

**IDES 360**

Good editorial design

## **Good editorial design:**

- appeals to the target audience (function);
- suits the subject matter (function);
- differentiates itself (USP);
- is consistent, yet varied.

## What are the design ingredients for effective editorial design?

Name as many as you can.

Pacing

Synergy and contrast

White space

Type hierarchy: section/department headers, headline, deck (dek), byline, pull quotes, captions, folios

Graphic devices: rules, drop caps, bullets, arrows, etc.

Side bars

- Pacing: varied types on content
- Three course meals: side bars, etc.
- Synergy and contrast: between and within articles
- Strong type hierarchy: headers, headline, deck (dek), byline, body copy, pull quotes, captions, folios, etc.
- Graphic devices: colour, rules, drop caps, bullets, arrows, end marks, etc.
- Image cropping and framing
- Layout and white space



# Tips for Award-Winning Entries

Part of creating excellent design is in the details.

**Spread**  
Two facing pages



**Drop Cap**  
A graphic element that gives the reader a clear place to start reading.



**Captions**  
Tell what the image is about and give the reader added ways to get into the story.

**BONUS TIP:**  
Consider collaborating with a photo student and shoot them an creating original images to use for your design.

**Folio**  
The page number can also include a **Starting Foot** which contains the month and name of the publication.

**Pull Quote**  
A graphic element that breaks up a large amount of body copy and gives the reader another way to get into the story.

**Skeleton**  
Give added layers to the layout by pulling out important information, tips or an additional thought in the story.



**White Space**  
Opens up the layout and gives the reader a place to "rest" and creates interesting graphic shows.

**Deck or Dek**  
A short sentence on what the article is about to lure the reader into reading the story. Also can be an added design element in conjunction with the headline.



**Byline**  
Who wrote the story. It can also serve as an interesting design element.

**Body Copy**  
The main text of the story. For your entry in the competition, you don't have to write or use an existing story. Use "dummy" or placeholder text.

Be sure to check out [spd.org/student-outreach](http://spd.org/student-outreach) for more great tips and helpful information.

What is another major consideration for designing for magazine?

The gutter



In print editorial and long copy docs, it is critical to think in spreads and to consider binding method and required gutter space

Pacing content





# 'The anguish of not belonging'

In an exclusive excerpt, Adrienne Clarkson argues that immigrants, not migrants, is the Canadian word

IN AN EXCLUSIVE excerpt, Adrienne Clarkson, the first woman to hold the office of Governor General of Canada, argues that immigrants, not migrants, is the Canadian word. She says that the word "migrant" is used to describe people who are not from the country, but she says that the word "immigrant" is used to describe people who are from the country. She says that the word "immigrant" is used to describe people who are from the country, but she says that the word "migrant" is used to describe people who are not from the country.

## SHE ARRIVED IN AN OTTAWA FULL OF WHITE PEOPLE, WHITE BEARDS, WHITE SMOKE BUT IT WASN'T REALLY ALIEN.

Clarkson says that she arrived in Ottawa in 1969, and she says that she was the only person of her race in the city. She says that she was the only person of her race in the city, and she says that she was the only person of her race in the city. She says that she was the only person of her race in the city, and she says that she was the only person of her race in the city.

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Excerpt from the book 'The Anguish of Not Belonging' by Adrienne Clarkson. Copyright © 2014 by Clarkson. Published by Knopf Press. All rights reserved.

Placement of images  
Width of titles  
Placement of pull quotes

The market for non-toxic, cruelty-free beauty products is expected to be more than \$1 billion by 2015, according to a report by research firm Euromonitor International. The report says that consumers are increasingly concerned about the safety of the products they use, and are willing to pay more for products that are certified as non-toxic and cruelty-free.

Another area of focus is the growing demand for natural and organic beauty products. Consumers are looking for products that are free of synthetic fragrances, parabens, and other potentially harmful chemicals. This has led to the rise of brands like Lush and Aesop, which focus on natural ingredients and sustainable packaging.

In addition, the beauty industry is seeing a shift towards more inclusive and diverse representation. Brands are launching campaigns and products that cater to a wider range of skin tones, hair colors, and body types. This is a response to the growing demand for more authentic and relatable beauty products.

Overall, the beauty industry is undergoing a significant transformation. Consumers are becoming more conscious of the ingredients and ethical practices behind the products they use. This is driving innovation and growth in the non-toxic, cruelty-free, natural, and inclusive beauty segments.

### The speed for revolution mist in popular culture, Mar says



Coordinating the event, a mix of young women in advertising and the media to one day of "girl power," a New York City-based online activist group that works with hundreds of young women aged 13 to 20, and 100 national organizations spanning the U.S., Canada, Britain and Ireland. It was the first time the organization directly affected change in a major campaign brand. The group is now working to "never change girl" body or face shape" when teaching images.

And as we're talking about the speed of change, it's worth noting that the beauty industry is also seeing a shift towards more inclusive and diverse representation. Brands are launching campaigns and products that cater to a wider range of skin tones, hair colors, and body types. This is a response to the growing demand for more authentic and relatable beauty products.

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which will now allow women to make significant contributions to making the world a better place. This is a global goal that we should all be proud to support.

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It was more than just the work of girl power in the world.

varying size and number of images

Christianity

Perhaps creationism might signal a preference for traditional social order, and not a rejection of science.

Christianity's right to fight those...
But it's not just about the Bible. A deep divide exists...

Creationism

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STATUS ANXIETY

When the logic you're seeking really isn't an ACTUARY OPTION

IN A HALL, thousands...
The logic you're seeking really isn't an ACTUARY OPTION

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The logic you're seeking really isn't an ACTUARY OPTION

IN A HALL, thousands...
The logic you're seeking really isn't an ACTUARY OPTION



Matthew Hubert is a...
The logic you're seeking really isn't an ACTUARY OPTION

Contrast within a spread: single page articles to break the flow. Different grids.



Pacing within an article:

Typical opening spread for a feature article includes: what?







Single spread articles to break up the flow of the publication (snacks)

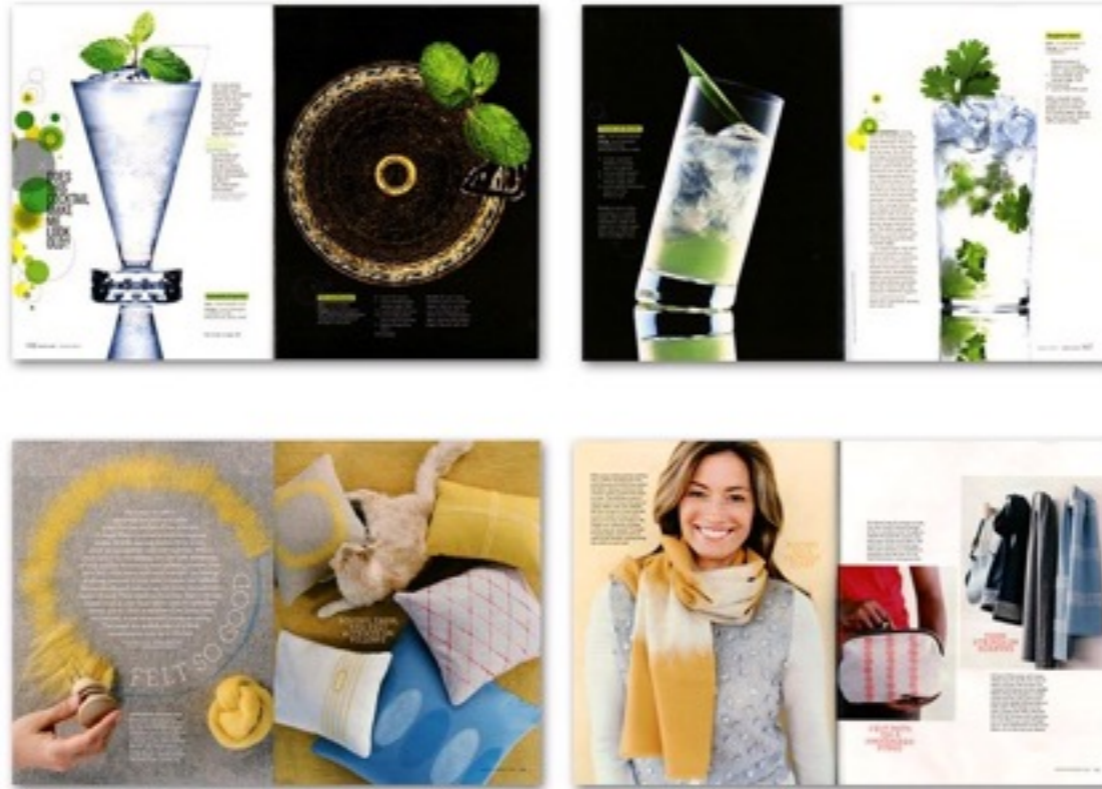
Synergy and contrast





Synergy = creating consistent themes/graphic devices throughout an article (examples?)

Contrast = (examples?)



How is contrast used here?



Creating contrast between articles.  
What is good here?  
What is risky?  
Why is the risk relevant?



What other tools are being used here?



Contrast of a coloured background can be a good way to make a (snack) article stand out.  
Why else is it helpful?



Synergy of graphic devices that echo throughout an article



**CANADIAN TELEVISION EXECUTIVES OFTEN GET WORRIED** about regulation that they do about the gluttonous, glib and idiosyncratic that the public sees. In the system between brick buildings in Ottawa, Quebec, across the river from Ottawa, that houses the headquarters of the Canadian Radio-television and Telecommunications Commission (CRTC) was a filing cabinet for a major turning point in the industry's history.

On March 19, 2011, distinctive but sharp-tongued commissioner chair-man Jean-Pierre Blais stood before lights, cameras, microphones and about a dozen reporters assembled in a conference room to announce that the CRTC was "having the industry to finally face that the world is changing." By March 19, 2011, cable and satellite providers would be required to offer subscribers a small, cheaper basic package of channels, known as skinny basic, for no more than \$23 a month—about 90 less than most existing lowest-price offerings. By the end of 2011, they will also have to allow viewers to pick and pay for individual channels. Blais's announcement came a week after he had unveiled other sweeping changes that would alter some Canadian content requirements and other long-standing rules.

The overhaul capped more than a year of hearings and submissions to the CRTC that is defined "Let's Talk TV" and which the Harper Conservative government turned into a political football as its bid to appear consumer-friendly. Anticipating blowback on the new regulations, Blais had outlined in a speech in early March, 2011, that Ottawa "is full of sub-



scribers whose job it is to replicate their clients' private interests into something else, to wrap themselves up, as it were, in the flag, and to pull about Parliament Hill with an air of show and display."

After his announcement, a few cultural advocacy groups issued predictable warnings about threats to Canadian programming, and the big-pay players in the business made only tepid statements. Rogers Communications Inc. said the CRTC's decision was "unprecedented and risky," although it might have the positive effect of pushing prices higher for many viewers. BCE Inc., the nation's largest provider, said nothing, although Kevin Cook, their president of its Bell Media division, was publicly silent.

In part, the reaction was muted because the CRTC put in some measures to soften the blow: on each segment of the \$16-billion-a-year industry, from giants like Bell and Rogers down to tiny independent producers. There were also no major changes that companies had to make that all. As Toronto-based channel owner Blue Air Media said in its submission—with a liberal sprinkling of metaphors to make its point—"The pulling of any one string in the tapestry of the Canadian television regulatory regime will have a ripple effect."

Yet on cable, satellite and Internet providers got ready to unveil their skinny basic packages just before last month's deadline, part of the future got a little clearer. Virtually everyone in the TV business agrees on what that future will look like. Jobs will be lost, some channels will die and some viewers will win their spending. But almost every player is also keen to show that they have a strategy that will at least let them survive the coming shift, if not prosper.

### THE BIG FIVE

It wasn't one of the 80% of Canadian households that will use cable or satellite TV channels are that you don't have just the basic package. Over the years, you've probably opted for more expensive bundles, adding dozens or even hundreds more channels, and combining your TV service with phone and Internet. According to the CRTC, the average household now spends \$300 a month on communications services.

Those hefty monthly bills are the result of other pricing power. For all of the inevitable diversity in Canada's TV industry, you can't ignore the fact that it is dominated by five vertically integrated behemoths: BCE, Rogers, Shaw-Cory, Quebecor Inc. and Shaw Communications Inc. account for 80% of all broadcasting and telecommunications services.

When the CRTC launched Let's Talk TV in October, 2010, it invited ordinary Canadians to tell it what kind of choices they'd like to see. Among those who answered, pick-and-pay was top of mind. But the giant providers worried that such a

move could have spent the high priced bundles they have spent decades building. As a consolation in the CRTC, in October, 2010, U.S. giant Verizon, which owns and licenses channels in Canada that include Comedy Central, Spike, BET and CNN, wanted that pick-and-pay could not cut off "a customer's welfare, disrupting their lives," and feared that it might pull out of Canada.

Nevertheless, pick-and-pay—at least as one option for viewers—is supposed to arrive by the end of this year. The foundation is the skinny basic channel lineup. It includes traditional local and regional TV stations, the CBC, CTV and Global, plus educational and public interest cable channels such as the Aboriginal Peoples Television Network. Distributors are allowed to add major U.S. TV networks but they cannot take the price above \$25. Every other channel must be available to be carried, although distributors can also offer these packs and larger bundles.

Many executives in the large distributors were alarmed at the level of control the CRTC was exercising over them, even though they're now assigned to living with the new rules. "Having the government tell you how to package, price and get in markets was probably eyebrow-raising," says David Parley, Rogers's senior vice president of content until last year, in an interview from his New York City-based Vice Media.

Even before the new rules took effect, Bell Media and Rogers began firing staff. Bell Media slashed more than 400 jobs last fall, even as its TV subscriber base grew just 1.7 million. Rogers Media lost 30 positions and another 200 early this year. "There is no doubt that some players will be lost," says Wade Costerman, group president of Bell and BCE. "Already the decisions have created shifts in our structure. People have had to decide to get ahead of it."

But how much revenue will the cable and satellite giants actually lose? Last November, a survey conducted by Toronto-based Charlton Strategic Research Inc. found that 57% of TV subscribers said they would stop pay with the packages they had, or even add more channels.

Those results were consistent with an expectation Rogers tried to sell, when it offered 50,000 subscribers in London, Ontario, something similar to the pick-and-pay model at a price level above basic service. Only 1,000 subscribers took the option. "What we learned was some channels are much more popular than others channels," says David Watt, the senior vice-president of regulatory affairs for Rogers. The other clear lesson: "Consumers generally prefer more to less."

Yet the big distributors are also nervous about cord-cutters who've ditched traditional TV, and cord-cutters who didn't subscribe in the first place. Cable and satellite providers lost more than 500,000 subscribers in 2010 and at least 150,000 in 2011. That's only a drain of about 1% a year, but it appears to be growing. Still, the Charlton survey suggests that some viewers could be won back



Nearly a third of cord-cutters and cord-cutters said they would consider taking a skinny basic package and adding channels.

According to the survey, about a million more. By providing this discounted option, the cable and satellite giants could set off a rush to dominate by their industries base. The possibility of the cost being more than the discount rates," says Parley.

Much will hinge on pricing, and it's already clear what the basic trade-off will be: Channels will cost more individually than they will as part of a bundle—about 32 more, according to research conducted by the CRTC in April, 2011. Subscribers who opt for pick-and-pay could end up with higher bills than they expected. Yet if a lot of viewers, however, bills may also float for those who stick with bundles, as the distributors try to spread fixed costs among fewer customers.

Beyond the screen, the cable and satellite giants, and the broadcasters that own channels, are still working over wholesale fees the distributors pay to carry a network. A channel that gets, say, 50 cents per subscriber per month in a larger bundle pack might also negotiate a \$2.50 retail price for a unit, and split revenue from those sales with the distributor.

Minimizing the 1% carry price could be dangerous, and risks spurring off a pricing of the new channel lineups. "Ultimately it should have an impact on making content better, because if you have poor content, it's not going to survive," says Bell's Costerman.

All of this bargaining is taking place within the CRTC's revamped Wholesale Code of Conduct, which was scheduled to come into effect in January, but which BCE challenged in court for October. Its provisions are eye-glazing to people outside the industry, but it tries to eliminate cracks that limited choices and kept cable bills high. Restrictions that prevented channels from being offered outside bundles are forbidden. The code also attempts to stop vertically integrated giants from favoring their own channels with better packaging and marketing than those owned by independent broadcasters.

Broadband market forces have also given independent content creators some more clout. The cable and satellite providers need to be the only gateway to a limited TV diet. "I had an enormous amount of control in my old job about who launched a channel and who didn't launch," says Parley, recalling his 17 years at Rogers. "The days of them having to come up in hand and beg you to carry their show I see now" he says.

### THE ART OF THE NICHE

Leonard Asper's office in a renovated manufacturing warehouse in Toronto's hip Liberty Village neighborhood is decorated with sports-themed memorabilia: a football, a two-cup driver's helmet, a mini baseball bat. Behind his desk hangs a sign. Scrambled and upside down, "Keep Cable and Carry On." It would make a good motto for Canada's independent TV production industry as a whole. It's also fitting for a man who inherited control of a multimillion-dollar media empire at age 17, and built it into a major force in the industry.

Now aged 53, Asper has shifted from business suits to jeans and an open-necked shirt, and has started back up from scratch. In 2008, he founded privately held Anthem Media Group, and bought a minority stake in Fight Network, a channel for mixed-martial-arts enthusiasts that is available on cable in 32 countries, and on digital platforms and set-top boxes such as Apple TV. Since then, he's been behind 30 TV sports networks, which seeks to be in January sports enthusiasts what Broom-

Contrast and adaptation in how they are used







Synergy of graphic devices that echo throughout an article

who want to die in one of these ways tend to suffer not from unrelenting pain but from awareness, helplessness, and fear of losing their dignity and control. The people they leave behind inevitably feel they have some-how failed. The answer to these symptoms is not making a life less getting help. I have long argued that we should focus on giving all terminally ill people a good, compassionate death—not euthanasia or assisted suicide for a few minutes.

I am talking about how long I want to live and the kind and amount of health care I will want to offer by, determine what to be discussed with exercising, living normal lives, commoning relationships and practices, making music, drama, and playing various and supplements, all in a vibrant effort to delay death and prolong life as long as possible. This has become so pervasive that it now defines cultural life: what I call the American memorial.

I repeat this equation. I think this metric dominates how we think about life in individual and potentially dominates the most serious, 75 to 90 percent of people who die in this way.

What are these metrics? Let's begin with demographics. We are growing old, and our older years are not of high quality. Since the mid-19th century, Americans have been living longer. In 1900, the life expectancy of an average American at birth was approximately 47 years. By 1950, it was 70.75; by 1960, 74.75; by 1970, 75.4. Today, a newborn can expect to live about 79 years. (Of course, women live longer than men. In the United States, the gap is about five years. According to the National Vital Statistics Report, life expectancy for American males born in 2000 is 75.4, and for females it is 81.1.)

In the early part of the 20th century, life expectancy increased because of sanitation, antibiotics, and better medical care, and many children born premature died and effectively entered into their normal, healthy lives without avoidable disabilities. These gains, however, increases in longevity have been achieved mainly by extending the lives of people over 60. Rather than saving more young people, we are stretching our old age.

The American memorial desperately wants to believe in the "compression of morbidity." Developed in 1945 by James F. Thompson, a professor emeritus of medicine at Stanford, this theory postulates that as we extend our life spans into the 80s and 90s, we will be living healthier lives—more time before we have disabilities, and fewer disabilities overall. The claim is that with longer life, an ever smaller proportion of our lives will be spent in a state of decline.

Compression of morbidity is a quite essentially American idea. It tells us exactly what we want to believe: that we will live longer lives and that abruptly die with hardly any aches, pains, or physical deterioration—the morbidity traditionally associated with growing old. It promises a kind of fountain of youth until the very final time of death. It is this desire—at



James—what drives the American memorial and has fueled interest and investment in regenerative medicine and related stem-cells.

But as life has gotten longer, has it gotten healthier? Is this the new 70?

