive right to use "JEWELRY" apart from the mark as shown.

Trademark Act Section 6, 15 U.S.C. §1056; TMEP §§1213 and 1213.03(a).

If applicant has any questions, please do not hesitate to contact the undersigned.

/Maureen Dall/

Maureen L. Dall  
Trademark Attorney, Law Office 110  
United States Patent and Trademark Office  
Phone: 571-272-9714

# NOTE TO THE FILE

SERIAL NUMBER: 78700408

DATE: 03/16/2006

NAME: mdall

## NOTE:

- Checked LEXIS/NEXIS
- Searched internet using [insert search engine or web site]
- Checked with Law Library re surname.
- Checked geographic significance.
- Checked with translations branch.
- Checked ID with ID/Class
- Checked ID with Senior Attorney/Managing Attorney
  
- Telephoned attorney/applicant leaving message re: \_\_\_\_\_
- Telephoned attorney/applicant, application was signed on \_\_
- Personal interview conducted with attorney/applicant re \_\_\_\_
- Attorney/applicant called to discuss \_\_\_\_
- Bulky specimens with examiner.
- Acronym website searched.
- Changed Tradeups to add. \_\_\_\_
- Changed Tradeups to delete. \_\_\_\_
- Changed Tradeups to add Examiner's Amendment.
- OTHER (insert reason for Note)





# NOTE TO THE FILE

SERIAL NUMBER: 78700408

DATE: 03/16/2006

NAME: mdall

## NOTE:

- Checked LEXIS/NEXIS
- Searched internet using [insert search engine or web site]
- Checked with Law Library re surname.
- Checked geographic significance.
- Checked with translations branch.
- Checked ID with ID/Class
- Checked ID with Senior Attorney/Managing Attorney
  
- Telephoned attorney/applicant leaving message re: \_\_\_\_\_
- Telephoned attorney/applicant, application was signed on \_\_
- Personal interview conducted with attorney/applicant re \_\_\_\_
- Attorney/applicant called to discuss \_\_\_\_
- Bulky specimens with examiner.
- Acronym website searched.
- Changed Tradeups to add. \_\_\_\_
- Changed Tradeups to delete. \_\_\_\_
- Changed Tradeups to add Examiner's Amendment.
- OTHER - checked that members are owners of the LLC, i.e., corp. officers.



# NOTE TO THE FILE

SERIAL NUMBER: 78700408

DATE: 03/15/2006

NAME: mdall

## NOTE:

- Checked LEXIS/NEXIS
- Searched internet using [insert search engine or web site]
- Checked with Law Library re surname.
- Checked geographic significance.
- Checked with translations branch.
- Checked ID with ID/Class
- Checked ID with Senior Attorney/Managing Attorney
  
- Telephoned attorney/applicant leaving message re: \_\_\_\_\_
- Telephoned attorney/applicant, application was signed on \_\_\_
- Personal interview conducted with attorney/applicant re \_\_\_
- Attorney/applicant called to discuss \_\_\_
- Bulky specimens with examiner.
- Acronym website searched.
- Changed Tradeups to add. \_\_\_
- Changed Tradeups to delete. \_\_\_
- Changed Tradeups to add Examiner's Amendment.
- OTHER - tried for EA.

---

**To:** Worldwide JR Wood (twaugh@john-christian.com)  
**Subject:** TRADEMARK APPLICATION NO. 78700408 - JEWELRY FOR LIFE - N/A  
**Sent:** 3/15/2006 12:27:09 PM  
**Sent As:** ECOM110@USPTO.GOV  
**Attachments:** Attachment - 1  
Attachment - 2  
Attachment - 3

---

**UNITED STATES PATENT AND TRADEMARK OFFICE**

**SERIAL NO:** 78/700408

**APPLICANT:** Worldwide JR Wood

**CORRESPONDENT ADDRESS:**  
WORLDWIDE JR WOOD  
14101 W HWY 290 STE 900  
AUSTIN, TX 78737-9375

**\*78700408\***

**RETURN ADDRESS:**  
Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

**MARK:** JEWELRY FOR LIFE

**CORRESPONDENT'S REFERENCE/DOCKET NO :** N/A

**CORRESPONDENT EMAIL ADDRESS:**  
twaugh@john-christian.com

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

**OFFICE ACTION**

**RESPONSE TIME LIMIT:** TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE MAILING OR E-MAILING DATE.

**MAILING/E-MAILING DATE INFORMATION:** If the mailing or e-mailing date of this Office action does not appear above, this information can be obtained by visiting the USPTO website at <http://tarr.uspto.gov/>, inserting the application serial number, and viewing the prosecution history for the mailing date of the most recently issued Office communication.

Serial Number 78/700408

The assigned trademark examining attorney has reviewed the referenced application and has determined the following.

### **Search**

The Office records have been searched and no similar registered or pending mark has been found that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

However, the applicant must respond to the following informalities.

### **Identification of Goods**

The wording "pins" in the identification of goods needs clarification because it is overly broad. In this regard, applicant must clarify the nature of the pins, e.g., that they are jewelry. TMEP §1402.01. Applicant may adopt the following identification, if accurate:

Necklaces, pendants, bracelets, rings, watches, earrings, **pins being jewelry**, in Class 14.

For assistance with identifying goods and/or services in trademark applications, please see the online searchable *Manual of Acceptable Identifications of Goods and Services* at <http://tess2.uspto.gov/netahhtml/tidm.html>.

Please note that, while the identification of goods may be amended to clarify or limit the goods, adding to the goods or broadening the scope of the goods is not permitted. 37 C.F.R. §2.71(a); TMEP §1402.06. Therefore, applicant may not amend the identification to include goods that are not within the scope of the goods set forth in the present identification.

Additionally, please note that fees are based upon the number of classes covered in an application. If applicant adopts a description of goods/services covering additional classes, then an additional fee will be required. In this regard, applicant should note the following multiple-classification requirements.

### **Multiple-classification Requirements**

If applicant prosecutes this application as a combined, or multiple-class application, then applicant must comply with each of the following for those goods and/or services based on an intent to use the mark in commerce under Trademark Act Section 1(b):

- (1) Applicant must list the goods and/or services by international class with the classes listed in ascending numerical order. TMEP § 1403.01; and
- (2) Applicant must submit a filing fee for each international class of goods and/or services not covered by the fee already paid (current fee information should be confirmed at <http://www.uspto.gov>). 37 C.F.R. §2.86(a)(2); TMEP §§810 and 1403.01.

### **Disclaimer**

Applicant must disclaim the descriptive wording "JEWELRY" apart from the mark as shown because it

merely describes what applicant's goods are (see attached definitions). Trademark Act Section 6, 15 U.S.C. §1056; TMEP §§1213 and 1213.03(a).

The Office can require an applicant to disclaim exclusive rights to an unregistrable part of a mark, rather than refuse registration of the entire mark. Trademark Act Section 6(a), 15 U.S.C. §1056(a). Under Trademark Act Section 2(e), 15 U.S.C. §1052(e), the Office can refuse registration of the entire mark where it is determined that the entire mark is merely descriptive, deceptively misdescriptive, or primarily geographically descriptive of the goods. Thus, the Office may require the disclaimer of a portion of a mark which, when used in connection with the goods or services, is merely descriptive, deceptively misdescriptive, primarily geographically descriptive, or otherwise unregistrable (e.g., generic). TMEP §1213.03(a). If an applicant does not comply with a disclaimer requirement, the Office may refuse registration of the entire mark. TMEP §1213.01(b).

A disclaimer does *not* physically remove the disclaimed matter from the mark, but rather is a written statement that applicant does not claim exclusive rights to the disclaimed wording and/or design separate and apart from the mark as shown in the drawing.

The computerized printing format for the Office's *Trademark Official Gazette* requires a standardized format for a disclaimer. TMEP §1213.08(a)(i). The following is the standard format used by the Office:

No claim is made to the exclusive right to use "JEWELRY" apart from the mark as shown.

*See In re Owatonna Tool Co.*, 231 USPQ 493 (Comm'r Pats. 1983).

**Applicant is strongly encouraged to call the examiner to resolve this matter quickly.** Also, if applicant has any questions, please do not hesitate to contact the undersigned.

/Maureen Dall/

Maureen L. Dall  
Trademark Attorney, Law Office 110  
United States Patent and Trademark Office  
Phone: 571-272-9714

**HOW TO RESPOND TO THIS OFFICE ACTION:**

- **ONLINE RESPONSE:** You may respond using the Office's Trademark Electronic Application System (TEAS) Response to Office action form available on our website at <http://www.uspto.gov/teas/index.html>. If the Office action issued via e-mail, you must wait 72 hours after receipt of the Office action to respond via TEAS. **NOTE: Do not respond by e-mail. THE USPTO WILL NOT ACCEPT AN E-MAILED RESPONSE.**
- **REGULAR MAIL RESPONSE:** To respond by regular mail, your response should be sent to the mailing return address above, and include the serial number, law office number, and examining attorney's name. **NOTE: The filing date of the response will be the date of receipt in the Office,** not the postmarked date. To ensure your response is timely, use a certificate of mailing. 37 C.F.R. §2.197.

**STATUS OF APPLICATION:** To check the status of your application, visit the Office's Trademark Applications and Registrations Retrieval (TARR) system at <http://tarr.uspto.gov>.

**VIEW APPLICATION DOCUMENTS ONLINE:** Documents in the electronic file for pending

applications can be viewed and downloaded online at <http://portal.uspto.gov/external/portal/tow>.

**GENERAL TRADEMARK INFORMATION:** For general information about trademarks, please visit the Office's website at <http://www.uspto.gov/main/trademarks.htm>

**FOR INQUIRIES OR QUESTIONS ABOUT THIS OFFICE ACTION, PLEASE CONTACT THE ASSIGNED EXAMINING ATTORNEY SPECIFIED ABOVE.**



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The American Heritage® Dictionary of the English Language: Fourth Edition. 2000.

### jewelry

SYLLABICATION: jew-el-ry

PRONUNCIATION: ˈdʒuːəl-ri

NOUN: Ornaments, such as bracelets, necklaces, or rings, made of precious metals set with gems or imitation gems.

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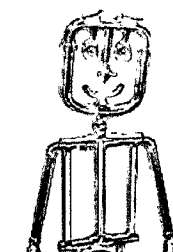
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- jewel
- jewel beetle
- jewel box
- jeweler
- jewelfish
- jeweller
- jeweller's rouge
- jewellery
- ▶ jewelry
- jewelweed
- Jewish
- jowfish

▶ jewelry

jew·el·ry [ joo ə-ree, joolree ]

noun

### Definitions:

**ornaments for body:** items worn as ornaments, e.g. necklaces, bracelets, earrings, or rings ( often used before a

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earrings, or rings ( *often used before a  
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• a *jewelry box*

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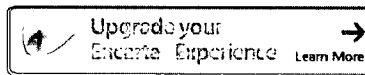
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03	0	0	0	0	0:02	"for lyf"[bi,ti] not dead[ld]

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03	50699	N/A	0	0	0:02	*1{"iy"}{"pf"}*[bi,ti]
04	17	N/A	0	0	0:01	2 and 3 not dead[ld]
05	16	0	16	12	0:01	4 not 1
06	567	N/A	0	0	0:03	*jewelry*[bi,ti] not dead[ld]
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08	473	N/A	0	0	0:02	("014" or "035" or "042" or a or b or 200)[ic] and 6
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12	1344	N/A	0	0	P/0:02	(*forlife* or "for life")[bi,ti] not dead[ld]
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17	7	0	7	5	P/0:01	16 not 1
18	464	N/A	0	0	P/0:03	candles and "014"[ic] not dead[ld] and registrant[on]
19	245	N/A	0	0	P/0:02	18 not 44e[cb] not dead[ld]
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# Trademark/Service Mark Application, Principal Register

Serial Number: 78700408

Filing Date: 08/25/2005

The table below presents the data as entered.

Input Field	Entered
<b>MARK SECTION</b>	
MARK	Jewelry for Life
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	Jewelry for Life
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>OWNER SECTION</b>	
NAME	Worldwide JR Wood
INTERNAL ADDRESS	900
STREET	14101 W. Hwy 290
CITY	austin
STATE	Texas
ZIP/POSTAL CODE	78737
COUNTRY	United States
PHONE	888-646-6466 xtn.104
FAX	512-858-4642
EMAIL	twaugh@john-christian.com
AUTHORIZED EMAIL COMMUNICATION	Yes
<b>LEGAL ENTITY SECTION</b>	
TYPE	LIMITED LIABILITY COMPANY
STATE/COUNTRY UNDER WHICH ORGANIZED	Texas

NAME OF ALL GENERAL PARTNERS, ACTIVE MEMBERS, INDIVIDUAL, TRUSTEES, OR EXECUTORS, AND CITIZENSHIP/ INCORPORATION	John T. Waugh USA Wesley P. Weaver USA Turner C. Waugh USA
<b>GOODS AND/OR SERVICES SECTION</b>	
INTERNATIONAL CLASS	014
DESCRIPTION	necklaces, pendants, bracelets, rings, watches, earrings, pins
FILING BASIS	Section 1(b)
<b>SIGNATURE SECTION</b>	
SIGNATURE	/T. C. Waugh/
SIGNATORY NAME	Turner C. Waugh
SIGNATORY DATE	08/25/2005
SIGNATORY POSITION	New Business Manager
<b>PAYMENT SECTION</b>	
NUMBER OF CLASSES	1
NUMBER OF CLASSES PAID	1
SUBTOTAL AMOUNT	325
TOTAL AMOUNT	325
<b>CORRESPONDENCE SECTION</b>	
NAME	Worldwide JR Wood
INTERNAL ADDRESS	900
STREET	14101 W. Hwy 290
CITY	austin
STATE	Texas
ZIP/POSTAL CODE	78737
COUNTRY	United States
EMAIL	twaugh@john-christian.com
AUTHORIZED EMAIL COMMUNICATION	Yes
<b>FILING INFORMATION</b>	
SUBMIT DATE	Thu Aug 25 14:24:07 EDT 2005
	USPTO/BAS-677811246-20050 825142407503288-78700408-

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2006a9e90f78c654a9574e8e3  
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25141952366553

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 78700408**

**Filing Date: 08/25/2005**

### To the Commissioner for Trademarks:

**MARK:** (Standard Characters, see mark)

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The literal element of the mark consists of Jewelry for Life.

The applicant, Worldwide JR Wood, a limited liability company organized under the laws of Texas, comprising of John T. Waugh USA Wesley P. Weaver USA Turner C. Waugh USA, residing at 900, 14101 W. Hwy 290, austin, Texas, United States, 78737, requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended.

**Intent to Use:** The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

International Class 014: necklaces, pendants, bracelets, rings, watches, earrings, pins

The USPTO is authorized to communicate with the applicant or its representative at the following email address: twaugh@john-christian.com.

A fee payment in the amount of \$325 will be submitted with the application, representing payment for 1 class(es).

### Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /T. C. Waugh/ Date: 08/25/2005  
Signatory's Name: Turner C. Waugh  
Signatory's Position: New Business Manager

Mailing Address:  
Worldwide JR Wood  
900  
14101 W. Hwy 290  
austin, Texas 78737

RAM Sale Number: 1649  
RAM Accounting Date: 08/25/2005

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# Jewelry for Life



# Jewelry for Life



# Exhibit 2

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June 4, 2009

**VIA CERTIFIED MAIL:**

Mr. Turner C. Waugh  
Worldwide JR Wood LLC  
900 14101 W. Highway 290  
Austin, TX 78737

*Re: U.S. Trademark Registration No. 3,170,149 for JEWELRY FOR LIFE for  
"necklaces, pendants, bracelets, rings, watches, earrings, pins being jewelry"*

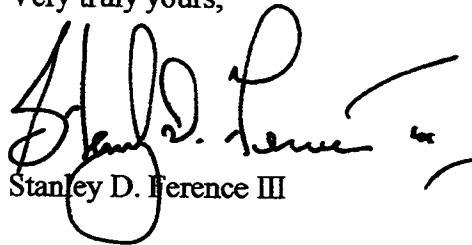
Dear Mr. Waugh:

We represent Henne, Inc., which has filed U.S. Trademark Application No. 77/616,581 for JEWELERS FOR LIFE for "retail jewelry stores," which has a date of first use as early as December 2000.

The USPTO has recently issued an Office Action in which the Trademark Office rejected our client's pending application, asserting there was a likelihood of confusion with your above registration. We point out that our client's first use of JEWELERS FOR LIFE was before your first use of JEWELRY FOR LIFE.

Please contact me no later than June 30, 2009, so that we may discuss how to amicably resolve this situation.

Very truly yours,

  
Stanley D. Ference III



# Exhibit 3

# Air Mail

We love letters. Maybe it's because our grandmas always used to tape a quarter to our birthday cards when we were little and we now have this Pavlovian thing going on. Regardless, we want to hear from you. Sing our praises, bust our chops, or even just tell us what's on your mind. Send your thoughts to [editor@americanwaymag.com](mailto:editor@americanwaymag.com).

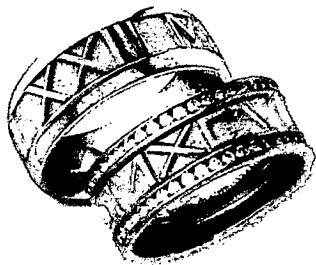
## THE STEPS TO RECOVERY

In your Nov. 1 issue, in the article "Stepping Away from the 12 Steps," Dr. Harold C. Urschel III states: "If you were diabetic, would you go to meetings to talk for an hour a day about how not to eat sugar? People chuckle, but that's essentially what we're doing now." Dr. Urschel is referring to Alcoholics Anonymous meetings or other 12-step meetings in this article; that people go to these types of meetings and spend an hour talking about how not to drink or use.

Neither I nor any one person is a spokesperson for Alcoholics Anonymous. However, I can speak from my own experience as an alcoholic who has attended, on average, two Alcoholics Anonymous meetings per week since my sobriety date of March 22, 2005. I can attest that this is not the purpose of meetings. In fact, in the 12 steps, the word *alcohol* is mentioned only in the first step. Steps 2 through 12 suggest a design for living. The book *Alcoholics Anonymous* (Big Book), on page 28, states that "a new life has been given us or, if you prefer, 'a design for living' that really works."

Furthermore, Alcoholics Anonymous encourages the coexistence of medicine, psychology and spirituality to restore body, mind and spirit: "But this does not mean that we disregard human health measures. God has abundantly supplied this world with fine doctors, psychologists and practitioners of various kinds. Do not hesitate to take your health problems to such persons. ... Try to remember that though God has wrought miracles among us, we should never belittle a good doctor or psychiatrist. Their services are often indispensable in treating a newcomer and in following his case afterward" (Big Book, page 12).

In addition, the article states that "Dr. Urschel ... thinks that although [Alcoholics Anonymous] famous 12-step program is a valuable piece of the puzzle, its famously low success rates (which are almost impossible to verify but have been pegged at 30 percent by one multistudy report) can be vastly improved using breakthroughs in medicinal and behavioral research from the past two decades." If the success rate of a program is almost impossible to verify, then how can anyone prove that they can improve upon it? What are the criteria for this success rate? No quantifiable criteria have been presented in this article to prove a 12-step program's success or failure, so

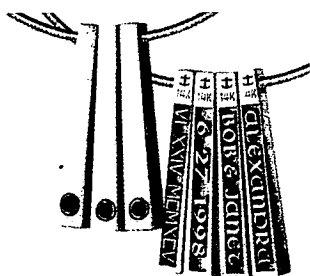


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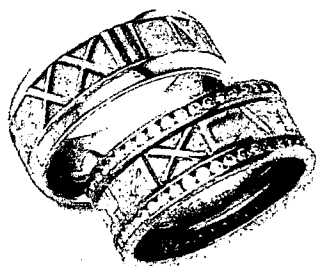
be there: to learn about Mongolia's history, culture and newly developing democracy. My role would be to help Mongolia reform her judicial system and help judges gain more judicial independence under Mongolian rule of law, an essential pillar supporting democracy.

Looking back after 10 years, I can say that my trips to Mongolia have given me a life-

time of experiences and strong friendships with some of the most gregarious, warm-hearted people in the world. The experiences I shared there as well as in Texas have taught me that we are kindred spirits in our outlooks and expectations that the new democratic system will improve the quality of life for Mongolia's citizens. And, I discovered the abundant natural beauty that is Mongolia when I walked on the land among

the nomads of the Gobi.

My travels in Mongolia have been an exciting roller-coaster ride of mapping out new pathways in democracy's wilderness amid bewildering choices on how to govern a country. In Mongolia, I learned that the country's real wilderness is not in the topography or nature of the land; it is philosophical and cultural. Mongolia's leaders are faced with the harsh reality of how to implement the democracy they freely chose, but with no historical basis to know how it is supposed to work. As rulers of 75 percent of the world during the 13th and 14th centuries, they lost those kingdoms. And, sadly, it is true in mankind's experience that though a people may rule the world at a given point, there is no assurance that their

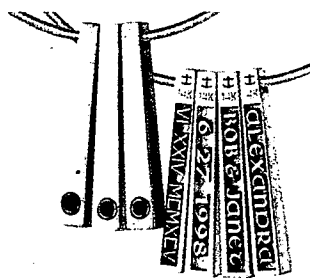


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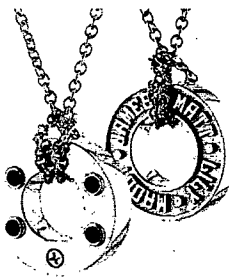
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Visiting Texas, Mongolian judicial leaders  
Dr. Btraa Chingid and Gombostiran Ganzorig  
meet with Judge Sparlock.

**From rulers of the world the Mongols had slipped almost into obscurity.**

.....  
descendants will even have a home.

Thus it was with the Mongols. From rulers of the world they had slipped almost into obscurity; a people lost in the backwashes of civilization, as were so many barbarians of the steppes before them. Ruled by the Qing Dynasty of China as a vassal state from 1691 to 1911, then dominated by the Soviets from 1922 to 1991, they had not been self-governing for more than 300 years. During this time, the world exploded in inventions and in commercial practices to leap past them in sophistication, economics and social structures as if they were standing still.

In recent history, they were living as serfs in a feudal state under the rule of warlords and priests during Chinese rule; then, they

TECHNOLOGY



the 2010 winter Olympics in Whistler, British Columbia. A warm January left many of the competition runs rocky and dry. As organizers nervously watched temperatures drop slowly, the snowmaking system blasted out acres of snow, freezing 100 million gallons of water in just two weeks. More than just a scenic backdrop, the snow was the foundation on which downhill racers

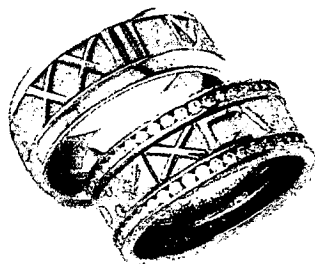
Kerr at his homemade ski-cross starting ramp

were literally risking their lives at over 80 miles per hour. Prior to the Olympic kickoff, U.S. team skier Lindsey Vonn did her early season training at Vail, Colo., where a newly installed snowmaking system on Golden Peak helped her to become a golden girl at the games.

Snowmaking isn't just a feature for Olympians. Often, it's the beginners who benefit the most. As the bottom portions of mountains typically get less snow coverage, snowmaking serves the needs of those looking to enjoy the easier, flatter trails. One day several years ago, when sparse coverage on Northstar's lower slopes would have stranded hundreds of beginner skiers, forcing them to ride down the rest of Village Run on ski lifts, the operations folks kicked the snowmaking into high gear to cover the lower slopes of the run just in time for the end-of-day rush.

And while the technology of snowmaking is improving, with carefully coded computer settings to ensure proper production, coverage and air/water mix, it is still often the humble on-mountain workers who make sure the job gets done. Mammoth's Berke says that despite the technology, "things freeze, break, and everything is getting buried. Snowmakers are big on shoveling." As his workers prepared the snowboarding terrain park for the 2010 Olympic qualifiers, a water hydrant broke, spewing fountains of cold water over workers in 10-degree temperatures. Snowmakers fought to cap the broken main while trying to preserve the environment around them. With clothes frozen solid on their bodies, the workers were able to maintain operations, successfully put a valve on the hydrant and still get the half-pipe ready for the upcoming competition.

Back in his home, Kerr awakens to prepare for his impending Olympic competition at the 2014 Games. He drives his mini-tractor out of his garage and plows the newly created pile of snow into an abbreviated ski-cross course. After one day, there is enough snow for the start and a jump. Tomorrow will bring a banked turn. And with his combination of dedicated practice and a good understanding of the wet-bulb index, Kerr may be able to leverage his homemade snowmaking abilities to land Jamaica another top-10 finish at the 2014 Olympics. **AW**

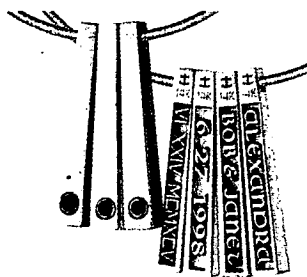


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**BILL FINK** is a California-based freelance writer who covers skiing, travel and business. He lives part time in the Lake Tahoe area, where he spends his winters skiing and snowboarding on real and artificial snow.

tiny profits but blossomed into an invaluable education. "I started to recognize that people were picking through my jeans and finding the ones that were worth something; I had three or four pre-1970s Levi's in there, and they got snatched up right away," he recalls. "Then I found out about a company called Farley that sold collectible denim to Japan. The company put out lists

of what it was looking for and what it would pay. Then you could find the items and sell them to Farley. And if you had something exceptional, you could put it into the Farley auction. My first big score was a pair of Nike Air Jordans that I bought for \$2 in a thrift shop and sold to a guy named Captain Steve for \$200. Then I found out that he promptly sold them to Farley for \$900."

Eaton describes that experience as "bitersweet," but it also served as a lesson learned. Soon after, he relocated to Colorado, targeted thrift stores and took his finds directly to the online auctions. Over the course of his most extreme period of thrift-shopping for collectible clothing, Eaton says he became "the foremost expert in the world on thrift stores in Colorado."

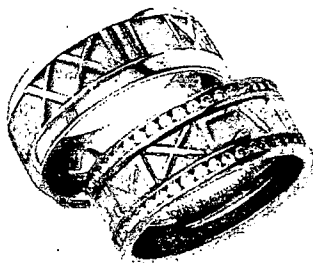
He often spent half of each month traveling around the state while hitting a circuit of secondhand shops that tended to get good, old stuff. He eventually reached a point where he was able to presell the items he spotted. Others wound up on the auction sites or went directly to collectors in Japan.

Spookily good at recognizing what his clients want, Eaton says he can walk along a clothing rack, close his eyes and, just through his sense of touch, know what is valuable and what isn't. Once, while driving his brother to an airport in Sheridan, Wyo., he came across a church sale that looked promising. Faced with only a few minutes to spare, lest his brother miss his flight, "I ran in like an eagle hunting a mouse. I spotted a pair of Lee cowboy jeans from the 1940s and threw a quarter to the lady at the counter. She gave me 15 cents change; turns out that it was 'dime day.' The next afternoon, I sold those jeans for 750 bucks."

Of course, not every sprint through a church basement can be so profitable. In fact, one of the bigger busts of Eaton's career required a trip to Alaska. Initially, it sounded very promising: A man up there had purchased a military barracks building dating back to World War II. He had all the clothing of soldiers who'd returned from the Korean War. The whole thing sounded so amazing, Eaton hired a film crew to capture the hunt-and-find in all its glory. "There turned out to be 10,000 square feet of clothing, 12 to 15 feet thick," he says. "I wound up buying 10,000 items from the guy" — a fraction of what was there — "and it all turned out to be pretty basic stuff. None of it was collectible. I invested \$12,000 in the trip and got back \$6,000."

Eaton hesitates for a beat. Then, in a tone that makes clear what really drives him, says, "That one didn't pay off financially. But you know, it was a hell of an adventure." **AW**

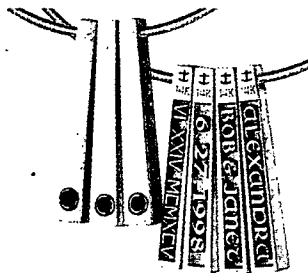
**MICHAEL KAPLAN** is a journalist based in Brooklyn, N.Y. He likes to wear Earnest Sewn jeans when he writes for publications that include *Wired*, *Details* and *The New York Times*.



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Island therapy is full of Playa Kenepa Child

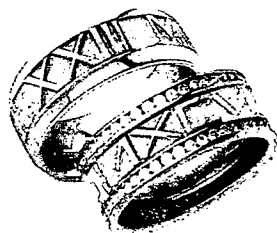
permanently stationed in the Caribbean, it's only a matter of time before a university comes calling to do some real consequential work. Maybe even a university in the United States."

**S**TIJN RECOURT AND HEAD TRAINER, Esther, acclimate to the temperate seawater. At Esther's request, Stijn gently taps the surface. In the distance, a school of dolphins can be seen swimming around the lagoon. They all approach Stijn when he taps, and then they have what seems like an informal meeting underwater. At last, GiGi breaks from the group and swims right underneath Stijn's hand. He smiles and breathes steadily as he strokes her rubbery dorsal fin. GiGi raises her head from the water and looks Stijn directly in the eye. It's a unique, little-known characteristic of dolphins: They always look you directly in the eye. Whether Stijn knows this or not, he is acutely aware that GiGi picked him; GiGi wanted to be his friend, perhaps more than he wanted to be hers.

Mariëtte and Dirk-Jan sip their coffees from atop a park bench. They watch Stijn display a more visceral emotion after 12 minutes with GiGi than after 12 months back home in the Netherlands. Their other son, Pim, frolics to and fro, finally taking his place on the bench beside his parents as he gazes thoughtfully over the azure Caribbean Sea. This moment here is the essence of island therapy, figuratively and literally. **AW**

ADAM PITLUK is the editor of *American Way*. His research for this story made him a believer in dolphin therapy.

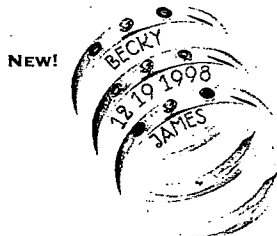
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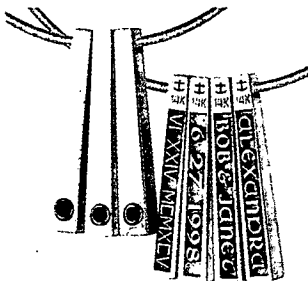
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day, but much more fun at night," says Pat Gallagher, managing director of financial-research firm BDR and an Oktoberfest fan who has attended for the past 10 years, often bringing clients and friends.

Arriving without a table and then being unable to enjoy the beer tents is a common and frustrating rookie problem, but Gallagher, who has never gone without a table, has developed several surefire tent-management strategies: "Get your hotel and flights as early as possible, because these go fast. Consider flying into a nearby city like Zurich and taking the train. Try to get tickets through ordinary channels, starting nearly a year ahead; each tent handles it separately. Get tables in advance for as many nights as you can." In the event you can't reserve, don't worry — most Europeans don't tip, and most tables are managed by temporary waitstaff trying to earn as much

## > If You Go <

Despite its name, Oktoberfest always begins on the third or fourth Saturday in September (next year's will be Sept. 17 to Oct. 3). The first and last weekends are always the most popular.

"OPENING DAY is very exciting; the mayor of Munich taps the first keg, and there are lots of performances. You experience a [great deal] of culture all at once," says Paulaner's Marcus Korte. (Nearly 10,000 costumed performers participate in the opening parade and pageantry.)

The middle weekend is informally known as "Italian weekend," when visitors from nearby Italy take over the festival. "[Italy is] the biggest export market for Munich's beer and the second-largest country attending after Germany," Korte explains.

Closing weekend is typically the busiest, because, as Korte notes, "It's the last chance for beer."

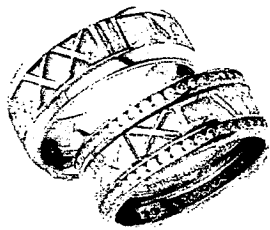
All beer at Oktoberfest comes from one of Munich's six breweries, known in America as Paulaner, Hacker-Pschorr, Löwenbräu, Augustiner, Spaten and Hofbräu. Most also operate permanent year-round traditional Bavarian beer halls and gardens in downtown Munich.

Many Oktoberfest tents have their own particular style. Each brewery operates one (except for Hacker-Pschorr, which runs two), and these seven are essentially giant versions of the traditional Bavarian beer hall. The main differences are the beer and the food. Spaten is famous for its spit-roasted oxen, while Paulaner is one of a handful of tents that offer nonalcoholic brew. The seven independent tents vary more by audience and atmosphere, with the Hippodrom at one extreme with a crazed spring-break vibe, and the winecentric Weinzelt (15 choices by the glass) at the other, small, sophisticated and intimate. The popular Schottenhamel, Pat Gallagher's favorite, is in the middle: large and lively but with broad appeal. Käfer's tent is the Aspen of Oktoberfest, home to celebrities and the see-and-be-seen crowd.

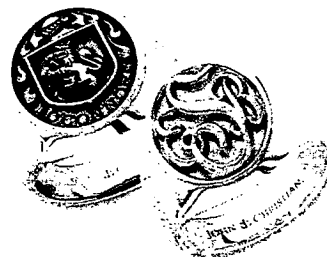
For more information, visit [www.oktoberfest.de](http://www.oktoberfest.de), [www.muenchen.de](http://www.muenchen.de) and [www.cometogermany.com](http://www.cometogermany.com).

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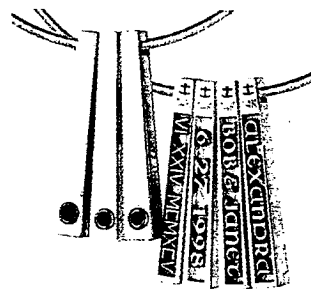


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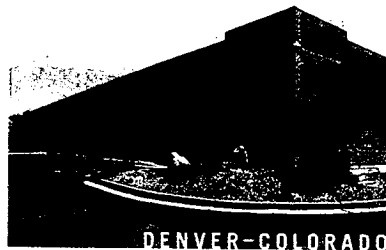
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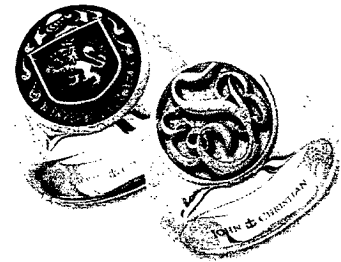
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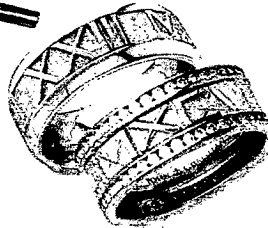


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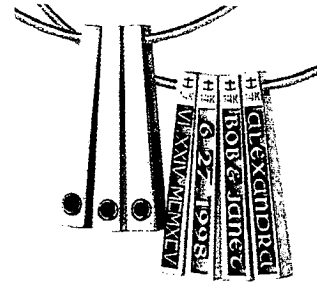
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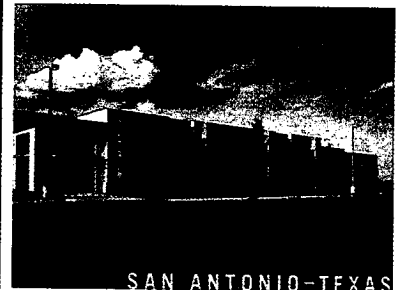
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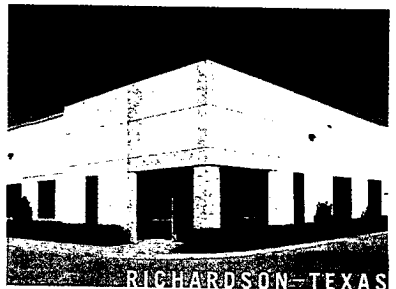
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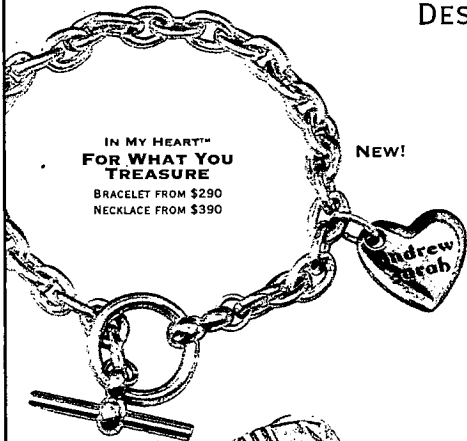


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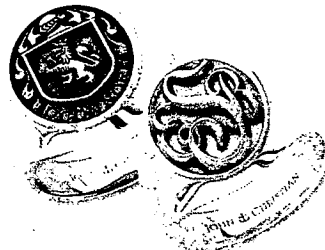
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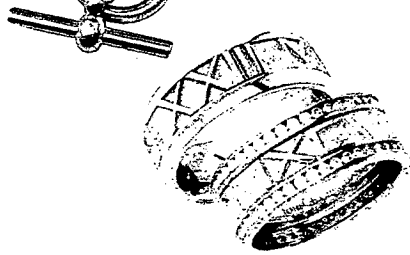


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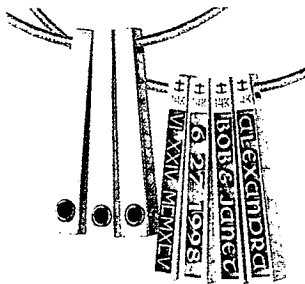
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as nothing more than a bump in the road. But these parents also lament the lack of services available for families facing their greatest challenges. From that pain, Michelle Tucker and Heide Randall, along with Dianne Killian, Michelle's best friend, formed Team Unite, a grassroots organization that is filling in the overlooked gaps left in cancer's wake.

Michelle's and Heide's children were not as lucky as Ben.

Henry Tucker was a precocious infant, speaking full sentences at 16 months and acting like a teenager by the time he was 6. He was diagnosed with acute lymphatic leukemia, one of the most curable forms of cancer, at 2. After the cancer had been in remission for almost four years, the tumors came back, and the hope of his survival quickly evaporated.

Still, Henry would stalk the halls of Riley Hospital for Children in Indianapolis, comforting older children whose parents didn't have the luxury of quitting their jobs in order to stay with their kids. Despite Henry's dancing, playing the guitar and instructing his caretakers on which drugs to take when, his illness progressed to the point where doctors could do no more. Because there was no hospice care offered for children, he spent his last few months at home with his parents, who could not help but feel abandoned by a place they considered home for most of Henry's life.

"The hospital gave us our stuff, pushed us out the door after four years of living there, and waved goodbye," says Michelle. "You are so ostracized by the medical community after a child dies. There are no programs. Out of this desperation, we started Team Unite."

The hospital contends that they make every effort to work with and comfort the families by pointing to their Hope in Healing pediatric-bereavement program. "The sorrow surrounding the loss of a child is deeply felt by Riley Hospital staff," says Jayme D. Allen, M.D., the medical director of the program. "We recognize that we cannot lessen the pain of a child's death, but when a cure is not possible, we are dedicated to supporting the family as they cope with such a profound grief."

Team Unite doesn't have a staff or an office. It is part of a small group of organizations screaming at the top of their lungs to bring attention to diseases that get drowned out by illnesses that seem to have more cachet.

The founders of Team Unite say it is a grassroots movement, but it seems more — and less — than the term connotes. Instead





percent of them will want to cast you as the character you just played, but with a different name. Don't do those projects," she says. "And it's true: Almost every script I've gotten has been, 'Rebecca, overachiever, business suit, uptight.' I don't think I can do that any better than I have."

Kendrick, whose favorite films are screwball comedies of the 1930s such as *The Women* and *His Girl Friday*, is particularly sanguine about this month's *Scott Pilgrim* — which is "stylistically, tonally and visually like nothing anyone's ever seen before," she promises — and is presently holding out for the right roles in the right projects. She would love to do a musical comedy and deeply desires the opportunity to deliver more crackerjack dialogue in the Cary Grant-Rosalind Russell mode, the kind rarely offered up by contemporary cinema. After several years of playing strong women in search of their softer sides, Kendrick is looking to portray women "who feel a little lost or a little vulnerable," she says. "Maybe the interesting part of that job would be finding the character's strength. This is certainly a reflection of what I'm going through in my life right now."

And if her good fortune should expire — if she doesn't find the character she's yearning to play or nobody wants to hire her ever again and she's suddenly small again — what would she do? Kendrick, who has recently discovered a passion for baking, has a viable plan B.

"I could just walk away and go to culinary school or something," she says with a winsome smile. "With a movie, I work for a few weeks or months, but the movie doesn't come out for a year and it takes so long to know if people like what you did. And even if they do, you're only a small ingredient in a bigger thing. With baking, it's cause and effect, instant response. You can always say, 'I made this.' That's an important instinct in human beings, I think."

Reitman, for one, is confident Kendrick won't be sending tuition checks to Le Cordon Bleu anytime soon.

"She'll be working long after the rest of us," he says. "She is so well beyond her years that it will be exciting to see who she is when we all catch up with her." **AW**

**J. RENTILLY** is an award-winning journalist in Los Angeles. This October will mark the publication of his first book, *On Gratitude: 50 Celebrities on the Power of Giving Thanks*. For more information, please visit [www.thegratitudelist.org](http://www.thegratitudelist.org).

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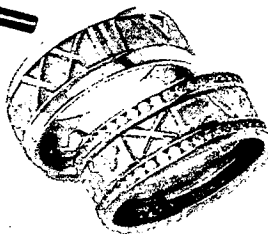


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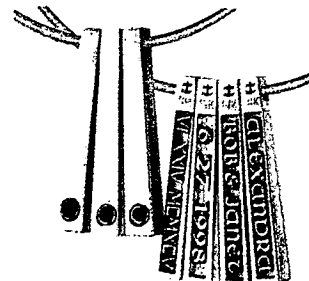
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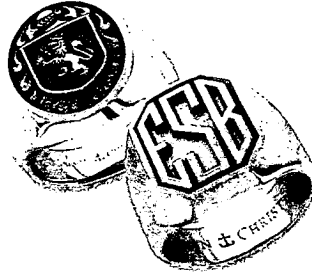
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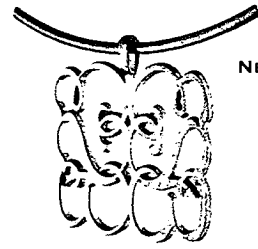
- |     |                    |    |                     |
|-----|--------------------|----|---------------------|
| 114 | Suffix with margin | 47 | Flooring choice     |
| 115 | Actress Dunne      | 50 | Rockies resort      |
| 116 | Huff               | 53 | "Now!"              |
| 117 | On the ball        | 55 | Babbled             |
| 118 | Isle of Man man    | 56 | Abstinent, in a way |
| 119 | Pretend cowboys    | 57 | Equals              |
| 120 | Horned Frogs' sch. | 60 | Wine choice         |
- DOWN**
- |     |                                    |     |                                |
|-----|------------------------------------|-----|--------------------------------|
| 1   | "Smoke Gets in Your Eyes" composer | 63  | Omniscient                     |
| 2   | Language spoken in Attica          | 64  | Writers of sweet messages      |
| *3  | Fountain treat                     | 66  | Flight segment                 |
| 4   | Cultural ideologies                | *67 | Bond, e.g.                     |
| 5   | Brings up to speed                 | 68  | Complete, as a comic strip     |
| 6   | Diminish                           | 69  | Long time follower?            |
| 7   | Title for M.L.K.                   | 71  | Care                           |
| 8   | Prohibition proponents             | 72  | Puts in the mail?              |
| 9   | Stipulate                          | 74  | Marnier's machine              |
| 10  | Pre-empted, perhaps                | 75  | To be, in Brie                 |
| 11  | Actor Rickman                      | *76 | Lasting expectation?           |
| 12  | Bonanza                            | 77  | Frank Herbert work             |
| 13  | Name synonymous with synonymy      | 79  | Bobby-soxer                    |
| 14  | Wiped out                          | 80  | They'll do your heart good     |
| *15 | Rink rarities                      | 82  | Buster Keaton specialty        |
| 16  | To ___ (perfectly)                 | 87  | Father figures                 |
| 17  | Eliot's Adam                       | 88  | Kind of illusion               |
| 19  | Coffecake topping                  | 89  | ___ Systems (web giant)        |
| 25  | Reason for a raise                 | 90  | Agrees out of court            |
| 28  | Where Mohammed is buried           | 92  | Bus operator                   |
| 32  | Curly, say                         | 95  | Law & Order charge, for short  |
| 35  | Pose                               | 97  | Apply, as pressure             |
| 38  | They have safety pins              | 98  | Sesame Street regular          |
| 39  | Substantial                        | 100 | Bushed                         |
| 41  | Stadium from 1964 to 2008          | 101 | Like some ancient inscriptions |
| 42  | Links rental                       | 102 | It's a dance                   |
| 43  | Core group                         | 103 | Mideast airline                |
| 44  | Crazy as ___                       | 105 | It's a dance                   |
| 45  | Resells quickly, as a house        | 106 | Oklahoma city                  |
| 6   | Promise                            | 108 | Roman rebuke                   |
|     |                                    | 111 | Robert Morse Broadway role     |

# JOHN CHRISTIAN

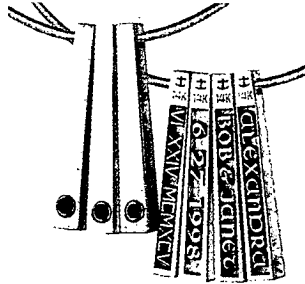
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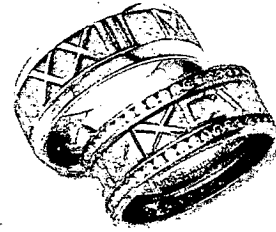
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raced as though I were a kid who had been dared to ring the bell of the neighborhood's haunted house.) Nobody was home.

So I added "drop note about Lovenheim project in neighbors' mailboxes" to my calendar and forgot about it for a few weeks.

But Mother Nature had other ideas.

**BEEP BEEP BEEP.** *Shrieeeeeeeeeeek!*

The carbon monoxide detector. Suddenly, I wanted nothing more than to know every one of my neighbors. I wanted all of their phone numbers and e-mail addresses. I wished I *had* invited them all over for homemade chili.

