

**Come Full Circle
On Turkey**
*Europe doesn't really appreciate
how far West the East has moved*
OPINION | A14



**The Biology
Of a Brand Identity**
*Even in business's duller reaches,
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**Retailers Are On
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*How previous online habits
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DOW JONES Newswire

Different Recipe

To Tackle Hunger, A Food Bank Tries Training Chefs

Low-Income Students Learn
Cooking Skills, in Hopes
Of Finding Better Jobs

Test on Woks and China Caps

By ROGER THUROW

CHICAGO—"I quit."
Lolita Watson-Bragg was at it again,
doing what she says she always does. She
quit high school two decades ago. She
quit one low-paying job after another,
never staying long enough to make much
more than minimum wage. Now, not
even halfway through a free, 12-week
course training her to be a chef, she was
throwing in her kitchen towel.

"I always quit," she told classmates.
"I never finish anything."
Among her 16 classmates were an ex-
con and single moms, the unemployed and
underemployed,
soup-kitchen regu-
lars and homeless-
shelter residents.
All had signed up
for a chefs' course
taught at the Greater Chicago
Food Depository, a nonprofit food bank,
hoping to learn skills that could lead to
steady work and a fresh start. They prom-
ised to carry each other to the finish.

Barely a month had passed before the
first stumble. Mrs. Watson-Bragg, a
39-year-old mother of five, declared she
was tired of fumbling with knives, strug-
gling with metric conversions and rising
before dawn to get to class. Fellow stu-
dents exhorted her to stick with it. "We
can get through this," said Cynthia Kiss,
49, unemployed and battling her own frus-
trations in the class.

The instructors insisted Mrs. Watson-
Bragg think about it and come back the
next day, if only to say goodbye.

The students had
embarked on a culi-
nary boot camp
called Community
Kitchens. The pro-
gram aimed to teach
the basics of cooking—
slicing, dicing, siz-
ing, baking, fricas-
seeing—with the
goal of landing each
one a job. But more
important than knife
skills were life
skills: responsibility,
punctuality, team-
work, commitment.
Some would learn
those better than others.

Since the Chicago Food Depository
opened in 1978, its main mission has
been to feed the hungry. This year, more
than 40 million pounds of donated food
will move through its freezers and stor-
age halls on the way to 600 groups feed-
ing nearly 500,000 people around the city.

In 1998, borrowing a concept origi-
nated at a Washington, D.C., soup kitchen,
the Chicago Food Depository offered its
first chef-training class. "We don't only want
to feed the hungry. We want to end hunger,"
says Michael
Mulqueen, then the
Food Depository's
executive director.

"And you won't be-
gin to solve the hun-
ger problem unless
you get people
jobs."

Government at-
tempts to train low-
skilled workers so
they can get better
jobs date back at
least to the 1960s.
But such programs
took on new impor-
tance after the 1996
welfare-reform law
forced many welfare
recipients to find work
at the risk of losing
benefits and set firm
limits on how long
others could remain
on welfare. Con-
cern that many peo-
ple would be left
without support led
to an increase in private
funding for job-training programs.

Last year, there were 30 chef-training
classes, with a total of about 1,000 stu-
dents, at food banks across the country
affiliated with America's Second Har-
vest, a national network of food banks.
Second Harvest estimates the cost per
student averages about \$4,000, funded
mainly by donations from corporations,
foundations and individuals.

Nationwide, these classes graduated
775 students last year. According to Sec-
ond Harvest, about 70% have a job within
one month, and more than 65% retain
Please Turn to Page A13, Column 1



Lolita Watson-Bragg



Cynthia Kiss

What's News—

Business and Finance

World-Wide

THE DOW INDUSTRIALS
suffered their worst day
since July, sliding 158.46 points,
or 1.3%, to 12121.71. Shares
were hurt by concern about re-
tail sales, a drop in the dollar
to a 20-month low against the
euro, and a \$1.08-a-barrel in-
crease in oil prices to \$60.32.
The Nasdaq slid 2.2% and the
S&P 500 lost 1.4%. Bonds rose.

■ **"Cyber Monday" online sales**
seen likely to set records, with
an expected increase of 24%,
retailers and market trackers said.
(Articles on Pages A2, C1, C3, C4 and C6)

■ **Wal-Mart plans a joint venture**
with Indian cellphone opera-
tor Bharti to open stores in the
country's fast-growing market.
■ **Investment banks are vying**
for Indian deals, but competition
is eroding already thin fees.
(Articles on Pages A3 and C4)

■ **Ford plans to borrow up to \$18**
billion, backed by auto assets,
as it taps buoyant debt markets
to help pay for its restructuring.
(Article on Page A3)

■ **Investors have cut the premium**
they pay for shares of foreign
firms listed in the U.S., a study
on the impact of regulation found.
(Article on Page C1)

■ **The Supreme Court will review**
a special appellate court's patent
ruling and decide on evidence
standards in antitrust cases.

