



The
Turkish-
Saudi
Face-Off
REVIEW

WSJ

THE WALL STREET JOURNAL WEEKEND



DOW JONES | News Corp *****

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What's News

World-Wide

Authorities arrested a Florida man and charged him with sending mail bombs to prominent Democrats and vocal opponents of Trump, capping a weeklong manhunt. A1, A4

◆ **Mattis approved** a request to deploy more U.S. troops along the U.S.-Mexico border, part of a new round of administration action on immigration. A3

◆ **Turkey's Erdogan** raised pressure on Saudi Arabia by suggesting he had more evidence to release over the killing of Khashoggi. A7

◆ **Facebook said** it shut dozens of pages and accounts that were part of an Iranian effort to post inauthentic information ahead of U.S. midterms. A3

◆ **Jair Bolsonaro** is projected to win Brazil's presidency by a large margin on Sunday, shifting the country sharply to the right. A9

◆ **Sri Lanka's president** removed his party from the ruling coalition and ousted the prime minister. A9

◆ **The president** of the UNC system, Margaret Spellings, will step down on March 1. A2

◆ **Died: Terry Laughlin,** 63, BofA vice chairman. B3

Business & Finance

◆ **The economy powered** ahead last quarter, driven by consumer and government spending, though Friday's GDP report included warning signs that the business sector faces turbulence. A1

◆ **The FBI is examining** whether Tesla misstated information about production of its Model 3 sedans and misled investors about the company's business. A1

◆ **A rocky Friday session** put the S&P 500 on the cusp of correction territory, with the index falling 1.7%. The Nasdaq slid 2.1% and the Dow ended 1.2% lower. B1

◆ **NBC News has ended** Megyn Kelly's morning show, days after she came under fire for remarks viewed as racially insensitive. A1

◆ **Epic Games**, creator of the hit videogame "Fortnite," is valued at almost \$15 billion as part of a major new investment round. B1

◆ **China warned** investors to stop betting against the yuan, boosting the currency after it had fallen to nearly its weakest in a decade. A9

◆ **Microsoft's top executives** defended supplying technology to the U.S. military, in the face of objections from employees. B3

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Defuse
America's
Explosive Politics

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FBI agents cover a van seized in the investigation of this week's mail-bomb spree. Below, Cesar Altieri Sayoc, who was arrested Friday.

Fingerprint Leads to Arrest Of Bomb Suspect in Florida

A single fingerprint taken from a mail bomb sent to Rep. Maxine Waters helped investigators get a break in solving a terror plot that targeted senior Democrats and vocal opponents of President Trump, federal officials said.

By Dan Frosch,
Zolan Kanno-Youngs
and Byron Tau

That clue led investigators on Friday to a white van parked outside an AutoZone shop in Plantation, Fla. The van was plastered with images of Mr. Trump and Vice President Mike Pence. It also had pictures of liberal figures in crosshairs.

Nearby was its owner, Cesar Altieri Sayoc, a 56-year-old ardent Trump supporter and for-

mer male dancer, who federal officials arrested on suspicion of sending more than a dozen bombs around the country.

Mr. Sayoc was charged with five counts including interstate transportation of an explosive, illegal mailing of explosives and making threats against former presidents. The charges, which were filed in the Southern District of New York, in total carry a potential penalty of 48 years in prison, officials said.

"We do believe we have caught the right guy," said Federal Bureau of Investigation Director Christopher Wray.

The arrest capped a week-long manhunt that started Monday when an employee for George Soros pulled a manila envelope with six American flag stamps out of the mailbox



of the billionaire liberal donor's Westchester County, N.Y., home.

Each day brought more panic as similar envelopes turned up around the country. Late Tuesday, one addressed to

former Secretary of State Hillary Clinton was found. Early Wednesday, packages sent to former President Obama and former Central Intelligence Agency director John Brennan at CNN's Manhattan headquarters were discovered.

On Thursday, actor Robert De Niro and former Vice President Joe Biden were targeted. And on Friday, packages to New Jersey Sen. Cory Booker and three others were found. In all more than a dozen were intercepted and officials warn that more could be in the mail.

Federal and local investigators have said that the suspected bombs should be considered dangerous, but no one has been hurt.

Inside each manila envelope was a crudely made pipe bomb

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Economy Grows, So Does Unease

BY HARRIET TORY

WASHINGTON—The economy powered ahead in the third quarter, driven by robust consumer and government spending, though Friday's report included warning signs that the business sector faces turbulence that could hold back the expansion in the months ahead.

Gross domestic product—a measure of how much the U.S. produces in goods and services—grew at a 3.5% annual rate from July through September to \$18.7 trillion, adjusted for inflation, the Commerce Department said Friday. That came after a 4.2% growth rate in the second quarter and stands as fresh evidence that growth has picked up from subpar levels closer to 2% that had prevailed for much of the long-running U.S. expansion since 2009.

However, signaling unease about the emerging outlook, stocks fell Friday, with the Dow Jones Industrial Average shedding 1.19% and the Standard & Poor's 500-stock index dropping 1.73%.

Third-quarter corporate earnings have been largely positive, with some 80% of reporting S&P 500 firms posting profits that exceeded Wall Street's expectations. But sales performance has been more mixed, with more than a third of firms so far missing revenue.

Please turn to page A2

◆ Stocks lose more ground at end of tumultuous week.... B1

FBI Probes Tesla Over Production Figures

Tesla Inc., with a fresh civil fraud settlement now behind it, faces a new legal problem: a deepening criminal investigation.

By Dana Cimilluca,
Susan Pulliam
and Aruna Viswanatha

Federal Bureau of Investigation agents are examining whether Tesla misstated information about production of its Model 3 sedans and misled investors about the company's business going back to early 2017, people familiar with the matter say.

Action in the criminal investigation, headed by the U.S. attorney's office in San Francisco, has intensified in recent weeks after the Securities and Exchange Commission settled separate civil charges with Tesla and Chief Executive Officer Elon Musk, the people said.

Tesla disclosed on Sept. 18 that it had received a request for documents from the Justice Department, 10 days before the company and Mr. Musk struck a settlement with the SEC over civil charges in a separate case involving controversial tweets from Mr. Musk.

But it hasn't been previously reported that the Justice Department is focusing on Tesla's Model 3 production issues dating to early last year and that the criminal securities-fraud probe is intensifying.

In a statement, Tesla said it had "received a voluntary request for documents from the Department of Justice about its public guidance for the

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NBC Cancels Megyn Kelly Show



The former host of 'Megyn Kelly Today' lost her show on Friday, a few days after her on-air remarks about blackface costumes.

BY JOE FLINT

Megyn Kelly's attempt to go from a hard-nosed prime-time interviewer of world leaders on Fox News to a chipper morning host at NBC's "Today" came to an abrupt end Friday when the network canceled her show.

But the network's \$69 million bet on Ms. Kelly—meant to add rocket fuel to its morning-show ratings—was troubled from the start.

The anchor battled low ratings and a rocky transition to morning television amid tensions among some NBC colleagues, who chafed at her on-air manner, lofty salary

and the high cost of producing her show.

The final straw came this week, after Ms. Kelly questioned on Tuesday's edition of her show why putting on blackface as part of a Halloween costume was necessarily racist.

The backlash played out within NBC News and on its airwaves.

NBC "Nightly News" anchor Lester Holt did a segment that included clips of controversial comments Ms. Kelly had made earlier in her career while at Fox News.

Many NBC News producers and on-air personalities voiced

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Latest Haunted Workplace Rules Muzzle Zombies

* * *

Halloween do's and don'ts for roughhousing with guests; no biting

BY VALERIE BAUERLEIN

SAWMILLS, N.C.—In a waiting room at a makeshift asylum, a 6-foot-2 orderly in bloody scrubs grabbed 20-year-old Christian Banner by the arms.

The menacing figure pulled Mr. Banner through a hidden tunnel into a room where a doctor in a leather mask revved a chain saw and gestured toward an operating chair. "Hell, no!" Mr. Banner yelled, recoiling in horror.

That's exactly the terrible feeling promised by a ticket to the Sawmills Horror Fields. The business is part of a new wave of Halloween-inspired amusement centers that use a bit of roughhousing to scare

the bejesus out of customers—an experience that has to fall well short of a criminal complaint.

This Halloween, it's getting tougher to be a working zombie, now that haunted houses have gone immersive. That also goes for evil clowns and demonic spirits. The undead and their creepy colleagues have to follow do's and don'ts—biting is forbidden!—


Touchy zombie

as they advance on crowds of scare-hungry patrons eager to be grabbed, dragged and threatened at blunted knife-point.

"Touching the back of someone's neck? No. But putting someone against the wall by their shoulders? That's scary," said Brett Hays, a personal-injury lawyer who runs Fear Fair, south of Indianapolis.

Zombies working for Mr. Hays are allowed to touch shoulders and waists but not torsos—something about the deep-rooted fear of losing internal organs is one step too far. It's a tricky balance, Mr. Hays said, given that he hopes to avoid "getting reviews like,

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OFF DUTY



101 WAYS
TO LIVE MORE
AMBITIOUSLY

U.S. NEWS

THE NUMBERS | By Jo Craven McGinty

Americans Are Divided—Over Candy Corn



Regular readers know The Numbers takes pains to address even the most divisive topics without choosing sides.

But sometimes, a line must be drawn.

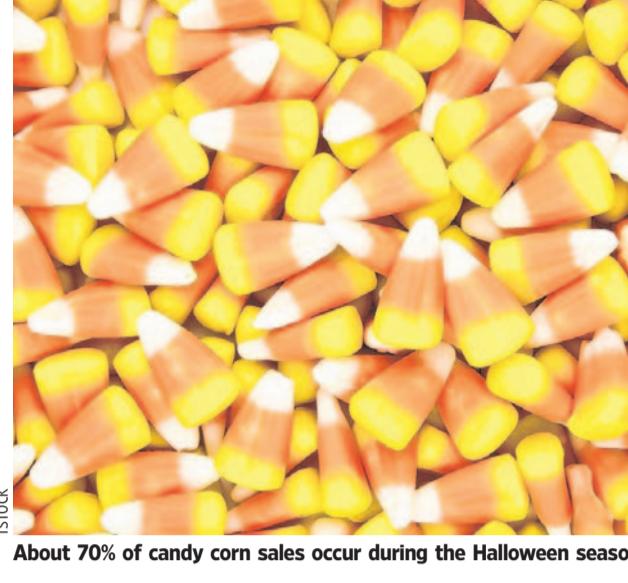
Of all the available Halloween treats—from Almond Joy to Twix—the absolute worst is candy corn. Who would even think of passing off those earth-tone pellets as a treat? Trick is more like it.

But apparently, legions of Nevadans, Utahns, Michiganders, Pennsylvanians and, yes, even New Yorkers love the stuff, especially this time of year, when 70% of the candy is sold, and tons of it is unloaded in these states.

Jelly Belly Candy Co. has made the kernels since 1898—longer than anybody—but now competes with Brach's and others for annual sales that, according to the National Confectioners Association, total \$36 million.

(Fun fact: Some weirdos like to debate which brand tastes best.)

At least 16 states and Washington, D.C., pass out candy corn in sufficient volume to place it among their



About 70% of candy corn sales occur during the Halloween season.

ISTOCK

top 3 Halloween treats in a ranking by candystore.com. And in seven states, it's No. 1.

Candystore.com's interactive map, which has been making the rounds in recent weeks, portrays a weighted average of 11 years of data showing pounds of candy sold from August through October. The data, provided to the online retailer by more than 40 manufacturers and 15 distributors, aren't necessarily representative of all U.S. candy sales, and a full account could alter the rankings.

"The problem is that candy

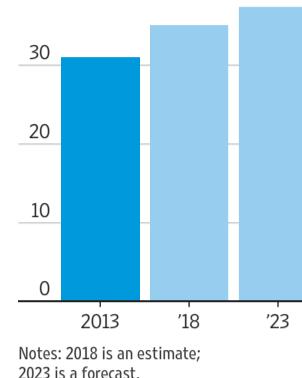
manufacturers and distributors who reported their data may be different from the many who did not report their data," said Rebecca Goldin, a professor of mathematical sciences at George Mason University.

Still, based on news reports, it appears that few people have questioned the findings.

West Virginia news outlets didn't blink at seeing Blow Pops as that state's No. 1, and South Carolina was content to find Skittles at the top of its list—because, guess what? It

Sweet Sales

Total U.S. gum, chocolate and sugar confectionery market size
\$40 billion



Notes: 2018 is an estimate; 2023 is a forecast.
Source: Euromonitor

THE WALL STREET JOURNAL

tor of public relations for the Michigan Economic Development Corporation.

Delaware didn't object to the candy listed as its most popular. It just didn't understand the result—Life Savers, a candy that didn't show up in any other state's top 3, much less in the No. 1 slot.

"People thought it was a tad odd," said Michael Chesney, director of communications for the state's Division of Small Business, Development and Tourism.

So odd, in fact, the News Journal, the main newspaper in Wilmington, Del., reported the finding beneath a headline that said, "wait, what?"

The treat that's really big in Delaware, according to Mr. Chesney, is saltwater taffy—a sweet that candystore.com placed among the top 3 in Tennessee and Wyoming (wait, what?) and at No. 1 in Washington and Nebraska.

"Different regions prefer one candy or another, and it's hard to pinpoint why," said Tom Hoeck, president of candystore.com. "Swedish Fish was a new winner in Kentucky. Massachusetts, Maine and New York liked Sour Patch Kids best."

In the U.S., candy is a \$35 billion industry that employs 54,000 people at nearly 1,300 manufacturing facilities in all

50 states, according to the National Confectioners Association.

Those workers support the sweet tooth of the average American, who eats candy two to three times a week, worth 40 calories, or 1 teaspoon of added sugar, a day, according to Christopher Gindlesperger, a spokesman for the association.

This Halloween, sales of chocolate, candy, gum and mint are expected to total \$4.4 billion, Mr. Gindlesperger said. When you think about it like that, candy corn represents less than 1% of all sales.

As for Michigan, perhaps it's time to embrace the yellow, orange and white sweet because, like it or not, it appears to be quite popular there.

Kassem El-Hourani, manager of Bulk Food Warehouse in Dearborn, Mich., said he sells 300 to 400 pounds each October, and he's not alone.

"I had a call last week from somebody who wanted 500 pounds," said Imad Berro, manager of Roger's Bulk Candy and Ice Cream in Eastpointe, Mich. "I couldn't come up with that number."

An order of candy corn that was too large to fill? Now that's scary.

President Of UNC Will Leave Her Post

By MELISSA KORN

Margaret Spellings, a former U.S. education secretary under President George W. Bush, will step down as president of the University of North Carolina system on March 1, saying it was time for new leadership after three years in the role.

She has overseen the 17-campus, 230,000-student UNC system since March 2016, focusing on expanding affordability and access. Her strategic plan was also aimed at increasing on-time graduation rates and closing achievement gaps for low-income and rural students.

"Together we have defied national trends on affordability and accountability," Ms. Spellings said at a press conference after an emergency board meeting Friday, citing fixed-tuition programs and publicly available dashboards detailing outcomes for individual programs.

Ms. Spellings, 60 years old, led the U.S. Education Department under President Bush from 2005 to 2009, and before that served as a chief domestic policy adviser to the president.

Ms. Spellings said she approached the UNC board of governors about her planned departure a few weeks ago. "Times change and those changes demand new leaders and new approaches," Ms. Spellings said. Her initial contract was for five years.

Ms. Spellings said she isn't sure what she will do next but hopes to be back in her native Texas in public service.

Ms. Spellings was met with protests when she took over the top spot at UNC, with some students and others concerned that hers was a politically motivated appointment and criticizing her lack of university leadership experience. Her predecessor, a Democrat, was pushed out by a board appointed by the Republican-controlled legislature.

Soon after starting at UNC in March 2016, Ms. Spellings was thrust into a national debate over protections for transgender people. North Carolina passed a law in March 2016 limiting which restrooms transgender people can use.

She said when the state and federal government filed dueling lawsuits that the university was "truly caught in the middle" of the situation.

The state repealed portions of the bill in March 2017.

Consumer Spending Helps GDP

Continued from Page One
nue projections. It is a trend that amplifies some investors' concern that U.S. economic growth may have peaked earlier this year.

Consumer spending is being powered by plentiful jobs. The unemployment rate fell in September to its lowest level since 1969, meaning more income in household pocketbooks, and tax cuts have added to purchasing power. That showed up in the report in the form of additional spending on everything from restaurants to recreational goods.

"I'm 75 and this is one of the best times I've seen in a long, long time," said Thomas Thompson, a retired power-plant engineer from Plymouth, Wis. He and his wife bought a new Cadillac Escalade SUV this summer and recently began a two-week vacation to Washington, D.C., and the Blue Ridge Mountains, thanks in part to the strong economy and stock-market gains.

Government spending is also being unleashed on the economy, after contracting earlier in the expansion due to agreements between the Democratic Obama administration and congressional Republicans to rein in budget deficits that soared after the 2007-2009 financial crisis.

Defense outlays grew at a 4.6% annual rate in the third quarter, adjusted for inflation, thanks in part to a bipartisan budget agreement reached in February to boost government spending this year and next by nearly \$300 billion above limits set in a 2011 law. That included \$165 billion more for the military.

Despite those engines of growth, many analysts believe the expansion will slow in the months ahead. The Federal Reserve, for example, projects a growth rate of 2.5% in 2019, 2% in 2020 and 1.8% in 2021.

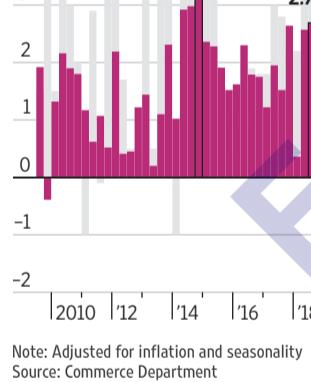
What's Behind the Growth Pickup?

Growth in U.S. gross domestic product has picked up in recent months, after failing to sustain spurts of faster growth for much of the expansion.

GDP quarterly growth (%) ■ Contribution (percentage points)

Consumer Spending

Household spending is always an important contributor to growth and in recent months has registered some of the biggest gains of the expansion. Tax cuts might be helping.



Note: Adjusted for inflation and seasonality
Source: Commerce Department

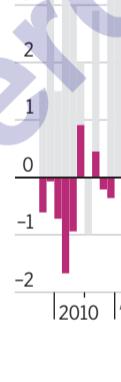
Business Investment

Business investment has been driven by spending in structures, most notably in oil and gas rigs being spurred on by rising energy prices. But that reversed in the third quarter, holding down overall investment levels.



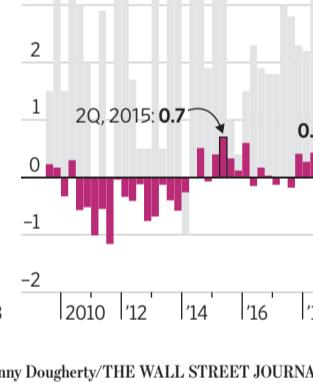
Net Exports

U.S. sales of soybeans ahead of tariffs provided a big boost to growth in the second quarter, but it was a temporary gain.



Government Spending

Government spending cuts were a drag on growth for most of the expansion. Now government is providing a boost, especially military spending.



Soo Oh and Danny Dougherty/THE WALL STREET JOURNAL

Confidence Slips in American Economy

WASHINGTON—American households became slightly less confident about the economy in late October, but their overall outlook remained elevated despite rising financial and political uncertainty.

The University of Michigan on Friday said its consumer sentiment index was 98.6 in October, ticking down from an initial 99.0 reading published earlier this month. Economists surveyed by The Wall Street Journal

had expected the final reading to stay at 99.0 for October.

Consumers' view of current economic conditions and expectations for the future darkened in October, bringing the overall index down slightly. Stock market volatility, rising interest rates and a harsh political climate are likely some of the key driving factors. The survey also showed Americans increasingly think inflation will flare in the next year.

These issues "have not acted to undermine consumer confidence," said Richard Curtin, the Michigan survey's chief economist. "Needless to say, consumers are not immune to

these negative factors. The data only indicate that the tipping point toward escalating pessimism has not been reached."

Indeed, despite the month's slight downdraft, the index has remained higher in 2018 than in any year since the turn of the century. Measures of how consumers feel about the economy climbed after President Trump was elected in 2016 and have been buoyed by strong economic growth, low unemployment and rising wealth.

Households now appear to believe the economy will continue to churn out jobs. The unemployment rate fell to the low-

est level since 1969 in September, while average hourly earnings rose 2.8% from a year earlier. Many analysts think wage growth should have picked up to a much higher rate because of how hard employers have had to look to find qualified talent in recent months.

Historically, paycheck gains helped drive consumer sentiment, but that shifted in the 1980s. Now, Americans appear to care more about job security, largely because of job losses during the recession as well as the aging of the labor force, according to Mr. Curtin.

—Sharon Nunn

ing energy prices.

Republicans cut the corporate tax rate from 35% to 21%, hoping to spur a business-investment boom that lifts the economy's potential to grow for years. Business-investment data can be volatile from one quarter to another, but the weak number in the latest report suggests other factors—including uncertainty about the outlook for trade tariffs—could be starting to weigh on business decisions to spend on new equipment and plants.

The Trump administration has imposed tariffs on \$250 billion worth of goods imported from China. It has also placed tariffs in sectors including steel and solar panels, and U.S. trading partners have retaliated.

The recreational boat industry, which faces retaliatory tariffs ranging from about 10% to 25% on exports to a range of countries, is one example of a sector caught in the cross-currents.

Correct Craft Inc., a recreational boat maker in Orlando, Fla., is "getting squeezed on both ends," Chief Executive Bill Yeargin said in an interview. Alongside tariffs on exports that pose "significant headwinds" to its international business, tariffs on components imported from China have given domestic suppliers cover to raise prices, too, he said.

"Fortunately, the domestic market's been very strong," Mr. Yeargin said.

President Trump has set out to close large U.S. trade deficits, but a widening trade deficit was a drag on growth in the third quarter. Earlier in the year, trade boosted growth as farmers accelerated sales of soybeans to get ahead of anticipated tariffs on U.S. exports to China.

Sectors sensitive to interest rates also face some strain as

the Fed raises short-term rates. Home-building has contracted in five of the last six quarters. The pace of car purchases also slowed in the last three months.

The Fed is widely expected to raise short-term rates again in December and then through 2019. That is meant to prevent the economy from overheating and stirring inflation or financial excesses that can lead to bubbles in asset prices. The rate increases have sparked anger from Mr. Trump, who says the central bank is undermining his efforts to further spur growth.

The stock market is another wild card for the economy. Rising stock prices produce something economists call a "wealth effect," meaning that when people see their investment portfolios rise, they spend more money because they feel wealthier.

The wealth effect likely prompted more consumer spending as stock prices rose, but could weigh on spending if stocks keep falling, as they have in recent weeks.

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U.S. NEWS

Facebook Removes Pages Tied To Iran

By ROBERT McMILLAN

Facebook Inc. said Friday it shut dozens of Facebook and Instagram pages and accounts on its platforms that were part of an Iranian effort to post inauthentic, politically charged information ahead of the U.S. midterm elections.

In total, the company removed 82 pages, groups and accounts that collectively had 1.02 million followers, Facebook said in a blog post.

The page creators pretended to be either U.S. or U.K. citizens, Facebook said. While the company has found no ties to the Iranian government, it can't say for sure who is responsible for the effort, Facebook's head of cybersecurity policy, Nathaniel Gleicher, said on a call with reporters.

The accounts posted on topics including the confirmation hearings for Supreme Court nominee Brett Kavanaugh, the National Football League's national anthem protests and the special counsel Robert Mueller's investigation into Russian interference in the 2016 election.

The company first detected the activity last week, but the accounts had been active primarily over the past year, Mr. Gleicher said.

After uncovering evidence of widespread Russian interference on its platform in the run-up to the 2016 election, Facebook has stepped up efforts to combat inauthentic behavior.

In August the company removed 652 Russian and Iranian pages and accounts that were peddling misinformation.

This latest set of accounts seem to reflect a growing sophistication of the Iranian influence operation. While the August accounts were set up to drive readers to pro-Iranian websites, this latest batch was designed instead to maximize engagement on Facebook's platforms, said Graham Brookie, director of the Atlantic Council's Digital Forensic Research Lab.

The accounts posted mostly left-wing U.S. political messages, attacking President Trump or Republicans, for example, to encourage comments or shares.

But from time to time they would interject messages directly aligned with Iran's foreign policy—criticizing Saudi Arabia or Israel, Mr. Brookie said.

The Iranians were particularly successful with video sharing. Videos that were shared by the pages generated about 27 million views, Mr. Brookie said.



Homeland Security Secretary Kirstjen Nielsen, center, speaks in front of a newly fortified border wall structure in Calexico, Calif., on Friday.

GREGORY BULL/ASSOCIATED PRESS

Trump Escalates Stance on Border

By NANCY A. YOUSSEF
AND VIVIAN SALAMA

MARK RALSTON/AGENCE FRANCE PRESSE/GETTY IMAGES

Mounted Border Patrol officers are seen working along the U.S.-Mexico border in Calexico, Calif.

The U.S. defense secretary on Friday approved a request to deploy additional U.S. troops along the U.S.-Mexico border, fulfilling President Trump's vow to use the American military in an expanding campaign to stop a caravan of migrants and asylum seekers.

The military deployment is part of a new round of administration action on immigration that includes a threat by the Trump administration to seal border entry ports to migrants, including asylum seekers.

The latest moves were seen by both supporters and opponents as an escalation of the administration's confrontational stance on immigration, striking political and legal nerves around the country.

The new troops likely will come from active-duty military units instead of the National Guard, a U.S. official said, and will arrive in border locations next week that have yet to be specified.

Defense Secretary Jim Mattis approved the request, which was submitted by the Department of Homeland Security, for the troops to augment an existing force of approximately 2,000 National

Guard members sent last spring.

The move came as a caravan of thousands of migrants—currently more than 1,000 miles from the border and moving northward—has drawn Mr. Trump's ire.

Mr. Mattis's orders don't specify how many troops would be assigned to the border, instead directing the Pentagon to determine what military personnel are needed and how to fill the request, the U.S. official said.

The Pentagon expects to announce which troops would be selected to deploy in the next two days, the U.S. official said.

In comments at the White House on Friday, Mr. Trump said that he "called up the military" to attend to the influx of illegal immigrants at the border.

"We're not letting them in," he told attendees of the Young Black Leadership Summit. "They'd better go back now. Now, do we want them to apply and come in legally? Absolutely."

While Mr. Trump has suggested repeatedly that the troops would be part of front line defenses at the border, those in uniform actually will function more as support staff than as war fighters.

According to a Pentagon statement about the deployment, the troops will support border agents and the Department of Homeland Security by providing "aviation support to move [Customs and Border Protection] personnel, medical teams to triage, treat and pre-

pare for commercial transport of patients, command and control facilities, temporary housing for CBP personnel and personal protective equipment for CBP personnel."

In addition, troops will build temporary barriers, barricades and fencing, the Pentagon said.

Critics charge that when U.S. active-duty troops are assigned such tasks, they are not focusing on—or training for—their primary job, defending the U.S. from external threats.

"What that means is that Donald Trump is mobilizing the military to be a bunch of gophers and movers for border patrol and DHS, which is a gross misuse of our military," said Will Fischer, director of government relations for Vote-Vets, a pro-Democratic advocacy group. "For the president to take them away from training affects mission readiness."

The move to send troops emerged this week as an issue in the hard-fought Texas Senate race. Rep. Beto O'Rourke, the Democratic hopeful, said Mr. Trump was stoking fears about immigration, while his rival, incumbent GOP Sen. Ted Cruz said he supported the president's plan to increase security as migrants moved toward the U.S.

Many Grads Underemployed After College

By MELISSA KORN

A Major Concern

Percentage of college graduates whose first job doesn't require a college degree



Note: Data from real-time job postings and more than four million résumés from people who graduated college between 2000 and 2017.

Source: Burning Glass Technologies

That adds up: While the average starting salary for a bachelor's degree holder employed in a job that actually requires such a degree is

Engineers had the best outcome of any major, according to the new report.

\$46,000, underemployed graduates make an average \$36,000, according to the report.

"When we are producing graduates who wind up in jobs that don't require college degrees, that's a failure to launch

Degrees in parks, recreation, leisure and fitness studies and homeland security, law enforcement and firefighting—majors with some of the highest chances of underemployment—both more than doubled between 2005 and 2015, while liberal arts and humanities graduates remained about flat.

The report's findings are bolstered by research from Georgetown University's Center on Education and the Workforce, which has found that job prospects and earnings vary widely by college major, with some counterintuitive results. For example, the bottom quartile of architecture and engineering majors earn far less than the top quartile of humanities and social-science majors.

Fatmata Jarr has been submitting applications for public relations and publicity jobs and internships pretty much daily since she graduated from George Mason University with a communication degree in May. For now, she is working as a produce clerk at a Safeway near her Fairfax, Va., home.

Ms. Jarr, 22 years old and the first in her family to go to college, said she couldn't pursue internships during school because she needed to work paid jobs to cover tuition and living expenses. She said her lack of work experience may require her to take an internship before landing an entry-level role in the field. "I just want to put my feet in the water," she said.

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U.S. NEWS

Midterm Race Focuses On Economy

BY JANET ADAMY
AND PAUL OVERBERG

GRANITE CITY, Ill.—Donald Trump's economic agenda will be in the spotlight when he visits southern Illinois on Saturday to campaign with local Republican U.S. Rep. Mike Bost.

A U.S. Steel Corp. plant has reopened here, and the economy is picking up, pushing unemployment lower. But scars from the last downturn are palpable, and both parties argue they have the better vision to make prosperity stick.

President Trump took this traditionally Democratic district in 2016 by a margin of 15 percentage points, the same margin Mr. Bost enjoyed in his last re-election. Today, it is rated competitive by Cook Political Report.

Mr. Bost's fight for re-election shows how Republicans, with days to go, are still battling to translate a strong economy into wins at the ballot box.

Republicans say they righted the economy with tax cuts and Mr. Trump's tough trade agenda. Democrats counter that the policies favor the rich and aren't sustainable.

In battleground districts like Illinois's 12th Congressional District, economic pain was acute in recent years. A Wall Street Journal analysis of census data finds median household income rose 8.3%

between 2012 and 2017 in Cook's 72 battleground districts, adjusted for inflation, lagging behind income growth of 9.7% in the districts deemed not competitive by Cook.

Median income in Mr. Bost's district rose 6.1% over the five years ended in 2017, to about \$49,000 annually. Unemployment there peaked at 11.9% in January 2010 and was down to 5% in the most recent month, still above the national average.

Mr. Trump is visiting Murphysboro, which is in the 12th District, on Saturday to help Mr. Bost—co-chair of the congressional steel caucus—fend off a challenge by Democrat Brendan Kelly, the state's attorney of St. Clair County.

The race has been too close to call for much of the campaign, though Mr. Bost is showing signs of pulling ahead. A New York Times/Siena College poll shows him leading Mr. Kelly by 9 points; earlier polls had his lead within their margins of error.

Mr. Bost emphasizes jobs on the campaign trail, particularly the 800 the steel plant is adding this year.

"You put that many people back to work, that's a big thing," he said.

Mr. Kelly says wages aren't keeping up.

People "are continuously living on a razor's edge because their wages are not keeping up with the cost of



Workers leave the U.S. Steel plant that was re-opened earlier this year in Granite City, Ill. The move created 800 new jobs.

living," said Mr. Kelly.

U.S. Steel mostly idled its plant here in 2015, cutting about 2,000 jobs. Twenty-six other businesses in the area closed that year, according to the local chamber of commerce.

Both parties are dueling over how to make prosperity stick.

"It sucked for them. It sucked for me," Mr. Bost, a former state house representative and former Marine, said of the job losses.

At a February 2018 meeting at the White House, Mr. Bost

argued to Mr. Trump that U.S. security was threatened by relying on imported steel. By then, U.S. Steel had begun increasing production in Granite City. After Mr. Trump announced 25% tariffs on imported steel, the company said it would restart two blast furnaces to meet projected demand. Mr. Trump visited the plant with Mr. Bost in July to celebrate before cheering steelworkers.

Other manufacturers are investing in new or expanded facilities here.

Mr. Bost's economic message resonated with Todd Manion, 53, a Granite City sales manager who voted for Mr. Trump. Mr. Manion said the area lost its Democratic tilt because "we started losing jobs and everyone started feeling that the political leaders—

which were the Democrats—weren't doing anything for them." He plans to vote for Mr. Bost's re-election.

But the economic pitch hasn't clicked with everyone.

The United Steelworkers, which represents plant employees, is backing Mr. Kelly, said Tom Ryan, chairman of the local 1899 grievance committee. He said Mr. Kelly's policies would better protect the middle class.

In agricultural parts of his district, Mr. Bost is up against complaints from soybean and hog farmers struggling with retaliatory tariffs from U.S. trading partners.

Mr. Kelly, a former naval officer, said that in no part of southern Illinois can a full-time minimum wage worker afford a two-bedroom rental.

Besides rising costs for prescriptions, gas and education, voters have also complained to him about the increasing price of beer.

He is campaigning on raising the minimum wage and cracking down on drugmakers.

Andrew Carnahan, a 27-year-old scrap baler at the U.S. Steel plant, said he is undecided about whether to vote for Mr. Bost or Mr. Kelly. He said the town struggled for years before the jobs came back, and he didn't see Mr. Bost helping much.

"People were bleeding," he said. "The steel tariffs were absolutely a great thing," said Mr. Carnahan, who was briefly laid off after the 2015 slowdown. He gives Mr. Bost some credit for bringing back steel jobs, "but it doesn't get my vote outright," he said.

Suspect Is Charged For Bombs

Continued from Page One
affixed with a timer and containing flash powder that is used in fireworks and pyrotechnics. In some cases, packages included photographs of the targets marked with a red "X," according to the criminal complaint.

Mr. Trump praised law enforcement and said he was aware that the suspect was a "person that preferred me over others."

He said he hopes to change the subject away from the bomb threats ahead of the midterm elections. "The Republicans had tremendous momentum and then of course this happened," he said. He added: "Rightfully so. But now we have to start the momentum again."

Officials described a sprawling bicoastal investigation that involved a number of federal, state and local law-enforcement agencies. The investigation engaged law enforcement in New York, Florida, California, Delaware, Maryland and the District of Columbia.

At the federal level, the FBI, Bureau of Alcohol, Tobacco, Firearms and Explosives, Secret Service, Postal Inspection Service and U.S. Capitol Police were all involved.

All of the devices captured through the week were sent to the FBI lab in Quantico, Va. That is where investigators got their major break. On Thursday they were able to lift a fingerprint from the package addressed to Rep. Waters' office in D.C., according to the complaint.

Officials ran the fingerprint through a national database, which returned Mr. Sayoc as a possible match, a federal official said. Officials then searched law enforcement databases for his criminal history, the official said.

Mr. Sayoc, a registered Republican, has a history of arrests, including one in 2002 in Miami for threatening to bomb a local utility and invoking the 9/11 terrorist attacks.

Mr. Sayoc called a representative of the Florida Power and Light Company on Aug. 7, 2002, and threatened to blow up the office, according to the criminal complaint. "It would be worse than September 11th," he told the representative, who was going to shut off



Letter-bomb suspect Cesar Sayoc's van was covered in pro-Trump and anti-Democrat stickers.

Florida Connections

Locations in South Florida related to the Cesar Sayoc mail bomb case.



Source: staff reports

Sunrise, Fla. office of Debbie Wasserman Schultz

Thirteen packages containing explosive devices listed Rep. Schultz's Sunrise, Fla., office as the return address.

Plantation, Fla. AutoZone

Authorities arrested Friday suspect Cesar Sayoc near his white van and towed it away. The van's windows were covered with images including some critical of CNN.

18151 31st Ct., Aventura, Fla.

This address, in a gated community, is listed as Mr. Sayoc's address on a 2015 arrest report. A security guard Friday said his mother lived there.

Opa-locka, Fla. U.S. Postal Service center

The packages addressed to Barack Obama, Hillary Clinton, Robert De Niro, Maxine Waters and Joe Biden were sent through the Royal Palm Mail Processing Center in Opa-locka, Fla.

THE WALL STREET JOURNAL

his power, the complaint says.

Ronald Lowy, a Miami attorney who long represented the bombing suspect through a history of prior arrests, described Mr. Sayoc as somebody who has trouble interacting with others and "an odd man out in his family," which includes his mother and half-sisters in South Florida. Mr. Sayoc is half-Italian, half-Native American, the attorney said.

Mr. Sayoc struggled financially. A former member of a traveling male revue act, he failed to start several busi-

nesses and went through bankruptcy in 2012.

In May 2015, he was arrested for shoplifting at a Walmart in West Palm Beach, Fla., after he tried to leave the store without paying for a \$49 briefcase and a \$9 luggage bag, according to a West Palm Beach Police Department arrest report. He pleaded guilty.

Justin Humberger, a business associate of Mr. Sayoc, suspected his friend may have been living in his white van.

With Mr. Sayoc's name in hand, investigators were able to locate a possible phone

number. They then subpoenaed the phone company to confirm that the number they had was Mr. Sayoc's, an official said.

Once the company confirmed the match, officials secured a court order to get his phone records. A final court order allowed them to triangulate Mr. Sayoc's cellphone data to find his location, the official said. On Friday morning, FBI, local police and other investigators swarmed the Plantation, Fla., parking lot of an AutoZone store where Mr. Sayoc was arrested. He will appear in a Florida courtroom Monday.

FORT LAUDERDALE, Fla.—The Florida man arrested Friday for allegedly mailing bombs to prominent Democrats was a former stripper and failed entrepreneur with a long criminal record who became an avid fan of President Trump in recent years.

By Katie Honan
And Scott Calvert and Arian Campo-Flores

Cesar Altieri Sayoc, a 56-year-old south Florida resident who was born in Brooklyn, N.Y., spent a lot of time researching politics, said Justin Humberger, who said he met the suspect about two years ago and recently tried to start a fish-farm business with him.

"He'd say, 'Oh, look at the economic boost we're having because Trump's in office,'" Mr. Humberger told The Wall Street Journal.

Mr. Humberger said the suspect traveled the U.S. as the tour manager for male-dance shows with about half a dozen other performers.

Mr. Sayoc worked as a delivery driver at New River Pizza & Fresh Kitchen in Fort Lauderdale, Fla., for about a year ending in January, said Debra Gureghian, the 56-year-old manager. "He spewed hatred," she said. "He was toxic. He was vile."

She said he proclaimed openly that he was a strong supporter of white-supremacist ideology and spoke in hateful terms about Jews, African-Americans and gay people.

Mr. Sayoc said he hated Barack Obama, Hillary Clinton and

Democrats, Ms. Gureghian said.

Mr. Humberger said he was surprised to hear of his would-be business partner's arrest.

"The only technical skill set I saw of him was to call somebody to repair his van," he said.

Mr. Sayoc went by different names, including using the last name Randazzo when he lived in Brooklyn, a law-enforcement official said.

A Facebook page listed under the name "Cesar Altieri Randazzo" features photos and videos of Mr. Sayoc at rallies for Mr. Trump as he campaigned in 2016. In the photos, a person resembling Mr. Sayoc's mug shot is wearing a "Make America Great Again" hat.

Mr. Sayoc was divorced in 2004, according to court records.

The suspect's legal history includes a 2002 arrest in Miami for a bomb threat that resulted in one year of probation, according to court records.

Fort Lauderdale bankruptcy attorney Richard Simonson, whose firm represented Mr. Sayoc in his 2012 chapter 7 bankruptcy filing, said Mr. Sayoc didn't make much of an impression when they met for a consultation in 2011.

A LinkedIn account under the name Cesar Altieri, which has a photo that resembles the mug shot released by law enforcement, says he worked for an International Gold Productions and Chippendales, the male strip dance troupe.

A spokesman for Chippendales said Mr. Sayoc has never worked for the business.



Cesar Altieri Sayoc has had years of legal and financial troubles.

Florida Man Had Legal And Financial Troubles

FORT LAUDERDALE, Fla.—The Florida man arrested Friday for allegedly mailing bombs to prominent Democrats was a former stripper and failed entrepreneur with a long criminal record who became an avid fan of President Trump in recent years.

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U.S. NEWS

Trump's Judges Are Slow to Shift Balance

BY BRENT KENDALL

WASHINGTON—President Trump has enjoyed a banner two years of judicial nominations, illustrating how Republicans are making a quick imprint on the federal courts. But his tenure also shows that many of the nation's courts don't lend themselves easily to far-reaching transformation.

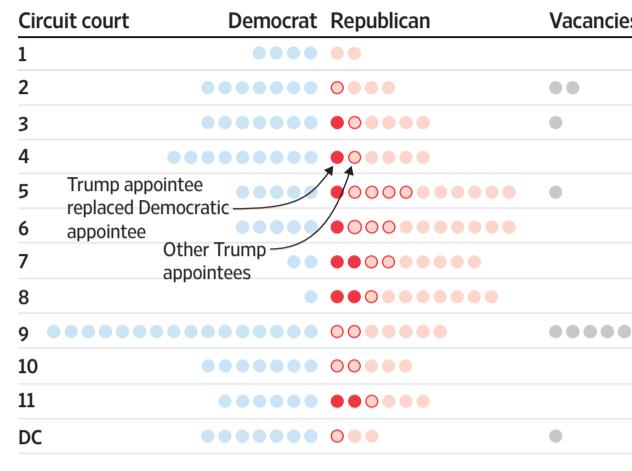
So far, most Trump nominees have made already conservative appeals courts more so, rather than tipping the ideological balance in courthouses where conservative jurists have been outnumbered.

More than half of Mr. Trump's appeals picks have gone to four of the 12 regional appeals courts, and those already had mostly Republican appointees. Of the remaining courts, six have a majority of Democratic appointees and two are even or nearly so.

"Trump has appointed in fairly quick order a large number of judges, but they're largely replacing Republican appointees," said Russell

Holding Court

Trump has named a record 29 appeals judges, but they've been concentrated in already-conservative circuits.

Judges, by party of appointing president

Sources: Federal Judicial Center; Administrative Office of the U.S. Courts

Wheeler, a Brookings Institution fellow who tracks judicial nominations.

Federal judges have discretion on when to retire. Older Democratic appointees are

largely staying put for now, limiting the places where the president can make changes, Mr. Wheeler said.

Mr. Trump's biggest victory has come at the Supreme

Court, where the installation of Justices Neil Gorsuch and Brett Kavanaugh cemented the strongest conservative majority in decades. But much of the Senate's work has been on judges one level down, on the federal appeals courts.

While judges' rulings cannot always be predicted by the president who appointed them, a preponderance of conservative or liberal appointees on a court can determine the direction of its jurisprudence.

The president has installed 29 judges on appeals courts, which have the final word in most federal litigation, since the Supreme Court reviews only a fraction of their decisions. By contrast, President Obama saw 15 judges confirmed to those courts in his first two years. He eventually placed 48 judges on the regional courts, but it took him eight years to do it.

Circuit court nominations have grown more contentious in recent decades, and the escalating tensions make Mr. Trump's success all the more

notable, though it has taken an exercise in partisan power to get there.

Senate Democrats during the Obama years took steps to make it harder for the GOP minority to block his nominees. Republicans, once they took control of the Senate, upped the ante, putting the brakes on the confirmation process at the end of the Obama administration and hitting the accelerator after Mr. Trump won.

Over Democratic objections, Senate Judiciary Chairman Chuck Grassley (R., Iowa) has scheduled confirmation hearings even when a nominee faces opposition from home-state senators.

In recent days Mr. Grassley held two sets of hearings while the Senate was in recess; Democrats boycotted them, saying the move was unprecedented ahead of an election. A Grassley spokesman said Democrats had consented to the hearing schedule knowing the chamber might be in recess.

During one of those hear-

ings Wednesday, two Trump nominees for the liberal-leaning Ninth U.S. Circuit Court of Appeals faced questions from a single senator, Republican Mike Crapo of Idaho, a process that lasted roughly 15 minutes.

Sen. Patty Murray (D., Wash.) tweeted a photo of the room with nearly all senators' seats empty, calling it a "sham hearing."

Senate Majority Leader Mitch McConnell (R., Ky.) has made judicial nominations a priority. When he threatened to cancel the recess to force additional votes, Senate Minority Leader Chuck Schumer (D., N.Y.) agreed to final votes on 15 nominees—three appeals court judges and 12 for the less-contentious trial courts—so Democrats could return home to campaign.

Republicans signaled more nominees are likely to receive votes in the lame-duck session. "We're going to do everything we can to get you through before the end of this year," Sen. Orrin Hatch (R., Utah) told nominees Wednesday.

U.S. WATCH

VIRGINIA

University Bans 10 White Nationalists

The University of Virginia on Friday said it banned 10 white nationalists for their actions during a torch-lit campus demonstration that turned violent last year.

The no-trespass warnings were issued to people law enforcement identified "as either committing or conspiring with others to carry out acts of violence," Assistant Vice President and Chief of Police Tommie S. Sutton said. The university drew a distinction between free speech and "conduct that is aimed to intimidate others and promote violence."

Hundreds of white nationalists descended on Charlottesville Aug. 11-12, 2017, in part to protest the planned removal of a statue of Confederate Gen. Robert E. Lee.

—Associated Press

CALIFORNIA

Net-Neutrality Law Will Be Delayed

California Attorney General Xavier Becerra says he won't enforce the nation's toughest state-level net-neutrality law when it takes effect in January.

Mr. Becerra agreed Friday with lawyers challenging the law that the state should wait for the outcome of a separate lawsuit looking to overturn the Federal Communications Commission's decision to throw out national net-neutrality standards.

The California law was celebrated nationally by advocates looking to preserve rules preventing internet companies from speeding or slowing certain content online. It mimicked federal rules adopted by the Obama administration and then rolled back.

WASHINGTON, D.C.

Matthew Shepard's Ashes Laid to Rest

The ashes of Matthew Shepard, whose 1998 killing became a rallying cry for the gay-rights movement, have been laid to rest in Washington National Cathedral.

More than 2,000 people gathered at the cathedral on Friday to honor the memory of Mr. Shepard, a 21-year-old gay man. His ashes had been kept by his family in Wyoming, where the college student was killed. The homily was given by the Rev. V. Gene Robinson, the first openly gay bishop in the Episcopal Church.

Mr. Shepard's murder, at the hands of two roofing workers who authorities say targeted him because he was gay, drew attention to the violence endured by LGBTQ people across the U.S.

—Associated Press



COMMEMORATION: About 2,000 people gathered Friday at the Washington National Cathedral to celebrate the life of Matthew Shepard, a symbol of the LGBTQ movement, and inter his ashes.

CAROLYN KASTER/ASSOCIATED PRESS

HARD WORK

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OBITUARIES

EARL BAKKEN
1924 — 2018

Founder Started Medtronic As a Local Repair Shop

By JAMES R. HAGERTY

In the mid-1950s, heart pacemakers were bulky devices that had to be wheeled around on carts and plugged into a wall socket. A heart surgeon in Minneapolis asked Earl Bakken if he could make something better. After consulting a back issue of Popular Electronics, Mr. Bakken within a few weeks fashioned a wearable pacemaker powered by a battery.

Though he didn't realize it at the time, Mr. Bakken had finally stumbled onto a winning product for Medtronic, the company he co-founded in 1949 with the modest aim of repairing medical equipment. His timing was good: The development of transistors and new plastics was making possible devices that would soon extend and improve millions of lives.

Today Medtronic PLC has a market value of about \$125 billion. Based in Dublin since its 2015 takeover of Covidien, Medtronic is one of the world's largest medical-technology companies.

Mr. Bakken, who died Oct. 21 at the age of 94, had no inkling he was creating anything more than a local repair shop when he and a brother-in-law, Palmer Hermundslie, set up Medtronic. "We didn't analyze or study the market," he wrote in "One Man's Full Life," a 1999 memoir. "We just did it."

Medtronic's inventions eventually sustained him physically as well as financially. "I'm on my second pacemaker, and I'm on about my third or fourth insulin pump," he told the St. Paul Pioneer Press in 2010. "So I'm glad I invented the company, or I wouldn't be sitting here."

Earl Elmer Bakken was born Jan. 10, 1924, and grew up in the Minneapolis suburb of Columbia Heights. His father was a clerk at a farm-equipment company. His mother served as secretary at the Lutheran



church the family attended.