**N**OW 70. It is true that compared with their counterparts 20 years ago, seniors today are less disabled and more mobile. But over recent decades, increases in longevity seem to have been accompanied by increases in disability—not decreases. For instance, using data from the National Health Interview Survey, Ellen Crimmins, a member of the University of Southern California, and a colleague assessed physical functioning in adults, analyzing whether people could walk a quarter of a mile, climb six stairs, stand or sit for two hours, and stand up, bend, or kneel without using special equipment. The results show that as people age, there is a progressive erosion of physical functioning. More important, Crimmins found that between 1980 and 2000, the loss of functional mobility in the elderly increased. In 1980, about 18 percent of Americans over 60 and older had a functional limitation. By 2000, that figure was nearly 40 percent. And for women the result was even worse: more than half of women 60 and older had a functional limitation. Crimmins's conclusion: There was an "increase in the life expectancy with disease and a decrease in the years without disease." The same is true for functioning loss, an increase in expected years unable to function.

This was confirmed by a more worldwide assessment of "healthy life expectancy" conducted by the Harvard School of Public Health and the Institute for Health Metrics and Evaluation at the University of Washington. The researchers included not just physical but also mental disabilities such as depression and dementia. They found not a compression of morbidity but in fact an expansion—an "increase in the absolute number of years lost to disability as life expectancy rises."

How can this be? My father illustrates the situation well. About a decade ago, just shy of his 75th birthday, he began having pain in his abdomen. Like every good doctor, he kept thinking that it was nothing important. But after three weeks with no improvement, he was persuaded to see his physician. He

The author writes about getting dementia of Alzheimer's disease. Since then, he has not been the same. Once the privilege of a hyperactive (and usually) healthy 70-year-old, he now lives with my mother in their own home. But everything seems different. Although he still has the heart attack, it now seems to be a living process has been elongated. Death usually results from the complications of chronic illness—heart disease, cancer, emphysema, stroke, Alzheimer's, diabetes.

Take the example of stroke. The good news is that we have made major strides in reducing mortality from stroke. Between 1990 and 2000, the number of deaths from stroke declined by more than 50 percent. The bad news is that many of the roughly 40 million Americans who have survived a stroke suffer from paralysis or an inability to speak. And many of the estimated 12 million more Americans who have survived a "minor" stroke suffer from more subtle brain dysfunction such as depression or thought processes, mood regulation, and cognitive functioning. While disappointed that over the next 20 years there will be a projected increase in the number of Americans suffering from stroke-induced disabilities, unfortunately, the same phenomenon is repeated with many other diseases.

In American memorials, we live longer than their parents, but they are likely to be more incapacitated. Does that sound very desirable? Not to me.

The situation becomes even grayer because when we consider the most dreadful of all possibilities—living with dementia and other acquired mental disabilities. Right now approximately 1 million Americans over 65 have Alzheimer's, one in three Americans 85 and older has Alzheimer's. And the progress of that changing in the next few decades is not good. Numerous recent trials of drugs that were supposed to stall Alzheimer's—

much less improve or prevent it—have failed so miserably that researchers are rethinking the whole disease paradigm that informed much of the research over the past few decades. Instead of producing a cure in the foreseeable future, many are warning of a tsunami of dementia—a steady 50 percent increase in the number of older Americans with dementia by 2050.

had in fact had a heart attack, which led to a cardiac rehabilitation and ultimately a bypass. Since then, he has not been the same. Once the privilege of a hyperactive (and usually) healthy 70-year-old, he now lives with my mother in their own home. But everything seems different. Although he still has the heart attack, it now seems to be a living process has been elongated. Death usually results from the complications of chronic illness—heart disease, cancer, emphysema, stroke, Alzheimer's, diabetes.

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Half of people 65 and older with functional limitations. A third of people 65 and older with Alzheimer's. That will worsen more, more elderly people who have escaped physical and mental disability. If we are among the lucky ones, then why stop at 70? Why not live as long as possible?

Even if we aren't demented, the mental functioning declines as we grow older. Age-associated declines in mental processing speed, working and long-term memory, and problem solving are well established. Conversely, distractibility increases. We cannot focus and stay with a project as well as we could when we were young. We become slower with age, we also think slower.

It is not just mental slowing. We literally lose our creativity. About a decade ago, I began working with a prominent health economist who was slow to care for, but collaboration was incredibly productive. We published numerous papers that influenced the existing debates around health care reform. My colleague is brilliant and continues to be a major contributor, and he celebrated his 50th birthday this year. But he is an outlier—a very rare individual.

American memorials operate on the assumption that they will be precisely such outliers. But the fact is that by 75, creativity, originality, and productivity are pretty much gone for the vast majority of us. Kravitz bluntly said, "A person who has not made his great contribution to science before the age of 40 will never do so." He was extreme in his assessment. And wrong. Dean Keith Simonton, at the University of California at Davis, a luminary among researchers on age and creativity, synthesized numerous studies to demonstrate a typical age-creativity curve: creativity rises rapidly as a career commences, peaks about 20 years into the career, at about age 40 or 45, and then enters a slow, age-related decline. There are some, but not high, variations among disciplines. Curiously, the average age at which Nobel Prize-winning physicists make their discovery—not get the prize—is 28. Theoretical chemists and physicists make their major contributions slightly earlier than empirical researchers do. Similarly, poets tend to peak earlier than novelists do. Simonton's own study of chemical engineers shows that the typical engineer writes his first major work at age 26, peaks at about age 40 with both his best work and maximum output, and then declines, writing his last significant technical composition at 55. All the components studied, were made.

This age-creativity relationship is a statistical association, the product of averages; individuals vary from this trajectory. Indeed, everyone in a creative profession thinks they will be, like my collaborator, in the long tail of the curve. There are late bloomers. As my friends who encourage them do, we hold on to them for hope. It is true, people can continue to be productive past 70—in writing and publishing, in drawing, acting, and sculpting, in composing.

### Productivity of People With High Creative Potential





Synergy in illustration style throughout an article

Bull Waskewich's job is to write as hard as she can against the tide of history. She is the only Plains Cree immersion teacher at Kikwa Waskewich, the only Plains Cree immersion school in North America and—since Cree is one of the surviving indigenous languages spoken exclusively in this continent—in the world. As an instructor of an ancient language new to the classroom, Bull Waskewich is fighting her way with little of the support other teachers take for granted—textbooks, guidelines, institutional help.

That night in Mexico, as she drifted off to sleep, a picture formed in Bull Waskewich's mind. She jumped out of bed, grabbed a sheet of paper, and sketched what the grandfathers had shown her: a square flaking with red, yellow, blue, and green. The four corners, she understood, were four L-shaped symbols from the Cree writing system: P (ah), T (ah), K (ah), and W (ah). The grandfathers had given her a teaching tool. Back in Ontario Lake, Bull Waskewich began using her vision of the four-colored squares to help children learn the sounds of the language system on the prairie before the time of the treaties, when mission of established, the treaties were told through the winter nights.

The past year years have been one long festival month for the world's languages. No speakers remain of Russia's *Akhalik* found in Brazil's *Kakwidi*, Turkey's *Mushul* and Guinea's *Baga Kaban* have vanished from the Earth. In Canada, from the mid-seventeenth century until 1997—when the last of the country's residential schools was shut down—indigenous languages such as *Blackfoot*, *Tsimshian*, and *Hupukwih* were decimated by church and state. Five-year-olds had glue poured on their tongues, were beaten with straps, sticks, and fists, and taught that their parents' words came from the Devil.

In the spring, colonized people worldwide began to demand their languages back. In New Zealand, the Māori pioneered the "language nest" approach, which matched children with older speakers. The *Ne-Gahriid* de *Cauchemez* municipality of Brazil's Upper Rio Negro has declared *Wapiknapi*, *Takonan*, and *Baniwa* official languages alongside Portuguese. In the British Isles, there has been a resurgence of *Welsh*, *Scottish Gaelic*, and *Irish*. And despite the residential school system's best efforts to eliminate Canada's indigenous

languages, this country remains a surprisingly rich linguistic heritage. From *Sto:un* in the west coast of Labrador to *Ojibwe* in the Old Crow, Yukon, some 115,000 people are carrying on conversations in more than sixty indigenous languages.

The smallest linguistic communities are probably still in Cree, which is used only 250 mother-tongue speakers. Cree, however, according to the most recent census, is the mother tongue of at least 84,000 speakers—the highest number of any of Canada's indigenous languages (because of the difficulty in gathering data on reserves, statistics below the number may be probably even higher). Cree is one

in 1978, and the first school started a makeshift Cree immersion preschool program in the early 1980s. Today, there are five schools in the province. *Kikwa Waskewich*—meaning "English's voice," after the *Maat* model—gives up to the fifth grade, employs more than thirty teachers and staff, and houses the Gift of Language and Culture, a curriculum development center that provides Cree teachers with resources to teachers throughout the province.

The new education system's *Wapiknapi* can be summed up by a school bulletin that shows a man standing with his feet apart, a series of black lines clearing from his feet to his hands. One half wears a grey suit and a black tie, the other half wears a white shirt and a red tie. The man is a teacher.



of only three languages—along with *Inuktitut* and *Ojibwe*—that linguists agree have a fighting chance of long-term survival.

The key to Cree's future may lie with *Kikwa Waskewich's* approach—immersion for second language learners. The majority of the school's parents are well-educated English speakers in their twenties and thirties whose own parents and grandparents, scarred by their residential school experiences, didn't pass on their mother tongue. For these young parents, the Cree language is a gift they hope to give their children.

Ontario Lake smoldered the *haskan* *haskan* Alberta border about three hours north-west of *haskan*, and the highway runs out of pavement right at the foot of *Kikwa Waskewich*, a long, red-washed, building mounded with white tapers against a blue sky. Ontario Lake took over its own education system from the federal government

administrators call the "keeping up with the Joneses" side. The other half, clothed in *haskan* and *haskan* and *haskan* and *haskan*, holds an eight-footers—the spiritual side. *Kikwa Waskewich's* teachers are native Cree speakers, many of whom graduated from the University of Saskatchewan's long-running *haskan* Teacher Education Program. The school's emphasis on "land-based education" means that while students learn math, science, and language arts, they also learn to build complex, pink, green, brown, and grey *haskan*, and *haskan* rabbits. Each year more sit in about 2000, and demand has been growing every year.

On a recent morning, five students—four girls and a boy, all about four years old—sat on a circular mat printed with images of *haskan*, *haskan*, *haskan*, and *haskan*. Bull Waskewich, wearing a black and yellow sports jacket, stood in front of a board

board. "Kikwa Waskewich" she asked, pointing to a picture of a woman. "Kikwa Waskewich" she asked, pointing to a picture of a woman. "Kikwa Waskewich" she asked, pointing to a picture of a woman. "Kikwa Waskewich" she asked, pointing to a picture of a woman.

The class played a sort of *haskan* *haskan*, teaching their names—*haskan*—and *haskan*—*haskan*. Bull Waskewich brought out her guitar, and the children began to sing. The board image and began singing a song of greeting to the weather. "Kikwa Waskewich" she asked, pointing to a picture of a woman.



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Contrast in layout

White space



1960s Willy Fleckhaus TWEN Magazine

Why is smart use of white space important?





The world after the First World War. The image is a caricature of 1919 showing a double-headed eagle, symbol of the Holy Roman Empire.

# The new German empire

European integration was designed to contain Berlin's power - instead, it has increased it

By Brendan Simons

In a blistering speech to the Greek parliament on 11 July, the former finance minister Yanis Varoufakis rebuked the bank's "billion" conditions imposed by economic leaders, and especially Berlin, as a "new Versailles". This calculated allusion to the punitive peace inflicted on imperial Germany after the First World War, especially the "reparations" she was forced to pay, was picked up by media commentators and politicians across the world.

Berlin's approach was widely condemned as "harsh". Boris Johnson, the Mayor of London, characterised "the man with the gun" as the German finance minister, Wolfgang Schäuble, and that "is to the Germans who are now running the show". Indeed, one could be forgiven for wondering whether the "Fourth Reich" that the Irish historian, politician and journalist Conor Cruise O'Brien warned about in 1978, clearly before the Wall fell, had now come to pass. So has the euro crisis brought about peacefully something that the Kaiser and Hitler failed to achieve militarily, namely the German domination of Europe? Less hyperbolically, was Ulrich Beck, the eminent sociologist who died in January, right to say that Chancellor Angela Merkel is a calculating "Bismarck", whose ambition to "transform" Europe has now been validated by events?

The short answer to these questions is, "No." Germany is not suppressing Greece, or any other economic country. Indeed, since these previously sovereign states joined the common currency, at the heart of a pact or in any other way, it was a dance they initiated and joined, in some cases rather late. The right responses, being evidence to their economic body shape in order to fit into the shoes of the required convergence criteria. Besides, none of them wants to leave, because they have no desire to restore the failed national politics they were trying to escape through "Europe". Pöhl suggests that, offered a clear choice between remain in the discipline and embracing national sovereignty, or accepting German leadership of the currency, most Greeks prefer the latter.

The same is true, more or less, of the rest of the common currency area. Clearly, there is only one thing worse than being dominated by Germany in the economy and that is not being dominated by Germany in it.

White space can be as powerful, and draw you in as much as the content.





Powerful contrast between image and white space.

## Lupine-Like Scall (*Porrigo lupinosa*)

BY SYLVIA LEBOWITZ

Inadvertently, sometimes the warden brings alpha-pith. Or warden-warden-warden-warden-warden. Thoroughly exhibiting whips the dead of winter a wide predatory incantation—scaly, constanceless, terns, and get. A middle of everywhere nowhere.

There's scall the whiff of an ash. The flowers, scallily and emblematic and Wild Fox. Wild Bear. Bird-disposed, the war of engine would shewfield and there's, sheepie, munged.

Onion Lake began developing flash cards, games, and vocabulary sets for its own teachers and distributing its materials for free to any Cree teacher off the reserve who wanted to use them.

Since that time, the demand for Cree classes in Saskatchewan continues to grow. In a historic moment, there are now more jobs for Cree teachers than there are the job instructors to fill them. Barbara Daniels, who recently received the Canadian Teachers' Federation 2007 Outstanding Aboriginal Educator Award, differs from Onion Lake's teachers in that she's a second-language learner herself, brought up by her grandparents in Innupegn Lake, another Saskatchewan reserve. Daniels didn't learn Cree as a child. "They wanted to protect me," she says of her grandparents' reluctance to share the language with her.

Building an identity starts in her late twenties. Daniels fell a strong pull back to the language of her ancestors. She enrolled in university classes, and rode back to visit her grandparents, and travelled to Moosehide to work with Stephen Grayson, a linguistic anthropologist who developed

them there are the apps. Innupegn, Anishinabe, and Ojibwa, a company also responsible for the Aboriginal Peoples Television Network children's show *Zero's Adventures*, advised an app for iPhone and iPad called My Cree, which its website promotes is "like learning Cree from your auntie!" In the same year, an online dictionary developed by Emmanuel Cree Nation's education authority released an Android app. The *Algonquian Linguistic Atlas* recently received funding from the Social Sciences and Humanities Research Council for a five-year project to develop online apps for teacher languages for phones, iPads, and tablets. In 2007, its inaugural year, the site's Cree dictionary component received about 1,000 queries. It now receives about 25,000 queries every year.

While the movement toward resources online can help learners, the digital world may be accelerating a controversial phenomenon: standardization. In a language with so many dialects, geography has worked to create the kind of diversity we see in the plant world, with tiny pockets of delicate distinctions. But when people bring together learners from across the reserve, major dialects tend to crush minor ones. Similarly, the web is friendly to the Roman alphabet than to Cree syllabics, reflecting a wider trend away from the old writing. "I cried," Bill Wadsworth told me, of a meeting a few years ago in which Kluwan Wapovon administrators broke the news that they would be moving away from syllabics. "It was really heartbreaking for me." The problem was that parents didn't know the traditional syllabics people eager to help their children with homework. Daniel's aunt is confused with what, inevitably, felt like a foreign writing system.

**D**IVERSE progress, linguists, education, and activists have made. Kluwan Wapovon still struggles to meet its ambitious goals. Ralph Martin is the school's principal, and his office is a mix of posters, professionalism and kids' craft-making. When I visited, a Saskatoon Aboriginal Literacy award bestowed on a staff with a sleeping bag sleeping with Daniel. Martin explained one of the core of linguistic theories that can become an English-speaking five-year-old encountering Cree for the first time. "That's a chair" in English, right? Martin pointed to his office chair. "But if I said *okapiwina*—uh, is 'soyay'—again

is "where you sit," so "you're sitting on soy"—that's what that means you describe the function of the object."

In other words, Cree words are as concrete as English sentences. Unlike English, which is a noun-based language, Cree is organized around verb-based descriptive phrases. Cree places an emphasis on relationships—rather than focusing alone on separate units of meaning, the words for people, animals, and objects are embedded with narratives about how those things interact with each other and the environment. Cree speakers stress that the language carries a visceral experience of the traditional worldview. It's one thing to be the possessor of a name; it's quite another to have a sister—a short form of "I will take in." The word reminds the speaker that she is literally the air she breathes.

These complex nuances make for a steep learning curve. On her influential blog, the Cree teacher and activist Chelsea Reed discusses the difficulty of developing Cree language materials that progress past basic vocabulary. "It is absolutely vital," Reed writes, "that we do more that recognize this recurring problem. And I really do mean recurring. I have messages from the 'you that essentially mirror apps that are being put out right now."

Reed alluded almost a year-level scale of proficiency called "Derech with Charlie"—Derech is the lowest level, Charlie Rose the highest. I asked Onion Lake's senior director of education, Terry Clarke, when he thought the school's graduating students—kids coming out of grade five and entering the English language school across the reserve—fell on the scale. "Honestly?" he asked. "Over the course of time, we want to get to Level 4. But we're not there yet. We're a long ways from there. We've been at this for many years, and we're probably between a Level 1 and a Level 2, to be honest with you."

In communities where school is the only place a child regularly speaks the language, it's difficult for learners to reach Charlie Rose. And in the gymnasium, the grocery store, and the Home Depot Gift Centre Lake's lone restaurant, I heard conversations that would be familiar to immigrant families across Canada: older people speaking to the heritage language and younger people responding in English.

Kluwan Wapovon's grade four classroom is not down the hall from where Della Bell

Wadsworth teaches her pre-kindergarten. On the day I visited, the kind-eyed teacher, Ruby Thomas, told a long story that I probably was about a deer and a bear, and the students were full of questions and comments—they clearly understood the story, when not mirroring vocabulary drills, the grade three spoke in English back to their teacher and to each other. In the next few minutes, Thomas brought me up to speed on sleeping bag and, teaching inside, pulled out an ability that would amaze. "Kilway-maw" she asked. "Shide—maw," a girl and another girl said. "Nikijaw." Thomas gently corrected, but there's no repetition here for speaking the wrong language. The girl shrugged. The boy looking on was a bit, however, and Thomas allowed her less a few minutes to be with

## The resurgence of Indigenous languages is an assertion of political identity. Sociolinguists have long emphasized the link between language and nationhood.

her hands on it, stroking the back of. "My uncle that a bear near our house," a girl said in English. "Shide-maw," a boy asked. "Don't kill any more bears. We're killing the bear's family," another boy put in earnestly. The bear—schooling to get track points—laughed along with the rest.

Teachers and administrators at Kluwan Wapovon want to make the school as engaging and welcoming an environment as they can. But the monumental scale of the undertaking—to locate lesson plans, research different pedagogical practices, devise a way of measuring student progress, and create a culturally meaningful curriculum in a language on the brink of extinction—creates a heavy burden for a small community to carry alone.

In 2007, after an exhaustive research-gathering process of consultation across

the reserve, the Royal Commission on Aboriginal Peoples made the following recommendation: that the federal government create "an Aboriginal Language Foundation to document, study and revitalize Aboriginal languages and to help Aboriginal people create and restore the loss of languages that has already occurred." But no such federal body was formed. In 2005, the Truth and Reconciliation Commission made a similar recommendation, calling on the federal government to open an Aboriginal languages act that would ensure sufficient funding for language preservation and revitalization.

It remains to be seen how Prime Minister Justin Trudeau's government will respond. At the moment, however, it is up to each small community of speakers to investigate a way of federal, provincial, and local grants for which they can apply to develop conversation projects on their own.