Selfish? Perhaps. But, looking back, I know I want my neighbors to feel they could call on me as well.

I wanted to understand how Lovenheim felt after he'd logged nine sleepovers: "The street feels much more like an extension of my home."

Luckily, the neighbor I do know was home. And, as I lay in the spare bedroom laughing, I felt safe. My home was bigger than I realized. It stretched next door.

But now that's not nearly good enough. The sleepover project tumbles through my mind every time I leave my house now. Every time. And it's been weeks. I've been trying to figure out why it made me so uncomfortable, why — and I realize how awful this makes me sound — I preferred not knowing my neighbors. Now, the street that once felt a bit too small feels a little empty.

A stunt proposed by my editors has turned into a quest to change the way I'm involved with my own community. Lovenheim's sleepovers may not be *my* way in, but perhaps there are some coffee chats in my future. Or walks around the neighborhood, during which I'm a bit friendlier and more open to conversation.

First, though, I need to knock on a few doors. It's time for me to introduce myself. **AWW**



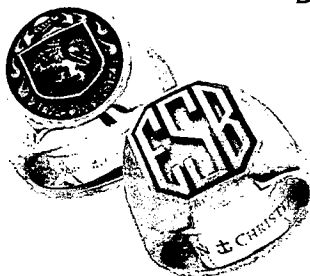
Peter Lovenheim's *In the Neighborhood: The Search for Community on an American Street, One Sleepover at a Time* (Perigee, \$24) is available at major book retailers, including Amazon.com, Barnes & Noble and Borders.

Freelance writer JENNA SCHNUER admits that even as a kid, she wasn't real keen on the whole sleepover-party thing.

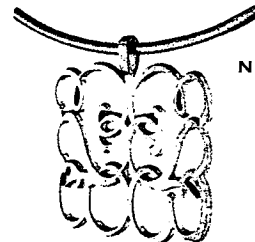
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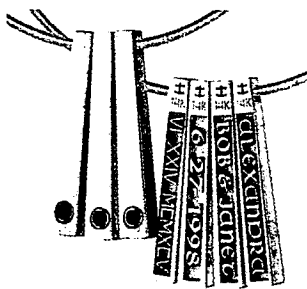


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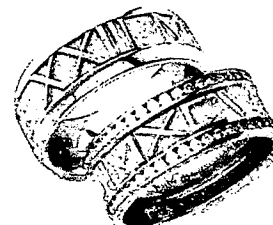


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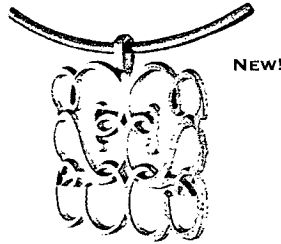
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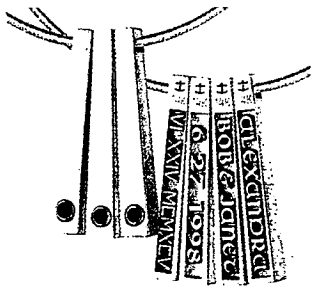
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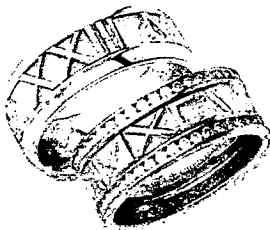
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## FRÉDÉRIC MALLE


After 640 trials and 18 months of trading constant e-mails — in which Malle gave notes on the ingredients in Ropion's vials like “crushes a little,” “seems to have this booster-rocket camphorated effect” or “remains slightly more powerful, and still vibrates a little on the skin” — they had conceived one of the finest fragrances in the world. Now they're working on their fifth and sixth scents together.

**IN THE MEANTIME**, Malle, who lives on New York's Upper East Side with his wife of 20 years and their four children, is busy with his new line of candles and home fragrances (which includes the Fleur Mécanique, a chic red wireless diffuser that replaces the typical reeds-in-a-jar-of-oil concept). The collection is yet another example of his relentless perfectionism.

“When you sell candles as luxurious as mine, I think the flame has to be perfect,” says Malle, who recently pulled two models from his store this winter that were having wax and wick issues. Three years in the making, Malle's home line is also a measure of his priority access to cutting-edge technology.

“I'm obsessed with secrecy, and I hide everything, so I hid the candles in the closet in my house and [then] realized the closet smelled very, very good,” Malle says. So, he called up the industry-leading lab, International Flavors & Fragrances, just six weeks before his home launch and had them mold a mouse pad-shaped prototype of their patented rubber incense (think powdered rubber mixed with Carlos Benaim's Saint des Saints fragrance). “That confirmed to them I was completely mad,” he jokes. “But what's very nice about having a fairly small company is that you can make things in relatively small quantities and improve them.”

To make his 10th anniversary just so, he also plans to tweak the sheen on the perfume-bottle caps and the fonts on their labels ever so slightly. “It's how a brand like Chanel has survived for so long,” he notes. “They don't want to ‘change,’ but they don't age.”

And, if you ask Malle, there's really no other way. 

**MICHAEL SLENSKE** has written about fragrance for *Interview*, *Men's Journal* and *Best Life*, which is surprising because he's worn only one scent — Anvers — for the past five years. However, after Slenske wrote this article, Frédéric Malle's Geranium pour Monsieur has broadened his repertoire to two bottles.

Lonnie, in 2005. The old pedestrian mall that blocked traffic on Fourth is a distant memory; it's been replaced by Fourth Street Live, a dining, entertainment and retail complex that draws thousands downtown.

Arguably, the crown jewel of downtown development has been the transformation of the land along the Ohio River. This area has been turned into an 85-acre swath of

green known as Waterfront Park, complete with trails, picnic areas, playgrounds and other amenities. "What was a working waterfront of piles of junk and sand and steel and scrap is now acres and acres of green, open space and a wonderful gathering space," Abramson says. "It's a wonderful front door for our city."

Abramson, who held the mayoral seat

from 1985 to 1998 and was re-elected in 2003, has gotten credit for helping shepherd the city's transformation. He says a high level of civic involvement was what made the difference.

"Without the Brown-Forman Corp., there would not be a Kentucky Opera. Without Humana's commitment, there wouldn't be an orchestra," he says. "We had people who cared, business leaders who were native Louisvillians who cared."

**IT COULD BE** said that Louisville is open to possibility but determined to protect its history.

That was no more evident than in 2008, when Abramson announced the launch of an Urban Bourbon Trail to guide visitors to local bars and restaurants that promote bourbon's legacy. Abramson says he intends to make Louisville the "gateway" to the Kentucky Bourbon Trail.

To be on the urban trail, an establishment must stock at least 50 Kentucky bourbons and have a staff conversant in the "history and culture" of bourbon in the state. Stops include bars at Louisville's two historic downtown hotels, the Brown Hotel and the Seelbach Hilton, and restaurants, such as the Bourbons Bistro, located two miles from downtown on Frankfort Avenue.

Cowdery, who lived and worked in Louisville years ago, says there's definitely been a change in attitude from the time when many locals were almost embarrassed by their association with legal vices, such as drinking.

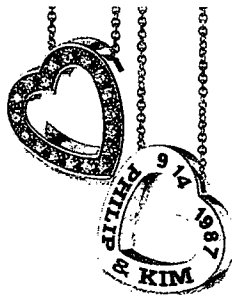
"Louisvillians, in general, have embraced their heritage more than in the past," he says. "They're proud that Louisville is the capital of the American whiskey business."

Seems ex-Louisvillians are too. Abramson, who is leaving the mayor's office in late 2010 to run for state office, says more and more people are returning home. "I can point to physicians, IT people, marketing and financial folks — all former Louisvillians who went away to larger cities, got married and are either expecting or have young children — [who are coming back]," he says.

Maybe Abramson's bourbon handouts didn't have everything to do with it. But they surely didn't hurt. **AW**

**ROLAND KLOSE** is a newspaper editor who grew up in Louisville and whose best writing is fueled by Kentucky bourbon.

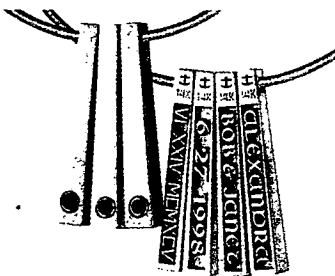
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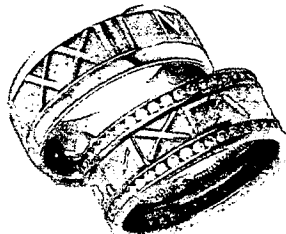
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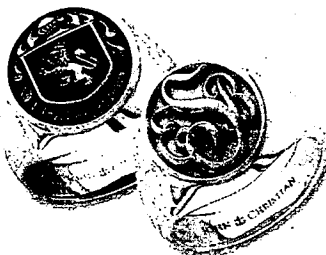
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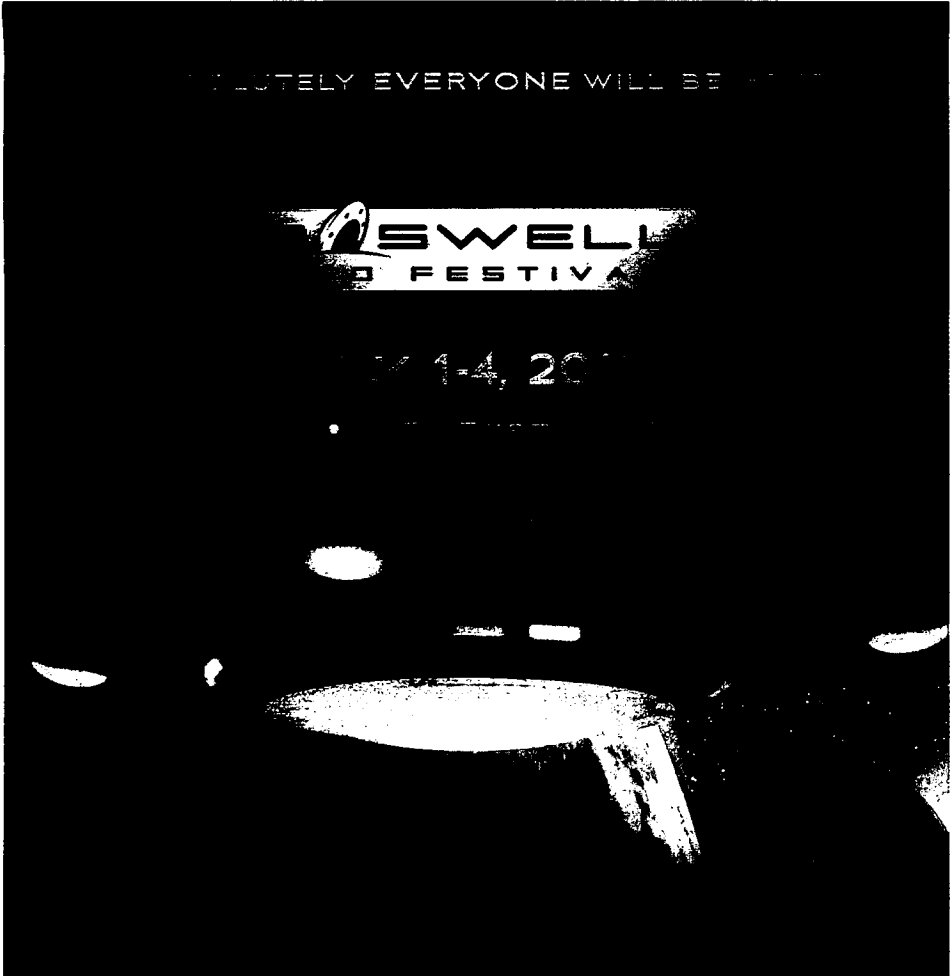
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**HISTORY**

but since the author passed away, there is only one way to find out.

Not everyone is sold on the idea that the pages are there, and Diamond has been compared to Geraldo Rivera and his quest for Al Capone's vaults. Ron Schweiger, a Brooklyn borough historian, hopes "they don't get the same result that Geraldo Rivera got. I hope there is something there. It won't just be great for Brooklyn, but it will be a great historical find." Diamond, for one, believes it won't be a failed attempt like Rivera's quest for Al Capone's vaults. In fact, he seemed quite confident when he claimed, "We are going to find something historically significant."

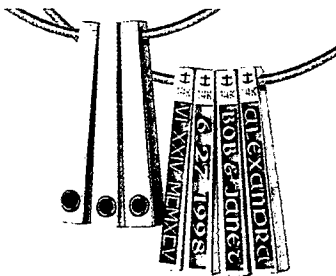
There's also the added question of why the pages would be hidden beneath a New York City street to begin with. Michael W. Kauffman, author of *American Brutus: John Wilkes Booth and the Lincoln Conspiracies*, admits, "John Wilkes Booth often took trips to New York while he was engaged in the conspiracy against President Lincoln. Those trips were never investigated, and Booth's New York contacts were apparently never questioned. The government was more interested in proving a Confederate connection than a New York one, so they ignored all leads that pointed northward. I'm very skeptical about the chances of finding those diary pages, but I have to admit that the search looks like an interesting project. One never knows what will turn up."

**WHEN THE WALL** is removed, Diamond hopes to find all the answers to the stories of the tunnel that he tells on his tours; the stories that he has thoroughly researched and documented on the nonprofit's website, [www.brooklynrail.net](http://www.brooklynrail.net). He doesn't believe he'll be disappointed when they reach the other side. No matter what they find, though, Diamond says, "It's the folklore that makes the tunnel valuable. It's the folklore that separates this tunnel from any other old railroad tunnel. This is the main artifact of the tunnel itself." **AW**

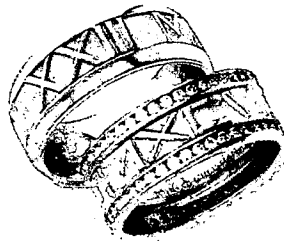
To tour the tunnel, visit [www.brooklynrail.net](http://www.brooklynrail.net) or call (718) 941-3160. A \$15 contribution is suggested; tour dates are posted on the site.

**ALISON LOWENSTEIN**, based in Brooklyn, N.Y., is the author of three New York guidebooks, including *City Kid New York: The Ultimate Guide for NYC Parents with Kids Ages 4-12*. She writes for *Newsday*, the *New York Daily News* and many other publications.

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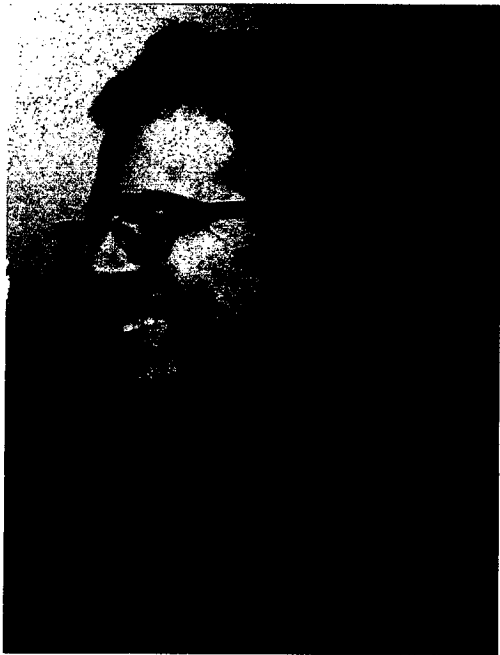


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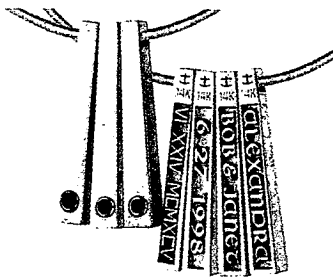
once we were settled and warm in our cab was, "That was fun." More than fun, though, it made me think: What have I been missing? Just as in the Kcymaerxthaere there must be stories happening all around me that I can't see, perhaps because I've been too fixated on the Empire State Building's shiny tower or the complimentary-beverage cart coming up the aisle. Maybe bloodsucking chupacabras do inhabit Utah's desert, and maybe benches do naturally thrive in Abilene, Texas. They do in the Kcymaerxthaere, where linear sites that I have never thought twice about have now suddenly become intriguing. Maybe our lives are shaped and guided by forces invisible and unknowable to our senses and minds.

Most of the Kcymaerxthaere points of intersection exist in open fields, on unassuming structures in out-of-the-way towns and along obscure roadways that most of us have little reason to drive down. This is, in part, a logistical choice. Obtaining permission to install a permanent plaque honoring a fictional universe can be difficult, and Demetrios is always hunting for people who know people to support the Kcymaerxthaere project. Which is how he found Gaston Dominguez-Letelier, CEO of Meltdown Comics on LA's Sunset Boulevard. "As a fan of secret histories and alternate realities, the project excited me,"

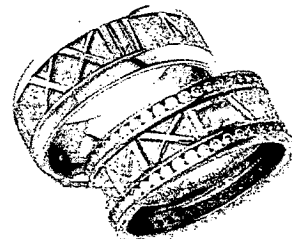
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# Air Mail

We love letters. Maybe it's because our grandmas always used to tape a quarter to our birthday cards when we were little and we now have this Pavlovian thing going on. Regardless, we want to hear from you. Sing our praises, bust our chops, or just tell us what's on your mind. Send your thoughts to us at the following address: [editor@americanwaymag.com](mailto:editor@americanwaymag.com).

## INSPIRATION

I found editor Adam Pitluk's frank column about his struggles with dyslexia ["Amerykańska Powieść," January 15, 2010] to be so open and honest. After having him as a professor for a whole year, I would have never guessed he had overcome this battle.

I teach third grade. Most schools will not identify children who have a learning disability until third grade. Some people believe that students at that age are not far enough behind or that they will just "grow out of it." I find it frustrating when kids come into my classroom worn down from failing. I am currently working on my master's in education, and I wrote my fall literary analysis on children who are identified as having a reading disability and the effect it has on their motivation and self-worth. I want to become an advocate for students who have disabilities.

I have a student who just found out that he has a reading disability. I read him Mr. Pitluk's article, and he told me that it was really amazing that Mr. Pitluk worked so hard to be so successful. It helped him see that a reading disability does not make you who you are and that struggles are a part of life. He may have to work harder, but in the end, it is worth it.

ALY WRIGHT, DALLAS, TEXAS

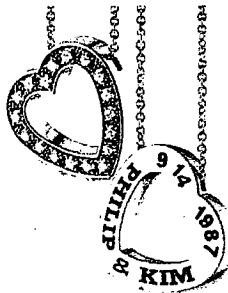
**ADAM PITLUK RESPONDS:** *I appreciate it, Aly. I'm warmed to know you're doing such consequential work. You were a star student, and I'm honored to say I knew you when.*

## NEW ORLEANS IS A GOOD BET

I have to thank editor Adam Pitluk for his reflections on the Big Easy in his December 15 "Editor's Note" ["The Allure of New Orleans"]. My wife and I just celebrated our 40th wedding anniversary there as guests of Harrah's. I point out the casino connection to demonstrate the generosity of even the most mercenary of businesses in this most self-indulgent of cities.

We were not only "comped" through our stay but were given tickets to the Cowboys' December 19 game against the New Orleans Saints. Now here is where the heart and soul of a city shines brightest: To recognize our 40th, the casino host had arranged for seats that were practically

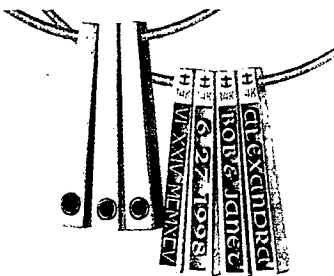
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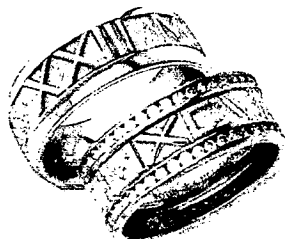
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## HEALTH

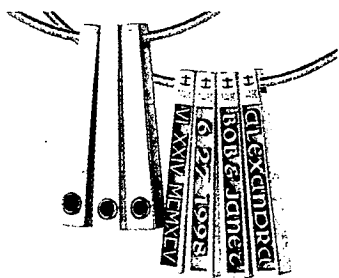
a pound in a week, stickK.com charges his credit card and makes a \$21 donation to the George W. Bush Presidential Library. That's hardly an appealing prospect for Gardner, who votes for the Democratic Party (Republican users of stickK.com can choose Bill Clinton's presidential library as their so-called "anticharity").

During the first few months, Gardner did pretty well, dropping from 206 pounds to as low as 188 and missing his weight-loss goal only three of the weeks, meaning he donated a total of \$63 to the Bush library. StickK.com and other similar sites, like Fatbet.net and MakeMoneyLosingWeight.com, also allow people to turn weight loss into a high-stakes competition between friends and family. "We encourage people to choose those they're competitive with, like friends, roommates, colleagues, or spouses," says Jordan Goldberg, the CEO of stickK.com, which charges a fee for handling the financial aspect of the bet and had \$1.5 million wagered at the site in its first 15 months of operation. "Someone who will dangle the money in front of you and make you feel bad or spend it on things you deem wasteful."

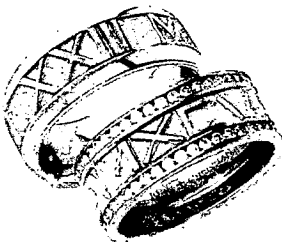
COULD BETTING, which many consider a vice, really be the antidote to the vice of overindulgence? Obviously, businesses like stickK.com hope so, and there's some powerful research to back up their business model. A group of researchers from the University of Pennsylvania found that financial incentives really do make a difference when it comes to getting people to lose weight. In their study, the results of which were published in the *Journal of the American Medical Association*, the researchers discovered that dieters who had the opportunity to reap a relatively small windfall, less than \$200, lost considerably more weight than did a control group, which only had to attend a monthly weigh-in session.

The financial incentive is one thing, of course, but what seems to supercharge the effectiveness of the method is an element of public competition — the bigger, the better — between friends or between foes, with the latter scenario perhaps being the more motivating one. "When you go public and make a big to-do about something you are planning to do, like lose weight, a lot of people know about it, and the stake get raised," says Jamie Rosen, a founder

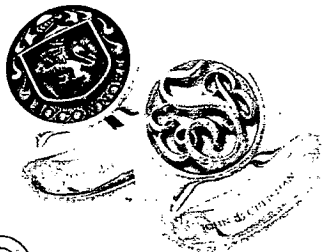
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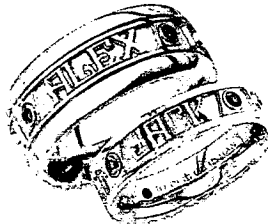
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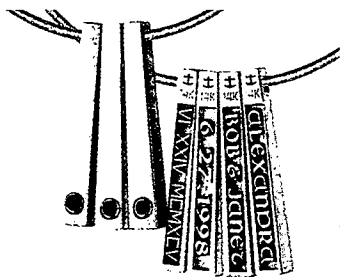
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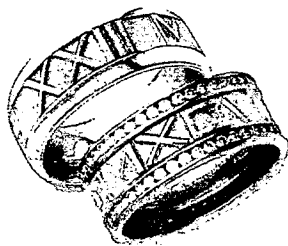
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### BUSINESS

is increasing so dramatically.”

For Kirchner, not only has bartering allowed her to conserve precious cash, it has also drawn people into her store who otherwise probably would never venture inside. “One of the biggest advantages in barter is that people will come into the store who would not otherwise come in. There’s an overall perception that comfort-shoe stores are for old people with really bad feet who are willing to wear really ugly shoes,” she says. “It gets people into the store who would not respond to ads.” Even better, Kirchner says, once people come inside and see that comfortable shoes don’t have to be hideous, they refer their friends, who then often become valuable cash-paying customers.

For many companies, bartering is also a meaningful way to get some value out of excess capacity. “The engine that drives barter is the unused or excess capacity that any business has,” says Whitney. “In a hotel, a wonderful market is a 92 percent occupancy rate, but, hey, you still have eight percent unused rooms. In a bad economy, it’s 50 percent occupancy, and barter can help in both cases; you can go from 92 percent to 98 percent, and from 50 percent to 60 percent or 70 percent.”

While bartering can certainly help companies preserve cash and survive in a down economy, perhaps the biggest beneficiaries of the increasing interest in it are the barter-exchange companies themselves. “We do well in a good economy, and we do great in a bad economy,” says Field. He says it’s much easier to get people to sign up for bartering during the recession and that the number of transactions has tripled over last year; in fact, he says that last May, NuBarter was processing about 300 transactions per month and that by the end of 2008, the number was up to between 600 and 700. He says that as of fall 2009, NuBarter is making 900 transactions a month and is on pace to reach 1,000.

For his part, Richards doesn’t foresee his company suffering when the economy makes its eventual rebound. “We still provide companies the ability to gain market share and save cash,” he says. “There’s never a time when those two things are not important.” **AW**

**CHRIS WARREN** is a Los Angeles-based writer who once traded his large (now valuable) baseball-card collection for some candy.

  
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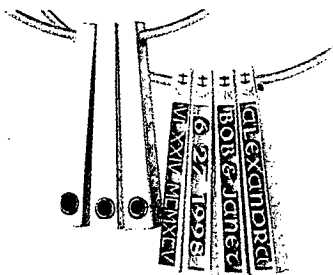
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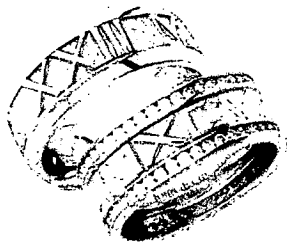
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**COOKING**

# Cooking Tips

**GENERAL**

- Always check your *mise en place* (setup). Have everything you'll need out and within reach.
- Keep your knives sharp. Dull knives are more dangerous than sharp knives.
- Recipes are a guideline; focus on mastering techniques.
- Read *On Food and Cooking: The Science and Lore of the Kitchen* by Harold McGee.
- Learn to make a good stock and then reduce it into a sauce.
- Flambé: Stand back, because hair is flammable.
- If you're not sure which silver to use, start on the outside and work toward the center with each course.

**VEGETABLES**

- Salt after, not during, sautéing for better browning — salt draws out water.
- Potatoes: Start them in cold water when boiling so that the outsides don't cook faster than the insides.
- After you steam or boil vegetables, make sure to shock them in an ice-water bath to preserve the color and texture and to prevent overcooking. Then reheat veggies by sautéing them in butter.
- Hold your nose to get the taste (salty, sweet, etc.); then release your nose to get the flavor (citrus, woody, etc.).

**GRILLING/COOKING MEAT**

- When you turn over a piece of meat or fish, set it down in a new spot. The previous part of the pan will not be as hot underneath and will cause the meat or fish to stick.
- Make your own vinaigrette and mayonnaise.
- Let meat come to room temperature before cooking or you'll waste time cooking the cold out and lose moisture with it.

or [went] into ill repair." By "ill repair," Tolbert<sup>2</sup> means bowls of red that have beans or vegetables, such as celery.

Real chili is chunked or coarsely ground meat battered into tenderness in a cauldron of chile peppers, spices, and herbs — Sodom and Gomorrah in a bowl. Legend has it that chili was begotten in small cafés and by sidewalk vendors in circa-1880 San Antonio, Texas. Others say it originated much earlier, in the pots of the impoverished and in the chuck wagons that accompanied cattle drives.

Whatever chili's nativity may be, it was the chili queens who imparted color to the dish. These were the women who appeared at dusk dragging carts with crude pots and tables in San Antonio's downtown plaza. Dressed in garish garb and with roses pinned to their bosoms, the queens fastened large,

You may suspect, by now, that the chief ingredients of all chili are fiery envy, scalding jealousy, scorching contempt, and sizzling scorn.

mate lamps in vivid colors to their carts, red their pots with charcoal and mesquite keep the chili simmering, and used the noke and pepper fumes to seduce customers. Adding to the enticement of the evening were the street musicians, who could often be found serenading the chili-smitten. In *The Enchanted Kiss*, writer O. Henry tells the tale of a shy drugstore clerk who was seduced by a queen's attractants. By 1943, though, the chili queens had been eradicated by the San Antonio health department — the city had decreed that they must adhere to the same sanitation standards as indoor cafés.

There are also those who claim that chili bubbled up from Texas jails. "They didn't let the prisoners very well [in the jails]; just fed them anything to keep them

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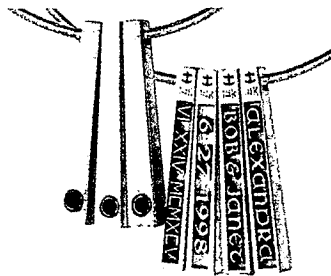
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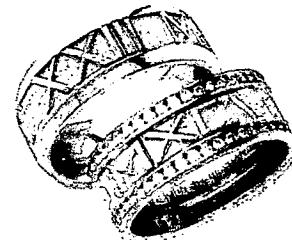
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producers and family farms to participate. Cooking demonstrations, recipes, and samples are each part of the fun at the special chef's tables. On the other side of the dining room, the scenery — 60-mile views of the Cascade Range — continues to hold court. **Park information:** Okay, so it's technically not a national *park*, but Mount Hood National Forest boasts top-class recreation,

from mountaineering to mountain biking. **Lodging:** The Timberline Lodge, built by Works Progress Administration labor as part of President Franklin Roosevelt's New Deal program, opened in 1938 (and appeared in the 1980 flick *The Shining*). The lodge offers rooms year-round (\$110 to \$290). Even if you don't spend the night, you can take a ranger-guided lodge tour.

Yosemite National Park  
California

**The Ahwahnee Dining Room:** Executive chef Percy Whatley brings a slow-food sensibility to the Ahwahnee's menu. The current guest favorite is the roast chicken, taken to new heights by being crisp-seared with porcini butter and garnished with local Yukon Gold potatoes and green beans. Chef Whatley relies on the closest farm-to-table relationships to guide the menu and modestly credits his suppliers for the Ahwahnee's renowned cuisine, saying, "We let the food speak for itself; treat it simply, and let it shine."

The elegant high-ceilinged dining room hosts daily meals as well as special events, such as the spectacular four-hour Bracebridge Dinner held each December and the Vintners' Holidays that showcase regional wines. During Chefs' Holidays, foodies can attend cooking classes or tour the kitchens. **Park information:** Yosemite National Park inspires with its granite monuments, ancient forests, and breathtaking waterfalls.

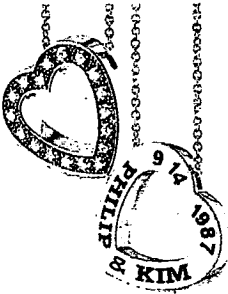
**Lodging:** The Ahwahnee Hotel, completed in 1927, has hosted celebrities, politicians, and royalty; it even served as a naval hospital during World War II. If the Ahwahnee is beyond your budget (\$469 to \$1,000-plus), don't despair: You'll find quiet elegance and great food at Wawona Hotel (\$145 to \$217), an enchanting complex of Victorian structures near Mariposa Grove at the park's south entrance. Chef Robert Stritzinger pairs classical cuisine with regional wines in Wawona's lovely dining room.

Grand Teton National Park  
Wyoming

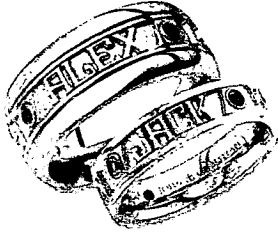
**The Mural Room at Jackson Lake Lodge:** Diners here are treated to stunning views of the Teton Range as well as to such regional specialties as bison, elk, and trout. Executive chef Ric Reichert pays attention to detail: The popular Black Angus tenderloin is served with a confit of artichokes, fingerling potatoes, and French green beans, and is accompanied by a Pinot Noir reduction, smoked sea salt, and truffle butter.

Reichert says, "We have a bake shop on property that produces breakfast pastries, rolls, breads, organic granola, and desserts. And this season, we are making our own ice

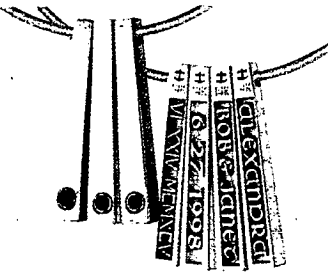
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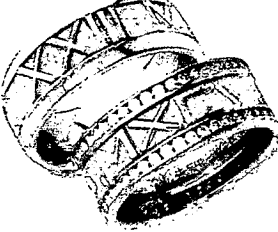
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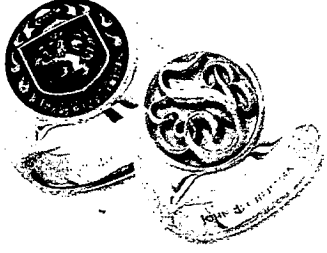
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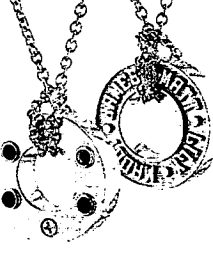
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but now the event is a favorite among my viewing friends — and it's even gotten me a marriage proposal here and there. (I suppose there's some truth to food and football being the ways to a man's heart.)

Or take Whitney Davidson, for example, a Dallas-based public relations professional whose entire day revolves around when the Cowboys are playing. "All errands and house chores must be done before the game," she says. "On a cold day, we start a fire in the fireplace, and I cook tortilla soup. It's my favorite time of the year."

Maeve McCaffrey, a personal trainer in Los Angeles and a New England Patriots diehard, feels the same way. "Sunday becomes the one day where I usually don't plan for anything else but watching football. If other things come up, they get fit in around the games. ... It's the time of year when Sunday becomes my day," she says.

While the social aspect is a definite draw, another reason NFL football is the favorite spectator sport of females, with 30 percent choosing it — which exceeds the percentage of women following Major League Baseball, the National Association for Stock Car Auto Racing, and the National Basketball Association combined — may be that it's easier to become engrossed in it than in other sports. The NFL has the shortest season, with just 7 weeks for the regular season, followed by three weeks of playoffs and finally the Super Bowl. This provides a certain "every minute matters" mentality that fans take very seriously. The NBA and MLB, on the other hand, both have much longer seasons — 82 and 162 games, respectively, which can make a fair-weather fan out of anyone.

The NFL and its partners have taken notice of this incredible rise in women viewers and have made savvy changes in their marketing strategies (that in and of itself might have helped gain a few female fans). I can remember wanting to buy a John Elway commemorative jersey about eight years ago, not only were there no women's jerseys available, but the men's sizes, even small, fit me like blankets than jerseys. But in 2005, when the league was selling more than \$3.5 billion worth of licensed merchandise every year, Reebok, the NFL's official outfitter, decided to launch a new line of jerseys and apparel especially designed to fit women. In the first year alone, the women's line grossed

more than \$150 million, and today, women's apparel is the NFL's fastest-growing market, with six years of double-digit increases. Granted, there were a few bumps in the road along the way: Reebok first offered jerseys mostly in pink, which ultimately played down to most female fans. (I still stand firm in my belief that Jessica Simpson was booed at Texas Stadium not for being a dis-

traction to Cowboys quarterback and her then-boyfriend Tony Romo but because she was wearing a pink jersey.) Quickly realizing the market that existed, though, Reebok expanded the female-fan gear line to include everything from jerseys, pullovers, and jackets to watches, handbags, and, yes, gentlemen, even panties. To coincide with the line, this past season, Reebok also aired a series

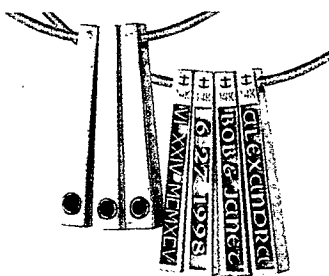
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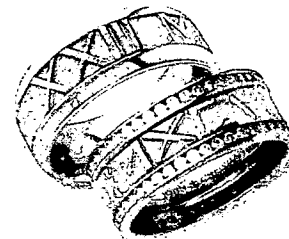
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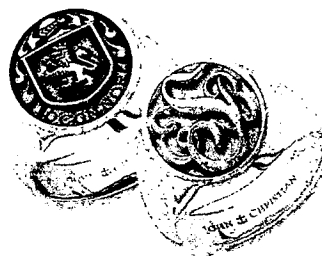
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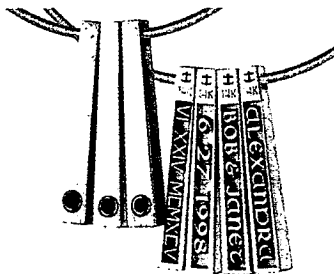
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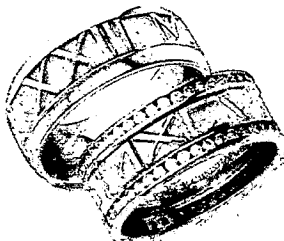
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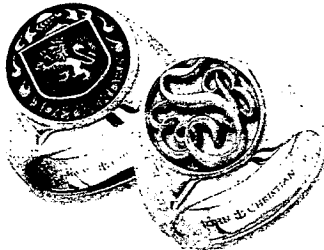
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## LOCAL FLAVOR

Location is key in cigar production. Just ask the folks at Arturo Fuente Cigar Company.

Though Gurkha cigars are produced solely in Honduras, cigar manufacturing is a thriving industry in many Latin American, European, and Asian countries. The heart of Arturo Fuente Cigar Company's cigars is located in the heart of the Dominican Republic, but it took a while for the company to find its niche. After starting in the back room of Arturo Fuente's Florida home in 1912, the operation moved to Nicaragua and then to Honduras before finally establishing its Chateau de la Fuente plantation in the Dominican Republic.

It's common for cigar companies to establish plantations in multiple countries, but Arturo Fuente Cigar company broke from the norm when it decided that there is value to be had in homogeneity. It created the first Dominican *puro* — meaning all the cigar's ingredients are Dominican — on the market, according to the corporation's vice president of operations, Karl Herzog. The company found that the climate, the agriculture, and above all the people of the Dominican Republic produce a blend unlike any other.

Embedded in the cigars is more than tobacco; each cigar contains the unique flavor of the country's people. Says Herzog about the locals' relationship with the company: "They are the heart and soul of it." — Lauri Valerio

They need to worry about making 200,000 boxes, 500,000 boxes."

Gurkha's smaller output means it *can* concentrate on making the absolute best. The company makes several thousand boxes each year of its flagship Grand Reserve brand, but its other lines are much harder to come by. Only about 500 boxes of Beauty cigars come out each year, and each box retails for about \$770. Think that's steep? "We're making one box right now that we'll only make five of and will sell for \$500,000 a box," Hansotia says. "It will be called HRH: His Royal Highness. The boxes will be made of solid silver, and each of the cigars will be flawless."

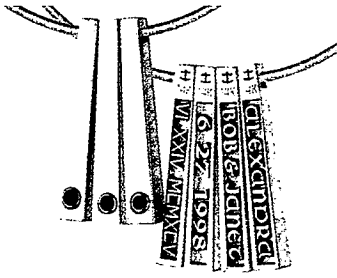
Your cigar might not have a price tag of \$20,000; it may be closer to \$20. But a long line of people undoubtedly put many hours into making it, regardless of the cost. And as you enjoy the sweet smell of the smoke, it swirls from the base, you can be thank for the rollers, the testers, and the men who swat ammonia-scented leaves in a far somewhere in the hills of Honduras. **F**

**DAN SWEENEY** is a freelance writer living in South specializes in music, travel, and politics; he loves and is cursed with a morbid fascination with the th

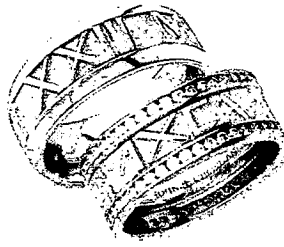


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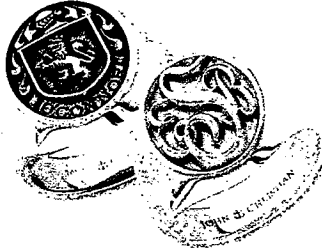
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## FOOTBALL

Jon Gruden, Mike Holmgren — and they've given way to these 30-something coaches, who now have an opportunity after the way that [Pittsburgh Steelers head coach] Mike Tomlin succeeded," Collinsworth says. The situation that interests him the most? The one in Indianapolis at Colts camp, where retirements gutted a wildly successful staff that had been in place for years.

### Terrell Owens Shuffles Off.

Collinsworth is intrigued by wide receiver Terrell Owens's unlikely relocation to the Buffalo Bills and curious about the effects it will have on his new team and on his old one. "I would have bet a lot of money that he would have wound up somewhere else," he says. "Then, you have the [Dallas] Cowboys making the decision to let him go, which is either going to be the greatest thing that has happened to [QB] Tony Romo or the move that will expose him."

### Surprise, Surprise.

If you're looking for the franchises most likely to shock (à la 2008's Miami Dolphins and Arizona Cardinals), keep an eye on the teams that lost quarterbacks to injuries in '08. "The [Seattle] Seahawks didn't have [QB] Matt Hasselbeck last season, and he means so much to that franchise," Collinsworth says. "The same thing goes for the Bengals. They didn't have [QB] Carson Palmer for the most part, and [wide receiver] Chad Johnson/Ochocinco was on a different planet. What happened with the Cardinals a season ago should give hope to Bengals fans everywhere."

### Shhh!

Collinsworth identifies the Bills and the Jacksonville Jaguars as potential sleepers, the former because of their skill-position upgrade via the Owens acquisition and the latter due to a rebuilt offensive line. "The Jaguars lost so many linemen at the start of last season, they almost had no chance," he argues. "If you lose your quarterback, people say, 'Okay, they can't win right now.' But injuries on the line are just as bad."

### Uh-oh.

Similarly, if you're trying to find bust candidates, look to the teams that have experienced the most tumultuous changes. I put it this way: Fans in Tampa Bay, Mi

American Way 9/09

Kirsten Dunst and Kirstie Alley, which was filming in Minnesota. She got the part.

Alley took an interest in Adams on set and encouraged her to refocus her attention on acting. That gave Adams added incentive to move to Los Angeles to try her luck. She found steady work almost immediately, but that plum role that would launch her to superstardom was a little more elusive. Ever

the perfectionist, Adams even enrolled herself in an acting class, which is where she met Le Gallo. "I struggled to make it an extremely long time," she remembers.

After a few years, a few failed projects, and even a few choice parts that somehow still didn't catapult her, Adams was nearing 30. She was almost ready to give up on acting when she nabbed the part of Ashley

Johnsten in a teeny, tiny independent film called *Junebug* that had a budget of less than \$1 million. It would become the role that would land her her first Oscar nod and solidify her position as one to watch.

The high-wattage projects started rolling in after that. She tried her hand at comedy in *Talladega Nights: The Ballad of Ricky Bobby* opposite Will Ferrell. Then came the chance to show off her singing and dancing prowess as the lead in the modern-day fairy tale *Enchanted*, which costarred Patrick Dempsey. That was followed immediately by a role in the Tom Hanks-Julia Roberts vehicle, *Charlie Wilson's War*.

In 2007, when Adams was offered the part of good-hearted nun Sister James in *Doubt*, she was ecstatic. Not only did she love the layered script, which was based on a play written by John Patrick Shanley, but she also thought, *How often does an actress get the chance to work with none other than screen legend and actor's actor Meryl Streep?*

As it turns out, twice. This month, audiences can catch Adams and Streep on the same screen again — though never together — in *Julie & Julia*, which is based on two true stories. Streep plays legendary chef Julia Child, depicted just as she's beginning her career in the culinary arts. Adams plays Julie, an aimless 30-something who decides to work her way through Child's seminal cookbook, *Mastering the Art of French Cooking*. Through the art of movie magic, their stories, though separated by an ocean and about 50 years, play out simultaneously on-screen.

"I can really relate to Julie," Adams says. "She's young and curious, like me, and she's searching to fulfill her goals. She likes the thrill of the challenge."

The roles seem fitting: Streep as the teacher, Adams as the apprentice who is following in her footsteps. Adams has certainly learned a great deal from Streep, calling her someone who "has set the bar for the rest of us [actors] to follow." But Adams figured out a few things on her own, too. Like, good things come to those who work hard and being nice will get you places. At this point in her life and in her career, she seems comfortable and content with where she is and whom she has become.

"I feel like a lot happened once I turned 30," she says. "It was a moment of maturity

# JOHN CHRISTIAN

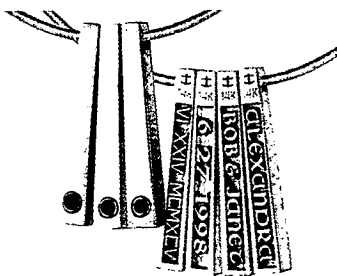
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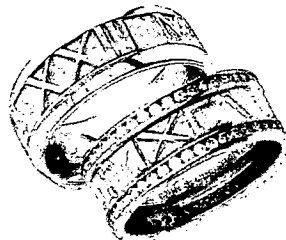
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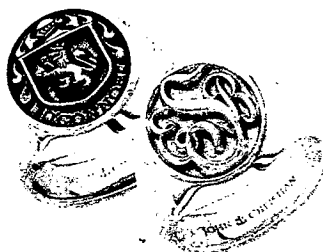
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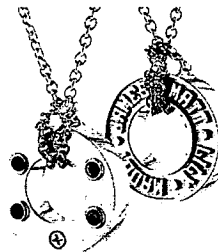
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restaurant a few months after it opened. It'd be easy to dismiss her story as merely an attempt to convey corporate do-gooding. But an hour later, a homeless man wanders into the very restaurant she's sitting in. It doesn't take long for one waitress to give him a plate of fries and for another to find him a seat at the counter.

The longevity of the Love All, Serve All

philosophy is thanks in large part to Gilligan, who has always maintained the chain's spirit — even after the messy split of co-founders Morton and Tigrett, the wake of which brought years of litigation, financial hardship, and multiple ownership changes for the company. She treats every person equally, whether he or she is an average joe or John Lennon. Indeed, Gilligan has met


and charmed hundreds of celebrities over the course of her career. She fetched tea and toast for Chuck Berry in the 1970s despite the restaurant's strict forbiddance of menu changes. She silenced a finger-snapping John McEnroe during his enfant terrible days in the 1980s. She teased germaphobic Donald Trump so relentlessly for not shaking her hand that he ended up wrapping her in his arms for a bear hug that became a front-page photo. Gilligan never gets fazed by the star power of the famous folks she meets, but she always leaves an impression on them. In fact, at a 2006 London music festival, guitarist Pete Townshend of the Who saw Gilligan, called her name, and, when she didn't hear him, leaped from his trailer to chase after her.