As a teenager, Earl took radios apart and put them back together. He built a robot that could smoke cigarettes, a "kiss-o-meter" to measure the emotional content of a kiss and a Taser-like stun gun to ward off bullies. His mother helped him find cast-off vacuum tubes, switches and copper wire to animate his inventions.

"My abiding interest was electricity," he wrote later. His favorite movie was "Frankenstein," about a creature brought to life by an electrical jolt.

After high school, he enlisted in the Army Signal Corps and became a radar instructor in Boca Raton, Fla., during World War II. He then used the G.I. Bill to attend the University of Minnesota and earn a bachelor's degree in electrical engineering.

Noting his talents, university medical personnel sometimes asked Mr. Bakken to fix their equipment. He noticed that few hospitals had technical staffs to maintain their electrical gear. A chat with his brother-in-law, Mr. Hermundslie, prompted them to fill that niche by setting up a re-

pair shop inside a garage.

At first, business was so slow that Mr. Bakken sometimes repaired TV sets when there was no medical equipment to be fixed. The company lost money for years. "Not knowing any better, we persisted," Mr. Bakken wrote later.

In 1957, a power outage was blamed for the death of a baby dependent on a plug-in pacemaker. A University of Minnesota heart surgeon, Dr. C. Walton Lillehei, asked for alternative technology.

Mr. Bakken found a design for an electronic metronome in Popular Electronics and used that as the model for a circuit. He housed the circuitry in a metal box small enough to be taped to a patient's chest.

After a successful test on a dog, Dr. Lillehei began using the device. Articles he wrote about it created a stir, and soon Medtronic was receiving orders from around the world.

In 1960, the company began work on implantable pacemakers, which became the main driver of growth for Medtronic.

After retiring as chairman in 1989, he and his second wife, Doris, settled on Hawaii's Big Island. He helped develop the North Hawaii Community Hospital. The rural hospital, opened in 1996, features natural light and lively colors.

Mr. Bakken argued that hospitals needed to cater to "the relationship between the patient's mind, body and spirit in the healing process." It wasn't all about medical technology, he said.

His survivors include his wife, a sister, four children and eleven grandchildren. His first marriage ended in divorce, blamed by Mr. Bakken on his preoccupation with Medtronic and his heavy travel schedule.

◆ Read a collection of in-depth profiles at WSJ.com/Obituaries



THE ART OF DINING LAP OVER EDGE BY TIFFANY

Coveted pattern. Legendary maker. Timeless style. Crafted by the imitable Tiffany & Co., this incredible 24-piece Lap Over Edge silver dessert service represents one of the firm's greatest accomplishments. The opulent, yet naturalistic flatware incorporates Japanese motifs such as plants, flowers, insects, and animals. What truly sets this pattern apart is that every piece was decorated entirely by hand, meaning that no two pieces were ever exactly alike. Marked "TIFFANY & Co. / STERLING / M." Circa 1880-1891. Case: 27³/₄"w x 18¹/₂"d x 5³/₈"h. #29-4928

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WANDA FERRAGAMO
1921 — 2018

Design Firm Expanded Globally Under Widow

When the Italian shoe designer Salvatore Ferragamo died of liver cancer in 1960, his widow, Wanda, was left with six children, the youngest of whom was 2 years old. "I was depressed, on the verge of a nervous breakdown," she later told Women's Wear Daily. Then, after a brief vacation, she felt a surge of "energy like a lion."

Ms. Ferragamo, then 38, installed herself in her late husband's desk at the company's 13th-century palace in Florence and took charge. One by one her children joined her at the firm. They extended **Salvatore Ferragamo** SpA from its base in luxury shoes into handbags, clothing, fragrances and jewelry.

"Everyone was surprised" by her decision to run the company, she told People magazine in 1983, "but I realized it was no use to be alone crying about my destiny."

The manufacturing and retailing company, which went public in 2011, last year recorded revenue of €1.39 billion (\$1.58 billion), about 45% of which came from Japan and elsewhere in the Asia-Pacific region.

Seeking to avert family conflicts, Ms. Ferragamo initially paid each child the same salary and refused to hire in-laws. She avoided breakneck growth and fashion extremes.

Ms. Ferragamo died Oct. 19 at her home in Fiesole, near Florence. She was 96.

—James R. Hagerty

TOM JAGO
1925 — 2018

Executive Placed Bet On Baileys Irish Cream

Tom Jago, a product-development executive at International Distillers & Vintners, in 1973 was looking for a new drink to be produced by the London-based company's Irish arm. He asked two consultants to brainstorm.

The consultants, David Gluckman and Hugh Seymour-Davies, bantering one morning in their office in London's Soho district, came up with the idea of blending cream into Irish whiskey. They rushed out to buy whiskey and cream, returned to the office and mixed the concoction. The taste was "bloody awful," Mr. Gluckman recalled later. A dash of sugar and chocolate powder improved it.

Presented with this liquid dessert, Mr. Jago immediately ap-

proved. He liked the idea of an alcoholic drink for people who didn't like the taste of alcohol. Relying more on a hunch than research, he sold the idea to skeptical colleagues. It became Baileys Irish Cream. Now owned by **Diageo** PLC, the brand is the world's top-selling liqueur.

Mr. Jago later worked for Moët-Hennessy SA, United Distillers Group and Seagram Co. He helped develop Malibu rum, Piat d'Or wines and Johnnie Walker Blue Label scotch. He liked a glass of scotch at 6 p.m. On the rare occasions when he had an after-dinner drink, it tended to be port, not Baileys.

Mr. Jago died Oct. 12 in London. He was 93.

—James R. Hagerty



Elon Musk, Tesla's founder and chief executive officer, speaking at a press conference in Hawthorne, Calif., in September.

July 2017 and Tesla finally reached the long-promised goal of making 5,000 of the vehicles in a single week during the last seven days of June 2018.

The company aimed to build on that pace but ultimately averaged 4,300 Model 3s a week, excluding planned downtime, during this year's third quarter. It said it built more than 5,300 of the cars during the final week of the period.

Though Tesla shares have surged this week on its profit picture, they still are down roughly 17% since a high in June 2017.

The SEC isn't involved in the investigation into production issues at Tesla, people familiar with the matter said.

The SEC settlement related to a statement by Mr. Musk through his Twitter account on Aug. 7 that he had "funding secured" to take Tesla private. The SEC alleged that the tweet by Mr. Musk was "false and misleading."

Under the settlement, Mr. Musk and the company agreed to pay a total of \$40 million in fines and to remove Mr. Musk from his role as chairman of the board, without admitting or denying wrongdoing.

The Justice Department and SEC often coordinate investigative efforts, but the SEC's recent civil action over Mr. Musk's tweet on taking the company private didn't address questions about Model 3 production disclosures.

Tesla Faces Criminal Probe

Continued from Page One
Model 3 ramp" earlier this year and was "cooperative in responding to it." The company said it hasn't received any subpoenas or further requests from the agency.

Tesla added that it has been "transparent about how difficult" Model 3 production would be, and that "it took us six months longer than we expected to meet our 5,000 unit per week guidance."

The Justice Department and SEC declined to comment.

On Wednesday, Tesla reported record quarterly profit as increased output of its Model 3s ended seven quarters of losses for the electric-car maker. The third-quarter results, which buoyed Tesla's stock, followed a series of production delays. Mr. Musk is betting that the Model 3 can transform the company from a niche luxury brand into a legitimate rival against the world's largest auto makers.

In recent weeks, FBI agents have contacted former Tesla employees asking them for testimony in the criminal case. The former employees received subpoenas earlier in the probe, and FBI agents recently have sought to interview a number of them, the people said.

In February 2017, after reporting fourth-quarter 2016 results, Tesla laid out an aggressive production plan to bring out the Model 3, with plans to ramp up to 5,000 vehicles a week in the fourth quarter of that year.

On a conference call that month with analysts, Mr. Musk said he was pushing suppliers to be ready for a weekly run rate of 1,000 vehicles in July, 2,000 in August and 4,000 in September.

A few months later, in July, Mr. Musk sounded confident that Tesla would be producing 20,000 Model 3s a month in December 2017, in line with his previous pledge of having 5,000 vehicles a week by year's end.

Model 3s began assembly in

WORLD NEWS

Turkey Presses Saudi Arabia Over Killing

Erdogan goads Riyadh as prosecutors from both nations prepare to meet this weekend

BY SUNE ENGEL RASMUSSEN

ISTANBUL—Turkish President Recep Tayyip Erdogan raised pressure on Saudi Arabia by suggesting he had more evidence to release over the killing of journalist Jamal Khashoggi, as he announced the Saudi chief prosecutor would meet Turkish officials here this weekend.

In an address to his Justice and Development Party in Ankara, Mr. Erdogan made another attempt to push Saudi Arabia for a credible explanation of what happened to Mr. Khashoggi, who was killed after entering the Saudi consulate in Istanbul on Oct. 2.

Mr. Erdogan urged Saudi Arabia to reveal the location of Mr. Khashoggi's body and to turn over suspects in the case to Turkey for prosecution. He said he would reveal more evidence about the case at a later time, suggesting the nearly monthlong campaign of leaks to the Turkish media would continue.

"It is not like we do not

have more information and evidence...but there is no need to rush. First, Saudi officials will reveal who killed Khashoggi," Mr. Erdogan said. "It is crystal clear that he is murdered but where is the body? You have to show it."

Mr. Erdogan has led a pressure campaign against Saudi Arabia, Turkey's biggest regional rival, since the disappearance of Mr. Khashoggi. The journalist was once a royal insider who later wrote critically about the Saudi government and its day-to-day ruler, Crown Prince Mohammed bin Salman.

As evidence in the case has leaked, chipping away at the credibility of the Saudi explanations, the kingdom's narrative has gradually moved closer in alignment to that of Turkish authorities. Riyadh first said Mr. Khashoggi left the consulate building unharmed, and then said he was killed accidentally in a fight with Saudi operatives. On Thursday, Saudi officials said his killing appeared to be premeditated.

Mr. Erdogan spoke on the phone with Prince Mohammed on Wednesday for the first time since Mr. Khashoggi's death. The president said he had told Prince



Turkish President Erdogan urged Riyadh to say who killed a journalist.

"You know how to make them talk," Mr. Erdogan said he had told the king and the crown prince. "If you cannot, deliver them to us and we will try them."

On Friday, the office of Istanbul's chief prosecutor requested the extradition of the 18 detained men from Saudi Arabia ahead of his planned weekend meeting with the Saudi chief prosecutor Sheikh Saud Al-Muajab.

"Jamal Khashoggi was murdered in Turkey by Saudi nationals who traveled to Turkey for this specific purpose," a senior Turkish official said. "It is clear that the judicial system in Turkey is better equipped to genuinely serve the cause of justice in this case."

Saudi officials haven't indicated that they will extradite the suspects. Prince Mohammed has vowed to bring them to justice and cooperate with Turkish authorities.

Saudi explanations for Mr. Khashoggi's death have drawn widespread skepticism from world leaders, including President Trump, who told The Wall Street Journal this week that he didn't rule out Prince Mohammed's possible involvement in the operation. "He's running things and so if

anybody were going to be in, it would be him," he said.

Central Intelligence Agency Director Gina Haspel on Thursday briefed Mr. Trump on her trip to Turkey earlier in the week to review evidence, including what Turkish officials say is an audio recording of Mr. Khashoggi's murder and dismemberment.

In his first public comments about the killing on Wednesday, Prince Mohammed called it a "hideous incident" and vowed that the perpetrators would be brought to justice, promising full cooperation with Turkish authorities.

The Saudis on Thursday declined to grant access to a well at the Istanbul consulate that had become a focal point for Turkish investigators, according to Turkish state media. Turkish investigators have taken a water sample from the sewage system connected to the consulate, state media said.

Mr. Erdogan on Friday demanded to know the identity of a "local collaborator" who Saudi investigators say helped dispose of Mr. Khashoggi's body.

"Who is the local collaborator? You have to explain that," Mr. Erdogan said.

Woman Who Insulted Islam Loses in Europe Court

BY BOJAN PANCEVSKI

Europe's highest human rights court ruled on Friday that disparagement of religious doctrines such as insulting the Prophet Muhammad isn't protected by freedom of expression and can be prosecuted.

The European Court of Human Rights upheld a 2011 verdict by an Austrian court that sentenced an unnamed woman to pay a fine for alleging that the figurehead of Islam had pedophilia tendencies.

The woman was originally convicted under Austria's law

against disparaging religious doctrines for referring to the marriage between the Prophet and a six-year-old, Aisha, as "pedophilia" at a 2009 seminar, which was sponsored by the right-wing Freedom Party and entitled "Basic Information About Islam."

She appealed the verdict to the Strasbourg-based ECHR, a supranational court that hears human-rights appeals from citizens of 47 European countries, saying she aimed to contribute to a public debate.

The ECHR said it rejected her appeal after finding that

the Austrian courts "carefully balanced her right to freedom of expression with the right of others to have their religious feelings protected, and served the legitimate aim of preserving religious peace in Austria."

The verdict comes amid heightened tensions in Europe over the role of Islam in Western societies. A surge of anti-Islam groups fueled by an anti-immigration backlash is upending politics across the continent.

According to Islamic teaching, Aisha was one of Muhammad's wives. The ECHR quoted

the woman whose sentence it upheld as having said that the Prophet "liked to do it with children." The court further cited her as saying: "A 56-year-old and a six-year-old?...What do we call it, if it is not pedophilia?"

Such statements went beyond the permissible limits of an objective debate and could constitute an "abusive attack on the Prophet of Islam" which could "stir up prejudice and threaten religious peace," the ECHR found.

A panel of seven judges from Germany, France, Ireland,

Latvia, Azerbaijan and Georgia ruled unanimously on the case. They said the woman failed to inform her audience of the historical background.

In accusing Muhammad of "primary sexual interest in children's bodies," the woman disregarded that the marriage had continued until the Prophet's death, when Aisha turned 18—effectually ruling that a child marriage need not be motivated by pedophilia, the Austrian court found.

Her comments "could only be understood as having been aimed at demonstrating that

Muhammad was not worthy of worship," the ECHR said.

The woman will have to pay a fine of €480 (\$612) and cover the costs of her trial.

The ECHR has a history on ruling on sensitive issues related to Islam, often upholding measures that contradict Islamic practices.

In 2014 and 2017, the court upheld French and Belgian bans of burqas and other Islamic garments that fully cover women's faces. In 2017, it endorsed a Swiss decision that Muslim schoolgirls had to take compulsory swimming classes.

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WORLD NEWS



Raqqa's civil-defense crew prays over bodies as they prepare to rebury them. Below, 'the abyss,' a gorge where Islamic State militants deposited some of their victims.

To Rebuild, Syrian City Reburies

BY RAJA ABDULRAHIM

RAQQA, Syria—By 11 a.m., eight blue body bags had been laid out on the concrete. Their contents had been dug up by hand from row after row of mostly anonymous corpses hastily buried in a public park.

Donning surgical masks, a squirt of pink disinfectant on their hands, and plastic gloves, the men of Raqqa's civil-defense team returned to the trench. They balanced on the slippery edge in work boots or running shoes and resumed their work: another day of digging through Panorama Park, a makeshift cemetery that filled as the U.S.-backed coalition fought last year to capture the de facto capital of Islamic State's self-declared caliphate.

First they pulled out a man's bottom half. His thick belt and cargo pants suggested he was a fighter, most likely from Islamic State. His torso followed. And then, finally, his skull.

"In some of the graves we find three or four people buried on top of each other," said Hassan Muhammad, a former interior decorator and house painter, taking a break from the sun in the shade of a dry fountain in the shape of a large, red flower. "Pressed together because it was done in such a rush."

The workers' navy blue uniforms read "first response team" on the back, but their work has made them more gravediggers and pallbearers for many small, hurried funerals that mark the end of years of conflict and tyranny in this one city.

The mission of the team, overseen by the Raqqa city council and paid with foreign funding, is to collect and account for the bodies. It is a basic step in an effort to get the city, now run by U.S.-backed Kurdish-led forces, functioning again. Some neighborhoods



still have bodies beneath rubble. Other parks have also become graveyards.

One year since Islamic State was driven from Raqqa, there is still no reckoning for how many people died during the group's reign here and during the four-month U.S.-led coalition battle to capture the city. But just as work to exhume and identify bodies continues slowly, so does a partial return to the routine for residents of Raqqa, where 300,000 lived before the Syrian conflict began. There is no large-scale reconstruction here, only signs of piecemeal progress.

Civil defense teams have recovered more than 2,500 bodies in Raqqa and its surrounding countryside, many of them civilians killed by either side during the battle for the city. About 2,000 of them haven't been identified.

The effort under way inside the city only hints at the daunting scale of work to be done beyond Raqqa, as Islamic State's caliphate once extended

across large parts of Syria and Iraq, and the parallel Syrian civil war has left much of the country in ruins.

The workers say Islamic State threw many bodies, likely including hundreds of people it executed, into a gorge north of Raqqa that people call "the abyss." The steep-walled chasm

A year after Islamic State's exit, workers in Raqqa are digging up a mass grave

culminates in a deep hole. Locals warn visitors not to get too close or the hole may pull them in.

Before Panorama Park was turned into a graveyard, it was once used by Raqqa's families to picnic and smoke hookah pipes. At the start of the coalition's offensive to capture the city, the road to the city's cem-

etary had become too dangerous—forcing people to find an alternative burial ground for a growing body count. Parks, and even the zoo, became makeshift cemeteries.

In Raqqa, like much of the country, war has forced many things to be repurposed. "This was once a nice place to sit," said Hamza Amawi, a former tailor, who used to come to Panorama Park with his family.

The recovery team estimates 1,500 bodies could be buried in the park, an area somewhat larger than a football field.

Today, a coroner—a former bus driver who worked in Saudi Arabia and has no medical training—stands above the newly exhumed body and makes note of details that could indicate an identity: the belt; the pants; the silver teeth.

The coroner's written notes are archived because the body will soon be returned to the earth. Raqqa lacks a morgue, in part because the city lacks enough electricity to power the

refrigeration needed to preserve bodies.

Resident Hussein al-Muhammad, dressed in a tattered purple T-shirt, sweatpants and dusty sandals, walked into the park and approached the men as they laid out their ninth body bag of the day.

"How much do you charge?" he asked.

The men assured him that they exhume bodies and rebury them in the cemetery free of charge.

Mr. al-Muhammad said he lost five or six family members when their home was hit by a coalition airstrike.

The U.S.-led coalition says 104 civilians were killed during the offensive—an estimate far lower than those of human rights groups. The coalition is still analyzing cases, said a spokesman. He couldn't confirm, with the information available, what happened to Mr. al-Muhammad's family.

After the ninth body was exhumed, the recovery team waited for people with missing relatives to come examine and identify the day's disinterred. Two of the victims were infants.

When no one else strolled into the park to peek at the bodies, the men loaded the bags into the back of a minibus and headed to the cemetery.

As their day ends, the men perform the Islamic prayer for the dead and return the nine bodies to the earth—still anonymous but in a more appropriate resting spot. Each blue body bag is slipped into another mass grave, nestled tightly together to make room for those who will join them in the days to come.

There are no gravestones or even markers, just a quickly scribbled notation on each bag with the same bleak description of where they were discovered and when: Unknown man. Panorama. Oct. 9, 2018.

Netanyahu Pays Visit To Leader Of Oman

BY FELICIA SCHWARTZ

TEL AVIV—Israeli Prime Minister Benjamin Netanyahu made a surprise visit to meet Oman's ruler this week to discuss regional issues, the first official summit between the leaders and a sign of improving relations between Israel and the Arab Gulf states.

Mr. Netanyahu returned from Oman on Friday after meeting Sultan Qaboos bin Said Al Said, the Israeli leader's office said. He was accompanied by his wife, Sara, and senior Israeli officials, including the head of the country's spy agency, Yossi Cohen. A statement released by Oman said the meeting between the two leaders took place Thursday.

Israel has no formal diplomatic relations with Oman or its Arab Gulf neighbors. But boosting ties, particularly on the basis of a shared interest in countering regional rival Iran, has been a priority for Mr. Netanyahu.

Israel shares some intelligence information with Arab Gulf countries, including Saudi Arabia and the U.A.E., according to current and former American and Israeli officials. But cooperation has remained tacit absent a resolution to the decadeslong conflict between Israelis and Palestinians.

Mr. Netanyahu's office said the visit is a significant step toward his goal "of deepening relations with the states of the region while leveraging Israel's advantages in security, technology and economic matters."

The Trump administration welcomed the visit and described it as useful to its effort to bring about peace.

"This is a helpful step for our peace efforts & essential to create an atmosphere of stability, security & prosperity between Israelis, Palestinians & their neighbors" Jason Greenblatt, a member of Mr. Trump's peace team, said on Twitter on Friday. Mr. Greenblatt is expected to visit Israel next week for consultations.

The Netanyahu visit reflected growing ties between Israel and its neighbors that Washington and Israel hope will become more public.

Oman has long served as a bridge between countries in the region, including as a back channel between the U.S. and Iran ahead of talks that led to the 2015 nuclear deal.

Mr. Netanyahu's visit to Oman comes after Palestinian Authority President Mahmoud Abbas earlier this week also visited Oman at Sultan Qaboos's request, according to the Palestine News Agency.

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ASIA

China and Japan Push for Free Trade

The leaders of China and Japan said Friday they would work together as defenders of free trade, moving ahead with warming ties as both face tough trade fights with President Trump.

Prime Minister Shinzo Abe, making the first formal visit by a Japanese leader to China in seven years, was careful not to criticize Mr. Trump directly and echoed some of the U.S. president's concerns about China's state-led economic model when meeting Chinese President Xi Jinping.

Messrs. Xi and Abe mostly found common ground on trade. The Japanese leader told Mr. Xi that it was important to defend the free-trading system, said a Japanese government spokesman. Mr. Xi agreed and said both sides should defend multilateralism and promote an open global economy, Chinese state media said.

—WSJ Staff

GAZA STRIP

Israelis, Palestinians Launch Attacks

Israeli aircraft struck several militant sites across the Gaza Strip early Saturday shortly after militants fired rockets into southern Israel, the Israeli military said.

Israel's chief of staff, Lt. Gen. Gadi Eisenkot, conducted situational assessment while the air-strikes and barrages of rockets

continued, the army added without elaborating.

The cross-border violence came hours after Israeli forces shot and killed four Palestinians protesting along the perimeter fence dividing the Hamas-ruled Gaza and Israel.

In a rare statement implicitly claiming responsibility for the rocket fire, the smaller Islamic Jihad group said it always has exercised restraint, but it "can no longer stand idle before the continued killing of innocents and bloodshed by the Israeli occupation."

There was no word on injuries as a result of the rockets and airstrikes.

—Associated Press

JORDAN

Toll Rises to 21 After Deadly Flash Flood

The death toll from flash floods near Jordan's shore of the Dead Sea rose to 21 on Friday, in what Civil Defense officials said was one of the deadliest incidents in the kingdom involving schoolchildren.

The search for survivors continued after daybreak, with helicopters and teams with sniffer dogs scouring the rocky slopes near the Dead Sea in the Jordan Valley. The body of a 12-year-old girl was found early Friday, said the director general of the Civil Defense, Mustafa al-Basaiyah. By late Friday, one person was still feared missing.

Thirteen of the dead and 26 of about three dozen people injured in Thursday's flash floods were middle-school children, officials said.

The incident began early Thursday afternoon when 37 students from an Amman private school, along with seven adult chaperones, as well as other visitors, were taking a break at hot springs several kilometers from the Dead Sea shores. Sudden heavy rains sent flash floods surging toward them from higher ground, sweeping them away, some as far as the Dead Sea, officials said. Israel's military said it dispatched a rescue team at the request of the Jordanian government.

—Associated Press



Jordanian rescuers searched for survivors of flash floods in the vicinity of the Dead Sea on Friday.

OMAR AKOUR/ASSOCIATED PRESS

WORLD NEWS

Brazil Election Points to Rightward Shift

By SAMANTHA PEARSON
AND LUCIANA MAGALHÃES

SÃO PAULO—Jair Bolsonaro, a combative ex-army captain, is projected to win Brazil's presidency by a large margin on Sunday, joining the growing ranks of populists across the world and shifting Latin America's largest economy sharply to the right.

Polls show Mr. Bolsonaro winning nearly 60% of Sunday's runoff vote against Fernando Haddad of the leftist Workers' Party, the stand-in candidate for former President Luiz Inácio Lula da Silva, who was jailed this year for corruption.

That would give the nationalist, long considered a sideshow in Brazilian politics, one of the biggest wins for any president since the country returned to democracy three decades ago.

"We are the majority, we are the real Brazil, and together we will build a new nation," the 63-year-old bellowed to supporters in a recent video address from his Rio de Janeiro home, where he is recovering from an assassination attempt early in the campaign.

The blunt military man had just one message for his archenemy Mr. da Silva, a former political prisoner under the 1964-85 dictatorship that Mr. Bolsonaro served. "You will rot in jail!"

Mr. Bolsonaro has stunned opponents and political pundits over recent months by luring voters across class, racial and geographical divides.

Mr. Bolsonaro promises to restore order in a country riddled with crime and corruption, return the moribund economy to growth, and revive traditional family values in a society



Ex-army captain Jair Bolsonaro

increasingly guided by evangelical Christianity.

But 30% of his supporters say they will vote for him simply to try something new, according to a survey last week by pollster Datafolha.

Despite representing Rio de Janeiro as a congressman for 27 years after leaving the army, Mr. Bolsonaro has positioned himself as an outsider to Brazil's despised political establishment.

Traditional parties aren't only out of touch, voters say, but they also have been stealing from the electorate for more than a decade, according to the findings of the vast Car Wash corruption investigation, lavishing taxpayers' money on everything from yachts to emerald sculptures.

Voters are so angry at the Workers' Party, which also oversaw Brazil's deepest recession from 2014-16, that some have taken to referring to Mr. Bolsonaro as the best available "pesticide" or "chemotherapy" Brazil now has to protect itself from the party's return.

Mr. Bolsonaro's likely victory Sunday would mark the rupture of a party system that was established after the return to civilian rule in the mid-1980s. It would be the first time since 1989 that neither the Workers' Party nor

Brazil's other political heavyweight, the centrist PSD, has won the presidency.

Campaigning largely via social media, Mr. Bolsonaro is running for the once-tiny conservative PSL party, which had only 8 seats in Brazil's 513-seat lower house of Congress before the first-round vote on Oct. 7, when 52 federal deputies swept to victory.

But, globally, Mr. Bolsonaro's rise follows a now-familiar model of populist nationalism in countries such as Hungary and Turkey, independent of party ideology. Leftist Andrés Manuel López Obrador also upended Mexico's political status quo in July with a similar pledge to tackle crime and corruption.

Running under the slogan "Brazil above everything, and God above all," Mr. Bolsonaro prefers comparisons with President Trump. "He wants to

make America great, I want to make Brazil great," Mr. Bolsonaro said in a recent diatribe against the media, complaining about being a victim of a torrent of "fake news."

Mr. Bolsonaro's critics fear his government may have more in common with Philippine strongman Rodrigo Duterte, whose ruthless war on drugs has killed thousands. Mr. Bolsonaro promises to make it easier for civilians to buy guns for self-defense and for police to kill suspected criminals.

Professing to knowing nothing about economics, he has handed over control of the finance ministry to Paulo Guedes, a University of Chicago-trained economist who promises to cut Brazil's bulging public debt by 20% via a series of privatizations, simplify the Byzantine tax system, and shrink generous pension benefits.

On Caravan Trail, Grueling Heat, Rains Take a Toll

By JOSÉ DE CÓRDOBA
AND JUAN MONTES

PIJIJIAPAN, Mexico—On a recent afternoon, Jorge del Cid pushed a stroller, where his exhausted 6-year-old son Gabriel slept, along a narrow strip of highway he hopes will take them to the U.S., more than 1,000 miles away.

He is one of thousands of Central American migrants who are enduring enormous hardship—armed with little more than their faith in God—as they march along Highway 200 in southern Mexico.

By day, they sometimes walk more than 25 miles under a tropical sun. By night, they endure torrential rains under tarps, leaving many soaking wet. Some give up each day and ask authorities to return them to Honduras, whittling down a caravan that peaked at about 7,000 people.

Mr. del Cid, a skinny Honduran construction worker in a straw hat, estimates he has pushed the stroller 500 miles since leaving his hometown of San Pedro Sula. Because his son is with him, he says, he expects U.S. authorities to let him into the country, where he hopes to find a good paying job.

"I'm a single dad, and he's lived with me all his life," says Mr. del Cid, referring to his son. He has a sister in Santa Ana, Calif., he says, who will help them.

"God willing, everything will turn out all right," he says, as he resumed his walk down the highway near Mexico's southern Pacific coast,

The road is crowded with all kinds of people: an old man wearing a urostomy bag, parents pushing strollers or carrying children, recent deportees from the U.S., pregnant women, a three-person entourage of clowns, groups of young men.

The migrant caravan has gone an average of 43 miles a day since it left San Pedro Sula on Oct. 12. It is about 2,800 miles from San Pedro Sula to Tijuana, the caravan's stated destination, on the California border—the distance from San Francisco to New York City.

Brenda Chirinos, 37, left home in the Honduran capital of Tegucigalpa with a blue backpack stuffed with two pants, three T-shirts, some underwear and a small bag with a deodorant, toothbrush, comb and soap.

"I wash the underwear every two days," she says. Migrants use fountains at the towns they camp in to wash. Their clothes are left to dry out in the open.

It is a grueling daily routine, and many migrants, particularly those with small children, can't stand the pace. Many drop out and seek help from authorities to take them back to Honduras, where most came from. The Mexican government said late Wednesday there are 3,630 people in the caravan, although local mayors put the number as high as 6,000.

In the southern town of Huixtla on Tuesday, some 200 migrants asked Mexican authorities for help getting back



Migrants boarding a truck, above, near Pijijiapan, on Friday, and walking on a road in Ciudad Hidalgo. The heat has left some exhausted.



home. "I miss my two kids," said Orlando González, a farmworker, who left two sons, ages 6 and 4. "I came for them, but I need them too much." Another 80 dropped

out of the caravan the next day after a night of torrential rains in the town of Mapastepec, Mayor Karla Valdenegro said.

Pablo Ballesteros, a member of People Without Frontiers, the

advocacy group coordinating the march, said its path would be determined depending on which towns would provide shelter and assistance. "If you have children, it's very tough," said Mr. Ballesteros. "There are many who won't make it."

Migrants have received aid from the Catholic church, which has organized food and medical care at every town the migrants have stopped at. At the entrance of villages along the route, churches put out tables where volunteers hand out everything from bottles and plastic bags full of water, to baby food and lunches of tacos, rice and beans.

At the kiosk of Huixtla's central square, volunteers from the Church of the Nazarene offered food and medical help. A short

distance away, people lined up to eat tacos provided by the municipal government.

Taking a rest by the side of the road leading to Pijijiapan, José Martínez, an unemployed transport company clerk, said he was making the journey with his daughter, her husband and their 2-year-old son, Fabián.

"You sleep on the floor, you take turns sleeping to make sure nothing bad happens, and we take turns carrying our grandson," he said.

Early Friday morning, the migrants started streaming out of Pijijiapan to begin the next stretch of their journey, to the town of Arriaga, 63 miles away. Ronald Gomez, 21, hopes to reach the U.S. and work as an electrician or barber. "God willing, it's my dream," he said.

China Puts Yuan Skeptics on Notice

By SAUMYA VAISHAMPAYAN
AND BEN EISEN

A top Chinese policy maker warned investors to stop betting against the country's currency Friday, boosting the yuan after it had fallen to nearly its weakest level in a decade.

"For forces that try to short renminbi, we fought hand to hand a few years ago, and we are very familiar with each other," said Pan Gongsheng, a vice governor of the People's Bank of China, at a briefing on Friday. "I think it's still fresh in both of our memories."

After a nearly 7% selloff this year, the yuan is at the brink of hitting 7 per dollar—a closely watched threshold that could trigger further selling if

Chinese businesses and individuals decide that means they need to expatriate capital before any further decline. The yuan last traded weaker than 7 per dollar in May 2008 in the onshore market; offshore trading was introduced in 2010.

The comments from Mr. Pan, who is also the head of the country's foreign-exchange regulator, were the latest sign Beijing is growing concerned, more than three years after a bout of depreciation sparked global market havoc.

China has made it more expensive for traders to place bets against the currency and tweaked the mechanism for setting its official daily trading range—efforts aimed at reining in the yuan's tumble.

In the tightly controlled onshore market, the Chinese currency fell as low as 6.9647 per dollar on Friday—0.03% away from its lowest level in a decade.

It later recovered from its 0.2% drop to end roughly flat after Mr. Pan's news conference, in which he also said the central bank wouldn't engage in competitive depreciation and that it would continue to take steps to stabilize expectations for the yuan.

The U.S. dollar has rallied in 2018 against many currencies including the yuan.

China is dealing with other issues that have further fueled its currency's drop: chiefly, trade tensions with Washington and a slowdown in growth.

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BY UDITHA JAYASINGHE

COLOMBO, Sri Lanka—President Maithripala Sirisena late Friday removed his party from the ruling coalition and ousted the prime minister, appointing in his place the controversial former President Mahinda Rajapaksa and triggering a constitutional showdown.

The appointment of Mr. Rajapaksa brings back to power a leader who had pivoted the country toward China and was accused by opposition parties of corruption.

As of late Friday there was still debate on whether the president had the right to pick a new prime minister. The ousted prime minister, Ranil Wickremesinghe, said he wasn't leaving quietly as he was backed by enough members of Parliament to retain his position. "I will continue to function as prime minister. No one else can be appointed according to the constitution," he told reporters. "It is up to the Parliament now."

Mr. Wickremesinghe, in power since 2015, defeated a no-confidence motion in April

by 46 votes. His party has asked for a special vote.

"We have asked to convene the Parliament at least on Sunday to enable us to show majority and to end this crisis," said Finance and Mass Media Minister Mangala Samaraweera.

However, Dayasiri Jayasekera, a member of Parliament from Mr. Sirisena's Sri Lanka Freedom Party, said "the president believes that he has the numbers to hold Parliament."

Heavy security was in force Friday night at the Presidential Secretariat.

The coalition has been gridlocked over policy differences even as the country struggles with debt problems. It was formed by opposing political parties to oust the previous government led by Mr. Rajapaksa.

Mr. Rajapaksa was president for nine years and is credited with ending Sri Lanka's 27-year war with the separatist group Tamil Tigers in 2009. He also moved Sri Lanka closer to China and borrowed heavily from it to fund massive infrastructure programs.

FROM PAGE ONE

NBC Ends Megyn Kelly Show

Continued from Page One
their concerns. Al Roker, the jovial weatherman of NBC's "Today," was among the loudest voices saying her costume remarks were unacceptable, according to people familiar with the matter.

Ms. Kelly apologized, but the controversy didn't die. NBC News Chairman Andy Lack sharply criticized her at an internal town hall meeting, a move that infuriated Ms. Kelly, people close to her and the network said.

The uproar over the black-face comments proved to be the tipping point in Ms. Kelly's tumultuous relationship with NBC. The network said Friday it was canceling her 9 a.m. show. The two sides are negotiating terms of her exit from the network, according to people familiar with the matter.

As of Friday, Ms. Kelly remained an NBC News employee as negotiations with the network "about next steps" continue, said her lawyer, Bryan Freedman.

When NBC News wooed Ms. Kelly away from Fox in 2017 with an extravagant three-year deal, the network was betting she could provide a ratings boost to its already-powerful "Today" franchise and could anchor a Sunday-evening news magazine that would challenge CBS's "60 Minutes."

Instead, both shows were failures. The Sunday program flopped in the ratings and was quickly canceled. Viewership of the 9 a.m. hour on NBC fell about 14% on Ms. Kelly's watch, to 2.4 million, compared with the year before she took over, according to Nielsen data.

Ms. Kelly knew the morning show wasn't delivering the results she and NBC wanted. During the summer, she met with Mr. Lack and expressed concern about the program. He acknowledged that the performance was not good but indicated the network had not run out of patience yet, a person with knowledge of the matter said.

A few weeks ago they met again and she expressed interest in other, harder news assignments, a person familiar with her thinking said. NBC executives said Ms. Kelly wanted to know what "Plan B" was if the morning show went away, but Mr. Lack responded that he wanted to stay focused on the show.

People close to Ms. Kelly said that while the shows didn't perform to her expectations, they believe she also was targeted for her aggressive cov-



Melissa Rivers, Jacob Soboroff, Jenna Bush Hager and Megyn Kelly on Tuesday, the day Ms. Kelly made remarks that caused an outcry.



Andy Lack, Nicolle Wallace and Noah Oppenheim of NBC News

erage of NBC personalities who faced allegations of sexual misconduct and for criticizing NBC News leadership on her show.

After longtime "Today" host Matt Lauer was fired for allegations of inappropriate conduct with a colleague, Ms. Kelly had a former NBC News staffer on to talk about what that guest said was her consensual affair with Mr. Lauer, a move that irritated other "Today" staffers, according to NBC News insiders.

More recently, Ms. Kelly said on her show that NBC News should bring in outside investigators to determine why the network passed on a story journalist Ronan Farrow was preparing for it about allegations of sexual harassment and assault by movie mogul Harvey Weinstein. Mr. Farrow later took the story to the New Yorker, where it won a Pulitzer Prize. NBC News has said the story Mr. Farrow presented to the network wasn't the same

story and wasn't ready to air.

NBC News insiders deny taking issue with Ms. Kelly's #MeToo coverage, saying it was heavily promoted and they successfully lobbied Time Magazine to include her in its "Person of the Year" issue for her work.

The market for Ms. Kelly now appears tepid, according to news executives.

Some of the tensions between NBC and Ms. Kelly existed from the start. Besides the resentment of her salary, some of her programming choices drew internal criticism, including her decision to interview conspiracy-theorist Alex Jones on her Sunday evening show.

Weighing NBC Down

Viewership of the 9 a.m. hour of "Today" declined 14% on Megyn Kelly's watch compared with a year earlier, steeper than the decline for other segments of the show.



Source: Nielsen
THE WALL STREET JOURNAL.

or would care what the president said, a comment that struck some staffers as a buzzkill on one of the biggest nights in politics.

"These events tend to be utterly forgettable, and this one probably will be, too," Ms. Kelly said on-air prior to the president's remarks.

Ms. Kelly's challenge will be to re-establish her reputation as a top player in TV news. At Fox she thrived over a 12-year career as a tough interviewer. Though she joined the network's conservative voices on issues such as criticizing political correctness—and the so-called "war on Christmas"—or the Black Lives Matter movement, she occasionally won plaudits from elsewhere on the political spectrum for hard questioning of politicians on the right.

She gained more prominence nationally when she challenged then-presidential candidate Donald Trump over his statements about women during a live debate in 2015.

Fox News parent 21st Century Fox and Wall Street Journal parent News Corp share common ownership.

The market for Ms. Kelly now appears tepid, according to news executives in the industry. Ms. Kelly's camp feels that NBC's actions this week are aimed at hurting potential future opportunities.

Some NBC News executives were doubtful from the start that the costly hiring of Ms. Kelly would pay off. She was not only transitioning from an opinion-based show but also moving to a different style of television in which she had no experience.

"We were a baseball team and we signed a free-agent running back," said one senior

NBC News executive.

In an interview earlier this year, Ms. Kelly said her morning show needed a year to find its footing, and noted, "The ratings are important and there's no question that counts. But it's not the only metric."

She added, "We need time for the viewers to get to know me, for them to see me for who I am and not through some partisan lens."

The network has said other "Today" personalities will fill in at the 9 a.m. hour starting next week.

The failed bet on Ms. Kelly is the latest setback for Mr. Lack, the news division chairman. People inside and outside the network said it raised questions about whether he was too focused on big names in front of the camera.

Mr. Lack led the charge to get Ms. Kelly, believing her star power would transcend the conservative lineup she had been part of and would have broad appeal to morning-show watchers, a very different kind of audience.

The stakes are high at "Today," which generates more than \$500 million in revenue and profits of \$100 million annually for Comcast Corp.'s NBCUniversal.

There have been other flare-ups on Mr. Lack's watch. There were questions about how the network handled damning footage it had of Billy Bush's interview of Mr. Trump in 2005, in which Mr. Trump boasted of grabbing women by the genitals. The Washington Post ultimately broke that story of the footage, leaving many wondering why NBC appeared to sit on it.

NBC defended its handling of the tape at the time. A spokesman said, "NBC News did exactly what you would expect from a great news organization. As soon as we saw the tape and made the assessment it was undoubtedly newsworthy.

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Mr. Lack retains the support of his boss, NBCUniversal Chief Executive Steve Burke, a person close to Mr. Burke said.

In Mr. Lack's favor is the strong performance elsewhere at NBC News. The other three hours of "Today" are still strong. "Today," "Nightly News" and the Sunday magazine program "Meet the Press" all finished first in the 25-54 age demographic advertisers target.

NBC's cable network MSNBC is also performing well. A new daytime lineup is now beating CNN in viewers. And while the prime-time lineup there was in place prior to Mr. Lack's arrival in 2015, its ratings have grown significantly since then as its programming has established itself as a liberal counterpart to Fox News' conservative take.

Pontiac, Mich., co-owner Ed Terebus leaves any touching to the hands of life-size animatronic puppets. He keeps his advertising ambiguous, as not to ward off contact-seekers: "Some things will grab you, bite you and fall on top of you! Then we're gonna throw you in a room, slam the door, and bury you alive!"

Industry consultant Leonard Pickel has a philosophical objection to physical contact. He lumps it with two other clichés of the business, clowns and chain saws. "It's too easy," he said.

For many, it is too scary. Some parents have complained that their traumatized teens were too young to know what they were getting into.

At Sawmills, Lee "Bitey" Vines has had a few elbows thrown at him while startling people in his role as an escaped patient in a metal mask. Guests in glowsticks are off limits here, which make them a great target in a mixed crowd. "You pick them out like you would a pack of zebras," he said. "You remove non-glowstick from glowstick and the glowstick gets petrified."

Danny Clark plays the chain saw-toting Dr. Skinner in a leather-and-nail mask of his own design. He said touch completes a bombardment of the senses, which includes seeing lifelike intestines strewn about and hearing death-metal music at full volume: "You've got the visual experience, you've got the audio—and now there's touch."

As the mad doctor, Mr. Clark leaves the roughing up to his orderly, Bubbles, avoiding any contact himself. "My wife wouldn't like it," he said.



Danny Clark, left, playing Dr. Skinner, aims a saw at Casey Parsons, a customer at the Sawmills Horror Fields in Sawmills, N.C.

Continued from Page One
I didn't legitimately fear for my life. Two stars."

Operators of so-called full-contact haunted attractions are experimenting with ways to break from the competition. What began as bowls of spaghetti brains and peeled-grape eyeballs at grade-school "haunted house" fundraisers is now a mature billion-dollar industry, with an estimated 7,000 locations.

As more haunted houses go full contact this Halloween, operators are pushing the envelope, hiring zombies and ghouls to physically menace thrill-seekers well enough for them to write a rave review but not file a lawsuit.

Tyler Kiser, who plays bloody-fanged clown Jax, knows that any misstep can cause trouble for Sawmills, his family's business. He said he sticks with grabbing a shoulder or swatting an ankle. "I just break that barrier," he said, with a touch that shifts customers from observers to screaming scare-show participants.

Owners of Sawmills said

they have received no serious complaints, even over simulated kidnappings, such as recently befell Mr. Banner at the asylum.

At another attraction, a "prison guard" throws guests over his shoulder en route to

some unspeakable fate.

In the real world, courts are

willing to give leeway to people who operate haunted houses, said Daniel Moar, an assistant U.S. Attorney in Buffalo, N.Y., who previously wrote a legal article, "Case Law from the Crypt."

If the normal rules that apply to tort cases were applied to haunted houses, Mr. Moar said, "it would basically put an end to the industry."

The law generally says that if a person goes somewhere to

be scared, gets scared, runs away and trips in the dark, it is that person's responsibility, Mr. Moar said. Adding physical contact shouldn't change that, he said, especially if the person signaled consent.

Attractions generally give

guests a glow stick to wear. In

some places it means don't touch me; in others it means,

please do. Some businesses

provide a word or phrase, such

as "Bunny!" or "Go away, mon-

ster," that keep ax murderers

and other creeps at arms

length.

Few post warnings in ad-

vance of a scare. "Could you

imagine a haunted house

where there's a sign just be-

fore you entered a room, say-

ing, 'A chain saw maniac is go-

ing to jump out at you?'" Mr.

Moar said.

Fear expert Margee Kerr

said such scares might even

do you some good. The Uni-

versity of Pittsburgh socio-

logist is the lead author of a

study published this month

that found participants in such

extreme haunts "overwhelm-

ingly enjoyed and benefited

from what most would con-

sider an experience in simu-

lated violence."

The study, conducted in the

basement of a haunted attrac-

tion, found that people often

felt less stressed, less tired

and even euphoric after the

scare.

Some haunt operators are

still frightened by the idea of

touching guests.

At Erebus, a half-mile-long

walk-through haunted house in

Pontiac, Mich., co-owner Ed

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OPINION

Scott Walker's Toughest Campaign

By Allyssa Finley

Nothing unites Wisconsinites like the Green Bay Packers. Quarterback Aaron Rodgers's return from a season-ending injury last year roused hopes of a Super Bowl berth. But the Packers have struggled during the first half of the season and will have to get better fast to keep their playoff dreams alive.

Wisconsin Republicans are also scrambling as Election Day approaches. The GOP has maintained a lock on the statehouse since 2011. Two years ago, voters here backed Donald Trump over Hillary Clinton, the first time a Republican presidential candidate carried Wisconsin since 1984. But Democrats this year prevailed in two special elections for state Senate seats in districts Mr. Trump won by 17 points. In April a liberal won an open state Supreme Court seat for the first time since 1995, in part by prevailing in the traditionally conservative suburbs of Green Bay and the Fox Valley.

Wisconsin's economy is booming, but Democrats think they will finally beat the man who broke the public-union monopoly.

Buoyed by these victories, Democrats this fall are running a spread offense. They have targeted several more Senate seats with the aim of taking a majority. Speaker Paul Ryan's departure has given them a shot at his Janesville U.S. House seat. If the blue wave is strong enough, Democrats could even unseat Republican Rep. Glenn Grothman, who represents the Milwaukee exurbs.

But their paramount objective is to sack Gov. Scott Walker, who sharply curbed public-union power in the state. The governor has trailed Democratic challenger Tony Evers, the state superintendent of public instruction, in most polls. If Mr. Walker can engineer a late comeback, he could help lift some fellow Republicans to victory.

Wallace Stegner once observed that California is like the rest of America, only more so. Nowadays this reflection may be more apropos of the Badger State.

Long before Mr. Trump co-

opted the national stage, Wisconsin was a state divided. The governor's reforms to government collective bargaining in 2011 sent the left into a rage. Public unions and their liberal allies expressed their opposition by occupying the state Capitol and denouncing Mr. Walker as a despot. "The story in Wisconsin is the end of the democratic process," declared Democrat Bob Jauch, then a state senator.

Democratic legislators fled to Illinois to deny Republicans a quorum to pass the reforms. They failed. They then tried to defenestrate conservative state Supreme Court Justice David Prosser in 2011. A liberal judge on the court accused him of physically assaulting her, though there was no corroborating evidence. Justice Prosser narrowly won re-election.

Liberals later resorted to extralegal tactics to silence conservatives. Milwaukee County District Attorney John Chisholm launched a roving, secretive probe of Mr. Walker's allies that was finally shut down by the state Supreme Court in 2015. But the left's shenanigans strengthened Republican resolve: Gov. Walker prevailed in a recall election in 2012 and won a second term two years later.

Yet this year the governor is fighting for his career despite a booming economy. Unemployment has been 3% or below for eight months, which hasn't happened since at least 1976. Average hourly wages are up 5% over the year compared with 2.9% nationwide. Manufacturing employment has grown 12% since January 2011, when Mr. Walker took office.

Last week Mr. Walker held a campaign rally at Pro Engineering and Manufacturing in northwest Milwaukee with legendary four-term former GOP Gov. Tommy Thompson (1987-2001). The 76-year-old Mr. Thompson warmed up the small crowd by recalling how one-time Gov. Jim Thompson of Illinois (no relation) during the 1980s "put a sign up that said 'When the taxes get too high in Wisconsin, please bring your businesses to Illinois.' And then he put up another big sign that said 'When the last company leaves Wisconsin, turn off the lights.'