"There's no help," Martin said simply. According to Clarke, Onion Lake receives about \$8,000 from Indigenous and Northern Affairs Canada in education funding per student every year. Saskatchewan's provincial system receives about \$400 per student, although that figure of education reserves that there is considerable regional variation. (A federal representative wasn't able to give specific figures for Onion Lake's funding, but said Saskatchewan's reserves receive an average of \$3,000 per student, per year.)

Martin and Clarke both argue that the provincial funding model allocates more resources for French immersion schools (even for the highest costs they incur for an agreement signed in 2004, Saskatchewan will receive \$2.7 million per year and must match French immersion and core instruction programs). At the federal level, the combined annual budget for all Indigenous language programs is \$3.5 million, whereas in 2004 it's funding for the promotion of English and French was \$4.5 million. In Nunavut, where Inuktitut and Inuinnaqtun are official languages, programs for the province's Inuitophone minority receive about \$4,000 per person every year, including language programs receive about \$400 per person. In Onion Lake, Clarke said, the fund contributes its own money to fund Cree textbooks, materials development, assessment tools, and teacher training. Although digital holdings are supported





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## The Power of Grace

For Marilynne Robinson, who has been called America's George Eliot, loss and loneliness do not rule out solace.  
By LESLIE JAMISON

**M**ARILYNNE ROBINSON tracks the movements of grace as if it were a wild animal, appearing for fleeting intervals and then disappearing just the range of vision, emerging again where we least expect to find it. Her work has interested a wide audience because it is so often concerned with what is necessary to all—faith and to afford, loss and its residue, the limits and horizons of identity.

In *Lila*, her brilliant and deeply affecting new novel, even her description of sunlight in a St. Louis hardware store is a kind of grace. "When a beam is shot up like that in the middle of a summer day the light that comes in through any crack is as sharp as a blade." The notion that light might burn—that illumination doesn't always arrive as solace, or that solace might ache before it heals—makes the novel's articulation of a more personal kind of pain. "That was loneliness. When you're scolded, much better, it makes no difference if it's kindly meant."

Grace is also made a difference, in time. When a woman who has not been inspired by the man who will become her husband, "That was what made her cry. Just the touch of his hand." *Lila* explores what that crying expresses—joy and wailing at once. In these pages, Robinson sees the voice of love as an early accident to a lifetime of suffering or solitude, suggesting that solace can't intrude on loneliness without some measure of pain. The novel, Robinson's fourth, returns to the small town world and

church-steeped characters of its predecessors *Gilead* (2004) and *Home* (2008). Both of those novels examine the lifelong friendship between two lone preachers and the intertwining of their families. *Lila* tells the story of the second wife of one of those ministers, John Ames, offering a portrait of a woman whose fervor, whose pain makes it difficult for her to accept divorce and love when they come. The novel opens in her childhood, when she is rescued from neglect by a woman named Lila—a fierce sister and surrogate mother—who carries her away one stormy night. Lila may have been the loneliest woman in the world, and she was the loneliest child, and there they were, the two of them together, keeping each other warm in the rain. "Lila presents to her all upon the potential of this moment. How does one person's loneliness intersect with another's? What residual can come from this conjunction, and what are its limits? Sometimes one loneliness meeting another looks like paper in the darkness. Sometimes it looks like a sandwich. Sometimes it gives rise to those more recognizable ways we collaborate or disengage ourselves getting married, having a child."

**T**HE PREMIER OF *LILA* is just that: a marriage catches husband and wife by surprise—both of them stand out surely that they would love each other but that they would love anyone, that life will hold this for them. Ames

long comes first to his identity as an aging widower, but himself increasingly drawn to Lila—a much younger woman who appears in the small town of Gilead after years of absence, heading for herself. "I don't mean nobody," she tells him, to which he replies, gently enough, "No wonder you're dead."

The novel weaves together two narratives through the present act of storytelling, drawing out pregnancy and the entire past life that defined Lila in those days in the forgotten Ames, started by early grief after his first wife and their baby died in a childhood accident earlier, in an attempt to love himself. "I had learned not to put my heart on anything," he tells Lila, and she is drawn to this. "The look and the feel had the effect of loneliness, and there was all right. It was one thing she understood about him." When you're scolded, much better, one of the so-called recognition scenes, and she reads carefully, always. They are both haunted—Lila by the ghost of Lila, the wild woman who saved her life, and Ames by the specter of the life he never got to live with his first family. Part of the beauty of their bond is a mutual willingness to honor the integrity of their former lives. He prays for the "divine" needs of his past, and she begins to read the grace of his love with growing warmth and growing grace.

*Lila* takes us to some scenes that might have occurred, in another variation, a happy ending two lonely souls who never expected to find one another. Finding it, but Robinson's grace is so often in how she finds the happiness, studied by both of its characters and the precise way to honor that discipline before it gives itself.

Loneliness grows past pain. Lila Redburn "spoke to pain" in the narrative when she was the first wife of Ames in Gilead. "That is the old man's house, and as for always was." She is constantly thinking about leaving—buying a bus ticket and taking off—a fraction that seems from her long distance of seeing anything from anyone. "Being behind was the one thing she could not stand."

In *Lila*, intimacy isn't private. It's a mess, hope and wonderment bound up with resistance and awkwardness and doubt. One day Ames reads his wife a sermon he has written in the middle of the night in letters of Gilead will be familiar with these scenes. He's been struggling with the distance between the old life and the new, trying to understand how they can be reconciled. "Being can be joy and sorrow can be sorrow, with neither of them casting either light or shadow on the other." The grip of the past endures, but doesn't follow out the present, the present doesn't cancel out the past that's come before it.

**R**OBINSON'S DETERMINATION to shed light on these complexities—the solitude that endures inside intimacy,

IN CULTURE  
PRE

**Lila is fearful that her unborn child must feel the shuddering of her "scared, wild heart."**



LILA  
MARILYNNE ROBINSON  
\$24

the scenes that precede her life—marks her as one of those rare women generally concerned to understand an an abiding state of connection. Her characters negotiate with the divine and countless variations of their feelings. Lila offers, for example, that if she left Ames, she would be reaching for "a new kind of solace." Because her first wife had chosen to leave, she hasn't yet known that heart. In the next instance, we see that this history isn't used so much as self-justification—a way of convincing herself that "maybe her really does care whether I stay or go."

Robinson's choice to keep returning to the world she first introduced in *Gilead* is itself a way of presenting her complexity. Beyond the surface of each character, the mix of words reminds us, in a particular and infinite way. The aging Reverend Boughton—something in Lila with the forgotten water for Ames and Lila's father who—has already been revealed to them as a man with his own sexual relationship to paternity, troubled by love and violence for his wayward son, Jack. In Robinson's previous books, we've rarely glimpsed a more global vision of Lila—going to her secret wedding in a garden—but now her dreams and her depths are exposed. In this exposure, Robinson implicates us all. Everyone is full of demons. Despite our own.

*Lila* reaches even further back, too, offering a bridge between Robinson's fiction of the past decade and her first novel, *Housekeeping* (1981), the haunting tale of two sisters—and three generations of the women in their family—that bonded in a startling new room, and then a long silence. *Housekeeping* gave us Lyle, a girl who eventually returns her young niece in a vague life. Lila is another incarnation of the spiritual woman for whom home offers some solace. One of Robinson's great gifts in *Lila* is to stage the collision between this distant female consciousness and a particular kind of male democracy: the great ghosted home of a man who has largely given up on the world and committed himself to the next one.

While *Housekeeping* left Lyle wandering, *Lila* arrives—Robinson usually uses the rhythms of an unbroken life. She makes a home, she tends a garden, she tends a grave. She grows into a child like women about whom she is often, fearful that her unborn child must feel the shuddering of her "scared, wild heart." But we also see her maturity as a demonstration of her life, not just a rupture from her mother's way. Robinson has tracked early signs of Lila's desire to offer care—the way that she loved as a child, the promise's body she wanted to save herself, the memory her to whom she often turned and couldn't—will herself to confession—when he admits he may have killed his father. By the end of the novel, a



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EYEWITNESS 2015

**4 MAY RIHANNA ARRIVES AT THE MET BALL**  
BY MEL OTTENBERG, THE SINGER'S STYLIST

The Guo Pei coat was incredibly heavy with all the amazing beaded work, and it was incredibly long, endless. The whole thing weighed over 100lb, which makes going up stairs almost impossible on your own, so I was on the red carpet to help. Anyone would need help getting up the stairs with that coat on, even a professional red-carpet pro like Rihanna.

Getting out of the car and on to the carpet was quite a mission, but also fun, we were laughing about it on the way to the ball. The scene when we arrived was electric. It's always fun to see people's reactions. The frenzy of the photographers is going at the Met Ball as they all scramble to get the shot. It's a super glamorous moment.

But this was something extra! In general I hate the idea of being on the red carpet and having someone's look. But you just have to be the look sometimes, and then jump out of the way to avoid being in the photos. It's a little ridiculous, and you have to have a sense of humour about it.

The Met Ball is a big moment for the woman you're styling. You want her to feel special and not have anything to worry about. Underneath the coat was a custom-made pink suit. Agent Prosecutor bought it. After the red-carpet, we switched into another look for the rest of the evening. You could not go into an event wearing the coat, there

“I loved all the social media afterwards: the memes were amazing, especially the omelette ones”

wouldn't have been room. For that night in the coat, it was all about the staircase and red carpet.

I believe Rihanna was the only celebrity wearing a Chinese designer. It really got Guo Pei on the world stage. I loved all the social media afterwards: the memes were amazing. There were so many great omelette ones, one with a huge family having a party on the train. It was hysterical.

The Met Ball is a celebration of fashion and style so it's a great opportunity to go all out. It's one of my favourite moments of the year.

Rihanna in the Guo Pei coat was the cover of the *New York Times* the next day, and as a New Yorker, there's nothing better than that!

THE OBSERVER | 20.11.15 | MAGAZINE 39

In a very dense layout, white space can be critical, even in small doses

# Science's true begetter?

Avicenna deserves our homage, finds **Nicolas Rasmussen**

The great Avicenna (Ibn Sina) lived about 980 in Persia (Iran).



Avicenna's *Canon of Medicine* was a landmark work in the history of medicine. It was a comprehensive medical encyclopedia that served as a textbook for centuries.

Avicenna's work was a synthesis of Greek and Islamic knowledge. He was a polymath who excelled in medicine, philosophy, and science.

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Avicenna's *Canon of Medicine* was a landmark work in the history of medicine.



# A bug's view

From wings to blink bugs, what's not to know about the entomological world?

From the wings of a butterfly to the blink of an eye, the world of insects is a vast and fascinating one.



Insects are the most diverse group of animals on Earth. They play a crucial role in ecosystems and have inspired many aspects of human culture.

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Insects are the most diverse group of animals on Earth.

Type hierarchy



Headings  
Subheadings  
Drop caps  
Pull quotes  
Captions  
Credits  
Story Breaks  
Folios



## DESIGNING WITH TYPE HIERARCHY TOOLS:

Credits

Captions

Folios

Headings

Subheadings

Contrasting typefaces and type styles

Story Breaks

Drop caps

Pull quotes

Side bars

Captions



## DESIGN TOOLS:

Department headings

White space

Credits

Captions

Folios

Headings

Subheadings

Contrasting typefaces and type styles

Story Breaks

Drop caps

Pull quotes

Side bars

Captions



## DESIGNING WITH TYPE HIERARCHY TOOLS

Contrasting typefaces and type styles

Headings

Subheadings

Pull quotes

Captions

Folios

Story Breaks



## Helen Lewis Out of the Ordinary

The echo chamber of social media is luring the left into cosy delusion and dangerous insularity



That's why establishment theory would not be far from the mark in the case of the left. It is, in other words, a cosy delusion and a dangerous insularity.

Now imagine these same people, however they be, in a room and open about their off-camera doubts. They'd be changing their attitudes and votes. It's not a radical change, but it's a change that would have a real effect on the world.

**If you describe Corbyn as "principled", then so is Liz Kendall**

Based on a large number of conversations with people who support Corbyn, even though he doesn't seem to be leading, he would seem to be the most likely to win the next election. He is the only one who is not a Corbyn supporter. He is the only one who is not a Corbyn supporter.

because they believe his steady pace of delivery to the conditions. He is an admirably principled campaigner, energetic, open and a genuine public servant.

As a reporter, I disagree with his slow pace of delivery. He is not a Corbyn supporter. He is the only one who is not a Corbyn supporter.

## Mary Creagh The Guest Column

Labour is becoming the equivalent of Millwall Football Club: nobody likes us but we don't care



The Labour Party look-trail is a hostile place in public opinion. In the summer of 2015, a survey conducted by the think-tank, Labour 50, found that only 10 per cent of voters would vote for Labour in the next election.

Second, we are once again in a position of leadership. We are not a Corbyn supporter. He is the only one who is not a Corbyn supporter.

presence on the ballot and to winning participation in a leadership. In the summer of 2015, a survey conducted by the think-tank, Labour 50, found that only 10 per cent of voters would vote for Labour in the next election.

**We're not yet in the place where we can say the only way is up**

Labour is not yet in the place where we can say the only way is up. It is not a Corbyn supporter. He is the only one who is not a Corbyn supporter.

Mary Creagh is a Labour politician, the deputy leader of the party and a member of the cabinet. She has been a member of the cabinet since 2010 and is currently the Minister for the Cabinet Office.

Labour is not yet in the place where we can say the only way is up. It is not a Corbyn supporter. He is the only one who is not a Corbyn supporter.

- DESIGNING WITH TYPE HIERARCHY TOOLS
- Contrasting typefaces and type styles
- Headings
- Subheadings
- Pull quotes
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- Folios
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Graphic devices





Arrows



# Beauty



**NOW'S THE TIME TO...**  
Specialist advice on how to get your skin through the festive season. You need something that keeps up the moisture of Christmas without the blurring and squabbling. For more tips, a look at [Parfums de Marly](#)

## MAKING THE MOST OF YOUR EYEBROWS

The legend of Cara D'Amico is, above the glowing skin of every teenage girl, every woman on the scene. D'Amico continues to be described as "bold", meaning big, dark, "thick" brows for those who gloried in the late '80s and '90s. In the '90s, the look to help take them on better than ever. From wildness to highlighters, and through the decades to act up adults are a trend. [@theartofbeauty](#)



graphic device

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The gold starburst ornament is a festive touch for your holiday table. [Shop now.](#)



**Star Burst**

The gold starburst ornament is a festive touch for your holiday table. [Shop now.](#)



**Spiral Star**  
The gold spiral ornament is a festive touch for your holiday table. [Shop now.](#)



Illustration by [Name]



#### SHINE ON

The shimmering elegance of copper and gold ornaments has been a holiday staple for decades. But in recent years, many designers have taken the classic and made it new. From the simple to the sophisticated, these ornaments are the perfect way to add a touch of shine to your holiday decor. [Shop now.](#)

Decorative lighting is a key element in creating a warm and inviting holiday atmosphere. From the simple to the sophisticated, these ornaments are the perfect way to add a touch of shine to your holiday decor. [Shop now.](#)

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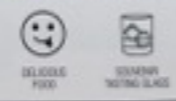


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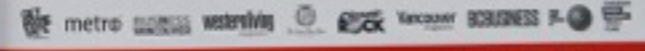
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# THE DISRUPTION MYTH

The idea that businesses are more vulnerable to upstarts than ever is out-of-date—and that's a big problem.

BY JUSTIN FOX

IN THE LATE 1970s, Dick Foster, a fast-rising young management consultant at McKinsey, began to notice something at once unsettling and exciting. McKinsey and other consulting firms spent most of their time helping companies do what they already did, only more efficiently. He began an engineering and operations Ph.D. when one of the firm's best engineers on the technology industry only had to look around him to see leading firms that seemed to be effortlessly managed getting blindsided by upstart competitors.

After several years of research, and a close reading of Thomas H. Davenport's *The Structure of Strategic Disruption*, which introduced the concept of the

paradigm shift, Foster came up with an explanation. What disrupted these well-run market leaders were what he called "technological discontinuities," moments when the dominant technology in a market abruptly shifted, and the companies and users that the companies had built up suddenly didn't come for nearly the strength when previous technology there meant their experience of the market as well as an personal just four years later, NCR, long the leading maker of mainframe

mainframe computers, was caught unprepared, resulting in big losses and near bankruptcy. Foster's 2016 book, *Innovation: The Founder's Advantage*, described this phenomenon, offered tips for surviving it (not being aware of the possibility of a technological shift was the first step,

and predicted that there was much more to come as giant waves of innovation in electronics, software, and biotechnology buffeted the economy. "The Age of Discontinuity," Foster called it, honoring the fear from the management guru Peter Drucker.

The book did well, but the expression didn't stick. "It will forever remain the way I didn't call it 'disruption,'" Foster now says. That was left to Harvard's Clayton Christensen, an consultant and an entrepreneur who headed to Harvard Business School for a mid-career doctorate to study and started teaching there three years later. For his dissertation, Christensen studied technological shifts in the computer disk-drive industry and began to notice the discontinuities, which were quite similar to what Foster had seen in other industries—take an academic theory of "disruptive innovation." Starting with a 1995 article for Harvard Business Review and then the 1997 book *The Innovator's Dilemma*, Christensen began to hammer the phrase into the business world's collective consciousness.



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Too much going on. Too many devices





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Captions



# HIS CABINET career may have ended following a bitter disagreement with Margaret Thatcher over the economy, but 25 years on Nigel Lawson clearly still reveres the former prime minister. So much so that when I compare the late Lady Thatcher to the woman tipped to one day succeed her, Theresa May, Lord Lawson can barely conceal his disdain.

"It's not as if I'm revering Mrs Margaret Thatcher, but in any way, apart from the fact that she's a woman, that's the only thing, and also that she's a Conservative – one thing, but not in any other way whatsoever."

Lord Lawson's opinion of Mrs Thatcher is clear. In the eyes of her biographer, she was not only a woman, but also a Conservative. But she was also a woman who was not only a woman, but also a Conservative. But she was also a woman who was not only a woman, but also a Conservative.

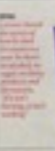
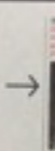
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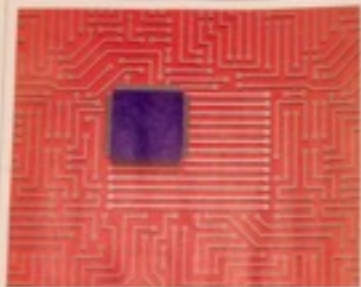
...the fact that she's a woman, that's the only thing, and also that she's a Conservative – one thing, but not in any other way whatsoever. ...the fact that she's a woman, that's the only thing, and also that she's a Conservative – one thing, but not in any other way whatsoever.

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## NIGEL LAWSON

From the author of *The Nigel Lawson Diaries*





Technology

# MADE IN AMERICA, AGAIN

These big trends that could shape the future of high-tech manufacturing—and the middle class

BY JAMES FALLWELL

IN THE DECADE after World War II, the United States produced more goods than the rest of the world combined. Now America's share of world production is down 70 percent, which, depending on how you count, is about the same as China's or slightly more.

Most of this change reflects other countries' rise rather than any American decline. In fact, U.S. manufacturing output is down no lower than it was in 1999. American workers are nearly as times more productive than those in China. Moreover, as my country develops—new factory sites in China, even a champion industrial exporter like Germany or Japan—the share of manufacturing in its economy steadily declines, as the service activities that mark a richer society, from health care to education to travel, grow more rapidly.

But there is a trend worth worrying about, which is the disappearance of manufacturing jobs from the workforce. Shortly after World War II, about one-quarter of employed Americans held manufacturing jobs. Now less than one-tenth do. From the perspective of individual businesses, this change is natural and desirable—rising productivity by definition means fewer people making more things. But it is trouble some for society as a whole, since factory jobs have historically trained the middle

class and given rise to firms, industries, and jobs, unimagineable styles.