■ **The New York Times lost its bid**
to block the government from
reviewing phone records related
to a terrorism-funding probe.
(Articles in Column 5 and on Page A4)

■ **Reckson directors set a dead-**
line for an Icahn group to pro-
vide further details about its
competing bid for the REIT.
(Article on Page B4)

■ **Australia could face increased**
pressure to dismantle its wheat-
export monopoly in the wake of
a probe into kickbacks to Iraq.
(Article on Page A9)

■ **Toyota and Honda boosted**
their production in Japan last
month as higher overseas output
failed to keep up with demand.
(Article on Page A2)

■ **Nokia plans to address design**
concerns in a presentation to
shareholders, amid competition
from makers of thinner handsets.
(Article on Page B2)

■ **Microsoft's Zune ranked low**
among digital media players in
"Cyber Monday" sale results.
(Article on Page B2)

■ **YouTube signed a deal with**
Verizon Wireless to provide
video content for cellphones.
(Article on Page B2)

■ **Eurotunnel's main creditors**
and suppliers approved a re-
structuring plan to cut the com-
pany's debt of about \$12 billion.
(Article on Page C4)

■ **Bayer's net slid 35%, mainly**
due to costs from the Schering
acquisition. Sales climbed 26%.
(Article on Page B4)

—Markets—

Stocks: NYSE comp. vol. 2,667,680,290
shares, Nasdaq vol. 1,942,284,546.
DJ Industrials 12121.71, ▼-158.46;
Nasdaq composite 2405.92, ▼-54.34;
S&P 500 index 1381.90, ▼-19.05.
Bonds (4 p.m.): 10-yr Treasury
▲+5/32, yld 4.534%; 30-yr
Treasury ▲+10/32, yld 4.614%.
Dollar: 116.08 yen, +0.27; euro
\$1.3126, +0.29 cent against the dollar.
Commodities: Oil futures \$60.32 a
barrel, ▲+\$1.08; Gold (Comex)
\$640.40 per troy ounce, ▲+11.70;
DJ-AIG Commod. 172.375, ▲+3.571.

■ **BUSH EMBARKED on a week of**
crucial diplomacy about Iraq's future.
On a flight to Estonia for a NATO
summit centered on Afghanistan,
the president's national security adviser
said the Iraq war has entered a "new
phase" requiring a course shift. Bush
is expected to discuss faster training
of Iraq's military and talks with Iran
when he meets Premier Maliki in Jordan
tomorrow, ideas the Baker panel
reportedly shares. President Talabani
spent the day in Tehran and said he
is in "dire need" of Iran's help quell-
ing sectarian violence. In the day's at-
tacks, 91 Iraqis died and mortar fire
shut off oil to a big Kirkuk refinery.
A U.S. F-16 crashed supporting a bat-
tle in Anbar; three U.S. soldiers died.
Britain said it will pull thousands of
troops out of Iraq's south in 2007. An
Australia inquiry cleared the govern-
ment in the prewar oil-for-food scan-
dal but said certain officials proba-
bly paid illegal kickbacks to Hussein.

■ **Olmert said Israel is ready to offer**
Palestinians a state, release funds
and free prisoners in a fresh sign
a Mideast peace deal may be brewing
if Hamas joins a unity government
with Fatah and renounces violence.

■ **Lebanon's pro-Syria president looks**
likely to block cabinet approval of
a U.N. tribunal on the Hariri assassina-
tion, worsening the political crisis.

■ **An Afghan suicide bomber killed**
two NATO soldiers in a convoy attack
outside Kandahar, bringing to 36 the
number of Canadians killed this year.

■ **Sudan denied rebel claims to have**
seized a key oil field in eastern Dar-
fur. Separately, a U.N. staging area
in eastern Chad was looted by rebels.

■ **U.S. and South Korea envoys flew**
to China in a bid to set a date for re-
sumption of six-party talks on North
Korea nuclear-weapons development.

■ **Thai generals said they are ready**
to begin a gradual lifting of martial
law imposed in the September coup
that toppled Prime Minister Thaksin.

■ **Ecuador's Correa vowed sweeping**
populist change as he headed for vic-
tory in presidential voting, and invest-
ors are showing unease. (Page A6)

■ **Congo's high court ruled Kabila**
the winner of presidential elections,
tossing out a challenge by Bemba,
whose allies set court offices afire last week.

■ **Rep. Pryce (R., Ohio) has finished**
1,055 votes ahead in a count of ab-
sentee and provisional ballots in her
election bid, but will face a recount.