The story was intended to illustrate how much Republican leadership has changed the economic climate in Wisconsin. Now businesses are in such desperate need for workers that the state is running ads inviting millennials in Chicago to move to Wisconsin.

"Our idea of the American dream,"

ANGELA MAJOR/THE JANESVILLE GAZETTE VIA ASSOCIATED PRESS



Gov. Scott Walker at a campaign event in Janesville, Wis., Oct. 16.

Gov. Walker said, "is that our children can grow up and graduate and find a meaningful career that keeps them relatively close to home."

This message resonates in a place where traditional cultural values still predominate. Mr. Walker and his wife, Tonette, have been married for 25 years and have two adult children. "I love Scott Walker," Brenda Kieper tells me. "He's a good man, and I love his Christian values."

The soft-spoken governor couldn't be more different than President Trump in temperament and style. But one reason Mr. Walker is in trouble this year is Republican women's disdain for Mr. Trump. Suburban women could decide the governor's race this election, and Messrs. Walker and Evers are engaged in a bidding war for their votes. Mr. Evers has vowed to increase public-school spending by eliminating a tax credit for manufacturers and farmers, suspending a Milwaukee private-school voucher program, and raising the state's top income-tax rate. He has also called for rolling back Mr. Walker's collective-bargaining reforms.

Mr. Walker has tried to woo middle-class women by enacting a \$100-a-child tax rebate and a five-day sales-tax exemption this summer for school supplies. Topping his third-term agenda are a \$2,100 child-care tax credit, a \$5,000 tax credit for graduates of Wisconsin colleges who work in the state for five years, and an enhanced property-tax credit for homeowners over 62. Similar ideas have been promoted by Democrats in states like Connecticut and New Jersey.

One fracture in the GOP is between conservatives who want to

simplify the tax code and cut marginal rates and those who believe the party should target tax subsidies to the middle class. Mr. Walker falls squarely in the latter camp. Instead of slashing business and income taxes, he has advocated targeted tax breaks and corporate welfare.

Last year Mr. Walker facilitated \$4 billion in tax breaks to the Taiwan-based Foxconn to build a manufacturing plant in Racine. This year he endorsed state tax incentives for Kimberly-Clark to retain 5,500 jobs in the Fox Valley that are in jeopardy because of a global restructuring.

The governor's reform fade-out seems to be contributing to what some conservatives describe as "Walker fatigue." The governor says voters are simply tired of winning: "Sometimes I think we've done so well over the last few years that people forget how bad things were." That may also be true, but the partisan enthusiasm gap is threatening Mr. Walker and Republicans down the ballot.

Take Bryan Steil, who's running to replace Paul Ryan in Wisconsin's First Congressional District. The southeastern Wisconsin district is a microcosm of the state, encompassing farms, blue-collar towns and bits of suburbia. Mr. Ryan has held the seat for two decades, and President Trump won it by 11 points. But eight years earlier Barack Obama edged out John McCain. The district this year highlights the stark contrasts between the two parties.

Democrats have nominated the pugilistic ironworker Randy Bryce, nicknamed "Iron Stache" for his thick black mustache. He's been arrested nine times—charges in-

cluded operating a vehicle under the influence, driving with a suspended license and unlawfully protesting—but liberals overlooked his record because he supports a progressive platform including single-payer health care, removing the Social Security tax cap on wages and abolishing the Immigration and Customs Enforcement.

This Bernie Sanders populism plays well in some of the district's blue-collar communities. On the other hand, so does a conservative message of economic opportunity of the sort Mr. Ryan has espoused over the years and Mr. Steil is promoting.

Mr. Steil, a University of Wisconsin regent with a background in manufacturing, is focusing his campaign on how the president's deregulation and tax reforms are benefiting Wisconsin businesses. Last week he met with a group of farmers at the fifth-generation Hughes Farm in Janesville that produces organic corn, soybeans and grains.

Many Wisconsin farmers have been hurt by Mr. Trump's trade brawls, but Mr. Steil trumpeted a recent breakthrough with Canada on dairy. "We've seen the president bring countries back to the table to negotiate better trade deals on behalf of American workers and on behalf of American farmers," he said. "Canada in particular has come to the table."

The farmers here seem willing to give the president the benefit of the doubt and are happy that Mr. Steil is making an overture. Mr. Bryce spent the day in New York City for a fundraiser. Iron Stache has raised \$7.4 million—more than four times as much as Mr. Steil—but a recent New York Times poll shows the Republican ahead by 6 points.

* * *

The stakes in Wisconsin this election are higher than in most states in part because of its bellwether status. Gov. Walker's collective-bargaining reforms inspired a movement in Republican statehouses to rein in public unions, so Wisconsin is naturally ground zero in the Democrats' re-vanchist campaign. If they beat Mr. Walker and take Mr. Ryan's seat, progressives will be emboldened. As Wisconsin goes, so may America.

Ms. Finley is a member of the Journal's editorial board.

A Republican Tries to Beat the Odds in New York



CROSS COUNTRY By Gerard Gayou

Not since 2002 has a Republican won statewide office in New York. Keith Wofford, a 49-year-old African-American Harvard Law grad who is running for attorney general, just may be up to the task. His candidacy is a long shot in a state where Democrats outnumber Republicans 2 to 1, and an Oct. 1 Siena College poll had him 14 points behind Democrat Letitia James. But then Mr. Wofford's entire life has been a long shot.

Mr. Wofford grew up on Buffalo's gritty East Side, where his father held a union job at the local Chevrolet plant and his mother worked odd jobs. Leaving high school as a junior to attend Harvard on a scholarship, Mr. Wofford ended up working as a bankruptcy lawyer in Manhattan. Earlier this year he took a leave of absence from law firm Ropes & Gray, where he is a partner, to make his first foray into politics. Despite his underdog status, Mr. Wofford has attracted a stream of donations. He has more cash on hand than Ms. James and is blasting TV ads across the state in an 11th-hour bid to shock the political world.

A Wofford victory would be more than a storybook ending; it would also be a gut-punch to the legal strategy of the Trump "resistance." Since President Trump took office, Albany has been the nucleus of a litigation campaign against the White House. Former Attorney General Eric Schneiderman—who resigned in May after the New Yorker reported he had physically abused women—had appointed himself the administration's chief legal antagonist. In 2017 alone, Mr. Schneiderman took more than 100 legal or administrative actions against the administration and congressional Republicans.

Mr. Wofford's Democratic opponent, Letitia James, would likely continue these crusades. "We are confronting nothing short of the biggest challenge to our democracy in the history of this country," she said in a speech in May. The air of partisanship—and its potential to obscure local problems—rattles Mr. Wofford.

"You don't use the office for petty political pursuits," he says. "New York needs a nonpartisan attorney general who is just going to do what benefits the people of New York."

He jumps at the chance to discuss the scandals surrounding the "Buffalo Billion," Gov. Andrew Cuomo's plan to revitalize Mr. Wofford's hometown. The program lapsed into cronyism this summer when its leader, Alain Kaloyeros, was convicted of a bid-rigging scheme to funnel money to firms whose executives donated to Mr. Cuomo's campaign. Mr. Wofford calls it an example of a "brazen, rigged political process."

The Metropolitan Transportation Authority, which runs New York City's beleaguered subways, "is yet another example of where the cost of corruption is just killing us," Mr. Wofford says. "These career politicians want power over everything, but account-

ability over nothing." He promises to probe the "revolving door" between the MTA and its contractors.

Mr. Wofford also pledges to scale back use of the Martin Act, a statute

A Keith Wofford victory in the attorney general's race would be an upset—and a blow to the 'resistance.'

that Mr. Schneiderman and former Attorney General Eliot Spitzer used to go after companies like Exxon Mobil and insurance giant AIG. Mr. Wofford describes it as "taking businesses into a room and twisting their arm" for higher settlements. "You don't just hammer whole industries because they're unpopular," Mr. Wofford insists. "We've got to stop making villains of entire industries . . . because we can't just conjure up billion-dollar companies like California does."

A case in point is Uber. New York City froze for a year new licenses for all ride-sharing companies, against the protests of both New York-based tech innovators and minority groups who say yellow cabs often had refused to pick them up. "The AG has responsibility for both corruption and civil-rights law," Mr. Wofford explains. "We would probe both the discrimination and the city's failure to address it, as well as the contribution of [yellow cab] fleet owners to the City Council members and mayor connected with the change."

Supporters of Ms. James—a former city councilwoman who last year was elected to a second term as New York City public advocate—have criti-

cized her opponent's vote for Donald Trump. She also accuses him of a conflict of interest in his ability to handle the opioid crisis, as his firm has represented Purdue Pharma. Mr. Wofford calls it a "nonissue" given that he never personally represented the company, and retorts that Ms. James "can't be independent of Andrew Cuomo." Mr. Cuomo has endorsed Ms. James and features her in a campaign ad.

The bigger question for New Yorkers is whether they're satisfied with the status quo. A blue blanket over Albany will set in stone the policies of Andrew Cuomo, Bill de Blasio and Eric Schneiderman. "If no one speaks for the other side of the aisle," Mr. Wofford warns, "we are in a world of hurt."

Mr. Gayou is an assistant editorial page writer at the Journal.

The Fantasy of 'Democratic Socialism'

By Stephen Miller

Doctors speak about good cholesterol and bad cholesterol. Some people say there's a good kind of socialism, democratic socialism, that is different from the bad kind, the Marxist-Leninist variety. There's an obvious problem with this claim: There never has been a socialist country that has been democratic. The Democratic Socialists of America admit it: "No country has fully instituted democratic socialism," the organization says on its website.

Democratic socialism is not only an unrealized dream. It is a contradiction in terms.

The DSA argues that democratic socialism is possible: "We can learn from the comprehensive welfare state maintained by the Swedes." DSA also mentions government programs in France, Canada and Nicaragua that smack of socialism. But Sweden, France and Canada are not socialist countries, and Nicaragua is not democratic. "Sweden allows property and profits," notes economic historian Deirdre McCloskey. "It allocates most goods by unregulated prices." The U.S. bailed out

General Motors, but Sweden didn't rescue Volvo or Saab.

What would be the defining characteristics of a democratic socialist country? In "The Poverty of Socialist Thought," a 1976 Commentary article, I argued that "socialism is nothing more than a vague moral commitment to social justice." I was wrong. Contemporary democratic socialists have a concrete agenda: They want to eliminate capitalism. The DSA says: "In the short term we can't eliminate private corporations, but we can bring them under greater democratic control." Meagan Day, a DSA member who works for Jacobin magazine, writes for Vox: "In the long run, democratic socialists want to end capitalism."

In "The New Socialists," a New York Times article, political scientist Corey Robin argues that capitalism should be abolished because "it makes us unfree." He complains that "under capitalism, we're forced to enter the market just to live." Well, yes. Would Mr. Robin want the state to be the sole employer? Would he prefer to buy goods at state-owned stores and eat at state-owned restaurants?

Mr. Robin, like all socialists, is

hazy on the details of a socialist economy. The first step he proposes is "state ownership of certain industries . . . because we can't just conjure up billion-dollar companies like California does."

If democratic socialists looked more closely at the world, they would see that a strong market economy is a necessary condition for freedom, though not a sufficient one. The World Economic Forum's Global Competitiveness Index lists 10 countries as having the most competitive economies: the U.S., Singapore, Germany, Switzerland, Japan, the Netherlands, Hong Kong, the United Kingdom, Sweden and Denmark. Only two, Singapore and Hong Kong, are

not fully democratic.

If democratic socialism is a fantasy, socialist economic proposals are recipes for economic stagnation. "Competitive economies," the forum says, "are those that are most likely to be able to grow more sustainably and inclusively, meaning more likelihood that everyone in society will benefit from the fruits of economic growth." If the state owns corporations, there is no competition, only rivalries among people with political power.

To argue in favor of competitive economies is not to endorse libertarianism or laissez-faire economics. Adam Smith understood that markets need to be regulated. The nature and extent of market regulation will always be a matter of debate, but the more the government interferes in the market, the less competitive an economy will be.

Democratic socialists would do well to ponder Yeats's lines: "We had fed the heart on fantasies, / The heart's grown brutal from the fare."

Mr. Miller's latest book is "Walking New York: Reflections of American Writers from Walt Whitman to Teju Cole."

OPINION

REVIEW & OUTLOOK

3% Growth, If We Can Keep It

Can economic growth from tax reform and deregulation stand up to the headwinds from higher interest rates, tariffs and perhaps a Democratic Congress? That's the question we take away from Friday's strong but somewhat disappointing report on economic growth in the third quarter. The answer isn't obvious.

The Commerce Department reported that the economy grew at a robust 3.5% in the third quarter, a mild slowdown from 4.2% in the second. Consumer spending led the way with a 4% increase rooted in a tight job market and wage gains that have bolstered economic confidence. The economy has now grown by 3% over the last 12 months.

The U.S. economy hasn't grown at 3% in a calendar year since 2005, and that is now achievable this year. Barack Obama has recently been claiming credit for this faster growth as he campaigns for Democrats, but that boast is right up there with his promise that if you like your health plan you can keep it.

It's clear that the Republican policy mix of tax reform, deregulation and general encouragement for risk-taking rescued an expansion that was fading fast and almost fell into recession in the last six quarters of the Obama Administration. The nearby chart tells the story that Mr. Obama and his economists won't admit. Soaring business and consumer confidence have been central to this rebound.

The third-quarter disappointment is the slowdown in business investment. Nonresidential fixed investment subtracted 0.04% from GDP after three quarters of strong capital spending. More than 2% of GDP growth came from a buildup of inventories and 0.56% from government spending, notably defense. Those are transitory measures that don't drive growth for the long haul.

The Commerce Department gnomes said they couldn't determine how much of this is hurricane-related, and there could be substantial revisions as they sort through the data. White House chief economist Kevin Hassett said Friday he expects there will be revisions.

But it's already clear that areas of the economy sensitive to interest rates are struggling. Housing investment fell 4%, and investment in commercial buildings fell 7.9%. Car and truck sales have declined significantly from the first quarter. This isn't entirely bad news because it means that, unlike in the mid-2000s, growth isn't built on a housing bubble. This would make it less vulnerable to a financial bust.

But the growth data should cause the Federal Reserve to think hard about the interest-rate in-

crease it has anticipated for December. Demand for dollars is strong, which will reduce inflationary pressure in the U.S. The rise in long-term bond yields means that credit conditions have already tightened. The Fed Governors shouldn't feel they have to raise rates simply because Donald Trump lobbies them *not* to do so.

More worrying is the damage from the tariff wars that clearly showed in the third quarter. Exports fell 3.5% and goods exports 7%. Exports had climbed in the second quarter in part on a surge of soybean sales to beat Donald Trump's tariff deadline, but now the lost market share is setting in. Imports continued to rise and that may be related to U.S. firms buying from foreign suppliers to beat the next White House border-tax binge.

President Trump says tariffs are a free lunch, or at worst the short-term price to open foreign markets. But that price is rising and it may not be short-term. The U.S. has imposed \$250 billion in tariffs on Chinese goods, and Beijing has retaliated with \$110 billion on U.S. exports. Canada and

Mexico have added \$20 billion more in response to Mr. Trump's steel and aluminum tariffs that he still hasn't lifted despite the new North American trade deal. Negotiations with China are going nowhere.

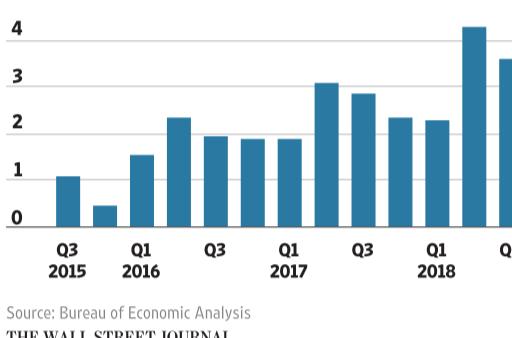
The U.S. Chamber of Commerce compiles a list of the harm these trade taxes are doing across the country. States suffering "extremely significant damage" include Wisconsin, with \$2.4 billion of its exports threatened, Iowa \$1.4 billion, Florida \$2.2 billion, Georgia \$2.8 billion, and Ohio \$5.7 billion. Those are all states with competitive races for Governor where the GOP could lose its hold on the statehouse.

The arbitrary political nature of tariffs means that they operate much like Barack Obama's regulatory war on business did. They raise costs and create uncertainty that affects tens of thousands of business decisions—in purchases foregone, sales lost or investment not made. The longer Mr. Trump takes to settle his trade brawls, the greater threat they become to growth and his re-election.

All the more so because Mr. Trump may soon face an economic challenge from a Democratic House, if not Senate. A tax increase would be near the top of Speaker Nancy Pelosi's policy list, and she might use the need to raise the federal debt limit in 2019 to force Mr. Trump's hand. Mr. Trump can rightly take credit for the economy's growth surge so far, but there are risks ahead. He should remove any barriers to growth he can without needing Congress or the Fed.

A Growth Rebound

Quarterly percent change in GDP from Q3 in 2015 through Q3 this year



Source: Bureau of Economic Analysis
THE WALL STREET JOURNAL.

Unions Get an Economics Lesson

The Supreme Court last summer broke a public-union monopoly, and what do you know? Unions are learning how to compete and operate like a business.

The National Education Association (NEA) has lost 87,000 fee payers since the Supreme Court's *Janus* decision liberated non-members from subsidizing union political advocacy. Before *Janus*, unions could compel non-members to pay "agency fees" to support collective-bargaining and related activities including conventions. Not anymore.

Agency-fee defectors account for less than 3% of the NEA's dues-paying membership, but the loss has nonetheless compelled the union to scrub its budget. The NEA this year cut \$50 million. Mike Antonucci at the74million.org says the union has

proposed shortening its annual convention by two days, holding virtual meetings and eliminating an expo where organizations hawk services.

Recall the warnings that striking down agency fees would augur the death of government unions. These apocalyptic predictions haven't panned out, and instead unions are working harder to find budget efficiencies and engage members. In California, state government union membership has increased modestly since *Janus*.

A spokesperson for the California Labor Federation told the Sacramento Bee this week that, "We had a concerted campaign across the labor movement to really show members the value of their union, and I think we're seeing the value of that campaign now." Behold the beauty of a freer labor market.

After the Mail Bombs

We suppose it was only a matter of time before the hyperpartisan forces now driving American politics overwhelmed the reality of events. With this week's pipe bombs, that moment may have arrived.

The reality, previously known as the facts, is that for days this week public critics of President Trump received what appeared to be bombs in the mail. On Friday federal authorities arrested a Florida man, Cesar Sayoc, and charged him with crimes related to the mailed bombs. He appears to be a supporter of Mr. Trump.

By any measure, these packages represented a grave public threat. So it was astonishing, even by current standards, to see this threat degenerate immediately into the familiar and crude narrative of the Democrats versus Donald Trump. Congressional leaders Chuck Schumer and Nancy Pelosi asserted in a joint statement, that "the President has condoned physical violence and divided Americans." A New York magazine headline online Friday read: "Trump's party is the petri dish for diseased minds that grew Cesar Sayoc."

On June 14 last year, James Hodgkinson—the left-wing mirror image of the apparently right-wing Cesar Sayoc—opened fire with a rifle into the Republicans' Congressional softball practice. Two Capitol police shot him dead. Earlier, Hodgkinson had posted on Facebook: "Trump Has Destroyed Our Democ-

racy. It's Time to Destroy Trump & Co." Hodgkinson was an ardent supporter of Senator Bernie Sanders. We cite the Hodgkinson shooting not for the purpose of establishing moral equivalence between these two events, but to make clear that both came from the country's extreme lunatic fringe.

After the Congressional shooting, no serious person suggested that Bernie Sanders had created James Hodgkinson. But now, apparently, any event such as these mail bombs—no matter that nothing was known about their origin—is instantly fair game for political recrimination in the U.S. It would be understandable if the public's reaction to the political smackdown they've seen over this bomber was simply disgust with the political class and its combatants. It's called "the swamp," all right, and a swamp often reeks of toxicity.

Both sides should step back from this toxicity, and that offers a particular opportunity to Donald Trump. Someone in authority has to display leadership, and Presidents in these circumstances have a special platform. He is upset, with reason, that he's getting blamed for Cesar Sayoc. But Mr. Trump should understand that the Democratic and media resistance wants him to respond in kind and escalate, so they can blame him some more.

He will get more credit than he imagines if he surprises them by rising above for once and urging partisans on all sides to return to a saner, less virulent politics.

LETTERS TO THE EDITOR

Bill, Hill and Monica in the #MeToo Universe

Abigail Shrier uses comments made by Hillary Clinton to set up an argument about the morality of interoffice romantic relationships ("Hillary Clinton Is Right—Her Husband's Affair Was No 'Abuse,'" op-ed, Oct. 20). This assumes the remote possibility of conceiving of Bill Clinton's relationship with Monica Lewinsky as "dating" or even romantic. Their relationship was never on Ms. Shrier's nostalgic "rocky road to love" no matter what your definition of "date" or "love" is.

Ms. Shrier's argument holds that Ms. Lewinsky wasn't a victim. Yet, victim or not, she is still being blamed by Ms. Shrier.

LISA MEYER
St. Paul, Minn.

Even in the days before #MeToo, President Clinton's behavior across widely disparate levels of power was recognized as textbook exploitation. Feminists, likely including Hillary Clinton, then and now, would quickly condemn such conduct—except in Bill's case. Properly, men would too.

PETER C. ESCHMANN
Barnegat, N.J.

Ms. Shrier suggests that Bill Clinton and Monica Lewinsky being two consenting adults obviates the question of

LINDA FREEDMAN
Chicago

That Ms. Shrier characterizes President Clinton's relationship with Ms. Lewinsky as "dating" is patently absurd and obscures the exploitation and moral depravity that is at the very heart of Mr. Clinton's lifelong behavior. Any CEO, as the Journal well knows, who was found to have acted in such a manner would be fired on the spot and escorted off company facilities by security.

WES POTTER
Natick, Mass.

Clear Thought, Practice Yield Clear Writing

It is disheartening that college readiness in math fell to its lowest level since 2004, but I am baffled by the absence of interest in crumpling writing skills ("ACT Shows Decline in College Readiness," U.S. News, Oct. 18). When writing was introduced to the ACT college-entrance exam in 2006, the average score was 7.7. It then fell. Now, the writing test is optional, and the average score isn't reported, perhaps to save everyone embarrassment.

The optional essay-writing section of the SAT is required by a declining number of colleges. So American students begin their higher education with poor writing abilities and are seldom given reason to improve them. Few universities concern themselves with teaching practical writing skills for the workplace. Poor writing skills have been identified as the biggest disconnect between academia and what employers need, in some cases desperately. Our digital age doesn't reduce the need for well-written, everyday communication, ranging from customer correspondence to marketing materials to presentations.

The Center for Plain Language, which pushes federal agencies to

write more clearly and usefully, just gave them an average grade of C, down from B.

Should we care about quality of writing? How can we not?

NATALIE CANAVOR
Annapolis, Md.

When I taught journalism lab classes for a professor at Arizona State University, I spent the first two weeks teaching students the difference between "they're," "their" and "there," as well as when and why to use apostrophes. I could tell from their poor writing that they had most likely never diagrammed a sentence, which I was made to do in the sixth grade.

School districts in many states, including Arizona, scream about higher pay for teachers and wave their banners as they beg for more money. Your article and my experience show that most teachers lack the ability to teach students what they need to know to pass the ACT or SAT, probably because the teachers were never taught. We baby boomers were probably the last generation to receive a really good education.

CLARE GOLDSBERRY
Phoenix

Trump Tweets Obscure Positive GOP Message

Your editorial "Growth Is on the Ballot" (Oct. 18) shows why the economy should benefit the GOP. It also correctly points out the lack of messaging by the Republican Party.

I receive many notifications via social media on the policy successes of the GOP-led Congress, including the growth you describe, but I don't see that theme being strongly expressed in other media. The GOP's most prominent messenger, Presi-

dent Trump, has mostly embraced his personal theme of "better off now because of me." The GOP has missed major opportunities because the president has made the midterm campaigns more about himself than the importance of having GOP majorities in Congress. If the president and more of the GOP had united behind the one theme of "better off now because of the GOP majorities in Congress," the party would have a better chance of winning than by focusing the midterms on the polarizing president.

KARL MILLER
White Plains, N.Y.

Regarding your editorial "America and the Saudis" (Oct. 22): Is it possible to condemn Saudi Arabia for the murder of Jamal Khashoggi and still applaud it for its stand against Iran, its willingness to enter into discussions with Israel and its attempts to modernize?

Why is the case of the Khashoggi being blown up to such a degree while hundreds of journalists remain in jail in authoritarian Turkey and dissenters remain jailed by the Palestinian Authority, China, Venezuela and other countries though, for the most part, the media is silent about them?

MENDI MALKIN
Toronto, Ontario

Your editorial fails to mention that the federal deficit jumped 17% during the fiscal year that ended Sept. 30. At a time of strong economic growth, tax revenues rose by only 1%. Government spending is a major part of the problem, but unless punishing cuts are made to entitlements, the deficit and debt crisis cannot be addressed without more revenues and a fairer, less-complicated tax system. We are all in this together. Some of our current short-term growth has come at the cost of rising annual deficits.

RICHARD H. DAVIES
New York, N.Y.

Pepper ... And Salt

THE WALL STREET JOURNAL



"Expect severe storms overnight, with a 60% chance of apocalypse."

Not all Hostages Are Like Pastor Andrew Brunson

Regarding your editorial "Freedom for an American Hostage" (Oct. 13): President Trump secured the release of Pastor Andrew Brunson. President Obama secured the release of Army deserter Bowe Bergdahl.

Pray tell the American people whose release was more deserving?

GERALD KATZ
Edwards, Colo.

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OPINION

Defuse America's Explosive Politics



DECLARATIONS

By Peggy Noonan

The attempted bombing of political figures is domestic terrorism meant to disrupt and intimidate. That it came to light less than two weeks before an election whose outcomes may constitute a national rebuke to—or soft boost of—President Trump's controversial leadership means that passions are high and will stay so. Things are feeling primal, tribal.

There's more than enough time before the voting for the gates of hell to open. Let's try to keep them shut.

What can help? Some things I'd like to see:

Politicians in both parties need to clean up their own side of the street.

A suspect was arrested Friday morning. It's good that law enforcement appears to have used every resource available to find the bomber or bombers, which will help in returning an air of order. As the investigation continues, all law enforcement should be extremely, unusually forthcoming about the facts and state probe. We're all tired of their swanning around after school shootings with their secret information we can't have. Be as open as possible without injuring the investigation. This may help calm the finger pointing. "It was a left-wing false-flag operation!"

Everyone running for office should admit things have gotten too hot, too divided. Then they should try to cool the atmosphere. Next Tuesday will mark one week before the election. Candidates should devote the day to something different. It would be good to see every one

give a speech or statement containing their most generous definition of the aims and meaning of the opposing party. A Democratic nominee might say, "Whether they always succeed or not, Republicans do want to protect the liberties that have allowed this nation become the miracle of the world." A Republican might say, "At its best and most sincere, the Democratic Party hopes to help those in peril, and to soften disparities of wealth and opportunity."

The dirty secret of most political professionals is that they *do* see virtues in the other party. And when you show respect for people, they tend to put down their rocks.

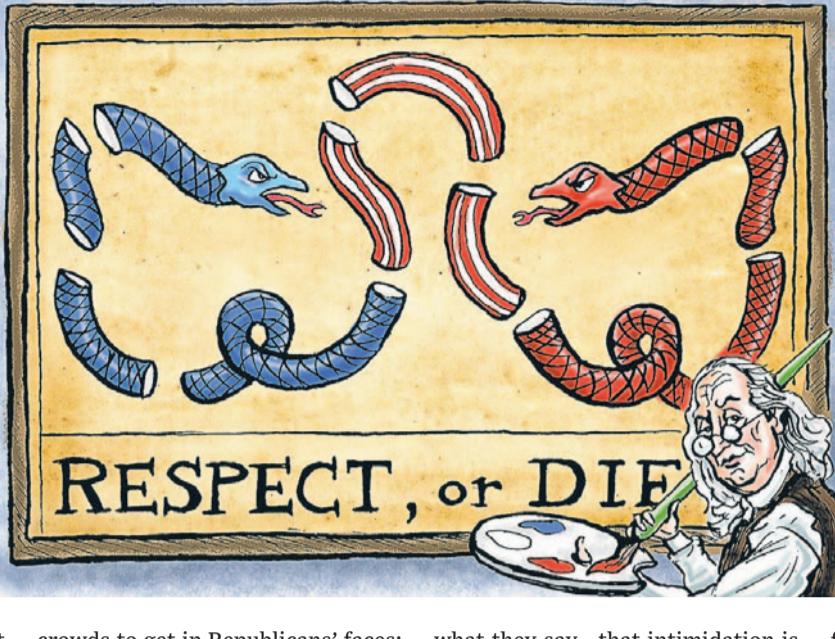
Does this sound dreamy or otherworldly? Yes. But a tender moment isn't the worst thing that could happen to us right now, and enraged people will find it boring. We want them bored. And actually I don't mean it as sentimental but reorienting—a reminder for some and an education for others about what it is we're trying to do here.

Claire McCaskill, Sherrod Brown, let us hear you on what you know to be admirable in the Republican Party—and in Republicans. Ted Cruz, Martha McSally, the same from you on the Democrats. *Show some largeness.* We're dying of smallness.

Both parties could absorb an essential truth of the moment.

Democrats really and sincerely see the threat of violent words and actions as coming from the right. It's Mr. Trump—he's hateful and has no respect and it sets a tone. He encourages fights at his rallies; he said the other night that a congressman who pushed around a reporter was his kind of guy. He calls the press the enemy of the people. He widens all divisions, mindlessly yet opportunistically. No surprise his adversaries are being sent bombs.

Republicans and the right truly, deeply see the threat as coming from the left. Rep. Maxine Waters and Sen. Cory Booker actually told



crowds to get in Republicans' faces; Hillary Clinton says you can't treat them civilly. Republicans see the screamers and harassers at the Kavanaugh hearings, the groups swarming Republican figures when they dine in public, antifa. A man who wrote "It's Time to Destroy Trump & Co." on Facebook didn't insult Rep. Steve Scalise last year; he shot and almost killed him. The intimidation is coming from the left.

Trump supporters don't take him seriously when he issues his insults. He's kidding; he doesn't mean it; he's Trump. You're lying when you say he makes you afraid.

But the left finds him, and some of his allies, honestly—honestly—dangerous.

Just as the right finds Ms. Waters and Mr. Booker and Mrs. Clinton and the swarms and the hissers and antifa that they are "extreme conservatives" who have "no place in the state of New York." No place in the state of New York? That is an extreme and aggressive statement, and it speaks of how too many progressives and liberals feel about conservatives. This kind of thing isn't new, and it's contributed to the moment we're in.

When conservatives see a liberal or progressive *not* condemning Mr. Booker or Ms. Waters, they assume it's because the liberal *agrees* with

what they say—that intimidation is part of the plan.

There is too much blindness to how the other side is experiencing the situation. It's in the news media, too. Politicians should have a greater awareness of their own role in the drama.

Thursday morning New York Gov. Andrew Cuomo was on television, saying words that were meant to be helpful. We're not Democrats and Republicans really, he said, we're Americans; we can't be divided. It was good, he clearly meant it. But he spoke as if he had no memory of strikingly divisive words he'd uttered just a few years ago. In January 2014 he said of those who are pro-life, pro-traditional-marriage and pro-gun that they are "extreme conservatives" who have "no place in the state of New York." No place in the state of New York? That is an extreme and aggressive statement, and it speaks of how too many progressives and liberals feel about conservatives. This kind of thing isn't new, and it's contributed to the moment we're in.

Politicians, don't lecture us. Clean up your own side of the street.

As to the president, one thought.

He will never lead effectively at moments like this because he can't. It's not within his emotional range or in his intellectual toolbox. The targets of the would-be bombs have been his antagonists. He's not believable when he issues pained vows of unity. Everyone assumes his staff told him to do it and in a burst of amiability he did. When he's obnoxious, people believe he's speaking his mind.

Mr. Trump has ushered in a new presidential era of verbal roughness. At his rallies he sees himself as being provocative and humorous and teasing. His crowds know he is entertaining them and they have fun back, re-enacting their old 2016 fervor with "Lock her up!" and "Build the wall!" They don't emerge whipped into a rage; they leave in a good mood, though tired from standing so long because he speaks so long.

The president knows half the country is watching, and dislikes and disdains what it sees. What he doesn't seem to know is that the unstable are watching, too. They get revved up, ginned up, pro and con. There is danger in this.

Mr. Trump seems to think only about his audience and his foes. He doesn't seem to proceed with a broad knowledge that there are the unstable among us, and part of your job as president is not to push them over the edge. It can get ugly when you do.

In a funny way he seems to think everything's more stable than it is, that the veil between safety and surprise is thicker than it is. Maybe you assume everything's safe when you've spent your whole adult life, as he has, with private security and private cars, surrounded by staff. Maybe that makes you careless, or too confident.

But few of our political leaders seem especially sensitive to the precariousness of things. I wish they worried about the country more. That really is dreamy and otherworldly, isn't it?

Shakespeare's Uncomfortable Message for Baby Boomers

By Paula Marantz Cohen

The scholar A.C. Bradley rendered a magisterial judgment in 1904: "King Lear" is Shakespeare's least popular play—but also his greatest.

I've taught Shakespeare to college students for many years, and I can attest that "Lear" is both difficult to like and a profound work of genius.

But unlike Bradley, who attributes the problem to technical issues of performance—he called the play "too huge for the stage"—I think its unpopularity is a function of demographics. Viewers and readers can fully grasp it only once they've passed 60, and by that point they may not like what it has to say.

In the opening scene, Lear decides to relinquish the throne and divide his kingdom among his three daughters. He asks only that each tell him how much she loves him before he bestows his gift. To my students, this scene seems ridiculous. Why would a father make such a demand of his children? Why would he want them to express their love in such a contrived way?

But for someone older, the demand makes more sense. It reflects Lear's suspicion that his grown children no longer need him as they once did, and that their love, rooted in their childhood weakness and dependency, may have evaporated. His decision to give his daughters the kingdom could spring from a desire to win back the love he fears he has already lost.

It may seem stupid for Lear to compound his vulnerability by giving away the only leverage he has left. Yet I think most parents would find his actions understandable. It is precisely when we feel unloved that we are most in need of reassurance, and thus most likely to behave irrationally.

nally. This is also why Lear believes the false expressions of love from his eldest daughters, Goneril and Regan, while banishing his youngest, Cordelia, who truly loves him but refuses to flatter him.

Few people are as credulous as Lear or have children as exploitative as Goneril and Regan. But Cordelia strikes me as a relatable case. She was Lear's favorite, and he felt most confident in her devotion. Yet when pushed by her father to express her love, she simply explains that she loves him "according to my bond; nor more nor less," and that some portion of her affection will be directed to her husband once she marries. This honest response—perhaps excessively honest—sends Lear into a rage. He berates Cordelia: "Better thou hadst not been born than not to

have pleased me better."

The line must resonate for many parents who invest so much in their children only to have them fail to show sufficient gratitude or, worse,

'King Lear' confronts the challenges of the empty nest, retirement and facing one's own mortality.

respond with resentment. This is the great aftershock of parenting, and Lear is hit by it on two fronts: first with Cordelia's muted response, and later with his other daughters' cruelty once they no longer need him. In the former case,

Lear is smug and entitled; in the latter he is, as he says, "more sinned against than sinning."

If "King Lear" is a lesson in the unexpected results of child-rearing, it also dramatizes the vicissitudes of retirement. It captures the existential abyss that can open when a once-solid identity begins to melt, and purpose gives way to purposelessness. Lear is deprived of his routine and thrown out into a storm, reduced to his most elemental self—a "poor bare, forked animal." We baby boomers, aging amid a technological landscape that changes at dizzying speed, must sympathize. We, too, face a storm that can make even the most successful among us feel lost and diminished.

Lear rages at the ingratitude of his daughters and the crumbling of his

regal identity, but these are ultimately stand-ins for a greater antagonist. Now on the downward curve of life, Lear faces the reality of death. Viewers and readers of the play can grasp this only when we reach the age when death, formerly hidden by the clutter of ambition and child-rearing, reveals itself.

At that point "King Lear" counsels us to moderate our expectations and sense of entitlement with regard to our children, to accept a diminished professional identity as we age, and to be philosophical in the face of our inevitable mortality. These are profound messages but not cheerful ones, which is why "Lear" is both a great work and an unpopular one.

Ms. Cohen is a dean and English professor at Drexel University.

Megyn Kelly, Elizabeth Warren and PC Power



If Megyn Kelly had omitted the word "blackface" when maintaining there's nothing offensive about a white person dressing up as a famous black person on Halloween or vice versa, she'd be fine now.

NBC would have to find another excuse to fire its highly paid host for disappointing ratings. "Who doesn't love Diana Ross?" said Ms. Kelly in on-air comments offensive only to the eager-to-be-offended.

If she's wrong, then Amazon is in deep trouble too: "Barack Obama Mask—Perfect for Halloween, Masquerade, Parties, Events, Festivals, Concerts—Jumbo Size Waterproof

Laminated. . . Only 3 left in stock—order soon."

Not to mention masks and costumes related to countless other white and black celebrities—or Pocahontas—offered without any instruction saying "to be used only by persons of the same race."

By her own admission, Ms. Kelly has decided the syllables "blackface" were needlessly provocative. She has apologized. Surely when no offense is intended, none should be taken? Wrong. Taking offense has become an opportunity—a delicious chance to exercise power, to intimidate, to terrorize. And, sadly, many among us seem to pant after such opportunities.

Which is why NBC News chief Andy Lack took the opportunity not to be a victim of such opportunism by quickly finding a forum to bash Ms. Kelly in a way he knew would be picked up by the press.

That's the real story here. A white executive at Netflix was fired in June by a white executive at Netflix for saying the "N-word" during an internal discussion about when it's permissible to use the "N-word." In August, an Emory professor was disciplined after saying the same word in a class discussion of a legal case in which the word was pivotal. For the *reductio ad absurdum*, see the Wikipedia entry entitled "Controversies about the word 'nigardly'"—a term with no etymological relation to the ugly racial epithet.

Which brings us to the intrinsically silly Elizabeth Warren story that refuses to die, concerning her DNA.

Important media outlets assigned their reputedly smartest reporters to dig into gene math, as if the significance of this episode is to be found

in exactly which tiny fraction of Ms. Warren's DNA can be said to have been inherited from an American Indian ancestor. "Five genetic segments were identified, with 99 percent confidence, as being associated with Native American ancestry," specified the Washington Post.

"The largest segment identified was on Chromosome 10."

Meaning what? Meaning nothing. Sen. Warren was not raised a Native

Why playing race and gender 'gotcha' is mostly a preoccupation of educated, affluent whites.

American. She did not grow up on a reservation. She hasn't claimed membership in a tribe. Her progress in the world, for whatever it's worth, has been that of a person seen and known by others as a white woman of European descent.

The Boston Globe, to which she first brought news of her DNA result, bent over backward to find that Ms. Warren had not benefited professionally from her claim to native ancestry. Never mind that: "She listed herself as a minority in the Association of American Law Schools legal directory from 1986 to 1995. She had her ethnicity changed from white to Native American at the University of Pennsylvania in December 1989, about two years after she started teaching. And she agreed to be listed as Native American at Harvard but only four months after she started her tenured job."

Who doubts that Ms. Warren began referring to herself professionally as Native American because she

found comfort, security and whisperings of power in the designation? Victim status has become a prized status in our society. It's a base from which to launch assaults on the dignity and equanimity of others when the need arises. It's also a defense against such assaults, which can land on anybody at any time.

All this comes serendipitously in the wake of a widely heralded survey that finds political correctness to be favored by nobody except a narrow strata of affluent, white, highly educated progressives. Political correctness is defined, in so many words, as a readiness to play "gotcha" around issues of race and gender. Virtually everybody else—of every age, sex, ethnic and income group—agrees there's too much of it.

Or as New York Magazine's Andrew Sullivan aptly summarized: "One might be forgiven for thinking that 'wokeness' is, in fact, a mere virtue signal among the white upper classes in their own struggle for power and influence among themselves."

Ms. Kelly is white; the NBC execs shoving her out the door are white. Ditto the Netflix protagonists. Ditto most of the professors and deans in the numerous campus cases. A lot of cowardice may be implicated here, but it's not stupid cowardice: All involved have much to lose—position, status, income.

On that point, some believe Ms. Warren's DNA ploy was actually a clever act of jujutsu against her 2020 Democratic rivals, especially Sens. Cory Booker and Kamala Harris, who aren't white. Now both will find it harder to intimate that Ms. Warren should be disqualified on the basis of "white privilege" without sounding a bit like Donald Trump with his "Pocahontas" rhetoric.

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Bringing Up Baby's Market Share



After missing out on major shifts in consumer tastes and watching sales stall, Johnson & Johnson has remade its baby line from head to toe.

Catching up won't be easy.

BY JONATHAN D. ROCKOFF

It's a high-stakes corporate gamble, full of peril: Johnson & Johnson has turned its iconic, golden-hued baby shampoo clear.

The move is part of a sweeping plan to overhaul the company's struggling namesake franchise. J&J has remade its Johnson's baby product line, cutting out chemical dyes and adding natural ingredients like coconut oil. It has updated its packaging and rolled out a new digital marketing campaign. And it's trying to reconquer the baby-care market it has dominated for more than a century.

In recent years, that market has changed. Many new parents, millennials looking for natural ingredients, have come to view Johnson's as old-fashioned and chemical-laden, according to current and former employees and industry officials. Younger rivals like California Baby, Honest Co. and Earth Mama have been

able to gain a foothold with young parents, building up sales in part by leveraging the growing influence of parents online who recommend organic brands.

Johnson's baby products lost more than 10 percentage points of share in the U.S. over the past five years, according to Nielsen. Johnson's now has a market share just under 37%—still the largest in the market, but down significantly from its heyday.

Johnson's—J&J's flagship baby products line—accounts for only about \$1.5 billion of the company's \$76.5 billion in yearly sales. J&J gets most of its revenue from its higher-margin prescription-drug and medical-device businesses. But Johnson's significance extends well beyond the revenue it generates.

Johnson's is the only product line in the U.S. that carries the company name. Many consumers come to know—and trust—J&J through the brand. That trust spurs sales of other products. Some J&J employees in other parts of the company refer to Johnson's as

the "trustmark."

Johnson's baby line is nearly as old as J&J itself. The fledgling medical-supply business, founded in 1886, sold medicated bandages that proved painful to peel off. So the firm's chief scientist sent powder to customers to soothe their irritation. Soon, parents discovered another use: diaper rash. In 1894, the company launched Johnson's Baby Powder.

J&J went on to create more baby products, including a lotion to comfort a newborn's skin and a shampoo that wouldn't irritate a child's eyes. Johnson's popularity spread further in the 1960s, 1970s and 1980s, as J&J brought the franchise to emerging markets like China.

"If you ask what does J&J mean to you, the majority would tell you it's Johnson's Baby," says Jorge Mesquita, who runs the company's consumer-health business. "This brand is the face of the company. So for us, it's incredibly important to restore its relevance and preserve its image."

Please turn to the next page

THE INTELLIGENT INVESTOR | JASON ZWEIG

What Investors Can Learn From Gamblers' Behavior



Even as stock markets sank again, one person (or group) made a lot of money this past week: the yet-to-be-identified holder of the single ticket that won the Mega Millions lottery. The lucky winner or winners hit a jackpot worth \$1.54 billion in estimated annuity value (or \$878 million in cash).

Only days ago, the scramble to buy tickets was highlighting some basic aspects of human nature: Money isn't only about wealth, and people don't understand probability. What's more, the feeling of control can lead any of us to take risks we wouldn't otherwise run. Even if you

didn't buy a Mega Millions ticket and never would, observing other people's lottery fever should teach you these investing lessons as little else can.

In fiscal 2016, Americans spent \$80.5 billion on lottery tickets. That's partly because a ticket is a taste of hope: Experiments in the Netherlands show about two out of three people prefer to stagger their ticket buying out over more than one day, presumably to savor the prospect of winning for even longer.

If someone told you that your odds of winning a lottery had just improved to 1 in 100,000 from 1 in 100,000,000, you would probably be mildly interested. If, however, you found out that the jackpot had just

gone from \$100,000 to \$100,000,000, your pulse would probably quicken. Probabilities are pallid and impersonal. Money is vivid and emotional.

Companies and governments

have been exploiting that human quirk for centuries.

Before issuing shares of stock became a common means of attracting capital, companies often raised

Please turn to page B6



Has Bean?
As tastes shift,
Starbucks looks to
revive growth **B5**



Valuation Soars for 'Fortnite' Creator

Maker of hit videogame draws new investment

BY SARAH E. NEEDLEMAN
AND KATIE ROOF

Epic Games Inc., creator of the smash-hit videogame "Fortnite," is valued at almost \$15 billion as part of a major new investment round, according to people familiar with the matter.

The company on Friday announced investors have purchased \$1.25 billion in stock. People familiar with the matter said not all of the money is going directly to the company: A portion represents shares being sold by existing stakeholders who are cashing out some of their investment.

Epic said the new investors represent people at the forefront of competitive and live gaming events, areas that have elevated the industry's visibility. They include traditional investment firms KKR, Kleiner Perkins and Lightspeed Venture Partners, as well as Aximatic, which owns the competitive-videogaming organization Team Liquid. Epic had no further comment on the investment.

Already Epic counts China's Tencent Holdings Ltd. and Walt Disney Co. as investors. Tencent said in 2012 it paid approximately \$330 million for a 48% stake in Epic.

"Fortnite" vaulted to the top of the more than \$100 billion industry by putting a cartoonish spin on the classic shooter genre. In its "Battle Royale" mode, 100 players compete to be the last team or player standing, instead of players endlessly roaming a battlefield offing each other.

Epic, which released the mode free, makes money by selling virtual costumes and dance moves for the game's characters. The company has raked in more than \$1 billion in revenue from these so-called microtransactions over the past year, according to estimates from SuperData.

The game's popularity has fueled a cottage industry of videogame tutors and knockoff modes in new games from bigger rivals such as Activision

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S&P 500 Flirts With Correction in Volatile Week

Tech stocks succumb to worries about growth

BY AMRITH RAMKUMAR

A tumultuous week for markets around the world ended with a rocky Friday session, putting the S&P 500 on the cusp of correction territory as investors continued an October retreat from risky assets.

As stocks tumbled in early trading, the benchmark stock index fell nearly 3% to breach the level that would place it 10% below last month's record. But—as was the case for much of a whirlwind week marked by intraday dips and sharp rebounds—stocks later stabilized. And then slipped again in the final hour of trading.

Although stocks recouped some of their early losses, all three major U.S. stock indexes head into the last three sessions of October on track for their worst month in more than eight years.

Worries about corporate revenue peaking and a slowdown in China and Europe potentially spilling over into the U.S. have sent stocks into a tailspin. Fast-growing internet firms have been some of the hardest hit, leading analysts to question whether companies that previously seemed immune to global growth fears can continue surging ahead.

Quarterly sales from Amazon.com and Google parent Alphabet disappointed investors, sending the two stocks sharply lower Friday and pushing the tech-heavy Nasdaq Composite to its worst week since March.

Once you start seeing a slow—

Please turn to page B10

◆ Heard on the Street: It might be a sell-off, but not a bear market.... **B11**

THE SCORE

THE BUSINESS WEEK IN 7 STOCKS

HASBRO INC.

HAS Heading into the holiday-shopping season, Hasbro made it clear just how difficult it has been to adjust to the absence of Toys "R" Us from the retail landscape: The toy maker's sales fell 12% in the first quarter since the toy-store chain's liquidation. To compensate for the loss of Toys "R" Us, Hasbro has begun selling its Barbie dolls and Nerf blasters in 10,000 new places, but Chief Executive Brian Goldner said the larger variety of retailers has complicated order patterns because of their "differentiated shipping requirements." Hasbro stock **fell 3.1% Monday**.

SUPER MICRO COMPUTER INC.

SMCI Super Micro Computer on Monday sent a letter to customers disputing an Oct. 4 Bloomberg article that said the company was the victim of Chinese spies who installed malicious hardware chip in its motherboards. Super Micro said it is conducting a review of the article's claims "despite the lack of any proof that a malicious hardware chip exists." Executives at Apple Inc. and Amazon—two companies cited in the article as being affected by the rogue chip—also disputed the article's claims. Bloomberg said Monday that it stood by its reporting. Super Micro **gained 4.3% Monday**.