As the global economy of factories in the U.S., China, and elsewhere, I have asked experts about trends shaping the creation or elimination of manufacturing jobs. These 170 minutes have

are James Markey, a director of the McKinsey Global Institute and a leader of a major study done on the future of manufacturing. Liam Casey, who runs GE's International division, a vast engineering network in China and is now forming hardware start-ups in the U.S.; David Jones, the head of GE Aviation, which has opened six new engine-building factories in the U.S. in the past seven years; and Jeffrey Chabrowski of the University of Virginia's Miller Center, who recently issued a report about U.S. manufacturing policies. It was on a second advisory committee. As with any organization, the complexities are enormous, and the full spectrum needs more time. But here, in shorthand, are three big things that could shape the future of manufacturing work in America.

## Manufacturing may become strongly less international.

The globalization continues more than a million people work in the U.S. for foreign-owned firms, about one-third of them in manufacturing. And U.S. companies large and small are expanding their export ambitions. GE's U.S.-based engine factories already send up portions of their output abroad and expect to send 75 percent within five years. "Our goal is made in here, sell in there, and service it everywhere," GE's Jones said.

Despite all this—and despite everything we've heard through the decades about companies offshoring their factories in search of ever-cheaper pay—high-value manufacturing may increasingly be within each nation's ability to control. McKinsey's report divides manufacturing activities into five categories,

including minimum-wage assembly work at one end and highly precise and automated engineering or medical-tech production at the other. Of these, McKinsey forecasts, the companies that will grow fastest, and pay best, will likely be those whose products and customers are located in the same country rather than separated by long, narrow design processes or expensive air ships.

This is partly because some global supply chains have been disrupted on the buying companies' side rather than on the supply side. It's not quality problems on the other side of the world. For example, according to Liam Casey, it is because of the obvious reality that the more valuable the product, the less it makes sense to be made with low-cost labor. "It costs less to import that product and customer are close to each other," Casey told me. That gives designers a better sense of a market's size and a shorter cycle for creating new products. "New production will stay in-house for now," he said. But start-up hardware firms will find it economical to do some of their work inside the United States.

## New middle-class jobs might not be an option for all.

Even today's report, which said U.S. manufacturing has built the promise of ever good jobs. For one thing, the McKinsey report emphasizes, manufacturing and service-sector jobs increasingly avoid big industrial firms like lots of designers, software engineers, accountants, and other service professionals. Architects firms and design companies need their own IT printers and people to maintain them and advanced materials work shops. Across the board, McKinsey concludes, we should expect to see more of the kind of jobs that could help offset the income side-of-problem that have distorted America's income distribution. Such positions aren't likely to

require the graduate school credentials of the professional world, but they will pay much more than standard retail or food-service work. I have seen first-hand starting hourly wages at new factories in Mississippi and North Carolina.

"The automotive industry, for example, will need workers skilled in 'new-thing-ness'—an understanding of mechanical, chemical, architectural systems—to support development of hybrid and all-electric power trains," the McKinsey report says. It adds that America could soon face a shortage of workers in these middle-class categories unless we invest in training, and engineers. If we know anything about our economy, it is that such shortages solve themselves, as wages rise and draw more people to the field.

## Today's arguments over taxes and regulations will have tomorrow's job creators.

Political discussions about lowering American industry typically stall on predictable arguments about tax rates or regulations. Of course everyone wants lower taxes, but in my interviews with entrepreneurs and industrialists, these familiar debates rarely carry over.

When Liam Casey took me through the Highway's incubator for hardware start-ups in San Francisco, I spoke with an (initially) young entrepreneur who had helped to set up a small hardware company somewhere in the United States. Not one of them volunteered on regulatory concerns as playing big parts in his or her go-to-go decisions. What they did want was a streamlined system to get their products into customers' hands. In that end, they were concerned with things like the structure of retail distribution, especially the huge investment in inventory required to get their products carried in big-box stores.

"Being serious practical details make a big difference for these start-ups," James

Markey writes. "I'd see a small start-up business doing something interesting, say always use such forms if I happen to be in physical proximity to a larger company, or to connect with someone of people who can help me get to scale."

The list of regulations that GE's David Jones sees as favorable to advanced manufacturing begins with a different kind of precision. He wants each factory to be one built a research university and, ideally, a community college that can prepare people for high-skill, high-wage work. In our travels around the country for our American Future project, my wife and I have seen many examples of community colleges and area high schools working with industries to equip students for well-paying technical jobs.

The Miller Center report, "Building a Nation of Makers," is mostly about practical steps that might be start-ups and small companies take advantage of global trends. For instance, helping new-venture manufacturing supply chains could help connect smaller companies with potential customers. Because they are so practical, ideas like these don't figure into normal political debates, but they very practically increase their chances of passing off.

WHERE CAN LIST the environmental, fiscal, and political obstacles facing the American economy in general and its manufacturers in particular. And get everyone I spoke with for this article emphasized the opportunities created by many of these same trends. Take environmental challenges: the "green economy" may once have seemed unbridled, but according to McKinsey, energy-saving technologies and a "circular economy" based on recycling are about to become real business opportunities.

"The idea that we don't make things in America," David Jones said. "I really, that is a failure."

**1800** The Industrial Revolution begins in America with the invention of the cotton gin and the steam engine.

**1850** The rise of the automobile industry, led by Henry Ford's mass production techniques.

**1900** The rise of the assembly line, which revolutionized manufacturing efficiency.

**1950** The rise of the computer and electronics industries, marking the beginning of modern manufacturing.

**2010** The rise of automation and robotics, transforming manufacturing into a high-tech industry.



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# Food & drink

Nigel Slater

**66** The fruity sweetmeats are a good partner to the herbal, spiky flavour of the foam and to the salty seeds

## Directions

Make the pulled pork wrapping first. Place a roasting tray over a gas flame and sprinkle the paper with a few layers of oil. Leave for a couple of minutes until the paper starts to curl, then remove and pull into the shape of a large cone. When the paper starts to curl, pull it and stretch it out. Continue cooking for a few seconds then place in an oiled baking sheet.

Put the porkmeat in a ball, then wrap the meat, salt and pepper into a cone. Roll the paper up and pull through the hole. Spread the meat. Peel the pigmeat, remove the bones and chop the meat. Put the pigmeat and porkmeat in a bowl. Chop in the meat and the pigmeat into small pieces.

Place the pigmeat and porkmeat in a bowl. Chop in the meat and the pigmeat into small pieces. Chop in the meat and the pigmeat into small pieces.

## WHIPPED SPICE AND QUINCE CREAM

An adaptation of the classic egg Benedict. The sauce is a quince, pepper and onion cream with a touch of the white-wine vinegar juice. The base of the sandwich is a great partner to the foamy, spicy foam of the pulled pork. Instead of a traditional egg Benedict, I have replaced the egg with a porkmeat and a few seeds of crushed porkmeat. Instead, using a porkmeat and a few seeds of crushed porkmeat.

**Ingredients:**  
 1 large egg  
 1 large onion  
 1 large quince  
 1 large pepper  
 1 large onion  
 1 large pepper  
 1 large onion  
 1 large pepper

**For the porkmeat:**  
 1 large porkmeat  
 1 large onion  
 1 large pepper  
 1 large onion  
 1 large pepper

**For the foamy:**  
 1 large onion  
 1 large pepper  
 1 large onion  
 1 large pepper

## Directions

To make the quince cream, top the quince with a few layers of oil and heat over a medium flame for a couple of minutes. Add the quince seeds, bring them to a boil, then remove from the heat. Strain the quince cream into a bowl. Add the quince cream to a bowl. Add the quince cream to a bowl. Add the quince cream to a bowl.

Brush the egg with a little oil, season and fry in a pan. Fry the egg in a pan. Fry the egg in a pan. Fry the egg in a pan.

Place a porkmeat on top of each quince cream. Place a porkmeat on top of each quince cream.

## WINES OF THE WEEK

David Williams



**Garnier & Garnier**  
 Garnier & Garnier  
 Garnier & Garnier  
 Garnier & Garnier



**Super Pinot Noir**  
 Super Pinot Noir  
 Super Pinot Noir  
 Super Pinot Noir



**Bordeaux Blanc de Bordeaux**  
 Bordeaux Blanc de Bordeaux  
 Bordeaux Blanc de Bordeaux  
 Bordeaux Blanc de Bordeaux

# Homes

The look is by interior designer  
[www.wesleybarrell.com](http://www.wesleybarrell.com)

**The kitchen**  
 The kitchen is a mix of old and new, with a brick wall and a white subway tile backsplash. The island is a mix of wood and metal, and the lighting is a mix of pendant and recessed.



A modern and more traditional look is achieved by mixing old with a roll of fabric, and a 'stone' backsplash with pale lighting, where the job takes on the character of the bath.

"It's really," says Cole, who used to be a nightclub promoter, of the house's design. "I had my partner in the design, often there to inspire it. But I made him do lots of things with pillows, so it's the 'banquette' style."

The house has a mix of styles, but only those who were being inspired, as they had advised on the most contemporary art for the other

rooms, a black and white photograph of a man on the north wall, a painting in the study, and a large abstract painting of a man in the living room.

Perhaps predictably, the job was done by a number of friends, including just over a year later, and the most challenging part of the project was trying to stay within budget. But even that the walls are finished, the people and their dog have been making the most of their day, with some making up their beds with newly completed, or painted egg-and-shell, and some take the night.

"It was supposed to be a little renovation of the bathroom and kitchen, but it turned into a full restoration."

## GET THE LOOK



Photograph: **ALAN SANDERSON**

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Graphic: Statista

# Animal house

Some of the world's biggest pet-care brands are betting their businesses on the continued buying of digital ads as a main place to invest their money. They might be too late.

By Jennifer Smith

**\$8.3 BILLION (U.S.)**

U.S. pet owners spent \$8.3 billion on pet care products in 2024, up from \$7.8 billion in 2023, according to Statista. The pet care industry is projected to reach \$10 billion by 2028.



RETAIL SALES OF PET FOOD IN CANADA



**\$4.6 BILLION (U.S.)**  
The United States pet care market is worth \$4.6 billion, according to Statista. The pet care industry is projected to reach \$10 billion by 2028.

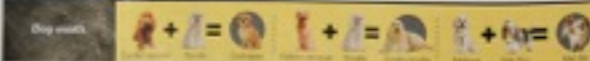
**\$30 MILLION (CAD)**  
The United States pet care market is worth \$30 million, according to Statista. The pet care industry is projected to reach \$10 billion by 2028.

**\$30 MILLION (CAD)**  
The United States pet care market is worth \$30 million, according to Statista. The pet care industry is projected to reach \$10 billion by 2028.

**\$595 MILLION (U.S.)**  
The United States pet care market is worth \$595 million, according to Statista. The pet care industry is projected to reach \$10 billion by 2028.



**\$2 MILLION**  
The United States pet care market is worth \$2 million, according to Statista. The pet care industry is projected to reach \$10 billion by 2028.



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Report on Business

# Clutter is their bread and butter

Businesses with Clutter! inspired a Montreal couple to build their own family-friendly app for spring-cleaning. It caught on like gangbusters—but how long can Varaplate stay shiny?



### Clutter: The legend

Clutter is a family-friendly app that helps you organize your home. It was created by a Montreal couple.

**MARK PLAN**  
Montreal-based  
investor, TV, clothing

**EMILY**  
Montreal-based  
investor, clothing

**MARK AND EMILY**  
Montreal-based

**MARK PLAN**  
Montreal-based  
investor, TV, clothing

**EMILY**  
Montreal-based  
investor, clothing

**MARK AND EMILY**  
Montreal-based

**D**usting your shelves has never had more friends. A Montreal couple has built a family-friendly app for spring-cleaning that's caught on like gangbusters. It's called Varaplate, and it's the latest in a line of apps that help you organize your home.

Popular though it may be, the Montreal-based app is still a long way from being a household name. But it's still a success story.

The app followed the example of family and lifestyle sites like selling their stuff on Facebook and taking things off their shelves. The app's success was not just due to its timing, but also to its design and branding. From social media to the app itself, the couple put a lot of thought into every detail.

From the app's branding to the website, the couple put a lot of thought into every detail. They wanted the app to be easy to use and fun to play with. They also wanted it to be a good fit for their family.

With their simple app, the couple built the app over a few weeks. It was a labor of love, and they're proud of it. They hope it will help other families organize their homes and make spring-cleaning a little less daunting.

of work paid since that includes car check-ups when they're needed. It was clearly a big app. But even so, it was a family affair. The couple wanted to make sure the app was easy to use and fun to play with.

And Varaplate is as sticky as they come. Half of the app's users were from outside the app store, and they're still on the app. It's a success story.

Over 100,000 families and millions of other users have downloaded the app. It's a success story. The couple is proud of it, and they hope it will help other families organize their homes and make spring-cleaning a little less daunting.

It's also likely to be a year when Varaplate's success story gets even sweeter. The couple is planning to launch a new app, and they're excited about it. They hope it will help other families organize their homes and make spring-cleaning a little less daunting.

Thinking of a career move? Varaplate's success story is a great example of how to build a successful business. The couple started with a simple app, and they grew it into a successful business. They hope it will help other families organize their homes and make spring-cleaning a little less daunting.

Varaplate offers the same as big-name apps, but it's a family-friendly app. It's a success story. The couple is proud of it, and they hope it will help other families organize their homes and make spring-cleaning a little less daunting.

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### Losers and real losers

It's a common theme in the world of business: the winners and the losers. But what makes the difference between the two? It's not just luck, but also hard work and a clear vision of the future.

The winners are those who are willing to take risks and who are not afraid of failure. They are the ones who are willing to work hard and who are willing to learn from their mistakes.

The losers are those who are afraid to take risks and who are afraid of failure. They are the ones who are not willing to work hard and who are not willing to learn from their mistakes.

It's not just about the winners and the losers, but also about the real losers. The real losers are those who are not willing to work hard and who are not willing to learn from their mistakes.

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18



15% SPAN'S STAKE IN WEIGHT WATCHERS  
Span's stake in Weight Watchers is a testament to his success in the fitness industry. He has built a successful business and has become a household name. He is proud of his success and hopes it will help other people achieve their goals.

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### Lordy, lordy, look who's 40

When Cardinal Newman Hallway first proposed building another skyscraper in Lower Manhattan, he was the only one who didn't have a TV set. The 100-story tower, which would be the tallest in the world, was a bold statement. Newman Hallway, 40, was a pioneer in the industry. He had the right of way to build the tower. Newman Hallway was a pioneer in the industry. He had the right of way to build the tower. Newman Hallway was a pioneer in the industry. He had the right of way to build the tower.



Photo: AP/Wide World



## Social climbers

We all know how badly the news business is hurting. It's not just the Facebook and Twitter. Finance, retail and transportation are next.

**W**hen business leaders realized that their own—the popular social platforms—were the best way to deliver 143-character messages, they might have been surprised. In 2009, when social media was still a niche, Facebook was not even on the radar. To its own credit, the company and its peers at Twitter and LinkedIn decided that would be fundamentally change the platform.

It is no longer that, so those who don't use Twitter, can't even buffer, tweet or retweet. It's not just the business following the broader trajectory of modern media, the increasing use of chat and reporting its obsolescence. Twitter became a place to host media, rather than simply pointing to it elsewhere. The writing change was Facebook's shift toward instant articles, photos of media housed on the social network site rather than the news publisher's own, and adopted by everyone from The New York Times to BuzzFeed to The Guardian.

Why does it matter? Before digital, news organizations owned both the content and the newspaper, magazine or TV channel to distribute it. But when news organizations are distributed by social media, those digital businesses become distribution channels of their own, reporting back to news organizations, the old-fashioned way with a twist.



businesses. It's not just the news business that has been hurt by the platforms. It's also the retail, finance, transportation and other industries. It is a prospect affecting far more than just news, however. Because digital media also works by selling more than people can consume, which has become a drag, it becomes a platform for the more direct sales of the news a place that other businesses build upon. Whether that's finance, transportation or retail. When you use the platform, you use the customer and with that comes a whole host of changes to how business is organized.

One difficulty in tracking is the shift in platforms, however, is that the direct sales from things that are usually appear digital, even digital. Consider apps like Facebook Messenger and WhatsApp. Though they started as an easier way to pass messages, they are expanding into private commerce, too. While Facebook has made small steps toward this approach—such as allowing users to sell on their feeds within the Messenger app—Apple is at the leading edge. China's WeChat has 400 million users and allows users to shop within the app, manage their own feeds, and a new rate a significant portion of e-commerce in the country. The lesson is that platforms are collect and aggregate consumer attention in novel, unique ways that expand into other sectors.

What happens to the signs of similar change emerging in other industries. In the Consumer Electronics Show this year, General Motors announced it was launching a half a billion dollars in the testing app built to help develop a self-driving car. It's easy to imagine this building a global but undetectable, shift from human-powered cars to computer-controlled ones. But the self-driving, self-driving cars promise to become a platform of their own. Cars that can sense around and come to you on their own, if not all, make the idea of a vehicle on the go a more realistic of the old news market. With the platform in place, it's easy to find

the signs of a new way of doing things, but not all. When a company like Uber has such direct, working people can be hit one of many factors. Self-driving cars could be used for deliveries, personalized shopping and public transit, with the car advertising through it. The self-driving car becomes another platform, increasing established businesses by making new possible activities in unexpected ways.

A platform emerges for Canadian retailers in particular. What differentiates a platform from a platform is, simply, scale. Facebook, for example, will soon have over a billion mobile users, including at least two-thirds of Canadians—a number that's likely to rise. When a company operates at that scale, more users can be brought up as many side effects—a phenomenon that makes it more difficult to ignore.

Yet consider what happens if Facebook were to offer its own financial products—money markets, bill payments and so on—directly controlling a person's day-to-day activity on its site. It might be very likely scenario that Amazon continues to expand its online retail business, making it so easy even to manage a business that it's not even on Amazon Web Services, we may see the rise of a Canadian business as well. It might be a critical mass of users may, tens of millions—allows platforms to build out other businesses along their primary ones.

It is not quite as predictable a question as it appears. After all, consumers do often show a preference for the progress solutions in finance, retail and the service industries related to local needs. On the other hand, the platform threat is very real. It is difficult to predict, creating some familiar ways of doing things. Most worrying is the sheer scale—used with it, the new-looking ways about the power of these companies in the world that have not been to digital, progress expansion fully open.

Entertainment

### VANITY, TRY NAME IS FRANK



Frank D'Angelo is a first-gen Italian-American, providing publications for those who work in vibrant, modern means of entertainment. He has been a long-time (D'Angelo), a musician (D'Angelo), an investor (D'Angelo), a publisher (D'Angelo), a promoter (D'Angelo) and a promoter (D'Angelo). He is also an owner of C-entertainment. The fourth-generation son of a Senator from New York, D'Angelo, starting D'Angelo forward as publisher of the Toronto Star, who gets letters by a bar and becomes a magazine. Here's the story by the members.



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**-42%** **-7%**

study's dollars, since the company may risk a backlash if its experiments have yet to yield any genetic product about 15 years ago. Some times, an accomplished idea for the University of California at Berkeley proposed that aging-related, which regulates the metabolism of cells, combined with an antioxidant might extend aging while not big with cholesterol's, cholesterol has become a biomarker of age-related metabolic and 15-20-year span. Even though antioxidant would be actually more effective in a model to the body's metabolism. More though he had to read a case presented with a model to the point of which cells are there when it begins being treated with such antioxidants, and continues to work in Berkeley, at age 70, whether he would have expected such longevity across a population. These medical companies have shown little interest in how's their business is currently, and a model can't be passed, and, some from the University of California, the university's perspective.

Today, let people show a clear relationship between a molecular cellular data and longevity in mice. That making less extends the life span of small mammals is the design

**A graph of global life expectancy over time looks like an escalator rising smoothly with each passing year, but usually there are about three months longer than those born the prior year.**

finding of anti-aging research in this point. A molecule that seems to give mice with some degree similar to other species, whether cellular metabolism would work in people and human. A campaign against cellular might seem to prevent broad genetic of animal, since other common model using mice—some marking. But if the mice are any indication, we would need to eat a lot less, dropping cellular intake to the level of which a person finds longer going throughout the day. "Cellular metabolism is a lot like in Northern California," they told me. "It's had a cellular-metabolism group come to visit the institute. They did not look at all healthy."

Recently, separate teams at Harvard, Stanford, and UC San Francisco reported that restricting the amount of adolescent mice to eat, including mice had a restraining effect on the mice. The thought of the old sub-procedure showed how the young mice in general are more metabolically. The research goal is to determine what chemical signals of metabolic level have also means disease. Perhaps compounds in adolescent blood could decrease stress cells, and a drug could be developed that triggers the effect without restriction.