The queen of England even honored Gilligan in 1998 by making her an honorary

"They opened the first classless restaurant. That's why the counter is there, so a millionaire could sit next to a truck driver."

Member of the Order of the British Empire. Gilligan wears her MBE medal, along with dozens of Hard Rock pins — she owns more than 600 in all — on the starched, white waitstaff uniform she still dons for work each day.

Several years ago, Gilligan considered retiring from her ambassadorial duties, but with the help of a little persuasion from her colleagues, she reconsidered. What made her stay? Not the brushes with fame or the honors she's received or the buttons that have been emblazoned with her likeness. It was people like the 17-year-old Hard Rock employee in Osaka, Japan, who stayed up for three days and three nights to finish hand-painted kimono for her, a gift that she says brought tears to her eyes, even more than the MBE.

"It's not all about stars and guitars," she says. "It's about the people — always about the people." 

**JEFFREY GOLDFARB** lasted a mere 37 years and nine fewer than Rita has in the restaurant business. He's made his name go of it in journalism and now plies his trade in London as a financial columnist for [www.breakingviews.com](http://www.breakingviews.com).

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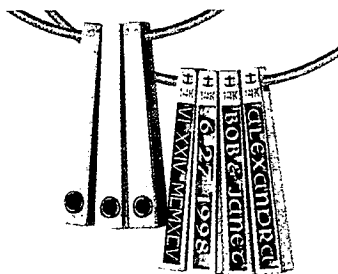
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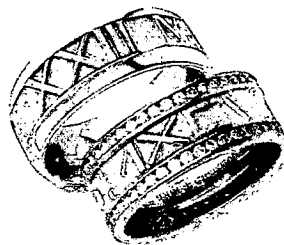
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into the best athlete they can be."

But in addition to concerns about pigeonholing children before they can lace up their own cleats, scientists have lingering questions about the predictive value of certain genetic tests. As Carl Foster, director of the Human Performance Laboratory at the University of Wisconsin-La Crosse and coauthor of several ACTN3 studies, points out, there is more to an all-star than just a few specific genes. In 2007, Foster

"If you want to learn if your kid is a good sprinter, the most efficient way is to take him to the playground and have him race the other kids."

coauthored a study of an Olympic long jumper from Spain who was found to have two X variants of ACTN3. "Yet he obviously found a way to be pretty springy," Foster says. Foster estimates that there are at least 30 genes that relate to high-level athletic performance. Even if we knew them all, the relationship between genetics and training would remain a tangled skein. "If you want to learn if your kid is a good sprinter," Foster says, "the most efficient way is to take him to the playground and have him race the other kids."

Nonetheless, the march of personal genetic testing will continue, bolstered by the new nondiscrimination law as well as by technology that is rendering tests ever cheaper and quicker. According to Brian Naughton, one of 23andMe's scientists, the cost of a full genome scan is about to drop from approximately \$100,000 into the \$10,000-to-\$20,000 range and will sink even further over the next few years. "Certainly in the next five years we'll see more full sequencing sold directly to consumers," Naughton says. "Once you have a full sequence, that's really as far as your genetics goes." How far genetics goes toward helping a customer know thyself, however, is a question that will endure. **EW**

**DAVID EPSTEIN** is a staff writer for *Sports Illustrated*. He frequently writes about sports science and medicine for the magazine, and in February, he coauthored the story that revealed Yankees third baseman Alex Rodriguez had used steroids.

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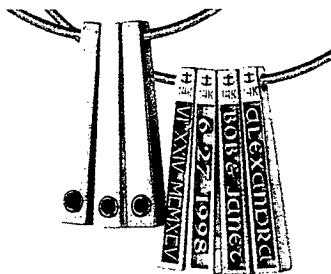
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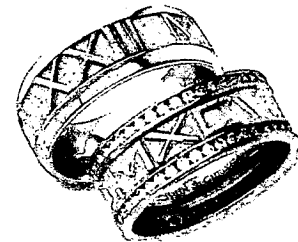
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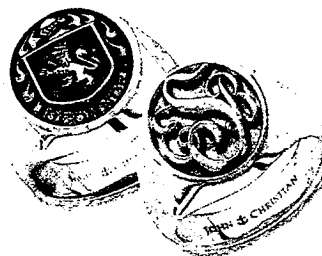
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four p.m. At 3:30, he turns on his radio and listens as each boat alerts him that it's on radio. At four p.m., he calls each boat back with a personalized forecast, starting with those in the Caribbean and then sweeping east toward Europe.

For example, a boat will check in, give its position and weather conditions at the time, and ask what to expect. "I might say, 'Okay, you're near the Gulf Stream, so you'll probably end up picking up a little extra current tomorrow. That should give you another extra knot or two in boat speed. Winds are gonna get light, probably shift a bit more west-northwesterly tomorrow, so if you stay in the region of that current, you'll make up for some of the loss in speed that you would otherwise have from a better wind field. By tomorrow night, a front will approach you; the wind should start to pick up. And behind the front, you might pick up possibly 25 to 30 knots from the northwest. If that's too much for you, you may want to push a bit more southeasterly and get out of the Gulf Stream.'"

Herb will answer any questions, and then he'll sign off with, "That's it; we'll see you again tomorrow night. Have a good watch."

***"I know what it's like to be in 40-foot seas. So I don't need it anymore. But I feel like I'm on a boat when I talk to these boats. Every day. It's amazing."***

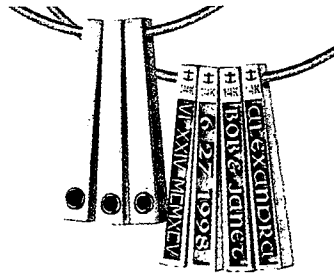
**HERB'S FORECASTS** are very rarely off base, and the slightest variation will prompt some immediate feedback.

"A guy once said to me, 'Herb, when's the front gonna pass?' I said, 'Maybe around eight o'clock this evening.' The next day, he came on and said, 'Herb, you were 10 minutes off,'" Herb says, giving a big belly laugh over the phone.

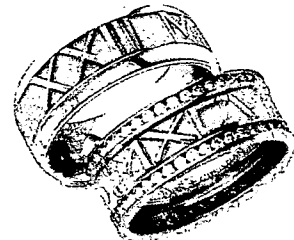
His peak season is between April and July. Requests ease off during the summer

# JOHN CHRISTIAN

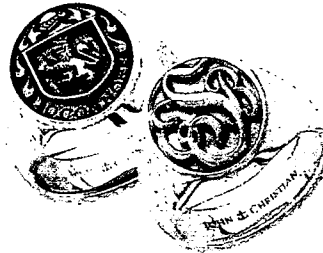
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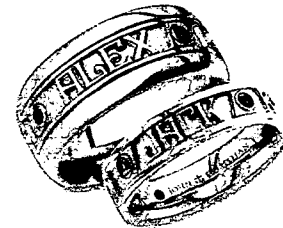
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BY TRINCHERO

the Mayans first settled the area more than 4,000 years ago.

"Most people associate Mayan ruins with Cancún and other areas of Mexico on the Yucatán peninsula," he says. "The Mayan population was just as big, if not bigger, here in Belize."

As he speaks, and as we make the hour-long drive into Belize's interior, the entire

countryside begins to transform. Gone are any hints of a beach paradise. The topography, as well as the flora, magically transforms into mountains and jungles that are home to more than 4,000 species of flowering plants, 700 species of trees, and 250 species of orchids. It's as though we are in a foreign country within a foreign country.

Our destination is the ruins of Xunan-

tunich, eight miles west of San Ignacio in the Cayo district, just a stone's throw from the Belize-Guatemala border. Soon after we cross the Mopan River, the colossal 120-foot-tall man-made El Castillo pyramid rises on the horizon like a hulking beast. Intricately ornamented and detailed, El Castillo invites visitors to climb to the top of it, where they can take in a panoramic view of the Mopan River valley and of neighboring Guatemala.

I hike around for most of the day, exhausting muscles that have long been dormant as I try to envision what it must have been like to be a part of Mayan civilization. At dusk, as we make our way back down the mountain and into the valley below, Sergio, Philip, and I drive to the storied San Ignacio Resort Hotel, long the mainstay of royalty and dignitaries — Queen Elizabeth II is counted among former guests. The resort exudes old-world charm, right down to the natural atmosphere. We sit on the patio with a slew of appetizers, and birds of every family congregate on the three-story trumpet tree. It is a relaxing setting to be sure, which makes me ready for a nap. The Blue Hole will have to wait another day.

Across the street from the San Ignacio Resort Hotel is our lodging for the night, the Ka'ana Boutique Resort & Spa. Owned by two Irish brothers, Ka'ana is the ultimate in luxury. The resort blends in with its jungle backdrop, and each individual cabin has all the creature comforts of a five-star hotel, including an LCD flat-screen TV, iPod docking station, and wireless Internet. But the most alluring part about Ka'ana is the bed. The jungle never seems as peaceful and relaxing as it does beneath 500-thread count sheets.

We hop a Tropic Air flight out of the jungle and back to the coast. I figure Sergio is bringing me back to San Pedro for my Blue Hole dive. Instead, we touch down in Placencia, a half-moon bay of white-sand beaches and palm groves. If San Pedro is the activity hub of Belize, Placencia is its antithesis. Sure, there are all sorts of things to do, but Placencia is the most serene, most relaxing of all the towns.

"Of course, you can find anything you want around the country, including ma-

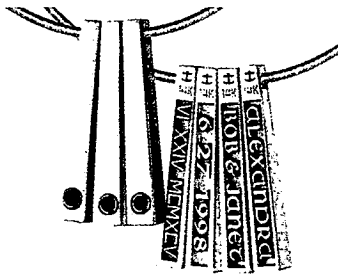
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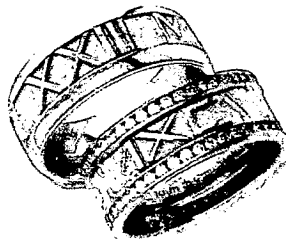
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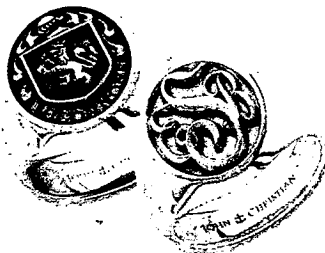
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they are and how much they're enjoying themselves — and writing a book.

**TOUGHEST PHYSICAL/HEALTH HURDLE I'VE FACED SO FAR:** Diving all over the world with very painful joints before having both knees and hips replaced 16 years ago. In the water, I'm a hero again — no pain, no problem. It's earth's gravity that can be a bother.

**WHAT I'VE GIVEN UP:** Long hikes, carrying my scuba tank down steep inclines to the water, and diving off boats without a ladder.

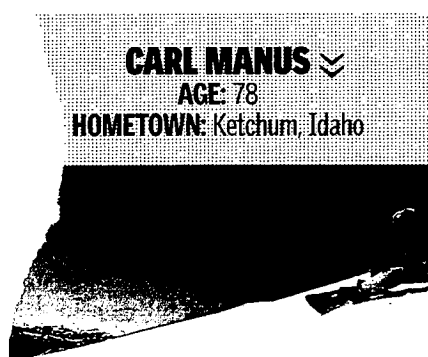
**WHAT I'LL NEVER GIVE UP:** Enjoying the water, nature, and my family, and keeping an optimistic outlook on life.

**PERFECT DAY:** Descending into a crystal-clear Florida spring filled with fish, freshwater shrimp, and eels, appreciating that I'm still here to see it all.

**MOST EXHILARATING EXPERIENCE:** Witnessing two octopuses mating during a night dive last year. They were engaged in this once-in-their-lifetime ritual — the male dies right after mating — rolling all over the sand and coral, clinging to each other, turning colors together from snow white to mottled red, blue-green to maroon.

**BEST PIECE OF ADVICE FOR GETTING THE MOST OUT OF LIFE:** The older you get, the more you'll need to find something to be truly passionate about, be it music, art, photography, a sport — any activity that turns you on. Find out what it is, and indulge in it to the fullest.

**LIFE PHILOSOPHY:** Don't get old if you can avoid it. And when your body won't exactly permit this, let your spirit be your guide.



**VOCATION:** Former product engineer at Scott USA. Currently, a snowboarding instructor in Sun Valley, California, where I work at a golf course four days a week during the summer.

**AVOCATIONS:** Cross-country skiing, mountain hiking, golfing, fly-fishing, and, of course, snowboarding. Where I live, there's so much incredible outdoors stuff to do that it's hard to fit it all in, but that doesn't stop me from trying.

**LAST YEAR'S ITINERARY:** I logged 163 hours of snowboarding instruction, with a short hiatus after having triple-bypass surgery followed by knee-replacement surgery, which

was timed in the spring so I didn't miss out on next season. Over the summer, I went fly-fishing and worked at a golf course.

**WHAT'S NEXT:** More of the same. What in the world would I want to change?

**PROUDEST MOMENT:** Hearing from friends in Pennsylvania that they saw a big billboard of me on a snowboard. I guess it's never too late for a modeling career.

**TOUGHEST PHYSICAL/HEALTH HURDLE I'VE**

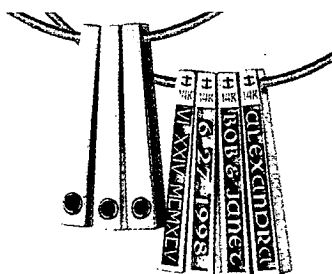
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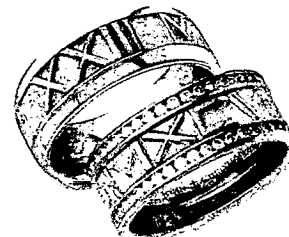
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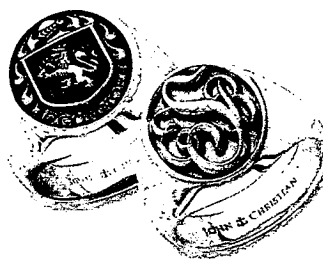
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# Letter Rip

We love letters. Maybe it's because our grandmas always used to tape a quarter to our birthday cards when we were little and we now have this Pavlovian thing going on. Regardless, we want to hear from you. Sing our praises, bust our chops, or just tell us what's on your mind. Send your thoughts to us at the following address: [editor@americanwaymag.com](mailto:editor@americanwaymag.com).

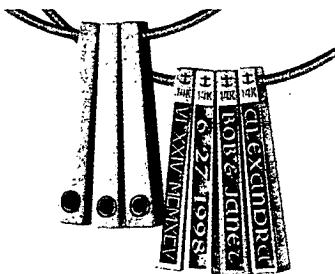
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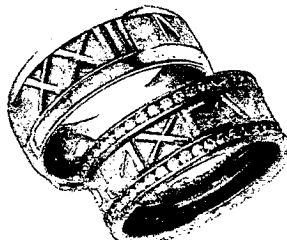
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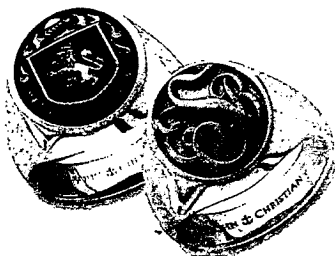
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### MARVELOUS MILEY

I'm enjoying your April 1 Miley Cyrus cover story ["M & BR"] as we board the flight from Seattle to Chicago. She is quite a well-grounded celebrity. I met her at the Nashville Admirals Club last winter, and she was quite the sport, handing out autographs and letting pictures be snapped of her while sitting right out in the middle of everyone and not hovering around her guards.

JEFF KEELE, CHICAGO, ILLINOIS

**ADAM PITLUK RESPONDS:** *I agree: She did come off as well-grounded, and it's good in this day and age to know that there are positive, family-friendly influences out there for teens.*

.....

### NEW ORLEANS APPEAL

In the story "City Game, Cowboy Style" in the February 15 issue, writer Frank Isola takes great care to identify positive and unique features of every NBA arena. However, in discussing New Orleans, there are glaring omissions: no mention of the music and culture, outstanding NBA point guard Chris Paul, and the unique and incredible food in abundance anywhere in New Orleans.

Instead, Isola references a baked potato (we aren't in Idaho, you know) and advises not to walk to the French Quarter. Perhaps this is his way of providing a public-service message that walking our city streets may be hazardous, but why not provide that same courtesy when referencing Chicago, Detroit, Philadelphia, and a host of other U.S. cities with well-documented crime?

MYRA VARNADO, NEW ORLEANS, LOUISIANA

**ADAM PITLUK RESPONDS:** *Let me start by saying that I am a huge Chris Paul fan and an even bigger New Orleans fan. How about I make it up to you with a New Orleans cover at the end of the year? It's something we've been mulling over, but I think that your very heartfelt letter put me over the top. I hope not to miss anything in the next story. Look for the Big Easy on our December 15 cover.*

.....

### PUZZLE MASTER

Thanks for shining the spotlight on Will Shortz in the March 1 issue ["The Word-smith"]. It is no puzzle why Mr. Shortz is revered by millions of fans worldwide. Our



wrote *Armageddon*, *Felicity*, and *Regarding Henry*; I'd like to talk with you about some work on a show I'm putting together," Giacchino recalls. The show, *Alias*, went on to last five years as a critical and ratings hit.

Giacchino's techno sound helped *Alias*'s main character, Sydney Bristow, trot the globe each week, and it begot the jazz-infused score for Pixar's 2004 blockbuster, *The Incredibles*. Abrams and Giacchino then teamed up for TV's *Lost*, a dark, nuanced drama whose score seemed to bring its mysterious island setting to life. Though Giacchino writes the music for films months in advance, he makes up the Emmy Award-winning music to *Lost* on the fly, recording each episode's composition while watching it only a few weeks ahead of the airdate. "That show, to me, is all about just being emotionally reactive to what's happening," he says.

**"IT'S EXCITING—  
AND AT THE SAME TIME  
FRIGHTENING—TO BE  
A PART OF SOMETHING  
FROM YOUR CHILDHOOD."**

Despite the near-constant demands of working, sequentially, on *Alias*, *Lost*, and Abrams's *Fringe*, Giacchino has been able to put his musical stamp on films as varied as the big-budget *Mission: Impossible III*, the silver-screen adaptation of *Speed Racer*, and the Grammy-winning and Oscar-nominated Pixar-animated feature *Ratatouille*. "There's always a movie to score out there if you want one, but, for me, it's about more than that," he says. "It's about loving what you do and finding more challenging ways to do it."

This year, Giacchino was presented with a challenge that few film composers are ever offered: Conduct and compose for the Academy Awards. Hosted by throwback showman Hugh Jackman, the event promised some big changes to the previous format, which had grown stale over the years. "We decided to take the orchestra out of the pit and put them on the stage," Giacchino says. The move gave the set a closer, more intimate, nightclublike feel for the audience and also put the music at the forefront of the night.

"We had this host, Hugh Jackman, who could sing and dance, so we thought, 'Why

not work with that?'" he says. But the opening number quickly proved to be more difficult than expected because Giacchino, facing the orchestra, had his back to Jackman, who was dictating the pace. "There's nothing like live television," Giacchino says. "I've never done anything like it before."

Yet for one night, one of Hollywood's least-recognizable players was its most

powerful, able to cut acceptance speeches short or trim away half-baked acts. Giacchino kept the show running like a train conductor, proud to introduce Spielberg with the theme to *The Lost World*, of all things. "I don't think he noticed, but I knew," Giacchino says. "It all kind of came full circle." **AW**

JOHN PATRICK PULLEN is a writer based in Portland, Oregon.

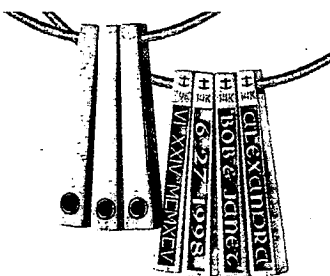
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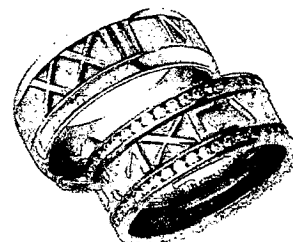
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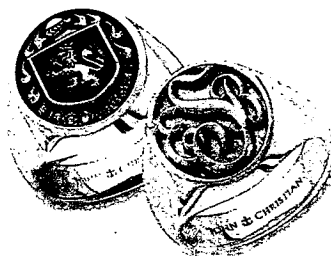
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Buffett, and George Jones. Martin started offering public tours of the factory in Nazareth, and in 2006, the company opened a museum filled with rare guitars and historical artifacts.

Sitting in his office, surrounded by guitars and memorabilia, Chris enthusiastically describes one museum display in particular: the Martin D-45. Originally built for "Singing Cowboy" Gene Autry in 1933, the over-size dreadnought model is adorned with the fanciest accoutrements that were then available. Only 91 D-45s were made before production stopped in 1942, and the mythology surrounding the instrument boggles the mind. Collectors refer to it as the holy grail. An original prewar D-45 sells on eBay for as much as \$1 million.

Martin desperately wanted a D-45 to showcase in the new museum. A vintage dealer approached him, and a Martin employee was dispatched to inspect the D-45. It wouldn't do — it had been repaired and sounded inferior.

"Another dealer called up and said, 'I have your guitar, a D-45 for your museum,'" Martin recalls. "I said, 'How do you know?' He said, 'I know.'" The dealer brought the guitar to Nazareth, and Martin called a meeting of employees in his office to see the D-45. The price was \$270,000.

"One fellow I work with, he said, 'Can I try that?' He picked it up, curled up in a fetal position, and played it. And he looked up at me and I knew: That is our guitar."

Chris smiles. "It's possibly the best sounding guitar I've ever heard. It was the top of the line, and it's been used, not abused, for 65 years. It came into its own."

A bit later, Martin's manager of artist relations, Dick Boak, takes me on a tour of the museum. Halfway through it, we come to the aforementioned D-45. Boak pulls out a key and unlocks the glass wall shielding the legendary guitar. He grabs the guitar, fishes a pick from a pocket, and hands them both to me. The wood is beautiful, old, and strong. The holy grail. My God.

I drop to one knee, cradling the D-45, and I'm so nervous I can't do more than play a few chords. The sound is amazingly loud but with a soft and warm tone. It's like playing a quarter-million-dollar stick of butter. People wandering through the museum stop and watch, as if to say, "Who's this guy? Why does he get to play the D-45?"

He doesn't seem to be very good." I quickly hand it back, afraid I'm going to drop it.

**THE FUTURE LOOKS** great for C.F. Martin. Sales are booming, thanks to both music pros and loyal "dedicated amateurs," according to Chris. Music-school educators who themselves grew up with the guitar are now teaching the instrument to their

students. Employees are still excited to work for a company that makes the best of its kind. And, at any given moment, somewhere in the world, somebody is plucking a string and tuning a Martin, the most recognized acoustic guitar in the world. **AW**

**JACK BOULWARE** owns four guitars, but someday, he'll get a Martin — even if he has to strum on a street corner.

# JOHN CHRISTIAN

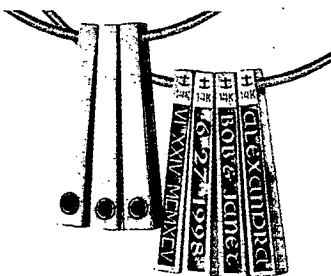
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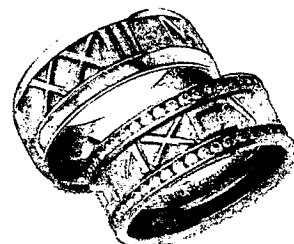
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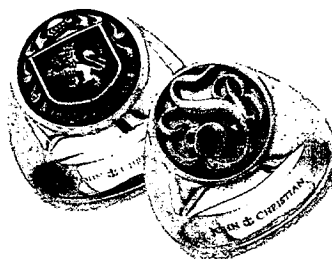
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in the North Atlantic. Left field's Green Monster — at 37 feet, it's the highest outfield wall in the majors — is legendary, as is Fenway's defiantly old-fashioned scoreboard, which is updated by hand, inning after inning. "As far as prestige goes, this is number one," Agan says. "It's also the hardest ticket in baseball, but so worth it." The Sox's longtime nemeses, the New York Yankees, are in town April 24 to 26, June 9 to 11, and August 21 to 23. You won't want to miss the bloodbath this rivalry will inspire on the field — and in the stands.

**TIP:** WHILE YOU'RE AT FENWAY PARK, CHECK OUT THE ONE RED SEAT IN SECTION 42, ROW 37, SEAT 21 OF THE RIGHT-FIELD BLEACHERS, WHICH COMMEMORATES THE LONGEST HOME RUN EVER HIT INSIDE THE PARK, A 502-FOOT BLAST BY TED WILLIAMS ON JUNE 3, 1946.

## DODGER STADIUM

Now in its 47th season, this field is one of the oldest still in use. But the no-frills classic ballpark is frequently singled out by Major League Baseball players for its beauty and playability. Check out the hometown Dodgers — who have been long on the brink of a return to their 1970s greatness — against their perennial threat the Arizona Diamondbacks June 1 to 3.

**TIP:** DODGER STADIUM IS OFTEN PEPPERED WITH CELEBRITIES, SO DON'T PUT DOWN THOSE BINOCULARS BETWEEN INNINGS.

## KAUFFMAN STADIUM

Simple but beautiful, and inspiring without being particularly elegant, the home of the Kansas City Royals boasts 322 feet of fountains and waterfalls cascading just beyond the outfield fence. "This could be the most underrated ballpark in baseball," Hample says. "It almost feels like a minor-league park, although the quality of play might have something to do with that." True, the Royals played an anemic .463 last season, but their park is always a winner. Reigning home-run-derby champ Justin Morneau

and the Minnesota Twins visit the Royals June 29 to July 1, August 21 to 23, and September 25 to 27.

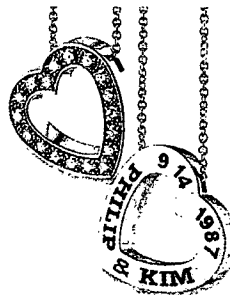
**TIP:** KIDS WILL BE TICKLED BY THE LITTLE K, A MINIATURE VERSION OF THE BALLPARK, RELOCATED THIS SEASON TO THE LEFT-FIELD AREA, WHERE WHITTEBALL GAMES ARE HELD. AND IF THE ROYALS' RECORD DOESN'T IMPROVE THIS SEASON, THE RIDGES' GAMES MIGHT BE MORE EXCITING THAN THE ONES ON THE BIG FIELD. **AW**

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**J. RENTILLY** is a Los Angeles-based journalist who can be found approximately 81 times a year at Chavez Ravine, and always in blue.

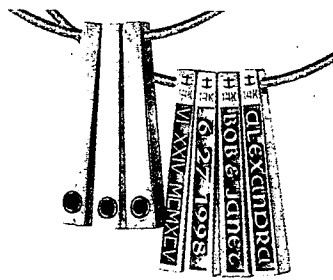
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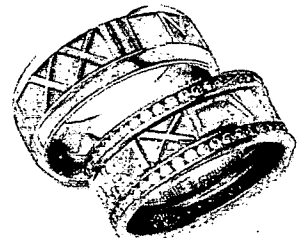
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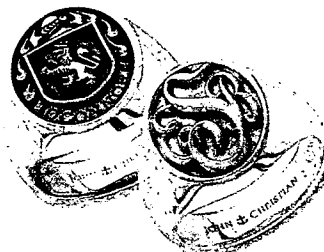
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and physical education teacher, as well as a principal and assistant principal.

Oh yeah — with one minor detour.

In December 1986, mutual friends introduced Molloy to Jessica Steinbrenner, a recent college graduate. Their first date was December 23, when he took her to the Hall of Fame Bowl between Boston College and Georgia at Tampa Stadium. "We clicked,"

says Molloy. "Something just worked."

Though 99.9 percent of men in Molloy's shoes would have immediately made the connection between the girl and the famous last name, he was clueless. It wasn't until weeks later, when Jessica brought Molloy home to meet her father, that he realized this was no ordinary family. There was *the* George Steinbrenner — the one who fired

Billy Martin five times; who sparred with Reggie Jackson; who was worth more than dozens of the world's countries — standing up to shake hands, asking about his teaching career, behaving as politely as could be.

When the couple married on November 7, 1987, it was as if Molloy — the working-class son of a lab technician and a schoolteacher — had morphed into royalty. Among the attendees at their wedding at New York's St. Patrick's Cathedral were Donald Trump, Lee Iacocca, and Howard Cosell. The presiding priest was Cardinal John O'Connor. Opera great Robert Merrill sang "Ave Maria." A reception followed at landmark New York restaurant 21.

Wrote Mary Jo Melone of the *St. Petersburg Times*: "It was Cinderella in reverse and began when Molloy, a dutiful young guy from Tampa without any of what used to be called prospects, found his princess."

When the school year ended, Molloy quit his job to take up his new father-in-law's offer to work full time for the Yankees. It was far from a dream come true because, first, Molloy knew little about baseball and, second, who could dream such a thing?

"Admittedly, I wasn't initially an expert," he says. "But what George did was let me travel with him, let me understand the minor-league circuit, let me sit in on conference calls and grasp the intricacies. It was a remarkable learning experience."

And — *whoosh!* — like that, Molloy's title was owner and managing general partner of the world's most famous (with apologies to Manchester United) sports franchise. When, on July 30, 1990, commissioner Fay Vincent banned Steinbrenner from baseball for life after he paid a small-time gambler named Howie Spira \$40,000 to dig up dirt on outfielder Dave Winfield, Molloy was officially the man running the entire show. He finalized trades. (Good: Acquiring Paul O'Neill from Cincinnati for Roberto Kelly; Bad: Sending J.T. Snow to the Angels for Jim Abbott.) He signed off on free-agent additions. (Good: Wade Boggs; Bad: Mike Gallego.) Even when Steinbrenner was reinstated in 1993, Molloy's influence remained strong. He oversaw the Yankees' minor-league system as well as the construction and operation of the team's state-of-the-art spring-training home in Tampa. On December 6, 1995, he was dispatched to Arenas, a Tampa-based ice cream and coffee shop,

# JOHN CHRISTIAN

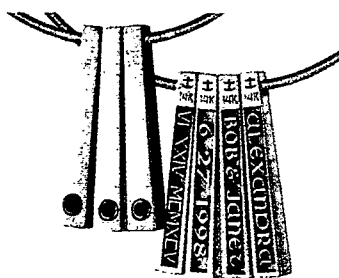
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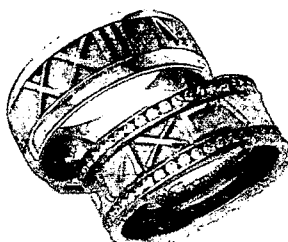
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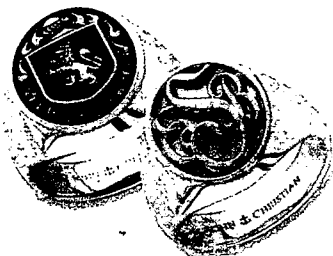
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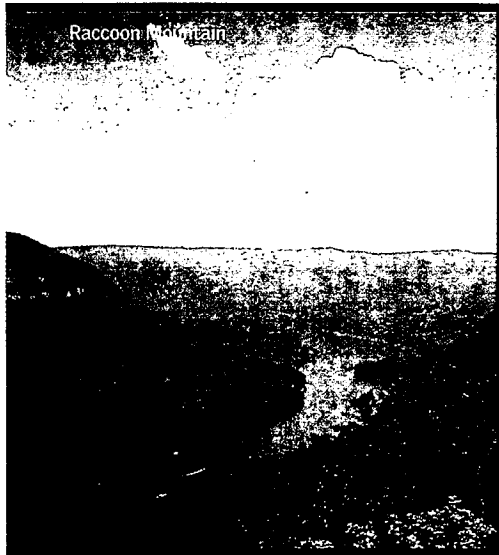
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**Crowd Control:** Sand Flats Recreation Area (a few miles outside Moab and home to the Slickrock Bike Trail) receives about 100,000 visitors annually, many of whom will be in helmets and Lycra pants.

Raccoon Mountain



known for road biking, with light traffic and great country roads. But there's been an increasing trend toward off-road biking here because of what we've been building for people to ride."

The crown jewel of Chattanooga's 100-mile initiative is Raccoon Mountain, an extensive trail system of new single tracks perched above town at a Tennessee Valley Authority reservoir facility. "It's the place that has really put us on the map as a mountain-biking destination," Commander says. "On any given weekend, you're likely to see more out-of-state plates here than local ones." About 20 miles of gently graded wooded trail loop around the mountain's upper section, offering views of downtown Chattanooga and the Tennessee River Gorge. SORBA hosts monthly rides around the city that visitors can join. Or you can rent some wheels and hook up with a local guide at Suck Creek Cycle, a longtime institution for the Chattanooga cycling crowd. [AW](#)

**JORDAN RANE** is a Los Angeles-based writer and former senior editor of *Escape* magazine whose work has appeared in *Outside* and the *Los Angeles Times*. He spent his formative years in Toronto but still has no aspirations to walk across Canada.

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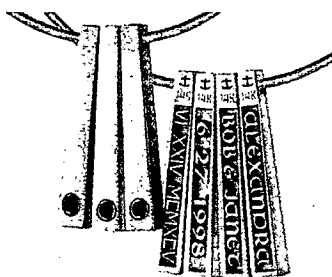
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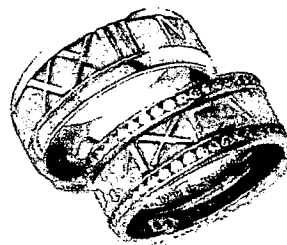
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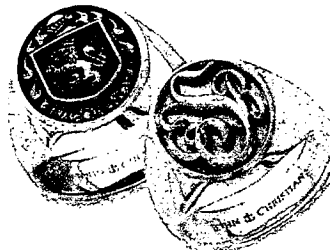
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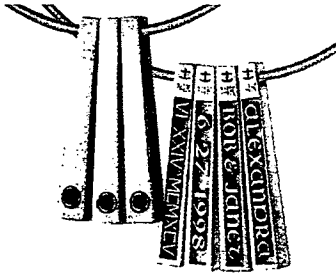
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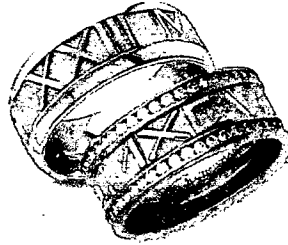
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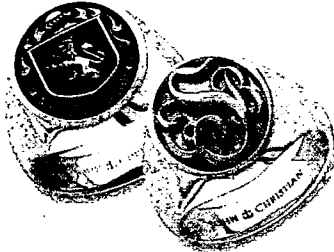
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## ARENAS

for more than a decade has been the Spurs, a franchise that has won four titles since 1999. Presti joined the Spurs' front office as an intern and was with the team when it won its last three championships. He's now responsible for establishing a new tradition and creating a brand name in Oklahoma City.

"We have to try to build the best team we can," he says. "It doesn't mean you follow a model, like there is Portland or Utah or San Antonio. We have to find our own way and develop our team."


The Thunder arrived in Oklahoma City via Seattle after voters in that Pacific Northwest city rejected a proposal to build the Sonics a new arena. The Sonics' 41-year history came to an end when chairman Clay Bennett, an Oklahoma City businessman, reached a settlement with the city to move the team in exchange for \$45 million.

It was a bittersweet divorce for the league, which is not ruling out the possibility of having another team relocate to Seattle — but only if a new arena is built. There are also some concerns as to whether Seattle can support three major sports teams.

In Oklahoma City, the Thunder are the state's first and only major team, and the city looks to be up to the task of hosting them. NBA jerseys are the new fashion accessory in town. Outside the Colcord Hotel and the Skirvin Hilton, you'll find autograph seekers hoping to bump into the Lakers' Kobe Bryant or the Phoenix Suns' Steve Nash.

If you're looking to kill a few hours before the game, check out the Oklahoma City Museum of Art and the National Cowboy & Western Heritage Museum. The pregame crowds gather at Bricktown Brewery and Chelino's Mexican Restaurant, which are just a jump shot from the arena. There is even a Mickey Mantle's Steakhouse, not to be confused with the Mantel Wine Bar & Bistro across the street nor with Mickey Mantle's on Central Park South in Manhattan.

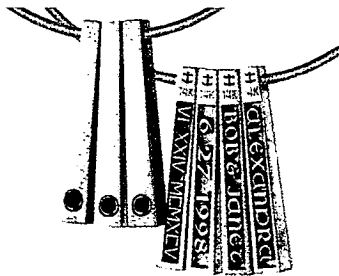
Folks in Oklahoma City seem to have a good sense of where they came from and where they're going. If there was ever any doubt, Stern settled it once and for all when he addressed the sold-out crowd on opening night: "Welcome to the National Basketball Association."

Game on. 

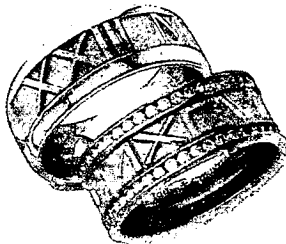
FRANK ISOLA is the NBA beat writer and columnist for the *New York Daily News*.

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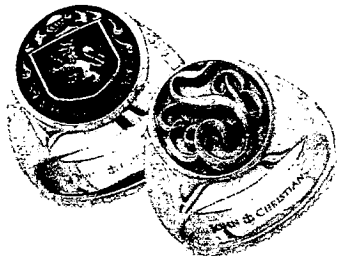
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### TECHNOLOGY

behaviors. And that isn't all. Those with good-looking avatars picked more attractive potential matches after being asked to join an online dating site and showed a deeper confidence when talking to better-looking potential mates whom they normally wouldn't have felt they had a shot with. Not surprisingly, the subjects with less-attractive virtual selves selected less-attractive online matches for themselves.

Other studies have shown similarly astonishing results in everything from marketing and advertising (people with avatars that drink a certain soft drink are likely to purchase it themselves) to saving money (those who bond with their future 65-year-old selves are encouraged to be more financially prudent).

Bailenson is proving that what happens in the virtual world can affect one's thinking in both the short term (making me believe I was falling into a deep hole when I was actually jumping in place) and the long term (significantly affecting behavior outside the confines of the lab). He believes these implications could reach far beyond solving America's obesity epidemic and helping eliminate phobias, to matters such as changing the way police identify crime suspects. He is convinced this technology could help cut down on eyewitness error, a leading cause of wrongful conviction in the United States. Studies of DNA exoneration cases show that more than 75 percent of the convictions were made using eyewitness accusations, usually given in the form of identification at a police lineup or of a mug shot. Virtual reality could transport witnesses to the crime scene, where they could walk right up to a suspect, able to get close enough to see the hairs on the back of his or her neck.

"You recall things better if you're reminded of the location where you first stored that memory," Segovia says. "If it happened in an alley, no problem. We can recreate the alley."

Bailenson says that currently, 95 percent of police lineups in the United States are done by having witnesses examine photographs of potential suspects.

"By having the lineups be in immersive virtual reality, the victim can acquire a more realistic set of memory cues by viewing the suspects from a variety of angles, distances, and contexts," Bailenson says. "Our hope

- 122 They may be burning  
 123 Low digit  
 124 Fastening device  
 125 Playground retort

**DOWN**

- 1 Leader preceder  
 2 Decorative case  
 3 Innocent one  
 4 Crystal ball, e.g.  
 5 Southwestern dwellings  
 6 Mandliková of tennis  
 7 LA.-NYC flight path  
 8 1750, to Livy  
 9 Evening affairs  
 10 Term of endearment  
 11 Chang's twin  
 12 \_\_\_ contendere  
 13 High flier  
 14 Four p.m. in Britain  
 15 Tell's canton  
 16 Scamp  
 17 Ageless, to a poet  
 18 Sonnet part  
 21 Bards of old  
 24 Reliever Nen  
 29 Literary initials  
 31 Put cuffs on, perhaps  
 32 Pippi's creator  
 33 Wildebeest  
 34 To this day  
 36 Calyx part  
 37 Future atty.'s hurdle  
 38 Moonfish  
 39 Miffed  
 40 Up the creek without a paddle  
 42 Sch. assignment  
 45 Doctrine  
 48 \_\_\_ living  
 50 Cabinet dept.  
 52 First name in espionage  
 53 QED part  
 54 Rational
- 56 Seriously injures  
 57 Salary negotiator  
 58 Awestruck tourist, e.g.  
 59 Gaye's "Can \_\_\_ Witness"  
 60 Fancy flapjack  
 63 Carefree rival  
 64 Buoy up  
 66 Actor Alan  
 67 Note from abroad  
 68 Related  
 69 Dictionary  
 71 Hitchcock classic  
 74 Paris possessive  
 75 Wooden shoes  
 77 Seat cover?  
 79 \_\_\_-relief  
 80 New Rochelle college  
 81 109 Down grad, perhaps  
 82 Medium  
 84 Letter before chi  
 88 Water-bearing rock  
 89 Guess  
 91 *Wheel of Fortune* buy  
 92 Ape  
 93 Put under  
 94 Like children in Margaret Keane paintings  
 95 Immersed briefly  
 96 Scale range  
 97 Headlands  
 98 *Dracula* director Browning  
 100 Maze runners  
 103 Quite white  
 107 Table scraps  
 109 Tech. school  
 110 Not up yet  
 111 Medics  
 112 Certain clef  
 114 Hindu title  
 115 Riled (up)  
 116 That *objeto*  
 117 Cassowary's kin  
 118 3-D test

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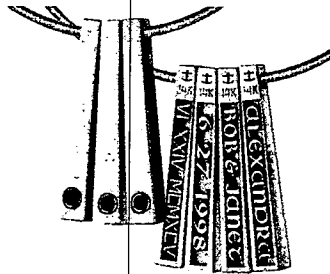


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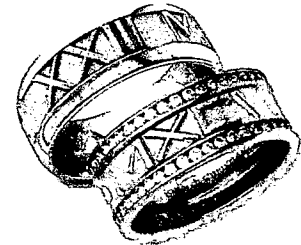
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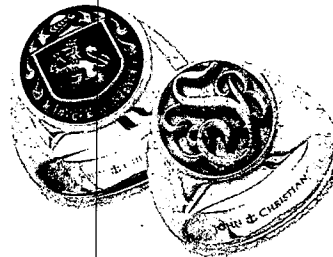
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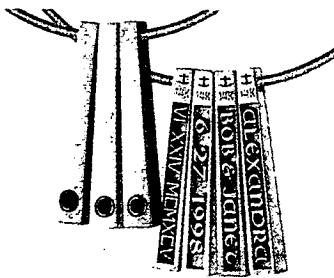
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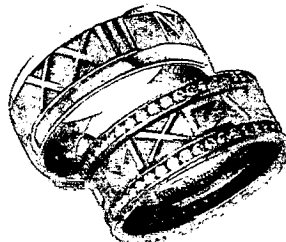
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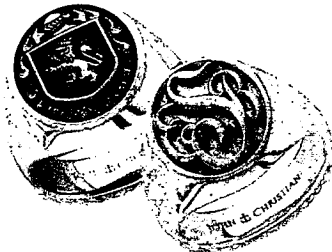
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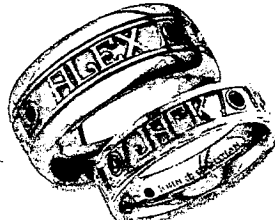
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one menu. Indeed, the very same antipasti items you'd find at Enoteca Trastevere can be found at **L'Antica Enoteca (Via Della Croce, 76; 011-39-06-679-0896)**, a wine bar just, ah, steps from the Spanish Steps. While sipping an eight-euro, or about \$10, glass of Brunello di Montalcino, a highly respected Tuscan red, and watching some German tourists order by pointing, I decide to break out the only Italian I know — food Italian. I order pomodori secchi, funghi ripieni, and carciofi sott'olio with fluency. But I get hung up when my wife insists on deviled eggs.

Still, there are plenty of exceptions to the singularity of the food served in Rome, and many of those exceptions are now found in the city's wine bars, where small and increasingly innovative dishes rule. Indeed, new wine bars are opening all over the city, many of which look and feel nothing like their predecessors.

Among the avant-garde types is **Enoteca Ferrara (Piazza Trilussa, 41; 011-39-06-583-33920)**, a slick, modern operation in Trastevere that would be at home in Manhattan or San Francisco. Ferrara began as a high-end wine bar. Today, after several expansions, it's as much a restaurant as it is a bar. And it is popular — impressively popular. It took me multiple attempts over successive nights just to find an opening on one of its tall metal stools. The wine list is immense and the food au courant. Ferrara's success has inspired the opening of similarly swanky wine bars across Rome, and the new venues treat wine and food with more solemnity than the enoteche of old.