■ **Civil-liberties protections are solid**
in the Bush warrantless surveillance
program, members of an outside
oversight board told the Associated Press.

■ **British police found traces of radi-
ation at six London locales and three**
possible exposure victims in an in-
quest on an ex-KGB spy's poisoning.

■ **AIDS is on course to join heart**
disease and stroke as the top three
global causes of death within 25 years,
a study in the journal *Medicine* says.

■ **Overweight women have a reduced**
risk of premenopausal breast cancer,
data from the Nurses Health Study in
Archives of Internal Medicine show.

■ **The FDA warned of possibly fatal**
overdoses for novice users of metha-
done since the drug lingers long after
its painkilling effect ends. (Page D7)

■ **A fire killed 10 at a Missouri group**
home for the elderly and mentally ill.

■ **An Iran An-74 jet crash killed 36,**
most of them Revolutionary Guards.

■ **Bangladesh set elections Jan. 21,**
bringing opposition charges of bias.

■ **Time Waster:** A prototype of one
PlayStation 3 downloadable game is
already finding success online.

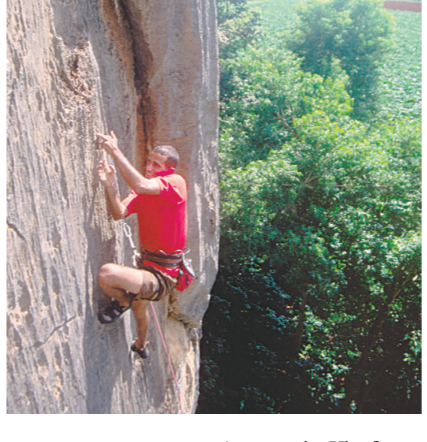
■ **Losing Currency:** What caused the
dollar's tumble, what does it mean
for investors, and what's next?

Cuban Rock Climbers Inspired by Foreigners Irk Castro Regime

Youths Are Asked for Permits
And Visited by Officials;
No Fraternizing Allowed

VIÑALES, Cuba—Seventy feet up a
sheer limestone cliff known as La Cuchilla,
or Little Blade, 17-year-old Roylandi
González held onto a ledge by his finger-
tips. Then he glanced down to check the
harness around his waist, grabbed hold
of the rope that was tethered above him
and started shimmying downward.

Over the past several years, adventur-
ous Cuban youths like Mr. González,
schooled by an influx of foreign rock



Cuban climber Josué Milla in Viñales Valley, western Cuba

climbers, have turned this western town
into an extreme-sport mecca. Climbers
test their mettle on dramatic crags,
barely touched by man, which soar
above a green valley designated as a
United Nations World Heritage Site.

But climbers who have conquered
Viñales's jagged peaks and imposing
walls are now bumping up against a
more formidable obstacle: the Commu-
nist political system. As Mr. González
touched earth and removed his hard hat,
he cast a wary eye for park rangers and
police. "They threaten us and chase us
off the hills," he said. "There's some-
thing about rock climbing that really
seems to worry our government."

As Cubans begin contemplating life
after Fidel Castro, rock climbing has
emerged as an improbable political bat-
tleground between the government and
young Cubans eager to embrace the lat-
est foreign fashions. In 2003, amid a
broad crackdown on civil liberties and
fraternizing between tourists and Cu-
bans, the government announced that
rock climbers henceforth would be re-
quired to obtain a special permit. But the
government has never granted the re-
quired permit to the many climbers who
have requested one. Many Cubans and
foreigners have continued climbing.

Adrián Pérez Martínez, a 20-year-old
art teacher with a joker tattooed on his
shoulder, says that police showed up at
his house recently to warn him against
climbing, especially with foreigners.
"Good Cubans don't do this," he says
they told him. "Climbers use drugs. And
you shouldn't take foreigners to militar-
ily significant areas." Indeed, some
caves in the climbing area are design-
ated as civil-defense sites in the event
of a U.S. invasion.

Some of the official anxiety over
climbing seems to be based on Cuba's
revolutionary history. The revolution
that brought Mr. Castro to power in 1959
was launched from a clandestine encamp-
ment in the Sierra Maestra Mountains in
Please Turn to Page A8, Column 3

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Long Haul

A Radar Unit's Journey Reflects Hopes, Snafus in Missile Defense

After \$50 Billion Under Bush,
Program Shows Successes,
But Rig Is Stuck in Hawaii