PERFORMANCE OF TECH STOCKS THIS WEEK

Source: SIX



AMAZON.COM INC.

AMZN October's tech selloff pushed the Nasdaq Composite into correction territory Wednesday and, after rebounding Thursday, the damage continued Friday in the first trading session after Amazon reported earnings. Though Amazon notched another quarter of record profits of \$2.88 billion, there are signs its run of booming revenue growth is slowing. Amazon was **down 7.8% on Friday**, along with fellow tech behemoths.

CATERPILLAR INC.

CAT Caterpillar posted record third-quarter profit Tuesday, but the industrial bellwether spooked investors after warning that rising costs, a stronger dollar and concerns over growth in China could dent future earnings. Caterpillar's concerns were echoed by several other manufacturers that reported quarterly results Tuesday, sparking a broad selloff among industrial shares on mounting fears of an industrywide slowdown. Caterpillar's stock was one of the worst hit in the sector, **falling 7.6% Tuesday**; shares of 3M Co. fell 4.4% and Harley-Davidson Inc. shares lost 2.2%.

ANHEUSER-BUSCH INBEV SA

BUD Please forgive any dividend investors who were crying into their beers Thursday, when Anheuser-Busch InBev slashed its payout by half. The brewer of Budweiser and Stella Artois, grappling with shifting consumer tastes and lower volumes in several key markets, reported weaker profit and revenue and said it plans to focus on reducing debt over returning cash to shareholders. AB InBev's finance chief defended the reduced payout, which will save the company about \$4 billion. The Belgian company's American depositary receipts **sold 9.4% Thursday**.

AT&T INC.

AT&T In an AT&T earnings report filled with signs of growth, investors focused on a negative: a record slump in satellite-television subscriptions.

The telecommunications company said Wednesday that third-quarter profits rose to \$4.72 billion, as growth in its cellphone business and increasing distribution revenue from its slate of Turner TV channels helped offset DirecTV's subscriber losses. Though AT&T stands to benefit from its acquisition of Time Warner Inc.'s show-business assets in future quarters, investors sent shares **down 8.1% Wednesday**.

—Laine Higgins

Bringing Up Baby's Market Share

Continued from the prior page

To regain its baby-care perch, the company will need to overcome a risk-averse corporate culture that has been slow to embrace change. It will need to take on its smaller, nimble rivals. And it must get better, fast, at marketing and selling its products online, an area in which the company has lagged behind.

We're Missing E-Commerce

In 2013, J&J officials noticed a problem: Johnson's baby sales were slowing world-wide, especially in China, a key market.

The company had been focused on other parts of its consumer-health business, according to current and former company officials. Manufacturing problems led to a series of recalls of over-the-counter medicines like Benadryl and Motrin starting in 2009. The problems cost J&J billions of dollars in sales, and hundreds of millions to fix. J&J says the manufacturing problems weren't related to Johnson's, and it has since passed government and third-party inspections.

Manufacturing consumed much of the consumer business's attention at the time, says Erica Robinson, an associate brand manager during the recalls. She had to give back the \$400,000 in her budget that was allotted for Motrin store displays, and scrap focus groups.

It was a bad time to cut back on marketing and research, because consumer preferences were changing. The Internet was emerging as a destination for new parents looking for information on baby products. More of these parents were seeking products with natural ingredients, such as raw shea butter and argan oil—and heeding recommendations of other parents online.

"There was a desire to stay up-to-date with the consumer, but there wasn't a focus or energy there," says Ms. Robinson, who left J&J in 2012. "It was all going to manufacturing issues."

Where J&J did seek to modernize, it took half-steps. In response to growing interest in natural ingredients, J&J scientists removed phthalates and other chemicals from products, but didn't publicize the changes, to avoid the impression chemicals were unsafe, according to company officials.

In 2013, J&J hired Alison Lewis, a marketing official from Coca-Cola Corp., to oversee marketing for the consumer business. Ms. Lewis saw Johnson's U.S. sales falling in weekly market-data reports she received, but the spreadsheets indicated market share was still hovering above a healthy 40%. That suggested the franchise needed help, Ms. Lewis recalls thinking, but not life support.

She pinned hopes on a marketing campaign launched in February 2015. "Why just clean your baby, when you can give her so much more?" television spots asked.

The numbers didn't improve. By the fall, Johnson's share of the U.S. market was headed toward a drop below 40%, according to Nielsen, even as the baby-care market was growing overall.

As Ms. Lewis pored over the data with her colleagues, she began to see the problem. The data firms J&J relied on, including Nielsen, captured

sales at big-box stores like Walmart Inc. and Target Corp. But they didn't track online retailers such as Amazon.com and Boxed.com.

"We're missing e-commerce," Ms. Lewis recalls realizing.

It was a big miss. Online sales were increasingly important in the then-\$14.8 billion world-wide market for baby-care products, accounting for \$908 million that year. E-commerce sales were rising at a 21% compounded annual rate compared with the overall market's 5.7%, according to Euromonitor.

At a meeting with fellow consumer-business executives that November, Ms. Lewis outlined the ways the company would have to change: J&J must rework product formulas and marketing. If it couldn't find a vendor with e-commerce data, it would have to collect the data itself. Above all, Johnson's must appeal to parents where they research and shop: online.

"If you're not playing there, you're not winning these consumers," she said.

The changes that J&J would have to make would be painful for the company, too.

Inside J&J, the mission was referred to as Apollo—borrowed from NASA's program to put humans on the moon—to reflect how critical and ambitious the effort was.

A big sticking point for some insiders: a proposal to eliminate dyes, like the ones that gave Johnson's baby shampoo its distinctive golden hue. In early 2015, 20 top officials responsible for the brand's sales, research and manufacturing met to hash out the matter.

"We are not leaving this room until we all feel comfortable," one participant said at the outset of the meeting, according to Sandrine Alvarado, a J&J consumer research official who helped direct the reformulations.

Many in the room, in a J&J building across the street from the company's New Brunswick, N.J., headquarters, had grown up using the gold product. Some expressed concerns that such drastic changes aim

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J&J is working with parents with big social-media presences to talk about the products online.

J&J has agreed to pay about 100 "social influencers" in North America for their recommendations on Instagram, blog posts and other Internet endorsements, while arranging to furnish free samples and product information to a similar number of other parents prominent on social media, a company spokeswoman says.

In a post on her Instagram page last month, one of these influencers, Houston mother Joy Green, 30 years old, wrote about Johnson's pink baby lotion. "It's made with coconut oil," she wrote, describing using the product on her 2½-year-old daughter. "It absorbs in a flash." The post has been viewed more than 10,600 times and drawn more than 1,930 likes. Ms. Green says her joyfully-green Instagram page averages 100,000 visitors a week and that many of her followers are working mothers like herself between 24 and 35 years old. Ms. Green uses the hashtag #ad in the first line of her posts to signal they are ads, but says the opinions are her own.

Ms. Green, a freelance marketer who has signed similar social-media deals with other companies, says she agreed to work with Johnson's because its shift to more-natural ingredients fits with her postings about motherhood and healthy living. She declines to say how much she gets paid for the posts.

For an upcoming post, Ms. Green is planning a video review of a new Johnson's baby lotion infused with tiny, milled cotton particles. The company hopes the new "Cotton-Touch" line will re-establish the company's reputation for cutting-edge products.

Ms. Lewis and Ms. Khanna say they see positive signs from the overhaul. J&J's internal data points to a two percentage point increase in Johnson's U.S. market share over the last three months, and sentiments on social media have improved. But challenges abound.

A string of personal-injury lawsuits alleging that women's use of Johnson's talcum powder resulted in ovarian cancer have grabbed headlines. Most recently in July, a jury in St. Louis, awarded \$4.7 billion in damages to 22 women and their families. Other cases allege that the powder is tied to mesothelioma.

J&J disputes the allegations, saying "Johnson & Johnson is confident that its products do not contain asbestos and do not cause ovarian cancer" or mesothelioma. It has filed a motion to appeal the \$4.7 billion verdict, which has not been heard yet, and has succeeded in overturning some of the other verdicts. Ms. Lewis says such decisions haven't affected consumers' perceptions of Johnson's.

Yet marketing experts say these trials could be damaging. J&J's reputation suffers every time a jury returns a multimillion-dollar verdict, according to data company TruValue Labs.

Meantime, rivals like California Baby aren't standing still. California Baby is reformulating products to replace traditional preservatives with those made from basil and other plants, some of which are grown on a 100-acre organic farm. The privately held company plans to begin selling a lotion with the plant-based preservatives in the next two weeks.

"We never used sulfates and that was 20 years ago," says Jessica Ilicisoy, California Baby's founder and chief executive. "We are 10 steps ahead of everybody."

Valuation Soars for 'Fortnite'

Continued from the prior page

Blizzard Inc. In its earnings report Wednesday, Microsoft Corp. name-checked "Fortnite" as a contributor to strong earnings in its gaming division.

Videogames are on a tear. Annual investments in game startups and closely held companies exceeded \$3 billion globally for the first time earlier this year, according to Digi-Capital LLC. So far this year, they have topped \$5 billion, the tech advisory firm said.

The potential payoff for early investors can be significant. In 2016, Tencent and its partners acquired Supercell Oy, the Finnish maker of "Clash of Clans," for \$8.6 billion. The prior year, Activision Blizzard bought "Candy Crush Saga" maker King Entertainment for \$5.8 billion.

The game industry's biggest players also have grown. In the U.S., share prices for the top publicly traded game makers by market capitalization—Activision Blizzard, Electronic Arts Inc. and Take-Two Interactive Software Inc.—have more than doubled. Earlier in the week, Take-Two's stock popped nearly 10% on strong reviews of its latest big release, the Western shoot-'em-up "Red Dead Redemption II," which could rival "Fortnite" for players' time and money.

Much of the growth has been fueled by in-game purchases of virtual weapons and other goods on mobile apps, as well as downloadable side missions in console and PC games that can suck in gamers for countless hours. "Fortnite" checks both boxes.

The industry has faced criticism over tactics for keeping players hooked, such as offering rewards for frequent logins and tapping into fears of missing out with limited-time offers. "Fortnite" had attracted more than 125 million players as of June, according to Epic.

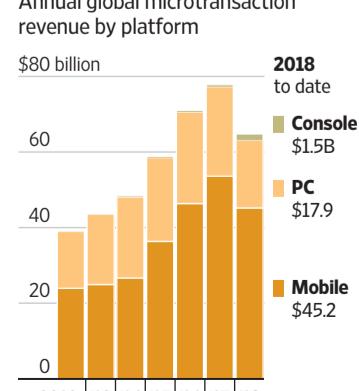
Eyeing a move into competitive gaming, known as esports, Epic recently pledged \$100 million in "Fortnite" tournament prizes.

Last month, fans clocked in 104 million hours watching the game being live-streamed on Amazon.com Inc.'s Twitch, down from 149.3 million hours in July, according to Newzoo BV. Still, it remained the No. 1 most watched game on Twitch as of September, a rank it has held since March.

—Rolf Winkler contributed to this article.

Leveling Up

Annual global microtransaction revenue by platform



Source: SuperData

THE WALL STREET JOURNAL.

BUSINESS NEWS

Microsoft Defends Military Projects

By JAY GREENE

Microsoft Corp.'s top executives defended supplying technology to the U.S. military, in the face of objections from employees.

Brad Smith, president and legal chief, said Microsoft's bid on a massive Defense Department contract known as JEDI—a project **Alphabet** Inc.'s Google recently walked away from—is the kind of work the company is committed to pursuing, even though employees might hold differing views.

A debate over providing the U.S. military and law enforcement with powerful technology that can invade privacy or guide lethal weapons has roiled Silicon Valley. Workers at several large technology companies have sought to pressure their employers to cease working on projects, including those involving the use of facial recognition and other forms of artificial intelligence.

"We want the people of this country and especially the people who serve this country to know that we at Microsoft have their back," Mr. Smith wrote in a blog post set for Friday. "They will have access to the best technology that we create."

Mr. Smith and Chief Executive Satya Nadella addressed the issue with employees Thursday.

Amazon CEO Jeff Bezos recently defended his company's bid for the same \$10 billion Defense Department cloud contract, called the Joint Enterprise Defense Infrastructure project.

"One of the jobs of the senior leadership team is to make the right decision even when it's unpopular," Mr. Bezos said at a Wired magazine conference earlier this month.

"If big tech companies are going to turn their back on the U.S. Department of Defense, this country is going to be in trouble. I like this country."

In June, Microsoft employees unsuccessfully sought to end the company's work with Immigration and Customs Enforcement over the agency's role in separating children from their parents.

—Douglas MacMillan contributed to this article.

</div

TECHNOLOGY



Resistance to Big Tech is primarily hitting U.S. giants. A protest in Brussels in May ahead of EU testimony by Facebook CEO Mark Zuckerberg.

KEYWORDS | CHRISTOPHER MIMS

A Global Tech Backlash

Pushback against the power of digital giants started in the West; now it is spreading around the world



The biggest tech companies have tremendous power over the hearts and minds of people—as much as many of the governments in countries where they operate. All over the world, citizens, bureaucrats and politicians are now pushing back against that power.

Most often, the backlash is directed at America's tech giants, such as Alphabet Inc.'s Google, Facebook Inc. and Amazon.com Inc., and how their ubiquity affects individuals and businesses. But resistance to Big Tech also includes China curbing the power of its own technology companies, and India rejecting foreign monopolists in favor of homegrown players.

The largest tech businesses reach more people than any other companies have in history. The companies themselves argue tech is bringing great benefits to people, yet when they enter industries, they make competitors miserable in ways not seen since the Gilded Age.

As people around the world become more familiar with the internet, their views tend to change from enthusiasm to caution. A survey by the Centre for International Governance Innovation reveal that in Kenya, for example, people are

singularly positive about the impact of tech, whereas in North America and Europe, people are more concerned about overreach.

"Familiarity breeds contempt," says Fen Hampson, director of global security and politics at CIGI, who conducted the survey.

As the backlash plays out, it has the potential to subdivide the internet, forcing the biggest players to create separate products and procedures for different regions. The results—following a costly, complicated and protracted transition—will be better for consumers in some cases, and significantly worse in others.

The global tech backlash starts in the West, where countries have been feeling the results of Big Tech's growing power the longest.

In the European Union, efforts to rein in firms that abuse their monopoly power have resulted in a record \$5 billion fine against Google. Amazon might be next, as the EU Competition Commissioner probes whether the giant unfairly uses data from retailers.

Meanwhile, the sweeping General Data Protection Regulation is having a profound effect on the advertising and data-gathering ecosystem there. Facebook could face a record \$1.63 billion fine for its recently disclosed personal-data breach.

In the U.S., creating an "internet bill of rights," has become a signature issue of a handful of congressional Democrats. Meanwhile, some of their Republican colleagues are taking aim at Big Tech in the wake of recent scandals.

The companies see the writing on the wall. California has already passed a sweeping data-privacy law, set to go into effect in 2020. In a Senate hearing in September, executives from Alphabet and Amazon said they agree on the need for privacy regulation; Facebook Chief Executive Mark Zuckerberg has said the same. Lobbying groups supported by both companies just proposed their own set of privacy regulations.

The tech backlash looks different in China. Just as a few American companies gained dominance over the past decade, so have a handful of Chinese firms, including Alibaba, Tencent, Baidu and JD.com. Once content to champion these companies as long as they cooperated with censorship decrees, the Chinese government is now taking a more heavy-handed role in their everyday business. For example, it rejected a credit-scoring system by Alibaba's affiliated payment company, Ant Financial, in favor of its own. And earlier this year, it delayed approvals of some Tencent video-



Apple's Tim Cook called for U.S. data-protection laws like Europe's.

games, causing it to lose some \$1.5 billion in sales.

The worst-case scenario in China, says Paul Triolo, a technology analyst at the Eurasia Group think tank, is if Beijing were to nationalize some of its tech giants. If a U.S.-China trade war deepens and China's leaders feel they need to turn tech companies into instruments of the state, it's possible, he says.

China's so-called Great Firewall has effectively created two inter-

nets. Former Google CEO Eric Schmidt said recently he thinks that divide will only deepen.

Because they can't move freely into China, U.S. companies must make their businesses work uniformly anywhere else they can, says Paul Twomey, former CEO of the nonprofit Internet Corporation for Assigned Names and Numbers, which manages the world-wide internet domain-name system.

63%

of respondents in a survey conducted in 25 countries think social media has too much power.

SOURCE: CENTRE FOR INTERNATIONAL GOVERNANCE INNOVATION

Some tech giants are already doing this. Microsoft Corp. said it will apply GDPR rules across all its services throughout the world. Apple Inc. has for years positioned itself as the data-protection and privacy company, with CEO Tim Cook this week calling for a U.S. privacy law in line with Europe's.

More data-dependent companies aren't so eager. Google is fighting efforts to export those rules. Google's official wishlist on "responsible" data-protection regulation includes a "flexible" definition of personal data and no restrictions on the geographical location of data storage.

Facebook has tried to make an end run around EU rules by giving users a stark choice: give up some rights or delete their accounts. Facebook didn't respond to requests for comment.

Ultimately, that's counterproductive, says Mr. Twomey. In part, this is because data-protection laws also apply to other businesses, such as banks, which are likely to push for globally harmonized regulations.

To see where the global tech backlash is going next, pay attention to India, says Mr. Twomey. When Facebook tried in 2016 to let users browse Facebook and some other services without paying for mobile data, a coalition of activists in India, and eventually India's government itself, rallied together to ban the program. What Facebook saw as beneficence, Indians saw as neocolonialism.

In the biggest countries, that kind of pushback could benefit domestic actors—think of China's enormous tech industry or India's burgeoning e-commerce giant Flipkart. In such a world, the internet remains mostly interconnected but a handful of companies, many domestic, dominate each market, says Mr. Twomey.

Such reactions augur a future in which some countries—too small to match the services of tech giants—instead negotiate with them however they can.

In Sri Lanka, Facebook failed to heed warnings from the government and activists about its platforms serving to incite violence against the country's Muslim minority. After the country shut off access to Facebook services, the company pledged to start taking down problematic content.

whose work was over-hyped. But if you look at it today, the fundamentals do support the rise of AI. Companies are bringing in very large amounts of revenues with AI. There's a clear road map for AI to create massive amounts of value.

...But Our Timelines Are Too Rosy

I would actually welcome a correction in public opinion about what AI can and cannot do. This has happened to me multiple times, where I would listen to a CEO on stage make an announcement about what their company is doing with AI, and then 20 minutes later I'd talk to one of their engineers, and they'd say, "No, we're not doing that, and we have no idea how to do it." I think it still takes judgment to know what is and what isn't possible with AI, and when the C-suite does not yet have that judgment it's possible for companies to make promises very publicly that are just not feasible.

—Sara Castellanos



MARK WEAVER

A Conditional Basic Income Could Combat Job Loss

Of the things that worry me about AI, job displacement is really high up. We need to make sure that wealth we create [through AI] is distributed in a fair and equitable way. Ethics to me isn't about making sure your robot doesn't turn evil. It's about really thinking through, what is the society we're building? And making sure that it's a fair and transparent and equitable one. I feel that government should play a role as well in conditional basic

income. For someone that's unemployed I really support the government giving them a safety net with the expectation that they'll do something to contribute back so they can gain the skills they need to re-enter the workforce.

AI Winter Is Not Coming...

I don't think we're in for another AI winter [a period of decreased AI funding and interest]. In the earlier AI winters there was not that much economic value created through AI. It was relatively small groups of researchers

STRATEGY

Can Starbucks Perk Back Up?

Surrounded by rivals and new coffee trends, the Seattle chain looks to stir faster growth

BY JULIE JARGON

Starbuck Corp. has been in a funk over the past 2½ years, posting quarterly same-store sales growth well below its historic rate of 5% or greater in the U.S., where the brand once seemed unstoppable.

The problem? The coffee culture Starbucks helped create in America spawned all kinds of competitors on both the high and low end, leaving Starbucks in the middle.

A confluence of changes in consumer behavior has contributed to the coffee giant's slowed growth. People are increasingly consuming on the go, a trend Starbucks was way ahead on with its 2009 development of a mobile app. But now almost every coffee chain has an app.

There also has been a shift away from hot coffee. Starbucks was quick to respond in its shops with cold drinks, which now represent more than 50% of U.S. cafe sales. But the growing preference for cold coffee spurred a new category of canned and bottled cold brew that's

widely available at retailers—and another option for on-the-go consumption.

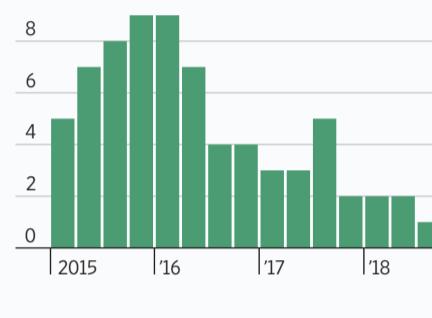
The availability of so much coffee has taken a toll on Starbucks, particularly in the afternoon, when consumers aren't as loyal to their coffee brand as they are in the morning. Afternoon visitors tend to be those who visit Starbucks five or fewer times each month. The Seattle-based company says it is trying to entice them to return more often with new food, drink deals and the option to use its mobile app, which previously had been available only to members of the chain's loyalty program.

The company's recent woes have attracted activist investor William Ackman, who recently disclosed a 1.1% stake. For now he doesn't appear to be taking an activist stance and says he thinks the changes the company is making, such as slowing store growth and expanding in China, are the right ones.

The company reports fiscal fourth-quarter results on Nov. 1.

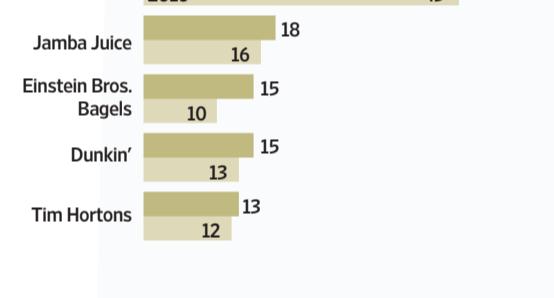
Sales growth at U.S. Starbucks shops has been slowing...

Starbucks's U.S. same-store sales, change from a year earlier



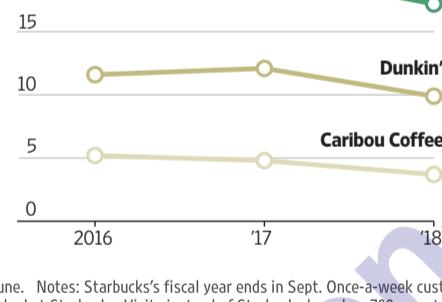
...as customers migrate to other places for beverages and food...

Consumers who considered Starbucks, but visited a competitor instead



...and even frequent guests have been declining at Starbucks and its rivals.

Customers who dropped by once a week or more



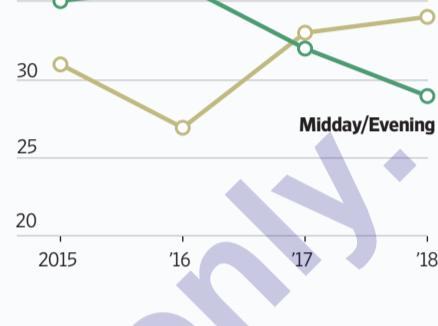
*Years ending in June. Notes: Starbucks's fiscal year ends in Sept. Once-a-week customer base varies by brand: approx. 10,000-15,000 consumers per four-quarter period. Time of meal based on 700 guests who were asked what meal they most recently had at Starbucks. Visits instead of Starbucks based on 700 recent chain brand guests per four-quarter period. Potential alternatives to Starbucks based on 700 recent Starbucks guests who visited more than once a month. Chinese stores combine both licensed and company-operated stores. Price is the weighted average for a regular, decaf or flavored hot coffee at quick-serve restaurants.

Sources: the company (same-store sales, China stores); Technomic (customer survey); NPD Group (price); Saul Loeb/AFP/Getty Image (photo)



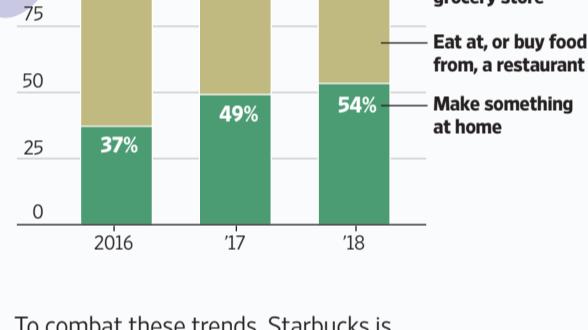
Starbucks is also grappling with customer loyalty later in the day...

When was your most recent visit to Starbucks?*



...and consumers who are opting to stay at home or get their coffee elsewhere.

If you had not visited Starbucks, which would you most likely do instead?*



To combat these trends, Starbucks is looking to China for growth in addition to other measures.

Starbucks in China



Graphic by Kurt Wilberding/THE WALL STREET JOURNAL.



For a solid barometer on the American consumer, look no further than the humble can of paint.

Home Depot Inc. sold \$8 billion worth of paint last year, and sales grew in the first half, making it among the highest-revenue lines at the company.

Home Depot Chief Financial Officer Carol Tome told me recently that she sees the category as reflective of broader sentiment because "the No. 1 'DIY' project is painting." Even the least-handy among us feels qualified to slush our way through a gallon of matte enamel or premium semigloss.

It's not all Sunkissed Yellow and Summer Sky in the paint aisle, though, and that may spell trouble for the wider economy. The price of a gallon of paint is rapidly increasing. Home Depot's key supplier, PPG Industries Inc., raised prices 2% over the summer, while rival Sherwin-Williams Corp. is bumping them at least 4%. Both companies will keep raising prices through 2019.

As if on cue, Sherwin-Williams on Thursday noted a slowdown in DIY growth. The company suggested it could be just a blip in a fickle slice of the market. But analysts say it could prove that customers will balk when price tags get too steep.

It has become clear as third-quarter earnings reports roll out that companies beyond the roller

ON BUSINESS | JOHN D. STOLL

Economics Lesson in a Can of Paint

Companies are walking on eggshells, hoping customers accept higher prices



2,000 polled said they struggle to cover basic expenses or are concerned with paying bills on time.

Consumers are accustomed to wild fluctuations in prices for energy and certain foods. Steep annual increases can also be common in housing, higher education or health care. But prices for staples, apparel, postage, home-improvement supplies or restaurants have been relatively stable since 2008. Mr. Lindsey said big-ticket items, such as washing machines, could be particularly sensitive to price increases, but so could lower-cost items that, unlike hotel or airline rates, can't be adjusted in real-time.

Kimberly-Clark Corp. provided a recent example of how a company can get stung. During the third quarter, it raised the net price of tissue products by 2% to offset raw material costs, and reported a North American sales decline of 5%.

"That suggests that the consumer is pretty sensitive to these,"

Mr. Mushkin said.

Company executives said shifts in advertising spending affected sales results.

If there is backlash against

modest hikes on a roll of toilet paper, how will customers react to bigger price increases that are likely in the pipeline? The potential upcoming shift in tariffs on certain Chinese-made goods to a 25% rate is an event that will challenge executives.

iRobot Corp., maker of the Roomba vacuum cleaner, said this week it didn't raise prices after a 10% tariff was imposed on Chinese imports in September. It said it will try to manage costs as duties rise to 25%, but stopped short of saying it could hold the line.

Ms. Tome, the Home Depot finance chief, said "the consumer is in a pretty good place right now," especially when considering the growth in home values. "Homeowners have seen equity values increase in their homes 138% since 2011—on average that's \$73,000 a home."

Those homeowners have gotten used to steady prices, though. In the 12 months through September, overall prices rose 2.3%. That rate was cooler than the near-3% year-over-year increases clocked over the summer, but still higher than any point over the decade.

Whether it's on a box of Kleenex or a gallon of primer, Mr. Mushkin, the Wolfe analyst, said customers will reach a breaking point.

"Paint's only one part of it," he said. "It's really a problem when a project that would have cost me \$10,000 in labor and materials is now going to cost \$12,000. At that point, someone may decide not to spend the money."

pan are ready to see how far pocketbooks can stretch. A broad range of buyers are getting stuck with the bill for new tariffs and rising labor and raw-material costs.

"I can't recall any time so many companies say they need to raise prices and to this degree," said Scott Mushkin, a retail and staples analyst with Wolfe Research. "All they talk about is raising prices."

Companies selling everything from bulldozers to Big Macs say higher prices are the only way to protect margin growth, an important metric to Wall Street during a particularly volatile moment for investors. JetBlue, United Technologies, Unilever, and Procter & Gamble have all signaled they plan to raise prices. And that list barely scratches the surface.

For nearly a decade, Americans have enjoyed an era where price cuts were more common than increases. Charles Lindsey, a professor at the University at Buffalo School of Management, said companies are prudent to raise prices while unemployment is low, the economy is fairly strong and confidence is high.

"Companies realize there may be more inflationary pressure in the next few years, and maybe consumers will react favorably right now," he said. But "customers are always on a budget and will always feel pressure."

U.S. Bank's recent Possibility Index survey found nearly half of the

EXCHANGE

No Longer Shale-Safe

A U.S. drilling bonanza calmed global oil markets for a decade. Now, supply worries are back.

BY RUSSELL GOLD

For the past decade, enough oil has flowed from America's shale boom to allay worries that demand for the world's most important commodity would outstrip supply.

Now, new volatility in global oil prices—which are up 16% since the start of the year—signals that the calming effect of the shale bonanza is reaching its limits.

For perspective on shale's impact, rewind to 2007, when some industry leaders saw world demand hitting a wall once it rose to 100 million barrels a day—a level they thought supplies would have trouble matching.

"Where is all that going to come from?" said James Mulva, the former chief executive of ConocoPhillips, that year, when the world produced and consumed about 85 million barrels a day.

In August, global oil demand reached 100 million barrels a day, and the world hardly noticed. What happened? Shale.

Using techniques such as hydraulic fracturing and horizontal drilling, U.S. oil drillers figured out how to get crude oil from ultra-dense shale rocks in North Dakota, Texas and Oklahoma. U.S. oil output rose from 5 million barrels a day in 2007, when Mr. Mulva raised his concerns, to a record of nearly 11 million a day in August, a remarkable increase that has rarely been replicated anywhere in the history of oil.

While this has helped the world meet rising demand for years, it cannot go on forever. Signs are mounting that shale won't keep growing at the same rate in the U.S. Drillers face pipeline bottlenecks moving crude out of West Texas. This week, Halliburton Co. Chief Executive Jeff Miller said its oil-producing clients were facing "budget exhaustion" and he expected some to take extended breaks from drilling new



Shale propelled U.S. oil output from 5 million barrels a day in 2007 to nearly 11 million. Above, pumpjacks in North Dakota.

shale wells. That is coinciding with warnings of plateauing, or even declining, production elsewhere in the world.

All the while, global eco-

If U.S. production slows, it isn't clear Russian and Saudi oil can fill the gap.

nomic growth has been strong for several quarters and oil demand continues to grow. Since its last year-over-year decline at the end of 2011, oil demand has grown annually by 1.5 million barrels a day, according to International Energy Agency data.

The steady upward march of oil demand has left oil

markets prone to price swings and spikes. The price of a barrel of Brent crude, the leading global benchmark, is up to near \$78 a barrel, from \$67 at the beginning of the year. In early October, it hit its highest level since 2014, before retreating.

If U.S. production fails to grow at recent rates, it is far from clear that the world's two other oil superpowers, Russia and Saudi Arabia, can pick up the slack. Russia is already pumping 10.8 million barrels a day of crude, a level unseen since the Soviet Union. Saudi Arabia, currently at 10.4 million barrels a day, is headed toward record-level output.

"The Saudis are just about out of spare capacity," said Robert McNally, a former energy adviser to President George W. Bush who heads the Rapidan Energy Group, a Washington consulting firm.

Saudi Energy Minister Khalid al-Falih said this week, according to Russian news agency TASS, that the country would bump up its production to 11 million barrels a day to cool off the oil market, although some oil observers wonder if the kingdom would be able to fulfill this promise.

Meanwhile, exports from two other key oil-producing nations are falling.

In the midst of an economic meltdown under President Nicolás Maduro, Venezuela, the country with the world's largest oil reserves, has seen its production fall to 1.2 million barrels a day today from 3.2 million barrels in 2006, according to the Organization of the Petroleum Exporting Countries.

U.S. sanctions on Iran's oil sector are set to take effect Nov. 4, barring companies from buying Iranian exports.

Oil traders are still assessing how effective those sanctions will be at crimping Iran's oil industry, but analysts say they could remove anywhere from 1 million to 1.5 million barrels a day from global oil markets.

"This is the year geopolitics came back to the oil markets and it is back with a vengeance," said Helima Croft, global head of commodity strategy at RBC Capital Markets. In recent weeks, the oil market has carefully watched growing strains in the U.S.-Saudi relationship over the killing of Saudi journalist Jamal Khashoggi.

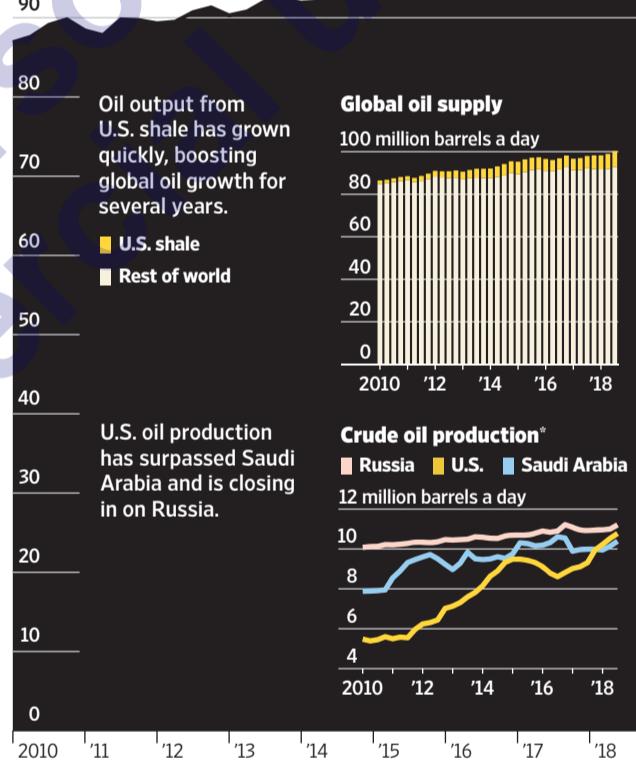
There are so far no signs of any actual supply squeeze and some believe that without the current geopolitical uncertainties, oil prices would still be stable. "Based on market fun-

Thirsty Planet

Global demand for oil has risen steadily since the end of the Great Recession, hitting 100 million barrels a day for the first time this year.

Global oil demand

100 million barrels a day



*Doesn't include condensates or natural gas liquids. Note: All data quarterly

Sources: International Energy Agency (demand, global supply, production); Energy Information Administration (U.S. shale supply)

THE WALL STREET JOURNAL.



Saudi Energy Minister Khalid al-Falih said this week that the kingdom can pump more oil, which helped cool oil prices.

damentals, there is absolutely no reason oil prices should be at this level," said Ali Moshiri, chairman of Amos Global Energy LLC, a Houston-based oil producer and a longtime Chevron Corp. executive.

But if oil demand continues to rise—and Iranian exports are curtailed—prices could rise dramatically. A couple of years ago, such a rise might have been short-lived as shale producers accelerated operations and added more oil to the global market.

Geopolitical shifts also make for uncertain longer-term forecasts and price swings. While the U.S. hard-line approach to Iran could lead to a rise in oil prices now, down the line the trade policies could erode oil de-

mand and lead to future price drops.

For the U.S. to pursue both Iran sanctions and toughening trade policy at the same time "is a really big risk," said Philip Verleger, an energy economist.

"If we're not careful, we could have a repeat of 2008 when oil prices started at \$90 a barrel, went up to \$140 and ended around \$30," he said.

For years, shale helped keep enough spare capacity in global markets that volatility began to feel like a relic of the past. In the years to come, the world may no longer have that shale shock absorber, ending a relatively peaceful decade in oil markets.

—Bradley Olson

contributed to this article.

Lottery's Investing Lessons

Continued from page B1
money with lotteries. The Virginia Co., which funded the settlement of Jamestown and other early toeholds in the American wilderness, was financed largely by the sale of lottery tickets in London and other British cities.

Governments also have long financed their operations with lotteries, but they didn't become a booming business in the U.S. until a few decades ago, states started allowing people to pick their own numbers. In the 1970s, the psychologist Ellen Langer, then of Yale University, offered to buy people's lottery tickets before the prizes were drawn. Holders demanded more than four times as much money to sell a ticket they had chosen for themselves as they did to sell one randomly assigned to them.

That's presumably because by choosing a ticket yourself, you have charged it with a spark of your own personal magic—so, if it turns out to have been the winner, you will kick yourself all the harder for having sold it. One randomly assigned to you doesn't inspire the same regret if you sell it before it wins.

No wonder investors—professionals and individuals alike—tend to be far more likely to repurchase stocks they previously sold for a gain rather than a loss. And traders who erroneously believe themselves to be partly in control of market movements have been shown to earn lower returns than those who don't.

In early 2005, the number 53 finally turned up in an Italian lottery drawing after a nearly two-year dry spell. Families had gone into a frenzy, betting a total of \$4.5 billion on tickets including that number, or more than \$250 per household. (The ultimate winners divided about \$770 million.) Some Italians reportedly mortgaged their homes or went bankrupt after betting obsessively on the number.

A study of more than 16 million tickets in the Swiss lottery found that bettors bought number combinations arrayed in a diagonal on the ticket more than 24,000 times; they played the numbers that had won the previous drawing 12,000 times. An analysis of 5.1 million lottery combinations in the Netherlands found that people picked their own birthdays 21% of the time. Californians seem to bet disproportionately on 9, 7, 3, 8, 11 and 6.

You can make money betting on unpopular numbers, however, only in relatively small lotteries. In wildly popular drawings like Mega Millions and Powerball, where the dollar volume of ticket sales has historically far exceeded the total jackpot, the expected return is negative, according to mathematicians Aaron Abrams of Washington and Lee University and Skip Garibaldi, director of the Center for Communications Research in La Jolla, Calif.

Still, the feeling of "someone is bound to win, so it might be me" is hard to shake: In one British survey, 22% of people said they would win the national lottery jackpot during their lifetime.

It's no surprise, then, that investors love taking an occasional flyer on an individual stock or an active fund: Someone is bound to be at the top of the charts, so it might as well be me.

Charles Clotfelter, an economist at Duke University, has studied lotteries for decades. "Let the machine pick a random number for you," he says. "Your chance of winning with any given number is the same, but your chance of sharing your winnings is a lot lower on a random number, because you're not picking on a diagonal or some other pattern."

For investors, too, figuring out what other people are likely to do, and then persisting in doing the opposite, is the best way to come out ahead in the long run.

MARKETS DIGEST

Dow Jones Industrial Average

	Last	Year ago
Trailing P/E ratio	21.04	21.23
P/E estimate *	15.90	19.54
Dividend yield	2.25	2.19
All-time high	26828.39	10/03/18
Current divisor	0.14748071991788	
65-day moving average	25000	
Session high	25000	
DOWN	24500	
Session open ▶	24500	
Close ▢	24500	
Open □	24500	
Session low	24000	
Bars measure the point change from session's open	23500	
Sept.	Oct.	

Weekly P/E data based on as-reported earnings from Birinyi Associates Inc.

S&P 500 Index



Nasdaq Composite Index



Track the Markets: Winners and Losers

A look at how selected global stock indexes, bond ETFs, currencies and commodities performed around the world for the week.

Stock Index	Currency, vs U.S. dollar	Commodity, traded in U.S.*	ETF
Lean Hogs	1.90		12.20%
Shanghai Composite	1.90		
Sao Paulo Bovespa	1.78		
iSh 20+ Treasury	1.13		
iSh 7-10 Treasury	1.03		
Comex Gold	0.59		
Japan yen	0.59		
VangdTothIbd	0.53		
Indian Rupee	0.46		
VangdTotalBd	0.44		
WSJ Dollar Index	0.43		
iSh TIPS Bond	0.39		
Comex Silver	0.38		
iShNatMuniBd	0.33		
iSh 1-3 Treasury	0.22		
Corn	0.20		
iShBoxx\$InvGrdCp	0.20		
Nymex USLD	0.04		
Canada dollar	0.04		
Swiss Franc	-0.01		
iShJPMEmBd	-0.02		
Russian Ruble	-0.16		
Indonesian Rupiah	-0.19		
Chinese Yuan	-0.20		
Australian dollar	-0.38		
Mexico peso	-0.44		
South Korean Won	-0.71		
iShBoxx\$HYCp	-0.79		
Comex Copper	-0.87		
Euro area euro	-0.96		
S&P 500 Real Estate	-1.02		
S&P 500 Consumer Staples	-1.36		
Soybeans	-1.37		
S&P GSCI GFI	-1.40		
South African Rand	-1.44		
FTSE 100	-1.56		
Norwegian Krone	-1.60		
IBEX 35	-1.82		
UK pound	-1.82		
Wheat	-1.85		
Nymex Natural Gas	-2.00		
FTSE MIB	-2.08		
S&P 500 Utilities	-2.13		
Nymex Crude	-2.21		
CAC-40	-2.31		
Stoxx Europe 600	-2.46		
Euro Stoxx	-2.60		
S&P 500 Information Tech	-2.71		
S&P BSE Sensex	-2.82		
Dow Jones Industrial Average	-2.97		
DAX	-3.06		
S&P SmallCap 600	-3.11		
S&P 500 Consumer Discr	-3.22		
Hang Seng	-3.30		
IPC All-Share	-3.44		
Nasdaq 100	-3.59		
S&P/TSX Comp	-3.76		
Russell 2000	-3.78		
Nasdaq Composite	-3.78		
S&P 500	-3.94		
S&P MidCap 400	-4.12		
S&P 500 Telecom Svcs	-4.34		
S&P 500 Health Care	-4.45		
S&P 500 Materials	-4.47		
Dow Jones Transportation Average	-4.53		
S&P/ASX 200	-4.62		
Nymex Rbob Gasoline	-5.17		
S&P 500 Financials Sector	-5.24		
S&P 500 Industrials	-5.55		
Nikkei 225	-5.98		
Kospi Composite	-5.99		
S&P 500 Energy	-7.06		

Primary market NYSE, NYSE American, NYSE Arca only.
(TRIN) A comparison of the number of advancing and declining issues with the volume of shares rising and falling. An Arms of less than 1 indicates buying demand; above 1 indicates selling pressure.
Issues traded
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Issues traded
Advances</

MARKET DATA

Futures Contracts

Metal & Petroleum Futures

	Contract						Open interest
	Open	High	Low	Settle	Chg	Open	
Copper-High (CMX)-25,000 lbs.; \$ per lb.	Open	High	Low	Settle	Chg	Open	
Oct 2.7285 2.7490 2.7235 2.7440 -0.0045 489							
Dec 2.7525 2.7540 2.7075 2.7410 -0.0135 117,163							
Gold (CMX)-100 troy oz.; \$ per troy oz.							
Oct 1234.30 1234.80 1234.30 1232.50 3.40 24							
Dec 1234.70 1246.00 1232.50 1235.80 3.40 372,489							
Feb'19 1241.00 1252.00 1239.10 1241.90 3.30 65,162							
Jun 1253.20 1264.00 1251.20 1254.10 3.40 15,900							
Aug 1259.00 1268.30 1258.00 1260.00 3.40 2,803							
Dec 1270.70 1281.30 1270.00 1272.30 3.30 5,634							
Palladium (NYM)-50 troy oz.; \$ per troy oz.							
Dec 1087.40 1093.80 1065.70 1080.90 -1.70 23,881							
March'19 1079.30 1085.70 1062.70 1078.60 -1.40 4,441							
June 1062.50 1062.50 1062.50 1071.50 -1.80 139							
Platinum (NYM)-50 troy oz.; \$ per troy oz.							
Oct 829.50 0.80 22							
Jan'19 830.50 838.70 825.60 834.40 2.50 67,912							
Silver (CMX)-5,000 troy oz.; \$ per troy oz.							
Nov 14,580 14,715 14,575 14,645 0.067 1,264							
Dec 14,660 14,795 14,595 14,700 0.070 160,693							
Crude Oil, Light Sweet (NYM)-1,000 bbls.; \$ per bbl.							
Dec 66.86 67.88 66.20 67.59 0.26 463,771							
Jan'19 66.97 67.99 66.34 67.75 0.31 215,056							
Feb 67.06 68.04 66.45 67.84 0.33 114,054							
March 67.18 68.15 66.54 67.93 0.35 15,904							
June 67.22 68.26 66.69 68.04 0.32 176,041							
Dec 66.55 67.39 65.87 67.16 0.36 215,075							
NY Harbor USLD (NYM)-42,000 gal.; \$ per gal.							
Nov 2.2732 2.3098 2.2030 0.0249 32,248							
Dec 2.2734 2.3111 2.2585 0.0234 135,284							
Gasoline-NY RBOB (NYM)-42,000 gal.; \$ per gal.							
Nov 1,8037 1,8224 1,7670 0.0021 32,408							
Dec 1,8018 1,8194 1,7644 0.0016 134,647							
Natural Gas (NYM)-10,000 MMbtu; \$ per MMbtu.							
Nov 3,174 3,203 3,102 3,185 -0.017 20,825							
Dec 3,228 3,250 3,146 3,225 -0.021 256,517							
Jan'19 3,289 3,313 3,218 3,290 -0.027 247,234							
Feb 3,202 3,225 3,140 3,208 -0.018 111,510							
March 2,974 2,979 2,924 2,964 -0.025 227,461							
April 2,683 2,683 2,651 2,676 -0.014 155,055							
Agriculture Futures							
Corn (CBT)-5,000 bu.; cents per bu.							
Dec 361.75 369.75 361.75 367.75 6.75 761,058							
March'19 374.00 382.25 374.00 380.00 6.50 409,943							
Oats (CBT)-5,000 bu.; cents per bu.							
Dec 285.00 294.00 285.00 292.00 6.25 5,145							
March'19 278.50 285.00 278.50 284.25 6.00 1,854							
Soybeans (CBT)-5,000 bu.; cents per bu.							
Nov 842.00 849.25 841.00 845.00 3.25 131,118							
Jan'19 854.75 862.00 853.75 857.75 3.25 284,749							
Soybean Meal (CBT)-100 tons; \$ per ton.							
Dec 306.40 308.90 304.60 307.30 3.00 161,131							
Jan'19 306.70 311.00 306.70 309.50 3.00 112,874							
Soybean Oil (CBT)-60,000 lbs.; cents per lb.							
Dec 28.39 28.46 28.10 28.16 -0.23 184,785							
Jan'19 28.60 28.69 28.33 28.38 -0.23 114,490							
Rough Rice (CBT)-2,000 cwt.; \$ per cwt.							
Nov 108,200 108,530 107,000 107,000 -6.50 1,597							
Jan'19 109,750 110,030 109,100 109,300 -5.00 6,315							
Wheat (CBT)-5,000 bu.; cents per bu.							
Dec 487.25 506.75 486.75 505.25 18.00 257,018							
Agriculture Futures							
Corn (CBT)-5,000 bu.; cents per bu.							
Dec 361.75 369.75 361.75 367.75 6.75 761,058							
March'19 374.00 382.25 374.00 380.00 6.50 409,943							
Oats (CBT)-5,000 bu.; cents per bu.							
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Soybeans (CBT)-5,000 bu.; cents per bu.							
Nov 842.00 849.25 841.00 845.00 3.25 131,118							
Jan'19 854.75 862.00 853.75 857.75 3.25 284,749							
Soybean Meal (CBT)-100 tons; \$ per ton.							
Dec 306.40 308.90 304.60 307.30 3.00 161,131							
Jan'19 306.70 311.00 306.70 309.50 3.00 112,874							
Soybean Oil (CBT)-60,000 lbs.; cents per lb.							
Dec 28.39 28.46 28.10 28.16 -0.23 184,785							
Jan'19 28.60 28.69 28.33 28.38 -0.23 114,490							
Rough Rice (CBT)-2,000 cwt.; \$ per cwt.							
Nov 108,200 108,530 107,000 107,000 -6.50 1,597							
Jan'19 109,750 110,030 109,100 109,300 -5.00 6,315							
Wheat (CBT)-5,000 bu.; cents per bu.							
Dec 487.25 506.75 486.75 505.25 18.00 257,018							
Agriculture Futures							
Corn (CBT)-5,000 bu.; cents per bu.							
Dec 361.75 369.75 361.75 367.75 6.75 761,058							
March'19 374.00 382.25 374.00 380.00 6.50 409,943							
Oats (CBT)-5,000 bu.; cents per bu.							
Dec 285.00 294.00 285.00 292.00 6.25 5,145							
March'19 278.50 285.00 278.50 284.25 6.00 1,854							
Soybeans (CBT)-5,000 bu.; cents per bu.							
Nov 842.00 849.25 841.00 845.00 3.25 131,118							
Jan'19 854.75 862.00 853.75 857.75 3.25 284,749							
Soybean Meal (CBT)-100 tons; \$ per ton.							
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Nov 108,200 108,530 107,000 107,000 -6.50 1,597			</td				

BIGGEST 1,000 STOCKS

How to Read the Stock Tables

The following explanations apply to NYSE, NYSE Arca, NYSE American and Nasdaq Stock Market listed securities. Prices are composite quotations that include primary market trades as well as trades reported by Nasdaq BX (formerly Boston), Chicago Stock Exchange, Cboe, NYSE National and Nasdaq ISX. The list comprises the 1,000 largest companies based on market capitalization. Underlined quotations are those stocks with large changes in volume compared with the issue's average trading volume. **Boldfaced quotations** highlight those issues whose price changed by 5% or more if their previous closing price was \$2 or higher.