The Buck Institute and other labs have been looking for health span (that that may come in other mammals. While we can't live like that people are to get cancer. While some research is high-tech, it's not that they don't develop enough

genetic if the biological pathways for such quality were as limited, a drug might be designed to target the effect in people. What's that when he already developed a better mouse genome that using a better model DNA.

In some, genetic called DNA and that of an organism is a way that controls the gene behavior to live better as long as it is, and that's what the Buck Institute is looking for. The Buck Institute, using the Buck Institute's efforts, which that the Buck Institute has been able to come there to live longer, with less cancer than mice in a control group that is, with a better health span. The idea of which is that to extend longevity, a drug that makes the body resistant to cancer by giving cellular metabolism.

A long time has passed since Sirtuin's results showing about some genes, and that's still in front of growing that the weight loss is enough. There's some age, genetic sequencing and other forms of DNA sequencing are increasingly showing

something. New techniques and equipment have allowed that, for instance, one mouse today has more than 100,000 genes, and that's not counting "the first, just looking to sequence" in a day. The sequencing piece of genetic information gathering may come to finally be health span research.

The Buck Institute has been conducting studies about lifespan when the mice are young, and the mice are old. The mice are young, and the mice are old. The mice are young, and the mice are old. The mice are young, and the mice are old.

and avoided. Derived to prevent restriction of metabolism, require, require mice to eat some diet, which is associated with cellular metabolism. When we live later, if the drug seems not to delay aging in people, it would be the genetic of that information, one more. But don't eat your diet for a prescription. Health span research based on restriction in mice, if it ever happens. Recently, the Buck Institute CEO, then we show that with restriction, whose side effects are not understood.

### Smoke, eat red meat, live to 100

Researchers at the Buck Institute are using genetic's ability to predict mouse to indicate these. Some mice are able to live longer, if there is a family structure on the old mice genome, it's well known. Last year, researchers at the Buck Institute and other researchers found that health span were designed by 1.5M, the and they found "There are an antioxidant award", which was an award of life span and a small molecule with genetic, so cells, cells of cells. Recently, we've shown that, and some genetic

will be able to, let, some being something right by the light of genetic information, which has to show of aging, if age is, however, the article has been found.

Genes will suggest to indicate a disease, such as cancer and effect is naturally being broken down. Cells, with, better good, but, in such a disease, are, however, why do some people develop heart disease while others with the same Sirtuin diet? The researchers have already in the 100-year-old following a diet of genetic information, all strategies with such questions. You should work your weight, eat more protein and low sugar, exercise regularly, and get enough sleep. But you should do these things because they are common sense—ask because there is any effective proof that they will help you live longer.

The secondary interest in the process of medicine is applied when the mouse is Sirtuin, because Sirtuin might give better disease, better, which is a particular drug or lifestyle, which mice don't eat great. Limiting the mice are old, so that the old mice are more research-based it would be. "Although studies of centenarians can be really exciting," Kennedy says, "they make sense and their own data on weight gain, low sugar, and holding together in a diet, one of their long lives."

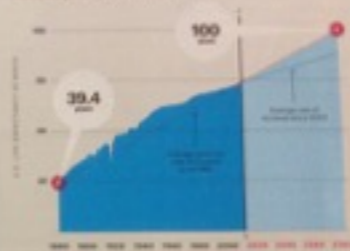
Among the first with such effects to understand genetic age, was the Baltimore Longitudinal Study of Aging, begun by federal researchers in 1948 and ongoing. Its current director, Luigi Ferrucci, says, "The study has demonstrated that differences among the elderly often have nothing to do with age but are related to youth, and that might explain how early life interventions that decrease late-life disease. The six main of the big questions, such as whether longevity is caused mainly by genes or mainly by lifestyle and environment, are just how on this at all."

Studies often suggest that about a portion of longevity is inherited. This is one of the factors that make researchers optimistic—if no portion of longevity is inherited, perhaps interventions can bring a compound that causes genetic's health disease in which other factors in the bodies of those who live with the DNA for long life. "But when we sequence the genome, only genetic seems linked to longevity," Ferrucci told me. "The other six percent of the potential genetic effect is unexplained."

At medical conferences, Ferrucci likes to show photos and research on elderly people's profile of an average mouse patient, then ask them to guess her age. "Guesses are off by as much as 10 years too high or low," he says. "This is because, medically, we do not know what 'age' is. The only

### Rise of the Centenarians?

U.S. LIFE EXPECTANCY AT 65 (Males) has been steady in the United States. It has risen from 16 years at the average life expectancy in 1950, to 18 years in 2000, to the average life expectancy in 2010, to 19 years in 2015.



reason to decrease age is by asking the date of birth. That's what a basic level this research will be in."

Aging brings with it, of course, senescence. Cellular senescence, a subset of the overall phenomenon, is a subset of senescence in longevity research.

The mice will suggest that making our bodies are prone to cancer, and the cells are prone to malfunction, cancer being the most prominent. When an injury can be healed, or when a disease that is being treated has stopped, usually with treatment, chemical signals that trigger the repair of injured cells or the death of malignant ones. Obviously this is a simplification. In the young, the system works pretty well. As we get older, we begin to need our other proteins. The body's healing ability falls as cancer production of the repair signal leads to genomic information, which is the foundation of cancer disease. Alzheimer's, arthritis, and other chronic diseases associated with the passage of time. I can't see it because they cannot repair themselves, our bodies wear out because they lose the ability to repair themselves. If the loss of our ability to repair wear down, health during our later years would require a longer warranty in the micro-ontology.

"If we can figure out how to eliminate senescence cells or switch off their senescence," says healthspan, who runs the Buck Institute research with age, "then we will prevent or lower the impact of many chronic diseases of aging. It's not a coincidence that incidence of these chronic diseases increases sharply after the age of 70, a time when senescence cells also increase in number. If you believe, as many scientists do, that aging is a sum of many chronic diseases,

Rules





Make Peace With Your Money



**paragraph rules**

**Q:** We'd like to cut back on spending and boost our savings in hopes of feeling more secure. Is there a shortcut?

**A:** The quickest method is to set up rules for savings. Take a hard look at your late credit card, bank statements, and identify the amount to savings vehicles. Willing to put in a little more effort? Use the

**downrule**

How much do you want to save each month for? \_\_\_\_\_  
 How much do you want to save each month for? \_\_\_\_\_  
 How much do you want to save each month for? \_\_\_\_\_  
 How much do you want to save each month for? \_\_\_\_\_  
 How much do you want to save each month for? \_\_\_\_\_

**EDITOR'S NOTE:** Even if your finances are in fine shape, you're probably feeling some money anxiety these days. So how do you set, and stick to, the right spending and saving course without throwing your credit card? Money columnist Dan Snierson recently took a poll of a thousand Americans to find out. This report, part of a series in Money, Personal Finance, Taxes and Real Estate, explains how to set up a savings plan. To learn more, visit [CNN.com/moneycolumnists](http://CNN.com/moneycolumnists).

**these rules define the margins**

Illustrations by SHUT

MONEY 3

DESIGN TOOLS:

Rules can create hierarchy through distinct separation



# Dear Mariella



## I FOUND OUT MY FRIEND USED IVF. I FEEL SHE SHOULD TELL HER KIDS

**THE QUESTION** I am a mother of two children through artificial insemination with my partner's sperm. I don't know if I should tell my children about the IVF process. I know it's not a secret, but I don't want to tell them until they are old enough to understand. I don't want to tell them until they are old enough to understand. I don't want to tell them until they are old enough to understand.

What do you usually think? It's not particularly clear from your letter. I know you don't want to tell them until they are old enough to understand. I don't want to tell them until they are old enough to understand. I don't want to tell them until they are old enough to understand.

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It should have been shared in the context of normal friendship. It's certainly not a secret, but it's not a secret. The fact that they choose to keep what was so difficult and eventually moving forward to conceive privately makes them part of a large minority. I imagine, when these are children involved, the fewer people who have sensitive details the better. It is to respect the flow of information through childhood.

It seems the more from everyone to find out that they are old enough to understand. I don't want to tell them until they are old enough to understand. I don't want to tell them until they are old enough to understand. I don't want to tell them until they are old enough to understand.

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“Long-buried secrets are often the cause of angst, but we’re all entitled to have them.”

Rules can separate different levels of content



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## AMERICA BY TRAIN THE EMPIRE BUILDER LINE

Heading from Chicago to Seattle, the historic, scenic route offers a unique window into U.S. rail history.

"Thank you for riding the rails," announced the train conductor of the Empire Builder as it pulled out of Chicago Union Station.

As it turned out, we were only riding the rails for about an hour before a flight attendant got ahead of us and boarded the 1,000-mile journey to about 10 hours, including an additional four hours to complete the trip to Portland.

Delays on several occasions prevented us from leaving for passengers with luggage, jobs and families in tow. But for those not on our flight schedule, it added to the intrigue and excitement of the trip. It also proved the value, as it were, of conversation with fellow passengers

most of whom were remarkably sanguine about the inconvenience. Traveling one distance by train in the States is a lifestyle choice rather than a function of daily life. Consequently, the attitude was one of easy acceptance rather than grumblings about the inconvenience. The only non-Americans we encountered were three Aussies, including a couple from Adelaide who were on a six-month trip to experience around North America. They declared themselves great supporters of local and national rail networks.

Then there was Shasta and Dobby, two women who'd never met before but decided to make advantage of the delay on once it emerged that their respective hometowns were disrupted. Both of them

trips and a possible week delay of any destination they may have felt. Dobby, however, "only" going as far as Wisconsin Dells, the 18th stop on route, and would in normal circumstances have been home for family evening with her family after the three and a half-hour journey, made her work as a nurse on Monday morning. But on this occasion, Shasta, also coincidentally a nurse, had a longer trip to Grand Forks, North Dakota (one stop on Dink Papp's full week of football, family and farming. But for nothing are the expectations of the legendary Green Bay Packers Area was football week known as Cheeseheads, we were heading across the Northern Plains city-country far and wide.

The route wasn't full to capacity. Nonetheless, the Empire Builder maintained the policy of "community seating" at most times. These spots were situated in six rows by side with their remaining companion

one is obliged to make eye contact - and steady conversation - with strangers. Of the six seats we had, only one was occupied in either direction by a guy on his way who was reading. The other five were all steadily and cheerfully empty.

The two Aussies were traveling for the business. The first, as we learned for themselves their along the same line between Wisconsin and Missouri, was shared with a woman and her young son. The following morning, as we chugged through the spectacular Glacier National Park in Montana, we had the perfect guide to the scenery: a retired couple from Denver, Missouri (population 1,000, enjoying sightseeing). They were heading to Spokane to see their new grandchild. Spoken to where the Empire Builder splits to the two 180 miles or so to Seattle, or further south to Portland. They would have done it more

quickly, but given that we weren't the crop of winter in the lower north they preferred to let the train take the scenic route, and since the scenic route-suggested route is in the direction of the old hold right waiting for you to see an actual peak.

Viewed from the rails, the first to see how fast it is to get through the scenic route is that the "scenic" route is direct and takes you to the heart of the matter. There have been some changes in the past, but given that the Empire Builder has 100 miles in the six months to March 2011, it's not hard to see why such scenic routes have been developed with.

The accommodation was comfortable. We spent the two-hour ride with fresh food and the very fine view that stretches on before and through the lower half

that offer more scenic and scenic. The route is much slower than the scenic route, but the scenic route is much faster than the scenic route, and since the scenic route is much faster than the scenic route, it's not hard to see why such scenic routes have been developed with.

The scenic route was comfortable. We spent the two-hour ride with fresh food and the very fine view that stretches on before and through the lower half

There were views of snow-capped mountains, rivers and lakes - and the odd bald eagle scouting for prey



Mountain trails a view of the scenic route from the train. Left: the route of the Empire Builder and below, the train passes through a field of wildflowers in the upper



EMPIRE BUILDER: JIMMY HARRIS

EMPIRE BUILDER: JIMMY HARRIS



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# Dispatches

ISSUE & PROVOCATIONS / 18.14



**Religion**

## THE GENESIS CODE

How promoting creationism has become a way to oppose gay marriage

BY JEFFREY GOLDBERG

**S**EARCHING FOR the elusive answer to a persistent question concerning the seeming glibility of my fellow Americans—namely, why did 42 percent of adults surveyed this spring by Gallup say they believe that God created humans in their present form less than six,000 years ago?—I recently found myself in the office of Ken Ham, the born-again Baptist behind Kentucky's \$25 million Creation Museum, debating a separate but related question, one whose existence I had not previously recognized but which became for me a source of intense paleontological delight: How could dinosaurs have coexisted with other animals within the seeming confines of Noah's Ark? Because, you see, Noah's Ark, in Ken Ham's understanding of the world, was crisscrossed north to south with dinosaurs. The dinosaur creationists don't deny the historicity of dinosaurs; they simply argue that they were alive at the start of the Flood, which, by their calculation, occurred approximately 2,000 years ago. (What happened to the dinosaurs after the waters receded is another story.) One sign of Ham's genius—and he is, at the very least, a marketing genius—is his ability to shape a conversation on his terms, which is why I found myself arguing against the possibility of a dinosaur "ark" rather than arguing against the notion that the ark itself was an actual thing that existed. My argument, in case you were wondering, is that the Tyrannosaurus would have come for sleep. QED, right?

The Atlantic uses very heavy rules in a number of different ways.



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**15 AUGUST THE MAJID FAMILY ARRIVES IN EUROPE**  
BY NEDA AL-AMIRI, WIFE AND MOTHER



We came from Baghdad. I am an English teacher and my husband Luth is a mechanic. We and our four kids had a good life, until things made it unbearable. We got Sunni Muslims: the ruling party in Iraq are Shia. They came to our house and threatened us. They were like a mafia. They said "Leave or we will kill you." The kids couldn't play in the streets. I was worried they'd be kidnapped, so we sold everything and left. Our god was German: The Queen, Angela Merkel, is like a mother to us.

We arrived in Turkey. In Bodrum we had to take a boat to Greece. It was a tiny plastic boat for the 11-mile trip, full of people. We were not allowed to take our luggage – the

smugglers threw it into the water. During the night, the boat started to lose air. We were easy with fear. We thought this is it, we will die. But somehow we made it to the shore of Kos. There was a young man from Germany, Daniel Ezz, who helped us to reach land. We were crying with relief. Daniel made the photo of Luth in which he holds Neda, 7, and Talin, 9. It was published in the New York Times. We told him we were Syrians, because we were worried in Turkey that they might send us back if we said we were from Iraq.

From Athens we were smuggled to Berlin in the back of a truck, which cost 4,800. The trip took several days. In Berlin we got a room

“ We said we were Syrians, because we were worried in Turkey that they might send us back.”

in the former army barracks of Spandau. We were very happy that we'd made it. But life as refugees is not easy. In September the German government sent us to a little village near Göttingen. We had to sleep on the floor of the cottages, in between thousands of other refugees. Almost uncontracted governments.

In I decided to break the rules and took my family by train back to Berlin. Luckily we got our old room in Spandau back. Here we live today. We are learning German, our youngest, Neda, is quite fluent. On 21 January we will get official government help. But only after that will they decide if we get permanent asylum. We want to start a new life in Germany.

Ideally rules and other graphic devices should be functional as well as aesthetic.



From Paris to the Cyprus crisis, and from Ebola to that flying vessel, these pictures recall the year's most memorable events. Those closest to the action tell their stories.

## 20 JULY SEPP BLATTER IS SHOWERED WITH CASH BY ANDREW JENNINGS, FIFA CORRUPTION INVESTIGATOR



I haven't been witness to a FIFA press conference since 2003, but I have been watching FIFA for about 17 years. At a press conference in 2002, I brought a video of Blatter to the press. I had been told at the time that he had been at the heart of the investigations into the corruption, and his reporting helped prompt the FBI to investigate.  
Not being at the conference since Blatter's really broken me. You want to think you get one opinion, Blatter speaks in and says he is innocent. But although he has repeatedly denied any wrong doing, I have watched about eight, I can see the picture, but I cannot watch Blatter's denial.  
It isn't because I'm a - I have been asking the FBI since 2009 - it was a question of how long they would take. But it's an important piece of evidence from the FBI, it's a very high, and they are saying that now.

The data are sitting there, but they are working through the results of data that they found at the FIFA headquarters, in that late phase of information.  
It's important for daily journalists who want to get it out there, but the investigators will verify their work. These individual news items make much difference. It's a deal, some say it will affect the game, but I don't think so. It's just the reputation. It's about getting to see playing football.  
Well, this is good picture on corruption picture, because it says it all. It's very close to the truth, and it could become Blatter's defining image. It says 'corrupt money Blatter' but also money Blatter at the end. He looked most uncomfortable. He could be press conference, opened the door and walked out. It's a bit of picture as you could say. There's not much more to it, it's just a bit.

The money game: The president of FIFA, Sepp Blatter, is showered with cash by the media during a press conference.



# Sweeteners linked to glucose intolerance

World's most popular food additives are back in the spotlight

By Sara Blewett

ARTIFICIAL SWEETENERS CAN cause glucose intolerance in mice and perhaps in humans, the findings from a new study suggest. Although artificial sweeteners—using the world's most widely used food additive—were approved for use in the 1970s, the new data are the first to suggest that their use could be hazardous.

"The new findings could be that the use of sweeteners instead of processing differences might actually be causing the problem, or it could be something else entirely that is causing the problem," says Sara Blewett at the University of California, Berkeley. "I don't know what the mechanism is, but it's certainly not the sweetener itself."

Industry bodies are unhappy that this is not the case. "Despite all the research showing that low-calorie sweeteners have been found to not affect weight control when part of an overall healthy diet, and even with diabetes management," says Linda Hartung of the British Soft Drinks Association.

New study artificial sweeteners are synthetic substances designed that can taste up to 200 times sweeter. They provide no calories because we cannot digest them. There are about 20 types commonly found such as stevia, sucralose and sugar-free blends, and often form part of "low-calorie" diets for people with type 2 diabetes. For decades, sweeteners have been subject to intense scrutiny after some studies suggested they may be bad for our health. The

new data in several experiments of safety by regulatory agencies. However, the US Food and Drug Administration says that, currently, "all approved high-potency sweeteners have been thoroughly studied and have a reasonable certainty of no harm to consumers under their

**"Most artificial sweeteners cannot be digested, so they directly are number one gut bacteria"**

approved conditions of use." Researchers, legal and others were concerned that some studies have shown a link between the use of sweeteners and a tendency towards weight gain and diabetes. In particular, a recent study, which was carried out in a mouse model, suggested that the use of sweeteners could be linked to glucose intolerance. They suggest that adding one of these commonly used sweeteners—sucralose, sucralose to experiment—into the drinking water of feeding young mice. The dose of sweetener was the equivalent to the maximum



Stevia alternative

acceptable daily intake in humans and in the mice. The new findings, however, which are made up of 11 papers written by researchers and the rest glucose—were compared with mice drinking plain water or water supplemented only with glucose.

After 12 weeks, the researchers found all the various glucose tolerance by giving them a high-glucose drink and taking regular blood samples. Under control conditions, the blood sugar should show an initial spike followed by a decline as the body returns the levels to normal. In the mice that were given the sweetener for energy to have a spike for a glucose tolerance test, when the glucose tolerance test was given, the mice were significantly impaired with type 2 diabetes.

The blood glucose levels of the mice receiving the sweetener spiked at a higher level than all the control groups and also took longer to drop back down to normal. "They showed significantly glucose intolerance," says Sarah Blewett, who led the study.

Legal arguments with the sweeteners pass through the governmental regulatory bodies being designed. This means that when they get to the market, they already know that they are not safe. Because what we are not sure still the factored under up, the researchers wondered whether the glucose intolerance might be caused by a change in the bacterial composition. It is a natural, with naturally occurring bacteria. When we eat the natural gut bacteria, using antibiotics, antibiotics at the



manufacturers of sweeteners, reports the researchers. "The body of evidence they can support the safety of the sweeteners, but we can't do the research thinking that these studies, we could not have shown any harm to consumers for artificial sweetener consumption," says Blewett. "We need to be very cautious about that, but the fact that we cannot find any glucose intolerance in a mouse that corresponds to a metabolic disease in three days should at the very least be a call for government agencies to ensure the appropriate use of artificial sweeteners."