The thing about that, though, is I couldn't care less. I mean, good for the Romans who want something other than the old standbys. But I can get Riedel stemware and brushed-metal bar stools and a "wine philosophy" — and the high prices that go along with all that — at pretty much every U.S. wine bar I've ever been to. What I can't usually find in the States, though, is the Italian way with wine: informal and not intimidating. Take **Vin Allegro (Piazza Giuditta Tavani Arquati, 114; 011-39-06-589-5802)**, for instance, a homey space lit by large candles and featuring an assortment of dusty game boards — backgammon, chess, and so on — scattered about. This was my last enoteca to visit before leaving Rome. So I went for a glass of Barolo, a red from Piedmont that is arguably Italy's best style of wine. It cost

- |                                    |   |
|------------------------------------|---|
| 123 Outsiders in the barrio        | 54 Letter opener                          |
| 124 Mutant creatures in 110 Across | 56 <i>How ___ Your Mother</i>             |
| 125 Diamond of note                | 57 Slugged                                |
|                                    | 58 <i>Admiral Graf</i>                    |
|                                    | 59 Cold War initials                      |
|                                    | 60 Heroic tale                            |
|                                    | 61 It'll give you a lift                  |
|                                    | 62 Farrier's tool                         |
|                                    | 63 Bad to the bone                        |
|                                    | 65 Church council signer                  |
|                                    | 66 Like a teddy bear                      |
|                                    | 69 Literary olio                          |
|                                    | 70 Half a score                           |
|                                    | 73 Gym set                                |
|                                    | 75 Wall St. debut                         |
|                                    | 78 Get ready                              |
|                                    | 79 Delhi dress                            |
|                                    | 82 Least clumsy                           |
|                                    | 83 Sacro attachment                       |
|                                    | 85 Go on and on                           |
|                                    | 86 Have a bawl                            |
|                                    | 87 "Walking on Thin Ice" singer           |
|                                    | 88 Tee, e.g.                              |
|                                    | 89 Elia or Boz                            |
|                                    | 90 ___ of Aquitaine                       |
|                                    | 91 Eye liners                             |
|                                    | 93 Flight data, briefly                   |
|                                    | 94 McBride of <i>Pushing Daisies</i>      |
|                                    | 95 Idolater                               |
|                                    | 98 Loafer, e.g.                           |
|                                    | 99 Exit, to Barnum                        |
|                                    | 100 Starter home?                         |
|                                    | 101 Walks like Chester on <i>Gunsmoke</i> |
|                                    | 103 Guanaco's cousin                      |
|                                    | 107 Sound of knocking                     |
|                                    | 108 Rind                                  |
|                                    | 109 Plasm prefix                          |
|                                    | 111 Dagger handle                         |
|                                    | 112 ___-en-scène                          |
|                                    | 113 Nay sayer                             |
|                                    | 114 Childhood hero                        |
|                                    | 117 Mrs., in Madrid                       |
|                                    | 118 What boys will be                     |

**DOWN**

- 1 To be, to Tiberius
- 2 "Why don't we?"
- 3 Bali products
- 4 "A mouse!"
- 5 Report-card signer
- 6 Purim's month
- 7 War of 1812 hero Stephen
- 8 Florence-to-Rome dir.
- 9 Spain's fleet
- 10 Like Joe Greene
- 11 Heroic tale
- 12 Nemesis
- 13 At an angle
- 14 Panache
- 15 Brand of fiberboard
- 16 Remove from a shipping container
- 17 Job for a speech coach
- 18 Restrains
- 20 Cry of defiance
- 28 Mardi Gras follower
- 29 Amazon, e.g.
- 30 Scale models
- 32 \_\_\_ *pro nobis*
- 34 Measure of inflation?
- 35 Sounds of surprise
- 36 Most offbeat
- 37 Pindar poem
- 38 Deep *bleu* sea
- 39 Baker's dozen
- 40 Cozy corner
- 45 Author Morrison
- 47 "Shoot!"
- 48 *The Waste Land* monogram
- 49 Some are narrow
- 52 Car-ad abbr.
- 53 Joule fraction

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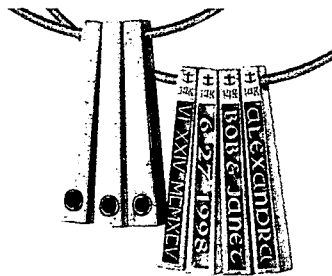
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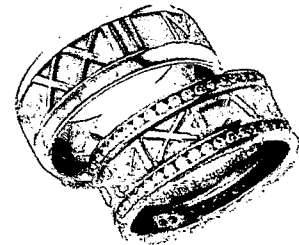
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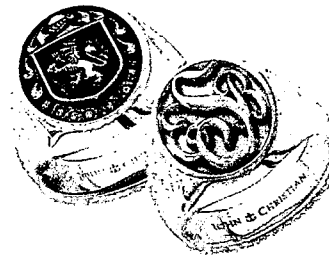
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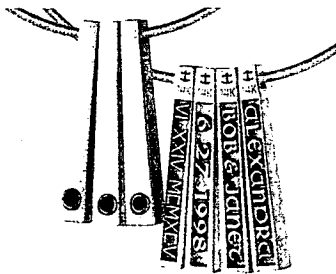
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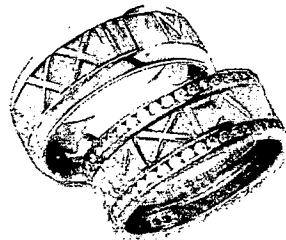
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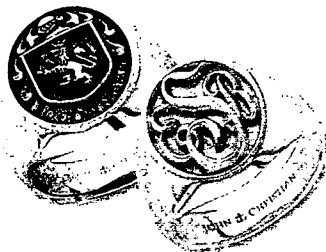
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## FLORIDA



Hazel Hough Wing

The Museum of Fine Arts in St. Petersburg

WHERE: St. Petersburg

THE GOAL: Expansion

STATUS: Finished, opened March 2008

255 Beach Drive Northeast  
[www.fine-arts.org](http://www.fine-arts.org)

HOURS:  
 Tuesday through Saturday:  
 10 a.m. to five p.m.  
 Sunday: one p.m. to five p.m.  
 Closed Monday

ADMISSION:  
 Adults: \$12  
 Seniors: \$10  
 Children, students: \$6  
 Children under seven: free

There was only one problem with the Mediterranean-style Museum of Fine Arts, founded in 1965 by Margaret Acheson Stuart: It wasn't big enough. For years, this elegant museum

could display only 10 percent of its extensive collection, which is a shame, considering that it includes such masterpieces as Claude Monet's *The Houses of Parliament (Effect of Fog)* and Georgia O'Keeffe's *Poppy*, not to mention an enthralling assemblage of Greek, Roman, and pre-Columbian antiquities. Weymouth and crew came to the rescue in this instance by creating an addition that melds the past with the present and age-old sophistication with futuristic beauty. The resulting Hazel Hough Wing, fashioned to mimic the original villa, adds 39,000 square feet (doubling the museum's footprint), ensuring there's enough space to display every work in the museum's collection. In connecting the two portions of the structure, Weymouth employed a touch of the contemporary: a two-story glass conservatory that serves as an indoor town square meant to be filled with lingering people. Light-filled, it faces the waterfront and brings the museum into the twenty-first century architecturally and spatially while providing easy access to a café, an event space, both permanent galleries, and traveling exhibitions.

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Kunis and Wilmer Valderrama in *That '70s Show*

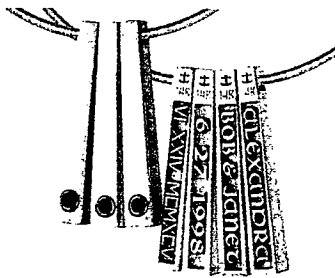
boyfriend of six years, Macaulay Culkin, of *Home Alone* fame. She refers to him often during the interview but never by name.

- That she doesn't shill for their relationship conveys how much she guards her privacy.
- The house where she and Culkin host the party is just down the street from that of her Ukrainian parents, who brought seven-year-old Kunis and her older brother to the United States to live some 18 years ago.
- Her Halloween planning — both whimsical and precise — reflects the impression you're left with after chatting with the star: She is that effortless blend of funny and bitingly smart.
- The life she leads — robust, informed, a celebration of everything her parents hoped for when they came to the States — is the epitome of what our nation makes possible.

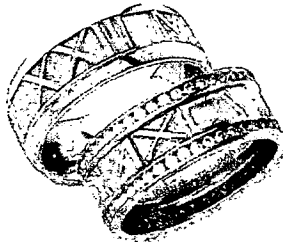
"Yeah," she concurs at one point during our chat. "It's 100 percent the American dream."

**TO** understand how far Kunis has come, you have to rewind a bit to see where she's been. She's hesitant to exploit her parents' background — "That's their story, not mine," she says — but she just as quickly concedes that it's impossible to ignore how much their history has shaped her. "What my family went through in 1991 when we

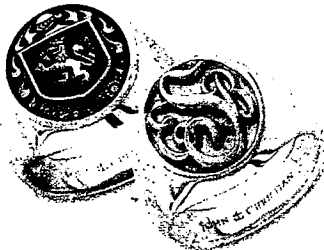
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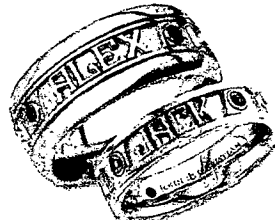
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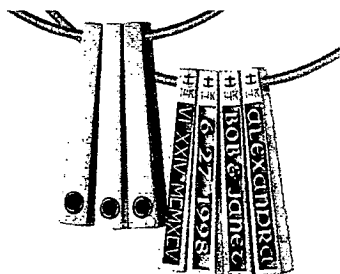
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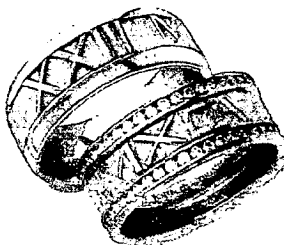
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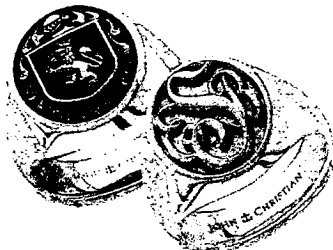
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*The Bourne Ultimatum*, and *Dan in Real Life*. "It's that talent that most people really don't have."

There's a reason, then, that these people are called voice-over actors. They don't just read a script into a microphone; they actually act, and it's a type of acting that even seasoned professionals may struggle with, usually because of the compressed time frame. "We have just a matter of seconds to process direction and internalize it and then deliver a performance. There is very little time to build a character or develop the work, other than the quickest sketch," says Wright. "It's why actors from the stage, TV, and film often find voice-over work more difficult than they'd imagined."

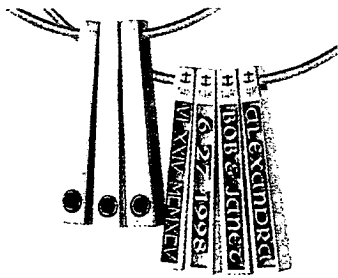
**THOUGH ALL VOICE-OVER** actors work under similar time crunches, each has his own unique approaches to prepping his voice, getting into character, and delivering an exceptional performance. Wright and DelHoyo, for instance, warm up their voices with exercises before a gig, while LaFontaine looked upon his voice as a muscle that was well-trained and strong enough that he didn't need any prep work. Although it might sound otherwise, none of the men interviewed for this story drink prodigious amounts of whiskey or smoke. In fact, LaFontaine avoided coffee, believing that it could muck up his vocal cords, and DelHoyo insists that green apples can help clear his throat and make his voice crisp and clean.

Generally, LaFontaine would receive the script for a trailer via fax, and he'd simply glance at it in order to know the genre and structure of the piece. "I'll glance at it to get the gist of what I'm selling," he said. "Is it a comedy or a horror picture or an action film?" Once he had that information, which guided him regarding the tone of voice to use, he spent no more time reading or studying the script, because he felt as though doing so might take away from the authenticity of his read. "Spontaneity is very, very important," he said. So, too, is veracity. And LaFontaine said that while voicing a trailer script, he absolutely believed that every line he spoke was true. "The way I can justify that is, even the worst movie ever made is someone's favorite movie," he said. "And I'm talking to that person, and it's my job to be as convincing as possible."

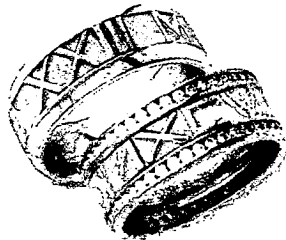
DelHoyo is a bit more methodical in his

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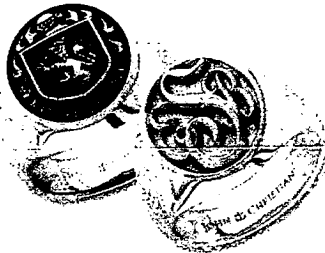
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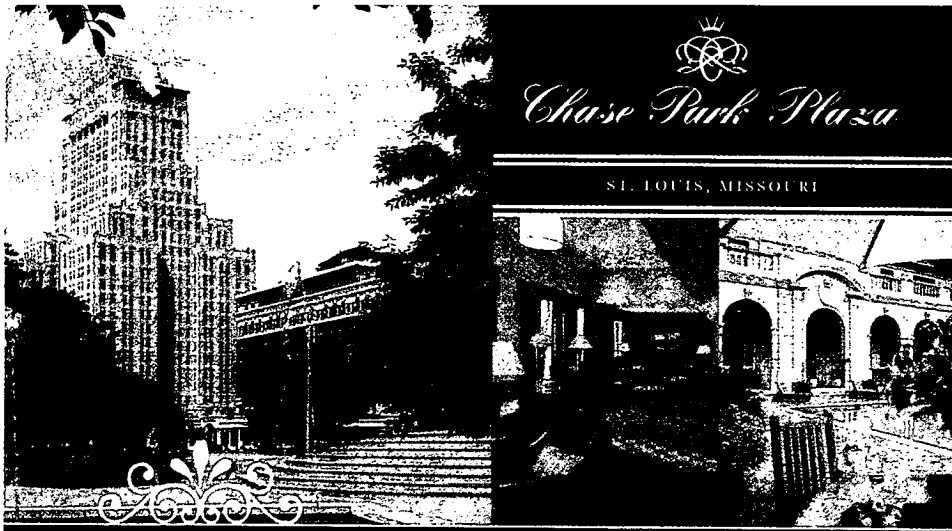
## BUSINESS

friends and family." He spent a year in and out of the hospital, enduring three rounds of chemotherapy, radiation, and ultimately a bone-marrow transplant. After three years away from the office, he had made a full recovery.

When he returned to his desk in 2003, the business had been depleted by about a third. To recoup, he took on a partner and began to share the responsibility that he had previously carried alone. "All of a sudden, there was no panic," he says. "It wasn't about how much money to make and how fast to make it but about having a good, fun, solid place to work where everybody can make a nice living. Somehow, with that relaxed attitude, the business has become that much more successful."

**A FORMER FABRIC** warehouse in Dallas's Deep Ellum neighborhood (long the city's nucleus for music and nightlife) has been transformed into a serene, hip, and decidedly non-insurance office. The 12 CSI employees who spend their days there among birch plywood tables, poured concrete, and bursts of lime are equally atypical for the industry, having been plucked from former gigs on and around the stage. One staffer managed bands, one was a concert promoter, and another ran one of the city's largest venues for touring acts. Over the course of the company's history, there have been musicians, bartenders, and club managers selling insurance for Chippendale, who selects his team with clear purpose. "I can teach them the 50 things they need to know about risk management," he says. "But you can't go to school to learn the ins and outs of the entertainment industry, which is a crazy business. These guys can walk in and know the pitfalls."

Paul Bassman spent 15 years managing multiplatinum rock artists before signing on as CSI's president in early 2007. "When I decided to leave the music business, this was a strange concept. But it made perfect sense," he says. "What other insurance broker would know what it's like backstage or how to negotiate a contract with agents, when all they've been insuring are buildings or construction sites?" For clients, this savvy is a winning edge. "When someone responds in the same vernacular," says Weinberger, "you just know you are speaking to a kindred spirit. We don't want to have to explain what it is we do for a living."



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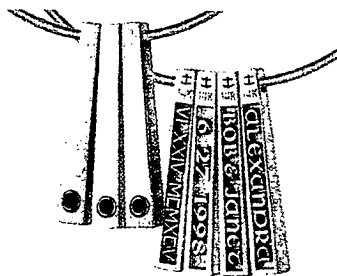
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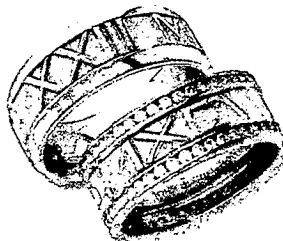
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# JOHN CHRISTIAN

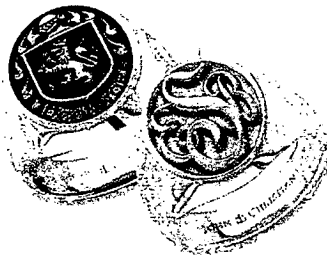
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## BOOKS

Alexander Haig," Patterson says. "If I told you a story that I went out to get the newspaper and Haig was lying in the driveway, and then, for the next five minutes, I talked about the palm trees waving, you would say, 'No, no, no, no. What happened with Haig in the driveway?' It's different. It's not better or worse than other stuff ... It's a different style.

"I wouldn't want everybody to write that way, but I think it's a valid approach."

Over the last few years, Patterson has started putting his writing approach to work for a new audience: kids (or, as they're called in the publishing world, young adults or YAs). Patterson is very vocal on the subject of getting kids to read. He thinks there's a pretty simple formula to make that happen. "Get books in their hands that they're going to love," he says. So far, he's doing pretty well putting that rule to the test. He has released four books in his Maximum Ride series — adults are also snapping them up, but the language is kid-friendly — and his 10-year-old son, Jack, recently gave a thumbs-up to his latest YA book, *The Dangerous Days of Daniel X*.

"He said, 'Dad, you finally got it right,'" Patterson says.

Of course, it's not all work and no play for Patterson. With waterfront homes in New York (on the Hudson River) and Florida (on Lake Worth), he, wife Susan, and Jack stay plenty busy keeping one another company and entertaining themselves close to home. "I love the water," he says. "It's very idyllic."

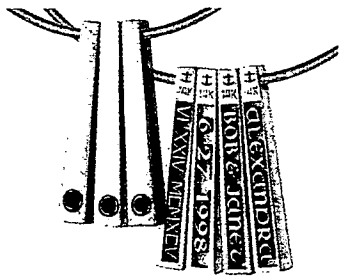
When he's not gazing out at the water, writing a new soon-to-be best seller, or listening to Jack's latest songs — he's the musician in the family — Patterson can often be found at the movies. He's a voracious consumer of cinema. And once again, it's (mostly) about pacing for him. Though his tastes "run a broad gamut," one fairly recent favorite was *Once*, an indie hit out of Ireland that picked up the 2008 Oscar for best original song. "That was one of the movies where you kept saying, 'They're not going to make this interesting enough,' but they kept making it very interesting," he says. "You are totally involved. It didn't go to places that could have messed it up. It just kept moving along."

The same could be said for Patterson's career. **AW**

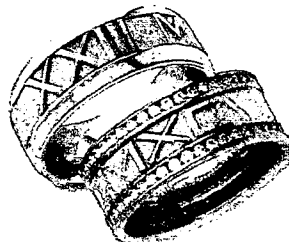
Freelance writer **JENNA SCHNUER** (who is not by nature a jealous girl) is a wee bit envious of Patterson's "I only write what I want to write" life.

# JOHN CHRISTIAN

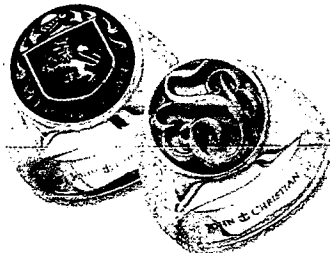
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# Mensa Quiz

The following questions are provided by the folks at American Mensa, the High IQ Society. Can you provide the answers? If you find that you do need some help, the answers are on page 78. By Dr. Abbie F. Salny

1. The stamp collector decided to give his prized collection to friends. He gave one-fourth of the collection to Jim, one-fifth of it to Alice, five percent of it to Susan, and then half of what was left of it to John. After all that, he had 15 stamps left. How many stamps did he start with?

2. First unscramble the letters in each word below, and then unscramble the order of the words to create a Tom Swifty sentence.

**MOT DIAS I SAW CEON A  
YREV DOGO NRUENR WSFTILY**

3. What two words, formed from different arrangements of the same eight letters, can be used to complete the sentence below?

When she saw the sunlight \_\_\_\_\_  
on the diamond ring that the young man  
was holding out to her, the young lady got a  
\_\_\_\_\_ feeling that he was proposing  
to her.

4. Casey is now half Jane's age. Four years ago, he was one-third Jane's age. In two years, he will be five-ninths Jane's age. How old are Casey and Jane now? (Hint: Casey is not yet a teenager.)

5. An eight-letter word is coiled in the box below. Find it by beginning with the correct letter and moving clockwise or counterclockwise around the box, using each letter only once.

P	A	R
E		E
R	P	S

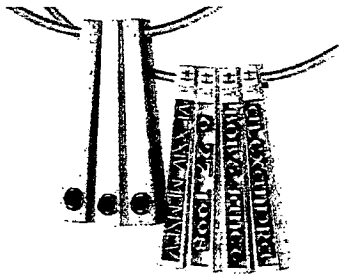
6. To the best of our knowledge, only one word can be made from all of these letters: AACDEGLMNNORSS. Can you figure out what the word is?

8-15-08 AA

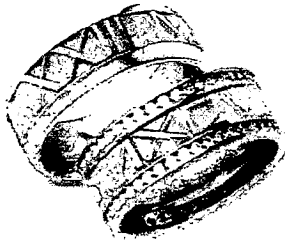


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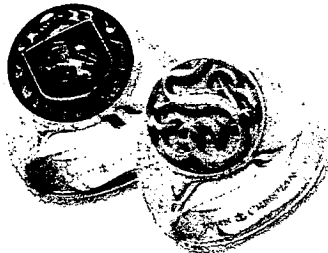
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Days of a child being diagnosed with autism: 11:11:150

'Odds of a child' being diagnosed with autism: 11:11:150

Some signs to look for:

No big smiles or other joyful expressions by 6 months.

No babbling by 12 months.

No words by 16 months.



To learn more of the signs of autism, visit [autismspeaks.org](http://autismspeaks.org)



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## The Bob Costas CV

**BIRTH NAME** Bob Costas

**AGE** 56

**BIRTHPLACE** Queens, New York

**WHERE HE HANGS HIS HAT** Divides his time between a home in St. Louis and a condo in New York City

**EDUCATION** Syracuse University, where he studied broadcasting at the S.I. Newhouse School of Public Communications

**FIRST BROADCAST JOB** During college, for \$30 per gameday, he called games for the Syracuse Blazers of the North American Hockey League, a semipro outfit that inspired the Paul Newman movie *Slap Shot*. "The character Ogie Oglethorpe is based on Bill Harpo Goldthorpe, who played for the Syracuse Blazers," Costas says. "Goldthorpe was brought aboard because of his ability to fight. He seemed to have little regard for me. I'm sitting on the bus one day ... and we're driving down the road to who knows where, and I'm reading the *New York Times*. I think that very fact enraged Goldie. So he reaches out from the seat behind me, pulls the paper out of my hands, stands up with great ceremony, rips it to shreds, and lets it fall like confetti to the floor of the bus. I'm 21 years old and stupid, or at least foolish, and I think I've got to have some kind of response. So I stand up and say to him, 'Don't be jealous, Goldie; I'll teach you to read.' He grabs me, yanks me out of the seat, slams me up against the wall of the moving bus, and proceeds to threaten life and limb. Somehow I escaped."

**THE OLYMPICS ARE GREAT AND ALL, BUT RADIO WOULD HAVE WORKED TOO** After college, Costas started working at the radio station KMOX, a CBS affiliate in St. Louis. His goal was to land a longtime gig as an announcer for a Major League Baseball team. Instead, at KMOX, he was noticed by CBS TV, where he was then noticed by NBC, which led to the job with *Later* and, eventually, to hosting the Olympics. "I've never been a careerist, which, I guess, is easier to say when you've had your career turn out well," he says. "I can honestly say I have never pursued a single job."

recognition of the context in which these sporting events are taking place. I hope we strike the right balance."

As we meet on one warm Manhattan afternoon as Costas prepares to leave for Beijing, he seems ready for the challenge.

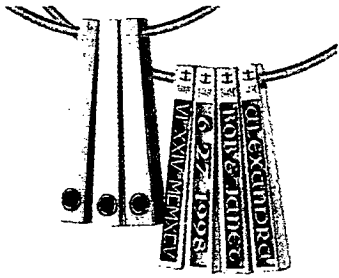


**In his 16 years of hosting the Olympics, Costas has learned ...**

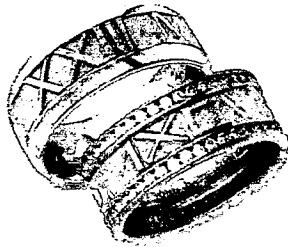
"I've learned what you don't have to know. In Barcelona, for the first Olympics for

# JOHN CHRISTIAN

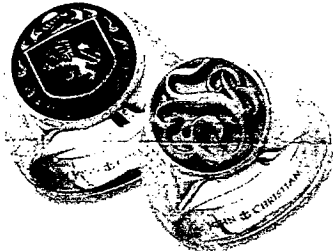
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## ITALY

Carducci, one of Italy's greatest poets and a 1906 Nobel Prize winner.

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"Home Food has looked for and found in Italian families the people who are repositories of the ancient knowledge of our cookery and has convinced them to share their knowledge and experience with a larger circle of people whilst at the same time remaining within their own domestic environment," writes Di Nallo on her company's website.

I'm sure by now you're hungry — trust me, it's more torturous writing and researching this piece than reading it — but you are also probably wondering what kind of hit orecchiette with turnip tops (Puglia) or peasant-style tacconi (Marche) will make on your wallet. This part might be even better than the experience itself: A four-course meal, including wine, hospitality, and a priceless glimpse into the life of a local and into his or her home, will usually run between 35€ (\$55) and 45€ (\$70). Payment is made in advance, just to keep the vibe as far away from that of a traditional restaurant as possible. You must be a member of the association to participate, but those prices aren't too shabby, either: 35€ (\$55) for one year or the more tourist-friendly one-month fee of 3.50€ (\$6).

But perhaps most unbelievable of all is that in the beginning, getting people into the idea of authentic Italian meals in authentic Italian homes took some persuasion.

"We must admit that sometimes we were considered a little bit crazy," says Di Nallo. "So the first difficulty was to convince people of the validity of our project. But then, as you can now taste, we did it!" **AW**

**KEVIN RAUB** is a Los Angeles-based travel and entertainment journalist and a contributing editor to *American Way*. His work appears regularly in *Travel+Leisure* and *Town & Country*, among other publications.

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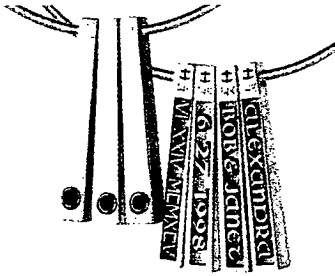
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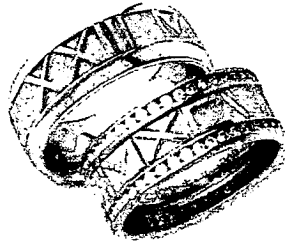
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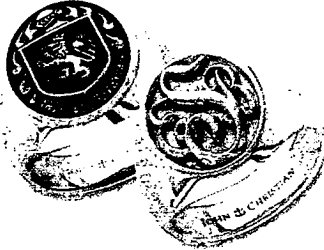
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## QUEST

again — on Earth Day. Francis selected that date as a self-reminder that, going forward, he would always be speaking for the environment. (The very next day, he was struck by a car near the Washington, D.C., hotel from where his first words in 17 years had been heard the day before. The following morning's *Los Angeles Times* included a story about the environmentalist who, even though he was injured, refused ambulance transport and instead walked the 15 blocks to the hospital.)

Following completion of the OPA staff gig with the Coast Guard, Francis sailed to Antigua and then on to South America.

**HIS VOW OF SILENCE LED FRANCIS TO A MEANINGFUL DISCOVERY: FOR MOST OF HIS ADULT LIFE, HE HAD NOT BEEN LISTENING.**

After spending six months in Barbados to attend a UN conference, he arrived in Venezuela in September 1994. It was there that Francis had another life-changing experience. While walking in Venezuela one day, he found himself on the business end of an M16 assault rifle held by a nervous prison guard who couldn't understand him. At that moment, on a dusty road in South America, Francis realized that his decision to abandon motorized transportation "had become a prison, and only I could set myself free," he says.

It was time, once again, to adjust. A few days later, for the first time in more than two decades, Francis squeezed his tall frame into a car. (Today, he drives a Toyota Prius.)

His years on foot had served a purpose, though: They had helped him to reconnect with the rhythms of nature.

Francis now looks back and laughs at how he had to figure things out for himself. In a country where so many of us circle the store parking lot twice to subtract a few footsteps, he had limited options for counsel and advice on his unconventional tactics.

As I talk with Francis, the irony of my reporting process hits me full force: I trav-

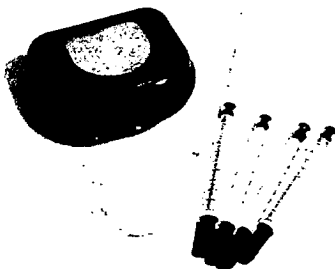
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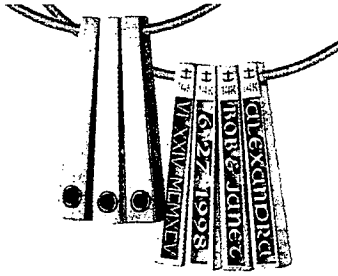
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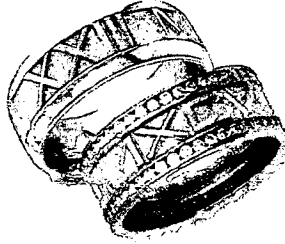
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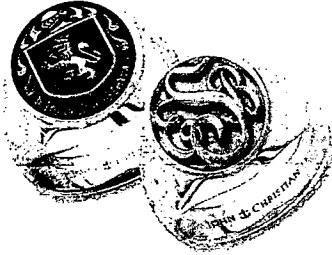
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## TECHNOLOGY

align on one side or the other."

The studio jury also had a compelling reason to bring in a verdict quickly: They needed the money.

"The DVD business is in the mature phase now, and for the first time in the last decade, we started to have slightly negative year-over-year sales," says Bishop. "I think that spurred [companies] like Warner. Also, some of the retailers around the world were starting to decide they only wanted to support a single format."

"This industry, for the most part, doesn't want to have more than one format for very long," said Parsons just days before Toshiba threw in the towel. "You can tolerate it during a competition period. But you don't want two of everything in the store. It restricts the growth of the market. If you multiply standard DVD and two high-definition standards, it's just untenable. Consumers want there to be fewer choices."


But Blu-ray's fresh-won monopoly won't last forever.

"[Studios] need to drive new sales of movies and provide some kind of a way to hold on to the physical media until downloading from the Internet becomes practical," says Stephen Baker, NPD Group's vice president for industry analysis.

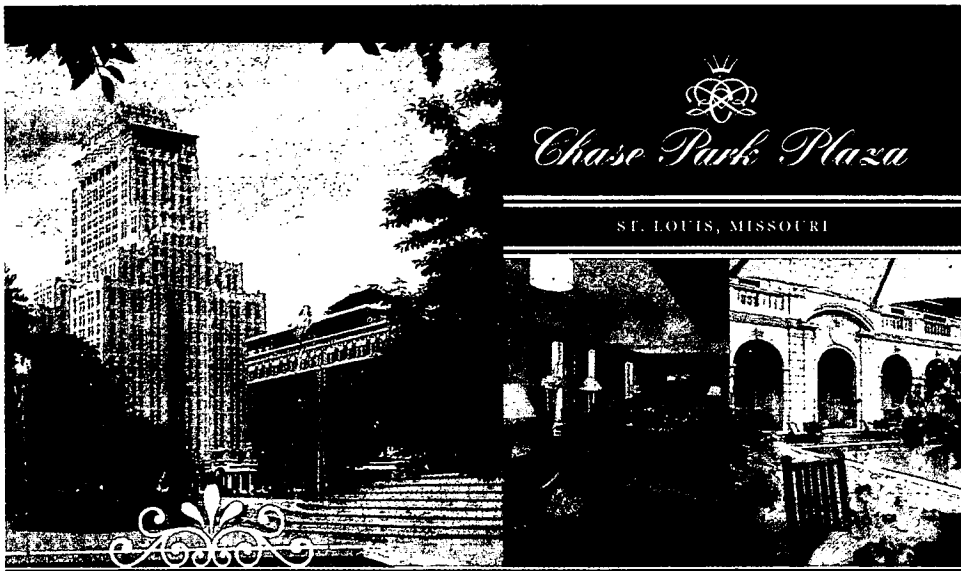
High-definition players, you see, are just one of technology's stepping-stones. Many analysts are already looking past the high-def players to a day when movies can be swiftly downloaded from the web. How and when that plays out — and who wins and who loses — is still anybody's guess.

"These technologies don't just appear one day," says Baker. "We know that infrastructure, security, and other issues around downloading haven't been solved. Whether downloading gets to be a huge opportunity in 2010 and 2015 is a big deal."

In the meantime, Warner Brothers — which is preparing huge movies for the summer blockbuster season, including *Star Wars: The Clone Wars* — is betting that its megahit machine will conjure some major profits in the entertainment biz. They want your neighborhood sales clerks down at the big-box electronics stores to get fully focused on moving Blu-ray machines so they can sell more high-def movies.

After all, to the victor go the spoils. 

JOHN CARROLL is a contributing editor to *American Way*.



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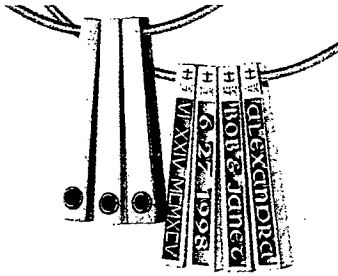
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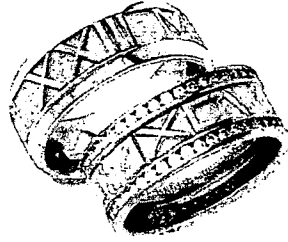
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## TRAVEL

go for \$20 shots of single malt. On the island, you're far more likely to encounter a guy with a bushy red beard who is wearing overalls — I mean this literally — than you are to see someone wearing an Armani suit. Or any suit, for that matter. And, indeed, when Glenora first opened in 1990 (it has gone out of business twice since then and is now owned by Lauchie MacLean, who hit on the right marketing mix in 2000), you'd have been even harder pressed to find a local nosing a glass of single malt in one of the island's groggeries.

Despite the strong Scottish and Irish roots on Cape Breton, Atlantic Canada actually draws its imbibing traditions from its connections to the sea. Yo-ho-ho and a bottle of rum and all that. "Nova Scotia is known as a

**"People are proud of their culture ... So a good, quality single-malt whiskey fits into that picture."**

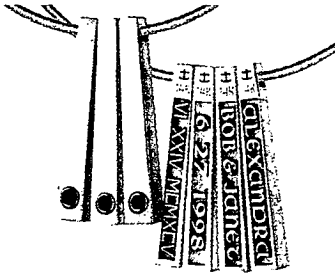
rum-drinking, or a beer-drinking, culture," Daniel MacLean says. "Especially Cape Breton Island. You never used to see single-malt whiskeys or Scotch in people's houses. But now, since we've been on the market, we run across more people who are drinking single malt."

That is, with one notable exception. "My father won't drink it," MacLean says of the Glen Breton whiskeys he makes. "My father's generation was insane about the rum, and he's still a rummy. I told him to take a bottle out of my cupboard. He said, 'Nope. It'll just go to waste.'"

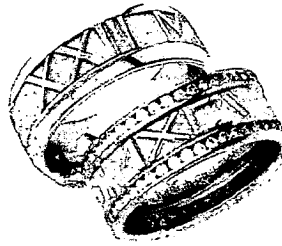
**ON THE EVENING** my wife and I arrive at Glenora, having a glass of whiskey seems perfectly fitting. It's raining hard as we head down a gravel road lined with pine trees that serve as the distillery's impressive entrance. We continue on behind the building where the whiskey is made and go up a winding path to our chalet, one of six on the grounds. A front deck on the building overlooks the valley and the distillery below, both of which are shrouded in fog as we first unlock the door. Inside, the building is small but comfortable. There's a loft-like bedroom upstairs, and living quarters

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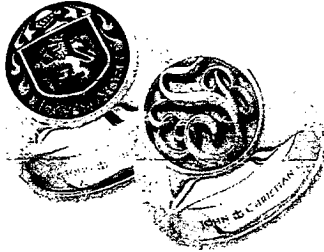
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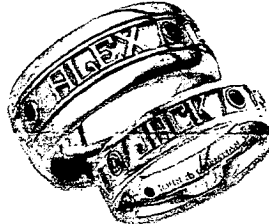
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## TRAVEL

industry still lags behind that of its neighbors. This is partly due to the social upheaval and government changes of the early 1980s — which scared away some business — and to a singular focus on the thriving spice industry, which alone employed and sustained the island's population for many years. Locals like to boast that until recently, Grenada was second only to Indonesia as the largest producer of nutmeg in the world.

But Hurricane Ivan put an end to that when it decimated the island's orchards in 2004. With the nation's farmland in disrepair and eight years needed to restore it to full productivity, Grenada turned its attention to tourism. Though long overdue, this tardy shift has brought a new, modern mind-set to the island's development. Many of the latest buzzed-about industry trends are represented, including eco-friendly tourism, spa hotels, and organic architecture, which complements — rather than dominates — the natural landscape. Today, a stable and friendly atmosphere prevails, and Grenada is poised, thanks to a well-considered series of public and private developments, to become the next tourist hot spot in the eastern Caribbean.

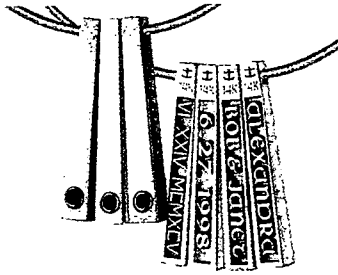
GRANADA is the largest of a three-island state that also includes Carriacou and Petite Martinique. On my excursion, I explore only the main island, where most of the nation's population resides. Though Grenada is relatively small at just 21 miles long by 12 miles wide, there are plenty of places amid the island's varied terrain to hike, swim, eat, and relax — from the heights of the tropical rain forest to secluded coral reefs to the sheltered white sands of Grand Anse Beach to Atlantic mangrove habitats.

My curiosity leads me first to Grand Etang National Park and Forest Reserve, where I find Grand Etang, a 13-acre lake nestled in an extinct volcanic crater. My ears pop as my car climbs the winding road to more than 1,700 feet above sea level. The volcano's steep hillside, a dense tangle of Technicolor foliage that drops down to the shimmering Caribbean Sea, is such a vibrant green in the midday sun that I remove my sunglasses to make sure I'm not hallucinating. I'm not. Amid the thick flora, I can see red cocoa pods swaying against shiny oval leaves and competing branches

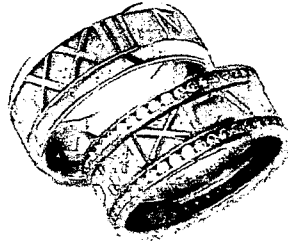
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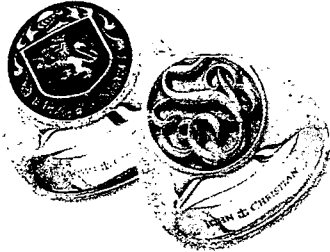
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## HEALTH

caused diseases as weird and surreal. "If people are not prepared to believe a double-blind placebo-controlled experiment in a peer-reviewed journal, and an outcome that is consistent with decades of past research, then that's their prerogative," he says in a posting on his blog.

That's not a dispute I'm willing (or even able) to referee. Still, when it comes to chocolate, I'm more than willing to make myself a guinea pig. Although I didn't have the

### IF I COULD FEEL BETTER BY EATING CHOCOLATE, WELL, WHY NOT GIVE IT A SHOT?

same questionnaire that was used in the actual study to assess mood, I did get ahold of some Intentional Chocolate and proceeded to consume an ounce per day for three days — a difficult task for me, as I could easily have wolfed down an amount supposed to cover three weeks in one sitting.

I have to admit that I was pretty skeptical about the whole thing — it all just sounded a little too mystical and new agey to be credible. Then again, I'd been going through a bit of a rough spot at the start of 2008: My dog was inexplicably sick; it was raining far more than usual in Southern California, where I live; and Eli Manning had completely ruined the Super Bowl for me. If I could feel better by eating chocolate, well, why not give it a shot?

Truth be told, by the third day of my experiment, I really was feeling better — and not just from the caffeine buzz immediately afterward either. I was definitely feeling generally more optimistic, and I had more energy than usual to expend during my morning workouts, which had been sluggish for quite some time. Add to that the fact that my dog had stopped throwing up, the rain had yielded to sunshine, baseball spring training was about to start, and the Celtics were looking more and more like they could actually win the NBA championship this year. So was it the chocolate or not?

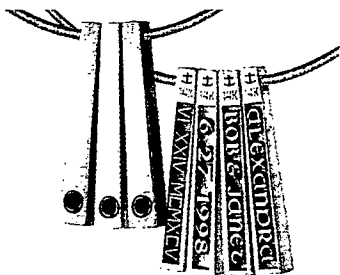
I guess I'll just have to continue the study. **AW**

**CHRIS WARREN** is a Los Angeles-based writer who has written for *Los Angeles Magazine* and *Forbes*.

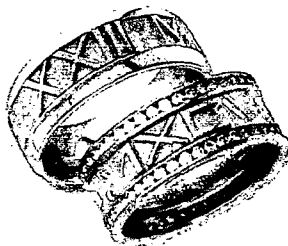
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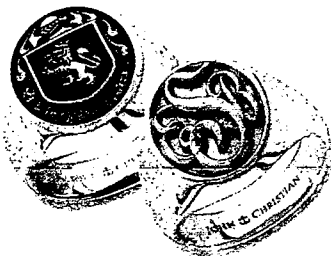
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## ADVENTURE

There is a moment in the last mile, after I've gone into the icy waters one too many times and climbed what I thought was my last high-altitude cargo net, when I can see that the next obstacle is to walk the plank off the side of a tower for a 20-foot plunge into yet more icy water and then immediately swim 30 meters to shore. Men and women are just behind me, breathless and shivering, waiting their turn.


I have been frozen and filthy for too long. I do not care if I am tough or not. I cannot stand the thought that I must, inevitably, jump. This is not a race moment of exhilaration or pride, but a midrace "I am broken" moment. Hypothermia has set in. I do not know how I will pull this off.

A guy next to me mumbles to himself, "Get it done," as he eyes the drop. But it is as though he is talking to me, for I know exactly how he feels.

There is some sort of perverse personal growth that takes place when you ignore the fearful voice telling you not to leap. It is at that moment that you simply take a bold step forward and fling yourself off the plank, knowing that the next sensation of cold and immersion will be very, very, very unpleasant. I can't describe why pushing through those self-doubts and fears of being uncomfortable makes me feel so happy, but it does.

So I leap. The free fall is short, and the seconds underwater are far too long. I sputter to the surface, swim to shore, and then fling myself down into the mud to low-crawl beneath barbed wire as part of an obstacle named for the Battle of the Somme. There is much more hardship to come (yes, more icy water), but finally crossing that finish line and sipping my cup of hot tea with shaking, hypothermic hands is a most amazing moment of happiness.

I honestly don't believe you can know that feeling without some great personal challenge — no matter whether it's Mr. Mouse's footrace or any other of life's adventures. As the man on the plank said in that moment of reckoning, being a tough guy is about finding a way to get it done.

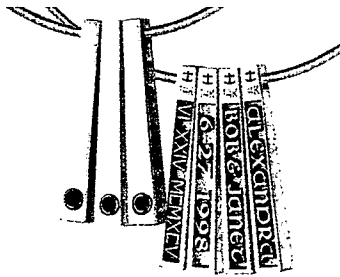
All right. That's as profound as I get in this reduced state. Now, if you'll excuse me, I'm long overdue for that hot shower. 

MARTIN DUGARD's history of bizarre adventures includes participating in the Raid Gauloises endurance competition, flying around the world at the speed of sound (twice), and spending two days in a Tanzanian jail (long story). His new book, *The Training Ground: Grant, Lee, Sherman, and Davis in the Mexican War, 1846-1848*, is due out in May from Little, Brown and Company.

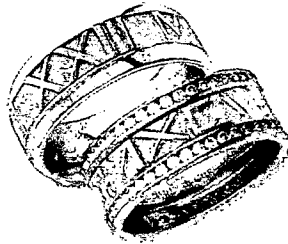


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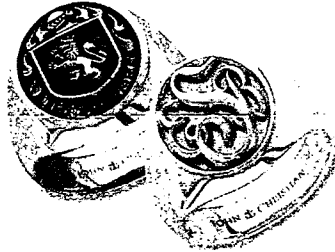
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## IN THE WOMB

THE PHYSICIANS involved with maternal-fetal medicine — typically, pediatric surgeons and maternal-fetal specialists — are a highly trained and selective group, scarcely numerous enough to fill a small conference room. Many of the surgeons trace their training directly back to the first groundbreaking procedures performed by Michael Harrison, MD, at the University of California, San Francisco (UCSF) more than two decades ago. The fetal-surgery program at the Children's Hospital of Philadelphia, for example, was launched in 1995 by a surgeon who had trained under Dr. Harrison.

In recent years, though, the field has become more popular. As many as two dozen medical centers now perform at least one type of fetal intervention, says Dr. Johnson, a board member of the North American Fetal Therapy Network (NAFTNet), a voluntary association of medical centers in the United States and Canada.

In 2005 and 2006 combined, at least 760 fetal procedures were performed in the United States and Canada, according to NAFTNet data provided by Dr. Johnson. (And that figure doesn't include procedures like intrauterine blood transfusions and spina bifida surgeries.) Physicians at Texas Children's say their center, which opened in 2004, is one of roughly a handful in the United States that perform the full gamut of fetal interventions, including open-fetal surgeries. Those procedures are generally considered the riskiest and most complex because a larger incision is required.

Today, laser treatment for twin-twin transfusion syndrome is one of the more common and studied fetal procedures. According to NAFTNet data, nearly half the 760 fetal-surgery procedures performed in 2005 and 2006 involved laser treatment for the syndrome. Nevertheless, the operation for the life-threatening blood imbalance carries its own set of risks. The condition is a rare one, occurring in only about 1,800 to 2,000 U.S. pregnancies annually. To develop the disease, the twins must be identical and share a single placenta.

For reasons that are unclear, a miscommunication occurs in the twins' blood supply, resulting in one twin receiving too much blood and the other twin not getting enough, Dr. Johnson says. If the syndrome becomes severe before the 24th week, the risk of death and disability is overwhelming;

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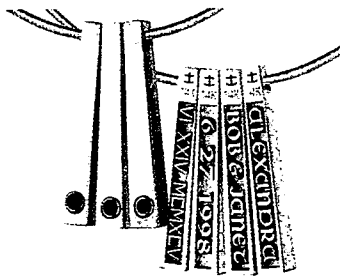
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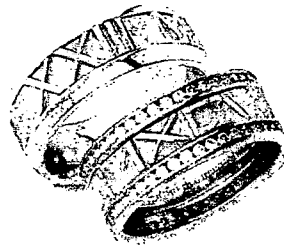
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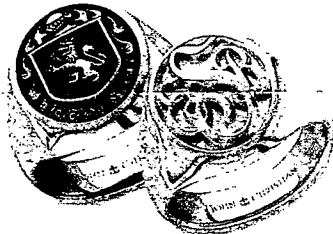
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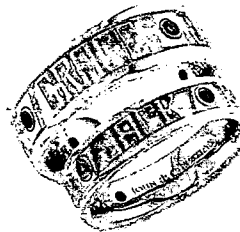
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## PEACE AND QUIET

in a tiny cove on the island of Finnhamn, which offers new arrivals a restaurant and a general store at its harbor before giving way to its wilderness interior, where a handsome hostel awaits. From Finnhamn, it is easy to row to other islands, but the Americans I found had other plans — they were living aboard three impressive sailboats and slowly exploring the archipelago on an extended summer break.