Footnotes: **h**-Does not meet continued listing standards. **v**-Trading halted on primary market.

i-New 52-week high. **j**-New 52-week low.

dd-Indicates loss in the most recent four quarters. **q**-Temporary exemption from Nasdaq requirements.

FD-First day of trading. **t**-NYSE bankruptcy.

Stock tables reflect composite regular trading as of 4 p.m. and changes in the closing prices from 4 p.m. the previous day.

Friday, October 26, 2018

	YTD			52-Week				YTD			52-Week			
	% Chg	Hi	Lo	Stock	Sym	% PE	Last	% Chg	Hi	Lo	Stock	Sym	% PE	Last
A														
B														
C														

8.85 47.47 35.49 CadenceDesign **DNS** ... 55 45.52 -1.01

8.03 -33.10 4.50 8.39 CaesarsEnt **DNB** ... 55 45.52 -1.01

8.24 -22.61 5.67 CampbellSoup **CPB** ... 3.4 33.43 -0.71

8.49 1.70 7.42 -0.07 **ADT** ... 1.9 7.42 -0.07

3.65 3.25 14.55 -0.06 **AES** ... 3.6 2.5 -14.55

4.49 48.19 41.41 **Aflac** **AFL** ... 2.5 41.70 -0.49

10.95 20.84 17.75 **AGNC InvIt** **AGNC** ... 12.6 17.98 -0.04

78.01 23.95 10.24 **ANGI HomeServcs** **ANGI** ... 1.6 18.62 -0.88

2.76 19.60 13.29 **Ansys** **ANSYS** ... 41 143.51 -3.32

4.32 22.66 15.75 **ASML** **ASML** ... 1.0 16.66 -2.83

1.27 20.81 12.36 **AT&T** **AT** ... 1.2 12.36 -0.50

17.38 74.15 5.61 **AbbottLabs** **ABBV** ... 1.7 128.68 -0.68

16.46 125.86 7.96 **AbbVie** **ABBV** ... 2.0 80.79 -0.94

76.27 45.97 17.74 **Abiomed** **ABMD** ... 9.2 330.35 -0.27

0.89 17.54 41.47 **Accenture** **ACN** ... 1.9 154.25 -2.47

8.72 18.64 57.29 **ActivisionBlz** **ATVI** ... 0.5 16.82 -0.47

40.25 277.61 6.68 **Adobe** **ADBE** ... 5.1 245.80 -7.12

65.06 171.50 78.81 **AutoData** **AAP** ... 0.1 23 164.55 -0.03

7.59 34.14 9.94 **AutoMicroDevices** **AMD** ... 5.1 173.63 -1.64

5.44 5.45 1.50 **Avnet** **AVT** ... 5.4 5.45 -1.50

6.14 58.30 40.29 **Avaya** **AVYA** ... 1.7 49.38 -0.29

2.26 20.66 16.52 **Aetna** **AET** ... 1.0 18.39 -0.78

4.33 21.71 11.25 **AffiliatedMtrs** **AMG** ... 1.0 915.25 -0.53

6.33 75.40 60.42 **AgilentTechs** **ALGN** ... 1.0 69.62 -0.73

23.88 49.80 32.18 **AgriEagle** **AGRS** ... 1.3 38.16 -0.53

1.83 93.17 15.48 **AirProducts** **APD** ... 2.9 149.43 -2.05

4.73 80.83 51.79 **AkamaiTech** **AKAM** ... 6.1 61.97 -1.37

15.83 76.06 57.53 **AlaskaAir** **ALK** ... 2.1 10.61 -0.19

1.36 22.57 6.25 **AlcatelMarlne** **ALC** ... 1.4 10.61 -0.19

1.36 22.47 6.25 **Alcoa** **AA** ... 1.4 10.61 -0.19

2.71 13.47 3.31 **AlexandriaEst** **ALEX** ... 3.4 44.12 -0.09

1.78 27.40 10.20 **AlexionPharm** **ALXN** ... 1.7 126.07 -0.29

17.14 21.70 13.45 **Alibaba** **ABA** ... 42 142.87 -1.73

8.72 18.64 57.29 **AlimentarTech** **ALTA** ... 0.5 16.82 -0.12

2.43 71.22 37.01 **Alkermes** **ALKS** ... 0.5 11.38 -0.29

2.57 69.88 54.94 **Allegheny** **ALY** ... 30 58.75 -3.32

9.39 92.87 7.33 **Allegion** **ALLE** ... 1.0 25.87 -0.23

3.32 22.47 6.25 **AlarisPharma** **ALRS** ... 1.6 10.61 -0.19

1.36 22.47 6.25 **AlarisTech** **ALRS** ... 1.6 10.61 -0.19

1.11 20.56 3.29 **Alastair** **ALST** ... 0.5 11.39 -0.07

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39.59 153.99 7.81 **AlmyPharm** **AMG** ... 2.0 15.82 -0.29

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EXCHANGE

HEARD ON THE STREET

FINANCIAL ANALYSIS & COMMENTARY

Spelling Doom For Muni Bonds

A 2010 prophecy wasn't wrong—just early; ills highlighted then have since become much worse

By SPENCER JAKAB

Eleven years ago next week, a then-obscure bank analyst made the call of a lifetime when she said **Citigroup** would be brought low by bad mortgage loans. By the end of the day hundreds of billions of dollars in value had been lost in U.S. stocks. The bank's CEO would resign days later.

Maybe it was overconfidence, but when Meredith Whitney made her second big call three years later she violated the first rule of punditry—never mention a number and a date in the same sentence. Her prediction on "60 Minutes" that there would be "50 to 100 sizable defaults" on municipal bonds over the next year proved wrong. People in the municipal-bond business, deluged by anxious clients, were merciless in their criticism of Ms. Whitney's prediction.

Since then, a drastic decline in the finances of state and local governments has made it increasingly likely that she will be remembered as right, but early. Municipal-bond investors should heed the warning.

There are \$8 trillion in state and local liabilities—a little under half owed to bondholders and the rest to pensioners. In what should have been an ideal time to patch the vulnerabilities that Ms. Whitney highlighted, they have become much worse. True, defaults such as Detroit, Puerto Rico and Stockton, Calif., have been rare, but ratings firms and fund managers in the sleepy sector operate under the assumption that everything will somehow continue to work out. Even the lowest-rated state, Illinois, and all but the most vulnerable cities, remain officially investment grade and yields ha-

ven't moved much relative to Treasuries.

Using states' and cities' own future-return assumptions, public pension funds were 86% funded on average on the eve of the financial crisis, according to the Pew Charitable Trusts. Its most recent figures for fiscal 2016 show a \$1.4 trillion shortfall and just 66% funding. This was during a period of dramatic recovery in stock markets, employment and property values that underpin state and local revenue.

Yet even Pew's numbers are rosy because states and cities have discretion in determining how much funds are expected to earn. Trimming the average 7.5% assumption by just a percentage point would add \$382 billion to 2016 net liabilities, says Pew.

If that sounds worrisome, zooming in on the weakest links is downright scary. The American Legislative Exchange Council determined that, using more realistic assumptions, Connecticut, Illinois and New Jersey are just 19.7%, 23.3% and 25.7% funded, respectively. That is far worse than even the worst major corporate pension plans, which unlike state and city ones are federally insured.

Because municipalities there have less wiggle room, Illinois may be ground zero for a wave of cash-flow problems. Chicago suburb Harvey had millions in tax revenue garnished by the state this year because it failed to make minimum pension contributions, forcing mass employee layoffs. Peoria says that 100% of its sales tax will go to funding pension contributions next year. And Chicagoans' net state and local pension liability is nearly \$50,000 per citizen.

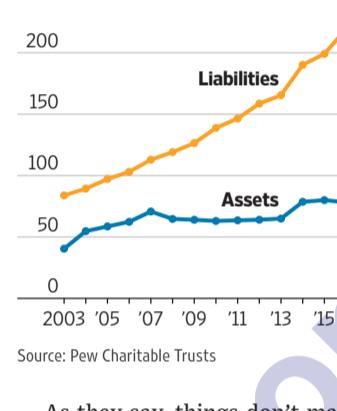
Illinois may be ground zero for a wave of municipal cash-flow problems. Shown, an abandoned elementary school in Chicago.



LYNDON FRENCH FOR THE WALL STREET JOURNAL; EMOJI: SYNERGY PHARMACEUTICALS

Mind the Gap

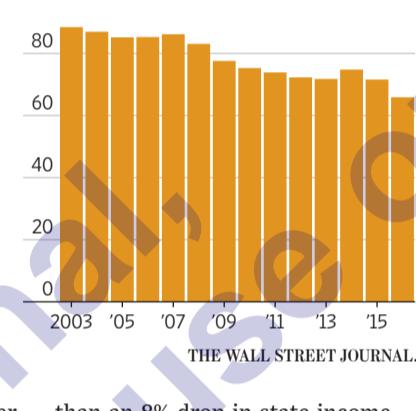
Illinois public pension funding



Source: Pew Charitable Trusts

As they say, things don't matter until they matter: Cities can cut back on basic services and rack up IOUs without actually bouncing checks to retirees or bondholders. But rising interest rates and the next recession may well be a tipping point. Fiscal 2009 saw more

Average funded level for U.S. public pensions



THE WALL STREET JOURNAL

states remove that safety net.

Higher rates also erase a once-popular Hail Mary strategy—issuing pension bonds. These work by using a secure source of revenue such as sales taxes to back a bond that is then contributed to a pension fund. Because the assumed rate of return for the pension fund is higher than the bond's interest rate, things immediately improve on paper, though often not in practice. Chicago was considering a \$10 billion issue this summer.

When crunchtime comes, owners of what are in theory ultrasafe bonds—those backed by the taxing power of issuers—may be in for another rude surprise. In most bankruptcies, pensioners have been treated far better than bondholders.

When the muni market starts to reflect the risks, investors will ask why no one saw them sooner. Ms. Whitney's response from 2010 holds true: "Cause they don't pay attention until they have to."



A Hyundai electric vehicle. HYUNDAI MOTOR'S LATEST RESULTS DISAPPOINTED.

A Losing Bet in Korea May Yet Prove a Win

Seoul's nudge could help Elliott in Hyundai tussle

By JACKY WONG

The war in Korea is dragging on for activist investor Elliott Management, even though it has managed to win some battles so far.

The \$35 billion hedge fund, run by billionaire Paul Singer, has been pushing for reforms at the vast Korean conglomerate **Hyundai Motor Group** since April, when it announced it had invested more than \$1 billion into three of the group's companies: Hyundai Motor, Kia Motors and Hyundai Mobis. The bet has yet to work out. Shares in the three have dropped by an average of 23% since then.

Hyundai Motor's latest results won't help. The car maker reported a 70% drop in operating profit for its last quarter, much worse than expected. The earnings shortfall partly stemmed from \$440 million in one-off charges for vehicle recalls related to faulty air bags and engines. But Hyundai's sales have also been lackluster in China, Korea and the U.S., which together make up around 60% of its sales volume.

Instead of hoping for the global car market to rev up, the big prize for Elliott is a revamp of Hyundai Group's corporate structure, which it argues will unlock pockets of

hidden value. On that front, Elliott has scored some small victories. Hyundai Motor announced nearly \$1 billion worth of share buybacks and cancellations in April, just weeks after the hedge fund had revealed its stake. And in May, Hyundai Mobis abandoned a plan to sell its highly profitable after-sales service business to another company within the group, after Elliott and other investors opposed the move on the grounds that the deal price was too low.

Hyundai may soon have to revive the deal, likely on improved terms. The Korean government has been pushing *chaebols*, or family-run conglomerates, like Hyundai to unwind their circular shareholdings as such structures let founding families keep a tight grip on group companies, often at the expense of minority shareholders.

In this scenario, Hyundai Mobis could be the best stock to follow of the three. The hedge fund is among several foreign investors who together own nearly 50% of the company, and who are likely to push for fairer terms. Mobis already owns 21% of Hyundai Motor despite its recent woes.

Investors sensing an eventual victory for Elliott should take a ride on Hyundai Mobis.

OVERHEARD

Synergy Pharmaceuticals shareholders have quite a mess on their hands.

The stock dove more than 70% on Friday morning, after the biotech focused on gastrointestinal drugs announced results of its strategic review Thursday evening. "To date, the offers received to acquire Synergy have been significantly below the company's current market value, and it has been unable to consummate any partnerships," the company said in a statement.

That wasn't all. Synergy also informed investors that sales of its signature drug, the irritable-bowel-syndrome treatment Trulance, have been worse than anticipated "due to a highly competitive market-access environment and slower than anticipated overall market growth."

Synergy caused a stir last year when it launched a promotional campaign for Trulance. That campaign included a cast of emoji characters depicting an array of 14 different bowel movements which it called the Poop Troop. Names of characters included Clogged Chris, Runny Ron, and Mr. Smooth. The company said that the emojis would "allow people to better express the physical and emotional impact of chronic idiopathic constipation."

Unfortunately, the latest update shows those marketing efforts have landed with a thud.



It Might Be a Selloff, But Not a Bear Market

Despite rout, history says when it comes, it's likely to start with a whimper, not a roar

By JON SINDREU

Sudden stock-market selloffs have wrong-footed investors twice in a single month. Yet the violence of the rout may counterintuitively be good news for stocks.

The S&P 500 is down 9.1% over the past month, and the broader MSCI All Country World has lost 8.5%. There is no clear explanation: Investors have blamed tighter monetary policy, trade tensions and weakening economic indicators outside of the U.S., but these factors have been present all year.

At the core of investors' fears lies the question of how much longer the stock market can keep powering ahead after a remarkable 10-year run. From this angle, a bear market—defined as an equity drawdown of 20% or more—seems likely to be lurking around the corner.

But an analysis by U.S. investment bank Morgan Stanley, surveying the past 65 years of the S&P 500 and the past 27 years of the MSCI All Country World, finds that sharp initial drops are hallmarks of run-of-the-mill corrections, defined by drops of between 10% and 20% in equity prices.

On average, recovery follows within six months, and a rally within a year.

By contrast, bear markets typically start with deceptively gentle drops.

From its last peak on Sept. 20 until the market close on Thursday—35 days—the S&P 500 fell 7.8%. Judging by history, this looks like a correction. These have started with a median 6% fall over the same length of time, compared with 4% for bear markets.

In fact, following the 10 largest 35-day selloffs, stocks ended up bouncing back in nine cases. Only one eventually turned into a more sinister bear market. The current rout falls in seventh place, while the 2007 selloff that heralded the

Correcting the Market

Top 10 S&P 500 drawdowns since 1953, performance on the 35 days after the peak

Correction Stocks went on to rebound

Bear Market Stocks kept falling

-11.9%	Feb. 1980
-11.2%	July '75
-11.0%	July '90
-10.8%	Nov. '74
-10.5%	April 2010
-8.9%	July '98
-8.8%	Oct. '79
-7.8	(as of Thursday) Sept. '18
-7.1	Sept. '55
-6.9	Nov. '68

Source: Morgan Stanley Research, Refinitiv

global financial crisis—and a 36% stock-market loss within a year—doesn't even enter the ranking: It started with a 5% fall.

A likely explanation is that markets don't become smarter overnight. Useful information that shows the end of the economic cycle drifts in over time. Sudden changes of heart on how to inter-

In an analysis of 10 large 35-day routs, stocks bounced back in nine cases.

pret the available data are more often just irrational.

To be sure, the cycle will eventually turn, and more frequent corrections may be another sign that the end is nearer. Other indicators, like increases in oil prices and inflation-adjusted bond yields, may herald trouble. On the other hand, corporate-bond spreads, a classic crisis bellwether, aren't flashing red just yet.

If history is any guide, the bear market, when it finally comes, will arrive with a whimper, not a roar.

TIME, AN HERMÈS OBJECT.



Carré H
Time, square like an Hermès scarf.



Beware,
Evil Spirits!
The folk roots of
Halloween are pagan,
Christian and more **C3**

REVIEW

THE WALL STREET JOURNAL.

After Shackleton

A doomed polar
explorer walks in the
footsteps of his hero

Books C7



Saturday/Sunday, October 27 - 28, 2018 | **C1**

The *Long Struggle for* **Supremacy In the Muslim World**

Turks and Saudis have been
enemies for centuries.
Now the Khashoggi investigation
has rekindled their fierce rivalry
—and may upset the politics
of the Middle East.

BY YAROSLAV TROFIMOV

TWO CENTURIES AGO, in the fall of 1818, the Saudi monarch was brought to Istanbul in chains. He was displayed in a cage to the cheering crowds outside the Hagia Sophia mosque, and then, amid celebratory fireworks, his head was chopped off.

This gruesome episode in the shared history of Turkey and Saudi Arabia hasn't been mentioned in public as the two countries have clashed

over the Oct. 2 killing of the Saudi journalist Jamal Khashoggi in the kingdom's consulate in Istanbul. But the long legacy of rivalry between the two Sunni Muslim powers—both of them key American allies—has fueled Turkish President Recep Tayyip Erdogan's determination to punish the House of Saud for Mr. Khashoggi's death.

In the wake of Mr. Khashoggi's killing, Mr. Erdogan proclaimed that Turkey "is the only country that can lead the Muslim world." This, of course, is also the role that the House of Saud sees as its natural right because of the kingdom's control over Islam's holiest sites in Mecca and Medina, and over the hajj pilgrimage that brings more than two million Muslims there each year.

In this contest, Iran—whose Shiite version of Islam represents a small minority of the predominantly Sunni Muslim world—can't really compete. For now, Tehran is happy to watch from the sidelines as its two main regional rivals undermine each other and leave Western powers with few good options for how to react.

Saudi Arabia's 33-year-old Crown Prince Mohammed bin Salman has tried to assert Riyadh's ambition to lead the Middle East ever since his father ascended to the throne in 2015. In a major departure from Saudi Arabia's previous policy of behind-the-scenes checkbook diplomacy, Prince Mohammed has built a coalition of Sunni states such as the United Arab Emirates and Egypt to launch a war against Iranian allies in Yemen. He imposed an embargo that unsuccessfully sought regime change in Qatar. He also attempted to meddle in Lebanese politics by forcing that nation's prime minister to announce during a stay in the kingdom that he would resign, a decision that the prime minister rescinded once he was home.

Saudi Arabia and its allies also have relentlessly pursued the Muslim Brotherhood, an Islamist political movement hostile to U.S. influence in the region (its affiliates include Hamas). Though professing a commitment to democracy under Islamic law, the Brotherhood has turned autocratic when in power in Egypt and Sudan. Mr. Erdogan has supported the group across the Arab world since the 2011 revolutions of the Arab Spring, and Mr. Khashoggi was sympathetic to some of its aims.

Mr. Erdogan has made several efforts to resist Saudi Arabia's rise. He sent Turkish troops to protect Qatar, ousted Saudi allies from Somalia and announced a deal to lease an island across the Red Sea from Saudi Arabia in Sudan, possibly for a military base. He has also become a vociferous champion of traditional Muslim causes, such as Palestine, and of new ones, such as the suffering of the Rohingya in Myanmar.

Istanbul has turned into a favorite hub for Islamist dissidents from across the Arab world.

"The Turkish president's foreign policy strategy aims to make Muslims proud again," said Soner Cagaptay, a scholar at the Washington Institute for Near East Policy and the author of a recent biography of Mr. Erdogan, "The New Sultan." "Under this vision, a reimagined and modernized version of the Ottoman past, the Turks are to lead Muslims to greatness."

There is a long history behind that claim. For four centuries, the sultan in Istanbul was

Please turn to the next page

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from the sidelines as its
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Please turn to the next page

Inside

JASON GAY

We complain about working crazy hours but brag about it, too. Is that a sane way to run a life or a business? **C6**



Midterm Losers

Elections for Congress have been trouble for incumbent presidents ever since the bitter contest of 1826. **C2**

WEEKEND CONFIDENTIAL

Elaine Pagels, groundbreaking scholar of religion, shares her own history. **C6**

EXHIBIT

Beastly Beauty

Our views of animals have evolved with the ways that we depict them. **C5**



REVIEW



Turkey's President Erdogan (right) met with Saudi Prince Mohammed bin Salman at a G-20 summit in China in 2016.

thirsty murderers who had plundered the holy city of Karbala in Ottoman Iraq, slaughtering 4,000 civilian inhabitants (most of them Shiite), and later destroyed many shrines in Mecca and Medina. To celebrate the demise of the Saudi state and the liberation of the two holy mosques, the Ottoman sultan even released debtors from jail across his realm.

In the following decades, a different branch of the House of Saud rebuilt Diriya and reconquered much of the Arabian peninsula, prompting another Ottoman military invasion in 1871. Moving quickly down the Persian Gulf

coast, the Ottomans deprived this second Saudi state of much of its territory, seizing the eastern lands that were later found to contain most of the kingdom's oil. Over the next few years, a rival Arabian tribe loyal to Turkey finished off what remained of the second Saudi realm.

All of this is not quite ancient history. The father of Saudi Arabia's current King Salman and the founder of the current Saudi state, King Abdulaziz, went from being a vassal of the Ottomans to fighting against the Turks during World War I, when he helped to expel them from Arabia for good. Some of Prince Mohammed's uncles took part in those battles against the Turks and their local allies.

The Saudis have worked hard since then to eliminate remaining traces of their country's Ottoman past. In 2002, they razed the historic Ajyad fortress in Mecca, one of many ancient Ottoman buildings that have gone under Saudi bulldozers. "The Saudi royal family will never forget how the Ottoman—the Turkish—soldiers came twice and destroyed their state. People tend to forget it in good times, but it comes back again and again," said Abdulkhaled Abdulla, a prominent political scientist and former professor in the United Arab Emirates.

The U.A.E. had its own spat with Mr. Erdogan last December over the Turkish record in Saudi Arabia, after the Emirati foreign minister retweeted a post accusing Fakhreddin Pasha, the last Ottoman governor of Medina, of looting. The governor had the holy city's ancient library shipped to Istanbul before Medina was besieged in the Arab Revolt, then refused to surrender, ordering the starving Turkish soldiers to subsist on grasshoppers even after the Ottoman sultan conceded defeat in 1918. Mr. Erdogan complained of the Emirati minister's "impudence," and Ankara renamed the street on which the U.A.E. embassy is located after the governor, whom Turkey considers a war hero.

Until Mr. Khashoggi's death, the Saudi-led alliance with the U.A.E. and Egypt seemed to be on the winning side across the region, with Turkey able to depend only on Qatar and possibly Sudan. In part that was because of President Donald Trump's early bet on Prince Mohammed—a cornerstone of his strategy to contain Iran. It was also a result of Mr. Erdogan's own moves, such as his overtures to Iran and Russia

and his decision to imprison an American pastor, Andrew Brunson, while seeking the extradition of a Pennsylvania-based cleric whom Turkey accuses of organizing the 2016 coup attempt—all of which alienated Washington.

Now, with the Khashoggi affair igniting global outrage, Mr. Erdogan has seized his chance. Turkey's recent release of Mr. Brunson has allowed a thaw in relations with Washington. A series of leaks by Turkish officials, meanwhile, has forced Saudi Arabia—which initially insisted that Mr. Khashoggi had walked out of the consulate alive—to make an embarrassing about-face, admitting that the journalist was indeed killed by a specially dispatched team on its own diplomatic premises. The Saudis have dismissed two senior officials close to the prince over the incident and have continued to backtrack, saying on Thursday that the killing was premeditated and not, as they initially claimed, the accidental outcome of a "brawl."

Mr. Erdogan wants the Saudi suspects to stand trial in Turkey and has pointed his finger at the highest levels of the Saudi state. Though Mr. Erdogan himself hasn't accused Prince Mohammed of killing Mr. Khashoggi, the Turkish leader's closest aides have done precisely that. Prince Mohammed "is one of the culprits of the murder," and Saudi Arabia is facing "arguably the most difficult process since it was founded," wrote Saadet Oruc, one of Mr. Erdogan's senior advisers, in a Turkish newspaper this week. Prince Mohammed "has Khashoggi's blood on his hands" and the murder will "linger like a curse" over the prince, concurred another adviser, Ilm Cevik.

Mr. Erdogan's aim seems to be to render Prince Mohammed unpresentable on the world stage. More ambitiously, he may hope to pressure the prince's father, Saudi Arabia's elderly King Salman, to anoint another successor. "Turkey ultimately wants to erode the influence of MBs internationally, regionally, and to the extent possible, domestically," said Sinan Ulgen, head of the Edam think tank in Istanbul, referring to the crown prince by his initials. "And already, his image as a reformist leader has been tarnished."

Prince Mohammed, who made a phone call to Mr. Erdogan on Wednesday, insisted in his first public appearance since Mr. Khashoggi's death that relations between Turkey and Saudi Arabia remain excellent. Prince Mohammed added that as long as he, King Salman and Mr. Erdogan remain in power, nobody would be able to drive a wedge between the two brotherly Muslim nations.

In Ankara, however, memories are still fresh of how Prince Mohammed just a few months ago, on a visit to Egypt, bluntly described Mr. Erdogan as part of a "triangle of evil" alongside Iran and the extremists of Islamic State.

Though Saudi Arabia is far more repressive than Turkey, which does have some independent press and opposition parties, both countries are among the world's worst human-rights abusers—as, of course, is Iran. Turkey under Mr. Erdogan has imprisoned more journalists than any other state, press-freedom groups say. It has also pursued opponents abroad with its own program of renditions, though it doesn't have a death penalty.

Thanks to the Khashoggi affair, however, Mr. Erdogan's Turkey can finally credibly claim the moral high ground—a major boon for Ankara's regional ambitions.

"One of the astonishing ironies of the entire episode is how the leading jailer of journalists in the world is now a paragon of press freedom and protections," said Steven Cook, a senior fellow for the Middle East at the Council on Foreign Relations in Washington. "Not only that, but Turkey, which has been a wholly irresponsible actor on Iran, Syria, Middle East peace, even stability in the Horn of Africa, now looks like a source of regional stability in comparison to the reckless Saudis."

FROM TOP: KAYHAN OZER/ANADOLU AGENCY/GETTY IMAGES; GETTY IMAGES



The Ottoman Empire's last Sultan, Mehmed VI, in 1922 before he was banished by the new Turkish republic.

The city was razed. According to a Russian diplomatic dispatch, the Turkish sultan then had the captured Saudi ruler, Abdullah bin Saud, escorted to Istanbul, alongside the chief Wahhabi cleric.

After the deposed Saudi monarch was beheaded outside the Hagia Sophia, his body was propped up in public for three days with his severed head under his arm. (As for the Wahhabi imam, he was sent to Istanbul's bazaar for beheading, the diplomat reported.)

In Ottoman eyes, the Saudis were blood-

thirsty murderers who had plundered the holy city of Karbala in Ottoman Iraq, slaughtering 4,000 civilian inhabitants (most of them Shiite), and later destroyed many shrines in Mecca and Medina. To celebrate the demise of the Saudi state and the liberation of the two holy mosques, the Ottoman sultan even released debtors from jail across his realm.

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A Tense Past Divides Muslim Rivals

Continued from the prior page

also the religious leader, or caliph, of the entire Muslim world. His spiritual authority was recognized well beyond the borders of the Ottoman Empire, which at its peak included parts of central and eastern Europe, north Africa and the Arabian peninsula.

The caliphate was abolished only in 1924, six years after the Ottomans lost control over Mecca and Medina to a British-sponsored Arab revolt during World War I. The modern, secular Turkish Republic, which rose from the remnants of the Ottoman Empire after its defeat by the Allied powers, banished the last sultan, Mehmed VI, to Europe in 1922. With the Ottomans gone, the House of Saud quickly expanded from its desert strongholds to much of the Arabian peninsula, first capturing Mecca and then establishing a powerful new state in 1932.

Mr. Khashoggi, as it happens, hailed from a Turkish family that settled in Arabia in the Ottoman age—which is why Turkish newspapers usually spell his surname the Turkish way as Kasikci, which means a spoon maker, to signal his kinship with the country.

Until Mr. Erdogan's embrace of neo-Ottoman politics—and more authoritarian rule—a decade or so ago, the modern Turkish state wasn't much interested in leading the Muslim world and was content to leave religious proselytizing to Saudi Arabia. Turkey joined NATO, sought membership in the European Union and nurtured close military links with Israel.

Mr. Erdogan's new Turkey, by contrast, presents a major challenge to Saudi Arabia by offering an alternative Islamic model, said Madawi al-Rasheed, a Saudi professor at the London School of Economics and the author of a history of Saudi Arabia. "It is an existential threat to Saudi Arabia because of Turkey's combination of Islam and a kind of democracy," she said. "After all, Erdogan is still ruling over a republic that has a

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Midterms: Bad News for Incumbents Since 1826

BY DAVID S. HEIDLER
AND JEANNE T. HEIDLER

THE MIDTERM ELECTIONS are approaching, and polls suggest that the Democrats are likely to pick up seats in the House of Representatives. If they do, it won't come as a surprise, since—as political commentators love to remind us—midterm elections almost always go against the president's party.

This is not a recent trend. In fact, it is nearly 200 years old. The election of 1826 was the first time that midterm elections resulted in a significant defeat for the party of the incumbent president—at that time, John Quincy Adams. The setback for Adams was a direct response to his victory in the unusual election of 1824, when his chief rival for the presidency, the charismatic ex-general Andrew Jackson, won a plurality in both the popular vote and the Electoral College.

But because Jackson failed to win the majority required for victory, it fell to the House to choose a new president under the terms of the Constitution's Twelfth Amendment

(something that has never happened since). When the House chose Adams as president, Jackson's supporters decried the defiance of the people's will. They also charged that Adams had stolen the presidency with a "corrupt bargain," winning the support of House Speaker Henry Clay by agreeing to give him the plum post of secretary of state in the Adams administration.

For the congressional elections of 1826, the indignant Jackson men mounted a concerted effort to nationalize what previously had been local contests. For the first time, midterms became a referendum on the previous presidential election.

An aggressive and unprecedented attack ensued. Jackson's allies did more than criticize President Adams and his policies; they tried to persuade voters that he was unfit for office. Although Adams was one of the most principled men in public life, Jackson's supporters successfully portrayed him as a cheater. The phrase "corrupt bargain" was repeated so often that the details of the alleged bargain and the lack of any real evidence



Supporters of Andrew Jackson (right) rebuked President John Quincy Adams (left) at the polls, setting a precedent for future midterm elections.

of corruption became immaterial.

Every Adams administration initiative, whether foreign or domestic, was denigrated in the press and mocked in Congress. The charge of corruption veined every criticism, including the groundless one that Adams was filling the executive mansion with frivolous luxuries purchased at the public's expense. The Jackson camp also targeted representatives who had voted for Adams in the House but whose constituents had voted for Jackson. The combination of unrelenting attacks and aggressive campaigning decided the 1826 midterm elections. Jackson supporters gained nine seats and a narrow 113-100 majority in the House.

The elections of 1826 were the

first to feature campaign techniques that became standard practice for future contests. Such vigorous and organized opposition was something new in American politics, and it gave midterm elections a prominent role during future critical moments in the country's history.

In 1862, Democrats successfully reprised the tactics that had worked against Adams to oppose Abraham Lincoln. Exploiting voter discontent over the lengthening Civil War, higher taxes and infringements on civil liberties, Democrats gained 28 seats, forcing Lincoln Republicans to court independents to retain control of Congress. Eight years later, disgust over the scandals of the Grant administration saw Democrats gain

an even more impressive 37 seats in the midterms. And in the 1938 midterms, the continuing Depression and Franklin Roosevelt's unpopular plan to pack the Supreme Court resulted in a GOP gain of 81 seats.

But even in elections with no single, burning issue at stake, the president's party usually ends up losing congressional seats. In the 47 midterm elections since 1826, the president's party has lost seats in 41 of them. In only three election years—1934, 1988 and 2002—has the president's party defied the trend and gained seats.

What explains the durability of this phenomenon? Perhaps supporters of a winning

presidential candidate become complacent, while voters on the losing side get energized and seek redress. It may also be that dissatisfaction with current conditions, even if they're beyond the control of the president, tends to cause a backlash against the most visible incumbent.

But there's no doubt that 1826 marked a sea change in American politics. Ever since, midterm elections have been a crucial test for political leadership, one that even popular presidents can fail.

Mr. and Mrs. Heidler are the authors of "The Rise of Andrew Jackson: Myth, Manipulation, and the Making of Modern Politics," recently published by Basic Books.

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REVIEW



The Multicultural Past of Our Commercial Halloween

Ancient pagans, medieval Christians and Irish immigrants helped to create the holiday we know today

BY REGINA HANSEN

Halloween has come a long way from its earliest origins in the Celtic autumn festival of Samhain, which was celebrated in the British Isles before the arrival of Christianity. Later historians recorded that Samhain involved lighting bonfires against the onset of winter darkness and making offerings of crops and livestock to appease threatening otherworldly forces. Today, by contrast, people make offerings of sweets to placate the little Wonder Women and Harry Potters who come to their doors (full-size candy bars preferred), or else they dress as zombies or "sexy nurses" to attend haunted houses and slasher films.

Yet ancient echoes can still be heard in today's holiday. In the mid-8th century, Pope Gregory III declared that All Saints Day would be celebrated on November 1. In English, All Saints Day was also known as All Hallows Day, so the night before, October 31, became All Hallows Eve, or Halloween. The Christian holiday was observed with masses and prayers, but in parts of the British Isles people also continued the old rituals associated with Samhain—building bonfires, ringing bells and lighting candles to scare away evil spirits.

Many of the practices associated with Halloween today may be traced back to these medieval celebrations. Trick-or-treating, for instance, recalls the practice of "souling," in which people would go door to door begging for "soul cakes"—small currant biscuits which were offered in exchange for prayers (and probably also to make the beggars go away). Costumes, too, have long been a part of Halloween: In the Middle Ages, people would disguise themselves in order to fool any evil spirits that might be wandering about. In Ireland, people would carry candles in hollowed-out turnips, carved with grotesque faces—a precursor of the jack-o'-lantern.

Halloween may have arrived in America as early as the colonial period, brought by the Scots who settled in Appalachia. But it did not become well known until the 19th century, when Irish immigrants introduced their

Halloween traditions, including masquerading, fortune-telling games and parading through the neighborhood asking for fruit, nuts and coins.

In some places, Halloween observances mixed with the secular "play parties" that took place around harvest time. These included ghost stories and opportunities for young people to meet and court each other. The Irish also continued the practice of carving creepy lanterns out of vegetables, though now they used pumpkins, which were everywhere in America and easy to carve. To this day, Halloween is celebrated primarily in North America, although it has become known to children around the world thanks to American movies and TV shows.

Almost as soon as Halloween took root, attempts were made to tame the celebration. The holiday's reputation as a night of mischief spread quickly: Many young men embraced the night's license to drink, misbehave and commit small—or sometimes not so small—acts of vandalism, such as turning over outhouses, digging up gardens, stealing jack-o'-lanterns and even setting fires. As early as the 1870s, ladies' magazines included suggestions for safe and organized Halloween celebrations, complete with crafts and parlor games. By the 1920s, cities and towns were establishing community Halloween parties and parades.

During these years, the practice of begging for nuts and fruit evolved into the tradition of children going trick-or-treating, and Halloween became known as a children's holiday. But in recent decades it has been reclaimed by adults, who relish the night's freedom from inhibition, the chance to try on new identities and often to dress more provocatively than is usually acceptable.

A large part of Halloween's renewed popularity with adults can be attributed to the LGBTQ community,

whose public Halloween celebrations began in the 1970s

with parades in San Francisco's Castro district and New York's Greenwich Village.

While Halloween is beloved by many Americans, however, it is not entirely without controversy. Because of the holiday's pagan origins and its perceived association with witchcraft and the devil, some evangelical Christians prefer to celebrate October 31 as Reformation Day—the date when, according to tradition, Martin Luther nailed his 95 theses to the door of Wittenberg's Castle Church, launching the Protestant Reformation. Other churches sponsor variations on haunted houses that portray terrifying dioramas of the pains of hell.

Nor are religious groups the only ones to object to Halloween. In recent years, a number of public schools have canceled Halloween festivities because it takes away from class time. They also wish to avoid excluding children whose families don't celebrate the holiday.

As the pagan and Christian religious elements of Halloween have receded, they have given way to commercial practices. Already by the 1950s, store-bought Halloween candy had all but replaced homemade treats. Today, Halloween-themed merchandise fills several aisles in stores such as Target and Walmart. A survey by the National Retail Federation notes that consumers will spend \$9 billion on Halloween celebrations this year, with less than a third going for candy.

Even so, for many people the holiday is not completely divorced from its religious roots. In the Catholic Church and some mainline Protestant denominations, All Saints Day is still observed as a religious holiday, with the month of November given over to prayers for the dead. At the same time, modern-day Wiccans and neopagans celebrate a revived Samhain, sometimes in conjunction with Halloween and sometimes as a separate holiday. Observances may include anything from the traditional bonfires to a harvest meal with friends.

For its part, the secular celebration of Halloween, with its costumes and decorations, seasonal theme parks and annual television specials, continues to resonate with primal themes—darkness and fear, harvest and nourishment, courtship and sex, the allure and rejection of the supernatural. And it continues to be a holiday that emphasizes community. How else to explain all those people waiting at their doors to give free candy to strangers? Even in 2018, Halloween can still be a way of encountering the sacred.

Dr. Hansen is Master Lecturer of Rhetoric at Boston University's College of General Studies.



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mous cinematic depiction.

Twenty years later, Frankenwords would take off as concerns grew over the cultivation of genetically engineered crops. In 1989, as recorded in the Oxford English Dictionary, London's Sunday Times carried the headline, "Fear of Frankenstein food." That was telescoped into "Frankenfood" in 1992, when Paul Lewis, an English professor at Boston College, wrote a letter to the editor of the New York Times.

"If they want to sell us Frankenfood, perhaps it's time to gather the villagers, light some torches and head to the castle," Mr. Lewis wrote.

"Frankenfood" soon flourished, spawning other Frankenwords for genetically altered food products, like "Frankencrops," "Frankenfruit," "Frankenplants," "Frankencorn," and "Frankenveggies," all raised by "Frankenfarmers."

Tinkering with the genes of animals raised anxieties over the creation of "Frankencows" and "Frankenfish." (Keeping with the horror theme, "Frankenfish" was also the title of a 2004 monster movie about genetically engineered snakehead fish, though real-life snake-

heads are monstrous enough to earn the "Frankenfish" appellation.) And you don't even need a "Frankencow" to produce a "Frankenburger," the nickname British tabloids have given a lab-grown beef patty developed from cow stem cells, unveiled by Dutch scientists in 2013.

On the meteorological front, "Frankenstorm" has been used for hybrid weather phenomena, most notably Hurricane Sandy in 2012, when it merged with an inland snowstorm and a nor'easter. ("Snoreastercane" was another suggestion.)

Though "Frankenstorm" appeared in a National Weather Service advisory about Sandy, some news outlets like CNN avoided using the word for fear of trivializing the storm.

Mary Shelley's spooky legacy has clearly pervaded the English lexicon. And if you would like to celebrate the bicentennial of "Frankenstein" this Halloween, you're in luck, as the novel will be read publicly in its entirety at the Library of Congress and other venues around the world. The international series of readings is called, naturally enough, "Frankenreads."



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"Frankenstein," as many a pedant will explain, is the name of the story's scientist and not the creature he brings to life in the laboratory, but that conflation of characters is nothing new.

During a visit to Sicily in 1838, future British prime minister William E.

Gladstone remarked on the hybrid nature of mules, the offspring of horses and donkeys: "They really seem like Frankensteins of the animal creation."

Over time, the word "Frankenstein" itself would become

the raw material for all sorts of hybrid concoctions. Just the first two syllables, "Franken-", is enough to conjure the Frankensteinian image of a stitched-together monstrosity.

"Frankenwords," as University of Edinburgh linguist Geoffrey Pullum has noted, are "formed via the sort of unnatural combination of parts that the 'franken-' part alludes to."

Franken-coinages started off innocuously enough with the strawberry-flavored breakfast cereal Franken Berry, introduced by General Mills in 1971 alongside its chocolate counterpart Count Chocula. Ads for the cereal featured a cartoon version of Frankenstein's monster, a knockoff of Boris Karloff's fa-



WORD ON THE STREET

BEN ZIMMER

A Monstrous Prefix Haunts the Language

IT HAS BEEN two hundred years since the anonymous publication of a novel that would capture the world's imagination: "Frankenstein; or, The Modern Prometheus." As would later be revealed, the gothic masterpiece was writ-

[Franken-]

ten by the English author Mary Shelley when she was still a teenager. Shelley's creation has continued to resonate as a cultural touchstone to this day, with the very name "Frankenstein" turning

into a productive source for linguistic innovation, generating countless "Frankenwords."

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REVIEW

MIND AND MATTER

SUSAN PINKER

When It Comes To Sleep, One Size Fits All

I'D ALWAYS thought that our need for sleep, like our appetite for food, drink or social contact, was a personal matter: Some people need more, some need less. Age, lifestyle, work and metabolism combine to determine how much sleep a person needs to function, and if some people thrive on five hours a night and others require seven, chalk it up to different strokes for different folks, right?

Wrong. A new study of the sleep habits of more than 10,000 people around the world suggests that the amount of sleep adults need is universal. The massive survey, published in the journal *Sleep*, demonstrates that adults everywhere need 7-8 hours a night—no more and no less—in order to be mentally limber. When we habitually stint on those hours, higher-order cognitive processing—such as the ability to see complex patterns and solve problems—is compromised.

The lead author of the study, Conor Wild, a research associate at the Brain and Mind Institute at the University of Western Ontario, explained how a research team directed by the neuroscientist Adrian Owen recruited thousands of people for the online study. "We did a lot of social media advertising and radio interviews. And the BBC put together a two-minute spot on Dr. Owen's sleep research," Dr. Wild said.

This blitz prompted more than 40,000 people from 150 countries to sign up. Ultimately, two thirds of them were eliminated due to technical glitches, incomplete questionnaires, or extreme responses—such as reporting that they sleep zero hours a night, or more than 16.

The 10,886 adults who remained filled out a detailed online questionnaire about their backgrounds, medical histories and sleep patterns. How long was their average night's sleep? How often was their rest interrupted, and how consistent were their nights?

Once their sleep habits were recorded, the participants completed a battery of 12 cognitive tests. Puzzle-like tasks assessed their spatial, verbal and short-term memories, as well as their capacity for deductive reasoning, sustained attention, planning and clear expression.

The findings that emerged were startling. Half the sample averaged less than 6.4 hours of sleep a night—a pattern that was associated with impaired problem-solving, reasoning and verbal acuity. Those who routinely slept six hours a night or less flubbed more questions based on spatial rotation or grammatical reasoning and left more tasks incomplete than those who got a full night's rest.

Surprisingly, mere sleep deprivation—that is, one or two nights with little or no sleep—did not alter reasoning or verbal skills, though it did hobble short-term memory. This finding is reassuring, given that many professionals—think of hospital residents and airline pilots—have to make life-or-death decisions based on exactly this kind of erratic sleep schedule. If their short-term memory is compromised, they can always look up facts on their phones. But for split-second, life-changing decisions, they are on their own.

Regularly sleeping too little seems to be much more damaging than having one or two bad nights. Getting four hours of sleep or less for an extended period is equivalent to adding eight years to one's age when it comes to test performance, the study shows—a significant decline. But a single good night can repair some of the damage: People who slept more than usual the night before they were tested ended up acing more of the cognitive tests.

So if you want to be articulate, solve a pesky problem, parallel park or organize an effective team—or even your closet—you'll definitely need that nightly 7-8 hours of sleep.



FROM TOP: ASSOCIATED PRESS; MIKE THEILER/REUTERS

The Odd Couple: Nixon and Moynihan

BY JOSEPH DORMAN

Fifty years ago next month, Richard Nixon won the presidency in a politically divided America, running on a campaign of "law and order." Over the course of the 1960s, civil rights marches had given way to rioting in many inner cities, and student protests had evolved from picketing to the seizure of campus buildings. Many Americans saw Nixon as the sort of tough-minded conservative who could deal with this upheaval.

So it came as a surprise when the president-elect named the Harvard professor Daniel Patrick Moynihan as his top adviser on America's urban problems. After all, Moynihan—a Democrat who had served in the Kennedy and Johnson administrations and was one of the architects of the Great Society—had complained on national television during the campaign that "you can have law and order in a penal camp, [but] you haven't achieved much."

Moynihan was indeed a committed liberal, but at that point he was an unhappy one. In 1965, white and black radicals had pilloried him as the author of "The Negro Family: The Case for National Action," an internal Labor Department paper thereafter known as the "Moynihan Report." The study predicted that the rise in single-parent families among African-Americans would seriously harm economic progress for blacks.

When the report was leaked, the press highlighted Moynihan's fiery rhetoric and oversimplified his complex argument. His critics accused him of blaming African-American culture for the problems of the African-American family. In fact, Moynihan believed that endemic racism and economic injustice were the culprits and that deindustrialization was robbing inner cities of high-paying jobs for black men.

By 1967, Moynihan was furious at student radicals who, he felt, had no regard for authority. He gave a speech to the liberal cold warriors of Americans for Democratic Action, stressing that their own "essential interest [was] in the stability of the social order." Amid the chaos of the 1960s, he said, it was necessary to "seek out and make more effective alliances with political conservatives who share that concern."

Candidate Nixon took notice. As a campaigner, he loved playing political hardball. He had red-baiting his way into Congress in the 1940s, and in the 1968 campaign he had employed what political analyst Kevin Phillips called the "Southern strategy," attracting white voters who were alienated by Lyndon Johnson's civil rights legislation.

But Nixon was also a sophisticated student of policy, and he knew that the police alone weren't going to solve the problems of America's inner cities. He needed an adviser to help him forge an effective domestic policy, so he created a new Council on Urban Affairs, with Moynihan at its head.

Over the next 18 months, the relationship between the two men deepened. Stephen Hess,

Left and right were shocked when the president brought the liberal intellectual to the White House in 1968, but the unlikely pair's anti-poverty ideas still shape our politics

message: Just as the great Tory had pushed his conservative party toward policies aimed at the relief of poverty, so might Nixon lead reluctant Republicans. Nixon loved being treated like a fellow intellectual by Moynihan. And the idea of beating the liberals of the Kennedy-Johnson era at their own game must have been irresistible.

Moynihan had been frustrated by the War on Poverty's focus on social engineering over a more straightforward—though more expensive—jobs program. In 1969, he published a withering book-length critique of the Johnson administration's Community Action Project. He argued that federal bureaucrats were misguided in believing they could solve African-American poverty by creating "grass roots" leaders to agitate for change. As Moynihan pointed out, big-city mayors were enraged by this intervention in local politics and mightily resisted the program.

"We're trying to bring government back" to what it "knows how to do," Moynihan would explain as he promoted FAP. One of those things was distributing money—that was the lesson, as he saw it, of Social Security's success. FAP could end poverty, not just for the unemployed but for the working poor as well.