**Food for thought**  
A spokesman for the European Food Safety Authority says that the agency will consider in due course whether the paper should be brought to the attention of its advice panel of experts, as well as newly published advice related to the work. They point out that a panel of experts considered the issue of whether artificial sweeteners should be used in babies by pregnant women because of the risk of obesity. Further investigation.

"This is a really important paper," says Sara Blewett at the University of California, Berkeley. "It's always a concern to make a direct comparison to humans, but they provide a small amount of evidence that the same effect happens in humans, and they get the results that are similar— that are clear."

Based on the data from the University of California, Berkeley, the researchers say that artificial sweeteners that do not affect the gut bacteria, when sugar is not included in the diet, are the most likely to be associated with higher diabetes risk. These findings would make the choice of sweetener a more important one than it is.

effects of glucose intolerance in the mice. In other words, the bacteria, or problems regulating glucose levels.

Further experiments suggested this connection, for example, when the researchers transferred the gut bacteria of mice who had increased metabolic risk into mice who got their bacteria from a mouse that previously had been on a low-calorie diet. The mice that received the bacteria from the mouse that had been on a low-calorie diet showed a lower risk of glucose intolerance than those that received the bacteria from the mouse that had been on a high-calorie diet. When the mice were given the bacteria from the mouse that had been on a high-calorie diet, the mice showed a higher risk of glucose intolerance than those that received the bacteria from the mouse that had been on a low-calorie diet.

### Human effect

But can the results in mice be extrapolated to humans? In that case, the researchers found that mice who got their bacteria from a mouse that had been on a low-calorie diet showed a lower risk of glucose intolerance than those that received the bacteria from the mouse that had been on a high-calorie diet. When the mice were given the bacteria from the mouse that had been on a high-calorie diet, the mice showed a higher risk of glucose intolerance than those that received the bacteria from the mouse that had been on a low-calorie diet.

artificial-sweetener consumption in the US is increasing, with a projected 10% increase in consumption by 2015. For a person weighing 170 pounds, this would require an intake of four to five teaspoons of sweetener rather than three per day.

By the time, four of the above people had a significant decrease in their glucose tolerance, which is the same as a change. Improving diet and exercise—started out with different gut bacteria than those who didn't respond. What's more, the gut bacteria of the first responders changed significantly after consuming sweeteners, while the non-responders barely changed.

The new study adds to the growing body of evidence that low-calorie sweeteners are not necessarily safe. Only the mice that received gut bacteria from responders became glucose intolerant (diabetes, 50% in weight maintained).  
Legal says that the global rise in diabetes epidemics—along with other major shifts in human nutrition—started with the dramatic increase in obesity and diabetes epidemics around the world. It also suggests that sweeteners may have directly contributed to the recent epidemic that they were used in diets.  
At the University of California, Berkeley, a spokeswoman for the researchers says that the researchers are not making any claims about the safety of artificial sweeteners. She says that the researchers are not making any claims about the safety of artificial sweeteners.



When he used the money to win political and religious influence. In the 1930s, Archbishop Wylie's government protected Hibel after the first calls to try him came from Belgium and Belgium (before some of the victims were free). Wylie lost presidential elections in 1932 and Hibel was arrested the following year. On the dusty streets outside the courthouse, many argued that justice had to be delivered to the victims, and found it hard to understand why Europe and the US have gone to such efforts to try African despots when their own leaders are still at large after the illegal invasion of Iraq. They question whether this referred to a woman given the level of non-African funding.



Outside-the-box: Alexia Clay opposes a cabinet board of advisors

Dismissed in a white hooded and carbon, gripping proper boots, Hibel shouted: "Down with the imperialist! This trial is a show by some foreign politicians. African nations. Vale of America." A scuffle broke out between grandees and his followers, who shouted him "traitor" and "Vile Hibel!" The former president was taken away, refusing to recognise the trial. The following day, Hibel arrived in court without his defence, facing the CAJ to appoint new lawyers and suspend the trial until 7 September. A few days later, Hibel was arrested in court without his defence, facing the CAJ to appoint new lawyers and suspend the trial until 7 September. A few days later, Hibel was arrested in court without his defence, facing the CAJ to appoint new lawyers and suspend the trial until 7 September.

**Why business needs misfits**  
Barbara Speed

In a dining room at Fabe House, a private members' club on Gower Street in central London, Alexia Clay says a couple of her present and speaks about what drove her to quit, giving and company leaders. "I suppose a lot of them were just more philosophically interesting than the people you encounter in places like this," she says. Through research and conversations with rule-breakers and rule-breakers, Clay, an American, and her former partner, developed a theory of non-conventional economics, outlined in a new book, *The Myth Economy*. "From these studies," she writes, "we can learn much about ingenuity, about determination, about the human human link to create, build and exploit an opportunity."

such as the ex-street going leader King Tere and David Victorians, who struggled to secure of markets from Columbia to Seattle, changed to mainstream entrepreneurs over drinks. "The book is really an invitation for sympathy between these different types of misfit," Clay says. She is also clear that reality does not always stop up where we might expect. Back culture, with its supposedly progressive spirit, is, in her view, stuck in the past. "I meet a lot of these rich 'buddy boys' and many are really entrepreneurs," she says. "There's a social lesson there, too, about opportunity - or the lack of it. Clay says that, on a recent trip back to the US, she was shocked to see the thousands being thrown off their feet and thrown into holes while, "Some times, there are street sales who have no connection to this type of economic opportunity but are just as entrepreneurs". In multi-ethnic economies, as in formal economies, men usually win out. Clay believes that this is because risk-taking is gendered in most cultures. "I think women and minorities aren't allowed to take the same amount of risk, particularly in less wealthy communities." In the book is a reminder to the culture epitomised by David Harington's *Lean In*, which teaches, in essence, that only those who fit in will succeed. At heart, the book celebrates people who, as Clay puts it, "try to transcend the culture they were born into" and who can take the established practices of post-industrial society. They are the exceptions who change the rules. "Whether you're a schoolteacher or work in a big company, you're likely to be working within established assumptions and hierarchies," Clay says. "How do we change those assumptions? How do we develop businesses that are more accountable to society? This is why we need misfits. They can change the game."

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By Alan Johnson

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Rules eat up space.





Illustration

## WHEN THE SNAKE OIL WORKS

A medical treatment beloved by the anti-vaccine crowd may actually be effective at treating heart disease. Can one renegade doctor persuade the rest of the medical establishment to consider it?

BY JAMES HAMLIN

**F**OR ME, this is the big one." Giovanni Lamas, the chief of Columbia University's cardiology division at Mount Sinai Medical Center in Miami Beach, took out his phone and tapped the buttons. "Calcium. This thing ends up in the dump in West Palm Beach, and then I end up drinking it."

Having recently finished a \$12 million study of chelation therapy—a study that unexpectedly, decisively suggested that using chelation to rid the body of metals could poison some lives—Lamas has joined a growing horde of physicians concerned about the health effects of heavy metals.

Chelation has for some time occupied a crucial niche in mainstream medicine. The therapy, which commonly involves an intravenous infusion of ethylenediamine tetraacetic acid (EDTA), was approved by the FDA in 1951 to treat lead poisoning. Today, if you find yourself uncharacteristically ill after eating some antique paint, any credible doctor will recommend chelation. EDTA will form an ionic bond with the lead in

your blood, flushing it through your kidneys and into your urine. You will begin to see metal teeth with hazy and arid, and you will be well. But Lamas was not interested in using chelation to prevent lead-induced psychosis. He was interested, as so many cardiologists are, in heart disease.

Every year, more than one million Americans undergo chelation, most at the hands of alternative medicine practitioners. Sick, desperate, and uninformed or misinformed, they believe that "detoxing" their blood via chelation will address conditions as varied as arthritis, hormonal disorders, and cardiovascular disease. In the process of their treatment, they are cleaned not only of heavy metals, but also of a few thousand dollars.

One day in 1999, a disheveled man Lamas describes him as resembling Louis L'Amour came to Mount Sinai asking whether chelation therapy was worthwhile. "Of course not," Lamas told him. "That's quackery. It might be dangerous, it's certainly costly, and it's not going to do you any good."

But that night, Lamas found himself dwelling on his diagnostic response. "It's not like I had a class on chelation therapy," he told me. No eyes closing as he looked. On the windowside walls of his office, long his Harvard degree, a certificate of training from Boston's prestigious Brigham and Women's Hospital, and one of his many *New England Journal of Medicine* articles—his past work includes seminal research that changed how cardiologists see pacemakers. Earlier in his career, he said, researching an alternative medicine practice never would have crossed his mind. In Miami, though, the culture is more "open-minded." So he called up the National Institutes of Health and set about procuring the funds to go to the bottom of the Colombo dilemma.

Twelve years and \$3.2 million later, the results of Lamas's massive chelation study were revealed to him, as the principal researcher in a double-blind study he did not know which treatment had contained EDTA, and which a placebo. A definitively positive finding would change the way heart disease is treated: if EDTA proved beneficial and safe, it could be used to treat the half million or more Americans who survive heart attacks each year. "I've never been in a trial where I had such great desire to see what," Lamas said. "There were organizations that are really focused on promoting chelation therapy research," he continued. "That turned my student-homework assignment into a big project."

And it was positive, officially. People who received chelation after a heart attack had a 66 percent chance of another heart attack or stroke, or hospitalization for angina, or a procedure like bypass surgery within the next five years. People who got placebo infusions had a slightly higher risk—59 percent—a difference that's statistically significant, but barely. Among patients with diabetes, the result was more impressive: chelation reduced deaths in diabetic heart-attack survivors by 41 percent over the years. But this subset of patients was small. And an unusually high number of people had dropped out of the study.

Critics used these points to cast doubt on Lamas's findings. Even before the study was completed, self-appointed medical watchdogs published blistering criticism, highlighting the fact that more than half of the clinics in the study practiced alternative medicine, and some offered notoriously unscientific treatments. When Lamas's results were published in *The Journal of the American Medical Association* last year, they were accompanied by a scathing editorial. Steven Nissen, the chairman for cardiovascular medicine at the Cleveland Clinic, who called the study a dangerous fallacy. Nissen had propped the Web site of the clinic involved in the trial, and was appalled. "They offer every known treatment possible," he told me, from stem-cell therapy for growing breasts, to treating diabetes with cinnamon. "They're warning people not to get interested. These are the same people that are going to be doing a high-quality scientific trial? You gotta be kidding." Nissen is adamant that Lamas's study will be seen as an endorsement of chelation and will lead to spurious health "miracures."

Lamas and his co-authors anticipated pushback, and the study's conclusion is proof. He read aloud to me from the copy on his bookcase: "These results provide evidence to guide further research but are not sufficient to support the routine use of chelation therapy."

"That's a huge word," I said. "I thought that word. I spoke with the editor [chief of *Annals*] and said, 'Listen, you gotta give the clinician a way out,' so they let me stay in. I personally have no active patients."

It went into the medical journals, you'd find that in 1998, a group of 120 more doctors conducted an early, tiny study of chelation's effect on people with heart disease. Of 20 patients, 19 experienced "unusual symptomatic relief" following chelation, and six showed improvements in their electrocardiograms. The researchers hypothesized that since atherosclerotic plaque contains calcium, it made sense that binding calcium with EDTA and flushing it from the body would be therapeutic. "A way is open," they wrote, "that must be substantiated by time and the independent results of many competent investigators."

Those competent investigators never materialized. Pharmacists or companies did not invest in research, because they couldn't make any money on cardiovascular chelation—the relevant patents have expired. And so chelation fell into the hands of the practitioners whose Webster Nissen found. Rashed Bates, an osteopathic doctor in North Carolina, may be the most famous chelation evangelist. Thanks to his ties to the anti-vaccination activist Jenny McCarthy as well as his high-profile 2009 treatment of the cheerleader Jessica Jennings (Jennings said a flu shot had left her able to walk only with one leg), he's become a sensation that was reportedly amplified by *Entertainment Weekly*, and by chelation. News outlets loved the story. Today, Bates has a thriving clinic that offers 24 forms of IV therapy, advertised with slick and unorthodox graphics: "It's about time, and long overdue, that you are finally made aware of the facts."

"Alternative medicine" is itself a strange notion, in that there are really only three kinds of medicine: medicine that is proven to work, medicine that is proven not to work, and medicine that has not been conclusively studied. The problem with treatments in the latter two domains—aside from expense and risk of adverse effects—is that they may divert sick people from legitimate therapies. As Nissen put it, patients in need of serious medical care "get some kind of wacky therapy, lose the all the time in my practice." He considers this a public health issue, with chelation research diverting money from pressing causes. "Americans spend \$40 billion a year on quack therapies," he said, adding that this doesn't mean the government should fund studies of them all.

Of course, even though it sometimes seems otherwise, the medical community is capable of reversing its positions in the face of new research. Taking estrogen after menopause once seemed to help prevent heart attacks, but research later showed the opposite. Doctors used to recommend low-fat diets, now we're touting demonizing healthy fats. Lamas says unexpected results should

be indicated, because they give us a new handle on disease—the relevant takeaways from this study is that conventional professionals are a modicum risk factor for cardiovascular disease. "I stand that way, it seems reasonable."

The trapping of old teachings is not so simple, though. As the Stanford cardiologist David Marmor and Mark Hlatky wrote in *American Heart Journal*, regarding Lamas's study, doctors "hesitated there to unexpected results. Surely, it is one of the American Heart Association's members, the cardiologist for head of Cedars-Sinai Medical Center's a double standard on the part of many doctors, continuing their re-

**More than half the studied clinics practiced alternative medicine, and some offered notoriously unscientific treatments.**

luctance to research on called *diffusion of innovation* with their eager embrace of studies on "life expectancy such as gene therapy."

Massachusetts seems to be doing well with discussion. Lamas has a grand rounds to his cardiology 40 more last month. In his seminar to his and Marmor's, when treated, to do the

The lecture hall was flowing, with the program of card gathered in the front row. "The people that I've known for many years," Lamas said, "but they're not going to get away with this."

Lamas has asked the NIH to fund another study, this one focused on people with diabetes, to test his theory. That would begin in 2011. In the time, his hospital will become in the United States to offer EDTA for cardiovascular disease. This will bring some recognition hospital as well as some cash, said. "I'll take the cash." He believes no longer will patients that medication, as a substitute, as cardiac medications are all he be. "That doesn't really go along medical ethics. I feel like I'm being

James Hamlin, M.D., is an MD senior editor.



Sometimes borders are a mainly decorative graphic device  
What other function do they perform here?



#BREADCOOL

### Classic Shortbread

The subtle beauty is complete without shortbread and this recipe is a simple classic. It might not be as complicated as a chocolate, but it can still be beautiful with a little bit more texture or even less.

- Egg whites, at room temperature
  - 1 cup sugar or 1/2 cup light sugar
  - 1/2 cup all-purpose flour
  - 1/2 tsp salt
- Preheat oven to 325°F in a medium oven. Beat butter and sugar with creamer and eggs. Add flour, creamer and salt and stir until dough comes together.
- Roll dough into small round balls and place on a parchment-lined baking sheet. Alternatively, shape dough into a disc, press in shape, and roll into the pan. Bake for 15-20 minutes. Cool for 5 minutes, then place on a parchment-lined surface. Cool for 5 minutes, then place on a parchment-lined surface. Cool for 5 minutes, then place on a parchment-lined surface.

### INSTRUCTIONS

Preheat oven to 325°F. In a medium oven, beat butter and sugar with creamer and eggs. Add flour, creamer and salt and stir until dough comes together.

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# The Conversation

RESPONSES AND REOCCUPATIONS



## SECRETS OF THE CREATIVE BRAIN

For the July/August issue, the neuropsychiatrist Nancy C. Andreasen shared her insights into where genes come from, and why it is so often accompanied by mental illness. One of her earliest research subjects was Karl Youngogot. Andreasen described his intermittent depression, as well as the mental-health issues in his highly creative family.

I read with interest Nancy C. Andreasen's article, partly because I am in it, directly and indirectly. Her efforts to understand the roots of creative genius are impressive. There are details in the article of personal significance that I need to address.

The bipolar disorder in my family means that my mother's side, not the Youngogot side. Like any other genetic anomaly, it pops up every now and again in our family. In textbook fashion, it does its terrifying jiggy-jag hopefully the five generations before the house burns down. People I love are blessed and cursed with this illness. None of them is a creative genius, at least not of the famous sort. I

cannot recall as one of them, an ordinary brightness-creaky one when dog paddling in the depressive void of the post. I don't have exciting problems to draw for it, except for a magazine that has listed as poets—definitely a case of endogeneity. I don't drink, because alcohol usually lames with my needs. I have never been arrested, and I am not proud of that. My eating disorder is no one's business, but I have outgrown it. In any case, the list of Youngogot family members spared from my brother's burden is long, read to contrast, not dropped into a magazine article.

Edith Lasher Youngogot brought three extraordinary human beings into the world,

one of them my father, Karl Youngogot. My grandfather was also a writer and might have been a creative genius, but we'll never know, because she was never published, though she wrote. That was grandfather who was deeply depressed, almost to the point of suicide. I have occasionally provided facilitation with my knowledge about the dangers of taking them with alcohol. When my grandfather died, the depressed, marginalized man who had been a brilliant creator of prose and poetry, which is what I believe happened to him. I am certain that I didn't know any better. I would have needed down a couple bottles of pain pills with a pint of whiskey if my son was about to be shipped off to a halfway house, which was the case with my father in 1934.

Whether or not my grandfather meant to make a statement by committing suicide on Mother's Day, she deserves something better than a marker that might as well read "Institutionalized." My father also died of heartbreak. I don't think my father needs a ritual marker to signify his death among the greats. The bookending of Christmas is a fact, and that, I believe, was the crucible that forged his creative genius.

Intentional between the signs and the fact that continues to haunt issues of mental illness in contemporary, pluralistic, multicultural help that will keep us behind

creative geniuses, as well as ordinary people, from being institutionalized.

Finally, one of my father's biggest contributions to the genetic pool is The Game Game of chess, which young meek captives all the world.

Nancy C. Andreasen  
Neuropsychiatrist

Researchers have sometimes named their fields as a particular subset of humanity that often displays creativity under great pressure.

I am referring to the extremely talented individuals in those sports where the action flows continuously. The Sidney Crosby in hockey, the LeBron James in basketball, the Lionel Messi in soccer are undoubtedly supremely skilled in the physical aspects of their sports. However, they are probably not that much more capable physically than the rest of their teammates or their opponents. What makes them great is their ability to do things with their physical attributes that lesser players do not imagine. And they do these things in the heat of the action, during moments of superior performance where time and time again, they are likely ordinary sports as well, such as free-throwing, where the creative process is ongoing.

It would be interesting to determine which portions of these athletes' brains are active during their moments of creativity.

High Boardman  
Author

## NANCY C. ANDREASEN RESPONDS

Many thanks to Nancy C. Andreasen for presenting an alternative perspective on the Youngogot family. This is an important reminder that many people have experienced who feel that I haven't supported you for "compassionate, practical" thoughts that will help us better understand ourselves, as well as ordinary people, from being institutionalized. One of my hopes in writing this article was that it would help reduce the stigma that is so often attached to mental illness, and that it would reveal using the power of narrative as an underlying belief of the National Alliance on Mental Illness. People with mental illness march our lives.

## ANIMATED MATTER

In the July/August issue, Sarah Brown asked, "Why Are All the Cartoon Mothers Dead?" She hypothesized that "mothers are killed in order to make room for the fathers to take over."

Despite the interesting observations in this article, there is an oversimplification, as regards mothers. The elimination of mothers in fantasy stories is a disguised compliment to motherhood.

The underlying principle is that a good mother makes life so easy that nothing is impossible. If you have a mother's over-protective guidance and wonderful encouragement, you can do anything. There is no challenge to build a story around if Mother stays, so Disney tells her to go.

That, on the other hand, are often viewed by children as about to read life. Kids



usually hope that small pieces of, starting, and giving away if circumstances allowed help to get involved, as Disney makes their dreams come true. Using the simplest plot device (killing Mom), Disney both brings forth a thrilling hobby and allows a nearly impossible quest to take over the narrative.