Nick and Phyllis Orem invited me on board the *Wassail*, their 44-footer. It turns out that their winter home is in landlocked Lyme, New Hampshire, and their summer home — this year, at least — is afloat. They feel some loyalty to Sweden because their boat was built at a Swedish boatyard, and they leave it in Scandinavia each winter so it will be in place for summer explorations. It made sense to me — they were tied up in one of the loveliest spots I've ever seen. And Nick said the sailing in the archipelago is unlike any he has experienced in his extensive trips along the east and west coasts of the United States.

"It's gorgeous," he said. "The archipelago is just beautiful — you get plenty of wind, but there are no waves, because the water is always protected by islands. I don't think there's anything like this in the States. The coast of Maine is a little like this, but [there aren't] nearly as many islands. It doesn't have thousands and thousands of islands."

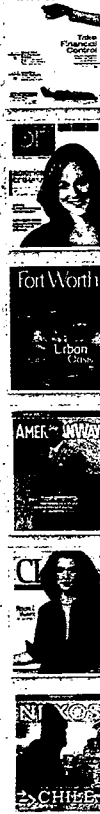
They both raved about the quality of the food on the islands — fresh fish, beautiful meats and produce — and Phyllis said she would love to vacation on the archipelago even without her boat.

"This is fabulous," she said. "The Swedes all speak English, so communication is very easy, and we've had no problem getting fantastic food. The cottages are very simple but usually well designed, so if you don't need a lot of luxury, this is a great place to come."

Like many Americans, I had never thought of spending a summer holiday in Scandinavia. I'd associated Sweden with long, cold winters, not with warm summer days — that is, until my surprise dinner guest told me about the thousands of lovely, accessible islands where progress and development has been held at bay. I found everything I was looking for there, except for the ball games on the radio. **AW**

GREGORY KATZ is an *American Way* contributing editor. His work has also appeared in *Esquire* and *GQ*.

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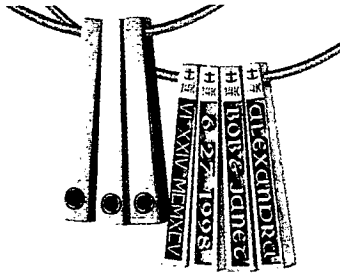


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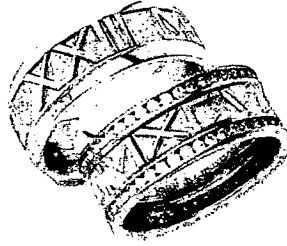


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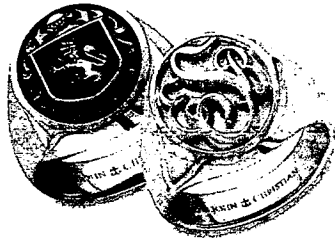
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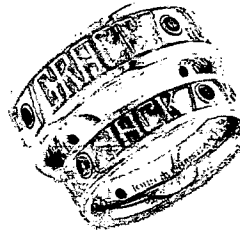
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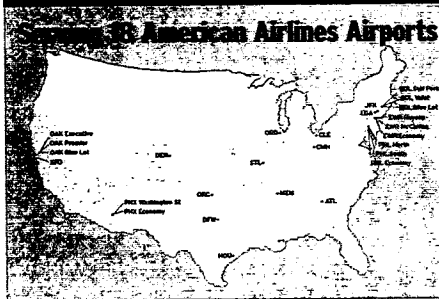
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### MEN OF HONOR

ered the stolen goods, the Monuments painstakingly cataloged each piece, identified its rightful owner, and returned artwork.

The pace of recovery accelerated in spring of 1945, as Ettlinger and Allied fo

Ettlinger on May 3, 1946, with some of the treasures he helped rescue



continued their trek across Germany. finds in April, in salt mines in Heilbronn and Merkers, were especially huge, because they included works evacuated from German museums for safekeeping as well as reserves of gold from the Reich's treasury.

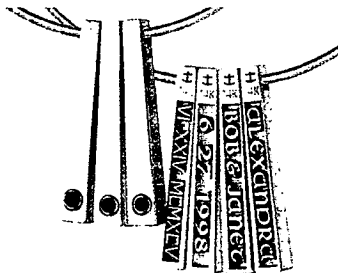
Even now, six decades later, Ettlinger vividly recall finding a Rembrandt in the mine. "I was not surprised," he said, "because we knew the mine was full of treasures. We had already found masterpieces in that mine, in castles, and in other places where the Nazis stored them."

In Bavaria, Ettlinger was part of the effort to recover 6,000 works of art hidden in Neuschwanstein Castle, many of which had been stolen from the private collection of French Jews. And in May 1945, the 101st Airborne Division found 1,000 pieces of art that once had been controlled by Hitler's deputy, Hermann Goering, and which had been moved a month earlier, ahead of the advancing Soviet army.

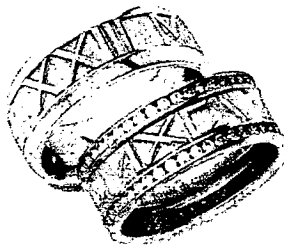
Although Ettlinger's tour ended in 1951, the work of the MFAA continued in Europe until 1951. The unit tracked, found, and returned more than five million artistic cultural items that had been stored in more than 1,000 locations. No one else has

# JOHN CHRISTIAN

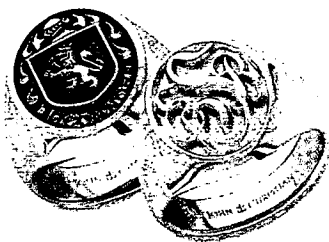
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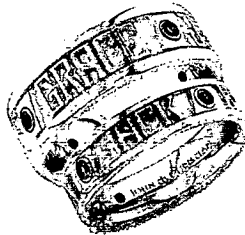
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#### STAY CLEAN LIKE A LOTUS PLANT.

A University of Bonn researcher was intrigued by the way lotus leaves stay clean without the use of detergents. Upon investigating, he found that the plant's leaves have nanoscale mountains: When dirt particles fall on the lotus, they teeter on these nanopikes until they're washed away by wind or rain. Building on this idea, a German company, Sto AG, found a way to formulate a self-cleaning paint, Lotusan. The lotus idea has led to approximately 200 pending patents for items such as paints that will keep barnacles from sticking to ship hulls, self-cleaning roof shingles, and even a fabric so waterproof that it can be submerged for 24 hours without getting waterlogged.

#### STICK LIKE A GECKO.

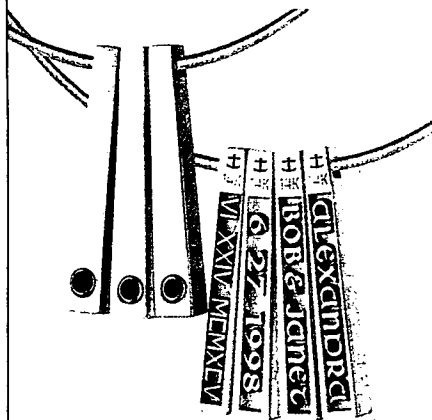
Geckos can climb up almost any surface at any angle. They do this with the aid of billions of fine, spatula-shaped hairs called setae, which create a molecular attraction between the soles of their feet and whatever surface they happen to be crossing. Researchers at the University of Manchester in England used a scanning electron microscope to

create a plastic mold of these hairs. The result? Gecko tape, which is now close to market and could revolutionize how we stick things together — meaning without the usually toxic chemical adhesives. "It's even theoretically possible to have Spider-Man kind of stuff made with this," says Marc Weissburg of Georgia Tech. "There's physically no reason it couldn't support the weight of a human."

#### MAKE COLOR LIKE A BUTTERFLY AND A PEACOCK.

Those brilliant hues we so admire in peacocks and butterflies don't come from pigment (the only pigment in peacock feathers is brown). Rather, the birds — and butterflies, too — create a riot of color by refracting light through millions of repeating structures or scales that bend light to make certain colors. Teijin Limited of Japan has created a luxury fabric called Morphotex based on the wings of the South American morpho butterfly. The fabric requires no dyes, one of the major pollutants released by the textile industry. Teijin also has applied the technology to paints and cosmetics. Using a similar idea, Qualcomm is developing

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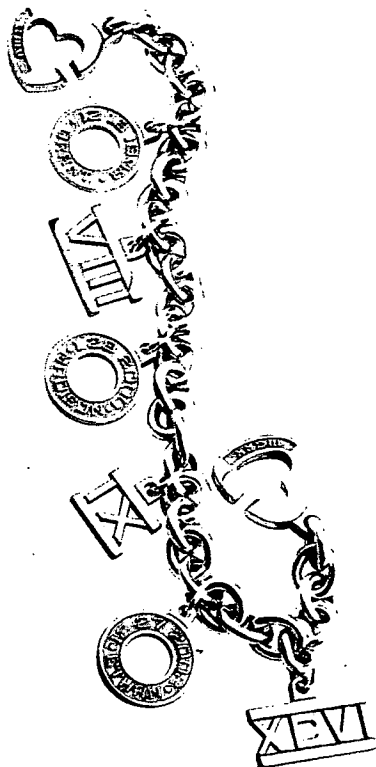


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SELF-DESTRUCTION

Many animal and plant species that have disappeared elsewhere still live on this island: the flightless Tasmanian native hen, the eastern quoll, the eastern barred bandicoot, and, of course, the Tasmanian devil. As recently as 400 years ago, the Tasmanian devil may have roamed the Australian continent. But when humans introduced nonnative animals like dingoes, foxes, and feral cats to the country, those newcomers eradicated the devils and many other species from the mainland. The Bass Strait, 150 miles of shallow, turbulent water, shielded Tasmania, though, and the devils survived there, as did many other species, leading some to call Tasmania a living museum.

The Tasmanian devil rules at the top of the island's natural system. While a predator and a fierce fighter when provoked, it bears little resemblance to its animated counterpart. No one is really sure exactly how the cartoon character Taz originated. Some theorize that it may have been an inspiration of Errol Flynn, a native Tasmanian and a 1930s star of such movies as *The Adventures of Robin Hood* (1938). His father, T.T. Flynn, was a professor who did some of the first studies of the Tasmanian devil's biology. "One story is that a producer from Warner Bros. saw a devil in a traveling zoo," says Nick Mooney, a wildlife biologist for Tasmania's Department of Primary Industries, Water and Environment. "The animal was driven crazy by confinement and was racing around in its cage, sort of like in the cartoon."

The real animal is not brown but black and has irregular blazes of white. And it doesn't usually run slobbering after rabbits. Rather timid, devils keep to themselves, coming together only to mate or to bicker over the remains of a carcass. About the size of a small dog, like a corgi or an English bulldog, they have broad heads with powerful jaws and teeth for scavenging or hunting small mammals such as wallabies and wombats. They're not nearly as noisy or blustery as the cartoon Taz is, but at night, they let out haunting screams. Those piercing calls, the legend goes, inspired early settlers to call them devils.

"There's nothing else like them in the world," says Steven Smith, PhD, manager of the state's Tasmanian Devil Facial Tumor Disease Program. "There's a marsupial lion in the fossil record. And there was a marsupial tiger, the thylacine, which went extinct in 1936. So the devil is now the world's largest marsupial carnivore. Most other meat-eating marsupials are the size of mice. So the devils are giants."

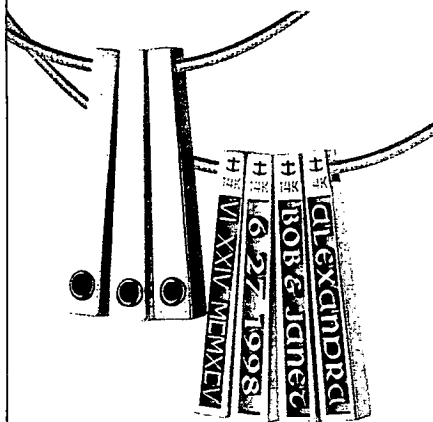
Gradually, the animal that locals call the Tassie devil has become an informal state symbol, a mascot for sports teams, and a focus for hometown sentiment and tourism promotion. "In Tasmania, you just have devils around," explains Murchison, the genetic researcher. "It's just something we all grew up with."

Because Tasmanian devils were once as common in Tasmania as raccoons are in many American states, no one was really



Gradually the animal that locals call the Tassie devil has become an informal state symbol, a mascot for sports teams, and a focus for hometown sentiment and tourism promotion.

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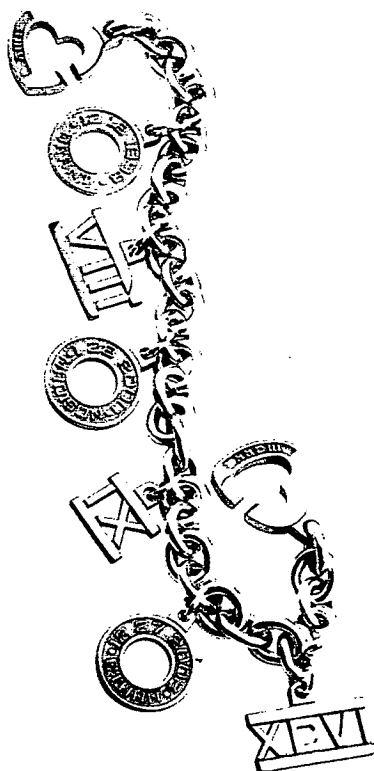


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HOMETOWN SOUND

Paul Nathanson was the publisher of *Radio Showmanship Magazine* and even owned a radio station. When Nathanson was growing up in Los Angeles, he was neighbors with Irving Azoff, the manager of bands such as the Eagles, Journey, and Van Halen. Not surprisingly, he developed a passion for music early on, and after attending Tulane University in New Orleans — where he was introduced to that city's vibrant live-music scene — he got what he describes as a dream job: working for MTV in London.

While his official job for MTV was to help build the video channel's brand throughout Europe, Nathanson was such a music junkie that he spent much of his free time hanging around the network's studio, hoping to catch live performances of the many bands that played there. "I would volunteer to hold the cables for the camera operators so

cash flow and revenue," he says. That's not so with Mapleton. "Mapleton treats Monterey and San Luis Obispo and Merced as our L.A., Chicago, and New York."

**THAT'S WHERE** the whole concept of superserving comes in. In practice, at least on the programming side, it means ditching the homogenized playlists, which often make a station in New Hampshire indistinguishable from one in Alaska. "We combat that," says Andrew Adams, a senior vice president and the general manager of Mapleton's Radio Merced. "We don't play just the same 200 songs." And the stations also focus relentlessly on anything and everything local, from news to events to contests.

"Where our competitors may do national contests, we are doing everything local, with local winners," says Nathanson. "It's a fanta-

"We are familiar with the markets and the economics and the communities. There's history."

they wouldn't trip in the studio," he recalls. "So every night, I would be down [there] listening to the Smashing Pumpkins or Lenny Kravitz or Aerosmith." After his stint at MTV, Nathanson worked for a record label that handled the Beastie Boys and other such bands.

By 2001, Nathanson was ready to venture out on his own, and he pitched his idea for Mapleton to his father, Marc, who had made a fortune running, and later selling, Falcon Cable TV. Like his interest in radio, Nathanson's focus on small and midsize markets can also be seen as hereditary.

"Most of the markets we are in, with the exception of Merced, [are markets] my father used to be in in the cable business," he says. "So we kind of know some of the economics of the markets, and having previously operated a local business there helps a lot. We are familiar with the markets and the economics and the communities. There's history."

And as far as Nathanson can tell, there is also plenty of opportunity. Small and midsize markets, he explains, just aren't a big priority for his main competitor, the conglomerate Clear Channel. Nathanson says that big radio operators like Clear Channel focus on major metropolitan areas. "That is where their bottom line is coming from. They have to focus on the lion's share of

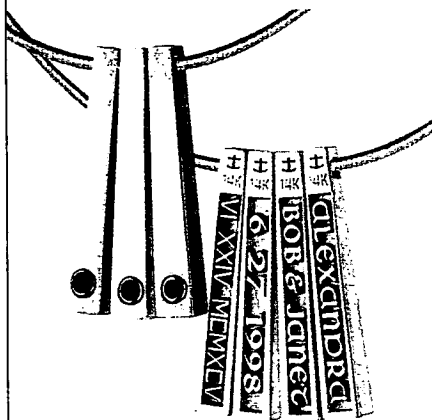
sy experience on a local level that people get to touch and feel through radio. That makes it special."

Because of their focus on smaller communities, Mapleton stations can also deliver personalized attention to the local businesses that advertise with them. That can translate into ad salespeople at the stations forming one-on-one relationships with business owners and getting real-time feedback about which ads work and which don't. Bigger stations, by contrast, devote their attention to national advertisers. "We feel that we can control our destiny by focusing on local advertisers and building the relationships and helping them grow their businesses. By doing that, it helps us grow our business," says Nathanson.

Growth is what Nathanson has in mind for Mapleton. The company recently signed a purchase agreement to enter the Spokane, Washington, market, which will allow the company to add seven stations to its portfolio. To Nathanson, this is just the beginning. And thanks to the success he's had thus far, he fully expects other companies to mimic Mapleton's local focus. "I think companies like Mapleton are the future of radio, and we take some pride in that," he says. **EW**

**CHRIS WARREN** is a Los Angeles-based freelancer who also writes for the *Los Angeles Times Magazine* and *Forbes*.

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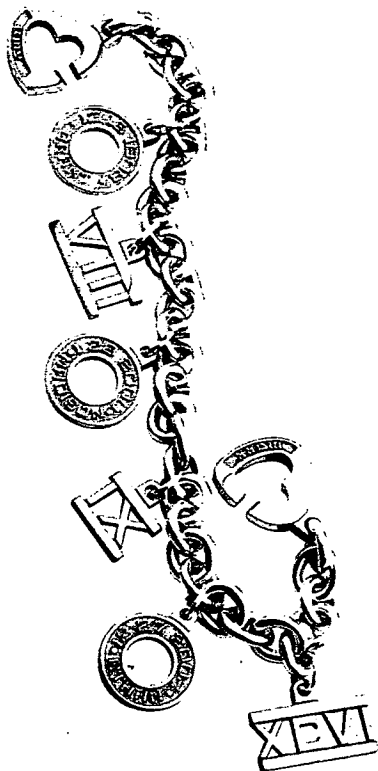


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CELEBRATED WEEKEND

we usually go to Eggspectation. It's a very good sort of diner-breakfast place. There's also a specialty place called Olive & Gourmando in Old Montreal. It has café au lait and croissants and beautiful breads. Unfortunately, I don't know the street it's on. Mark and I just sort of wander around there."

**About Montreal:** The city has thriving live jazz and rock scenes — the noted indie act Arcade Fire is just one rock band to emerge from Montreal. And the city is packed with watering holes. There are, on average, 9.5 bars per square kilometer. Plus, there are lots of restaurants and music venues (which can also be called watering holes).

**About Kelly Ripa's Montreal:** "If you [can], go to Old Montreal. There are these little cobblestone streets, and every place is a jamming supper club or an amazing jazz bar," Ripa says. "I just think it's magic."

"You have dinner very late there. It's very European in that way. Then a lot of these restaurants that start out serving food will turn into nightclubs. All of a sudden, the tables vanish and a DJ comes out."

"They have this place called Vauvert in the St. Paul. You can have dinner, and then right after dinner, the DJ comes in. They call it *diabolique* when the DJ is there on Saturday nights. It's like a big party. So you eat dinner, and then you dance. It's one-stop shopping. Plus, the people are gorgeous, and the waitresses have designer uniforms. It's all very sleek and very elegant."

**About Montreal:** More than half the Canadian fashion industry's workers are employed in Montreal. It's no surprise, then, that the city is home to numerous fashion designers and boutiques. Plus, there are spas.

**About Kelly Ripa's Montreal:** "For shopping, I like to go to the Cours Mont-Royal," Ripa says. "It's kind of like a mall, but there are a lot of small boutiques in there. I mean, you have to buy something when you travel. You have to at least get the kids something. You're leaving them. 'Bye! We'll be back in two days. Have fun with Grandma and Papa!' Also, I really love Spa Diva, which is in the Cours Mont-Royal. It's very relaxing."

**About Montreal:** Despite the fact that Montreal is known for its French speakers and French heritage, one in four Montrealers is an immigrant, and the city is surprisingly diverse, supporting its own Chinatown and

Little Italy. There's also a slice of Portugal **About Kelly Ripa's Montreal:** "There's a wonderful place called Ferreira Café, which Mark took me to for my birthday one year," Ripa says. "It's Portuguese food and is just fabulous. Mark kidnapped me. I'm not kidding. He flew me blindfolded to Montreal and took me to Ferreira. Well, I was allowed to take the blindfold off when we landed didn't have to eat blindfolded. He had a home in time for the show the next day."

**About Montreal:** Winters are long and can be stingingly cold, which explains why the city loves its warm-weather festivals. The city hosts international mega-gatherings to celebrate jazz, comedy, and film. It also has really fast car races.

She Said...  
Here's where Kelly Ripa *parle français* in Montreal.

#### LODGING

**Hôtel le St-James**, very expensive, (514) 841-3111, [www.hotellestjames.com](http://www.hotellestjames.com)  
**Hotel St-Paul**, expensive, (514) 380-2222, [www.hotelstpaul.com](http://www.hotelstpaul.com)

#### DINING

**Eggspectation**, inexpensive, (514) 282-0119, [www.eggspectation.ca](http://www.eggspectation.ca)  
**Ferreira Café**, moderate to expensive, (514) 848-0988, [www.ferreiracafe.com](http://www.ferreiracafe.com)  
**Olive & Gourmando**, inexpensive to moderate, (514) 350-1083, [www.oliveetgourmando.com](http://www.oliveetgourmando.com)

#### NIGHTLIFE

**Vauvert**, expensive, (514) 876-2823, [www.restaurantvauvert.com](http://www.restaurantvauvert.com)

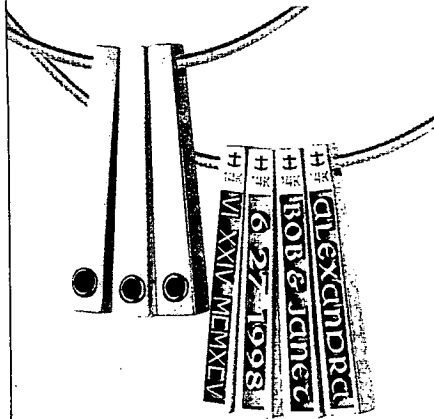
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**Old Montreal**, [www.vieux.montreal.qc.ca](http://www.vieux.montreal.qc.ca)  
**Spa Diva**, (514) 985-9859, [www.spadiva.ca](http://www.spadiva.ca)

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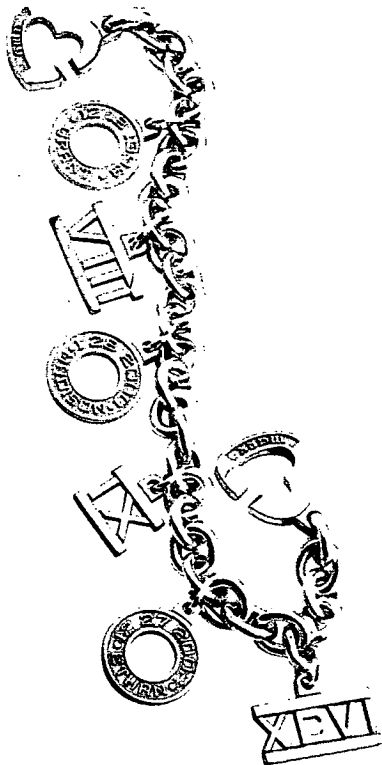


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AIR MAIL

# Letter Rip

We love letters. Maybe it's because our grandmas always used to tape a quarter to our birthday cards when we were little, and we now have this Pavlovian thing going on. Regardless, we want to hear from you. Sing our praises, bust our chops, or just tell us what's on your mind. Send it to [editor@americanwaymag.com](mailto:editor@americanwaymag.com).

## OF SHOPPING AND TELLIES

I am currently on an American flight back to Dallas, reading through the July 15 issue of *American Way*. As usual, you have lots of great articles, but two in particular caught my attention.

In the article on airport shopping ("Airport Shopping: Not So Terminal Any-more"), I was surprised that you didn't mention Minneapolis, at which, once you've gone through security, you'd be forgiven for thinking you were in any big-city mall in America. Plus, you can buy a lottery ticket while browsing the airport shops, so maybe you'd be able to afford to shop there.

Also, in the article on chilling out ("A License to Chill"), one suggestion was about spending time in London and watching *Doctor Who*, and it was noted that this program isn't in America. I must have excellent reception on my telly (British for TV), because I watch *Doctor Who*. It's available on BBC America and also on several PBS stations.

STEVE WILLIAMSON, IRVING, TEXAS

DEAR STEVE: *Well, we managed to squeeze 11 airports into a list that was only supposed to contain 10. Something had to give. But that was a jolly good catch on Doctor Who, old boy. Cheerio.*

.....

## FATHER KNOWS BEST?

Jim, I always enjoy your articles in *American Way* — in fact, the first place I look in each new issue is the back page, just to see what part of the world we agree on this month. Your thoughts about your son, Sam, and packing light rang true for me. Every word delivered in Sam's sympathetic and

scolding tone, which my own son has down to an art form, to the "you're wrong, I'm right" was familiar.

On a trip to London, England (via American), my son packed one small suitcase for a one-week visit. Our conversation was strikingly similar to yours. I'm still trying to figure out how I got so dumb after 54 years of life experiences, while Mike Jr. got so smart after just 20. But that's another story.

Despite my mention of dining out, the theater, or that we might bump into the Queen, he packed very light. However, I figured it out: T-shirts are light and take up little space, and jeans that look 20 years old are not going to look any different after a week's wear. I'm told they get better. Not my taste, but then, what do I know? I enjoyed the column as well as the whole magazine. Thanks for the simpatico moment.

MICHAEL P. RHODES, SAN DIEGO, CALIFORNIA

DEAR MICHAEL: *Jim can definitely relate. He says, "They say the child is father to the man. Our sons have taught us a valuable lesson: Pack more T-shirts, fewer ties."*

.....

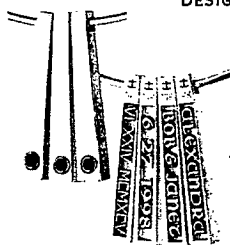
## SHERRI'S OWN CHEERLEADER

I can't consider myself a frequent traveler, but I do manage to get myself in an airplane several times a year.

I am not even a reader; I hardly read in my everyday life. The limitation of not being able to use any gadget between the time the aircraft doors close and the time we reach a certain altitude makes me open your magazine. The first thing I look for is your editor's note. I find it refreshing.

Don't be disappointed by the adjective I have used — to me, your note is the best.





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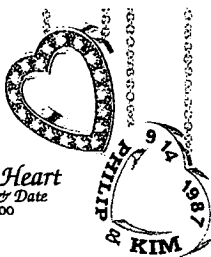
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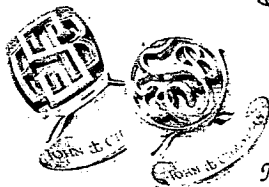
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# Letter Rip

We love letters. Maybe it's because our grandmas always used to tape a quarter to our birthday cards when we were little, and we now have this Pavlovian thing going on. Regardless, we want to hear from you. Sing our praises, bust our chops, or just tell us what's on your mind. Send it to [editor@americanwaymag.com](mailto:editor@americanwaymag.com).

**AND BABY (SOPHIA) MAKES THREE**

I have been flying American Airlines all over the world since 1985. I left my home in Miami for my weekly trip to Latin America on American on June 19. I kissed my eight-months-pregnant wife, Patricia, goodbye and jokingly asked that she wait to have our first baby until I return from Rio. (The baby wasn't due until July 11.)

My meetings were very successful, and I was slated to arrive back in Miami around 4:30 a.m. on June 22. The flight left on time, and I spoke with my wife to say good night just before we took off. Everything was fine with her, other than the usual discomforts of being eight months pregnant.

The flight arrived in Miami a bit early, and when we reached the gate, the normal announcements about customs were made by the gate agent, as well as a surprising announcement requesting that William Ronca speak with the gate agent immediately. As I approached the agent, I said, "What? Is my wife in labor?" The answer was, "Yes, and get to the hospital immediately."

I breezed through customs, hopped into my car, and arrived at Mount Sinai Hospital around 5:30 a.m. As it turns out, Patricia's water had broken at two a.m., and she'd had no way to contact me. She was very concerned, as this was our first child, and I had waited 43 years to become a parent. She was able to reach her mother to take her to the hospital, so the only concern she had was making sure I arrived in time for the birth.

Patricia had called the Executive Platinum desk to get a message to me 35,000 feet in the air. The agent who assisted her was very accommodating and was able to

get the message to me soon after we landed. If the agent hadn't been so helpful, I would have likely gone straight home and probably missed the birth of Sophia Isabella Ronca at 7:29 a.m. on June 22, 2006.

My deepest appreciation to everyone at American who helped me in this most important time in my life.

**WILLIAM E. RONCA III, GOLDEN BEACH, FLORIDA**

DEAR WILLIAM: On behalf of American Airlines, our heartfelt congratulations to you and your family on this joyous new addition. We'll be sending Sophia's Advantage enrollment forms any day now.

.....

**CORPORATE CONNECTIONS**

Thank you for including the articles on watchmaking ("The Time of Their Lives") and Green MBAs ("Minding Your P's") in your July 1 issue. I watch as successful executives identify and build on their dreams, and these stories offer hope to those who are on their own paths to success.

**JASON WOMACK, BOULDER, COLORADO**

DEAR JASON: Anything we can do to encourage and support someone else's dreams makes us happy. In fact, if you walk through our offices, you'll find pillows and blankets in every cube as part of our plan to encourage those dreamers to have a midday inspiration when the mood strikes them.

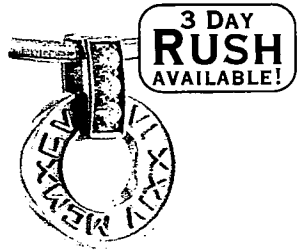
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**LOOKING FOR ANSWERS**

20,000 feet  
Trapped  
Playing your Mensa puzzle to keep my mind off things

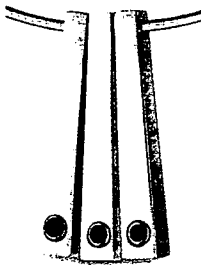
So, whose bright idea was it

JOHN  CHRISTIAN  
DESIGNERS & CRAFTSMEN



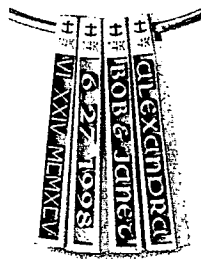
*Anniversary Date*

IN ROMAN NUMERALS!  
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*Jewelry for Life*

For Your Wedding,  
the Birth of Your Child,  
Your Milestone  
Anniversary!

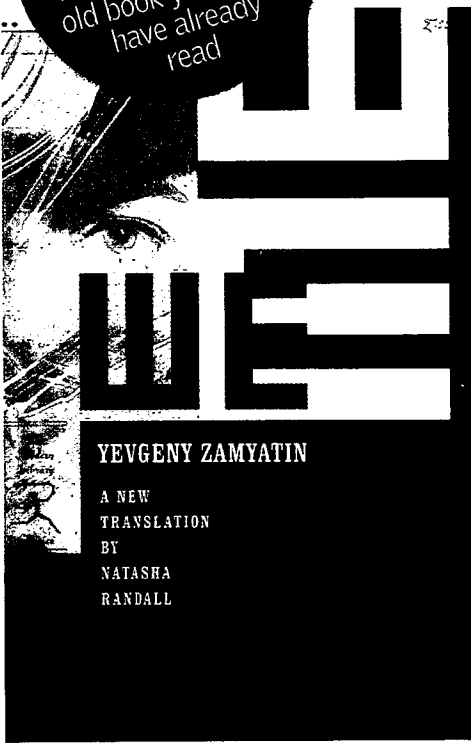
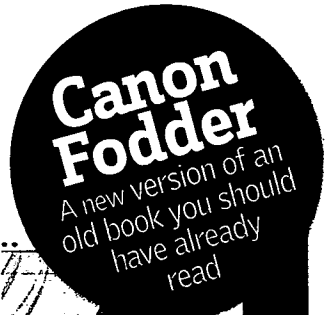


*Mother's Wheel*  
Names & Birthstones

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[dl] Books



YEVGENY ZAMYATIN

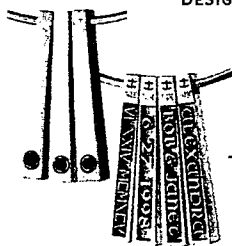
A NEW  
TRANSLATION  
BY  
NATASHA  
RANDALL

Do you ever wonder what George Orwell would've thought about the real 1984, as opposed to his *1984*? There were some futuristic events in 1984: the shuttles *Discovery* and *Challenger* zoomed to outer space, the first Apple Macintosh computer came out. But I'm talking about all that other stuff. For instance, that year launched both the Wendy's "Where's the beef?" commercials as well as Hulkamania. I wonder if Orwell would've liked that *Ghostbusters* song or if he would've watched *Miami Vice*?

The point is, science fiction is for nerds, and I think that's because the real 1984 came around and it wasn't futuristic enough. It turned from a grim view of the future into nerd fantasy. With a little scrutiny, you can find some quality work in the genre. Along with *1984*, there is *Brave New World*, *A Clockwork Orange*, Ayn Rand's *Anthem* — all great novels of dystopia. But *We*, by Yevgeny Zamyatin, is the forerunner to them all.

*We* (which Modern Library is publishing this month, newly translated from Russian by Natasha Randall) is narrated by D-503 — oddly, outnamed only by Yevgeny Zamyatin. In D-503's future world, "The only means of ridding man of crime is ridding him of freedom." This world is about productivity and about logic; there is no room for irrationality, i.e., love. Even the poets compose beneficial tomes, such as *He Who Was Late to Work*. D-503 works on a rocket ship during the day. The totalitarian regime is sending their totalitarian "happiness" to other civilizations out in space somewhere. At night, he cashes in a pink coupon for a night of passion with whomever he chooses; the coupons eliminate envy in the future, you see. One day, D-503 meets I-330, who happens to be revolting, politically speaking. D-503 finds his irrational number, his square root of negative one, his love for I-330. *We* is D-503's fight for choice. Zamyatin pushed this book in Russia in the 1920s. It didn't work. Luckily, they let him go die in poverty after booing him out of the country, rather than just shooting him like they did everyone else. — J.D.R.

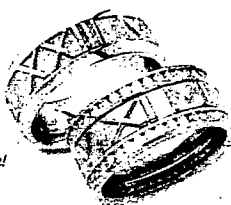




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the Birth of Your Child,  
Your Milestone  
Anniversary!  
OMEGA & ONE BAR  
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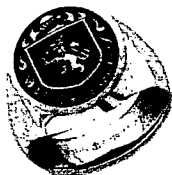
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IN ROMAN NUMERALS!  
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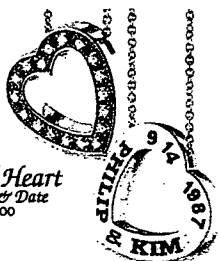
*Mother's Wheel*  
Names & Birthstones  
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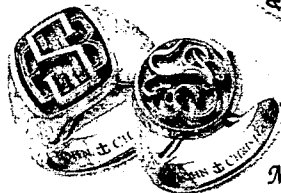
*Expres™*  
Your Names & Special Date  
FROM \$490



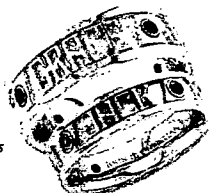
*Raised  
Family Crest*  
FROM \$790



*Diamond Heart*  
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# Letter Rip

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**Yo!  
Free Stuff**

Ron Cowell is this issue's winner of our Favorite Letter Giveaway. Want a chance to win something? Write us a letter!

In our July 1 issue, Ron Cowell wrote to us to point out that editor Sherri Burns' "Editor's Note" gives readers the chance to keep track of Burns' so-called "personal stream of (in)consciousness." Cowell's bold observations made him the winner of our Favorite Letter Giveaway. Ron's going to get a Griffin iFill ([www.griffin-technology.com](http://www.griffin-technology.com)), which lets you transfer streaming audio to any iPod, so you can take your music on the road. Want to win something yourself? Drop us a line sometime.

## SAILING A(MERICAN)WAY

I read *American Way* on a flight from San Juan to Miami. Having just disembarked from a weeklong, lovely, busy cruise, I found myself falling asleep ... not because the magazine was uninteresting but because I needed rest from my vacation. So, I brought the magazine home to finish reading when I was well rested! It was great, easy to read, interesting, and informative. I look forward to another issue on my next flight. I saved the Sudoku puzzles for a future challenge ... my brain was not up for that, as it was still swimming in the Caribbean Sea!

JUDY DAY, MIAMI, FLORIDA

DEAR JUDY: *We're still swimming in the praise you so kindly heaped upon us. Do you publish a magazine, by any chance? We'd love to take it on our next vacation.*

.....

## A FAIR COMPARISON

As an American Airlines Executive Platinum member, I fly on your airline quite often. An integral part of my flight experience is always the *American Way* magazine. Not only is it an entertaining read, but it is also a classy magazine. The layouts, photography,

mix of articles, and information far exceeds that of most magazines, let alone an airline magazine. My favorite parts are the Mensa quiz and CEO Gerard Arpey's column, which usually offers interesting insights into the airline business.

In terms of overall presentation, I think *American Way* is in the same league as *Vanity Fair*. You should be proud of your work, especially since I'm certain you publish it at a fraction of the cost of a typical magazine.

KRUTIN PATEL, LOS ANGELES, CALIFORNIA

DEAR KRUTIN: *You didn't hear this from us, but Vanity Fair rips us off all the time.*

.....

## EVERYBODY LOVES KATE ... DON'T THEY?

Dear Kate: I feel I can call you Kate, even though this is my first time writing, and I've never met you. Plus, it's much simpler to type than *Ms. Gulczynski Burns*.

I fly all the time, on many different airlines, but *American Way* is the only magazine I actually read, and I read it because of you. Not only do you make it interesting, you make it personal. All the other magazines are very slick (which yours is, too), but they don't have a personality — your personality — the way yours does.

Your "Editor's Note" is always the first thing I read. I like your funny, smiley, irreverent personality. I like that you review the whole magazine in the first person, and I'm more likely to read the articles once I've read your preview. I like the funny and energetic answers you have in "Air Mail." And I like that you talk about yourself.

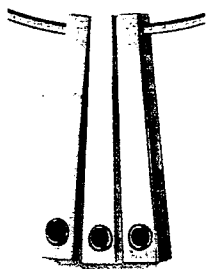
You once said you were going to try to cut down on your use of personal pronouns because of the readers who are keeping track.

JOHN  CHRISTIAN  
DESIGNERS & CRAFTSMEN



**Anniversary Date**

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Your Milestone  
Anniversary!



**Mother's Wheel**  
Names & Birthstones

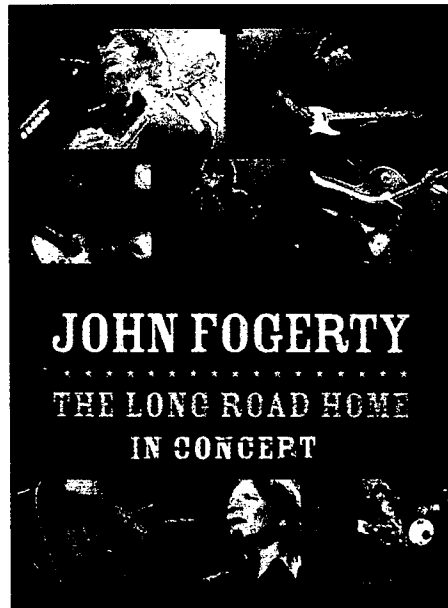
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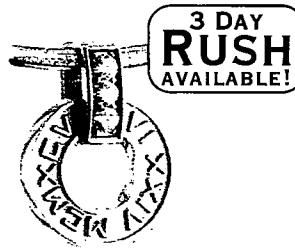
**dl Small Screen**

**John Fogerty  
The Long Road Home:  
In Concert  
(Fantasy)**

Given John Fogerty's long recording absences and sometimes prickly public persona, it's been easy to forget the fact that the former Creedence Clearwater Revival front man remains one of the most significant singer-songwriters of the past half century. A video companion to last year's first-ever career-spanning best-of CD, *The Long Road Home*, is a further attempt to remind us of that fact, as he works through 26 of his greatest hits. Shot during a performance at Los Angeles's Wilmet Theatre last September and helmed by Martyn Atkins (the director also responsible for Tom Petty's live-at-the-Filmore flick *High Grass Dogs* [1999] and 2005's stellar Cream reunion DVD), the 105-minute concert captures Fogerty in fine form, as he seamlessly segues between CCR and solo classics. The track list itself is testament to the enduring power of the man's songbook, which ranges from familiar FM standards like "Proud Mary" to catalog chestnuts like "Rockin' All Over the World" through to newly penned gems like "Déjà Vu All Over Again." Fogerty hammers home each, playing and singing with a vigor that belies 60-plus years and reminds us that he remains a living, breathing rock-and-roll institution. — B.B.



JOHN  CHRISTIAN  
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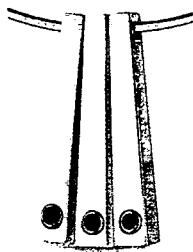
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## dl Books

### SUMMER LOVING

No one knows books better than the people who write them. That's why we've asked some of our favorite authors to tell us which books they'll be reading this summer. Pick a few to stock your beach bag and a couple for the bedside table, and let them take you to places no vacation ever could. By Tracy Staton



**Michael Connelly** A best-selling writer of thrillers and mysteries, Connelly most recently published a nonfiction collection of crime stories, *Crime Beat: A Decade of Covering Cops and Killers* (Little, Brown, \$26). His 17th novel, *Echo Park*, is forthcoming in October. [www.michaelconnelly.com](http://www.michaelconnelly.com).

"As soon as summer comes and I have some time to read what I want to read, I will probably pick up *Manhunt: The 12-Day Chase for Lincoln's Killer* (Morrow, \$27) by James L. Swanson first. I am fascinated by what is billed as a highly detailed, moment-by-moment account of the investigation of Abraham Lincoln's assassination. I also will need my annual George P. Pelecanos fix, and the early buzz on *The Night Gardener* (Little, Brown, \$25, August 8) is, as usual, quite good. This time Pelecanos takes his readers inside the police department, and for me that is a pitch right over the plate. When James Lee Burke comes out with *Pegasus Descending: A Dave Robicheaux Novel* (Simon & Schuster, \$26, July 18), I will be at the bookstore the first day, just like every summer."



**John Dufresne** Author of the *New York Times* notable books *Louisiana Power & Light* and *Love Warps the Mind a Little*, Dufresne unveiled a new story collection in 2005, *Johnny Too Bad: Stories* (W.W. Norton, \$24). [www.johndufresne.com](http://www.johndufresne.com).

"I'm going to be reading Edward Falco's novel *Wolf Point* (Unbridled Books, \$24) because I recently read his short-story collection *Sabbath Night in the Church of the Piranha: New and Selected Stories* and found [it] so powerful, dark, and dangerous that I wanted to read more. I've read everything by B.H. Fairchild except his second poetry collection, *Local Knowledge: Poems*, which has just been reissued (W.W. Norton, \$14). So that's on the list. I'm going to reread William Trevor's *On the Side: Stories* (Penguin, \$14). Trevor is brilliant and daring, courageous and compassionate. Every time I read him, I am reminded what a gift it is to be a writer. And two travel books by friends of mine: Elliott Hester's *Adventures of a Continental Drifter: An Around-the-World Excursion into Weirdness, Danger, Lust, and the Perils of Street Food* (Griffin, \$13) and Thomas Swick's *A Way to See the World: From Texas to Transylvania With a Maverick Traveler* (Lyons Press, \$25). Both [authors] are terrific and lively writers who are doing what I'd be doing if I weren't sitting here reading and writing."



**Barry Eisler** A former covert CIA operative, Eisler has written four award-winning books about assassin John Rain. His fifth, *The Last Assassin* (Putnam Adult, \$25), will be available June 1. [www.barryeisler.com](http://www.barryeisler.com).

"*The Hard Way* (Delacorte Press, \$25) is the 10th installment of Lee Child's excellent series featuring ex-military cop and current drifter Jack Reacher. I've heard from people who've had a sneak peek that *The Hard Way* is his best yet. Can't wait. James Ellroy is one of two living writers I would call a genius (the other is Cormac McCarthy). *My Dark Places* (Vintage, \$15) is a memoir of his mother's murder, [which happened] when he was 10 years old. The *New York Times* says it will take your breath away; if it's on par with Ellroy's fiction, I'm sure they're right. I read *On Killing: The Psychological Cost of Learning to Kill in War and Society* (Back Bay Books, \$16) by Lt. Col. Dave Grossman four years ago, when I was working on my second book, and I was stunned by the author's insights. It's time for me to mine the book's depths again."



**Luis Alberto Urrea** His nonfiction book about Mexican immigrants, *The Devil's Highway: A True Story* (Back Bay Books, \$14), earned him a spot as a finalist for the Pulitzer prize. His most recent book is the 2005 novel *The Hummingbird's Daughter: A Novel* (Back Bay Books, \$15), newly available in paperback. [www.luisurrea.com](http://www.luisurrea.com).