Water Floods Into a Pontoon

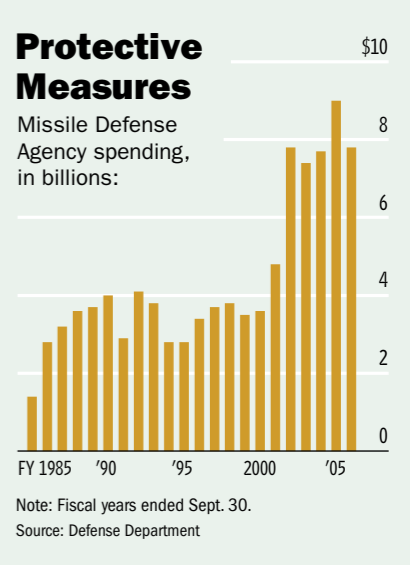
By JONATHAN KARP

PEARL HARBOR NAVAL STATION,
Hawaii—Towering over this historic site
is a radar precise enough to track a base-
ball hurtling through space at 15,000
miles an hour. But the vessel carrying
the radar has sprung leaks and blown out
electrical circuits.

Such mundane problems have kept
this vital part of the nation's defense
against missile attacks stuck in the
wrong harbor. If all had gone according
to plan, the \$950 million radar rig, known
as SBX, would be operating now off the
Aleutian Islands in Alaska and ready to
defend against threats from North Ko-
rea. Instead, after a three-year odyssey
from Norway to Texas and around South
America, the 28-story-high converted oil
platform is in Hawaii, 2,000 miles and
months away from its final destination.

The journey of SBX is a microcosm of
the Defense Department's unfinished
missile shield, a dream since Ronald Rea-
gan's 1983 plan dubbed Star Wars. Under
President Bush the U.S. has poured
nearly \$50 billion into the program. The
Pentagon says it has put the system on
alert more than 10 times and the U.S.
already has a "limited" ability to shoot
down enemy warheads. Yet the pro-
gram's high-tech breakthroughs are at
times undermined by technical snafus,
and real missile defense always seems
off in the future.

One big step forward came in Septem-
ber, when U.S. military personnel using
satellite sensors, radar and long-range
interceptor missiles that are part of the
real missile shield shot down a test war-
head in space over the Pacific. The suc-
cess went some way toward answering
critics in Congress who have demanded
tests that resemble real-world situations.



Note: Fiscal years ended Sept. 30.
Source: Defense Department

For defense contractors and the Penta-
gon, which is spending \$9.3 billion this
year on missile defense, the September
test was a vindication. "The last 10
months have been extraordinary in
terms of accomplishment," says Patrick
Shanahan, a vice president at Boeing
Co., principal contractor on the system
that includes SBX. "I think the program
has reached its stride."

Mr. Shanahan was brought in to fix
the system in early 2005 after interceptor
missiles failed to leave their silos in two
consecutive tests. The problems
prompted the Pentagon to dock Boeing
\$107 million in contract fees.

Critics nowadays generally concede
the feasibility of knocking missiles out of
the sky. But many believe the idea is
either too expensive or too error-prone
to make it worth rushing into operation.

North Korea's recent moves have lent
urgency to the debate. The Communist
state tested a long-range missile in July
and exploded a nuclear device in Octo-
ber, although its tests showed it has yet
to master the technology.

The original Star Wars concept con-
jured up images of space-based launchers
blasting Soviet nuclear missiles out of
the sky. Today, that idea is on hold, partly
because of the cost. Please Turn to Page A10, Column 3

As Patents Grow More Contentious, Battleground Shifts to High Court

By JESS BRAVIN

WASHINGTON—With the economy in-
creasingly dependent on technological in-
novation, the Supreme Court is scruti-
nizing more patent rulings made by a
special court that critics say has tilted too
far in favor of intellectual-property
rights and could be stifling competition.

The high court, which today hears ar-
guments in one of three patent cases on
this term's docket, has ruled in recent
cases on the side of more flexibility in
enforcing such rights. If that trend con-
tinues, it could translate into weaker pro-
tections for patent holders and promote
greater access to inventions.

The Supreme Court's newfound asser-
tiveness on core issues of patent law—
after hearing only a handful of cases in the
field over 20-plus years—comes amid a
sharp debate over how to maintain Amer-
ican industry's competitive edge while

upholding the protections that reward
the risk-taking behind cutting-edge in-
ventions.

In today's economy, for instance,
many innovations—such as software pro-
grams, drugs or advanced electronics—
are built on myriad smaller inventions.
That has led to disputes between owners
of component patents and those who in-
corporate those pieces into more complex
products, leaving federal courts to delin-
eate who owns what.

Mark Lemley, a professor at Stanford
Law School and an intellectual-property
litigator, says the justices are indicating
"that the patent system is out of whack,
and needs to be reined in."

Others see the shift as a more neutral
response to changes in the marketplace.
Kevin Casey, president of the Federal Cir-
cuit Bar Association, says the high
court's attention reflects the increasing
Please Turn to Page A13, Column 1