Ultimately, FAP was killed by attacks from both the left and the right, and Moynihan departed the Nixon administration at the end of 1970. But the idea of FAP didn't die. By 1975, it had evolved into the less ambitious but widely admired Earned Income Tax Credit (EITC), which gave financial assistance to working families. In the

1990s, the Clinton administration would quietly but significantly boost funding for EITC while very publicly working to reform welfare with the help of Republicans in Congress.

Although Moynihan was a strong believer in welfare reform, he roundly attacked the final legislation for ending the federal guarantee of aid to the poor. In 1995, as an eminence of the U.S. Senate, he unleashed a stinging jeremiad, angrily predicting that family and childhood poverty would increase.

In its first years, the rosy results of welfare reform seemed to refute Moynihan's concerns. Today, however, the effectiveness of the Clinton-era initiative remains a subject of fierce debate. Though many poor Americans departed the welfare rolls for work during the boom years of the late 1990s, the recessions of 2001 and 2008 found large numbers of them vulnerable. And while EITC has bolstered the prospects of the working-class poor, those in deep poverty—with incomes below 50% of the official poverty level—have been hurt by the limits placed on welfare.

Meanwhile, some 50 years after President Nixon proposed it, FAP is making a comeback under a new name: the Universal Basic Income. This time, however, the idea has advocates on both the left and the right, if not very much mainstream support. It's a powerful testament to the continuing relevance of Daniel Patrick Moynihan, a brilliant public servant whose ideas were always grounded in facts rather than ideology.

Mr. Dorman is the writer and co-director of the new documentary, "Moynihan."



Top: President Richard Nixon (left) with Daniel Patrick Moynihan, his urban affairs adviser, in 1970. Above: In 1995, Sen. Moynihan argued against President Clinton's plans for welfare reform.

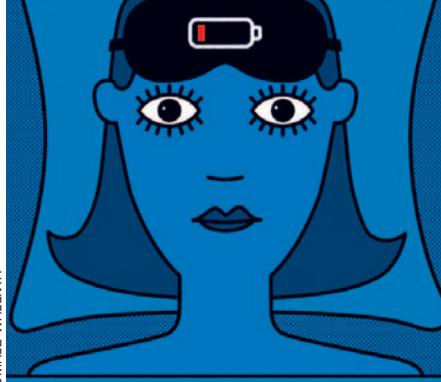
a presidential historian and Moynihan's chief of staff at the time, explained that Nixon "had a tendency to 'fall in love' with those who worked for him. And it happened with Pat Moynihan at exactly the right time."

Nixon had campaigned on getting people off the welfare rolls; he railed against dependency and government waste. Yet in the fall of 1969, under Moynihan's tutelage, Nixon proposed a program that would have vastly expanded welfare spending.

The existing program of Aid to Families With Dependent Children (AFDC), as welfare was then called, had been designed to help unemployed single mothers. Nixon's new Family Assistance Plan (FAP) was supposed to provide a minimum income for every family in America.

The press was dumbfounded, and both left and right were thrown into disarray. For conservatives, FAP was a political betrayal and a gargantuan giveaway. Though many liberals praised the program, others on the left insisted that the proposed amount—\$1,600 a year (about \$11,000 today)—was so small that it was an insult to the poor. Thanks to Moynihan, Nixon had surprised everybody.

Moynihan accomplished this remarkable feat by appealing to Nixon's own memories of poverty, as well as to his political ambition. He gave the president a biography of the British Prime Minister Benjamin Disraeli to read. His



TOMASZ WALENTA

REVIEW



EXHIBIT

Eye-Catching Creatures

FROM CAVE PAINTING to 3D printing, humans have long been fascinated by likenesses of the creatures with whom we share the earth. A new book "Animal" (Phaidon, \$59.95) showcases the great variety of these depictions through 300 artworks.

Phaidon editors selected a range of species for the project, from megafauna, such as lions and bears, to domestic animals and smaller critters. The book aims to show the changing relationship of humans with animals and to highlight turning points in zoological study.

The featured works include everything from oil paintings to modern research photography. The U.S. Geological Survey's image of a pollen-coated bee (top) was taken, for instance, for scientific documentation.

By contrast, Sir Edwin Landseer's 1851 painting of "The Monarch of the Glen" (right) depicts a red-deer stag standing proudly in the Scottish highlands. The popular image now serves as an emblem of the country's wildlife.

Animals "are at once knowable through study and domestication and entirely unknowable," in that we cannot speak with them or know what they think, says editor Victoria Clarke. "We make art of animals simply to wonder at the beauty of a living being that we can never fully understand."

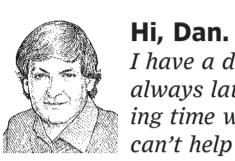
—Alexandra Wolfe



ASK ARIELY

DAN ARIELY

A Fix for That Friend Who's Never on Time



Hi, Dan.

I have a dear friend who is always late. I love spending time with him, but I can't help feeling miffed when I'm kept waiting at a noisy bar, twiddling my thumbs and checking my watch. He often turns up after half an hour with an elaborate excuse about the subway system or a snafu with his dog. His wonderful company usually makes me forgive him, but this pattern of wasting my time is really frustrating. What can I do? —Charles

Unfortunately, waiting around for your friend to show up is probably reinforcing his behavior. I would suggest setting a strict deadline and sticking to it,

though this might cause some friction initially.

When you make an appointment, warn your friend that you are only going to wait for 10 minutes; if he doesn't show up by then, leave. Over time, this should teach your friend to be more punctual, which will help his relationship with you—and maybe with others as well.

Hi, Dan.

Many of my friends and co-workers say they care about voting, but their spotty track record suggests otherwise. How can I convince them to go out and vote in the upcoming election? —Georgia

My guess is that your friends aren't lying to you—they do care about voting, and they may even plan to vote. But on

Election Day, they get derailed by other obligations. To change their priorities, I would try to make the voting process a social event. Invite your friends and co-workers to meet at a bar or restaurant near the polling place, and when they show up, tell them that you're buying beer only for people who have already voted. Encourage them to go to the polls in small groups and come back quickly. By combining fun and personal accountability, you'll make voting much more compelling.

Hi, Dan.

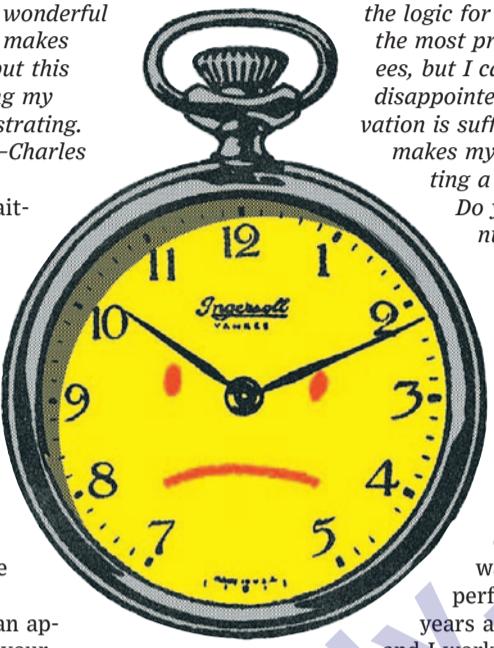
I work for a tech company, and our performance reviews are coming up soon. The reviews are used to determine who will get a bonus. Unfortunately, my performance is usually in the middle of the pack, and I have yet to receive a bonus. I understand the logic for giving bonuses to the most productive employees, but I can't help feeling disappointed, and my motivation is suffering—which makes my chances of getting a bonus even lower.

Do you think that bonuses are a good way of motivating employees? —Kayla

Bonuses are a more complex topic than most people think, and it's certainly not the case that they always lead to better performance. A few years ago, my colleagues and I worked with a large

company that gave its top employees weekly bonuses, which could make up as much as 30% of their income. Obviously, the good employees got the bonuses week after week, while the not-so-good employees got nothing.

By changing the way performance was calculated, we enabled average employees to earn bonuses from time to time. The result was that the company's overall productivity increased. Why? Because the motivation of middle-of-the-road employees makes a meaningful contribution to the bottom line. A good incentive system has to take into account the fact that feeling valued and acknowledged is important to everyone.



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"From the courtrooms and jails of rural Mississippi to the war-torn Pacific, Grisham spins a tale that is at once entertaining and illuminating."

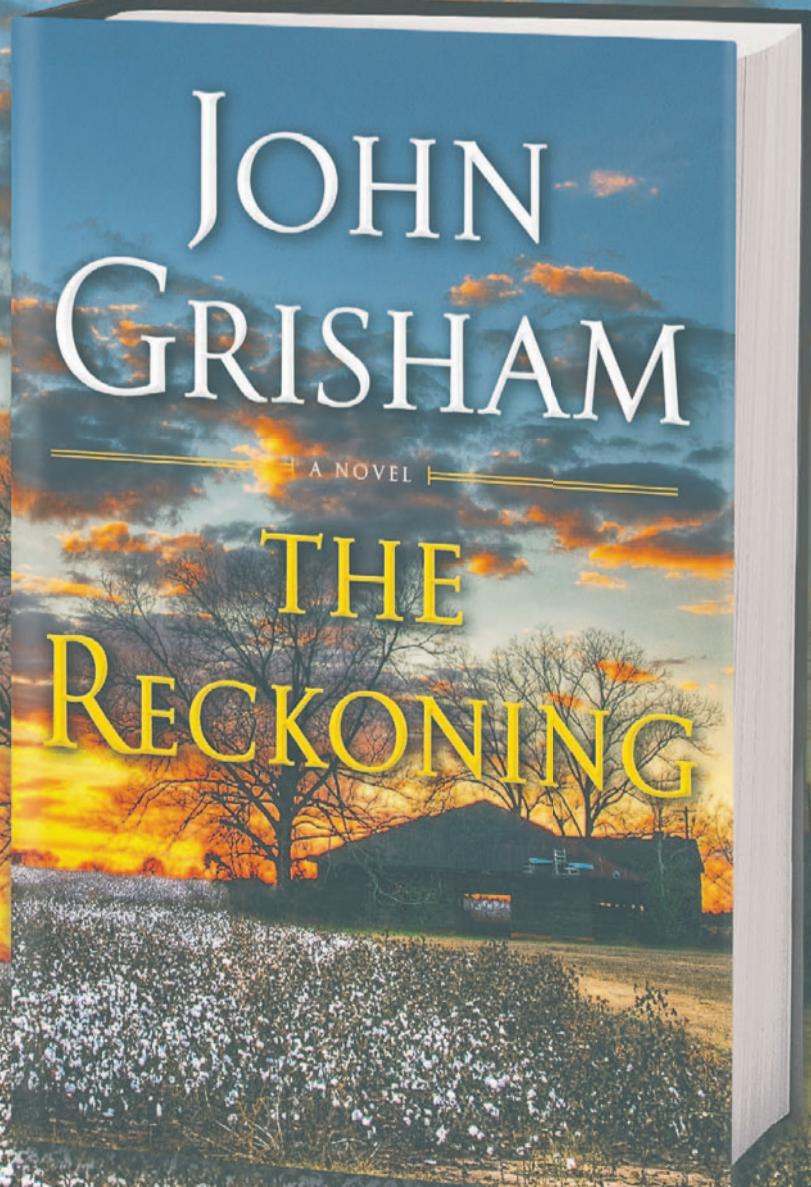
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REVIEW



daughter of a plant biologist father and a homemaker mother. Her parents weren't religious, but as a teenager, she joined an evangelical church for about a year after hearing a sermon by the Reverend Billy Graham in San Francisco.

She went on to Stanford University, where she studied dance, history and classics. After a stint studying dance at Martha Graham's studio, she earned a Ph.D. in religion at Harvard University. It was at Harvard that she first heard about the ancient texts discovered near a village in Egypt in 1945 that would become the basis of "The Gnostic Gospels."

The texts are believed to have been written by early Christians, including some of the apostles, but they are not included in the New Testament. Her book argued that the discovery expands the understanding of Christian tradition. She says that the Gnostic gospels suggest that since everyone is created in the image of God, Jesus is not unique. One of the texts, referred to as *The Gospel of Thomas*, for example, suggests that everyone has the potential to become a "child of God."

Her book became a best-seller and won the National Book Award, but it also attracted attacks from some traditionalists. "I worried about the reaction before it happened, but after that, I realized praise or blame didn't matter that much," she says. "You just do what you do."

In 1982, she joined the faculty of Princeton. Five years later, her young son Mark, who had been diagnosed with pulmonary hypertension when he was 2, died. A year later, her husband, the physicist Heinz Pagels, died in a hiking accident in Colorado. While she's always been fascinated by religious tradition, she hadn't been a regular churchgoer, and after their deaths, people kept telling her that she should rely on faith to move forward. But their deaths made her feel remote from faith. "I didn't feel close to any of it," she says.

She searched for a way to go on living and "hopefully contribute and share," she says. "I didn't want to go into despair." She had two other children, who she had adopted with her husband before he died. She threw herself into her work, and the emotional turmoil took her studies in a new direction: "I thought, yes, I'd like to have somebody to be angry at, and I thought Satan," she says.

She started researching Satan's place in the ancient world, and in 1995 published "The Origin of Satan." She argues that the problem with having a good God and an evil Satan is that it promotes a binary view of the world, which makes it difficult to resolve conflicts by negotiating with "evil." "You have to annihilate the other side because they're evil," in this worldview, she says. The book also explored the history of Christian anti-Semitism.

She continued to struggle with her grief over the deaths of her son and husband. She found some solace in conventional religious practices. Today, she belongs to an Episcopal church in Princeton and goes to a Trappist monastery in the summer. But she declines to provide more details about her own practices and beliefs. "What I believe or what I don't believe doesn't matter at all," she says. "I found for myself exploring a spiritual dimension to be very important for me, but I don't think everybody needs to do it through religion at all."

She also found meaning in art and poetry. "They can open up the imagination in similar ways" as religion, she says. She refers to the last line of William Butler Yeats' poem, "Among School Children": "How can we know the dancer from the dance?" which suggests that the dancer is part of a larger whole. Such lines have helped her to feel connected to something bigger than herself.

"It points to a tremendous human desire to connect with a transcendent reality," she says.

WEEKEND CONFIDENTIAL | ALEXANDRA WOLFE

Elaine Pagels

The religion scholar tells her own story

When a colleague of Princeton professor of religion Elaine Pagels told her that some websites refer to her as "Elaine Pagan," the moniker didn't bother her. A major point of her work, she says, is the idea that there are many ways to be spiritual outside of "official" religions.

"Different religious groups in every tradition define themselves as the only ones that are right and everyone else is wrong," she says. "What fascinates me is the extraordinary spectrum of Christian traditions."

Ms. Pagels has long had a reputation as an iconoclast. She made her name with the groundbreaking and controversial 1979 book "The Gnostic Gospels," an examination of so-called "secret gospels," ancient texts that fall outside the official Christian canon.

In her new book, "Why Religion?" out next month, Ms. Pagels shares part of her own history as she explores why religion is still around in the 21st century and what we mean by it. It is her first

book in the first person. In it, she describes the two great tragedies in her life: the death of her 6-year-old son from a rare disease in 1987, followed by her husband's death in an accident a year later. Her life and her work, she explains in the book, are interwoven.

Writing the book took her seven years. "It was so personal," she says in her Princeton office. "I never thought I ever would write about things like this for a long, long time, because it was too painful to look at," she says.

Ms. Pagels doesn't have a single answer to the question posed in her book's title. "This kind of exploration is more about questions than answers," she says. She examines it through her own experience as well as through history, art and poetry.

Ms. Pagels, 75, grew up in Palo Alto, Calif., the

'I never thought I ever would write about things like this for a long, long time because it was too painful to look at,' she says.

the authors for a Wall Street Journal event in New York City.

The co-founders of the workplace software company Basecamp, Fried and Hansson are successful entrepreneurs who rail against the win-at-all-

costs mentality of American business.

They preach calm over conquest. They pay their employees to take vacation—not

vacation time but the actual vacation. I'm surprised the capitalism police haven't arrested them yet.

It's an urgent conversation to have. We've spent a lot of time reimagining the 21st-century workplace without reconsidering the work itself.

We rhapsodize over office ping-pong tables and slides and make-your-own-sundae bars—perks that are really mousetraps to keep employees working.

Fried and Hansson's company used to have one of those "limitless vacation" policies, until they realized that it made employees nervous about taking vacation. Now

they insist on three weeks.

What if the recipe for better, more efficient work is toning it all down? Hours can be civil and productive. Schedules can be flexible. Emails on the weekend can be avoided.

Bosses who send emails on the weekend can be launched into space. (All of this applies to bosses, too. Is there any doubt that Elon Musk could use a vacation...without his phone?)

The tide may be starting to turn. Recently, a video game developer, Dan Houser, gave an interview to New York magazine in which he talked about the 100-hour weeks some employees worked to finish a new game.

That provoked a backlash, with Houser later clarifying to the website Kotaku and others that such workweeks were unusual, and not required, and that the average workweek at his company was closer to 45 hours.

The fact that we're even having this debate is a sign of enlightenment. Work really doesn't have to be crazy. You can make a great sundae at home. Peanut wants one, too.



JASON GAY

Working Like Crazy May Actually Be, Well, Crazy

Are you griping about working

too much, or bragging about it?

DO YOU occasionally—or constantly—complain about how much you're working? Of course you do. Complaining about too much work is basically a national pastime.

I can't believe how much of a time suck this project has been. I feel like I'm living at the office.

I've forgotten my dog's name.

I just returned 20 emails on a Sunday.

Peanut. I think the dog's name is Peanut.

When we complain about too much work, we're expected to offer regrets about sleep lost, family events

missed, television shows not caught up on. Nobody wants to seem like a remorseless lunatic who's thrilled to miss the school play.

But amid the complaining about being overworked, there's often a decipherable bit of pride, even a hint of a brag—a workbrag.

Why do we brag about overwork? Because we're conditioned to think that working all the time is a good thing, a signal of diligence, virtue and our own value.

To be working all the time is to be important.

To be clear, it's better to be employed than unemployed—I've been the latter, and it is the pits.

But why do we lavish praise on people who work themselves to the limit? We fetishize the executive who sleeps on the factory floor, the creative team pulling all-nighters, the football coach who barely sees his family during the season—and definitely doesn't re-

member Peanut's name.

What if all of that is upside down? What if working all the time is a symptom of dysfunction, not excellence?

What if it turns out to be dreadfully inefficient, a recipe for burnout and turnover and eventual collapse? Not to mention revolution by snubbed dogs.

That's the premise of a new book, "It Doesn't Have to Be Crazy at Work," by Jason Fried and David Heinemeier Hansson.

Last week, I hosted a talk with

the authors for a Wall Street Journal event in New York City. The co-founders of the workplace software company Basecamp, Fried and Hansson are successful entrepreneurs who rail against the win-at-all-

costs mentality of American business.

They preach calm over

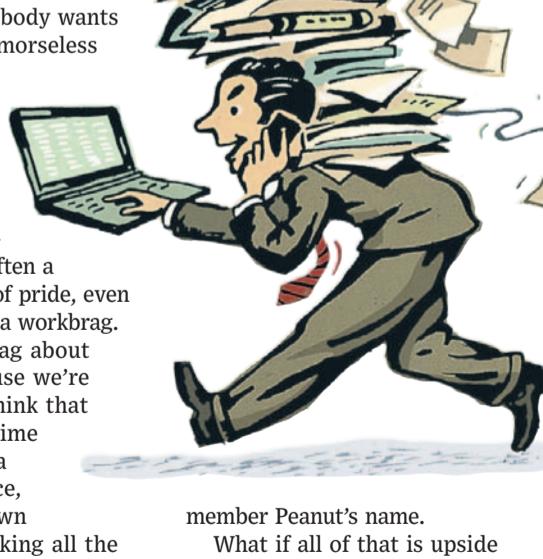
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member Peanut's name.



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Saturday/Sunday, October 27 - 28, 2018 | C7



FLOE STATE Henry Worsley and crew in training, camped on an iceberg off the Greenland coast.

Coming In From the Cold

Henry Worsley led teams that made the grim, grueling trek to the South Pole on foot—twice. When he decided to set off on a solo Antarctic trip, the elements cost him his life.

The White Darkness

By David Grann
Doubleday, 146 pages, \$20

BY SARA WHEELER

HENRY WORSLEY was one of those gallant, frozen-bearded adventurers who slogged across the polar wastes to test themselves, to set new records and to raise money for charity. On his final expedition, he noted in his diary, "There is nothing to see but white darkness," and with that sentence he bequeathed David Grann a title for this slender volume.

Worsley was a British army officer in a commando unit. His first polar sortie, in 2008, takes up most of the pages of "The White Darkness," the account fleshed out with biographical detail. Our man set out with two others to re-create Ernest Shackleton's Nimrod expedition, which had sailed south a century earlier. On that mission, the Boss, as Shackleton was known to his crew, trekked to within 97 nautical miles of the South Pole. Worsley and his men beat that and got all the way, sleeping each night in a tent 14 feet long and 7 feet wide and burning between 6,000 and

Mr. Grann ably conjures the rasp of sled runner on ice and the skin burn of minus-40—and that's before wind chill is factored in—and he understands the importance of specificity and detail: how the trekkers dip their toothbrushes into the ice to moisten and clean them, for example, and what they listen to on their iPods.

In 2012, Worsley and a military colleague competed against two other adventurers to mark the centenary of the 900-mile race between the Norwegian Roald Amundsen and the Englishman Robert Scott to be first at the South Pole. Worsley's team won. He had become the first person to trace the two classic routes to 90 degrees south. This second expedition is quickly dispatched in these pages.

Three-quarters of the way through the book, Mr. Grann describes 55-year-old Worsley leaving home again in 2015, intending to trek more than 1,000 miles across the Antarctic continent, coast to coast, as his hero Shackleton had intended to do until he had to abandon his ship. But Shackleton was one of a team. Nobody had attempted this feat alone and unsupported. When Worsley set off from Berkner Island, his sled weighed 325 pounds. Prince William had invited him over to London's Kensington Palace to give him a signed Union Jack, just as King George V had given one to Shackleton.

Weather went against him. Everything went against him. His diary shrank to a litany of suffering and a threnody for what might have been. He almost made it but pressed the button on his phone to be airlifted out on, as Mr. Grann says, "the most expensive taxi ride in the world." He couldn't walk unaided up the steps to the small plane, but he had trekked for 71 days and covered nearly 800 nautical miles. He had also contracted bacterial peritonitis, an infection of the thin tissue that lines the inner wall of the abdomen. A few days later he died in a hospital in Punta Arenas, Chile.

This is a handsome volume, just 140 small pages, including lots of integrated pictures and a great deal of white space (no pun intended). It began life as an article in the New Yorker—Mr. Grann is a staff writer—and it still is an article, really.

A touch of hagiography clings to the tale. Mr. Grann aims to make his subject a hero but sometimes diminishes him with platitudes and cliché: "The man felt like a speck in the frozen nothingness." Or: "For Worsley, getting closer to Shackleton was a way of getting closer to himself." Really? Worsley goes for a walk alone every night after supper, "like a mystic who pursues enlightenment

through self-abnegation." That said, there is mercifully little, overall, about the inner journey. Mr. Grann does say that Worsley's military career "stalled" because he didn't care to "jockey" for position and offered too much "candor" for politicians' liking in reports he wrote while on a mission in Afghanistan in 2006 about the dangers of British intervention there.

Mr. Grann is not attuned to the idiom of England's English: He says that Worsley went to "the Stowe School," whereas there is no definite article attached to that exclusive institution, and one doesn't "graduate" from school in the U.K.: One only graduates from college. A Briton would never say "we are setting off in a couple hours," as Worsley does here. It's "a couple of hours" in the old country.

The style is pleasant, if at times sentimental. Worsley's wife gave her "blessing" to the first expedition, one learns, "even though it threatened to take from her the man she loved." There are no insights into what makes a man punish himself so, other than the usual stuff about "character." And despite a lot of comment on Shackleton, Mr. Grann never mentions that the man was Anglo-Irish, a key to understanding him. His Protestant forebears had for generations formed part of the ruling class in pre-Partition Ireland: Leadership was in the Shackletonian DNA. In the potted histories of the golden age of polar exploration, Mr. Grann leaves out the best stories but includes the famous anecdote about Shackleton imagining a fourth presence alongside him and his two colleagues as they marched to a South Georgia whaling station to find rescue (T.S. Eliot redeployed the image in "The Waste Land"), even though it's known that Shackleton and his ghost writer invented it.

Mr. Grann writes of the time when the summer light began "to grace the sky." I was in the Antarctic once when the darkness receded, not doing anything heroic, just writing about the Big White, which is much easier than pulling a sled over it. The return of light is not a graceful business. It's a ferocious one, a kind of barbaric splendor.

I admire the astonishing physical prowess of these modern "explorers." But you can't help wondering if it's quite the same with a satellite phone attached to your belt. Let us remember, though, that Henry Worsley raised hundreds of thousands of dollars for two charities supporting wounded servicemen. His wife and children took his ashes to South Georgia and buried them on a cold hill overlooking Shackleton's grave.

Ms. Wheeler's books include "The Magnetic North: Notes From the Arctic Circle."

The Belles Of Amherst

After Emily

By Julie Dobrow
Norton, 426 pages, \$27.95

BY BRENDA WINEAPPLE

IN 1898, 12 YEARS after the death of Emily Dickinson, an intrepid woman named Mabel Loomis Todd (1856-1932) stashed a huge trove of Dickinson manuscripts, including 655 poems, into a camphorwood chest. That chest stayed locked for more than 30 years, when Mabel Todd instructed her daughter, Millicent (1880-1968), to open it. How Mrs. Todd came to possess that pile of Dickinson material is a story rivaling any old-fashioned Victorian bodice-ripper. And happily it's the subject of Julie Dobrow's long overdue study, "After Emily: Two Remarkable Women and the Legacy of America's Greatest Poet."

More than anything, Mabel Loomis had wanted to be a "Somebody," as Emily Dickinson dubbed those who seek the approval of an "admirer." She liked to say she was descended from Priscilla and John Alden, that as a child she'd known Thoreau and that her brilliance as an artist, musician and writer would inevitably win her great acclaim. As a young woman, she did briefly study piano at the New England Conservatory but left for unknown reasons—perhaps she wasn't as good as she thought. Then in 1879, at 22, she married the handsome astronomer David Todd, immediately vowing to herself she would not become a drudge.

Her husband soon meant less to her than Austin Dickinson, the poet's brother. After David Todd was hired to teach astronomy and direct a new observatory at Amherst College in western Massachusetts, he and Mabel settled in the bucolic college town. Having left her 1-year-old daughter, Millicent, in Washington with her parents, Mabel solaced herself with the bustle of dinners, carriage rides, musicals and games of whist mainly organized by the town's eminent couple, Susan and Austin Dickinson.

The editor
Mabel Loomis Todd and her daughter, Millicent, gave the world the works of Emily Dickinson.

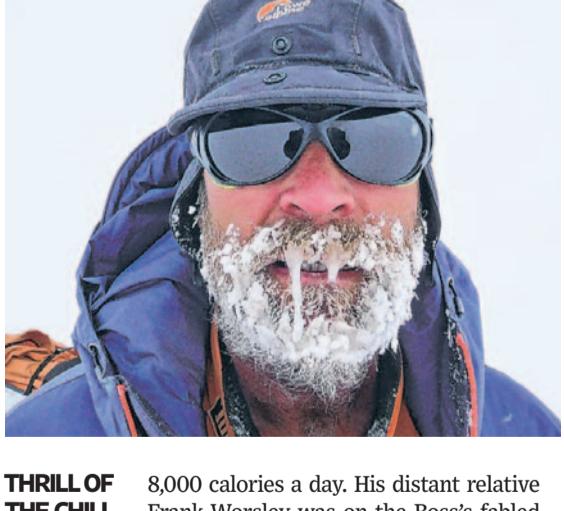
But the romance between Mabel and Austin began inauspiciously, sort of. Susan Dickinson had not only included Mabel in family outings but also encouraged the pretty faculty wife to pay special attention to her oldest child, Ned, an epileptic. Poor Ned: At 20, he was just five years younger than Mabel, inexperienced and soon head over heels with the flirtatious new friend who sang Schubert and painted watercolors. Exuberant, Mabel wore Ned's fraternity pin, crowing that "I could twist him around my little finger, that he would go off and kill somebody if I bade him." But desiring something more substantial than a besotted boy, she set her cap for his dad.

Mabel and Austin's not very secret romance lasted for the remaining 12 years of Austin's life. It was Susan's fault, Mabel alleged: Susan was a cold, pretentious harridan from a lower social class who had actually caused Ned's epilepsy by attempting to abort a pregnancy. Most astonishing, Mabel seemed not to understand why Susan and the small village community then turned on her.

Please turn to page C11



DICKINSON TRUST Millicent and Mabel Todd in Peru in 1907.



THRILL OF THE CHILL
Worsley near the South Pole in 2008.

8,000 calories a day. His distant relative Frank Worsley was on the Boss's fabled Endurance expedition (1914-17) and wrote "Shackleton's Boat Journey," one of the best polar books ever. The other two men with Henry Worsley were also descendants of members of Shackleton's teams.

Mr. Grann's previous books include "The Lost City of Z" (2009), the story of the explorer Percy Fawcett's disappearance in the Amazon in the 1920s (it was made into a film). For this new volume he interviewed everyone and had access to Worsley's diaries and the transcripts of the nightly broadcasts he transmitted, and of course he quotes from Worsley's 2011 book "In Shackleton's Footsteps."

A touch of hagiography clings to the tale. Mr. Grann aims to make his subject a hero but sometimes diminishes him with platitudes and cliché: "The man felt like a speck in the frozen nothingness." Or: "For Worsley, getting closer to Shackleton was a way of getting closer to himself." Really? Worsley goes for a walk alone every night after supper, "like a mystic who pursues enlightenment

BOOKS

'Success is not final, failure is not fatal: it is the courage to continue that counts.' —WINSTON CHURCHILL

FIVE BEST BOOKS ON THE COST OF COURAGE UNDER NAZISM

Megan Koreman

The author, most recently, of 'The Escape Line'

Stepping Stones to Freedom

By Bob de Graaff (2003)

1 One in seven Allied aviators who survived being shot down in the Netherlands were helped to safety. According to Bob de Graaff, roughly 6,000 Dutch civilians took part in the rescue operations. They included Roman Catholic clerics, veterinarians, farmers, rationing inspectors, air-defense officials, gendarmes and smugglers—all of whom joined in constructing, as Mr. de Graaff describes it, "a hodge-podge of intertwining lines" across the flat countryside. The decentralized nature of the Dutch escape lines made them harder to infiltrate but, even so, it's estimated that for every two Allied pilots saved and returned to their bases, one Dutch rescuer lost his or her life. Such was the cost that the Dutch Council of Resistance instructed resisters in 1943 to stop their pilot-rescue activities. To no avail—Dutch men and women continued to assist the Allied airmen, whatever the risk. Why? Part of the explanation is found, perhaps, in a contemporary Frisian ditty: "In the pale, pale moonlight / They bombed Berlin at night / Filling the Dutch with much delight."

Under the Shadow of the Swastika

By Rab Bennett (1999)

2 Rab Bennett explores the Wehrmacht's doctrine of collective responsibility, "the moral inferno," he writes, "into which all values were hurled." The Germans, he tells us, treated the entire population of the countries they occupied as hostages under a policy of "pacification through indiscriminate, random terror." Their punitive measures were relentless and pointed. After a Dutch archbishop protested the deportation of Jews in 1942, the Gestapo sent all Dutch-Jewish converts to Catholicism to Auschwitz. According to German records, more than 2,000 hostages were executed in the Netherlands, 29,660 in France. In Greece, 91,000 people died as hostages or reprisal victims. Occupation authorities routinely blamed resisters for the atrocities that they themselves committed. The Germans and Vichy French honed this policy to ensure that responsibility was extended to the family of any resister caught. Children were tortured to make their parents talk. The threat of collective family punishment hung over all efforts at resistance, including the nonviolent kind. The danger was clear—an effort to rescue a single person could, and regularly did, lead to the murder of many others.

Downed Allied Airmen and Evasion of Capture

By Herman Bodson (2005)

3 Herman Bodson had recently completed his Ph.D. in chemistry when the German occupation of Belgium diverted him into a career of



TRAILING GLORY Soldiers watch an air battle between U.S. and German planes in Belgium, 1944.

sabotage and resistance. The great strength of this account derives from Bodson's visceral memory and grasp of the constant danger threatening would-be rescuers of downed Allied airmen in eastern Belgium. Americans, for one thing, were more dangerous guests than their more-disciplined British counterparts. They had, Bodson writes, "ravenous, carnivorous appetites" unsuited to a hungry European world on rations. They walked with a dangerously distinctive slouch, threw away their cigarette butts and were inclined to go sightseeing or drinking—all of which posed the danger that neighbors might notice these guests and denounce their hosts to the occupiers. The German police and the traitors who worked for them were so effective at finding and rolling up escape networks that when an American refused to fill out a questionnaire designed to prove he wasn't a German spy, Bodson pulled out his pistol and told him he could answer or be disposed of. The rescuers determinedly defied the risks and there was no question of the reason. It was, Bodson declares, for love of freedom and human solidarity.

A Thread of Grace

By Mary Doria Russell (2005)

4 Mary Doria Russell did extensive fieldwork for this moving novel about the experience of an Italian community under 20 months of German occupation. Peasants, city folk, Jews, Catholics, partisans, collaborators, Gestapo agents, German conscripts, British intelligence agents, a physician turned mass

murderer, the priest who refuses him absolution and fugitives of all sorts crowd into Ms. Russell's cast of witnesses. The local credo that, "if you can help, you must help," clashes with the Gestapo's ruling that "when an old man gives vegetables to partisans, he and his garden become military targets." The authorities cut civilian rations to 100 grams of bread a day. German troops herd nearly 300 Italian women and children inside a church and burn it. Stuka aircraft dive-bomb mountain farms. And still the local people will not give up the Jews or the partisans.

The Assault

By Harry Mulisch (1982)

5 On a cold night during Holland's Hunger Winter of 1944-45, a resister's act of rescue collides with another's act of violence in this novel of the occupation. The consequences reverberate through the life of the 12-year-old boy whose house is burned and family killed along with other hostages. Even the good German who wrapped the boy up and gave him milk and chocolate dies. Only the war criminals go free. The story is drenched in the guilt of the resisters, who had intended only to stop the brutalities of a vicious collaborator. Decade by decade the aftershocks ravage their lives until the last fact finally falls into place, revealing the truth of that night's events. Mulisch—the son of a man jailed for collaboration—offers no explanation. "But what does it matter?" the narrator asks. "Everything is forgotten in the end." Except, as this story makes clear, it is never forgotten.

Almost Everything

By Anne Lamott

Riverhead, 192 pages, \$20

By EMILY BOBROW

ANNE LAMOTT has a rare talent for making writing look easy. As the author of seven novels and 11 books of nonfiction, she clearly takes pleasure from her pen. She may grapple with big ideas about writing and parenthood, family and addiction, faith and grace, but her style is conversational and disarmingly humble. Given the warmth, liveliness and intimacy of her prose, time with one of her books can feel like a visit with a friend.

Unfortunately, there are times when our friends disappoint us. Those unfamiliar with Ms. Lamott's work should probably start with something other than her latest collection of essays, "Almost Everything: Notes on Hope."

As with much of her non-fiction, this book comes from a noble place. At a time when the news "has captured the fever dream of modern life: everything exploding, burning, being shot, or crashing to the ground all around us," Ms. Lamott felt moved to collect and present to her grandson and niece the wisdom she has gathered, over her 60-plus

years, about what makes life meaningful. This is well-trodden territory for her. Most of her books, whether they are meditations on faith and prayer ("Help, Thanks, Wow"; "Grace (Eventually)"; "Plan B") or about art and mechanics of writing (the delightful "Bird by Bird"), essentially address the hard work of making sense and finding beauty in an often cruel world.

This may sound saccharine—Barnes & Noble places many of these books under the category "Christian Living"—but Ms. Lamott usually pulls it off by laying bare her flaws with self-effacing humor. She writes often about her rages and pettiness, her family resentments and her battles with her thighs, her "hideous conceit and low self-esteem." She makes it clear that her insights are hard-earned.

Given Ms. Lamott's preferred subjects, the threat of cliché is always close at hand. Although her essays of the past decade have certainly hovered over trendy self-help territory with their talk of mindfulness and "radical self-love," Ms. Lamott usually avoids descending into bromides. With "Almost Everything" she is less careful. Part of the problem is that these essays often take a first-person-plural perspective, which flattens the drama of specificity with sweep-

ing generalities. This leads her to write things like, "Fear, against all odds, leads to community, to bravery and right action, and these give us hope." Also: "Like the North African light, our inner incandescence reveals the hallucinatory and the ordinary, the magic and the grim."

More generally, the writing here is often lazy. At times Ms. Lamott stretches simple ideas across paragraphs padded with abstract language and few concrete examples. ("This is life. We are life.") She allows her affection for metaphors to woo her into piling on too many at once and committing the occasional howler. In describing a woman afflicted with self-loathing over her craven desire for her nasty father's approval, Ms. Lamott writes that this conflict "left a mucky mess within her, like a cake that wouldn't completely bake, no matter how long you left it in the oven," but that talking about it "helped her break out of the cake, like a showgirl." Carelessly recycled phrases, such as "against all odds" and "when life has pulled the rug out from under me," are

unbecoming of a writer who once lamented the way people's intuitions and insights are often "drowned out by folk sayings... guaranteed to be a cliché, stale and self-contained."

No book of advice is wholly without merit, and Ms. Lamott certainly hits a few targets. She is provocative when she suggests that dieting, "as with all forms of trying to control our beastly instincts, is about the fear of death." She is wise when she notes that families "are hard partly because of expectations," which are "resentments under construction." And she is sensible when she writes that hate is both "comforting" and "malignant." Many of these gems made up a charming and popular TED talk Ms. Lamott delivered last year, which she seems to have fleshed out just in time for the holidays. But while a well-meaning book about hope might make for an appealing stocking-stuffer, readers should expect more from Ms. Lamott.

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The Widow Who Mothered the American Church

Elizabeth Seton: American Saint

By Catherine O'Donnell

Three Hills, 508 pages, \$36.95

By MARC M. ARKIN

ON SEPT. 14, 1975, Pope Paul VI presided over the canonization of Elizabeth Ann Bayley Seton, the Roman Catholic Church's first American-born saint. The religious order Seton founded in 1811, the Sisters of Charity, now numbers some 4,000, serving the needy in schools, hospitals and orphanages. In the words of their Rule, the sisters have "no cloister but public streets or hospital rooms, no enclosure but obedience, no grange but the fear of God, no veil but that of holy modesty."

From socialite to saint, it was an extraordinary journey for Seton, one gracefully chronicled in Catherine O'Donnell's richly textured new biography. "Elizabeth Seton: American Saint" deftly places Seton in the context of the early Republic. The author paints a vivid picture of genteel New York society and upper-class Maryland Catholicism, as well as a newly arrived Catholic hierarchy largely dominated by French priests seeking a foothold in America.

Born in 1774 to a socially prominent New York family—her father, Richard Bayley, was a well-regarded physician—Elizabeth had a privileged but unsettled childhood. As a motherless girl wandering the woods, she repeatedly experienced the overwhelming presence of God in nature. At 19, she married William Magee Seton, the son of an affluent merchant family. The couple lived on then-fashionable Wall Street and attended Trinity Episcopal Church. Four children followed in quick succession. In those years, Elizabeth held a cosmopolitan and instrumental view of religion typical of her social circle while cultivating a self-imposed stoicism. Then, as the Second Great Awakening took hold, she explored a deeper religiosity and became devoted to the Eucharist.

After six idyllic years of marriage, misfortune arrived. Elizabeth's father-in-law died, leaving Elizabeth to care for William's six younger half-siblings. The family's business faltered during the Quasi War with France (1798-1800). Unable to right his finances, William declared bankruptcy in late 1800, narrowly avoiding debtors' prison. The following August, Elizabeth was at her father's bedside as he died from typhus.

Under the stress, William's consumption reasserted itself—the Setons had a hereditary predisposition to tuberculosis—just as another baby arrived. In 1803, Elizabeth and William abruptly took ship for the supposedly healthier climate of Livorno, Italy, where the Setons had connections with the well-placed Filicchi merchant family. William survived the voyage only to die in quarantine. The Filicchis took Elizabeth under their wing, urging their faith on the new widow in the hope of advancing Catholicism in America through her conversion. By the time she returned to New York, Elizabeth Seton was Catholic in all but name.

As a Catholic, Seton sought a life with and for God alone. Ms. O'Donnell persuasively argues from Seton's own writings that the standard account overstates the resistance to her religious choices posed by her family and society at large. Initially, she hoped to join a cloistered community, but five young children were an impediment. Rather, she and the children moved to Baltimore, where she established a girls' school associated with the French Sulpician Order at St. Mary's Seminary. Then, in early 1808, one of the Sulpicians suggested that an American sisterhood centered on Seton would further American Catholicism. With her children and two other women, Seton moved to Emmitsburg, Md., where she began building her order as well as a girls' school to support their work. Ironically, given their mission to the poor, the community unreflectively depended on enslaved labor for its daily needs.

Seton spent the rest of her days in Emmitsburg, regulating her powerful will by the Rule the sisters adopted in 1811. It was this discipline that she viewed as her greatest sacrifice. Indeed, her greatest trials were internal. She was both Mother to the order and mother to her own children. Two of those children and a number of her closest connections died of tuberculosis. Living in community with strong personalities presented Seton with challenges. Throughout, however, she proved herself equal to the male clergy who attempted to impose their vision on the Sisters of Charity. As Archbishop John Carroll wrote in 1808, Seton could not be held to conform to ordinary expectations; she was, after all, "a Saint." In 1821, having nursed so many others, Mother Seton died of tuberculosis, surrounded by her sisters.

Ms. O'Donnell's story encompasses a cast of characters worthy of a Russian novel; readers may be forgiven for wanting a Seton-Bayley family tree as well as a separate table of names. For the secularly inclined, the number of extended deathbed scenes—albeit standing in a long religious tradition of edifying deaths—may verge on the morbid. And, to this reader at least, the book does not do justice to the charm and humor that formed a central element in Mother Seton's charisma. But these are mere cavils weighed against a remarkable biography of a remarkable woman.

SISTER OF CHARITY

Sculpture of Elizabeth Seton.



Finding Beauty

Almost Everything

By Anne Lamott

Riverhead, 192 pages, \$20

By EMILY BOBROW

ANN LAMOTT has a rare talent for making writing look easy. As the author of seven novels and 11 books of nonfiction, she clearly takes pleasure from her pen. She may grapple with big ideas about writing and parenthood, family and addiction, faith and grace, but her style is conversational and disarmingly humble. Given the warmth, liveliness and intimacy of her prose, time with one of her books can feel like a visit with a friend.

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BOOKS

'Keep the flag flying. I'm coming back.' —GEN. DOUGLAS MACARTHUR

MacArthur's Bloody Promise

Rampage

By James M. Scott

Norton, 635 pages, \$32.95

BY JONATHAN W. JORDAN

BATTLES IN World War II's Pacific Theater tended to be more savage than those in Western Europe. The struggle for Manila was the cruelest of them all.

Before Pearl Harbor, the Philippines capital was an old Spanish city with an American-style makeover. Acquired by the United States as a spoil of war in 1898, Manila featured clean neoclassical buildings, designed by U.S. architects, flanked by frescoed missions and old colonial forts. The city's broad streets boasted top-brand department stores and golf, polo and social clubs. Fords and Buicks jockeyed for space with horse-drawn *kalesas* on Dewey Boulevard and Taft Avenue. Suffused with cash and culture, the Asian face of the American empire lived up to its billing as the "Pearl of the Orient."

Then came the invasion. A month after Pearl Harbor, Japanese troops swarmed down Manila's boulevards, bayonets fixed. Gen. Douglas MacArthur quickly abandoned the city, then the archipelago, vowing to return. For three grim years, Manila's citizens endured starvation, disease, humiliation, rape and repression as they waited for MacArthur to fulfill his promise.

At last, on Jan. 9, 1945, MacArthur, commanding a fleet of 818 ships and 280,000 men, landed at Lingayen Gulf to begin the conquest of Luzon, the largest of the Philippine islands. Awaiting his men were 260,000 Japanese defenders under Gen. Tomoyuki Yamashita, some 10,000 American and Filipino prisoners, and a million inhabitants of Manila who had survived the Japanese occupation.

The fate of the Manileños, and the soldiers who turned their city into a deathtrap, is the subject of James M. Scott's illuminating "Rampage: MacArthur, Yamashita, and the Battle of Manila."

Unlike typical Pacific War histories, Mr. Scott's account drives the tragedy through two outsize personalities, Yamashita and MacArthur. Though quick to pounce on MacArthur's flawed tactics and deafness to a still-raging battle, Mr. Scott spends little time dwelling on Mac's towering ego or his squabbles with Roosevelt and the Navy, all of which have been fodder for longer works by William Manchester, Arthur Herman and Walter Borneman.

Far more interesting is MacArthur's opponent. From the recollections of aides, postwar briefings and letters to his wife, the Japanese commander emerges as a luckless stoic dispatched on a suicide mission to delay, not triumph. As Mr. Scott writes, Yamashita's orders to Manila's defenders reflected his own struggle to balance death and duty: "It is easy to die with honor but it is much more difficult to hold up the enemy advance when you are short of ammunition and food," Yamashita told his men. "Those of you in the front line will be doing your duty if you hold them up for a day—or even half a day."

Those days totaled 29, and during that month the city was shredded in a crossfire of shot and shrapnel. In large part, the carnage



INCH BY INCH U.S. troops preparing an amphibious attack on the walled city of Manila on Feb. 26, 1945.

was the diabolical work of the book's villain: Rear Adm. Sanji Iwabuchi, who commanded 17,000 marines and soldiers in charge of destroying Manila's harbor and bridges before evacuating. Yamashita ordered Iwabuchi to

wreck the harbor and retreat to the Luzon uplands, but Iwabuchi intended to stay and fight, turning the Pearl of the Orient into a funeral pyre for himself, his men and as many Americans as his ammunition allowed. If Filipino innocents were caught in the fire, it was their fate to die, too.

Mr. Scott finely balances large battles, such as the U.S. 11th Airborne Division's attack against the Genko Line—a defensive band south of Manila—with small-unit firefights, where grenades flew from behind walls and machine-gun chatter broke the darkness. "No one dared sleep in such close quarters with the enemy, who had placed machine guns inside boilers and hoisted them up in the rafters," he writes of a two-day battle for a power plant. "The Americans resorted to using grenades and even bazookas inside the building."

The battle's sound and fury is but a small part of Manila's heartbreak story. Because the Japanese soldiers knew they would die in Manila, moral constraints fell from them like broken fetters. Heavily armed, often drunk and holding the power of life and death over thousands of unarmed civilians, troops that were holed up in the city's center had one month

to indulge in any form of sadism they wished.

The doomed men spent their last days painting Manila in blood. At St. Paul's College, they herded families into a dining hall lined with explosives; they detonated the bombs, then dispatched survivors with bayonets and grenades. The jail at Fort Santiago, which the Japanese had used as a torture center, became an incinerator for hundreds of political prisoners and common criminals. "Troops marched into the cellblocks armed with drums of gasoline, tipping them over and letting the fuel flood the floors. Another marine tossed a torch," Mr. Scott writes. "The Japanese machine-gunned those few who managed to escape."

At a nearby Catholic chapel, Japanese troops massacred missionaries and refugees, gutting and raping their victims. "Japanese marines had killed or mortally wounded forty-one men, women, and children, turning this once holy place into a hellhole," Mr. Scott puts it. "Blood not only stained the green-and-white tiled floors of the chapel but splattered the walls."

Page after page, tales of systematic and impromptu massacre parallel the battle's liberation narrative. A common element of both stories is the triumph of death, in varied and degrading forms.

Mr. Scott leans heavily on first-person accounts to tell his story. Unlike most other battles, Manila was treated as a crime scene by the U.S. Army after the shooting stopped. The Inspector General's branch scoured churches, colleges and hospitals for testimony from teachers, priests, mothers, children and soldiers as they built cases for war-crimes trials. Thou-

sands of pages of testimony, according to Mr. Scott, "offer a chilling and personal view of the horror that unfolded during those few weeks."