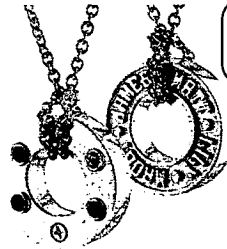
"I have been waiting for Lee Merrill Byrd's new book, *Riley's Fire* (Algonquin, \$20), for a couple of years. Family tragedy and grace — it will make you happy to be alive. I have been hypnotized by the HBO series *Deadwood*. I'm planning to read the novel of the same name by Pete Dexter (Vintage, \$14) because I want to spend more time with Wild Bill, Calamity Jane, and Seth Bullock ... not to mention the evil Al Swearengen! Besides, Dexter is one of our great American novelists. Also on my list is *The Complete Short Stories of Ambrose Bierce* (University of Nebraska Press, \$19); it's really dark, cynical, and scary. Bierce was one of the forbidden pleasures of my youth, and I can't wait to spend some shivery hot nights back in his company."

# JOHN CHRISTIAN

DESIGNERS & CRAFTSMEN

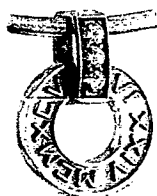


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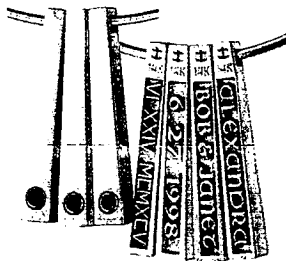


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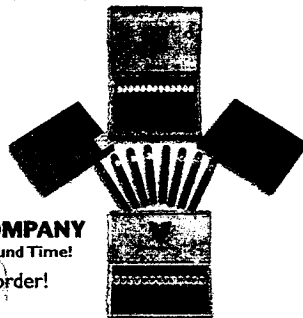
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have 30 or 40 different kinds of cakes at any given time. And they have a great outdoor patio. Love it. There's also a Thai place called Surin, right next to Dark Horse Tavern & Grill in Virginia Highlands. That's a killer restaurant. Best Thai food in Atlanta.

**Well, since you were a struggling musician at the time, did you have a favorite spot to eat on the cheap?** Fellini's Pizza! Fellini's is more my style. But there is more than one Fellini's. I like the one on Peachtree Road. It's open late — that's great for a musician — and it's cheap.

**Where did you head when you wanted down-home Southern food?** The Flying Biscuit. They have these amazing giant biscuits and bacon.

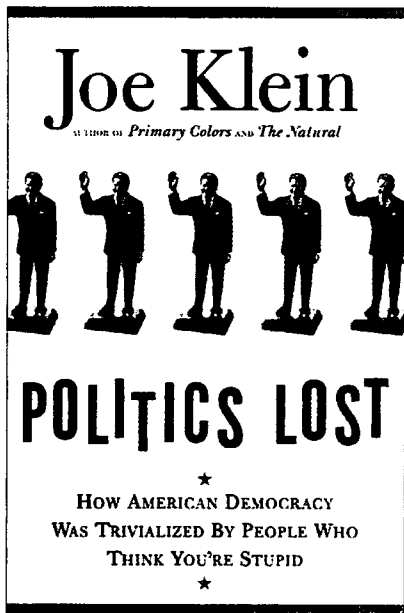
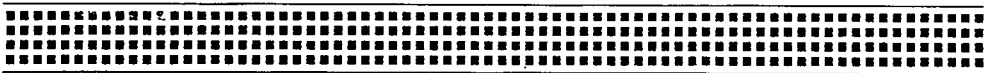
**How did you feel about the Waffle House phenomenon?** Love it! Martin Luther King had a dream, and I think Waffle House was in it. It's a supernova of cultures — the most diverse room in all of Atlanta at any given moment is a Waffle House. It's where, at the end of the night, different cultures, viewpoints, and appetites all come together to enjoy the same lowest-common-denominator meal. The first night I ever came to Atlanta, I was taken to a Waffle House. As long as you are in the Southeast — this is great for touring — you can walk into a Waffle House and feel right at home. They are all the same! So if I'm traveling to Columbus, Georgia, or Chattanooga, I can walk into a Waffle House and feel like at least I'm in the Southeast. I propose that as a bumper sticker: "At least I'm in the Southeast."

**Where do you splurge when you swing through Atlanta nowadays?** Bluepointe. Good place to eat. I went with Elton John one time and had a blast. It's like a sushi hybrid. It's great.

**Tell me an Atlanta secret.** If somebody cuts you off in Atlanta, they didn't mean to. They weren't looking. If somebody cuts you off in New York, they have somewhere to get before you. **AW**

[www.americanwaymag.com](http://www.americanwaymag.com)

**KEVIN RAUB** is a Los Angeles-based travel and entertainment journalist. His work has appeared in *Travel+Leisure*, the *New York Post*, *FHM*, and *Stuff*, among other publications.



### Politics Lost: How American Democracy Was Trivialized by People Who Think You're Stupid

By Joe Klein  
(Doubleday, \$24)

When a journalist in Washington, D.C., writes a book critical of politicians, the tendency might be to yawn. But when the journalist is Joe Klein, yawning is never a consideration. Klein is the ultimate political junkie, and, to the extent any journalist can be called an insider, he is an insider. He wrote the novel *Primary Colors*, which caused such a ruckus inside the political establishment during the Bill Clinton presidency, and followed that with *The Natural: The Misunderstood Presidency of Bill Clinton*. Until recently, he wrote in-depth, insightful features about politics for the *New Yorker*. Currently, Klein is chief Washington correspondent for *Time*. Fortunately for him, he thoroughly enjoys hanging out with politicians. So when Klein publishes a book-length diatribe about politicians, the world seems off-kilter. Though Klein is identified more as a Democrat than a Republican — or at least as a liberal rather than a conservative — the diatribe is

aimed with equal vigor at members of both political parties. He's angry about the lack of authenticity among politicians, about how they have allowed themselves to become programmed to say what will yield maximum campaign contributions and maximum votes, rather than to share their true feelings.

But Klein doesn't just identify the problem; he offers solutions as well. The model authentic politician, according to Klein: Robert F. Kennedy. Klein opens the book with a speech Kennedy presented to an African-American audience in Indianapolis, where Kennedy happened to be campaigning for the U.S. presidency on April 4, 1968. Martin Luther King Jr. had been assassinated an hour earlier, less than five years after Kennedy's brother had suffered the same fate. Later that year, RFK would die from an assassin's bullet. Kennedy did not worry about polling data before presenting the Indianapolis speech; he spoke from his heart. "Kennedy's words represent the substance and the music of politics in its grandest form, for its highest purpose — to heal, to educate, to lead," Klein comments. He yearns for more such speeches, but concludes that outcome is unlikely given the dominance of politics by "marketing professionals, consultants, and pollsters who, with the flaccid acquiescence of the politicians, have robbed public life of much of its romance and vigor." Maybe Klein should run for office. — S.W.

money on the floor. Foreign voices were heard. Throw in a ponytailed sailor and a big monkey, and solve for x. This is "The Murders in the Rue Morgue," the first of Edgar Allan Poe's detective tales starring the oddball show-off C. Auguste Dupin, who seeks to solve unsolvable crimes, not for the good of mankind, exactly, but rather because "an inquiry will afford us amusement." It must be so boring to have the capacity for brilliant analytical thought. Can I ruin the story for you? He solves it. Luckily, Poe's been dead for a century and a half, so these crimes aren't solved with any of that "science" rigmarole. This is just good, clean conjecture.

See also "The Purloined Letter," Poe's third Dupin tale, which appears in *The Murders in the Rue Morgue: The Dupin Tales* (\$9), as well, published this month by Modern Library. Here we join Dupin and an unforgettable cast of characters: Nameless Narrator, G—, S—, and D—, respectively, the nameless narrator, the bumbling policeman, the victim, and the suspect. G— seeks out Dupin's help in a head-scratching stolen-stationery case. Dupin's motivation for this case is the reward of 50,000 francs, which appears to be some form of coin or paper money. There's a little switcheroo business to get the letter back, but it's no sweat for Dupin. One of the great moments in this story is when we see Dupin in disguise: a pair of glasses. Like Sherlock Holmes — who came after, by the way — everything comes so easy for Dupin. Early on, he throws out a simple explanation for the constabulary's faulty detective work regarding the missing letter. G— responds, "Ha! ha! ha! — ha! ha! ha! — ho! ho! ho! ... oh, Dupin, you will be the death of me yet!" Within a world of such speculation, one thing is certain: Dupin needs some new friends. — J.D. Reid

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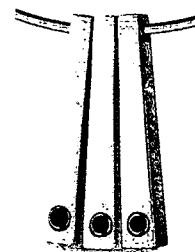


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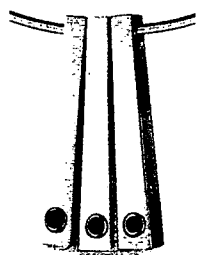
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# [d] Small Screen



signed his name to them, which really helped us get some of the bigger-name artists.

**How did you get into metal?** I'm 31 now, and I guess a lot of people who grew up in the '80s, you know, you kind of couldn't escape metal. Mainstream metal — like Mötley Crüe and Van Halen and that stuff — was all over the place. So that was how I first got into it. But then, I guess there was something about the music that interested me, so I just got deeper into it, with Maiden and Metallica and Slayer, and then got heavier and heavier into some of the more extreme stuff.



**How did you end up in the role as the star of this film?** To be honest with you, I went into it kicking and screaming. Initially, we weren't planning to make it a personal journey. Our initial plan was to do a much more conventional documentary, like a historical documentary. As we began to write and research, we just felt like that only really had limited interest. And we always wanted to make a film that would interest both metal fans and people who aren't necessarily metal fans, but maybe music fans or people who are just curious about this music. One day, Scot said, "Well, Sam, what do you think about it being about your story?" And I immediately was, like, "No, forget it." I wasn't interested in making a movie about myself. But as we began to develop it, we kind of realized it was a good way to bring in people, because anyone can relate to a personal story.

**Was it easy to get people to talk to you?** Yes and no. We obviously needed to get access to a lot of musicians who are very high-profile and have exceptionally busy schedules. People are always asking them to do stuff, right? Tony Iommi, Bruce Dickinson, Vince Neil, Dee Snider — all these people. But what we discovered is, once we got access to the artists, they were really interested in the approach we were taking to the subject. We did get some great help from Rod Smallwood, who is Iron Maiden's manager, who from very early on, I guess, just saw something in what we were doing. We wrote letters, and he just

**What were some of the highlights for you that didn't necessarily make it into the film but were a part of the process of making the**

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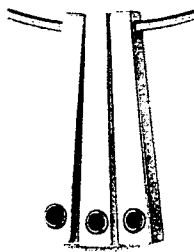


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## dl Books

# Casting a Wider 'Net

Pushed out of the mainstream media, book reviews find a new home on the Web, courtesy of litblogs. By Tracy Staton

**Old Hag, aka Lizzie Skurnick**  
[www.theoldhag.com](http://www.theoldhag.com)

**What:** Sprightly writing, intelligent observations, and occasional postings from left field. Plus, you can enter to win a book in one of the semiregular giveaways.

**Philosophy:** "Old Hag is devoted to making sure readers a) never spend \$23.99 on something they should have paid to read and b) know which book gathering dust on someone else's shelf is worth swiping."

**Recommended:** *B.F.'s Daughter* by John P. Marquand (available used): Like this one, Marquand's clever novels have mainly faded into (undeserved) obscurity. Also try *So Little Time*, about a pilot in WWI and *Point of No Return*, about a man who wants a promotion at a bank. You'll be surprised which prompts more nail-biting.

*Young Hearts Crying* by Richard Yates (available used): Though saddled with the dubious achievement of making the suburbs even more depressing than Cheever, Yates is a clever, full-bodied author who is mostly unnoticed by the reading public. Also try *Revolutionary Road* — nominated for the National Book Award in 1961 — and *Cold Spring Harbor*.

**Confessions of an Idiosyncratic Mind, aka Sarah Weinman**  
[www.sarahweinman.com](http://www.sarahweinman.com)

**What:** A literate, discerning ex-bookseller, this blogger and crime-fiction lover enjoys matching the right person with the right book.

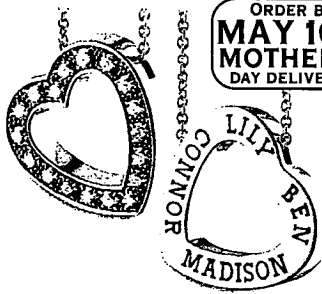
**Philosophy:** "I'd much rather trumpet the excellent, the underappreciated, and the underrated than point out holes in sacred cows."

**Recommended:** *Prayers for the Assassin: A Novel* by Robert Ferrigno (Scribner, \$25): Part alternative history, part futuristic thriller, this is an incredible what-if tale that makes you think and is impossible to put down. *Holmes on the Range* by Steve Hockensmith (St. Martin's Minotaur, \$23): Take a couple cowpokes in the 1890s West and add an obsession with Sherlock Holmes and solving mysteries, and what do you get? Big Red and Old Red Amliingmeyer, the most charming new sleuths of the year. *Black Lines: An Irene Kelly Novel* by Jan Burke (Simon & Schuster, \$25): Burke, in general, is sadly overlooked. This is a wonderful, meticulous book about cold cases, how journalists mentor one another, and how bitter family secrets can be.

**Grumpy Old Bookman, aka Michael Allen**  
[grumpyoldbookman.blogspot.com](http://grumpyoldbookman.blogspot.com)

**What:** Books of all sorts, plus commentary on publishing and writing, from an Englishman, author of "somewhat bemused observer of the current publishing scene." It's a no-nonsense — and yes, some curmudgeonly — assessment of books, publishing, and readers.

**Recommended:** Thrillers that Allen calls "lots better than your typical airport book." *Wolves Eat* by Martin Cruz Smith (Pocket, \$14): Russian detective Arkady Renko ventures to the Ukrainian town of Exclusion, the radioactive wasteland that surrounds the Chernobyl nuclear reactor. *Old Boys* by CIA man Charles McCarry (Penguin, \$15): Aging intelligence agent Paul Christopher, together with friends from his active days, looks into the mysterious disappearance of his cousin and is obliged to travel the globe to prevent a major terrorist attack. *Tropic of Night* by Michael Gruber (Harper Torch, \$8): author's first book under his own name, features Iago "Jimmy" Paz of the Miami police in a fast-paced story full of witchcraft, sorcery, or black magic — call it what you will.

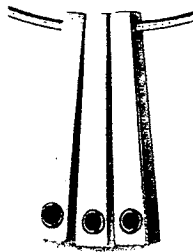


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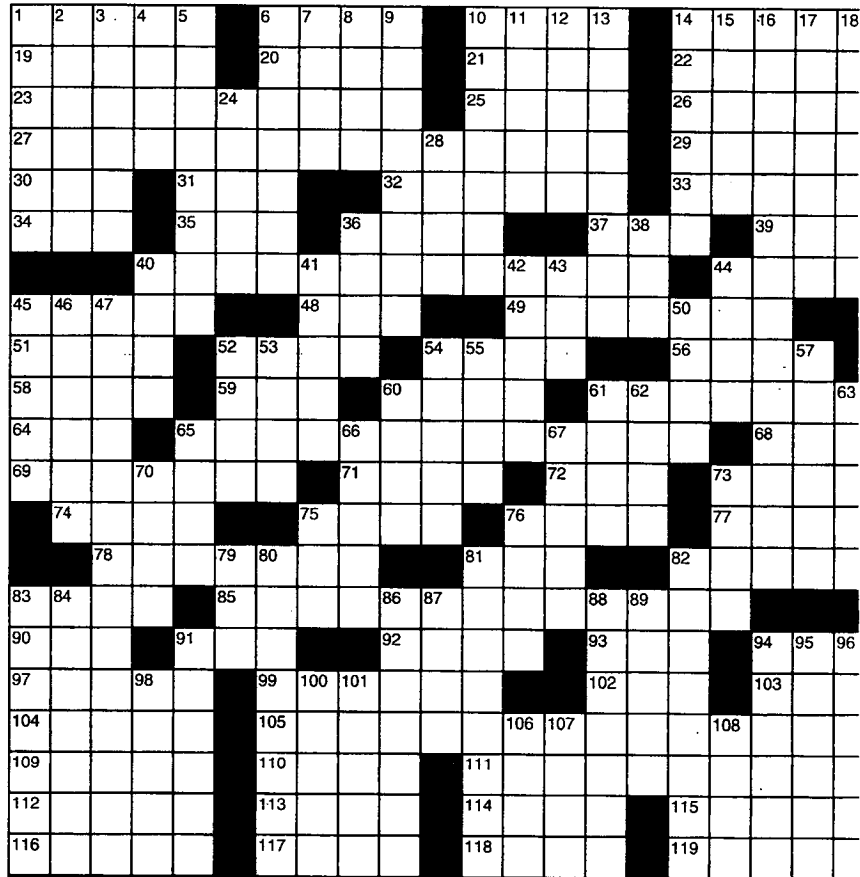


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# 4-C the Future

BY BONNIE L. GENTRY



Stumped? Find the solution on page 102.

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**ACROSS**

- |                                   |                                  |                                    |                                 |
|-----------------------------------|----------------------------------|------------------------------------|---------------------------------|
| 1 Hite of sexuality               | 31 Malarkey                      | 54 Turn over one's hand            | 75 Jane Rocheste maiden name    |
| 6 Ground breaker                  | 32 Like laryngitis sufferers     | 56 Berth place                     | 76 Shoelace problem             |
| 10 "I forgot the words" syllables | 33 Herr Schindler                | 58 Trading center                  | 77 Unpopular spo                |
| 14 Formal pronouncements          | 34 Movie buy                     | 59 TV's <i>Ramsey</i>              | 78 Begins knitting              |
| 19 Beguiled                       | 35 10% of MDX                    | 60 Vincent Lopez theme song        | 81 High on the hi way (abbr.)   |
| 20 Mother of Brunnhilde           | 36 Teller's partner              | 61 Concentrate on at college       | 82 Spanish eights               |
| 21 God of love                    | 37 Semi                          | 64 Part of a dean's e-mail address | 83 Pinion's partne              |
| 22 ___ water (up the creek)       | 39 Runner-up at the 2004 Masters | 65 Eliza Doolittle had one         | 85 Evidence of payment          |
| 23 Carrot, so to speak            | 40 Sound of a moving train       | 68 "Do no harm" org.               | 90 DDE's commar                 |
| 25 Reagan Supreme Court nominee   | 44 Work without ___              | 69 Missed the boat                 | 91 Shanty                       |
| 26 "___ fit for the gods"         | 45 Secret store                  | 71 Ego                             | 92 All-Pro line-backer Junior   |
| 27 Rave reviews                   | 48 Sega rival                    | 72 Singer Sumac                    | 93 Sch. named for an evangelist |
| 29 Soap star Susan                | 49 For a long, long time         | 73 Bit of sign language?           | 94 Hero's medal (abbr.)         |
| 30 Watch closely                  | 51 "___ sow, so shall ..."       | 74 Feds                            | 97 More sign language?          |
|                                   | 52 Erstwhile ruler               |                                    |                                 |

Exhibit 4

development community. From mobile invoicing and customer relationship management programs to apps that let you track mileage and monitor flight statuses in real time, a legion of bedroom coders continue to push the device further than even its creators ever imagined. A few quick software purchases and downloads is all it takes to transform the iPad into a portable translator, inventory management system, voice recorder, and more. Buy one, and you may never need another gadget again.

**3. Access to digital publishing:**

Via a range of software solutions from the iBooks app to Kindle suite and support for the ePub format, the iPad puts a massive library of publications at your fingertips. Whether you're looking to parse the pages of today's newspaper, read a few chapters of the hottest new business book, or enjoy immediate access to a full spate of corporate training manuals, it makes a much more ergonomic, practical, and transportable solution than traditional carrying methods. Added bonuses include massive cost savings, less waste, and fewer shipping charges for all parties involved. Think of it as your very own personal digital newsstand.

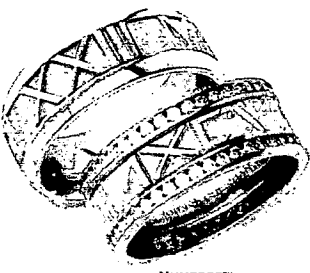
**4. Note-taking options:**

Allowing users to jot down notes on command, scribble out detailed technical sketches, or simply dictate important memos, the iPad may prove a lifesaver for executives who feel overwhelmed by today's incoming torrent of information. Using built-in features and downloadable apps, it's possible to more effectively manage your calendar, quickly spot holes in your schedule at a glance, and even remember what to pick up on your next office-supply run. The closest many entrepreneurs will ever come to having a personal assistant,

it can oftentimes prove just as handy in terms of keeping you from drowning under a sea of daily minutiae.

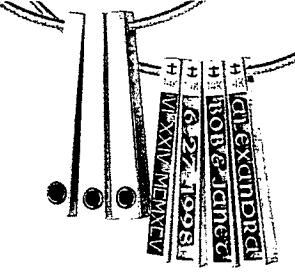
**5. Constant connectivity:** No matter if you choose to access online functions through a wireless hotspot or high-speed cellular network, the iPad lets you keep up with email, monitor emerging trends around the Web, and stay abreast of breaking headlines. Using the device, you can stay in touch with colleagues across time zones and continents, remain

on top of shifting stock prices, and catch topics relevant to your industry as they storm the international newswires. Those who've been holding out on purchasing a smartphone, given usage patterns that lean more toward data-intensive tasks than reams of conference calls, may find it a welcome alternative. **Scott Steinberg is a prolific writer and speaker in technology and tech entertainment. He's head of TechSavvy Global.**




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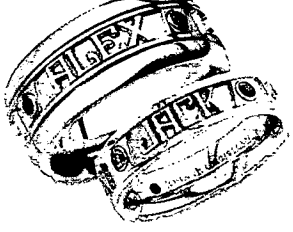
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# GREAT DATES

## LOS ANGELES

○ Through August 9  
**Occupation Dreamer: The  
 Photography of Moshe Brakha**  
 The Grammy Museum

This exhibit features photos of leg-  
 endary musical artists from 1976–86  
 including Madonna, Neil Young,  
 Elvis Costello, Devo, and Black Flag.  
[grammymuseum.org](http://grammymuseum.org)

○ Through August 27  
**25th Annual Santa Monica Pier  
 Twilight Dance Series**  
 Santa Monica Blvd. and the Pacific  
 Ocean  
 From 7–10, every Thursday evening  
 through the end of August, reggae,  
 folk, rock, and world music perfor-  
 mances are free.

[santamonicapier.org](http://santamonicapier.org)

○ July 2–4  
**Fireworks Spectacular**  
 Hollywood Bowl  
 Fireworks, live performances by  
 John Fogerty, and American clas-  
 sics by the Los Angeles Philharmonic  
 highlight each night of celebration.  
[hollywoodbowl.com](http://hollywoodbowl.com)

○ July 8–August 31  
**2009 Pageant of the Masters:  
 The Muse**  
 Laguna Beach  
 During this 90-minute presentation,  
 real people pose to look exactly like  
 their counterparts in famous classi-  
 cal and contemporary artworks. The  
 event is held at an outdoor amphi-  
 theater and includes live orchestra  
 and narration, intricate set designs,  
 and special lighting. The pageant  
 starts each evening at 8:30.  
[foapom.com](http://foapom.com)

○ July 9  
**Art Walk**  
 Downtown Los Angeles  
 A regular event on the second  
 Thursday of the month. Art lovers  
 take a free self-guided tour of the  
 area's hottest galleries.  
[downtownartwalk.com](http://downtownartwalk.com)

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# GREAT DATES

## LAS VEGAS

○ June 6  
**Chuck Negron**  
 (of Three Dog Night)  
 The Cannery

○ June 10-15  
**Cinevegas Film Festival**  
 Palms Casino Resort  
 This annual event is tuned in to edgy and arty cinema. In its 11th year, it now draws a large crowd from across the country.  
[cinevegas.com](http://cinevegas.com)

○ June 13  
**Bobby Vinton**  
 The Cannery

○ June 19  
**Larry Gatlin and the Gatlin Brothers**  
 Sunset Station

○ June 20  
**Big and Rich**  
 Buffalo Bill's

○ June 26  
**Blue Oyster Cult**  
 Boulder Station Hotel-Casino

○ June 26-27  
**Gary Puckett**  
 South Point Hotel Casino

○ June 27  
**Eric Clapton and Steve Winwood**  
 MGM Grand

**The Spinners**  
 The Cannery

○ July 10  
**Pat Benatar and Neil Giraldo**  
 House of Blues

## LOS ANGELES

○ June 7  
**Vintage Automobile and Classic Car Show**  
 Heritage Square Museum  
 A closeup look at rare and restored cars – from Model Ts to street rods – all from the early 1900s to the 1950s.  
[heritagesquare.org](http://heritagesquare.org)



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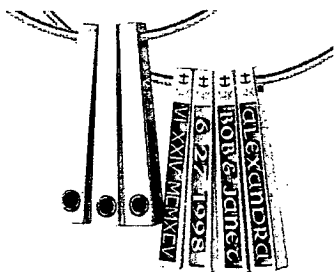
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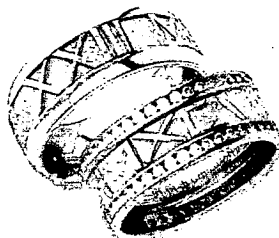
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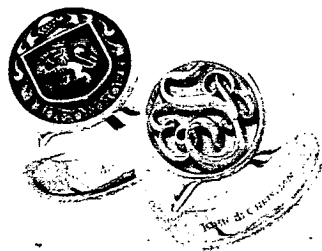
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05/09 • 84 •

# MUST READ

the morning, while I ponder my day over a bowl of slow-cooked porridge with peanut butter and a nicely chopped-up black banana, sipping on that glorious first cuppa. And it is the last thing I think of at night as I sit

down with a bowl of macadamia nuts and a shot of peaty whisky from Islay.

Food is not just what I eat, it is what I am and what I do.

That realization and the realization that I am not alone in my

obsession is what led to the book you have in your hands — and the blog that preceded it. It is what led to the whole notion of *Eat My Globe* and my desire to go everywhere, eat everything. It is what made me walk away from my old life of self-indulgent hedonism and head off around the world in search of the weird, the wonderful, and the downright tasty. It was what made me move from a comfort zone in which my idea of hardship was having only Chardonnay in the minibar, to a trip that saw me endure over 100 flights, the same number of different beds, and the unspeakable horror of Chinese toilets and trains.

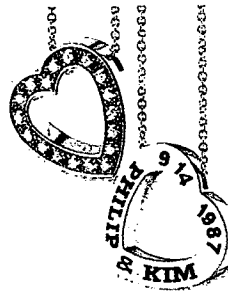
Best of all, it was the realization that brought me into contact with hundreds of people all over the world, who shared my passion for incredible things to eat and who opened up their lives and their hearts to let me share a meal with them or to be part of the process that brings these treasures to our tables.

I hope that by reading this book, you will not only get some vicarious pleasure from learning about the people, the places, and, of course, the food, but also rekindle your own desire to go to places far and wide because they do great noodles, or to spend time preparing a meal for someone special even if they can be, like me, an overcritical dolt.

Most of all, however, I hope it just makes you really, really hungry and want to put the book down (after buying it and taking it home first, of course) so that you can go to eat something incredible.

That is, of course, if an older

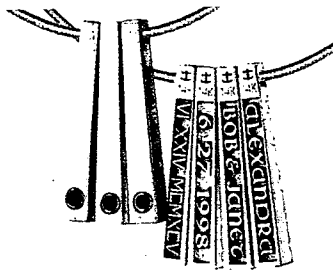
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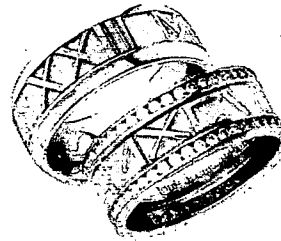
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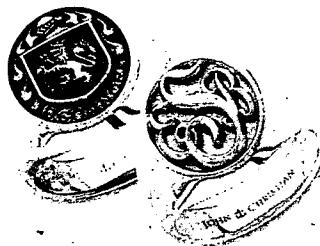
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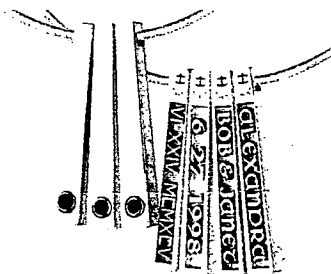
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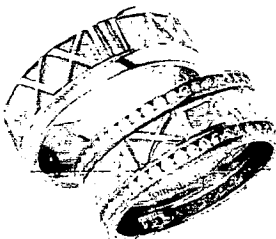
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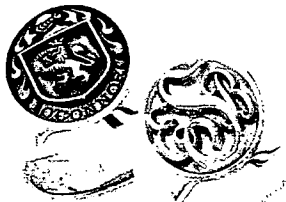
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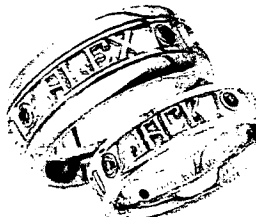
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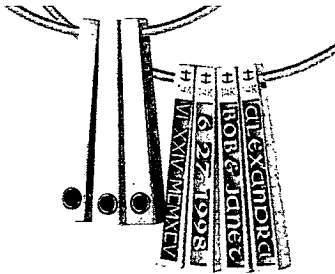
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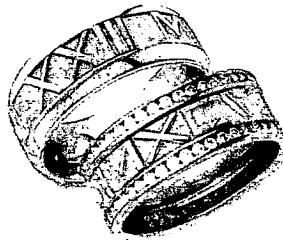
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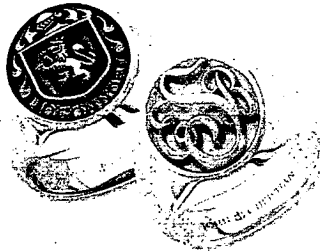
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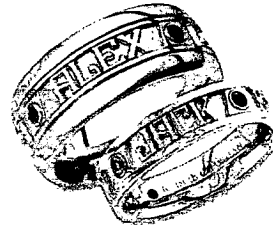
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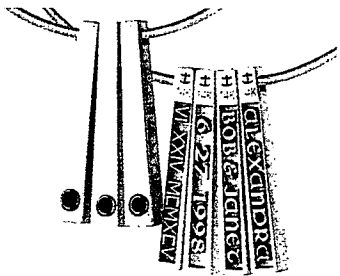
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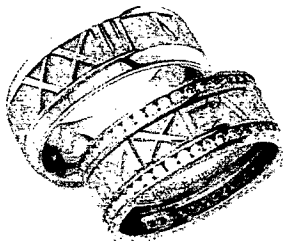
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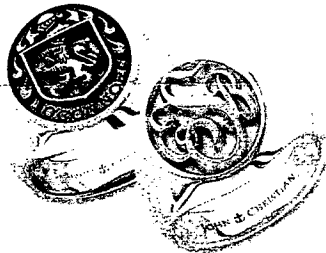
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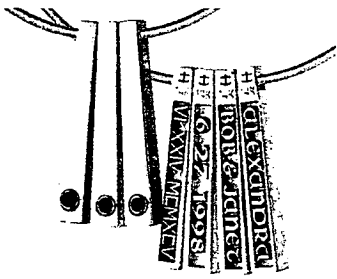
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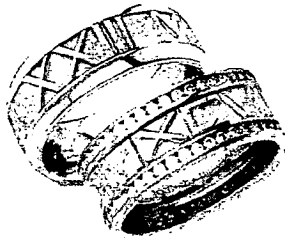
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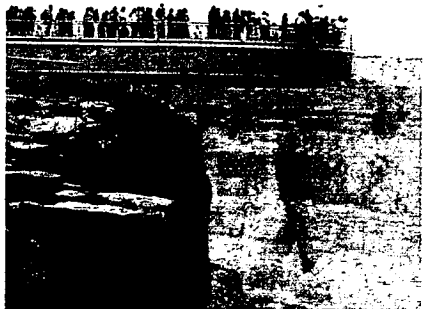
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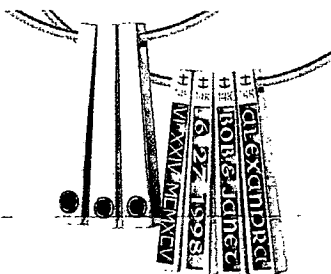
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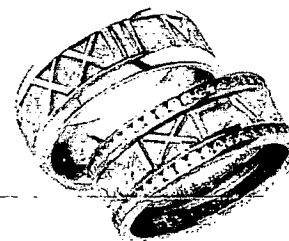
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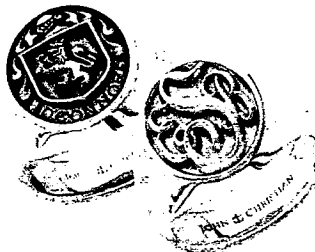
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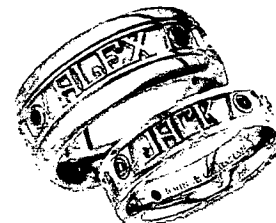
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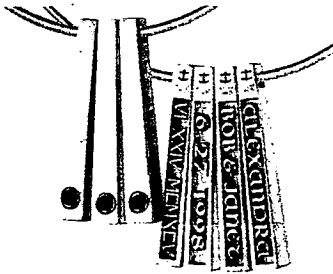
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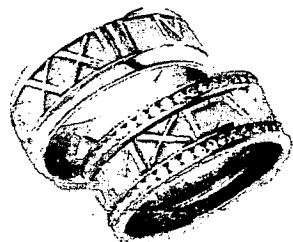
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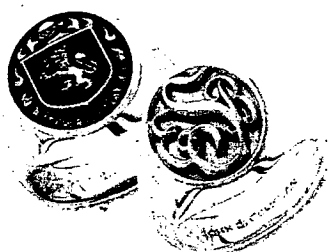
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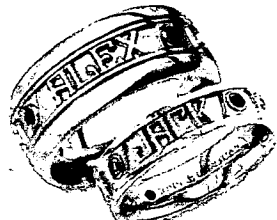
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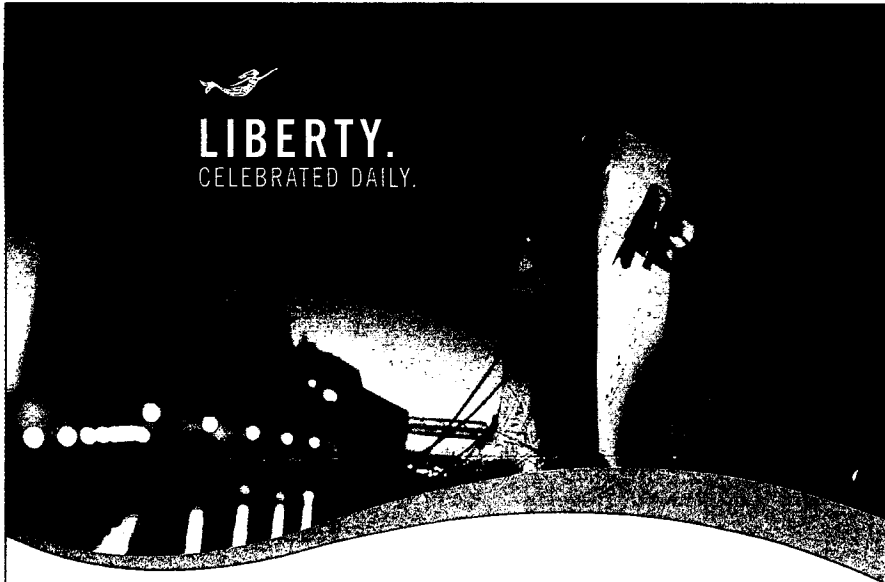
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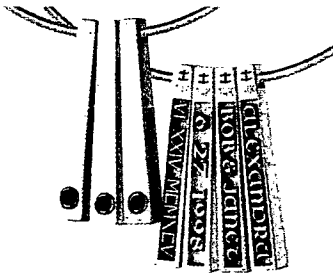
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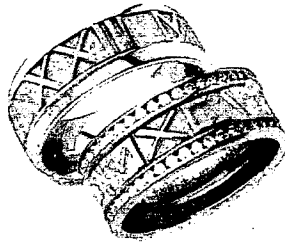
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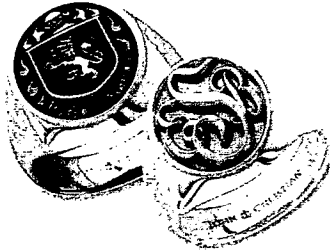
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glass. The ice in the water was causing condensation to form on the glass, and it began to drip down the side and pool on the tabletop, which was also glass. The business executive was more and more distracted by this and began to stare at his card as the water got closer and closer to touching it. He was getting agitated and tense, but he wouldn't dream of saying anything.

Sensing his anxiety, I reached over, took his card, and placed it carefully in my shirt pocket. Only then did he relax. A business card, in almost all of Asia, is a proxy for the honor of the person who offers it to you. It is figuratively an extension of their body. Anything that happens to that card happens to them. You should take it in two hands, look at it for more than a brief moment, say, "very impressive," then put it in a secure pocket or card holder, never your wallet (you don't want to sit on it!), as if it were the most important document you could possibly be touching. And you do all this smoothly without looking like you've read a book about how to do it.

Here's my advice for going abroad on business:

1. There are companies that specialize in global business etiquette. If you're looking at a critical assignment, such as negotiating a multimillion-dollar, multi-year agreement, get your company to pay for this level of preparation. If it's not that big an assignment, use the books listed in the sidebar.

2. If you're selling or negotiating abroad, hire a translator/interpreter/driver/guide wherever you go, even if you're conducting business in English. And tip them well to gain their allegiance. That way you can learn what people are saying in sidebar conversations in the local language, which is critical to your endeavors.

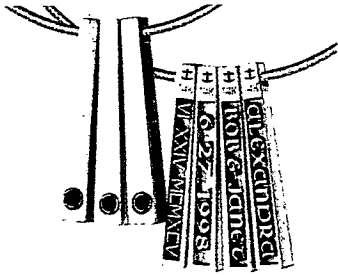
3. Never tell your host, "Your English is very good." This is almost universally considered rude. Of course an educated person's English would be good.

4. Be quieter. Americans abroad are often too loud, brash, pushy, and bold.

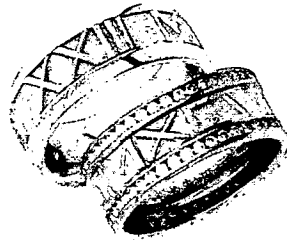
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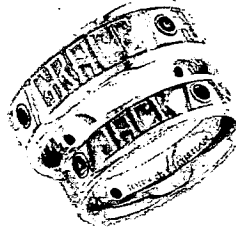
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— Judith Ritter

## LIVERPOOL



Money can't buy you love, but it can buy you a night with the Beatles. Just book a room at the new Fab Four-inspired **Hard Days Night Hotel**, opening February 1. The 110-room boutique sleepover is a stone's throw from the famed Cavern Club, where the bandmates launched their careers.

The hotel is lined with striking reminders of the local lads who made good. Along with archived photos and evocative paintings — some created by Paul and Ringo — the world's favorite band is permanently reunited in *Together Again*, a set of four life-sized bronze statues perched on the Victorian-era property's refurbished exterior.

Inside, each room combines retro cool and high-end flourishes. Raindrop showers and flat-screen TVs are standard, while mod swivel chairs and king-size beds (ideal for sleeping like a log) make guests feel like pop stars. If you're a true star, you'll likely book the swanky Lennon Suite, complete with white piano, or the McCartney Suite, featuring a set of armor suitable for a knight.

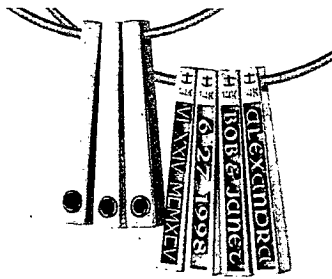
While you're there, pop into Blakes, an on-site restaurant lined with Sgt. Pepper-inspired artwork, or nip into the Bar Four lounge for cocktails. Don't drink too much, of course, or it'll be a long and winding road back to your room.

For info or reservations, visit [harddaysnighthotel.com](http://harddaysnighthotel.com).

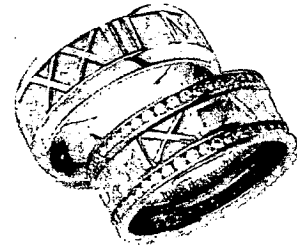
— John Lee

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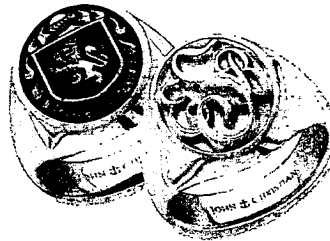
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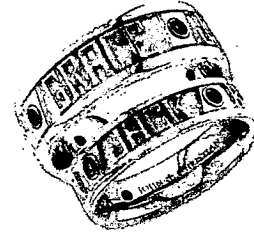
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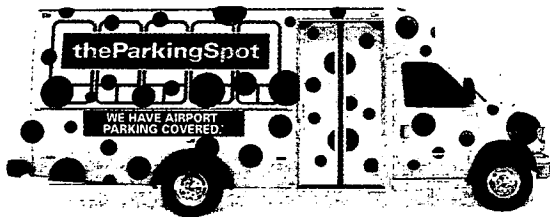
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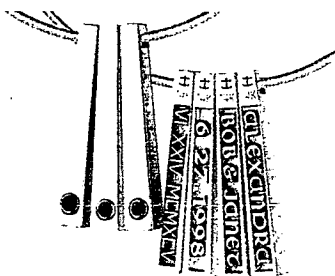
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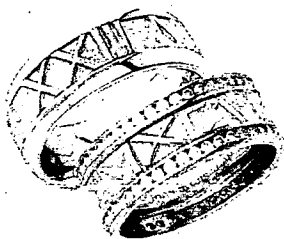
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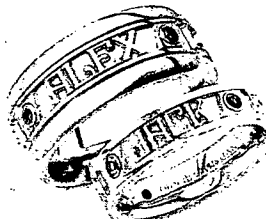
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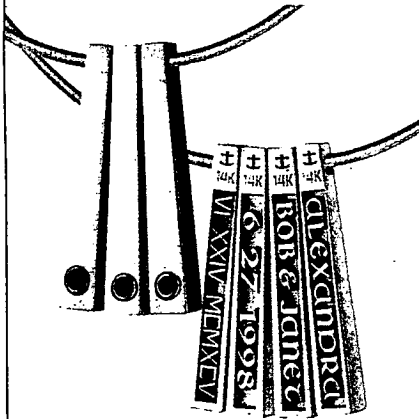
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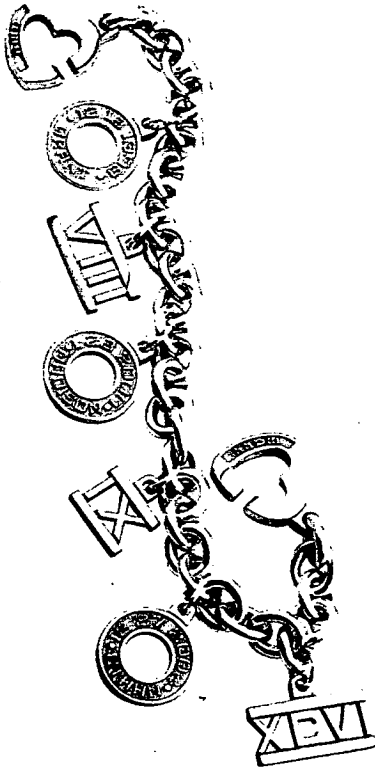


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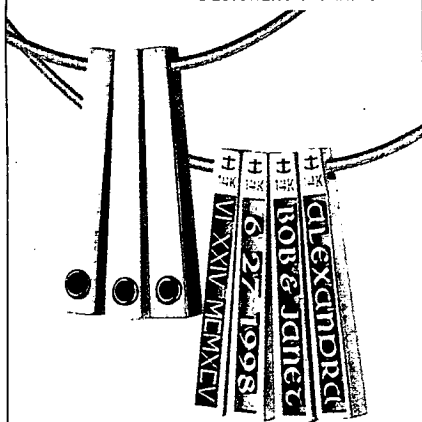
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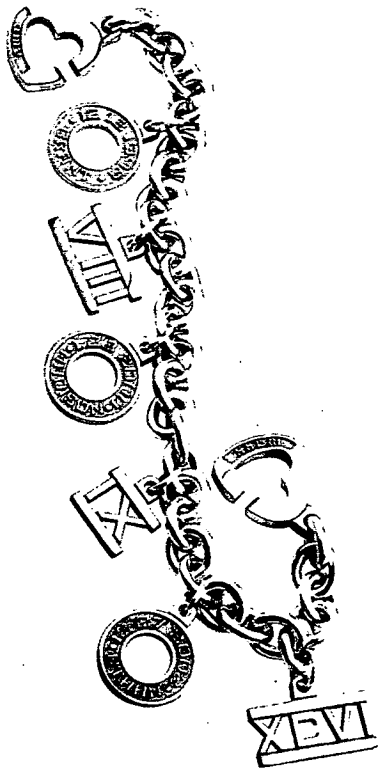


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## FOOD FROM THE EDGE

bar tucked alongside the grill. The pleasant vapors of cooking meat hang in the air.

You can order a filet mignon, but if you do, you're not playing to the kitchen's strengths. Better is the butcher's secret: a grass-fed, organic hanger steak with the savor of a ribeye and the tenderness of, well, a tenderloin. Better still is the entraña fina, a special cut of skirt steak that, in the hands of Garcia, means three planks of juicy but firm beef, charred brown-black on the outside but rosy-red on the inside, served with a trio of sauces that include a bright chimichurri.

All dishes are served à la carte. To go with your skirt, try a creole tomato and Cabrales blue cheese salad, or maybe a special like the lump crab ravioli. On the side, order a cone of shoestring fries, doused with garlic olive oil. And to drink, go for a fat, rich, red Malbec.

### Lüke

Lüke is the babe, open since May 2007. John Besh, who won the 2006 Best Chef: Southeast award from the James Beard Foundation for his Restaurant August, is the culinary mind behind the project. Jared Tees, who cut his teeth in the Brennan family kitchens, is the top toque. (The restaurant name, by the way, is an homage to Besh's eldest son.)