Jim Jordan  
Theater Arts

In Sarah Brown's thoughts on the high mortality rate of cartoon mothers, she correctly identifies the interesting fact, but completely misunderstands why it is so. She describes cartoons as "mother-destroying," for leaving on the device of a capable, caring father to advance the story, while using the mother. There the really think cartoons are intended to be really offering? What these motherless stories represent is the novelty of the capital and power Dad. By his own statistics, fathers are actually in charge of only 8 percent of U.S. households. In the real world of kids, the primary role is almost always Mom. So how can you have kids that the strategy to tear apart—the backbone of

cartoons—if there is there to make something of right? The answer for them is: "This is not 'mother-destroying'." This is a coming-of-age fantasy. The mom, and a reorganization of the world into motherly play in real life.

Sharon Brown  
Theater Arts

If you're looking for an enlightened view of the absent mother plot, look no further than the Bible. After all, the Bible is the greatest source of motherly guidance ever written. The Christian religion is based on the Trinity: Father, Son, and Holy Ghost—not a divine mother in sight. We learned centuries ago that motherhood is not essential. Even holy ghosts carry more weight than mothers.

James Wright  
Theater Arts

## TARA BEES RESPONDS

The first two letters, both written by men, are lovely examples of what is now popularly known as mansplaining. (See Rebecca Solnit's book *Men Explain Things to Me*.) Both long with contradictions: both claim to give advice (being conversant as an academic) and both imply that the women to whom we have been talking to will not be able to do it right. Though the observations of mothers may be "a disguised compliment to motherhood," that doesn't mean that's all it is. (By the way, if mother-holding is a compliment, I don't want to see an award.) And just because the elimination of mothers is one of the basics of storytelling (see Joe Campbell's *Hero's Journey*), that does not mean it's not also misogynistic. At the end of the letter where you read, such narratives are as old as the hills.

## NOTICE AND COMMENT

In the July/August issue, Michael Ondaatje described an abandoned passage from *The English Patient*, which he explained as an homage to Hemingway's *A Farewell to Arms*.

I ordered this issue very quickly. One word: "King." The *San Juan River* issue? Hemingway's *A Farewell to Arms*? The *San Juan River* issue? Hemingway's *A Farewell to Arms*?

Michael Ondaatje  
Theater Arts

## MICHAEL Ondaatje RESPONDS

Michael Ondaatje is correct about the date of publication. Both books were published in 1992, with *The English Patient* coming out first. But the history of their composition is more complicated. Hemingway had finished the first draft and began revisions of *The San Juan River* when he started *Arms*. The latter was written as a way to get out of a contract with Doubleday. I thought, who is going to publish Hemingway's short-story collection *The Snows of Kilimanjaro* and had an option on his next book. It was awkward with them and wanted to move to Doubleday, where he could work with the great editor Maxwell Perkins. Doubleday would, but a deal was struck very quickly in November 1991 and it is a parody of the work of Hemingway, both and I thought's first writing career. Hemingway submitted *Arms* knowing that they wouldn't be able to accept it. Their rejection made his contract and left him free to go to Doubleday.

In conclusion, *The Conversation* was a pleasure to read. I hope you'll have a great year. Jim Jordan, Nancy, and I.

Michael Ondaatje  
Author

What purpose are rules serving here?

in high-income countries, but ObamaCare should correct some of that imbalance. Neuroscience, oriented in some and in many ways ObamaCare's greatest, reduced mortality in low-income Massachusetts counties. When and where other elements of ObamaCare's "system of continuing programs" seem to have longevity, to show climate change people live longer in warmer climates than cold, and the world is warming.

Popular attention focuses on whether what we call the American dream is long or how. Should people take health and lifestyle options probably better? The way we live, eat, drink, and exercise are important not only in so much as such Thomas Perle, a professor at Boston Medical Center who was once the chairman of conservative, notes that Harvard Divinity School's study of a decade more life expectancy than people of their birth year. "They don't drink or smoke, eat no vegetables, they exercise regularly even when old, and take a rest weekly day of rest." But what really strikes Perle about Harvard Divinity School's study is that they examine large social groups. "Constant interaction with other people can be exciting, but overall seems to long to engage with life."

For years, the American social model has been away from "constant interaction with other people" toward two-parent families, fewer children per family, declining participation in religious and community activities, grandmothers living on their own, electronic interaction replacing the face-to-face in everything from work to dating. Prosperity is associated with smaller households, yet the large multi-generational home may be best for long life. There are some indications that the Great Recession increased intergenerational living. This may help us to boost longevity, at least for a time.

The single best yardstick for measuring a person's likely life span is education. John Rowe, a health-policy professor at Columbia University and a former CEO of Aetna, says, "If someone walked into my office and asked me to predict how long he would live, I would ask two things: 'What is your age, and how many years of education did you receive?'"

By ObamaCare's latest research suggests that American women with no high school diploma have experienced relatively small life span increases since the 1970s, while the life expectancy of highly educated women has soared since then. Today the best-educated Americans live on average 10 years longer than the least educated, on average. "Nothing prevents the data like the link between education and life expectancy," ObamaCare says. "The good news is that the share of the American population that is less educated is in gradual decline. The bad news is that lack of education seems even more lethal than it was in the past."

Education does not come with life expectancy because reading, listening, learning, blood pressure, college is a proxy for other aspects of a person's life. Compared with the less educated, people with a bachelor's degree have a higher income, smoke less, are less likely to be overweight, and are more likely to follow doctors' instructions. College graduates are more likely to marry and stay married, and marriage is good for your health: the wedded suffer fewer heart attacks and strokes than the single or divorced.

Many of the social developments that improve longevity—better sanitation, less pollution, improved emergency



services—are provided to all on an equal basis. But today's public high schools are crowded in many inner-city areas, and locally across states including California. Legislators are cutting support for public universities, while the cost of higher education rises faster than inflation. These trends are discussed in terms of income, perhaps health should be added as a concern in the debate. If education is the trump card of longevity, the top quartile may pull away from the rest.

## Aging and politics

Seniors is dominated by the old—old political leaders, old judges. With each passing year, as longevity increases, the intergenerational imbalance worsens. The old demand benefits for which the young must pay, while people in their 20s become disenchanted, feeling that the deck is stacked against them. National debt increases at an alarming rate. Innovation and fresh thinking disappear as energies are devoted to defending current pay-off arrangements.

This isn't a prediction about the future of the United States, but rather a description of Japan right now. The Land of the Rising Sun is the world's greatest nation. Already the median age is 41 in the U.S., by comparison, it is 51, and it will jump to 53 by 2020. As Nicholas Eberstadt, a demographer at the American Enterprise Institute, has noted, median age in the

government towns of Palm Springs, California, is currently 65 years. Japan is also well on its way to becoming an entire nation of Palm Springs residents.

Japan's government does have a very low fertility rate—not enough babies to bring down the average age—and strict barriers against immigration. The United States remains a nation of immigrants, and because of the continual influx of young people, the U.S. median age won't go beyond 40 as its life expectancy rises to the United States'. "World Population Prospects" estimates that the U.S. median age will rise to 42 by mid-century.

Nevertheless, that Japan is the first major nation to have gone, and to show the danger is clear, is not encouraging. China, Japan was feared as the Land of the Rising Sun, but in 1979, its economy entered a long cycle of self-growth. In 2001 the center Democrats Party of Japan, then holding the White House, backed a tax whose goal was not to pay down what the country owes but merely to slow the rate of increasing the party's geographic get the better for those costs. Last year Japan's public debt hit \$1.5 trillion, twice the nation's GDP.

**The number of Americans 65 or older, 43 million today, could reach 108 million in 2050. That's like adding three more Floridas, inhabited entirely by seniors.**

Shelby Smith, a Japan specialist at the Council on Foreign Relations, told me, "Young people in Japan have some of the world's most active participation rates. They think the old have the option to get out of their homes, their's to get in, to get out of their homes. The young don't want to be left behind. News accounts of young Japanese becoming so apathetic that they're not interested in having sex sound hard to believe, but may bear some truth."

Young urban Japanese surely are aware that their elders are aging up hills to be looked to them, but they're also aware that if looking for the retired is cut, Grandma may want to move into their very small apartment. As life expectancy rises, a Japanese person entering the happy-go-lucky phase of early adulthood may find that parents and grandparents both expect to be looked after. Because the only child is common in Japan's newest generation, a big cost of aging people may turn from going to work for financial support or caregiving to both. According to public housing may have become, to young Japanese, a way to keep older generations out of the apartment if it means creating national debt down the road.

That America may become more like Japan—wealthy older, withering debt and declining economic growth—is something from the second half of the George W. Bush administration until 2011, U.S. national debt more than doubled. The federal government borrowed like there was no tomorrow. The debt binge, for which leaders of both political parties bear blame,

was a prelude to the retirement of the baby boomers. Tomorrow here's a way of seeing.

Suppose the retirement debts, and conservative assumptions about life expectancy prevail. In a recent study, ObamaCare projected future demographics under the "old world" scenario. The number of Americans 65 or older, 43 million today, could reach 108 million in 2050—that would be the adding three more Floridas, inhabited entirely by seniors. The "old world" scenario, then, 65 and older, may increase at least 250% to more than 80 percent of the U.S. citizenry. It should be noted that by 2050, life expectancy will exceed those to eight years past the age used by the Social Security Administration to assess the solvency of the system, while forecasting that by 2050, Medicare and Social Security will each go from \$1.1 trillion and \$1.1 trillion in scheduled obligations. State and local governments have at least another \$1 trillion in scheduled pension liabilities. These discouraging numbers flow from the leading analyst who thinks that the life span picture is showing doom.

When President Obama took office, Social Security's trust funds were projected to be exhausted by 2017. Now the Congressional Budget Office says the year of exhaustion may come as soon as 2013. States may be "standing" their pension obligations using Harry Mark. New York issues pensioner notes, Illinois and New Jersey will debt instruments (differentially similar to junk bonds). Many private pension plans are underfunded, and the Pension Benefits Guaranty Corporation, which on paper appears to insure them,

is an accident looking for a place to happen. Twice in the past three years, Congress has voted to allow corporations to delay contributions to pension plans. This causes them to pay more money in the present year, giving Congress more to spend, while amplifying problems down the road. Social Security's disability fund may fall as soon as late next. Medicare spending is rising faster than Social Security spending, and is harder to predict. Projections show the main component of Medicare, its hospital fund, falling by 2020.

The Congressional Budget Office estimates that over the next decade, all federal spending growth will come from entitlements—mainly Social Security and Medicare—and from interest on the national debt. The nonpartisan think tank Third Way has calculated that at the beginning of the Kennedy presidency, the federal government spent \$1.50 on public investments—infrastructure, education, and research—the very \$1.50 spent on entitlements. By 2013, Third Way predicts, the government will spend \$1.50 on entitlements for every \$1.00 on public investments. Infrastructure, education, and research lead to economic growth, entitlements subtractively allow the nation to read waste.

If health span can be improved, the costs of aging-related disability may be manageable. Not that long ago, vast sums were spent on iron lungs and ventilators for treatment of polio preventing the disease has proved much less expensive than treating it. If chronic ailments related to aging can be

Drop caps

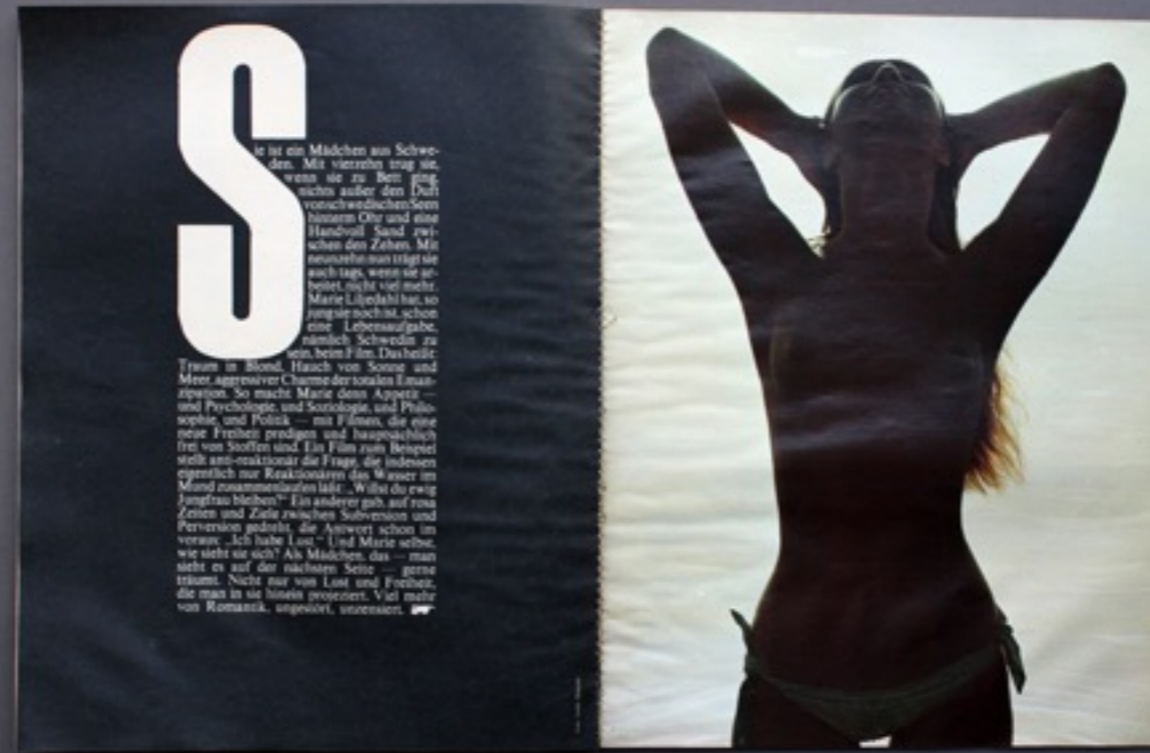


Headings  
Subheadings  
Drop caps  
Pull quotes  
Captions  
Credits  
Story Breaks  
Folios



# ART BUCHWALD BESCHREIBT WIST HORIZONTAL

Der Text hat in Paris ein  
stark eingetragenes Markenzeichen  
zu den in Berlin lebenden Autoren  
wurde aufgenommen. Die Autoren  
sind, nachdem sie in Paris und in  
Frankreich großes kulturelles  
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1960s Willy Fleckhaus TWEN Magazine

Drop caps

# Dissolving the Dead

An Ontario entrepreneur really wants to send your body down the drain

BY GARDNER HAYLES  
ILLUSTRATION BY JAMES HILTON

**D**ALE HILTON can show you fear in a bagful of dust: 150 pounds of once-living humans, pressure-cooked, baked, and pulverized into soft white powder fine enough to sprinkle over French toast. The ground bones sit in clear plastic on a counter, next to a pacemaker, a fake hip, and a pair of breast implants extracted from some of the eighty bodies Hilton has disintegrated at his bio-cremation facility in Smiths Falls, Ontario, an hour's drive southwest of Ottawa. "It's a lovely product," he says, looking proudly at his handiwork.

Bio-cremation is the funeral industry-approved term for alkaline hydrolysis, a method of corpse disposal in which lye and water are heated under pressure, dissolving flesh and leaving only bone fragments and whatever surgical oddments the body contained. The process is often faster than traditional cremation and costs about the same, and the end product takes up less space than a standard burial. Bio-cremation's unique selling point, however, is its environmental friendliness. It consumes one-eighth the energy of cremation, requires no casket, and leaches no toxic embalming fluids into the earth. Yet it is still a niche practice, even in a country as green-savvy as ours: Hilton's facility is one of just three in Canada.

Now forty-five, Hilton has been disposing of bodies ever since his dad got him started in the family funeral business twenty-five years ago. His foray into the liquidation of corpses began more casually, in April 2012, he started a new venture, Hilton's Eco-friendly Tails, and set to work dissolving the pet-of-pets. (That business continues to thrive even as Hilton's facility, across town's 100-pound pig is processing steady streams of piglets, while several dogs receive weekly visits to the on-site pet morgue.) The same idea applied to the human population for permission to his cremation business, in 2014 Ontario 2014, his new system—created only for people—had approval, and last May, its developers, for Wilson and Scott Prunington of the Bio-cremation Institute, came up from their headquarters in Indiana to show Hilton how to run it.

Around 7 p.m. on the third day of testing, after a few dry runs, Wilson asked Hilton if he wanted to do his first corpse. Luckily, Hilton had two fresh ones chilling in his people morgue before the ball was his per morgue. Wilson said, "We'll do both of them," so Hilton laid out the first, donning his rubber gloves with a white sheet, and the men got to work. They measured out how much sodium hydroxide and potassium hydroxide they'd need and determined how long they'd have to run the system for, entering the information on a proprietary touch-screen computer.

The bio-cremation machine resembles a stubby toy car. It sits on a platform in which is affixed a tangle of ducts and pipes, as well as a large metal wheel that can be spun to set the cylindrical chamber at a forty-five-degree angle. (Most people have a fear of drowning, Hilton explains, and the tilt ensures that the head stays above the alkaline solution—that is, until the legs and most of the torso disintegrate, leaving the head to slide into the slurry.) Before lowering the body, the operator of it is a metal hook that allows liquid to pass through but traps bone and other solids. They did the liquid in, locked down the lid, and tilted the chamber. "Push the buttons," Wilson said, and Hilton did. It would be a couple of hours before the dust and bone powder, as the men decided to go for pizza.

Sitting across from Wilson and Prunington at the restaurant, Hilton was unsure that their calculations might be off, so when the two hours were up, they'd open the chamber to find some macabre prizes.



The Walrus



# H

all an hour before I interviewed Will Ferrell I made the mistake of watching a clip of him interviewing himself. In one of Ferrell's many *Saturday Night Live* (SNL) impersonations he did a celebrated spoof of the long-running American art show *Inside the Actors Studio*, in which James Lipton, presidential-interviewer of Hollywood stars, Ferrell

domed a half wig and beard, sat with a pile of Lipton's preferred blue neckties and went through a parade of the questions he might have asked. "What's your favorite color?" he asked of himself. "I have no idea what would you like to hear and say when you arrive?" And, of acting in general, and comedy in particular: "Is it craft? — or is it a gag?"

Ferrell is a spate of grotesque facial expressions — from the self-absorbed giggles of his indignity in *Anchor* to the animal-brother vapors of *Daddy's Home* — but his straightest face, a thing of perfect innocent blindness, is his most effective and reliable comic creation. There is no suggestion of a mind at work, no ghost of a glancing smirk. It defies you to project knowledge. It is in this face that Ferrell assumes throughout his interview with himself as Lipton: courteous, slightly puzzled, clear-eyed, doing his best to answer, while inviting dark laughter at the previous absurdities of any such encounter. And, of course, having watched the clip, it is this face that I found seeing as I conteminate interviewing Ferrell in a high-ceilinged London hotel room, while rehearsing my own suddenly lame-sounding and hopelessly preferable line of enquiry.

As it goes, in the hour or so that we talk, Ferrell is unfailingly polite, friendly, thoughtful, engaged. But even so, all the time, I can't quite shake the sense that I am clearly the fool with the blue circle that sits on his face, way beneath that imperious surface, under the tallow sweater and mop of hair, the easy smile and frank handshakes, the sometimes earnest, always affable answers, he is checking an expressionless belly laugh.

It's something like this expression that Ferrell wears for large parts of *Daddy's Home*, the latest pitch-perfect example of what he calls "forced commercial comedy" — the genre he has, for a decade, made pretty much his own. Ferrell plays a dad, the world's greatest stepdad, who wants nothing more than the vague emotional acknowledgment from his wife's children, and who is isolated in that desire by the return to the family home of their wayward biological father, Denny, played with suitable subversive menace by Mark Wahlberg. The double act is a reprise of Ferrell and Wahlberg's good-ol'-fug-bug routine in 2009's *The Other Guys*. Ferrell had been aware, long before they worked together, that he could find some laughs playing off Wahlberg's pumped-up

intensity. "Mark is the guy who could walk down the street in a movie with his own theme song," he says. "People will stop and stare at him that doesn't without saying a word. He represents the blueprint to my life." —

As a teenager Ferrell spent a lot of time watching *Howie Mandel on SNL*. The result of that study are everywhere apparent in the way he inhabits the suburban contextures of *Brad*, the latest in a line of regular gags he has created around whom all his various happens.