The book's descriptions of this horror are jarring, as if the Battle of the Bulge abruptly lurched into "Schindler's List." Yet not all the vignettes are tragic. Mr. Scott describes the joy of Filipinos who pressed scarce eggs and papayas into the hands of their liberators, a UPI correspondent reunited with a wife he hadn't seen since her capture in 1941, and children singing "God Bless America" on Rizal Avenue to a group of cavalrymen.

MacArthur had vowed to hold Yamashita personally responsible for the actions of his men, and the story's denouement is a four-chapter narrative of Yamashita's capture and war-crimes trial, a legal battle that led to the U.S. Supreme Court. Mr. Scott sympathetically follows the general's journey from surrender to the gallows, recounting a serene poem he wrote shortly before his execution and setting the table for why his conviction remains controversial to this day.

Mr. Scott does one of the finest jobs in recent memory of cutting out the middleman and letting the participants—hundreds of them—tell their harrowing bits of a kaleidoscopic wartime tragedy. The result is an eloquent testament to a doomed city and its people. "Rampage" is a moving, passionate monument to one of humanity's darkest moments.

Mr. Jordan is the author of "American Warlords: How Roosevelt's High Command Led America to Victory in World War II."

Alcohol Was A 'Women's Issue'

Liberated Spirits

By Hugh Ambrose

with John Schuttler

Berkley, 360 pages, \$28

BY ELIZABETH WINKLER

IN AMERICA it might be said, with truth as well as humor, that the birth of political consciousness is marked by the rejection of certain offensive beverages. The Sons of Liberty signaled their rebellion against King George by dumping tea into Boston Harbor. A century and a half later, the suffragettes tried to throw off another oppressor—the American man himself—by banning alcohol. In the current era of female protest and mobilization, it is easy to forget that the thing that first brought American women into politics en masse, that united and ignited them as a force with which Washington had to reckon, was Prohibition.

That liquor could be an issue around which a political class might form now seems quaint. But in a time when marital rape was not yet criminalized and women had little hope of securing financial independence to leave an alcoholic husband, cutting off men's supply of booze seemed a sound solution. Prohibition was protection against domestic abuse, a promise that sons would not slide into debauchery and

the family income would not be wasted at the saloon. It was, in the public view, a "women's issue."

"Liberated Spirits," a book by the late Hugh Ambrose completed by research historian John Schuttler, shows how Prohibition—its enforcement and, later, its repeal—defined women's first decade of formal political participation. The 18th Amendment in 1919, banning the sale of beer, wine and spirits, and the 19th Amendment in 1920, giving women the vote, went together, twin reforms ushering in a radical experiment in American society. Ambrose cleverly recasts that experiment through the lives of two women on opposite sides of the Prohibition divide: Mabel Walker Willebrandt (1889-1963), the U.S. Assistant Attorney General charged with enforcing Prohibition who, over eight years and under three presidents, brought down criminal gangs that had seized control of the country's alcohol supply, and Pauline Sabin (1887-1955), a New York socialite and Republican political operative who, troubled by the fall-outs of Prohibition, organized women in a movement to bring about its repeal. "Prohibition's success or failure would be measured in the public's consciousness, often, by the success or failure of these two women," he writes.

Willebrandt arrived in Washington in 1921 from Los Angeles, where she had served in the public defender's office, advocating for beaten wives and fallen women. Separated from her husband but unable to divorce him, she dedicated herself to her career. "I am in my life and profession a man," she reflected. With her political appointment, she became the highest-ranking woman in the federal government,

overseeing men who had never known a female boss.

Sabin, a wealthy divorcee, served as president of the Women's National Republican Club, raising funds and recruiting thousands of women into the party. In 1923, she was selected as New York's first female representative on the Republican National Committee. While many men continued to insist that women's desire for suffrage was just a fad, fleeting as the latest fashion, Sabin saw that women were "seriously interested" in politics. They would become, she forecast, "a determining factor in every election."

In Prohibition's early days, Willebrandt and Sabin both believed in the 18th Amendment's potential to bring about a more perfect union. The realities of enforcement, however, drove them to take different views. Willebrandt's appointment was a nod to women's role in enacting Prohibition, but on arriving at the Justice Department she found that her efforts were hamstrung. She had no control over Prohibition agents or budget appropriations. Her superiors ignored her recommendations and her subordinates disregarded her orders. As she would write in a series of exposés upon leaving office, corruption and incompetence in government made the new law impossible to enforce. Agents, she remarked to the Saturday Evening Post, were "as devoid of honesty and integrity as the bootlegging fraternity."

The result was that organized crime intensified. Gangs bribed police, prosecutors, and judges. Politicians voted

dry but drank liberally. Deaths from alcohol increased, as did drinking among teens drawn to the outlaw glamour that Prohibition created.

Rather than elevating American life, Prohibition had degraded it, eroding respect for the law and for the Constitution itself. Sabin worried not only about the moral consequences—that hypocrisy was "rapidly becoming our

national characteristic"—but also about the effect on civil liberties. Enforcement efforts fed government spying—the tapping of telephone wires, search without warrant.

The problem was an economic one, too. The government was hemorrhaging money in its attempts to enforce Prohibition and losing tax revenue from alcohol sales. Once the Great Depression hit, that would become untenable.

Sabin resigned from the Republican National Committee in protest. But Willebrandt continued to support the party platform, campaigning so aggressively for Herbert Hoover in 1928 that the press declared, "No other woman has ever had so much influence upon a presidential campaign." She believed Prohibition could succeed if she was given the proper tools. But though she helped deliver Hoover the White House, he treated her with no less condescension than his predecessors, passing her over for Attorney General, a position she richly deserved. In the nearly 80 cases she argued before the Supreme Court, she established permissible methods of search and seizure that still hold force today and developed the

idea of nailing crime bosses for tax evasion, which led to the prosecution of Al Capone. "If Mabel had worn trousers, she could have been president," said John Sirica, a judge who later presided over Watergate. She resigned from government in 1929, only 40 years old.

Sabin spearheaded repeal. Frustrated by the claim of the Women's Christian Temperance Union, which had led Prohibition, to represent all women, she founded the Women's Organization for National Prohibition Reform, growing it into the largest repeal organization in the country, triple the size of the WCTU. Women, she showed politicians, did not all think and vote alike.

Hoover lost his 1932 re-election bid to Franklin Roosevelt, and on April 7, 1933, a brewery truck delivered two cases of beer to the White House. Repeal had won, but one wonders if things might have turned out differently if the sexism of government had not hampered Willebrandt from seeing Prohibition through. Ambrose's story brings to the fore how much has changed for women in politics but also, more startlingly, how little. "It takes lots longer for a woman to get to the same place so far as good results for public office is concerned than it does for a man," Willebrandt wrote. As America approaches the centenary of women's suffrage, "Liberated Spirits" offers an important, timely look at an era that is usually remembered for its speakeasies and flappers, rum runners and alcoholic writers. Behind all of that was the burgeoning politics of American women, determined to remake the country that had forgotten them.

Ms. Winkler is a writer for the Journal's "Heard on the Street."

'Fathers should be neither seen nor heard. That is the only proper basis for family life.' —OSCAR WILDE

Prodigal Fathers, Difficult Sons

I, Bad,

Dangerous to Know

Colm Tóibín

Knopf, 253 pages, \$26

AUREEN CORRIGAN

GREAT WHITE literary fathers are not in vogue right now. Neither are studies of "the anxiety of influence." Books stitched out of a series of religious lectures have never been better bets for scintillating reading experiences.

of which is to say that "Mad, Dangerous to Know"—Colm Tóibín's little book about the fathers of Oscar Wilde, W.B. Yeats and James Joyce—should be D.O.A. Forget those conceptions, however, because Mr. Tóibín's investigation into the lives and souls of what he calls "three prodigal brothers" is juicy, wry and compelling. As the Irish would say, it's the literary equivalent of "a good craic."

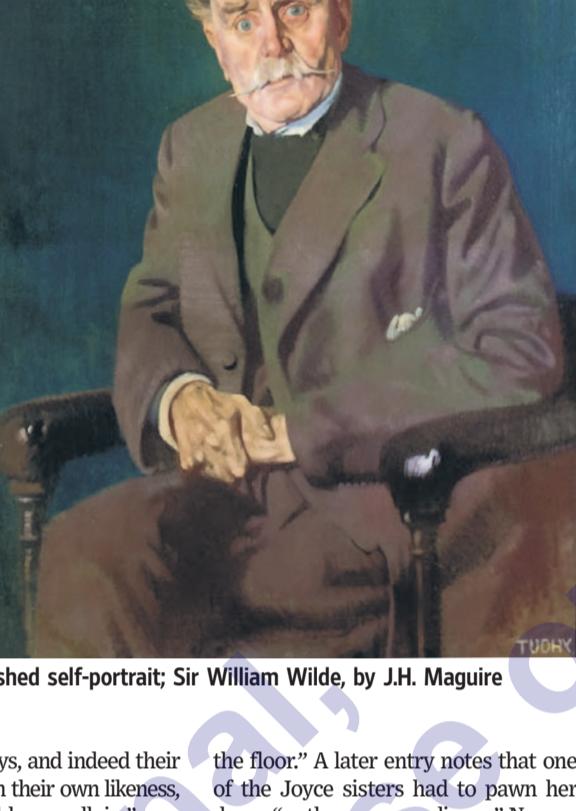
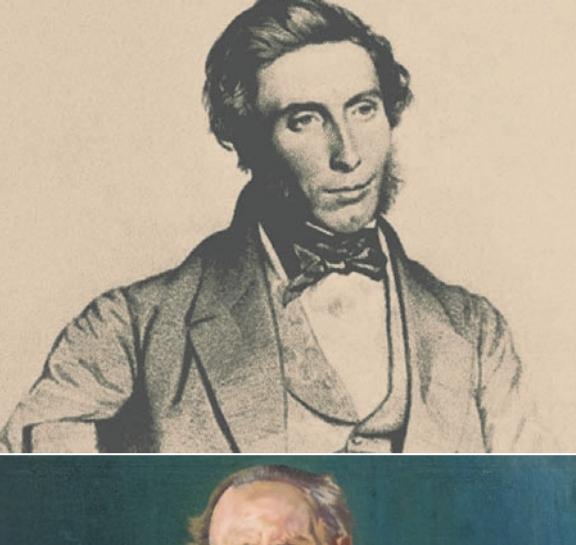
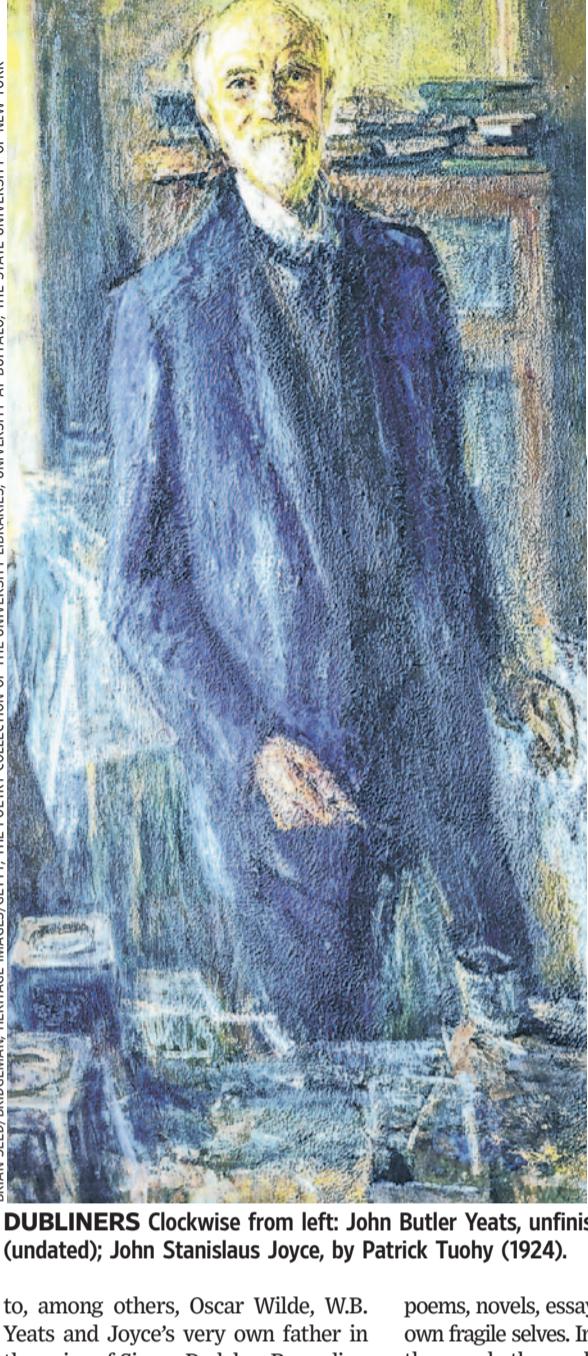
Tóibín, of course, is celebrated for his fiction, particularly novels like "The Master," "Brooklyn" and "Nora Webster." This step into book-length nonfiction was occasioned by his delivery of the Richard Ellman Lectures in Modern Literature at Emory University in 2012. Fortunately, the august academic has of "Mad, Bad, Dangerous to Know" don't cramp Mr. Tóibín's relaxed personal style here.

The book opens with Mr. Tóibín leading his readers on a ramble through a neighborhood around University College Dublin that he first got to know as a student in the 1970s. Mr. Tóibín writes:

"There is a peculiar intensity to some streets in Dublin that gets layered the longer you live in the city and the more stray memories and associations you build up." Certainly, one might be said of any city, but there's something undeniably intriguing about the fact that this is the neighborhood where the families of Wilde, Yeats and Joyce crossed paths. Hustling along, tour guide Tóibín rattles off historical intersections: "Yeats's

parents and his father knew Oscar Wilde's parents and were part of the same small Dublin crew"; Oscar Wilde was at Number 21 West-Row in 1854 and many years later, [his father] John Stanislaus Joyce moved offices to Number 13 West-Row." Yeats's father, John B. Yeats, and the young James Joyce on the street. Joyce found him "very loquacious." Years after that casual encounter, Joyce would stage a neighborhood reunion, of course, in "Ulysses," where his fictional alter ego, Stephen Dedalus, gives a nod

BRIAN SEED/BRIDGEMAN; HERITAGE IMAGES/GETTY; THE POETRY COLLECTION OF THE UNIVERSITY LIBRARIES, UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK



DUBLINERS Clockwise from left: John Butler Yeats, unfinished self-portrait; Sir William Wilde, by J.H. Maguire (undated); John Stanislaus Joyce, by Patrick Tuohy (1924).

to, among others, Oscar Wilde, W.B. Yeats and Joyce's very own father in the guise of Simon Dedalus. Regarding the old man, Stephen laments: "A father . . . is a necessary evil."

In the second half of the 19th century, when the real-life fathers of Wilde, Yeats and Joyce were walking those

streets, Mr. Tóibín observes that Dublin was "poor, down at heel," "a place of isolated individuals, its aura shapeless in some way, a place hidden from itself, mysterious and melancholy." If the fathers were affected by the "shapeless aura" of the city, Mr. Tóibín suggests that the sons were informed by a desire for precision and high productivity; in short, by a

desire not to be their fathers. Mr. Tóibín makes this elegant diagnosis: "They created chaos, all three of these fathers, while their sons made work. The sons became expert finishers—of plays,

poems, novels, essays, and indeed their own fragile selves. In their own likeness, they made the world we walk in."

As such a pronouncement indicates, Mr. Tóibín is writing here as a psychoanalytic literary biographer, somewhat in the Janet Malcolm mode. Thus, like its subject, the critical approach of "Mad, Bad, Dangerous to Know" is also

out of fashion these days. But, if a critic is going to rely on Freud, what better place to do it in than a book on fathers and sons? Mr. Tóibín's approach yields especially charged assessments of John B. Yeats and John Stanislaus Joyce—both of whom were Olympian procrastinators and scroungers. John Stanislaus—the only out-and-out reprehensible father in this patriarchal trinity—was also a violent drunk. After he lost his job as a tax collector at the age of 44, John Stanislaus became increasingly lackadaisical about supporting his nine children. A 1905 entry in a diary kept by Joyce's younger brother, Charlie, observes: "Pappie home to dinner very drunk: shouting, swearing etc. Pappie has thrown his dinner about

the floor." A later entry notes that one of the Joyce sisters had to pawn her dress, "as there was no dinner." No surprise, then, that, as Mr. Tóibín tells us, John Stanislaus was abandoned by his adult children, dying alone in 1931 in his Dublin boardinghouse, where a copy of his son James's play "Exiles" was found in the sparsely furnished room.

At first impression, Oscar Wilde's father seems to be something of an outlier. Sir William Wilde was one of those eminent Victorian spinning tops of prodigiosity: Among other things, he was an aural and ophthalmic surgeon, archeologist, statistician, historian and folklorist. But, in Mr. Tóibín's view, Sir William also generated his own strain of psychic "chaos" that accounts, in part, for why his son Oscar had a predilection for posing as "a fully fledged orphan."

Ironically, Wilde's attempts to separate from his prominent *paterfamilias* may have been the most dramatically disastrous. Mr. Tóibín offers a deft close

reading here of the 1864 rape trial in which Sir William was the celebrated defendant; it was a public sensation at

the time, but (like Sir William himself) largely forgotten today. As Mr. Tóibín points out, save for the gender of the alleged victim and the fact that Sir William was exonerated, the details of his father's trial eerily foreshadow most point-for-point his son's own legal trial for sodomy three decades later.

The paternal blithe spirit of this is John B. Yeats. He was one of men almost everyone delighted in, except for his own wife and children. His chief problem was that Yeats *per se* was a painter who had monumental difficulties completing his work—and, thus, making a living. For the last 20 years of his life, John B. labored on his own portrait. It remained unfinished until his death in 1922 because, as he wrote with so many of his paintings-in-progress, John B. neurotically scraped and reworked the surface. Of that portrait and John B.'s work as a whole, Mr. Tóibín muses: "It was part of his restless, paradoxical spirit that he would spend more than a decade on a single image so that he could always more capture a sense of spontaneity."

A bit of a sexual scamp and a lime denier of hard realities, John B. seems to have especially galled his wife, "Willie," who took after his mother's side of the family. As Mr. Tóibín recounts, in 1907 at the age of 68, John B. was pretty much washed up as a painter when he impetuously decided to move from Dublin to New York City. "New York saved my life," he wrote in a letter. John B. reveled in walking the crowded streets of Manhattan, meeting new friends and, of course, painting in his room in a West Side boarder's house. Ignoring regular entreaties to come back home, John B. died in his sleep at the age of 82, his buoyant age escape from Ireland and his appointed adult children complete.

"Mad, Bad, Dangerous to Know" is an entertaining and revelatory book about the vexed relations between these three pairs of difficult fathers and their difficult sons. Tóibín's title, of course, has nothing to do with fathers and sons, being, instead, a slight variant on Lady Caroline Lamb's famous pronouncement on her lover, Lord Byron. Its application here is puzzling, but John Stanislaus certainly could be labeled "bad," and, in light of his trial, Sir William seems like he could well have been "dangerous to know." That leaves the "mad" appellation for John B. Maybe, a little. But, as Poldark's another deeply flawed-but-likeable father observed: "Though this be madness, yet there is method in it." Much to his more temperamentally more "normal" son's exasperation, John B. knew how to use his touch of creative madness to paint—and repaint—his way out of a dead end to happiness.

Ms. Corrigan, the book critic for NPR's "Fresh Air," teaches literature at Georgetown University.

'A father,' wrote James Joyce, 'is a necessary evil,' a sentiment that Oscar Wilde and W.B. Yeats would surely second.

IN THOM JONES'S short story "A White Horse," an American ad writer awakens from an epileptic fugue on a tour bus in Bombay with a black eye and wad of cash in his pocket. He can't recall his name and has little memory of what he's been doing for the past few days, but his brain is humming with ideas that he frantically scribbles down on a yellow legal pad. By the next morning he has enough ad copy to last him the year. "I tap into a kind of magic," he tells a perplexed doctor. "It's hard to explain."

There's a feeling reading "Night Train" (Little, Brown, 419 pages, \$28), a selection of stories from Jones's short but meteoric career, of a similar magic at work, as though Jones was an oracle channeling the voices of his crazed, raucously funny, deeply damaged gallery of characters. Jones was himself a temporal-lobe epileptic—like the narrator of his breakthrough story "The Pugilist at Rest," his "sacred disease" was the result of boxing injuries—and his stories were most at home in sites of devastating trauma: the boxing ring, the battlefields of Vietnam and the minds of the wounded and disturbed.

"Night Train" gathers the greatest hits from the three concussive story collections Jones wrote in manic haste in the 1990s, placing them alongside the previously uncollected

stories he completed before his death in 2016 at the age of 71.

Like those of his contemporary Denis Johnson, the stories are feral things, freed from polite convention by the sense of abandon that results from gazing too long at the abyss.

"When you are on the Highway to Death, like me, everything is interesting," says a young woman in "Bomb Shelter Noel," who, again like

Jones, is a type 1 diabetic subject to hypoglycemic comas.

The imminence of death gives rise to the inimitable bawling, laughing, macabre narrations of the cancer patient in "I Want to Live!" and the manic-depressive doctor in "Cold Snap."

It's impossible not to marvel at the urgency of these stories. Reviewers like to say that good writing feels alive, but living things are subject to the laws of decay, and the miracle of literature is that the truly great stuff has no half-life. It doesn't fade or stale or ossify, which is why 16-year-olds can pick up Euripides or Jane Austen—or two of Jones's inspirations, Dostoevsky and Schopenhauer—and feel as though the book was written hours before specifically for their eyes. Immortality is too much to demand of any-

one's work, of course, and yet there are moments in Jones's stories, as in this depiction of a Christmas dance party inside a psychiatric ward, where the writing seems capable of transcending the forces of destruction it so unforgettable evokes:

From my folding chair, swooning on phenobarbital, overly warm from all the body heat,

I was in agony until I saw . . . that [the patients'] sufferings and miseries vanished in their dancing, as they fell

into the rhythm of the music and the singsong of the caller's instructions.

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kind of geometrical precision, like the pattern the dancers were making, and it seemed there was a perfect rightness to it all.

The country has gone mad in Nana Kwame Adjei-Brenyah's impressive debut story collection, "Friday Black" (Mariner, 194 pages, \$14.99), though the forms of insanity are uncomfortably recognizable. Consumerism is a vicious bloodsport in the post-apocalyptic dystopia in which many of these stories

take place—particularly in the title piece about the beleaguered retail crew selling brand-name clothing to a horde of literal zombies who crave post-Thanksgiving sales. ("The first wave of shoppers is home, or sleeping, or dead in various corners of the mall.") Present-day forms of racial unrest have grotesquely metastasized.

"The Finkelstein 5" imagines the riots provoked in response to an outrageous spate of stand-your-ground killings, in which the mere existence of black people is used to justify lethal force.

The themes combine in the book's best story, "Zimmer Land," about an interactive theme park where customers "start getting their justice on" by virtually murdering actors—mostly black or Arab men—pretending to threaten them.

Like most of "Friday Black," the story is highly influenced by George Saunders, whose queasily comic futurist satires are often set in deranged amusement parks. Mr. Saunders has many imitators but the debt is even more pronounced here, as he was

Mr. Adjei-Brenyah's writing instructor at the University of Syracuse (he also duly provides a blurb that adorns the book's cover). There's enormous talent on show in "Friday Black" but the real fun will come in watching the student's attempt to escape the shadow of

or even surpass—the master.

"Acknowledged or not, in psychoanalysis there usually was the smell of blood—people were brutal when exposed," Chaya Bhuvaneswar writes in "A Shaker Chair," her exquisitely nasty story of therapeutic manipulation and revenge, the standout of the collection "White Dancing Elephants" (Dzanc, 205 pages, \$16.95).

Vulnerability collides with cruelty in a number of the stories, which often feature Indian or Indian-American main characters and which touch on rape, child abuse, adultery, theft, abandonment and similar cheery subjects.

Ms. Bhuvaneswar is not always in control of her volatile material and sometimes the stories seem more like explosions of grief or outrage than crafted dramas. But a pleasingly devious streak, sometimes reminiscent of Patricia Highsmith, winds through the collection, offsetting the lachrymose melodrama. Shocking late twists and disclosures furnish a sense of unpredictability. Acid-etched stories such as "The Bang Bang" and "The Goddess of Beauty Goes Bowling" (and especially "A Shaker Chair") build to find paragraphs that pull their entire meaning inside-out. In this erratic but compulsively readable debut, the manipulations extend to the reader as well.

'Appropriated Into a Kind of Magic'

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BOOKS

'Publication – is the Auction / Of the Mind of Man.' —EMILY DICKINSON

The Legacy of Emily Dickinson

Continued from page C7

The Austin Dickinsons resided in an elegant home, the Evergreens, which was right next door to the place where the reclusive poet lived with her sister, Lavinia. Presumably that's where Austin and Mabel met for their trysts. But Mabel would never lay eyes on Emily Dickinson. She was all the more intrigued; the entralling poet about whom she'd heard so much dressed in white and rarely saw anyone outside her family. "All the literary men are after her to have her writings published," Mabel noted in a diary entry that Ms. Dobrow does not quote. Unlike Dickinson, who famously refused to publish, Mabel had been sending stories to magazines without success.

Then Dickinson's poetry fell into her lap. After the poet's death—at age 55, in 1886, five years after Mabel's arrival in Amherst—Lavinia discovered hundreds of poems in a small bureau, some scribbled on the backs of envelopes. She asked Susan to help with the extremely difficult task of copying and then publishing them. When Susan dallied, Lavinia turned to her sister's friend and correspondent, the writer and editor Thomas Wentworth Higginson.

Years later, Lavinia would insist that Mrs. Todd had begged for the privilege of preparing the poems for publication, and Mabel would claim Lavinia had solicited her unpaid and scrupulous assistance, which she freely gave. For Higginson would not tackle the enormous project alone. Dickinson wrote in a crabbed hand, kept multiple versions of single poems and did not specify which versions, if any, she preferred. "Their carelessness of form exasperated me," Todd said of the poems. "I could always find the gist of meaning, and I admired her strange words and ways of using them, but the simplest laws of verse-making she ignored, and what she called rhymes grated on me." So she "improved" them, as did Higginson.

It's hard to know who bore the chief responsibility for tailoring the poetry to fit prevailing conventions. Todd, who cropped poems when first transcribing them, herself later conceded, "I changed words here and there in the two hundred to make them smoother—he [Higginson] changed very few, and put titles to them." Ms. Dobrow, who does not fully quote Todd's journal entry, prefers to believe Higginson was the bonehead even though he did put his foot down when working with Mrs. Todd on a second volume, imploring her to "alter as little as possible, now that the public ear is opened." (The first volume, published by Roberts Brothers, Boston, in 1890, had been a great success.) Soon he bowed out of the project completely, not wishing to be embroiled in a family feud over the poet's legacy.

Perhaps all biographers run the risk of partisanship, and although Ms. Dobrow does now and then distance herself from Mabel Todd, she does hew pretty close to Mabel and then her



'NOBODY' Daguerreotype image of Emily Dickinson, ca. 1847, given to Amherst College by Millicent Todd Bingham.

AMHERST COLLEGE ARCHIVES AND SPECIAL COLLECTIONS

Mabel was Austin Dickinson's lover. She fell out with his sister, Lavinia. As if in revenge, Mabel then hid her cache of Emily's papers.

daughter's construction or reconstruction of events. Quoting from reminiscences without interrogation or corroboration can be particularly problematic in the case of Mabel, a compulsive mythmaker who would change the dates of events in her diary to suit her side of a sad story. But Ms. Dobrow alleges the pain caused by Susan's animosity and then Austin's death endowed Mabel with the "emotional depth to understand the poet and her poetry"—assuming of course that she did understand them.

A gifted marketer, Todd tirelessly promoted her volumes of Dickinson's poetry and began lecturing on the poet's life and work in auditoriums, churches and town halls. She also wrote and

lectured about far-flung expeditions with her husband, who traveled widely to view solar eclipses. But it was her work on Dickinson that was her real triumph. In 1896, she published a third, highly expurgated edition of the poetry, and delirious with her victory over Susan—she, not Susan, was the

poet's mouthpiece—began systematically collecting, copying and regularizing Dickinson's letters. Her final edition of these was published by Harper & Bros. in 1931. We owe the discovery and preservation of many of the letters largely to Todd's Herculean effort.

Furious that Mabel had appropriated her sister's poems and legacy, Lavinia, who kept the copyright, wanted to dole out royalties to Mrs. Todd rather than have the publisher divide the proceeds. In 1897, after Austin's death, Lavinia took Mrs. Todd to court, contending she'd been defrauded when the Todds had her sign over a strip of land that Mabel claimed Austin had promised her as remuneration for her work on Emily's poems. Lavinia won the suit. As if in revenge, Mabel stowed her cache of Dickinson papers in that camphorwood chest.

Not until Susan and Austin's daughter, Mattie, began publishing Dickinson's poetry did the contents of the trunk come to light. For Mattie is another player in the family drama. Clearly in need of money (she'd been married to a gambler), she regarded the Dickinson poems as a "way to oversee and define the Dickinson brand," as Ms. Dobrow comments; but so did Mabel and by extension Mabel's

daughter, Millicent. And let's face it: Mattie Dickinson may not have understood the poetry, but as the poet's niece, she had known her aunt far longer and more intimately than Mrs. Todd, and since the age of 17, she had a front-row seat at the family melodrama.

Mabel Todd took aim. With certain glee and undiminished bravado, she wrote another article about her own essential role in bringing Dickinson to light, declaring herself as the best spokeswoman for Dickinson since "nobody knew her at all as I did." She invited 200 guests to celebrate the Dickinson centenary and delivered what she said was a "truly brilliant talk" that she had covered in the society pages. But growing old, she turned to her daughter to reclaim Dickinson and "set it right," commanding Millicent to unlock that camphorwood chest and essentially devote the rest of her life to Mabel's legacy.

The symbiotic relationship between Mabel and Millicent was deeply "complicated," a word Ms. Dobrow uses often. And though it's debatable whether Mabel is a public intellectual, as Ms. Dobrow claims, of the two women, Millicent is the far more judicious, perceptive and damaged. She is also the

more deserving of Ms. Dobrow's ample sympathy. Virtually abandoned by her parents during her first years, when she finally joined them in Amherst, she refused to play the piano because her mother played so well and later sat on the sidelines while Mabel danced until dawn with eligible young college men. She also tried not to admit to herself what she knew firsthand about her mother's adultery.

When she went off on her own, Millicent thrived. After attending Vassar, she received the first doctorate in geography and geology that Harvard awarded to a woman. In 1918 she traveled abroad with a contingent of volunteers from the YMCA to assist at veterans' hospitals and said she felt free for the first time: free to fall in love with a soldier eight years her junior who turned out to be a consummate liar.

On the rebound, Millicent married the staid psychologist Walter Bingham, consigning herself to a life of quiet desperation—and her mother's clutches. For the real relationship in Millicent's life was not with her husband or her increasingly unstable father, who was exhibiting signs of mental illness. It was with Emily Dickinson, the means through which she kept her mother close.

Having opened the camphorwood chest in 1929, Millicent spent the rest of her long life editing, publishing and writing about Dickinson and then bickering over the literary rights to the Dickinson manuscripts, which Mattie Dickinson claimed as her own. Although Mabel insisted she had these rights, Millicent never found any explicit confirmation, legal or otherwise. As Ms. Dobrow rightly observes, the dispute over copyright degenerated into a painful wrangle over the purchase of Dickinson manuscripts as well as the literary rights to her work, a difficulty that more or less persists to this day.

Millicent obsessively soldiered on, co-editing "Bolts of Melody: New Poems of Emily Dickinson" (1945) and writing several serious books about Dickinson that contained family letters as well as news of Dickinson's romantic involvement with a friend of her father's, Judge Otis Lord. Of course she denigrated Higginson, ignored Susan and Mattie, and celebrated her mother's role in the discovery and elevation of the poet. But she regarded the Dickinson material in her possession as a sacred trust and donated it all to Amherst College. Likewise, before her death, she deeded the real estate her mother had owned in Maine to the Audubon Society to ensure its perpetual preservation. That's what Millicent had become: a conservator.

So too her biographer. At the end of her book, Ms. Dobrow wonders what Mabel and Millicent would think of her good work. Doubtless, they'd be very pleased.

Ms. Wineapple's books include "White Heat: The Friendship of Emily Dickinson and Thomas Wentworth Higginson." Her new book, "The Impeachers: The Trial of Andrew Johnson and the Dream of a Just Nation," will be published in May.

Don't Look Now: Something Dark Is Transpiring



CHILDREN'S BOOKS

MEGHAN COX GURDON

Just in time for Halloween, three spooky novels to chill young readers' bones.

HALLOWEEN IS THE NIGHT
when ghouls and witches stalk the streets, or at any rate go door to door cadging for goodies. For Felix Vickery, it's the one time that he can go out into the streets of his small Tennessee hometown in K.E. Ormsbee's *"The House in Poplar Wood"* (Chronicle, 333 pages, \$16.99), a terrific spooky mystery for readers ages 8-12.

The rest of the year, Felix has to stay in the chilly portion of the house he shares with his father, where the two of them work for Death. This is not rural America as we know it! The boy's twin brother, Lee, enjoys a more conventional life in the warm half of the house with their mother, who is an apprentice to Memory. According to a Faustian pact, the boys are allowed to associate with each other, but otherwise the two sides of the family may not meet.

There's a third supernatural personality in the mix, Passion, as well as the prominent Whipple family, whose members have the power to enforce equilibrium among the

town's spectral residents. Felix and Lee, along with Gretchen Whipple and her obnoxious older brother, are like any kids who grow up with a family business; they're part of the enterprise whether they like it or not.

But beneath the order, something dark is transpiring. When a teenage girl turns up lifeless and Gretchen overhears—OK, eavesdrops on—a suspicious adult conversation ("Not a bruise, not a scratch—not discernible cause of death"), an unexpected collaboration ensues. Gretchen isn't a natural ally to Felix and Lee—one of the pleasures of the book is the distinctness of each character—but as the three set out to investigate the murder, they uncover not only dread secrets but also strange, beautiful truths that may allow them to alter their own destinies and those of their families.

A little girl in a worn and yellowed nightgown, her face looking out of the window of a haunted ruin: It's a creepy image that takes on poignancy

in "The Girl in the Locked Room" (Clarion, 193 pages, \$16.99), a ghost story for readers ages 9-12 by Mary Downing Hahn.

THIS WEEK

The House in Poplar Wood

By K.E. Ormsbee

The Girl in the Locked Room

By Mary Downing Hahn

The Sacrifice Box

By Martin Stewart

"She must have had a mother and father once," we read of a child for whom time no longer has any meaning. Alone in an abandoned Virginia house, her mind "a jumble of half-formed images and memories," the girl exists in a kind of purgatory until the noisy arrival of a modern-day family.

The family includes 12-year-old Jules, aggrieved that her parents have uprooted her yet again so that her father can

restore another broken-down historical hulk. Upon entering the house, Jules tells us: "I stopped on the threshold, overwhelmed by a sense that something hid in the shadows, listening, watching, waiting."

In chapters that toggle between Jules and the ghost, Lily, we trace the development of a curious friendship. Jules has such psychic sensitivity that she can hear the hoof beats and shouts of the murderous apparitions that return, night after night, to re-enact the events that led to Lily's confinement. When Jules makes a local friend, a fellow book lover named Maisie, the two girls resolve to brave the terrors of the old house and find a way to release the girl in the locked room.

Sweet mementos of childhood are transformed into grisly instruments of death in Martin Stewart's

"The Sacrifice Box" (Viking, 358 pages, \$17.99), a horror story with flashes of dark humor for readers 14 and older.

At the end of summer, 1982, five kids on an island off the

coast of Scotland find an ancient stone box that's been dislodged by a storm. One of the boys, Sep, proposes that they each put something in it that matters to them, as a kind of sacrifice, to seal their friendship. After a moment of blinding headache, Sep somehow knows exactly what to chant as they make the offering:

"Never come back to the box alone. Never open it after dark. Never take back your sacrifice."

Four years later, dreadful fates begin to befall a number of men and women from the island who were children in the 1940s. It seems that Sep and his friends were not the first children to chant the promises—and someone has broken them. Now retribution is coming. As evil gathers itself, appalling things happen: Mutilated dead animals lurch to life, homicidal toys grasp at throats, human corpses stagger on broken legs. Though not for the faint of stomach (the 1980s-era taunting alone is trigger talk in 2018), this eldritch escapade is certainly an option for kids too old to go trick-or-treating.

'We hope to plant a nation, / Where none before hath stood.' —RICHARD RICH, 'NEWES FROM VIRGINIA,' 1610

Filling In Early America's Blanks

Jamestown and the

ing of American

nocracy

James Horn

c, 273 pages, \$28

ooned: Jamestown, Shipwreck and a New History of America's Origins

Joseph Kelly

msbury, 500 pages, \$32

THLEEN DUVAL

N 1619 Jamestown was on the verge of becoming the latest failed English endeavor in North America. Sir Edwin Sandys and the Virginia Co. radical action to save their colony, redesigned Jamestown using the cutting-edge political philosophy of Commonwealth theory, as put forward by Sandys and Sir Francis Bacon. Gone the governor, with absolute power interpret the law and punish those disobeyed. Now men with property would be represented in a General Assembly, and poorer colonists would have unprecedented opportunities to own property, and thus political power. Indians who wanted to become Christian subjects of the English crown would be welcomed, and slavery would be necessary. Encouraging Christian equality and relative equality would enhance the common good of the people and the company.

James Horn's "1619: Jamestown and the Forging of American Democracy"

the story of this momentous year,

colonial founders tried to put into

the kind of rational, civil society

Americans today might see as our own

as we live through yet another

era in American history. If

one today knows colonial Virginia,

James Horn. For more than a

decade, he led the research and his-

torical preservation efforts at Colonial

Williamsburg. Now president of the

Jamestown Rediscovery Foundation,

oversees some of the most exciting

archeological work in North America:

In the 1990s, Jamestown Rediscovery

excavated Jamestown's fort, long

believed to have been submerged by

the James River, and its archaeologists

were able to make astounding finds.

The 1619 reforms created a repre-

sentative government and, just as im-

portant, established private property,

giving a personal incentive for set-

lers to support the colony. As Mr. Horn

writes, "private property, just laws,

good government were all of a

" The colony would support itself

on a mix of crops, industries, trade

and public works projects.

Things did not go as Sandys

had hoped. Instead, Jamestown fought

a bloody war against the Powhatan

tribes, who had certainly not agreed

to surrender their lands and become

Christian subjects. Rather than create a

diversified economy, settlers doubled

on tobacco. At least 1,000 of

them died from starvation and illness in

the winter of 1622-23. As for the rela-

tive equality Sandys envisioned? By

1625, perhaps as many as 70% of adults

in Virginia were servants or slaves.

Most American historians recognize

1619 less for the Virginia Company's

political and economic reforms than for

the "20 and odd" West Africans sold

from a ship that landed at

Jamestown that year, the

first of many thousands of

Africans and people of

African descent to be

enslaved in Virginia. His-

torians have long ana-

lyzed the tension between

Jamestown's political and

economic opportunities

for poor white men and

enslavement of black

men and women, most

famously in historian

Edmund S. Morgan's

"American Slavery, Ameri-

can Freedom" (1975).

Morgan's generation presented free-

dom and slavery as the paradox of

American history, but Mr. Horn per-

suasively argues that white Virginians

saw no paradox in slavery, approved of

by the Bible and already entrenched in

the American colonies. (By 1619, Por-

tuguese and Spanish slave ships had

forced some half a million Africans

across the Atlantic.) As early as 1621,

the governor of Bermuda wrote,

"These slaves are the most proper and

cheap instruments for this plantation

that can be." "Few in Virginia," writes

Mr. Horn, "would have disagreed."

At twice the length of Mr. Horn's

book and ending in 1611, Joseph Kelly's

Jamestown's early leaders promoted tolerance and equality. Should it replace Plymouth Rock among our founding stories?

"Marooned: Jamestown, Shipwreck, and a New History of America's Origin" provides a quite different reading experience.

Mr. Kelly, a literature professor at the College of Charleston, takes as his subject Jamestown's common men, arguing that they were metaphorically (and sometimes literally) shipwrecked in other men's dreams, forced to forge

their own path toward America's future. The author meanders through topics only loosely connected to Jamestown.

A section on four centuries of runaway slave communities rambles far from 17th-century Virginia even before veering abruptly into the theology of Paul Tillich and Martin

Luther King Jr.'s "Letter from Birmingham Jail."

Although the common men of Jamestown are the protagonists, "Ma-

rooned" is mostly a comprehensive chronological history of Jamestown's early years with historical and literary asides along the way. Because Chapter Five is entitled "Maroons," I thought it would focus on Jamestown's runaways, but it spends nearly all of its pages on

Francis Drake and Roanoke colony, an episode that occurred before Jamestown's founding. A chapter on tempests includes not only Shakespeare but also St. Paul and the Titanic, and most of the rip-roaring chapter on mutinies takes place in Bermuda, where passengers to Virginia were shipwrecked.

"Marooned" is a fun book, but you might want to find a comfortable chair.

Maybe writing an erudite book should be enough for an author, but Messrs. Kelly and Horn strive for greater significance. As their subtitles imply, they feel the need to justify yet another book on Jamestown. Both authors suggest Americans should replace Plymouth Rock with Jamestown as our founding national story.

But I wonder who, outside of New England, still sees Plymouth as the foundation of the United States. History textbooks today mention Jamestown as well as St. Augustine and Santa Fe alongside New England. My own kids, learning history in North Carolina public schools would point to Roanoke or the American Revolution if asked about America's founding. And I suspect few students in San Diego and St. Louis would choose Plymouth.

Joseph Kelly and Jim Horn are

beating a horse that died in the previous century. Starting in the 1960s, Jack P. Greene incorporated Virginia and the Carolinas into colonial political history,

and historians of Pennsylvania pointed to its political participation, vibrant economy, diverse immigration and religious tolerance as evidence that it better represented the United States to come.

Starting in the 1970s, Peter H. Wood and Richard S. Dunn drew historians' eyes to South Carolina and the English West Indies as forerunners of the U.S. slave economy. For the past two decades, historians of colonial North America pushed past the English colonies to include Spanish Florida, French Louisiana and the vast contiguous

territory that remained Indian country into the 19th century. And many historians continue to focus on Jamestown, in-

cluding the great New York University historian Karen Ordahl Kupperman.

Yet Mr. Kelly goes on for sev-

eral pages in his introduction (and

in his final chapter) about what

shouldn't focus on New England,

as his examples a 1988 Charlie Brown

television show and old edition

of college literature textbooks. It's

that early American literature cl

has retained New England's pri

for longer than history classes, due

to their focus on written texts. Bu

latest edition of one of the tex

Mr. Kelly mentions includes read

not only from colonial New Englan

also from Jamestown and Roa

There are also passages from Sp

explorers, the Iroquois Constitutio

a Diné (Navajo) creation story.

Why pick one founding story o

the complex and fascinating past o

huge country? New York, New Or

Detroit, all fascinating multi

communities from the beginni

work at least as well as Jamesto

Plymouth. O'odham Indians' cre

story starts their history with the

century destruction of the ancient

Hohokam, whose ruins still do

metropolitan Phoenix.

But of course our founding myt

describe the people we want to be

maybe the Virginia Co.'s plan for a

public life with responsible leader

economic opportunities for ever

is a good history to revive after a

long time.

Ms. DuVal, a professor at the

University of North Carolina at

Chapel Hill, is the author of

"Independence Lost: Lives on the

Edge of the American Revolution."

Best-Selling Books | Week Ended Oct. 21

With data from NPD BookScan

Hardcover Nonfiction

	THIS WEEK	LAST WEEK
FOR Fools	1	2
Brené Carlson/Free Press		
Killing the SS	2	3
Terry Reilly and Martin Dugard/Henry Holt		
Wash Your Face	3	4
Elle Hollis/Thomas Nelson		
Shade	4	New
Souza/Little Brown		
Morning, Gnight!	5	New
Lin-Manuel Miranda/Random House		

	THIS WEEK	LAST WEEK

</tbl

PLAY

NEWS QUIZ DANIEL AKST

From this week's
Wall Street Journal

1. Richard Parsons stepped down—from which company's board?

- A. Viacom
- B. Walt Disney Co.
- C. Comcast
- D. CBS

2. A new bar in Brooklyn distinguishes itself by the surprising thing not in evidence. What's notably barred at this joint?

- A. Tattoos
- B. Booze
- C. Talk
- D. Men

3. Disneyland and Disney World don't much talk about it, but some loyal customers stay a little too long. Explain.

- A. People spread the ashes of their departed loved ones around the theme parks.
- B. Visitors hide all over the parks in order to spend the night partying.
- C. Employees have been found living in the parks for weeks at a time.
- D. Impostors in Mickey Mouse costumes linger after closing time.

4. Religious groups and atheists lately have clashed in court—over what?

- A. Whether there's a God
- B. The federal tax exemption for clergy housing
- C. School closings for religious holidays
- D. The refusal of some sects to appoint female clergy

Answers are listed below the crossword solutions at right.

5. In a test market, Dunkin' is trying to undercut Starbucks on the price of a signature product. What is it?

- A. Inoffensive music
- B. Pre-made sandwiches
- C. Espresso and espresso-based drinks
- D. Raw coffee beans

6. Supertyphoon Yutu struck two islands in the Pacific, leaving a path of devastation. Which islands were they?

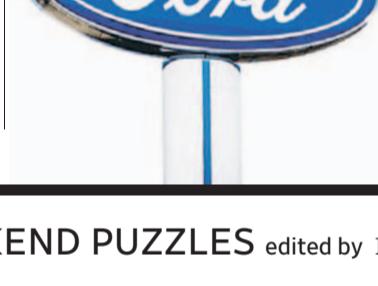
- A. Nivano and Tauhunu
- B. Noriti and Arariki
- C. Quemoy and Matsu
- D. Tinian and Saipan

7. Naspers was in the news. Why?

- A. The late-night version of vespers is popular with younger Christians.
- B. The disposable diaper brand provides essential nutrients transdermally.
- C. The new Chinese music-streaming service is poised to go public.
- D. The African e-commerce conglomerate is betting on classified ads world-wide.

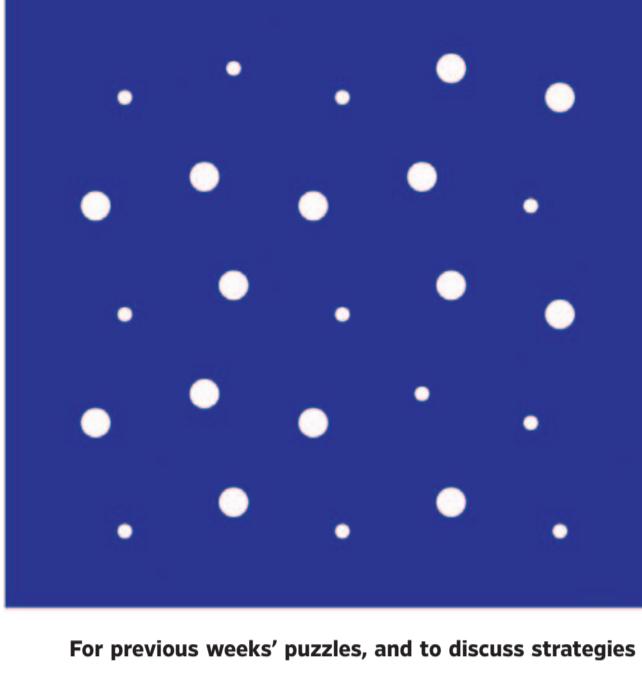
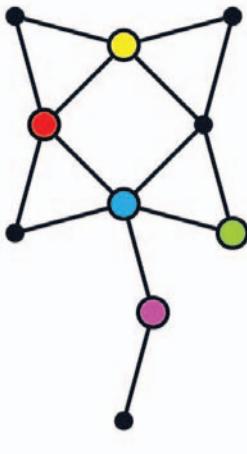
8. Ford is recalling most of one type of car it built at a Michigan factory over a roughly seven-year period. Which model?

- A. Model T
- B. Focus
- C. Fusion
- D. Mustang



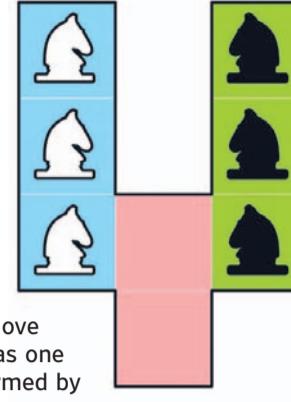
WSJ BRAIN GAMES

1. ★★★★☆
Can you trace the flower constellation (at right) in the starry sky (below)? The constellation must remain the same size but can be rotated and/or mirrored.