The vibe is brasserie casual. The dining room is long, with a beautiful carved-wood bar on the right, accessorized by over-the-top displays of coral-hued crabs and luminous shrimp. The wine list is mostly French. The front-of-house folks wear sharp suits. Waiters wear traditional black and white.

The food is Alsatian by way of New Orleans. In other words, it's French meets German as filtered through the uniquely Creole culture of Louisiana. That means crabmeat maison, a disk of jumbo lump larded with a yolky mayonnaise and topped with a frisée hat. Or house-made boudin noir garnished with mustard and fried sage leaves, served

alongside a copper pot brimming with stewed apples, potatoes, onions, and bacon.

And cochon de lait, a lozenge of pulled pork — light and sweet and garnished with cherry mustard — a dish that, come to think of it, is also served by Donald Link, the kid from Cajun Country, at Cochon.

John T. Edge is the author of several books on food, including *Southern Belly: The Ultimate Food Lover's Companion to the South*, recently released in paperback.

### RECIPES

#### Chow-Chow

Courtesy of Stephen Stryewski,  
head chef at Cochon

2 cups sugar  
2 tbs. dry mustard  
1 tbs. celery seed  
1 tbs. mustard seed  
1 tbs. salt  
1 tbs. turmeric  
1 qt. vinegar  
1 cup water  
¼ cup creole mustard  
1 gal. diced vegetables: green tomatoes, cabbage, cauliflower, bell peppers, cucumbers (and whatever your garden offers that makes a good pickle)

Mix all but vegetables together and bring to boil. Simmer for 5 minutes. Add vegetables and return to boil. Pack into 4 sterilized jars and process for 10 minutes in a boiling water bath, or refrigerate for 2 weeks.

Serve with peeled shrimp seasoned with salt, pepper, and chili flake then grilled over a medium high heat. Top with chow-chow.

Yields 1 gallon

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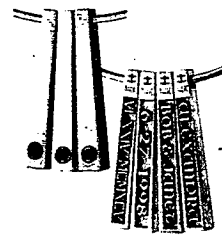
September 23

September 24

September 29

Mariah Carey

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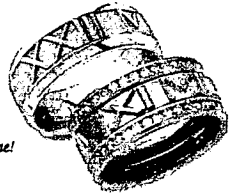


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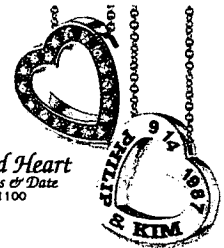


*Mother's Wheel*  
Names & Birthstones  
FROM \$240

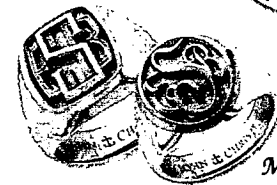
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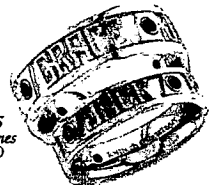


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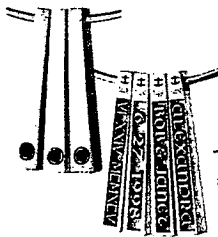
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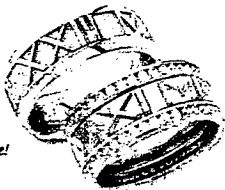


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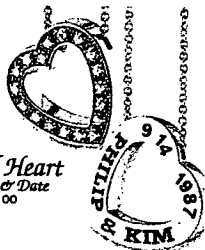


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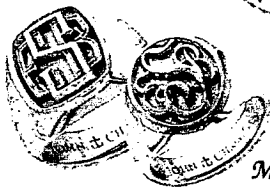
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South Coast Hotel and Casino

August 26

**Mal Tillis and Roy Clark**

Buffalo Bill's Star of the Desert Arena

September 1

**The Beach Boys**

Mandalay Bay Beach

September 1

**Jason Brown with Braille**

House of Blues at Mandalay Bay

September 1

**Toto**

Boulder Station Hotel and Casino

September 1-2

**David Spade**

The Mirage

September 1-3

**Tim McGraw and Faith Hill**

Mandalay Bay Events Center

September 2

**Joe Cocker**

Red Rock Casino Resort Spa

September 8

**Michael Flatley**

and **Little Eddie**

Lake Las Vegas

September 7-9

**Ernie de Soto's "Dancing"**

MGM Grand Garden Arena

September 13

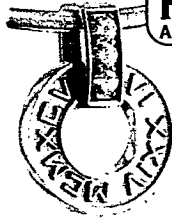
**James Brown with X-Plan**

House of Blues at Mandalay Bay

*U.S. Air Attache - Aug. 2006*

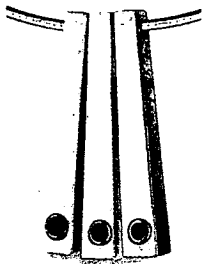
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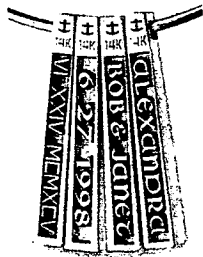
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## DOWN TO BUSINESS

Kids also travel in tightly knit groups. While cable executives are frequently frustrated at the difficulty of drawing large, concentrated audiences in an age of 500 channels, kids' programming has shown an ability to draw big chunks of viewers. In its debut on the Disney Channel in January, the made-for-TV movie *High School Musical* — the classic story of geek meets jock set against the backdrop of a high-school musical — drew a massive eight million U.S. viewers and was the best-rated show on cable for the week. Producers are already plotting a sequel.

Shrewd producers of content for kids have shown an ability to segment the market in search of growth. Elmo, the hugely popular *Sesame Street* character, was introduced in the 1980s as part of an effort to appeal to a younger demographic. With his high-pitched voice and broken syntax, Elmo (perpetually 3 and a half years old) was able to relate to the 2- and 3-year-olds who were tuning into *Sesame Street* along with their older siblings. In the 1990s, Elmo came into his own as a star of his own show within the show — *Elmo's World* — and eclipsed old stalwarts like Bert, Ernie, and Kermit the Frog. The little red dynamo broke out with the hit Tickle Me Elmo doll in 1996 and headlined the 1999 film *The Adventures of Elmo in Grouchland*.

Now *Sesame Street* is taking market segmentation a step further, rolling out a new line for consumers who might find Elmo a tad over their head. As Sherrie Westin, executive vice president of Sesame Workshop, noted recently, "Our own research showed that *Sesame Street* videos were among those frequently viewed by the under two set, in spite of the fact that the content and curriculum of *Sesame Street* is designed for ages 2 to 5." And so we get Sesame Beginnings, which features baby versions of muppets like Elmo in

### Good Read

To learn more about how the marketplace has paid attention to our children, read *The Commodification of Childhood* by Daniel Thomas Cook (Duke University Press).



videos, toys, and books.

In our commercial culture, toys and videos have a relatively short shelf life.

Kids tend to outgrow them quickly and move on to the next thing. It's easier to establish a profitable long-term relationship with a customer when you can provide an ongoing service. And in this field, large companies see opportunities in the youth market. In recent years, cell phones have become a must-have accessory for adults and college students.

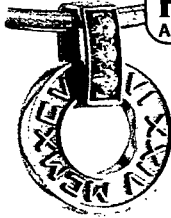
But now the communications devices are going down the demographic chain. According to the Yankee Group, a market research firm, in 2005 some 60 percent of Americans between the ages of 13 and 17 had cell phones. That's approaching saturation. The next big growth area (also according to the Yankee Group) is the so-called "tween" market, defined as kids "between the ages of 8 and 12." According to the firm, some 27 percent of tweens have cell phones — 5.3 million phones, to be exact — and the market could double by 2010. In other words, in the coming years kids will most likely send in their votes for the Nickelodeon Kids' Choice Awards through their own cell phones, not their parents' PCs. ←

**DANIEL GROSS** is a contributing editor to *U.S. Airways Magazine*. He also writes the Moneybox column for *Slate* magazine and can be heard on NPR.

*U.S. Airways - July 2006*

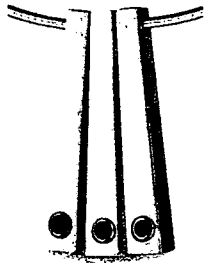
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GET SMART

## TIPS FOR HEALTHY TRAVEL

When you're traveling, it's important to focus on both your health and your well-being. To help maintain physical comfort, we offer some suggestions and illustrate a few basic exercises that you may wish to follow.

### BEFORE FLYING

- Get a good night's sleep before your trip. Adjust for crossing time zones by retiring earlier than normal if headed eastbound, and later if traveling west.
- Dress comfortably and wear loose-fitting and flexible clothing.
- Pack medications in their original bottles and store in your carry-on bag for easy access. If you wear contact lenses, pack a pair of eyeglasses as well as contact solution in your carry-on bag.
- To help ease the effects of jet lag, begin to adjust eating and sleeping patterns for the new time zones.

→ Pack a light carry-on bag and check your luggage to avoid the strain of handling heavy bags.

### AFTER LANDING

- Use both hands when retrieving bags from overhead bins. When retrieving luggage from the terminal carousel or loading luggage into a vehicle, be sure to lift with your legs and not your back.
- Adequate rest will help to ensure you're at your best after lengthy flights and time-zone changes.
- To reduce the effects of jet lag, avoid excessive amounts of alcohol, maintain a regular diet, and expose yourself to fresh air and sunlight.



### SHOULDER ROTATION

Raise shoulders up and rotate, back to front. Repeat several times, then reverse direction, rotating front to back.



### FINGER/TOE STRETCH

Clench fingers inward toward palms, then stretch outward. Repeat several times. Do the same with toes.



### ANKLE ROTATION

Lift one foot slightly off floor, keeping leg stationary. Make several small circular motions in each direction. Repeat with other foot.



### FOOT FLEX

With heels on floor, lift toes upward as far as possible. Hold for several seconds, then relax feet. Repeat.



### NECK ROLL

Drop chin to chest. Slowly and carefully rotate head clockwise several times. Stop and repeat using counter-clockwise motion.



### HEEL LIFT

Lift one heel as high as possible while keeping toes on floor, then relax heel to floor. Repeat while alternating right and left heels.

The information contained in this section is presented in summary form as a service to our customers and should not be used in place of consultations or advice from your physician.

ILLUSTRATIONS BY NIGEL H

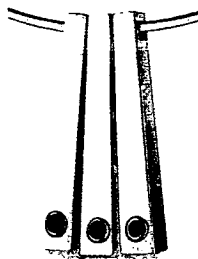
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# IN GEAR



boardroom, but easily converts to shorts and sleeveless tops for more casual activities like shopping or sightseeing. The pack includes two tops, two pairs of pants, a vest, convertible skirt, and blouse. All fabrics are wrinkle resistant, quick drying, breathable, and water re-

sistant. You can customize your pack by choosing sizes, styles, and colors. Plus, the mini wardrobe comes in a sleek pouch that you can stash in a carry-on.

For your next trip, put together your Adventure Travel wardrobe, available at [orvis.com](http://orvis.com) or [backcountry.com](http://backcountry.com).

## PUZZLE ANSWERS

### GETTING THINGS BACKWARD

from page 256

FILES	HODAD	FONTS
ATILT	IMAGE	ALOHA
VAMPIRE	STAB	REVEL
ALPACA	ASTAR	IWD
	SHISH	SOS
CLEO	THEFIRST	LEON
RIM	TEAR	SURE
OLORD	BROW	COVERS
SATURDAY	NIGHT	EVIL
SCENE	ETNA	SNAPE
	DAVE	ANTS
SWIMMING	LOOP	TENT
TALC	DRE	WRITE
ALL	PEONS	RUMBAS
CLINE	BED	OF PETS
KENYA	EVITA	TETON
STICK	DALEY	SHAMS

### T FOR TWO

from page 257

CHIT	NEVER	MARS
REAR	OVATE	ERIE
IRMA	VACANT	LOTT
BOBSLEDS	ERODES	
	HOLE	SWAT
RASCAL	SCEPTERS	
ALMAMATTER	NEW	
LIENS	RUN	PATTI
PTA	PITT	VIPERS
HOROWITZ	ASTROS	
	RATE	ANTI
SAFARI	FREETOWN	
PRATT	FALLS	USIA
UNTO	ULEES	DART
ROAR	LIANA	EYES

### TIME TRAVEL

from page 257

MINUTES
PIGMENT
THIMBLE
IMOTATE
MENOTTI
MINSTER
DEMERIT
CLIMATE
MOUNTIE
VIETNAM
MAITRED

"SPLIT SECOND"

### SUDOKU ANSWERS

from page 258

#### EASIER

8	7	4	9	5	3	2	6	1
9	3	6	2	1	7	8	4	5
1	2	5	4	6	8	3	9	7
3	6	7	1	9	5	4	2	8
2	1	8	7	4	6	5	3	9
5	4	9	3	8	2	1	7	6
7	9	1	8	2	4	6	5	3
6	8	2	5	3	9	7	1	4
4	5	3	6	7	1	9	8	2

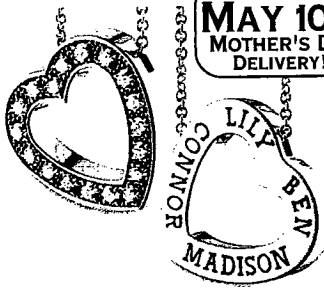
#### TOUGHER

8	6	3	7	4	2	1	5	9
5	2	9	3	6	1	4	7	8
4	1	7	5	8	9	2	6	3
3	7	6	9	5	4	8	2	1
1	8	4	2	7	3	5	9	6
2	9	5	8	1	6	3	4	7
6	3	8	4	9	5	7	1	2
7	5	1	6	2	8	9	3	4
9	4	2	1	3	7	6	8	5

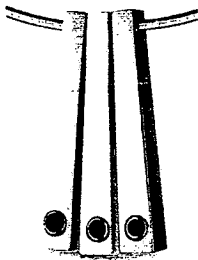
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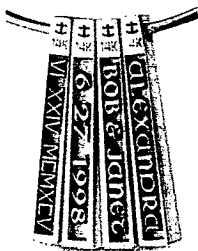


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G R E A T   D A T E S

January 1-22  
Denver

**National Western Stock Show,  
Rodeo & Horse Show**

The 100th Annual Stock Show is a spectacle of all things Western. Horse shows, livestock exhibitions, bull riding, Western art, and Wild West shows will make you giddyup.

303/297-1166; [nationalwestern.com](http://nationalwestern.com)

January 6  
Venice

**Regatta delle Befane**

In Italy, the befana is a benevolent witch who leaves treats in the stocking of good children on Epiphany. To celebrate, oarsmen dressed as witches race the Canal Grande, beginning at San Toma and finishing at the Rialto Bridge.

+39-041-523-7933; [turismovenezia.it/eng](http://turismovenezia.it/eng)

January 7  
Nationwide  
Winter Trails Day

First-timers to snow sports (both young and old) can try out snowshoeing or cross-country skiing for free at ski resorts and recreational centers across North America.

[wintertrails.org](http://wintertrails.org)

January 9-15  
Barbados

**Barbados Jazz Festival**

The beautiful island plays host to renowned jazz performers and exhilarating music. This year's lineup includes Roy Hargrove, Jill Scott, and the Cuban Jazz All-Stars.

246/427-2623; [barbadosjazzfestival.com](http://barbadosjazzfestival.com)

January 12-17  
Bermuda

**Bermuda Festival  
of the Performing Arts**

The long-running festival transforms the island into an international hub for cultural exchange and artistic growth with theater, classical music, song, and dance.

441/295-1291; [bermudafestival.org](http://bermudafestival.org)

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**NBC Evening News**  
"Orly, matchmaker for 25 years..."  
**VH1 Special**  
"Orly's service is designed for the professionals..."  
**AM Los Angeles Show**  
"Orly's clients were married live on the show..."  
**ABC Eyewitness News**  
"Orly, world renowned matchmaker..."  
**KTLA Morning News**  
"Orly, matchmaker in action..."  
**ABC 5 O'Clock News**  
"Orly is nationally and internationally known..."  
**Headline News**  
"Orly's clients are the crème de la crème..."  
**AM Philadelphia Show**  
"Orly's clients are simply top of the line..."  
**Cleveland Tonight Show**  
"Orly, a touch of class for selective singles..."  
**Orange County New Channel**  
"Orly was born a matchmaker..."  
**AM Northwest Show, Oregon**  
"Orly, author of finding the perfect match..."

**Good Evening Seattle Show**  
"Orly is an investment in your future..."  
**The Dimi Petty Show, Canada**  
"Orly can change your life..."  
**CBS Noon News**  
"Orly has a dream date for you..."  
**CBS Cupid Show**  
"Orly is a real marriage broker..."  
**USA Today Newspaper**  
"Orly matches the rich and successful..."  
**Company Show Detroit**  
"Orly made countless successful introductions..."  
**The Roseanne Barr Show**  
"Orly is a unique personal matchmaker..."  
**American Journal Show**  
"Orly, a matchmaker with a sixth sense..."  
**The Good Company Show, Minnesota**  
"Orly is a celebrity matchmaker..."  
**Politically Incorrect**  
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**Los Angeles Times**  
"Orly's video tape is captivating..."  
**Fox TV News**  
"Orly, featured in thousands of publications..."

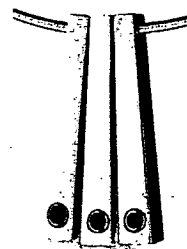
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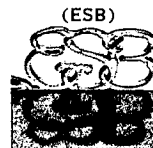
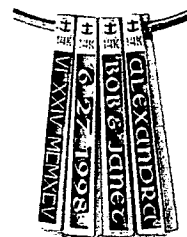
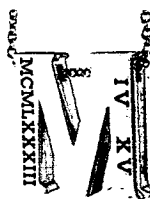
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FOOD

in America—maybe even in the world. The road is a long one from Fellini's to Pizzeria Bianco, but if my plans work out, I will soon meet Peter in Phoenix for a slice and then I'll report my findings to you here. Enjoy your own pizza explorations, and stay tuned. ★

**Sauce:  
The Recipe**

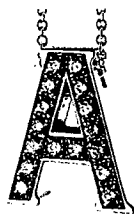
Many a pizza connoisseur gauges a great pie by the crust. Too often, the sauce gets short shrift. But in *Pizza: A Slice of Heaven*, Levine offers a sauce, originally devised by food-writing maestro Jeffrey Steingarten, that is worthy of a place in your repertoire of recipes.

- 1/4 cup extra-virgin olive oil
- 1 3-inch onion, finely chopped
- 4 cans (28 oz. each) whole Italian plum tomatoes
- 1 head of garlic, cut in half crosswise, any loose outer papery skin removed
- 2 tbsp. coarsely chopped fresh herbs (basil, oregano, marjoram) or 2 tbsp. dried herbs
- 2 tsp. salt
- freshly ground black pepper

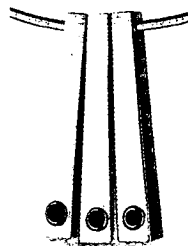
Heat the olive oil in a 4- to 5-quart saucepan and gently cook the chopped onion in it until just translucent. Empty the tomatoes into a large strainer set over a 2- to 3-quart bowl. Squish the tomatoes with your hands until no large pieces remain. This should be quite enjoyable. Empty the tomato solids in the strainer into the saucepan. Add 1 1/2 cups of the tomato water and stir in all the other ingredients except the pepper. Bring to a snappy simmer, cook for about 20 minutes, and remove from the heat. Add about 16 grindings of pepper. When it cools, the sauce should be very thick. Makes one quart.

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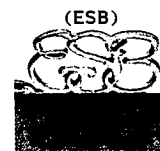
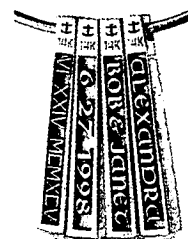


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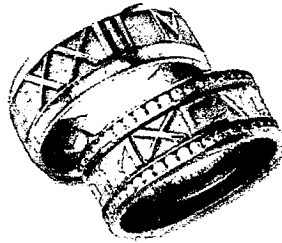


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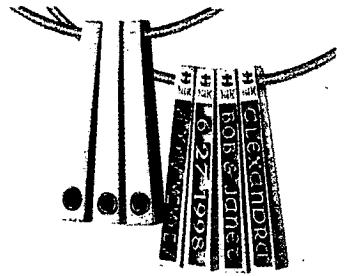
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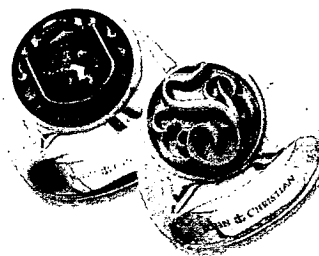
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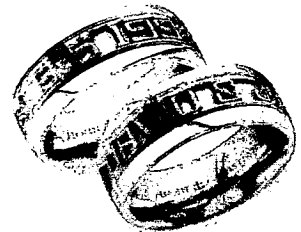
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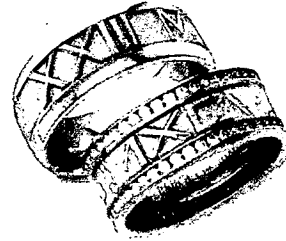
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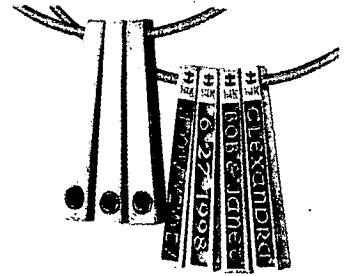
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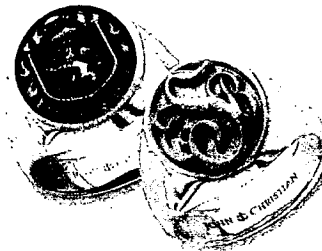
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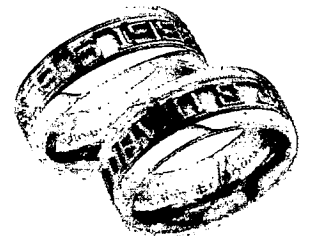
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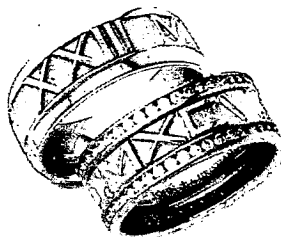
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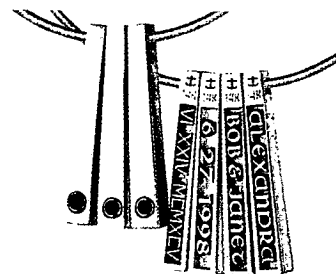
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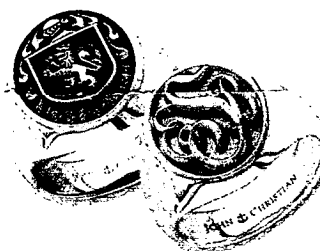
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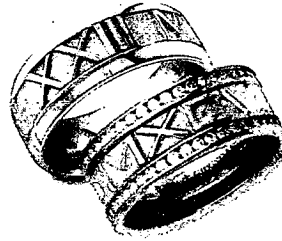
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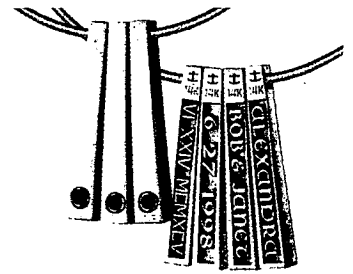
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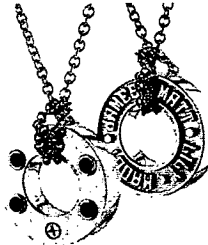
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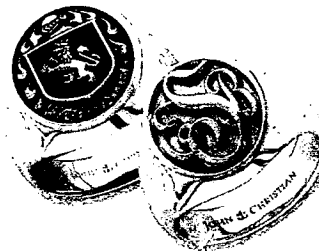
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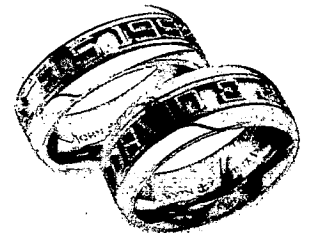
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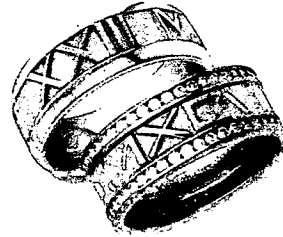
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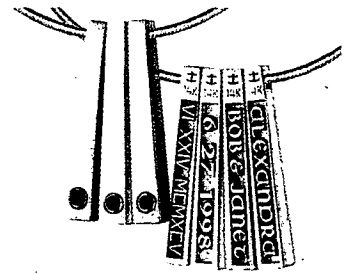
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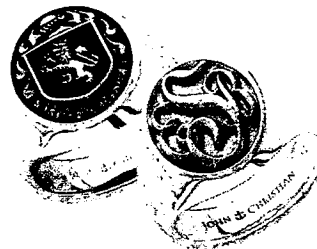
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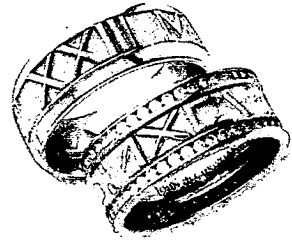
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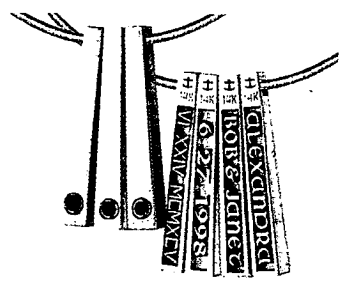
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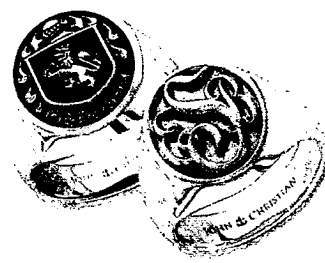
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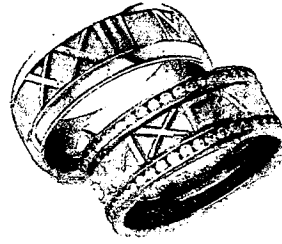
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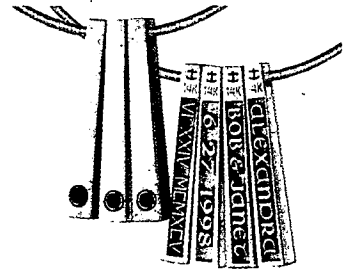
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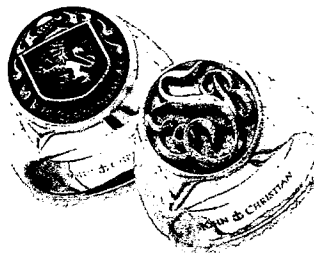
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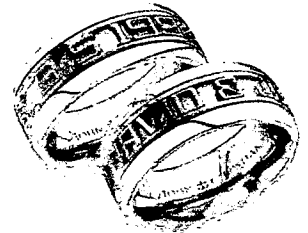
*A Mother's Love*



*Family Traditions*



**YOUR FAMILY CREST**  
\$790  
**MONOGRAM**  
\$590



**EXPRES™**  
WITH YOUR NAMES  
& SPECIAL DATE  
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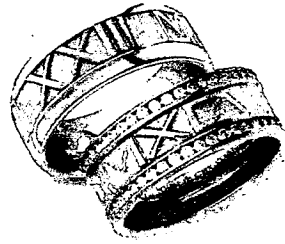
1.888.646.6466

# JOHN CHRISTIAN

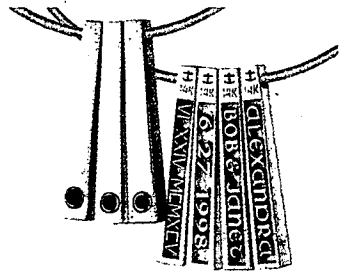
DESIGNERS & CRAFTSMEN



*Milestones*



**NUMEROS™**  
**YOUR ANNIVERSARY DATE**  
 IN ROMAN NUMERALS!  
*December 11, 1998*  
 XII XI MCMXCVIII  
 \$650 & \$4,400



**JEWELRY FOR LIFE™**  
**FOR YOUR MILESTONES**  
 CHAIN & ONE BAR  
 \$590



**MOTHER'S WHEEL**  
 CHILDREN'S NAMES  
 & BIRTHSTONES  
 \$250



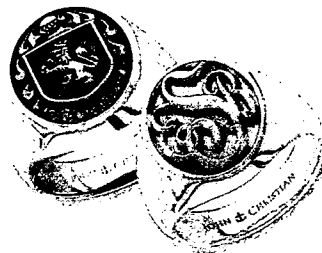
**CONTINUOUS LIFE™**  
**YOUR CHILDREN'S**  
 NAMES & BIRTHSTONES  
 (UP TO 5 NAMES)  
 \$590 & \$225



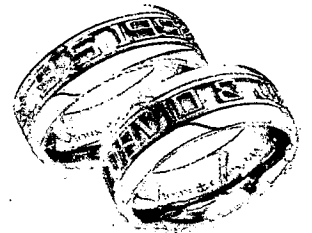
*A Mother's Love*



*Family Traditions*



**YOUR FAMILY CREST**  
 \$790  
**MONOGRAM**  
 \$590



**EXPRES™**  
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 & SPECIAL DATE  
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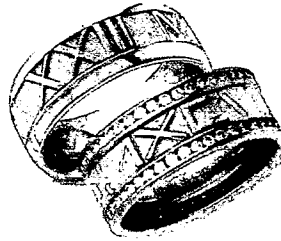


# JOHN CHRISTIAN

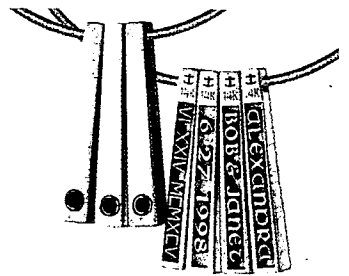
DESIGNERS & CRAFTSMEN



*Milestones*



NUMEROS™  
**YOUR ANNIVERSARY DATE**  
 IN ROMAN NUMERALS!  
*December 11, 1998*  
 XII XI MCMXCVIII  
 \$650 & \$4,400



JEWELRY FOR LIFE™  
**FOR YOUR MILESTONES**  
 CHAIN & ONE BAR  
 \$590



MOTHER'S WHEEL  
 CHILDREN'S NAMES  
 & BIRTHSTONES  
 \$250



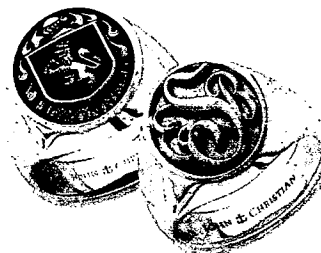
CONTINUOUS LIFE™  
**YOUR CHILDREN'S**  
 NAMES & BIRTHSTONES  
 (UP TO 5 NAMES)  
 \$590 & \$225



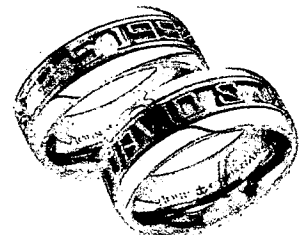
*A Mother's Love*



*Family Traditions*



YOUR FAMILY CREST  
 \$790  
 MONOGRAM  
 \$590



EXPRES™  
**WITH YOUR NAMES**  
 & SPECIAL DATE  
 \$590

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DIAMOND WHEEL PENDANT \$1,100



DIAMOND BRIDGE RING \$1,050



LADDER PENDANT \$590



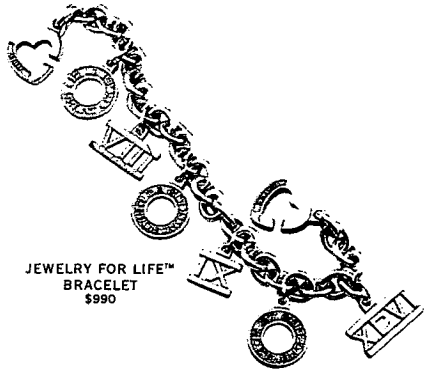
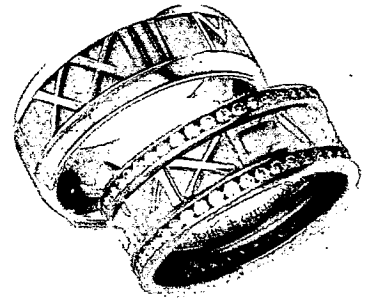
WHEEL PENDANT \$690



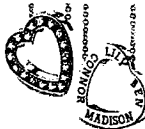
EARRINGS \$790

NUMEROS™  
COLLECTION  
ANNIVERSARY DATE  
IN ROMAN NUMERALS!

December 11, 1998  
XII XI MCMXCVIII  
\$650 & \$4,400



JEWELRY FOR LIFE™  
BRACELET \$990



DIAMOND HEART \$790



MOTHER'S WHEEL \$250

CONTINUOUS LIFE™  
COLLECTION

WITH YOUR  
CHILDREN'S  
NAMES &  
BIRTHSTONES

(UP TO 5 NAMES)  
\$590 & \$225



MEDALLION \$2,500



CUFFLINKS \$950



BRISTOL \$1,300

MONOGRAM  
COLLECTION  
VIEW YOUR MONOGRAM ONLINE!  
CHOOSE FROM OUR 7 STYLES!  
\$590



KENT \$1,100

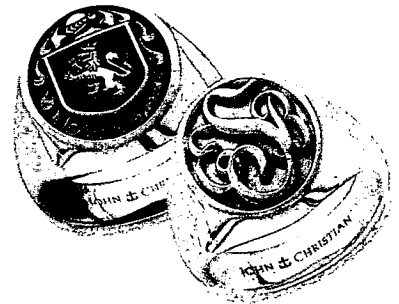


PENDANT \$690



CREST CUFFLINKS \$1,100

FAMILY CREST  
COLLECTION  
FREE RESEARCH INCLUDED!  
\$790



BANDS \$650



SCULPTED ANNIVERSARY HEART \$250



ETERNITY BAND \$4,400

JEWELRY FOR LIFE™  
FOR YOUR  
MILESTONES  
CHAIN & ONE BAR \$590



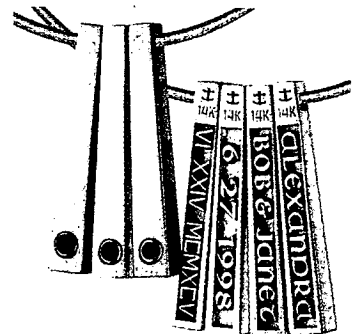
DIAMOND WHEEL \$1,100



BRIDGE RING \$1,050



SCULPTED ANNIVERSARY CROSS \$250



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*Celebrated Living 108*

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DIAMOND WHEEL PENDANT  
\$1,100



DIAMOND BRIDGE RING  
\$1,050



LADDER PENDANT  
\$590



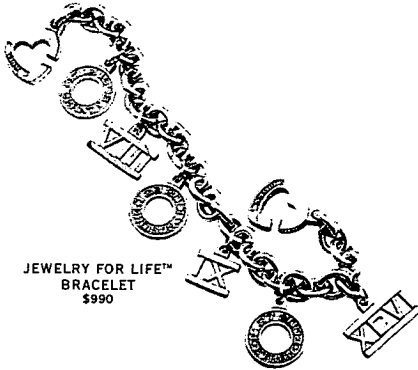
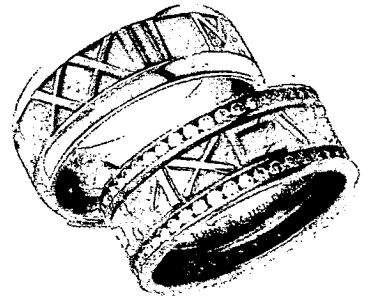
WHEEL PENDANT  
\$690



EARRINGS  
\$790

NUMEROS™  
COLLECTION  
ANNIVERSARY DATE  
IN ROMAN NUMERALS!

December 11, 1998  
XII XI MCMXCVIII  
\$650 & \$4,400



JEWELRY FOR LIFE™  
BRACELET  
\$990



DIAMOND HEART  
\$790



MOTHER'S WHEEL  
\$250

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COLLECTION

WITH YOUR  
CHILDREN'S  
NAMES &  
BIRTHSTONES

(UP TO 5 NAMES)  
\$590 & \$225



MEDALLION  
\$2,500



CUFFLINKS  
\$950



BRISTOL  
\$1,300



KENT  
\$1,100



PENDANT  
\$690



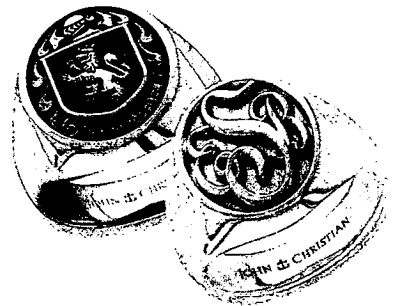
CREST  
CUFFLINKS  
\$1,100

MONOGRAM  
COLLECTION

VIEW YOUR MONOGRAM ONLINE!  
CHOOSE FROM OUR 7 STYLES!  
\$590

FAMILY CREST  
COLLECTION

FREE RESEARCH INCLUDED!  
\$790



BANDS  
\$650



SCULPTED  
ANNIVERSARY HEART  
\$250



ETERNITY BAND  
\$4,400



DIAMOND WHEEL  
\$1,100



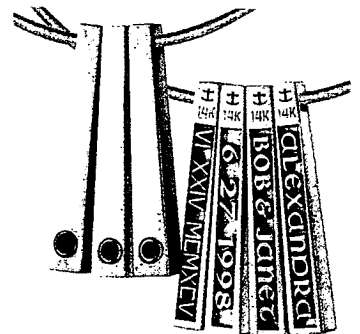
BRIDGE RING  
\$1,050



SCULPTED  
ANNIVERSARY CROSS  
\$250

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MILESTONES

CHAIN & ONE BAR  
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DIAMOND WHEEL PENDANT \$1,100



DIAMOND BRIDGE RING \$1,050



LADDER PENDANT \$590

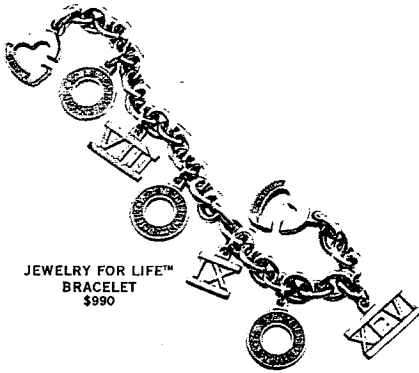
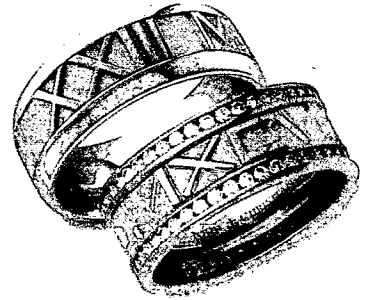


WHEEL PENDANT \$690



EARRINGS \$790

NUMEROS™  
COLLECTION  
ANNIVERSARY DATE  
IN ROMAN NUMERALS!  
December 11, 1998  
XII XI MCMXCVIII  
\$650 & \$4,400



JEWELRY FOR LIFE™  
BRACELET \$990



DIAMOND HEART \$790



MOTHER'S WHEEL \$250

CONTINUOUS LIFE™  
COLLECTION  
WITH YOUR  
CHILDREN'S  
NAMES &  
BIRTHSTONES

(UP TO 5 NAMES)  
\$590 & \$225



MEDALLION \$2,500



CUFFLINKS \$950



BRISTOL \$1,300



KENT \$1,100



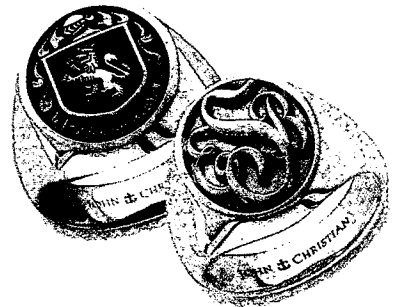
PENDANT \$690



CREST CUFFLINKS \$1,100

MONOGRAM  
COLLECTION  
VIEW YOUR MONOGRAM ONLINE!  
CHOOSE FROM OUR 7 STYLES!  
\$590

FAMILY CREST  
COLLECTION  
FREE RESEARCH INCLUDED!  
\$790



BANDS \$650



SCULPTED ANNIVERSARY HEART \$250



ETERNITY BAND \$4,400



DIAMOND WHEEL \$1,100

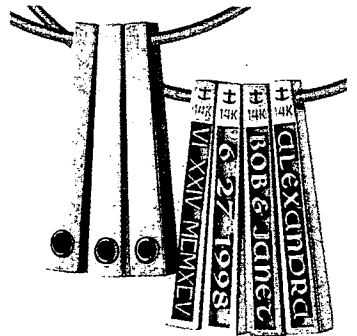


BRIDGE RING \$1,050



SCULPTED ANNIVERSARY CROSS \$250

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MILESTONES  
CHAIN & ONE BAR  
\$590



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DIAMOND WHEEL PENDANT \$1,100



DIAMOND BRIDGE RING \$1,050



LADDER PENDANT \$590

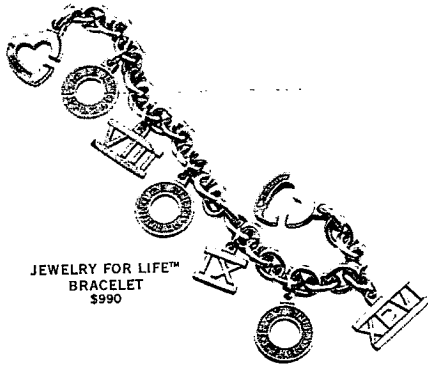
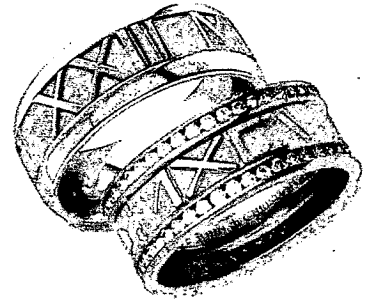


PIERCED RING \$850



EARRINGS \$790

NUMEROS™  
COLLECTION  
ANNIVERSARY DATE  
IN ROMAN NUMERALS!  
*December 11, 1998*  
XII XI MCMXCVIII  
\$650 & \$4,400



JEWELRY FOR LIFE™  
BRACELET \$990



DIAMOND HEART \$790



MOTHER'S WHEEL \$250

CONTINUOUS LIFE™  
COLLECTION  
WITH YOUR  
CHILDREN'S  
NAMES &  
BIRTHSTONES  
(UP TO 5 NAMES)  
\$590 & \$225



MEDALLION \$2,500



CUFFLINKS \$950



BRISTOL \$1,300



KENT \$1,100



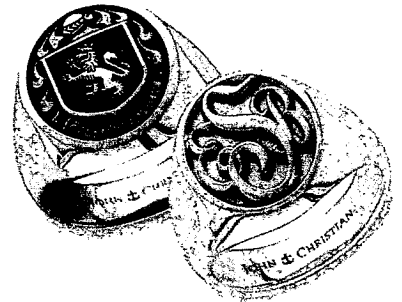
PENDANT \$690



CREST CUFFLINKS \$1,100

MONOGRAM  
COLLECTION  
VIEW YOUR MONOGRAM ONLINE!  
CHOOSE FROM OUR 7 STYLES!  
\$590

FAMILY CREST  
COLLECTION  
FREE RESEARCH INCLUDED!  
\$790



BANDS \$650



SCULPTED ANNIVERSARY HEART \$250



ETERNITY BAND \$4,400



DIAMOND WHEEL \$1,100

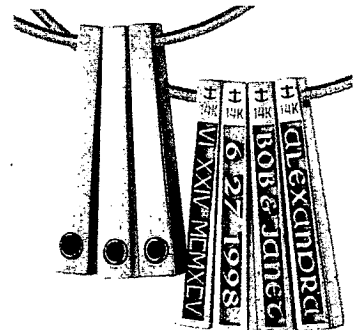


BRIDGE RING \$1,050



SCULPTED ANNIVERSARY CROSS \$250

JEWELRY FOR LIFE™  
FOR YOUR  
MILESTONES  
CHAIN & ONE BAR  
\$590



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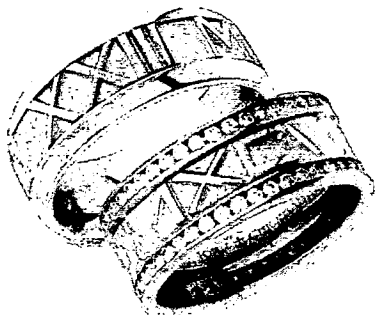
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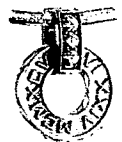
*Celebrated Living 5-15-08*

# JOHN CHRISTIAN

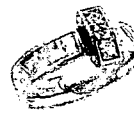
DESIGNERS & CRAFTSMEN



**NUMEROS™**  
COLLECTION  
**ANNIVERSARY DATE**  
IN ROMAN NUMERALS!  
*December 11, 1998*  
XII XI MCMXCVIII  
FROM \$750



DIAMOND  
WHEEL PENDANT



DIAMOND  
BRIDGE RING



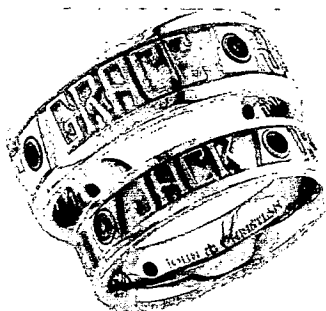
LADDER PENDANT



PIERCED RING



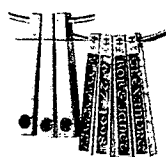
EARRINGS



**CONTINUOUS LIFE™**  
COLLECTION  
**WITH YOUR**  
**CHILDREN'S**  
NAMES &  
BIRTHSTONES  
(UP TO 5 NAMES)  
FROM \$290



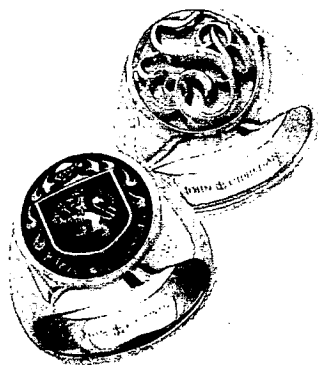
JEWELRY FOR LIFE™  
BRACELET



JEWELRY FOR LIFE™  
PENDANT



MOTHER'S WHEEL



**MONOGRAM**  
COLLECTION  
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CHOOSE FROM OUR 7 STYLES!  
FROM \$590



MEDALLION



CUFFLINKS



BRISTOL

**FAMILY CREST**  
COLLECTION  
FREE RESEARCH INCLUDED!  
FROM \$790



KENT



PENDANT



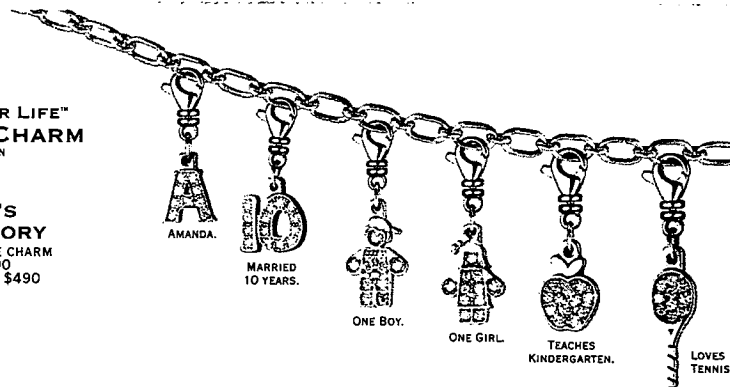
CREST  
CUFFLINKS



NECKLACE  
& ONE CHARM  
FROM \$690

**JEWELRY FOR LIFE™**  
**DIAMOND CHARM**  
COLLECTION

**WHAT'S**  
**YOUR STORY**  
BRACELET & ONE CHARM  
FROM \$790  
CHARMS FROM \$490



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10 YEARS.