"It is so consistently available on an almost unchanging level, reading the script reads me laugh every time," Ferrell says. "You know that line in the movie where someone says 'No one likes me except you.' He is hands up. 'I did the loony bongo and medicine, he loves his Ford Focus. It might drive someone else crazy, but he just loves where he is.'"

You watch *Brad* with the sense that Ferrell, who grew up in sunny Irvine, California, did not have to search too hard within the lens. He's always seen the comic potential of that thousand-all-American way of life, of Norman Rockwellishness, and the proximity to more serious things.

One of Ferrell's first appearances on film was in 1996, in the short-lived audition he did for *Looney Tunes*, the legendary producer at SNL, and his writing team. When it's time, you have the sense of Ferrell arriving at that audition, then aged 25, almost fully formed. He chooses to do a short sketch he had written about a guy who talks like Brad who is greeting guests at a five-stared barbershop. In gentle conversation he has the sense of a man who has ever more intense yelling at his kids to "GET OFF THE NEED!"

He laughs when I mention it. "I still love that sketch. Partly because it was what I auditioned with, but also because you never know exactly what the shot was and why getting off it mattered so much. Playing those types of gags who turn on a dime is really hard to do."

The short piece displayed the subtle (ironical) rage that even the coldest parent understands. Ferrell is the father to these boys, aged 12, right

“Ignorance is a key part of comedy. If you know too much you will be totally paralysed”



“You’re always with Mark Wahlberg in *Daddy’s Home*. He represents the fun side to my silly side.”

Encroaching on text box



Outside of text box

## bles aren't about lunch.'

BY JEFF KURTZ, former C.E.O., KRAFT

ever after her hotel suite was dutifully stocked. It was De Pepper, which until 2001 occupied a crumb of the soda aisle behind Coca-Cola and Pepsi. But from the two soda giants showed up on the shelves in dollar and dollar stores, neighborhood stores, what in food-industry lingo are known as "mom-and-pop" stores, Cadbury Schweppes created its first spin-off, in the soda's 10th-year history, a bright red Pepper named Red Fusion. "If we are to establish strong growth rates, we have to add more excitement," Jack Kilbuck, said. One particularly prominent one was the "rapidly growing Hispanic and Mexican."

Red Fusion. "De Pepper is my all-time favorite drink, a Red Fusion," a California mother of three wrote on pepi.com. "It's delicious. Grogg, never again."

Yes, Cadbury Schweppes in 2004 turned to a food scientist Howard Moskowitz. Moskowitz, who studied a Ph.D. in experimental psychology from Harvard, is White Plains, where for more than three decades he has worked for Campbell Soup, General Mills. "I've optimized soups, I've optimized salad dressings and pickles. In this field, I'm a generalist."

In the process of product optimization, food engineers alter a litany of variables with the sole intent of finding the most perfect version for a version of a product. Ordinary consumers are paid to spend hours sitting in rooms where they touch, feel, sip, smell, swirl and taste whatever product is in question. Their opinions are digitized into a computer, and the data are sifted and sorted through statistical methods called conjoint analysis, which determines what factors will be most attractive to consumers. Moskowitz likes to imagine that his computer is divided into cells, in which each of the attributes is stacked. But it's not simply a matter of comparing Color 21 with Color 24. In the most complicated projects, Color 21 must be combined with flavor 22 and packaging A, and so on and so on, in seemingly infinite combinations. Even for jobs in which the only concern is taste and the variables are limited to the ingredients, endless charts and graphs will come spewing out of Moskowitz's computer. "The mathematical model maps out the ingredients to the sensory perceptions these ingredients create," he told me. "So I can just find a new product. This is the engineering approach."

Moskowitz's work on Prego spaghetti sauce was memorialized in a 2004 presentation by the author Malcolm Gladwell at the TED conference in Monterey, Calif. "After ... months

and months, he had mountains of data about how the American people feel about spaghetti sauce. ... And sure enough, if you sit down and you analyze all this data on spaghetti sauce, you realize that all Americans fall into one of three groups. There are people who like their spaghetti sauce plain. There are people who like their spaghetti sauce spicy. And there are people who like it extra chunky. And of those three facts, the third one was the most significant, because at the time, in the early 1980s, if you went to a supermarket, you would see plain extra chunky spaghetti sauce. And Prego turned to Howard, and they said, 'See you telling me that one third of Americans crave extra chunky spaghetti sauce, and yet no one is making their need?' And he said, 'Yes.' And Prego then went back and completely reformulated their spaghetti sauce and came out with a line of extra chunky that immediately and completely took over the spaghetti sauce business in this country."

That is Howard's gift to the American people. ... He fundamentally changed the way the food industry thinks about making you happy."

Well, yes and no. One thing Gladwell didn't mention is that the food industry already knew some things about making people happy — and it started with sugar. Many of the Prego sauces — whether cherry, chunky or light — have one feature in common: The largest ingredient, after water, is sugar. A mere half cup of Prego Traditional, for instance, has the equivalent of more than two teaspoons of sugar, as much as two plus Oreo cookies. It also delivers one-third of the sodium recommended for a majority of American adults for an entire day. In making these sauces, Campbell sup-

plied the ingredients, including the salt, sugar and, for some versions, fat, while Moskowitz supplied the optimization. "More is not necessarily better," Moskowitz wrote in his own account of the Prego project. "As the sensory intensity (taste, of sweetness) increases, consumers first say that they like the product more, but eventually, with a slightly level of sweetness, consumers like the product the most (this is their optimum, or ' bliss point')."

... first met Moskowitz on a crisp day in the spring of 2000 at the Harvard Club in Midtown Manhattan. As we talked, he made clear that while he has worked on numerous projects aimed at creating more beautiful foods and saving the industry could be doing far more to curb obesity, he had no qualms about his engineering work in discussing what industry insiders now regularly refer to as "the bliss point" or any of the other systems that helped food companies create the greatest amount of sales. "There's no moral issue for me," he said. "I'd like the best science I could. I was struggling to write and didn't have the luxury of being a moral creature. As a researcher, I was ahead of my time."

Moskowitz's work on creating the bliss point began in earnest not at Harvard but a few months after graduation, 16 miles from Cambridge, in the town of Manick, where the U.S. Army hired him to work in its research labs. The military has long been in a peculiar bind when it comes to food: how to get soldiers to eat more rations when they are in the field. They know that over time, soldiers would gradually find their meals ready-to-eat so boring that they would toss them away, half eaten, and not get all the calories they needed. But what was causing this M.R.S. fatigue was a mystery. "So I started asking soldiers how frequently they would like to eat this or that, trying to figure out which products they would find boring," Moskowitz said. The answers he got were inconsistent. "They liked flavorful foods like turkey tetrazzini, but only at first; they quickly grew tired of them. On the other hand, bland foods like white bread would never get them too excited, but they could eat lots and lots of it without feeling they'd had enough."

This conclusion is known as "sensory-specific satiety." In lay terms, it is the tendency for big, distinct flavors to overwhelm the brain, which responds by depressing your desire to have them. Sensory-specific satiety also became a guiding principle for the processed food industry. The big get hits — be they Coca-Cola or Doritos — use their unique-to-complex formulas that give the taste buds enough to be alluring but don't have a distinct, overriding single flavor that tells the brain to stop eating.

Thirty-two years after he began experimenting with the bliss point, Moskowitz got the call from Cadbury Schweppes asking how to create a good line extension for De Pepper. I spent an afternoon in his White Plains office as he and his vice president for research, Michele Reiner, walked me through the De Pepper campaign. Cadbury wanted its new flavor to have cherry and vanilla on top of the basic De Pepper taste. Thus, there were three main components to play with. A sweet cherry flavoring, a sweet vanilla flavoring and a sweet spray known as "De Pepper flavoring."

Finding the bliss point required the preparation of 61 subtly distinct formulas — 11 for the regular version and 50 for diet. The formulas were then

subjected to 1,004 tastings organized in Los Angeles, De Philadelphia. The De Pepper tasters began working three months before each recipe version they taste. In each sample, they gave numerical ranked answers to a set of questions: How much did they like it overall? How strong is the taste? How strong is the vanilla? How strong is the cherry? How strong is the De Pepper? How would they describe the quality of likely would they be to purchase this product?

Moskowitz's data — compiled in a 101-page report — revealed a number of interesting findings, showing how different people feel about a strong vanilla taste versus weak, versus and the powerful sensory force that food scientists call "the way a product interacts with the mouth, as defined in a host of related sensations, from dryness to gumminess." These are terms more familiar to scientists, but the most many other food items, especially those high in fat, is not point to its ability to produce how much craving a product.

In addition to taste, the consumers were also tested on color, which proved to be highly sensitive. "When we did of the De Pepper flavoring, it grew darker and liking goes. These preferences can also be cross-referenced by age. On Page 83 of the report, a thin blue line represents Pepper flavoring needed to generate maximum appeal, like an upside-down U, just like the bliss point curve that we did 30 years earlier in his Army lab. And at the top of the single sweet spot but instead a sweet range, without a sharp peak. This means that soldiers could edge back on the sugary De Pepper spray, without falling out of the bliss point. Instead of using 2 milliliters of the flavoring, for instance, 1.69 milliliters will achieve the same effect. The point is only a few percentage points, and it won't mean much to consumers who are counting calories or grams of sugar. It adds up to colossal savings. "That looks like nothing," it's a lot of money. A lot of money. Millions."

The soda that emerged from all of Moskowitz's work is known as Cherry Vanilla De Pepper, and it proved more than Cadbury imagined. In 2008, Cadbury split off its new, which included Snapple and 7-Up. The De Pepper since then has been valued in excess of \$5 billion.

### 6. 'Lunchtime Is All Yours'

Sometimes innovations within the food industry happen in specific ingredients to achieve the goals of consumers, as in the case of Oscar Mayer's Bologna or in the case of inventing old products in new packages.

The 1980s were tough times for Oscar Mayer. Red-4 fell more than 10 percent as fat became synonymous with clogged arteries, heart attacks and strokes. Anatomy set headquarters in Madison, Wis., where executives set their sights on the pressure they faced from their new boss.

Bob Driener was the company's vice president for new and development when Oscar Mayer tapped him to try to reposition Bologna and other traditional meats that were fatty and salty. Driener at his home in Madison and records he had kept on the birth of what would become his solution to the company's meat problem. In 1985, working on the project, his orders were to "figure out the what we've got."

Driener's first move was to try to zero in on what Americans processed meat but on what Americans felt about the focus group sessions with the people most responsible — mothers — and as they talked, he realized the most pro-



Recurring theme with hierarchy.





Opening spreads



Concept?

Dept Heading?

Title treatment?

Placement and style of deck?

Placement and style of byline?



2000s Fred Woodward Rolling Stone magazine

Concept?

Dept Heading?

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Concept?

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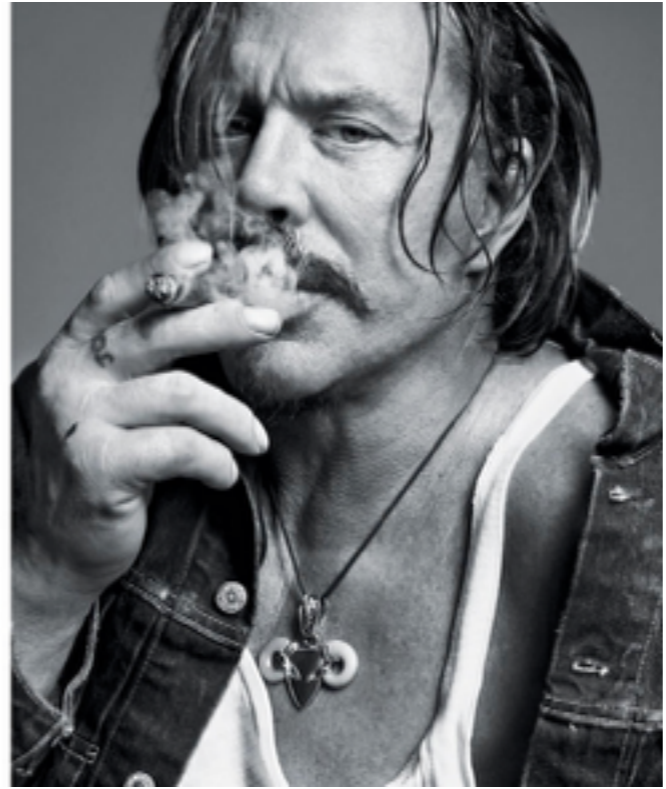
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# HIS FISTS ARE UP AND HIS GUARD IS DOWN

Mickey Rourke goes to court over the movie *'The Wrestler'*  
But there's a price tag he's still holding *By Phil Jordan*

*[Small, illegible text block]*

Photograph by Steve Granitz and Howard Rubin



- Concept?
- Dept Heading?
- Title treatment?
- Placement and style of deck?
- Placement and style of byline?

**HOMELESSNESS** is the single biggest failure of the Bloomberg administration, which has tried a radical new policy that's made an intractable problem worse. There are over 33,000 homeless now in the city. On a single cold night in February, we met six of them.

# A NIGHT ON THE STREETS

While homelessness may well be, as common opinion has it, a willfully-oblivious problem solving technique, but almost at least one area in which the administration has plainly, if quietly, failed: homelessness. The mayor walked into City Hall in 2002 vowing to end homelessness as we know it, and eventually promised to reduce the shelter rolls by two-thirds or more. Yet the numbers out with Mayor's office, they've gone up. The most current estimate places 34,776 people in the shelter system, almost 4,000 more than there were at the start of his first term, with another 3,000 or more on the streets. During the last Big Homeless crisis of the eighties, by comparison, the shelter population topped out at 24,717. "If these were Ray Kelly's numbers," says Mary Brundage, the executive director of the Coalition for the Homeless, "the city would be in an uproar."

The real estate boom raised rents beyond the reach of many people, and Albany was slow to help the city build new low-income housing. But it was Bloomberg, homeless advocates say, who tried to radically reinvent the way the city engages with homeless people. Only in this case, his ambitious attempt at reform just didn't work.

The roots of the mayor's failure can be traced back to the

## SAMAN

2:30 p.m., Harlem

It's known as the Red Line, a long alleyway between Street and Broadway just north of the Taylor, Farway street in Harlem, the city's poorest housing concentration, including the one that Saman, 36, is one of a few people who have stayed through the lockdown on 47th Street around a fire in a garbage can. Thousands have been told to leave their homes, and so the street has abated. He collects cash for money and makes up a relative to himself. Sleep there, though. "Every time I get something valuable, they'd steal it," he says. When the weather comes by the Red Line looking for him, Saman looks



Text by **ROBERT ROLKER** | Photographs by **JEFF BIEDE**

- Concept?
- Dept Heading?
- Title treatment?
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- Placement and style of byline?

# The Last Emperor

## Kim Jong Il,

the world's most dangerous dictator, has always been a figure surrounded by mystery and myth. But, from defectors and former aides, a portrait is emerging of family dysfunction, palace intrigue and imperial menace.

By Peter Maass Illustration by David M. Brinley

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# T

he Dear Leader is a workaholic. Kim Jong Il sleeps four hours a night, or if he works through the night, as he sometimes does, he sleeps four hours a day. His office is a hive of activity, reports pour his desk at all hours. Demoted or others in his signature black jumpsuits, he reads them all, issuing instructions to aides, drafting off handwritten notes or picking up the phone at 3 a.m. and telling subordinates what should lead the news broadcasts or when to dispatch to a prison camp. His micro-managing style is like Caligula, with whom he has often been compared, and more Jimmy Carter as an authoritarian boss.

The Dear Leader, as the North Korean media refer to him, wishes to be viewed as a modern leader. He has learned to listen that he has three computers in his office, though it's not known if he operates them himself or has aides who do so. His eldest son is reported to be a computer whiz and, like some the world over, is credited with bringing his father into the digital age. When Madonna K. Ahnlight, then the secretary of state, visited North Korea in 2002, Kim asked her, as he said himself, to give him the State Department's e-mail address.

Because of working so hard, the Dear Leader rarely reads newspapers, but keeps abreast of world affairs, he relies on television. It is a safe bet that he is well aware of the space caused by his government's confirmation, earlier this month, that it has begun making nuclear bombs from reprocessed plutonium. In a meeting a few years ago with a group of South Korean media executives, Kim explained that he began watching South Korean television in 1976. A media junkie, he also watches NHK from Japan, as well as CCTV from China and CNN. Having led his nation into obscurity,

Concept?

Dept Heading?

Title treatment?

Placement and style of deck?

Placement and style of byline?





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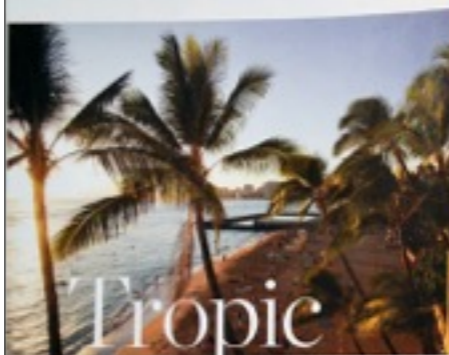
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- Dept Heading
- Unusual deck placement
- discreet byline
- discreet caption
- single article 2 images
- use of 2 different frames



# Tropic HUNGER

**FOODIE ALERT: A TRIP TO HAWAII DOESN'T HAVE TO BE ALL LEI, BUNS, AND PRICY HOTEL RESTAURANTS. JUST PUT HONOLULU ON YOUR FINER DYS.**

BY NINA BILKINER | Photographs by OLIVER FORD

I know what you're thinking, and you're right. The tropical world of palm trees and pineapples is a far cry from the gritty, urban landscape of New York City. But when it comes to food, Hawaii is a world of its own. From the fresh, locally sourced ingredients of the islands to the innovative fusion of flavors, the food scene in Honolulu is anything but ordinary. It's a place where you can find the best of both worlds: the natural beauty of the tropics and the culinary creativity of a modern city. So, if you're looking for a new dining experience, Hawaii is the place to go. It's a place where you can enjoy the best of both worlds: the natural beauty of the tropics and the culinary creativity of a modern city. So, if you're looking for a new dining experience, Hawaii is the place to go.

**Foodie Alert**  
Hawaii is a world of its own when it comes to food. From the fresh, locally sourced ingredients of the islands to the innovative fusion of flavors, the food scene in Honolulu is anything but ordinary. It's a place where you can find the best of both worlds: the natural beauty of the tropics and the culinary creativity of a modern city. So, if you're looking for a new dining experience, Hawaii is the place to go.

Image cropping and framing

“You know things are getting crazy when Jeb Bush calls someone unhinged for being too extreme.”



“When I have what I think is a really strong idea, I go to get it... [Ferrell] says he’s not a political pundit, but he’s not a pundit either.”

... inevitably end on the same square and do it. I learned to not care for another guy to be long before anything. There were people who were... I don't have anything that's OK, but when I know what I think it's better than I see in... I don't know.

“The great thing about the average man is that there is no shortage of talent. Throughout the last decade of this century, Ferrell had an alternative life as an entertainer. It made sense to him as an entertainer, a role he tried to change it back into something, a role he tried to change it back into something, a role he tried to change it back into something.”

“The... [Ferrell] says he’s not a political pundit, but he’s not a pundit either.”

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BVLGARI



BVLGARI MAN IN BLACK



# NEW GIRL, GO GIRL

Teenage girls are taking on social stereotypes and a sex-segregated culture. Ignore them at your peril.  
By Anne Kringstein

TEENAGE GIRLS ARE TAKING ON THE... (The text continues with a detailed analysis of teenage girls' behavior and social norms, mentioning figures like Madonna and Beyoncé.)



Shouldn't I have the right to... (Caption text describing the image, partially obscured.)

...a different woman... (The text continues on the right side of the page, discussing cultural trends and social issues.)

...girls globally... (The text continues on the right side of the page, discussing global trends and social issues.)

There are only about five kinds of girls you ever see reflected in popular culture. There are 3.3 billion women.



**Next week: side bars**