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ONE GIRL.

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KINDERGARTEN.

LOVES  
TENNIS.

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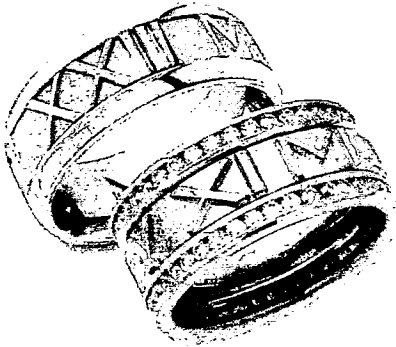
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*Celebrated Living 2/15/08*

# JOHN CHRISTIAN

DESIGNERS & CRAFTSMEN



*Numeros™*  
**Anniversary Date**  
 IN ROMAN NUMERALS!  
 December 11, 1998  
 XII XI MCMXCVIII  
 FROM \$590



Diamond Wheel Pendant



Diamond Bridge Ring



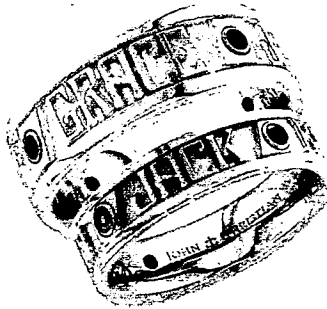
Pierced Ring



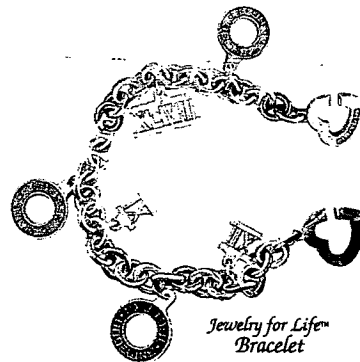
Earrings



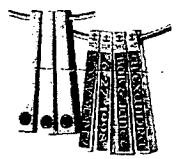
Ladder Pendant



*Continuous Life™*  
 With Your  
 Children's  
 Names  
 &  
 Birthstones  
 (UP TO 5 NAMES)  
 FROM \$190



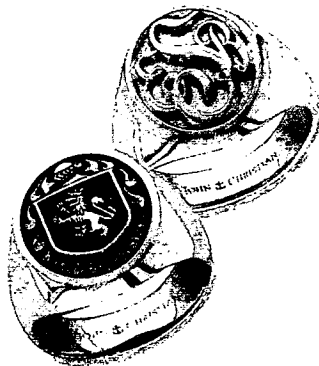
Jewelry for Life™  
 Bracelet



Jewelry for Life™  
 Pendant



Mother's Wheel



*Raised Monogram*  
 VIEW YOUR MONOGRAM ONLINE!  
 CHOOSE FROM OUR 7 STYLES!  
 FROM \$590

*Raised Family Crest*  
 FREE RESEARCH INCLUDED!  
 FROM \$790



Medallion



Cufflinks



Bristol



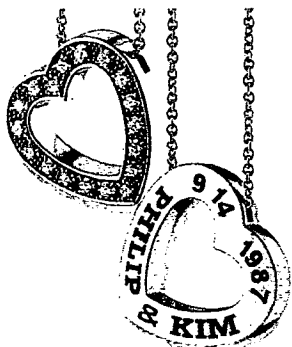
Kent



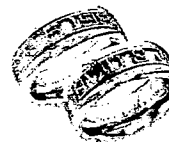
Pendant



Crest  
 Cufflinks



*Expres™*  
**Diamond Heart**  
 Your Names  
 & Date  
 FROM \$790



Bands



Sculpted  
 Anniversary Heart



Eternity Band



Diamond Wheel



Bridge Ring



Sculpted  
 Anniversary Cross

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 AVAILABLE!

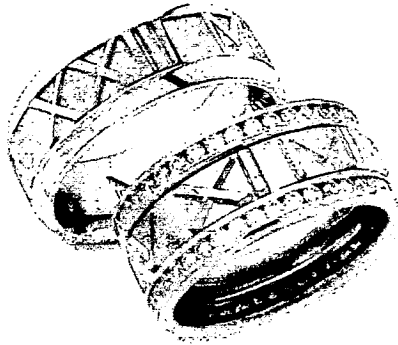
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# JOHN CHRISTIAN

DESIGNERS & CRAFTSMEN



*Numeros™*  
**Anniversary Date**  
 IN ROMAN NUMERALS!  
 December 11, 1998  
 XII XI MCMXCVIII  
 FROM \$590



Diamond  
Wheel Pendant



Diamond  
Bridge Ring



Ladder Pendant



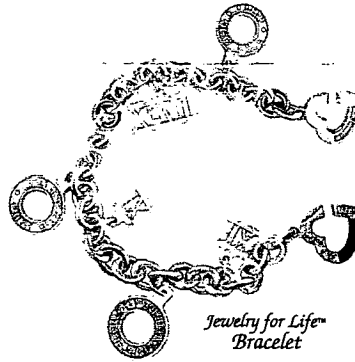
Pierced Ring



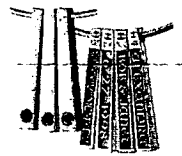
Earrings



*Continuous Life™*  
 With Your  
 Children's  
 Names  
 &  
 Birthstones  
 (UP TO 5 NAMES)  
 FROM \$190



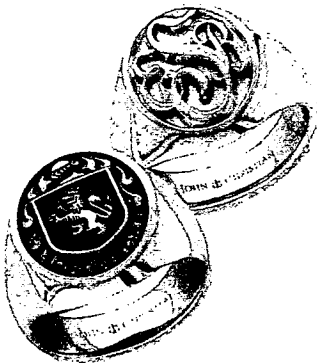
Jewelry for Life™  
Bracelet



Jewelry for Life™  
Pendant



Mother's Wheel



*Raised  
 Monogram*  
 VIEW YOUR MONOGRAM ONLINE!  
 CHOOSE FROM OUR 7 STYLES!  
 FROM \$390

*Raised  
 Family Crest*  
 FREE RESEARCH INCLUDED!  
 FROM \$790



Medallion



Cufflinks



Bristol



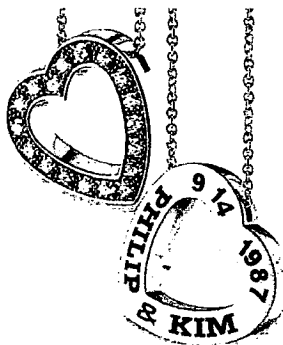
Kent



Pendant



Crest  
Cufflinks



*Expres™*  
 Diamond Heart  
 Your Names  
 & Date  
 FROM \$790



Bands



Sculpted  
Anniversary Heart



Eternity Band



Diamond Wheel



Bridge Ring



Sculpted  
Anniversary Cross

**3 DAY  
 RUSH  
 AVAILABLE!**

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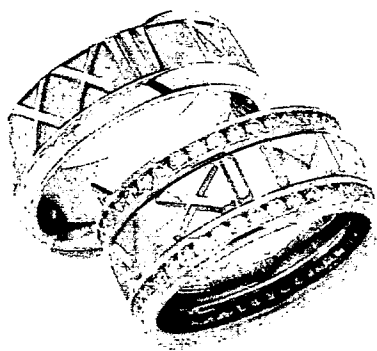
FREE CATALOGUE: **RINGBOX.COM 1-888-646-6466**

*Celebrated Living 8/07*



# JOHN CHRISTIAN

DESIGNERS & CRAFTSMEN



*Numeros™*  
**Anniversary Date**  
IN ROMAN NUMERALS!  
December 11, 1998  
XII XI MCMXCVIII  
FROM \$590



Diamond Wheel Pendant



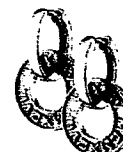
Diamond Bridge Ring



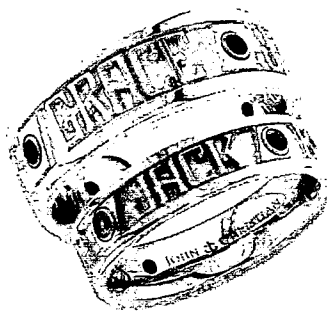
Ladder Pendant



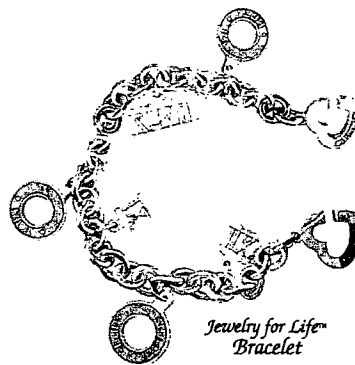
Pierced Ring



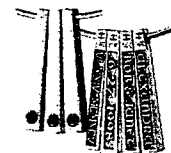
Earrings



*Continuous Life™*  
With Your  
*Children's Names*  
&  
*Birthstones*  
(UP TO 5 NAMES)  
FROM \$190



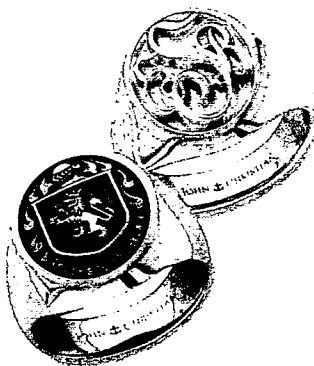
Jewelry for Life Bracelet



Jewelry for Life Pendant



Mother's Wheel



*Raised Monogram*  
VIEW YOUR MONOGRAM ONLINE!  
CHOOSE FROM OUR 7 STYLES!  
FROM \$590

*Raised Family Crest*  
FREE RESEARCH INCLUDED!  
FROM \$790



Medallion



Cufflinks



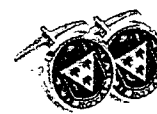
Bristol



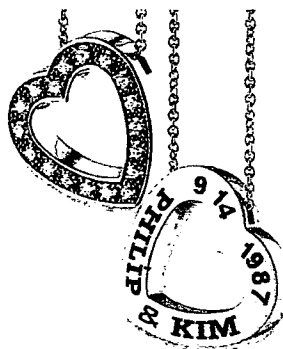
Kent



Pendant



Crest Cufflinks



*Expres™*  
*Diamond Heart*  
**Your Names**  
& **Date**  
FROM \$790



Bands



Sculpted Anniversary Heart



Eternity Band



Diamond Wheel



Bridge Ring



Sculpted Anniversary Cross

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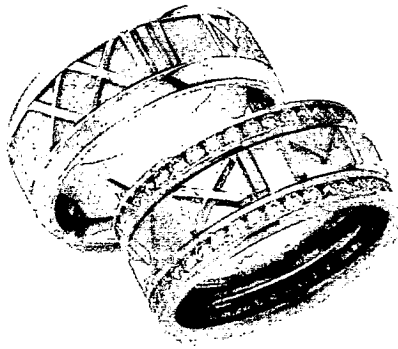
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Celebrated Living Spring 2004

# JOHN CHRISTIAN

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*Numeros™*  
**Anniversary Date**  
 IN ROMAN NUMERALS!  
 December 11, 1998  
 XII XI MCMXCVIII  
 FROM \$590



*Diamond Wheel Pendant*  
 FROM \$650  
 OMEGA FROM \$450



*Diamond Bridge Ring*  
 FROM \$950



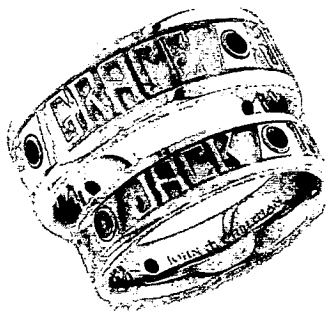
*Pierced Ring*  
 FROM \$750



*Earrings*  
 FROM \$750



*Ladder Pendant*  
 FROM \$500, CABLE CHAIN  
 FROM \$150



*Continuous Life™*  
 With Your  
**Children's Names**  
 &  
**Birthstones**  
 (UP TO 5 NAMES)  
 FROM \$190



*Mother's Wheel*  
 W/CHAIN FROM \$240



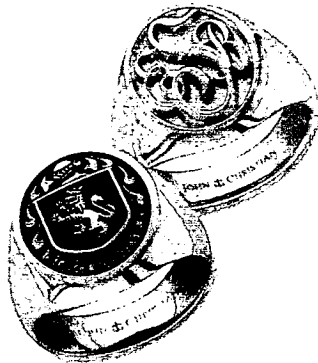
*Mother's Heart*  
 W/CHAIN FROM \$790



*Jewelry for Life™*  
 OMEGA AND ONE BAR  
 FROM \$590



*Jewelry for Life™*  
 BRACELET FROM \$690



*Raised Monogram*  
 VIEW YOUR MONOGRAM ONLINE!  
 CHOOSE FROM OUR 7 STYLES!  
 FROM \$590

*Raised Family Crest*  
 FREE RESEARCH INCLUDED!  
 FROM \$790



*Monogram Medallion*  
 FROM \$2100  
 OMEGA FROM \$450



*Monogram Cufflinks*  
 FROM \$790



*Bristol Ring*  
 FROM \$1100



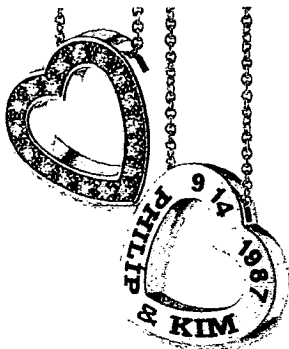
*Crest Cufflinks*  
 FROM \$990



*Monogram Pendant*  
 W/CHAIN FROM \$650



*Kent Ring*  
 FROM \$950



*Expres™*  
**Diamond Heart**  
**Your Names & Date**  
 FROM \$790



*Bands*  
 FROM \$590



*Sculpted Anniversary Heart*  
 WITH CHAIN FROM \$240



*Eternity Band*  
 FROM \$3900



*Diamond Wheel*  
 FROM \$650, OMEGA FROM \$450



*Bridge Ring*  
 FROM \$950



*Sculpted Anniversary Cross*  
 W/ CHAIN FROM \$240

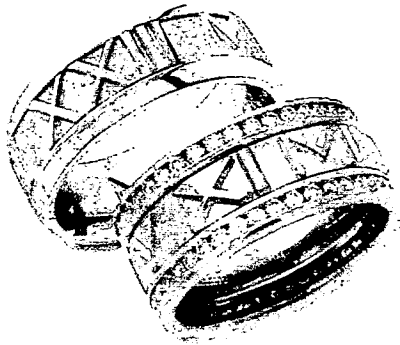
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# JOHN CHRISTIAN

DESIGNERS & CRAFTSMEN



*Numeros*  
**Anniversary Date**  
 IN ROMAN NUMERALS!  
 December 11, 1998  
 XII XI MCMXCVIII  
 FROM \$590



Diamond  
 Wheel Pendant



Diamond  
 Bridge Ring



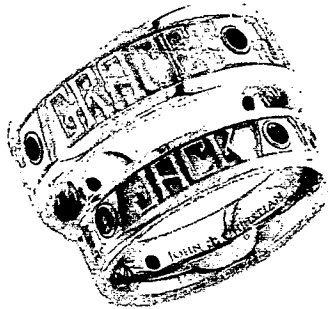
Ladder Pendant



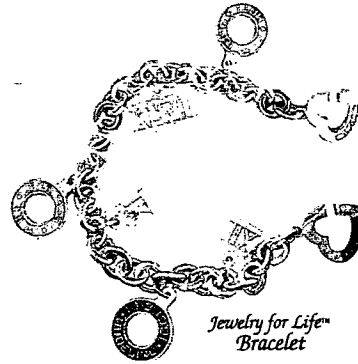
Pierced Ring



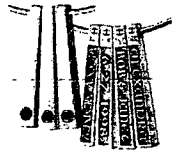
Earrings



*Continuous Life™*  
 With Your  
 Children's  
 Names  
 &  
 Birthstones  
 (UP TO 5 NAMES)  
 FROM \$190



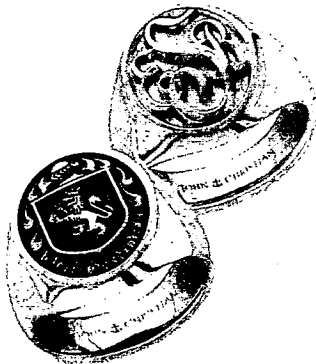
Jewelry for Life™  
 Bracelet



Jewelry for Life™  
 Pendant



Mother's Wheel



*Raised*  
**Monogram**  
 VIEW YOUR MONOGRAM ONLINE!  
 CHOOSE FROM OUR 7 STYLES!  
 FROM \$590

*Raised*  
**Family Crest**  
 FREE RESEARCH INCLUDED!  
 FROM \$790



Medallion



Cufflinks



Bristol



Kent



Pendant



Crest  
 Cufflinks



*Express™*  
**Diamond Heart**  
 Your Names  
 & Date  
 FROM \$790



Bands



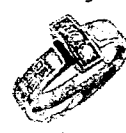
Sculpted  
 Anniversary Heart



Eternity Band



Diamond Wheel



Bridge Ring



Sculpted  
 Anniversary Cross

**3 DAY  
 RUSH  
 AVAILABLE!**

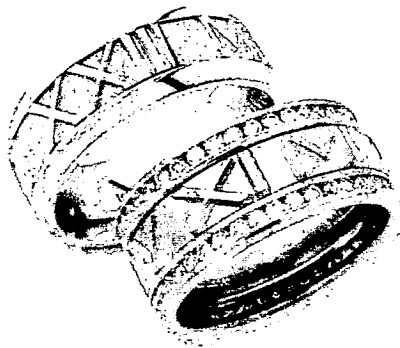
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*Cell Living 5-15-07*

# JOHN CHRISTIAN

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*Numeros™*  
**Anniversary Date**  
 IN ROMAN NUMERALS!  
 December 11, 1998  
 XII XI MCMXCVIII  
 FROM \$590



*Diamond Wheel Pendant*  
 FROM \$650, OMEGA FROM \$450



*Diamond Bridge Ring*  
 FROM \$950



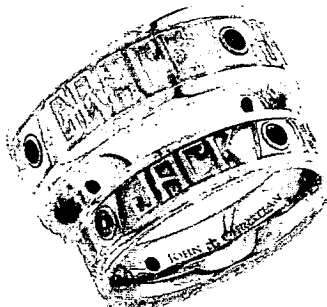
*Pierced Ring*  
 FROM \$750



*Earrings*  
 FROM \$750



*Ladder Pendant*  
 FROM \$500, CABLE CHAIN FROM \$150



*Continuous Life™*  
 With Your  
**Children's Names**  
 &  
**Birthstones**  
 (UP TO 5 NAMES)  
 FROM \$190



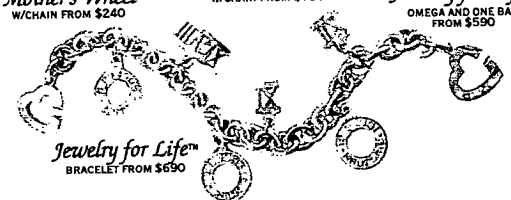
*Mother's Wheel*  
 W/CHAIN FROM \$240



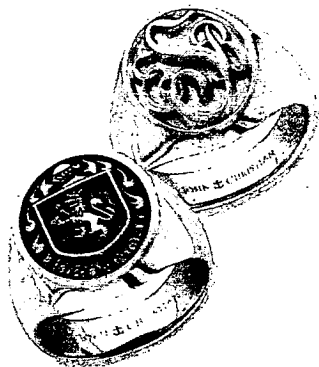
*Mother's Heart*  
 W/CHAIN FROM \$790



*Jewelry for Life™*  
 OMEGA AND ONE BAR FROM \$590



*Jewelry for Life™*  
 BRACELET FROM \$690



*Raised Monogram*  
 VIEW YOUR MONOGRAM ONLINE!  
 CHOOSE FROM OUR 7 STYLES!  
 FROM \$590

*Raised Family Crest*  
 FREE RESEARCH INCLUDED!  
 FROM \$790



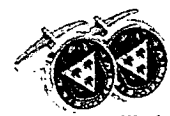
*Monogram Medallion*  
 FROM \$2100, OMEGA FROM \$450



*Monogram Cufflinks*  
 FROM \$790



*Bristol Ring*  
 FROM \$1100



*Crest Cufflinks*  
 FROM \$590



*Monogram Pendant*  
 W/CHAIN FROM \$650



*Kent Ring*  
 FROM \$950



*Expres™*  
**Diamond Heart**  
 Your Names  
 & Date  
 FROM \$790



*Bands*  
 FROM \$590



*Sculpted Anniversary Heart*  
 WITH CHAIN FROM \$240



*Eternity Band*  
 FROM \$3900



*Diamond Wheel*  
 FROM \$650, OMEGA FROM \$450



*Bridge Ring*  
 FROM \$950



*Sculpted Anniversary Cross*  
 W/CHAIN FROM \$240

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*celebrated living winter '04*

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**3 DAY RUSH AVAILABLE!**



CONVERT YOUR DATE ONLINE!

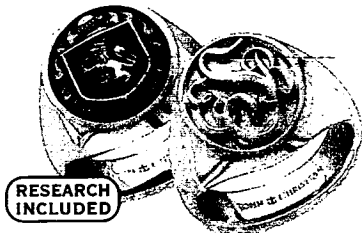
*Numeros Anniversary Date*  
IN ROMAN NUMERALS!  
December 11, 1998 = XII XI MCMXCVIII  
FROM \$590



*Numeros Diamond Wheel*  
FROM \$650 & OMEGA FROM \$450



*Children's Names & Birthstones*  
FROM \$190 (UP TO 5 NAMES)



RESEARCH INCLUDED

*Raised Family Crest or Monogram*  
CREST FROM \$790,  
MONOGRAM FROM \$590



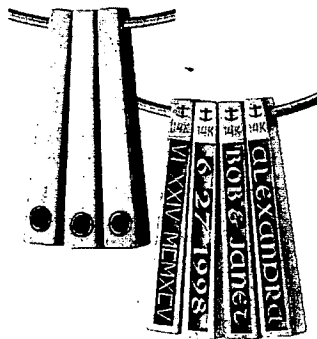
*Posey*  
Choose from Our Phrases  
or Create Your Own  
FROM \$590



*Mother's Wheel*  
Names & Birthstones  
FROM \$240



*Monogram Diamond Medallion*  
FROM \$2100 & OMEGA FROM \$450



*Jewelry for Life*  
For Your Wedding, the Birth of Your Child,  
Your Milestone Anniversary  
STARTER WITH ONE BAR & 16" OMEGA \$590



*Floral Heart*  
FROM \$240



*Expres<sup>TM</sup>*  
Your Names & Special Date  
FROM \$490



*Diamond Heart*  
Your Names & Special Date  
FROM \$1100



*Expres<sup>TM</sup> Cross*  
FROM \$240

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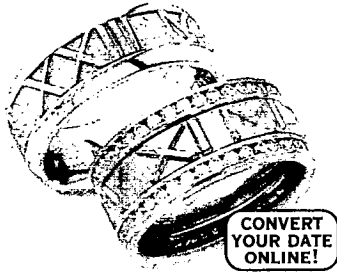
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*Celebrated Living - Fall 2006*

# JOHN CHRISTIAN

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**3 DAY  
RUSH  
AVAILABLE**

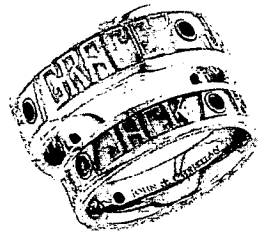


CONVERT YOUR DATE ONLINE!

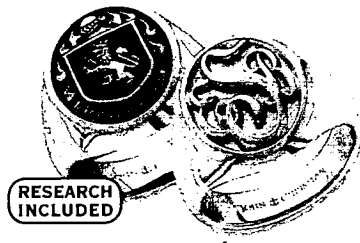
*Numeros Anniversary Date*  
IN ROMAN NUMERALS!  
*December 11, 1998 = XII XI MCMXCVIII*  
14K: ANNIVERSARY \$790, ETERNITY \$3900



*Numeros Diamond Wheel*  
14K: \$950, 16" OMEGA \$450

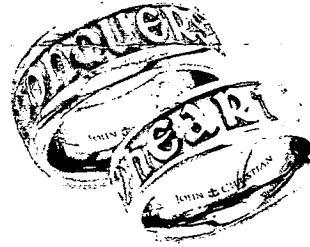


*Children's Names & Birthstones*  
14K: \$490 (UP TO 5 NAMES)

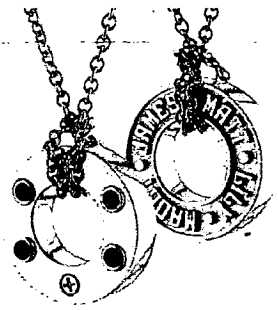


RESEARCH INCLUDED

*Raised Family Crest or Monogram*  
14K: CREST \$990, MONOGRAM \$790



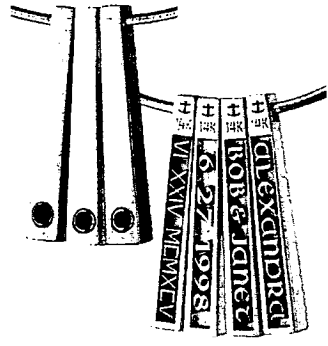
*Posey*  
Choose from Our Phrases or Create Your Own  
14K: \$750



*Mother's Wheel Names & Birthstones*  
14K & MATCHING 18" CHAIN: \$650



*Monogram Diamond Medallion*  
14K: \$2100, 16" OMEGA \$450



*Jewelry for Life*  
For Your Wedding, the Birth of Your Child, Your Milestone Anniversary  
14K STARTER WITH ONE BAR & 16" OMEGA \$590  
ADDITIONAL BARS \$250



*Floral Heart*  
14K & MATCHING 18" CHAIN: \$650



*Expres™*  
Your Names & Special Date  
14K: \$690

*Celebrated Living Summer 2006*



*Diamond Heart*  
Your Names & Special Date  
14K & MATCHING 16" CHAIN: \$1100



*Expres™ Cross*  
14K & MATCHING 18" CHAIN: \$650

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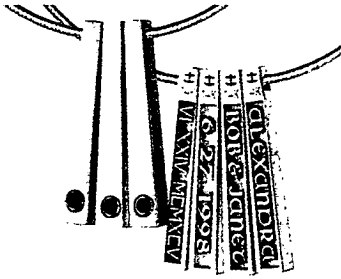


# Exhibit 6

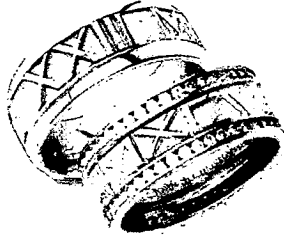
coastal @ market

# JOHN CHRISTIAN

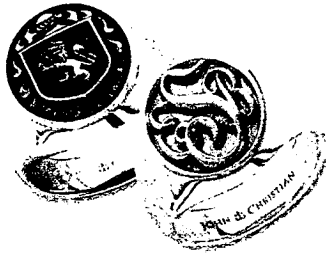
DESIGNERS & CRAFTSMEN



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FOR YOUR MILESTONES**  
CHAIN & ONE BAR \$590



**NUMEROS™  
ANNIVERSARY DATE  
IN ROMAN NUMERALS!**  
*December 11, 1998 is XII XI MCMXCVIII*  
\$650 & \$4,400



**FAMILY CREST**  
\$790  
**MONOGRAM**  
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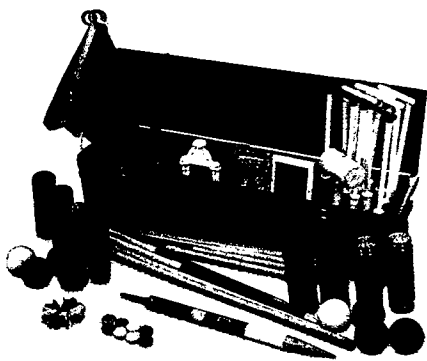
**866-307-3600** or  
[beth\\_chamberlain@bellsouth.net](mailto:beth_chamberlain@bellsouth.net)

Coastal Living Dec '08





# Exhibit 7

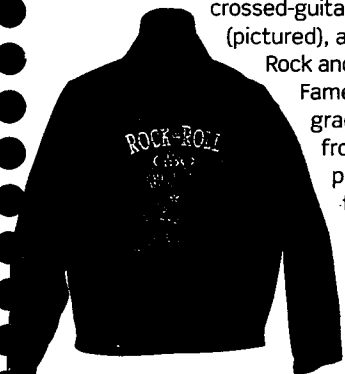


## For the Lawn Athlete

Wimbledon, the cathedral of tennis, was first the champion of another grass sport: croquet. And while tennis has far surpassed croquet in popularity, the game of mallets and hoops never went away. In fact, croquet is poised to make a comeback, if a surge in croquet sets hitting the market is any indication. The **Great Exhibition Croquet Set** by Jaques of London (of the same Jaques family that invented the game) will set aflutter the heart of the picnicker or backyard Olympian on your list. Inside the hardy wooden chest, in addition to the mallets, balls, iron hoops, indication flags, marker pegs, and handmade gold-lined winning post, are *Jaques Basic Laws of Croquet*, which sets out the rules of the game, and Anton Gill's *Croquet: The Complete Guide*, which gives a history of the sport, facts and figures of note, and some tactical strategies for trouncing opponents. \$1,650, [jaquesgames.com](http://jaquesgames.com)

## For the Rock Aficionado

Don't let the glory days pass you by. When the rocker in your life is cruising the strip or stuck in the land of ice and snow, this **Double Guitar Crest Navy Dickies Jacket** will help him or her keep cool while staying warm. The back sports a crossed-guitars emblem (pictured), and the Rock and Roll Hall of Fame's emblem graces the front, letting people know the wearer is bad to the bone. \$64.99, [rockhallstore.com](http://rockhallstore.com)



## For the Barefoot Humanitarian

Stepping out in a new pair of shoes can be a great feeling. Stepping out in a pair of shoes from **Toms** usually feels even better. For every pair you purchase at Toms, the company donates a pair of shoes — a new pair — to a needy child. So you're really giving two gifts — one to someone you love, and one to someone who really needs some help. Toms has fashions for men, women, and kids; most start in the \$40 to \$60 range. [toms.com](http://toms.com)



NUMEROS™  
YOUR ANNIVERSARY DATE  
IN ROMAN NUMERALS!  
December 11, 1998 is XII XI MCMXCVIII  
\$650 & \$4,900

JOHN + CHRISTIAN  
DESIGNERS & CRAFTSMEN

Milestones

JEWELRY FOR LIFE™  
FOR YOUR MILESTONES  
CHAIN & ONE BAR \$690

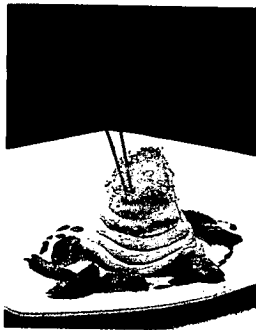
HIDDEN TREASURES™  
DIAMOND HEART  
YOUR NAMES &  
SPECIAL DATE  
\$790

CONTINUOUS LIFE™  
YOUR CHILDREN'S  
NAMES & BIRTHSTONES  
BANDS (UP TO 5 NAMES) \$590 & \$225  
WHEEL \$250

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**Rock, Roll, and Chow**

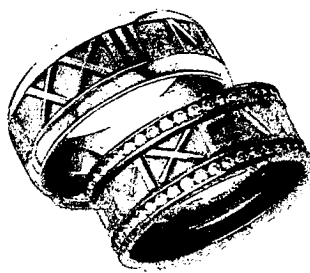
Foodies unite! Over 90 restaurants will be show-casing their fare at the sixth annual **Cleveland Restaurant Week (CRW)** through November 14. The event features three-course, \$30 prix fixe menus from some of the nation's top chefs, including this year's winner of *Food and Wine's* Best New Chef award, Jonathon Sawyer. You can peruse the menus of 91 participating restaurants and make reservations online at [opentable.com](http://opentable.com). For more information, check out the CRW website. [cleveland.com/restaurantweek](http://cleveland.com/restaurantweek) — M.D.



**SAN FRANCISCO**  
**Mushroom Madness**


For those on the hunt for quality wine and mycological delights, the **Wine & Mushroom Festival** is well worth the three-hour drive from San Francisco to Mendocino. Mendocino County is home to 500 edible types of mushrooms, and attendees can sample a range of tasty fungi — from chanterelles and porcinis to morels and hedgehogs, and even the rare candy cap mushroom, which grows only along California's northern coast. This year the annual fête takes place November 5–15. [mendocino.com](http://mendocino.com)

— Jenn Snively

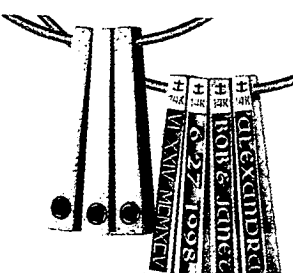


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**MIAMI**  
**The New Stuff**

If you're tired of the same old tunes coming up on your MP3 player, head down to Miami for some sounds you've never heard before. The **Miami Music Festival and Emerging Artists Conference**, November 12–14, showcases new music and up-and-coming acts from across the globe. Part of a citywide effort to promote live music and performance venues, the three-day event is the largest annual multigenre music festival in the U.S. [miamimusicfestival.org](http://miamimusicfestival.org)

— T.L.

COURTESY OF THE WINE & MUSHROOM FESTIVAL; RICK MILLER/COURTESY OF THE MIAMI MUSIC FESTIVAL

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USAF (RET), World War II Tuskegee Airman



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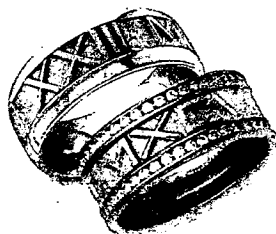


**SACRAMENTO**  
**Whole New Space**

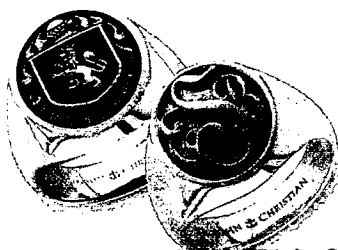
When Sacramento's 125-year-old Crocker Art Museum reopens following four months of construction on October 10, its size will have tripled. The new 125,000-square-foot Teel Family Pavilion will house education and art studio space, with 45,000 square feet dedicated to new gallery space that will display the museum's collections of California impressionism, abstract expressionism, Asian art, ceramics, and more. The new wing will also hold two new collections dedicated to the art of Africa and Oceania. [crockerartmuseum.org](http://crockerartmuseum.org)

— Andrew Eitelbach

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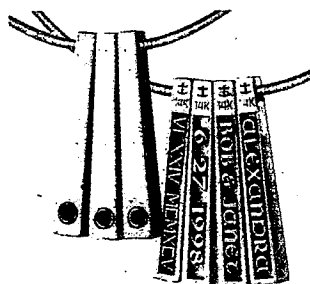
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**NASSAU**  
**On the Outs**

When travelers boast of Bahamian vacations, their stories are typically rich with lavish resorts, crowds of people, and beautiful skies. In the **Out Islands**, the sun still shines and the people still bask, but it's the sounds of nature that make this spot a true getaway. For those who fancy hiking, consider wandering off the beaten path, or opt for a guided tour with a local professional. Either way, the nature trails of this paradise will give you an original — and adventurous — take on the Bahamas. [myoutislands.com](http://myoutislands.com)

— Allison Werner

BRIAN SUHR (CROCKER ART MUSEUM); © BAHAMA OUT ISLANDS PROMOTION BOARD

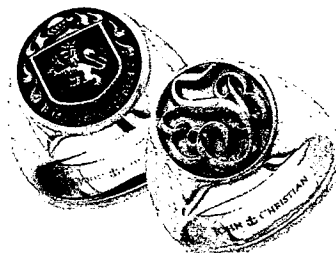
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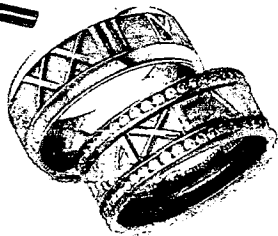


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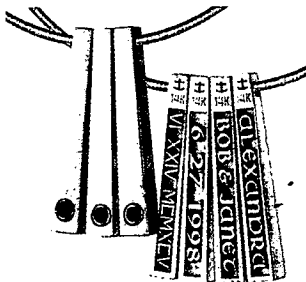
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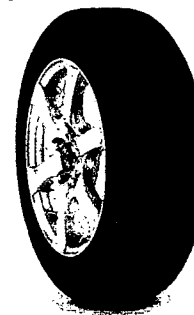
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## INNOVATIONS

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Low-rolling-resistance tires increase fuel economy by reducing friction between the tires and the road. And with up to 15 percent of the gasoline consumed by a typical car attributable to rolling resistance, these tires can save money. The Energy Saver A/S is Michelin's most fuel-efficient all-season passenger car tire, developed to maximize fuel economy without sacrificing traction. [michelinman.com/tire-selector](http://michelinman.com/tire-selector)

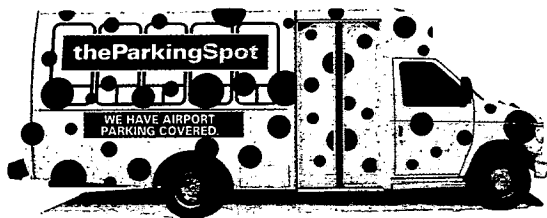


temperature, instantaneous and average mpg, and miles to empty. There's also a useful trip summary feature that displays distance, fuel used, and more when you shut the car off.

The switch from battery- to gasoline-powered mode is smooth and the handling as capable as any other Fusion, but the regenerative brakes are touchy. The interior has all the goodies of its Ford brethren, including the hands-free Sync multimedia/navigation system.

I'm not much of a hybrid fan, but what Ford has built here is a good sedan with a hybrid powertrain. As 7UP's iconic pitchman, Geoffrey Holder, would have said, "Simply marvelous."

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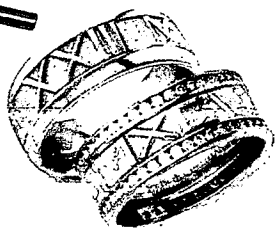


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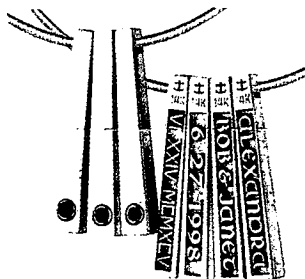
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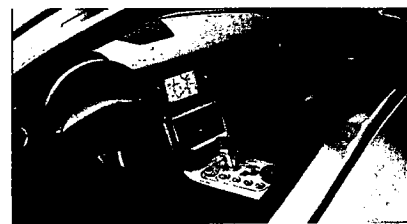
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### INSTANT SHIFTS

The 2011 Mercedes SLS AMG features AMG's Speedshift, a seven-speed, dual-clutch transmission that can upshift in less than 100 milliseconds, about 10 times faster than a conventional automatic transmission. Speedshift features two clutches, so shifts can be made nearly instantaneously without interrupting power by electronically applying one clutch at the moment the other is being disengaged. The four modes allow the driver to choose optimal shifting, for better fuel economy, or maximize shift speed for racetrack performance.

### THE SPECS

2011 Mercedes SLS AMG

Price as Tested: \$200,700

Engine: 563 hp, 6.2-liter V8

Weight: 3,573 pounds

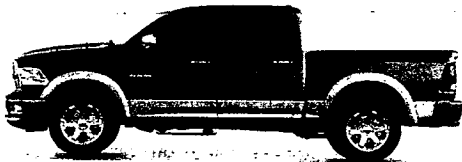
Fuel Economy: 14 city/20 highway

good. Turn the rotary selector on the center console to M for manual and use the steering wheel-mounted paddles to rip off a sprint to 60 mph in 3.7 seconds. The 563-horsepower V8 will pull you to an electronically limited 197 mph. Turn the deliciously tactile flat-bottom steering wheel and you're rewarded with crisp turn-in, excellent feel, and high cornering limits.

The leather/Alcantara-lined interior is resolutely handsome, and the car's build quality is superb. I have minor quibbles: the paddle shifters should be larger and fixed to the column instead of the steering wheel, the dual clutch transmission can be clunky at low speed, and headroom is limited for anyone over six feet. But the vehicle's performance and style make it an instant collectible.

## Comparison Shopping

Fuel prices and the economy may have dented America's enthusiasm for driving, but they haven't affected our love of pickup trucks. The variety of available styles and tasks to which the vehicles can be put is staggering. Within the past five years, pickups have acquired levels of refinement that would have been seen only in luxury cars not so long ago.



### 2010 DODGE RAM 1500 LARAMIE CREW 4X4

The fully optioned Ram 1500 Laramie Crew Cab I drove was worth its robust price tag. Fine build quality and a rock-solid hydroformed frame combine with a multilink, coil-spring suspension to yield the best pickup ride quality I've experienced. The truck tracks and handles splendidly with ever-ample power from its 5.7-liter Hemi V8.

**Price as Tested:** \$44,230  
**Engine:** 390 hp, 5.7-liter V8  
**Weight:** 5,612 pounds  
**Fuel Economy:** 13 city/18 highway



### 2010 CHEVROLET SILVERADO 1500 CREW CAB 2 MODE HYBRID

American automakers have been slow in introducing hybrid full-size pickups. The reason is simple: there's no demand. The Silverado Hybrid might make sense if you use your truck for commuting and don't tow much. However, the steep price negates the impressive fuel efficiency it delivers.

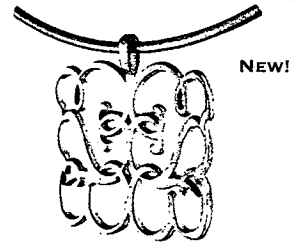
**Price as Tested:** \$49,265  
**Engine:** 332 hp, 6.0-liter V8/2-Mode Hybrid Electric  
**Weight:** 5,882 pounds  
**Fuel Economy:** 21 city/22 highway

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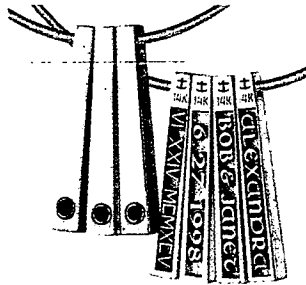
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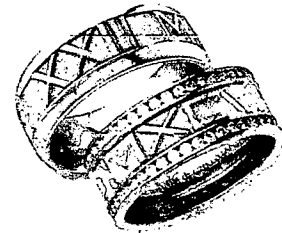
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Maya

## ABOUT TOWN Five to Try

Savor Shanghai's best international fare.

**1 Haiku by Hatsune.** 288 Taojiang Lu, 86.21.6445.0021. Reservations are a must at this modern Japanese bistro serving creative California-style sushi.

**2 Jean Georges.** Three on the Bund, 4/F, 3 Zhongshan Dong Yi Lu, 86.21.6321.7733, jean-georges.com. Celebrity chef Jean-Georges Vongerichten's power-lunch nexus serves refined French dishes with an Asian influence.

**3 Maya.** 568 Julu Lu, 2/F, 86.21.6289.6889, cosmogroup.cn/maya. Attentive service and chef Sean Jorgensen's tasty Yucatán ceviches draw crowds to this upscale Mexican eatery.

**4 Simply Thai.** 5C Dongping Lu (and three other Shanghai locations), 86.21.6445.9551, simplythai-sh.com/simplythai. Enjoy Thai classics like tom yum soup at this popular local chain.

**5 Yi Café.** Pudong Shangri-La, 2/F, 33 Fucheng Lu, 86.21.6882.8888 ext. 210. The 10 open-view kitchens at this superb brunch destination offer delicious Indian, Middle Eastern, Chinese, Asian, and Western fare. — K.B.R.

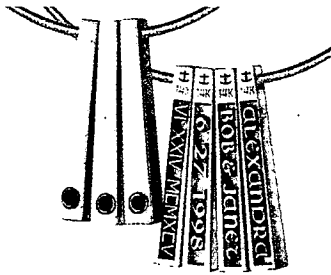
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Still hungry? Visit us at [continental.com/magazine](http://continental.com/magazine) to get more suggestions for great eats in Shanghai and make your own recommendations.

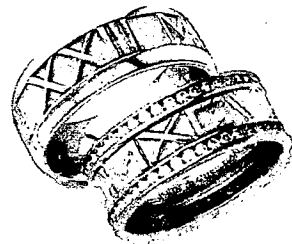


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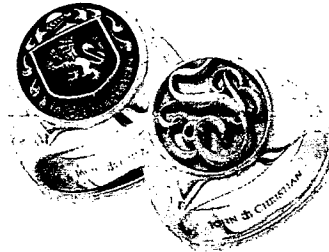
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