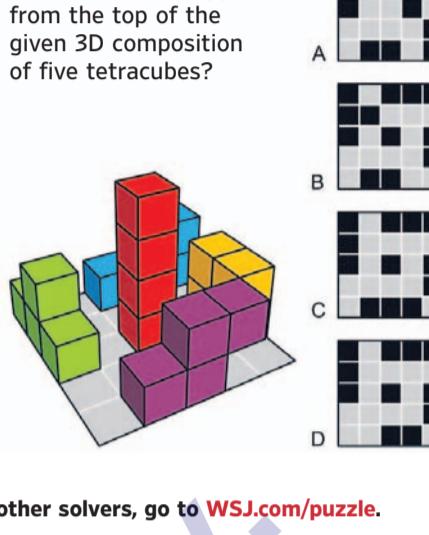


Provided by **Serhiy and Peter Grabarchuk** (grabarchukpuzzles.com)

2. ★★★★★
Performing regular L-shaped knight's moves, swap the black and white knights in the fewest moves. A move is counted as one jump performed by a knight.



3. ★★★★☆
Which view is snapped from the top of the given 3D composition of five tetracubes?



For previous weeks' puzzles, and to discuss strategies with other solvers, go to WSJ.com/puzzle.

SOLUTIONS TO LAST WEEK'S PUZZLES

Acrostic

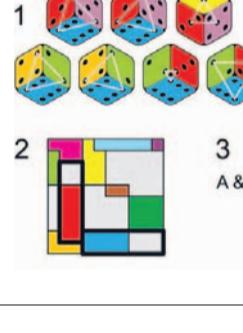
Douglas Coupland, "The Gum Thief"—"If human beings had genuine courage, they'd wear...costumes every day of the year, not just on Halloween. Wouldn't life be more interesting that way? ...Think of all the people you'd meet if they were in costume... People would be so much easier to talk to—like talking to dogs."

A. Dungeons; B. Owl monkey; C. Uraeus; D. Ghoulies; E. Lie in wait; F. Aramaic; G. Skeleton; H. Clown suit; I. Offbeat; J. Up to speed; K. Pitchfork; L. Lost out; M. Almond Joy; N. Nightmare; O. Dewy-eyed; P. Tie the knot; Q. Hellhole; R. Egg white; S. Graveyard; T. Untitled; U. Money belt; V. Test tube; W. Huache; X. iPhone; Y. Eye of newt; Z. Fearsome

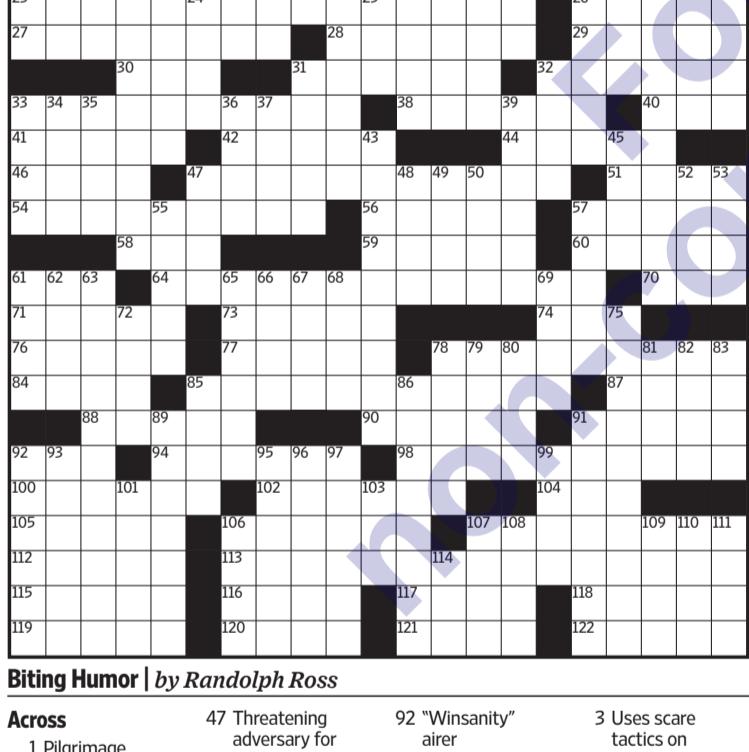
Little Monsters

SWISS	MENSCH	AROUSES
TAICHI	RAILAT	CENSURE
PRIOR	COMMITMENT	EVENPAIR
HERE	RESPITES	EST
ACT	ELLIOT	STIR DREA
SHERPA	ANDSO	SCENEI
SENIOR	LASS	KAY DIVIDES
TREVI	REPEALS	NOONS
SIT	NEAR	DRACO SATURN
TILC	ELM	ELM EASE EROS
OHIO	VISIT	TREENTER STIN
PAQUIN	TSIS	LET AIM
PAQUIN	SMEAR	ETNA HITT
USA	ANDORRA	JORDY
EXPIST	RYE	ANICHEK HAIR
FIBBS	SAGA	RADIT EASTER
IDE	PETER	GENERAL TRY
FANFARE	DISTRIBUTRAPS	THEATER ONSETS PRESTO
THEATER	ONSETS	HOTBEDS RAIDERS PASLEAN

WSJ Brain Games

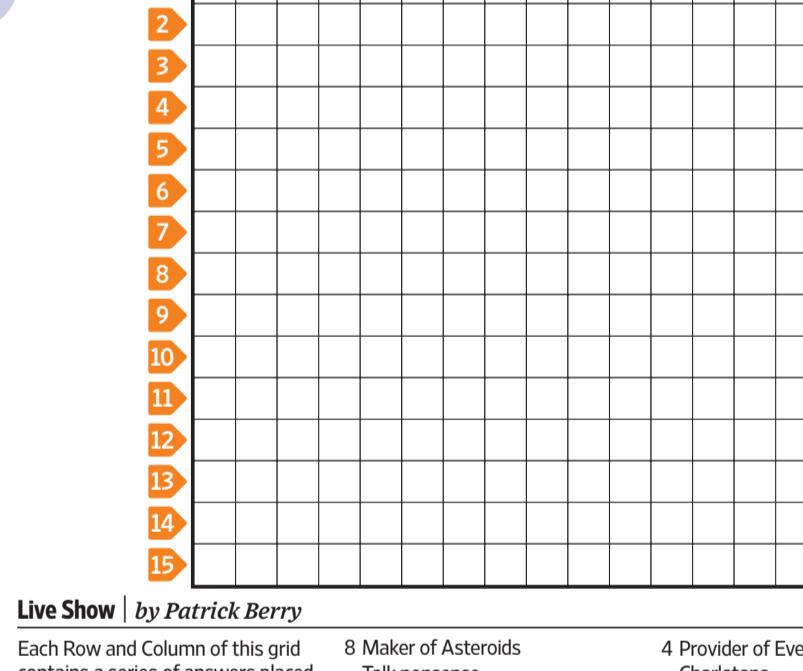


THE JOURNAL WEEKEND PUZZLES edited by MIKE SHENK



Biting Humor | by Randolph Ross

Across	47 Threatening adversary for Dracula?	92 "Winsanity" ainer	3 Uses scare tactics on	48 Alternatively, online
1	1 Pilgrimage destination	51 U.S. Open tennis stadium honoree	4 Cargo ship load	49 Orchestra alternative
6	6 Butcher's stock	54 Israeli desert city	5 Friendly	50 Southern cooking guru Paula
10	10 Bit of choreography	56 Siouxan speakers	6 Bolan of T. Rex	52 Improve
14	14 Native Israeli	57 Torcher's doing	7 Deco designer	53 Terminates
19	19 Hardly friendly	58 Spot	8 Essen exclamation	55 Churches in Westeros
20	20 Name on California gas stations	59 You might take his word for it	9 In direct confrontation	57 Sign at an information desk
21	21 Remove the skin of	60 Forgo frugality	10 Joint filer	61 Bear in the night sky
22	22 Where "Three Sunflowers in a Vase" was painted	61 School whose home games are played in the L.A. Coliseum	11 Dull browns	62 Rooting section?
23	23 Dracula's quilt fill?	64 Dracula, when he's annoying?	12 Explorer Shackleton	63 Bedtime for Dracula?
26	26 Merchandise	70 Guitar pioneer Paul	13 Sneaky fellow	65 Contaminated
27	27 Way to go	71 Cave ceiling, for vampires	14 Pomona College player	66 "Sicario" character
28	28 Extra locks	73 "American Buffalo" playwright	15 Kitchen draw	67 Response from an accident survivor
29	29 Engage in histrionics	77 Show conclusively	16 Dracula's boat?	68 Campbell of "Scream"
30	30 "Dark Shadows" ainer	78 Korean minivan	17 Rooibos beverage	69 Till fill
31	31 Starter's stat	79 Work on wood	18 Grade	70 Ollie's "A-Haunting We Will Go" partner
32	32 Ghosts, literally	80 Get rid of	24 At a time in the past	75 "The Devil in Miss Jones," e.g.
33	33 Dracula as an overindulged child?	81 Sweet drink for Dracula?	25 NYSE listings	78 Praise
38	38 What's left	82 Draw conclusions	113 Lived a purposeful life, like Dracula?	79 Having a shot to win
40	40 Mil. hospitals	83 View from the Fr. Riviera	114 Kindergarten song refrain	80 Pituitary hormone
41	41 Who lives forever	84 Letter before Bravo	115 Sunny starter	81 "Do what I say!"
42	42 Some saxes	85 Sweet drink for Dracula?	116 Soothing stuff	82 Tide variety
44	44 Juilliard major	86 Draw conclusions	117 Take in	83 Prado display
46	46 Dix plus un	87 Cab competitor	118 Kindergarten song refrain	85 Match parts
		88 Draw conclusions	119 "Midnight in Paris" director	86 Little illuminators
		89 View from the Fr. Riviera	120 Work on wood	89 Meets with, as hard times
		90 From the Fr. Riviera	121 Kidney enzyme	91 No-__ (obvious solution)
		91 Talk sheepishly	122 Kidney enzyme	92 Shogun entertainer
				93 Colt with arms
				94 Why Dracula's would-be pickup rejected him?
				95 Aussie gal
				96 Ratted out
				97 More than buzzed
				98 Related to K-12
				99 Related to K-12
				100 Andy Kaufman's "Taxi" role
				101 Creepy
				102 Monopoly pieces
				103 "Beeso"
				104 Escape
				105 Force
				106 Woman of the House
				107 World's most populous landlocked country
				108 Work at a bar
				109 Hammer head half
				110 Old sundial number
				111 Soon, to Shakespeare
				112 Kidney enzyme
				113 Let the cat out of the bag
				114 Morse morsel



Live Show | by Patrick Berry

Each Row and Column of this grid contains a series of answers placed end to end, clued in order of appearance. One square in each Row is presenting a live 3-D show—that is, the square will contain a three-letter word instead of a single letter. The crossing Column answer will only use one of the three letters; circle the one that gets used. When the grid is complete, the circled letters (reading from left to right) will reveal the show you're watching.	8 Maker of Asteroids	4 Provider of Eve's leaves
Burma's not-fully-recognized new name	Talk nonsense	Charlatans
9 Org. of Vikings and Raiders	Burma's not-fully-recognized new name	Walter who played Mr. Chekov
Throw to the winds	Recorded (2 wds.)	5 Girder makeup
Inventor credited with saving the lives of Titanic passengers	10 Stole	Works in the cutting room
10 Stole	Worth noting	6 Excessive
11 Psychological outlook (3 wds.)	Recorded (2 wds.)	Didn't throw away Current unit
"The Divine Comedy" divisions	12 Raise the roof	7 Calligrapher's tip Sandpaper coating
12 Raise the roof	House sitter's charge	No longer on duty
Fighter in a war	13 Driver of the Skycycle X-2 (2 wds.)	8 Body part affected by tympanitis Cotton of the clergy Have in mind
13 Driver of the Skycycle X-2 (2 wds.)	TV doc Howser	9 Hershey offering similar to a Heath bar Defrauded
14 Like some coincidences	14 Some like it hot	10 Lies in the sun Musical symbol whose name means "key"
Zellweger of "Chicago"	15 Tedious experience	Like Barack Obama Sr. Ancient manuscript
Fasteners removed when changing a tire (2 wds.)	Comedian John Sanford's stage name (2 wds.)	11 Magna suit (protective garment) Shed feathers
15 Tedious experience	Golf course obstacles	12 Heaviest of the fencing swords One raised on a farm Outline
Comedian John Sanford's stage name (2 wds.)	16 TV doc Howser	13 Like freshly-applied paint Boxer's garment "Romeo and Juliet" surname
Golf course obstacles	17 Tedious experience	14 Nearly impossible, as a task "Rock Me ___" (Billy Squier song)
16 TV doc Howser	18 Tedious experience	15 How building inspections are conducted (Hyp.) She knows her rites
17 Tedious experience	19 Tedious experience	
18 Tedious experience	20 Tedious experience	
19 Tedious experience	21 Tedious experience	
20 Tedious experience	22 Tedious experience	
21 Tedious experience	23 Tedious experience	
22 Tedious experience	24 Tedious experience	
23 Tedious experience	25 Tedious experience	
24 Tedious experience	26 Tedious experience	
25 Tedious experience		

REVIEW

ICONS

Warhol Takes New York, Again

At the Whitney, a show gathers more than 350 works by the Pop master

BY BRENDA CRONIN

Empire," a movie that Andy Warhol and the experimental filmmaker Jonas Mekas shot in 1964, isn't for the drowsy. The silent black-and-white film can run for eight hours and five minutes, and consists of a stationary image of night falling around the Empire State Building. "Empire" is part of "Andy Warhol—From A to B and Back Again," an exhibition that opens Nov. 12 at the Whitney Museum of American Art in New York. Featuring paintings, drawings, photographs, movies and more, the show spans Warhol's evolution from commercial illustrator in New York in the early 1950s to global celebrity in the 1980s.

The retrospective, which takes its name from the subtitle of the artist's 1975 book "The Philosophy of Andy Warhol," proceeds largely chronologically through his 40-year career. It is bookended by two mammoth works featuring a camouflage pattern—an apt motif for an artist who cultivated a facade of blank neutrality, parrying probing questions about his art and inspiration with gnomic sound bites. Early in the exhibit, visitors are confronted by "Camouflage," a 1986 acrylic and silk-screen ink painting that is 35 feet long and more than 9 feet high. The show's final gallery has another vast painting from the same year, "Camouflage Last Supper," in which Warhol conflates a photograph of Leonardo da Vinci's masterpiece with a green-and-brown motif.

Born in 1928, Warhol prefigured the digital age by shaping a personal brand and using technology such as photostat machines, cameras and tape recorders to experiment and create. According to Donna De Salvo, deputy director for international initiatives and senior curator at the Whitney, Warhol's genius lay in linking the worlds of advertising and fine art. The exhibition includes works from the 1960s and '70s that are among Warhol's best known: his Brillo Boxes and his portraits of Marilyn Monroe, Elizabeth Taylor and Mao.

Warhol's observation about the paintings of Ad Reinhardt—"They all look the same, but they're all complicated underneath"—is also a fitting assessment of his own work, Ms. De Salvo said. Images that initially appear identical actually have subtle distinctions, such as the 32 containers in his "Campbell Soup Cans" or the dozens of bottles and stamps in "Green Coca-Cola Bottles" and "S&H Green Stamps." "I think that Warhol's a very nuanced artist," Ms. De Salvo said. Early drawings, such as a series of shoes in collaged gold leaf and ink from the

Andy Warhol,
"Green Coca-Cola Bottles,"
1962

mid-1950s, including "Golden Shoe (Elvis Presley)" reveal his extraordinary gifts as a draftsman.

The Whitney show traces Warhol's shifting persona from Madison Avenue journeyman to the impresario of the Factory, an unorthodox studio, soundstage and party venue, where he put his assembly-line ethos to work, churning out silk-screen prints and portraits amid a stream of celebrities and gawkers. He hopscotch from one medium to the next, dipping into film in the 1960s and turning some of his acolytes into "Superstars" in his screen tests and movies.

In 1965, Warhol flummoxed television host Merv Griffin by appearing on his talk show and not talking. Instead, he nodded or shook his head or whispered answers to Factory darling Edie Sedgwick, seated beside him. Two years before he died—in 1987, at age 58, from complications after surgery—he played himself on an episode of the television

into 2019.

"Andy was very open to ideas," said Mr. Mekas, who is now 95 years old. He recalls more serendipity than strategy in shooting "Empire." While walking in Midtown Manhattan one day, Mr. Mekas caught a glimpse of the Empire State Building. "It was like a star of Bethlehem" he says, "a perfect, iconic image for Andy Warhol." He proposed filming it, and Warhol deputized him to secure a camera and enough film for at least six hours. With a handful of friends and pastrami sandwiches, they headed to a room in an office tower about 20 blocks north of the Empire State Building. Mr. Mekas set up the shot—one unblinking view of the skyscraper—and Warhol approved the framing. Every half-hour, Mr. Mekas loaded another 30-minute roll of film. Sometime before dawn, Warhol called it quits. "I think maybe he got bored," Mr. Mekas said. "Or maybe I just ran out of film."

show "The Love Boat."

"What's key with Warhol is he always responds to things in the culture," Ms. De Salvo said. During the 1980s, his images of Soviet missile silos documented Cold War-era concerns. Mortality was a perennial preoccupation, echoed in images of skulls, suicides and electric chairs. The subject took on greater urgency amid the AIDS epidemic, which claimed the life of one of Warhol's boyfriends.

A gallery of works from the '70s and '80s includes collaborations with rising young artists such as Jean-Michel Basquiat and Keith Haring. An untitled Haring and Warhol painting in acrylic and silk-screen ink from 1985 resembles a New York City tabloid, with one of Haring's outlined figures alongside an image of Madonna. Ms. De Salvo, who met Warhol in the mid-80s, recalled that the artist was energized by the new generation. But he also felt competitive pressure. In an entry from late 1980 in "The Andy Warhol Diaries," published posthumously in 1989, the artist frets about hobnobbing instead of creating. Warhol, who had just returned to New York from a trip to Paris, mused: "I got so nervous thinking about all these new kids painting away and me just going to parties, I figure I'd better get cracking."

The Warhol movies in the exhibit were selected by Claire K. Henry, the Whitney's assistant curator of the Andy Warhol Film Project. More than 10 short films, including glimpses of the artist and friends, can be seen in 16mm in the exhibition. Longer movies, including "Empire," will be screened in the Whitney's theater in a series that continues

THE ANDY WARHOL FOUNDATION FOR THE VISUAL ARTS, INC./ARTISTS RIGHTS SOCIETY (ARS), NY



MASTERPIECE | HORACE WALPOLE'S STRAWBERRY HILL (1750-1773)

One Man's Gothic Fantasy

BY DOMINIC GREEN

IN 1747, the connoisseur and art historian Horace Walpole (1717-1797), seeking a summer villa in the country beyond southwest London, bought a lodging house in the village of Twickenham called Chopp'd Straw Hall. Rebuilt between 1750 and 1773 as a "little Gothic castle" he named Strawberry Hill House, and packed with books, prints, coins, curios and masterpieces of portraiture like Joshua Reynolds's "The Ladies Waldegrave," the house became the social, aesthetic and architectural cornerstone of the 18th-century Gothic Revival. Strawberry Hill inspired the first Gothic novel, Walpole's "The Castle of Otranto" (1764), and pioneered the Romantic medievalism that was to define Britain's Victorian public architecture throughout the Empire, from Augustus Pugin and Charles Barry's Palace of Westminster to F.W. Stevens's Victoria Terminus in Bombay.

An autobiography in plaster, paint and physical objects, Strawberry Hill was a counterpoint to the 4,000 letters that made Walpole one of the sharpest correspondents of an epistolary age. This scholar's retreat was also a public showcase. Its light-shifting, mood-altering sequence of rooms, and their engagingly eccentric contents, made Walpole's house so popular that he wrote a guidebook and admitted ticketed visitors, four at a time.

The house was restored to Gothic splendor in 2010, crenelated battlements and all. The

gilded tracery still gleams, the trompe l'oeil still fools, and the hand-painted wallpapers have not looked better in two centuries. But the theatrical rooms are empty stages. In 1842, Walpole's cash-strapped heirs auctioned his collections on the lawn at Strawberry Hill. The only unsold item was a Jacobean chair, the seat of the catalog seller.

For a few months, visitors can now have a fuller sense of the original Strawberry Hill experience. "Lost Treasures of Strawberry Hill," which just opened and continues through Feb. 24, 2019, reunites more than 150 of Walpole's paintings, sculptures and curiosities in their original settings for the first time in 176 years. Over 30 items come from the Lewis Walpole Library at Yale University. "Lewis Walpole" is not a person, but the amalgamated surnames of Walpole and Wilmarth "Lefty" Lewis (1895-1979), the American authority on Walpole who edited Walpole's letters, forgetfully signed checks in Walpole's name instead of his own, and acquired items from elderly Walpole descendants with a skill that one of them, ex-Conservative minister William Waldegrave, describes in his autobiography as "not far short of that of a bandit."

Walpole called Strawberry Hill "the castle (I am building) of my ancestors"—a flight of historical imagination, and a flight into it. He commissioned landscapes of the surrounding country, as if the house had always been there, but mostly he collected portraits, an invented company of adopted and invented ancestors and companions. Now, the old familial faces are back, by the hands of Reynolds, Anthony van



Horace Walpole built himself a 'little Gothic castle' in the country and filled it with his elegant treasures.

Dyck, Allan Ramsay and Peter Lely, and the curators, Michael Snodin and Silvia Davoli of Strawberry Hill.

All the uncanny eccentricities are here. "The Ladies Waldegrave" (1780-81), presiding once again over the dining room, for which it was commissioned. The bed in which Walpole slept, in which his father had died. The study where Walpole

wrote his letters beneath Hogarth's memento of a triple murderer, "Sarah Malcolm" (1733). The dark green "Star Chamber," with the Italian Mannerist head depicting, Walpole believed, the death agony of Henry VII. The paradoxical taste for contemporary wallpaper, French furnishings, and what Walpole called "modern refinements in luxury." These paintings and curios are a ghostly reflection of Walpole's refined and ambiguous personality, and their effect is akin to those artful beams of sunlight that fall into his shadowed rooms.

poole." The fireplace in the Round Room, he said, was after the tomb of Edward the Confessor in Westminster Abbey, only "improved" by Robert Adam in 1771. Receiving a group of French guests, Walpole donned a carved lime-wood cravat (c. 1690) by Grinling Gibbons and a pair of gloves allegedly owned by James I.

"I almost begin to be ashamed of my own magnificence," Walpole joked, after completing the astounding Long Gallery, with its dripping white papier-mâché ceiling, mirrored recesses and, once again, the rare portrait—"Catherine de' Medici and Her Children" (1561) by the studio of François Clouet. Few Georgian evenings can have been more pleasurable than a candlelit tour of Walpole's cabinets and closets. Now that some of their contents have come home, we know their creator a little better. He had serious taste, and a serious sense of humor.

Mr. Green is the Life & Arts editor of Spectator USA.

KILIAN O'SULLIVAN

Frank Lloyd
Wrong?
5 scathing 1959
reviews of the
Guggenheim's
design **D10**

FASHION | FOOD | DESIGN | TRAVEL | GEAR

OFF DUTY

THE WALL STREET JOURNAL.

Saturday/Sunday, October 27 - 28, 2018 | **D1**

The Blade
Wars
7 dubious
advances in the
quest for a better
razor **D12**



The
Lists
Issue

101

Ways to Live,
Work, Eat, Think,
Exercise, Goof Off
And Even Sleep
More Ambitiously

1 All they can do is say no, so what's the harm in asking your company if they'd honor you with an equestrian statue?

2 Write a love letter. By hand. Use both sides.

3 Train a spider monkey to sit on your shoulder and give you a tiny high-five every time you say something clever.

4 The next time you have a melt-down, literally melt down. It's very impressive.

5 Compress your workout and post-workout routines into one: Do cardio in the shower.

6 Tennis great Billie Jean King likes to say that "pressure is a privilege." So whenever you can, thank your clients for all that privilege they subject you to.

7 Make Champagne Popsicles.

8 The next time you chew bubble gum, try really hard to blow an icosahedron.

9 Expand your daughter's grasp of the real-estate market by buying her the Barbie NightmareHouse.

10 Rake your leaves into color categories.

11 Write the Greater American Novel and win the Pulitzer Prize.

12 Eat an ambitious amount of Domino's Pizza, then stand the 23 empty boxes upright in a row to demonstrate the domino effect.

13 Find a lucky 4.5-leaf clover.

Continued on page D2

Inside



WHAT FRESH SHELL IS THIS?
7 surprising egg dishes from all around the world **D8**



CHANEL CHANGING
8 riffs on Coco's classic jacket by brands from Gucci to Zara **D4**



VACATION PROGNOSTICATIONS
The top 10 buzziest destinations you'll want to fly to in 2019 **D5**



PIED-À-TERRES FOR PETS
5 architectural ways to house our loyal companions **D10**



THE LISTS ISSUE

The Checklist Of Champions

Continued from page D1

25 Refer to your raincoat as "The Cloak of Destiny."**26** Read Gary Shteyngart's "Lake Success," the American novel of the moment that critics are calling the new "Bonfire of the Vanities." No time? Leave a copy conspicuously on your desk.**27** Go beyond two-dimensional lawn signs this midterm election season and install political lawn statues instead.**28** Be grateful while you're still alive.**29** Remove the word "just" from your vocabulary. It makes you sound wishy-washy, and its Scrabble tiles score more in "justice" or "jujitsu."**30** Change your name to Odin, but let people call you "Odie." Though truly awesome, thou hast also a playful side.**31** Have a friend interview your kids on the things they like most about being in your family. Eavesdrop (their answers might surprise you). Adjust your strategy accordingly but not high-calorically.**32** Plan to wet your feet in three different oceans, seas or rivers in 2019. If pressed for time, just visit Pittsburgh, where three rivers helpfully converge.**33** If you haven't already, adapt the silent horror classic "Nosferatu" into a musical called "Nosferatu!"—one so jaunty it earns that exclamation point.**34** Change your motion-detecting outdoor light to red. It'll scare the heck out of interlopers and wow your neighbors.**35** Ponder the value of persistence as Sarah Manguso did in her book "300 Arguments," writing: "I wish I could ask the future whether I should give up or keep trying. Then again, what if trying, even in the face of certain failure feels as good as accomplishing. What if it's even better?"**36** Write and publish "300 Counterarguments."**37** Teach your dog to play "near-death experience." Playing dead is for losers.**38** Consider this fun fact: An emotion commonly reported by people whose efforts end in worst-case scenarios is *relief*. Now take more risks.**39** Go Medieval on your home security detail by building a moat. Fill it with Evian.**40** Organize your computer's desktop or stop watching "Hoarders" and feeling superior.**41** Got intuition? Nothing hones this quality so much as traveling solo (sans spouse, friend, or even a favorite child). Siri's off-limits too. Try a week in a foreign land, depending only on your gut. Do not intuitively get arrested.**42** Tweet exclusively in iambic pentameter.

ILLUSTRATIONS BY STEVE SCOTT

43 Become a regular at your local rock climbing gym.

The crossover business-benefits are endless: greater stamina, higher confidence, firm chalky handshakes.

44 Carving a jack-o'-lantern?

Aim for a Mona Lisa smile.

45 The only way to permanently silence your self-righteous marathon-running friends, besides fleeing the country, is doing a triathlon. Do what you must.**46** Ask for two raises, one for you and one for your self-defeating alter-ego.**47** Embed iris reticulata bulbs in your front garden. These are small purple irises that will bloom right through the snow—way before daffodils. Plant at least 50.**48** Start the Warby Parker of something. Anything. Get very rich. (See page D4.)**49** Expand your domestic staff by employing a chauffeur for your tandem bicycle.**50** When you go to sleep, aspire to have a "lucid dream," in which you're conscious you're dreaming and can control the dream world. This may be your only chance to tickle Lord Voldemort until he pleads for mercy.**51** Purchase season tickets to the opera, and a case of sugar-free Red Bull at Costco. Swear to your partner that these two acquisitions are unrelated.**52** Instead of petty power-tripping, indulge in consequential power-tripping.**53** Use 10.4% of your brain.**54** Get to inbox negative 10, which is the new inbox**55** One-up that friend who has a personal chef by hiring an overly personal chef.**56** Put out a separate Halloween bowl for parents filled with vintage candy. Razzles, anyone?**57** Learn to make your own pasta. Give up all other pasta until you do so. The weight you lose will more than make up for the frustration of never acing the perfect penne.**58** Apply for most-favored-nation status.**59** Play a game of telepathic charades. No talking, no moving, just uncomfortable eye contact.**60** Put a scoop of Moon Juice's much-hyped adaptogen-rich Brain Dust in every beverage you drink. Be more judicious with the Sex Dust.**61** They say a cluttered workspace equals a cluttered mind. Clean up both by committing to a chore chart and/or aggressive brain surgery.**62** Take a coding class. Make a website humble-bragging about your ability to make a website.**63** Buy an article of clothing you normally wouldn't. Wear it out of the store.**64** Plant an American Redbud tree this fall. Nothing competes with those purple flowers against dark bark in spring.**65** Write a manifesto.**66** Instead of whipping out your phone the second your partner heads to the bathroom, sit for a second and contemplate your place in the universe. Have you achieved oneness? Okay, now you can Tweet about it.**67** Learn to jazz whistle.**68** Paint one of your rooms, including ceiling and moldings, in a deep-colored lacquer. Your entry is a showy place to try this.**69** Your 2018 Halloween costume: the Terracotta Soldiers of Qin Shi Huang. All of them.**70** For balance and perspective, endeavor to make your least favorite employee your new favorite. Oh well, you tried.**71** Commit to wearing garments made of recycled materials, such as Everlane's just launched ReNew "Long Puffer" jacket, fabricated from 60 plastic bottles.**86** Try things upside down: Peel bananas from the other end, sleep in your bed with your head at the foot and pour milk before your cereal. See if life is better this way.**87** Michael Franco, a top Manhattan real-estate broker, evaluates his frequent vacations as either greedy or generous. For him, a successful vacation is one that gives back more than it takes. Revisit your travel to-do list and cross off the greedier destinations.**88** Ask yourself whether the following quote fills you with eagerness or regret: "A year from now, you might wish you had started today."**89** Join the After-Dinner Coffee Achievers.**90** Drive a Maxivan.**91** Change out your weed-pocked grass lawn for one of Roman chamomile (yes, it smells great, with flowers like mini-daisies). Never mow again.**92** Instead of a yard sale, market your garage as an avant-garde gallery and add two extra zeros to every item you're selling. Even that broken Flowbee.**93** Make polenta with absolutely no lumps. The key: Pour slowly, and whisk as if you're absolutely furious with the polenta.**94** Don't be afraid to steal fashion tips from your fictional heroes: James Bond's fine tailoring, Donald Duck's thrifty no-pants fashion savvy.**95** Be confident that you are more than your job title. You are also your social security number, your shoe size and numerous mushy organs.**96** Learn Latin—in Rome.**97** Empty your Evian moat and refill it with Voss. Artesian water is slightly more ambitious than natural spring water.**98** Hop up Mount Everest.**99** Marcus Aurelius turned long, taxing military campaigns into opportunities for self-reflection. Bring that same productive spirit to your next Shake Shack line.**100** If you're in the wrong job, be smart enough to walk away from it. And creative enough to get the video of your stunt to go viral.**101** On Nov. 4, set your clocks 23 hours ahead. You don't do backwards.

—Written by Terrance Flynn, Tim Gavan, Katie Goldin, Mark Goldin, Alex Schmidt and Off Duty staff



STYLE & FASHION

Buy in Bulk

5 reasons to invest in a heavyweight suit for fall, instead of one of those so-called 'all-season' numbers



THINK THICK
Samples of heavier corduroy and wool fabrics



SUIT ILLUSTRATION BY VICTORIA TENTLER-KRYLOV; SUPREME ILLUSTRATIONS BY MATTHEW COOK; F. MARTIN RAMIREZ/THE WALL STREET JOURNAL STYLING BY ANNE CARDENAS (FABRIC)

BY JACOB GALLAGHER

1 Because it means you won't have to wear a coat over your coat A dense fabric like corduroy or flannel battles sinking temperatures better than a wispy wool or viscose-blend. "You're basically wearing a cardigan all the time," said Pete Anderson, 38, a communications analyst in Silver Spring, Md., of the flannel suits and tweed jackets he wears in fall. Though you'll need to toss on a topcoat eventually, a formidable fall suit allows you to stretch those coat-free days through Thanksgiving.

2 Because it has lasting power Discerning vintage stores stuff their racks with 30-year-old tweed and corduroy suits because sturdier textiles don't fade or wear out as swiftly as thinner ones. "These clothes can stand up to whatever you throw at them," said Brendon Babenzien, the founder of New York brand Noah. So they endure: "I want my stuff to be substantial and heavy and long-lasting."

3 Because it travels well When he's on the road, Kirk Miller, the owner of New York haberdashery Miller's Oath, finds that a lithe suit "gets that crease from where it was folded in your suitcase." A robust fabric doesn't wrinkle as easily and when it does, a quick hang near the shower

erases those ripples. Plus, a heavyweight set can be broken up easily for more outfit options: A corduroy suit can do triple-duty as a full suit for a meeting, trousers with a sweater on a casual day, and a jacket on the plane over jeans.

4 Because it's more forgiving If (read: when) you gain a few pounds at Thanksgiving, a good flannel or cord suit will not cling as closely to your body as that dinky "all-season" paper-thin wool. Light suits have a tendency to wrap your rolls unbecomingly, while a heavier iteration hides them. Trust us, nothing conceals a food baby like a tweed sportcoat.

5 Because it just looks better "There is no question that in my humble view there is more luster, more life, richer texture, more longevity in a heavier weight cloth," said Michael Hill, the creative director of Drake's, a London brand whose fall collection includes a mustard corduroy suit and a houndstooth Harris Tweed sport coat. Cold-weather clothes, in plaid makeups and fuzzy fabrics, evoke everything from the handsome preppy rigs that Ryan O'Neal wore in the 1970s film "Love Story" to the colorful tweed coats that stylish midcentury rakes adopted in winter. "Something like tweed is such a vehicle for texture and color," said Mr. Hill.

Supreme Investing

4 arguments for (and against) stocking up on the cult brand's wares

Supreme has risen from a scrappy skate shop to one of history's most influential brands. The resale market for its limited-edition threads is hot, but not every item soars. "This is just supply and demand," said Josh Luber, co-founder and CEO of StockX, which sells secondhand Supreme and tracks the items' fluctuating prices. Here, some of Supreme's greatest risers and sinkers, as evaluated by StockX.



Winners
White Supreme Brooklyn Box Logo Tee (2017)

Original Price: \$54
Average Resale Price: \$665
Increase: +1,132%



Woodland Camo Supreme Logo Facemask (2014)
Original Price: \$24
Average Resale Price: \$272
Increase: +1,033%



Losers
Supreme x UNDERCOVER Public Enemy Parka (2018)
Original Price: \$648
Average Resale Price: \$334
Decrease: -49%



Navy Supreme Vampire Hooded Sweatshirt (2018)
Original Price: \$158
Average Resale Price: \$90
Decrease: -43%

Dress Code: 'Undress'

5 antiquated clothing terms that tell a tale about the history of menswear

Mocha The smooth side of a sheepskin, as it was known in the mid-20th century. Today, the term is more associated with a smooth chocolate-meets-coffee Starbucks drink.

Bizarre Silks French, English and Italian fabrics that featured floral and chinoiserie motifs intense enough to earn the name. Now, we'd use it to describe Uncle Larry's Christmas tie.

Undress Casual clothing, which we now just refer to as, well, casual clothing. Today, you're unlikely to hear this word unless you're making whoopee or at the doctor's office.

Motoring Coat A calf-length topcoat that, in the early days of the car, earned this name because its short-for-the-day tails didn't get tangled in the automobile's pedals.

Choker Small scarfs or handkerchiefs worn inside a shirt collar by raffish sorts in the "Mad Men" era. Not to be confused by the necklaces worn by Drew Barrymore types in the '90s.

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THE LISTS ISSUE: STYLE & FASHION

1



2



3



8



Comme Des Cocos

8 Chanel-ish jackets that aren't by Chanel, demonstrating the pervasiveness of Mademoiselle Coco's enduring—and constantly reimaged—tweed jacket design

4



7



6



5



1. For the woman who doesn't tend to reach across the table: Jacket, \$13,500, Gucci, 310-278-3451

2. For the woman who rarely messes with metal detectors: Jacket, \$11,200, louisvuitton.com

3. For the woman who likes things short and sweet: Jacket, \$2,890, Thom Browne, 212-633-1197

4. For the woman who's a little bit chilly, thank you very much: Parka, \$2,200, Prada, 212-334-8888

5. For the woman who wants derrière coverage: Alessandra Rich Jacket, \$2,315, net-a-porter.com

6. For the woman who wants the semblance of being all buttoned up: Jacket, \$598, katespade.com

7. For the woman who makes do without a Chanel budget: Jacket, \$129, zara.com

8. For the woman who's on the fringes of this trend: Jacket, \$1,770, Sonia Rykiel, 212-396-3060

Online Buyer, Beware

5 items that still can't be purchased via e-commerce—in an era when even a Tesla can



1. Chanel 2:55 Handbag Chanel is famously stingy with its online-shopping possibilities, and its most lusted-after handbag is no exception.



2. Charvet Slippers Paris boutique Charvet is one of the last remaining places to buy an elegant souvenir that can't be found elsewhere.



3. Deyrolle Taxidermy Although the French taxidermist sells small pieces like butterflies online, bigger game requires more of a hunt.



4. Bulgari Necklace To buy Bulgari's one-of-a-kind American Liberty coin necklace, a trip to its New York boutique is de rigueur.



5. Patek Philippe Watch None of the Geneva-based brand's new watches are sold online, including its most recent, the "Twenty~4 Automatic."

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TRESS TEST
Can you ID 5 famed scrunchie wearers using these clues?



1. A mom of six known for her take on virginity.
2. A 'magnificent,' medaled '90s champ.



3. An actress who got her start as the lead in "Annie."
4. A star who once choreographed for



5. An octogenarian who lifts heavier weights than you. (Answers below)

1. MADONNA 2. DOMINIQUE DAWES 3. SARAH JESSICA PARKER 4. PAULA ABDUL 5. RUTH BADER GINSBERG

Dear Crabby

4 bits of advice from Cosmo's **Helen Gurley Brown** that aged poorly

"If you have potato-puff hips and a large stomach, it's true you'd better stick with your best style, which is undoubtedly a tent." ("Sex and the

Single Girl," 1962)

"Though dreadfully expensive if they're good, wigs are often prettier than a girl's own hair." ("Sex and the Office," 1964)

"If you want to feel princessy and have things happen to you at the office, I suggest you wear plenty of makeup at the office but put it on naturally." ("Sex and the Office," 1964)

"People...with fabulous apartments, rarely buy 'just enough'; they always 'overdo' it." ("Having it All," 1982)

"People...with fabulous apartments, rarely buy 'just enough'; they always 'overdo' it." ("Having it All," 1982)



The Warby Parkers Of Everything

9 direct-to-consumer retailers whose business models have been monotonously compared with that of a certain do-gooder glasses company

Lingerie Lively

"Lively racks up \$4 million to become the Warby Parker of lingerie."

—Tech Crunch

consumer model and a fair bit of venture capital."

—GQ

Dishes Year & Day

"Meet the Warby Parker of dishware."

—Fast Company

Shoes M.Gemi

"M.Gemi is the latest in a long line of startups similar to Warby Parker, the eyeglass pioneer in the online direct-to-consumer space."

—Entrepreneur

—The Manual

Jewelry Aurate

"The millennial power women behind Aurate are aiming to be the Warby Parker of fine jewelry."

—Forbes

—CNBC

Sneakers Allbirds

"Will it be the Warby Parker of shoes?"

—CNBC

House Paint Clare

"The Warby Parker of buying paint is here."

—Fast Company

Braces Candid

"Democratizing orthodontia: Meet the Warby Parker of straight teeth."

—PYMNTS.com

ADVENTURE & TRAVEL

BY CHRISTIAN L. WRIGHT

1. Salta, Argentina The untrod northwest region of Argentina is the next big magnet for nature lovers: Condors fly above giant cactuses, snow-capped Andes mountains contrast with high desert, and ancient rock formations vie for attention with Indian ruins. It's also an up-and-coming wine region with old vines and new, critically acclaimed wines that are largely unavailable outside the country. Oenophiles can taste at wineries—some clustered in Cafayete, not far from the well preserved city of Salta (founded in 1582)—and also hike or ride a horse through ancient Indian and Spanish culture.

2. Seattle The so-called Emerald City is getting a buff and polish. Part of ongoing renovations of the waterfront, Pike Place Market's historic "marketfront" is already complete, marked by a modern plaza facing Puget Sound and panoramic views of the Olympic Mountains. After a \$45-million reinvention, the Nordic Museum now sits in the Ballard district, the Scandinavian quarter that's increasingly hip (nordicmuseum.org). And the observation tower of the Space Needle—built for the 1962 World's Fair—has reopened after an overhaul, complete with a wine bar on a revolving glass floor (spaceneedle.com).

3. Tel Aviv In the historic port of Jaffa, now a vibrant neighborhood of Tel Aviv, you'll find a mix of groovy new cafes and galleries amid the old-school Arab shops. A new level of luxury lodging has moved in too; the Setai Tel Aviv occupies a renovated fortress on the sea (from about \$500 a night, thesetaihotel.com) and, a few blocks away, the Drisco is an elegant makeover of a hotel first built in 1866 (from about \$360 a night, thederisco.com). But the hotel to beat is the Jaffa, a 19th-century hospital that has been reimaged by British designer John Pawson into a stunning oasis of ancient stone and modern élan (from about \$500 a night, thejaffahotel.com).

4. Kyoto The culinary heart of Japan, Kyoto has been bestowed with a significant new sprinkling of Michelin stars. The 2019 guide recommends 15 new one-star spots, while three of the city's top restaurants, including Hyotei, have retained three stars for 10 consecutive years. Meanwhile, Park Hyatt will open near Kodaiji Temple next year and architect Kengo Kuma is transforming a 1926 telephone office building into an Ace Hotel.

5. The Maldives Go before overdevelopment or rising sea levels swallow up the 1,200 is-

Hot Tickets

The top 10 destinations worth zeroing in on in 2019, from the mountains of Argentina to—wait for it—Missouri



GETTY IMAGES

UPPING THE ANDES Argentina's Salta Province is an emerging wine region.

lands of this tiny Indian Ocean nation. Not easy to get to, the archipelago is a haven of extravagant privacy. Take the John Jacob Astor Estate at the St. Regis Maldives Vommuli Resort, about \$23,000 per night (marriott.com), or the whole island of Coco Privé (from \$45,000 a night, cocoprive.com). For those with more modest budgets, the Baglioni resort is set to open next spring on Mallau—a 40-minute seaplane ride from the capital Malé (from \$1,500 a night, baglionihotels.com).

6. Missouri It's not all pigs and brick. St. Louis, a fast-growing tech hub, is actively expanding its network of greenways that connect rivers and parks, including the revitalized Gateway Arch National Park. And part of the historic garment district's renaissance, the 142-room Last Hotel, housed in the circa-1909 International Shoe Company headquarters, will open in the spring. The 21c Museum Hotel brand chose Kansas City for its latest endeavor, piggybacking on the river

city's percolating art scene (from \$185 a night, 21cmuseumhotels.com). About midway between the two urban centers, in the college town of Fulton—where Winston Churchill gave his Iron Curtain speech—sits the National Churchill Museum. Starting in January, the museum kicks off its 50th anniversary with a year-long program of cultural events (nationalchurchillmuseum.org).

7. Namibia Here is a very young country (est. 1990) with a very old desert and a growing population of wildlife—rhinoceros to zebra. (Environmental protection is incorporated in the nation's constitution.) In April, Wilderness Travel will host a four-day conservation symposium, with lectures by leaders in the field and excursions (like cheetah tracking), followed by a safari (wildernesstravel.com). Worth a diversion: the new wistfully imagined Shipwreck Lodge on the Skeleton Coast, designed by a Namibian architect (from about \$700 a night, shipwrecklodge.com.na).

8. Tunisia Recovering from terrorism and western travel advisories, this small North African country offers all the seduction—unspoiled beaches, layers of history, architectural marvels, busy souks—and none of the hordes of its regional rival Morocco. The year-old Four Seasons on the edge of the capital city of Tunis can arrange private tours of the 4th-century Medina (from about \$240 a night, fourseasons.com).

9. Warsaw The Polish capital is experiencing a renaissance, with high-speed trains, Michelin stars, a "Made in Warsaw" trend in clothes and porcelain, and museums such as POLIN, which looks Nazism right in the eye. Last year, an aging Enrico Marconi palace that dates to 1857 reopened as the 106-room Raffles Europejski Warsaw (from about \$250 a night, raffles.com). Design enthusiasts might also consider the strikingly minimalist rental apartment called A-Place in a repurposed 19th-century vodka factory (from about \$66 a night, aplacetowar.com).

10. Nassau, the Bahamas The British colonial charm of Nassau was long ago eclipsed by the port city's traffic jam of cruise ships, but the island has had a rebirth. The enormous fantasy land of Baha Mar, which is 5 miles down Cable Beach from downtown, encompasses three hotels, a vast casino, 30 bars and restaurants, and eight pools. Guests at the new Rosewood—markedly set apart from the razzle-dazzle—get the serenity that \$600 a night can buy (rosewoodhotels.com). Plus, Nassau is only three hours, nonstop, from New York.

High Maintenance

11 items Sir Edmund Hillary carried in his pack on the penultimate leg of his 1953 Mount Everest ascent

- Sleeping bag
- air mattress
- spare gloves, socks and pullover
- two masks for sleeping oxygen
- a pencil and paper
- two boxes of matches
- sticking-plaster
- two packets of dates

- two tins of sardines
 - a half-used carton of honey
 - tin of apricots in syrup
- Source: "High Adventure: The True Story of the First Ascent of Everest" by Sir Edmund Hillary

Adventures in Masochism

4 punishing international races that'll get your heart pumping like no mere marathon could

Ötillö Swimrun World Championship In recent years, swim-runs have sprung up from Sicily to Oregon, but the toughest race of all is in Sweden, held in September on the Stockholm archipelago. Competitors run over an island, swim to a new island, run over that one, repeat. Twenty-four islands, 46 miles in total. Hearty Swedes aren't the only gluttons for this particular abuse—this year, the 300-plus participants came from 25 countries. ottiloswimrun.com/races/ottillo.

The Grand Traverse This backcountry ski race, held in late March, winds for 40 miles and climbs up 6,800 feet through the Colorado Rockies, between Crested Butte and Aspen. It's a route only lunatics—or the supremely confident—would venture. But good news: The race begins at midnight to

minimize the risk of avalanches. thegrandtransverse.org/ski

Molokai2Oahu Think you've mastered stand-up paddleboarding? Try it over 32 miles in the open waters of the Pacific across the Kaiwi Channel, between Molokai and Oahu, referred to, gruesomely, as "Channel of the Bones." But that doesn't deter the hundreds of paddlers who set out each July. molokai2oahu.com

Mongol Rally For the past 15 summers, the Adventurists company has organized a roughly 10,000-mile team race from Europe to Mongolia. Teams compete in vehicles with a maximum 1.2-liter engine, many salvaged from junkyards. No set course, no support. On the upside, you have a month to cross the finish line. theadventurists.com —Brigid Mander



PET PSYCHIC AT YOUR SERVICE

8 uncommon hotel amenities

Shaman-in-residence, Montage Los Cabos, Mexico

An in-house or phone consultation with a pet psychic, Hotel deLuxe, Portland, Ore.

Sheep herding lessons, the Farm at Cape Kidnappers, New Zealand

Pizza room-service button, Gale South Beach, Miami, Fla.

Beer fridge in the shower, DogHouse, Columbus, Ohio

24-hour mango delivery, Paradise Beach Nevis, St. Kitts & Nevis

Monthly nude drawing class, Freehand Hotel, New York City

Fresh buffalo milk delivered daily, Pavilions Himalayas, Pokhara, Nepal

—Sara Clemence

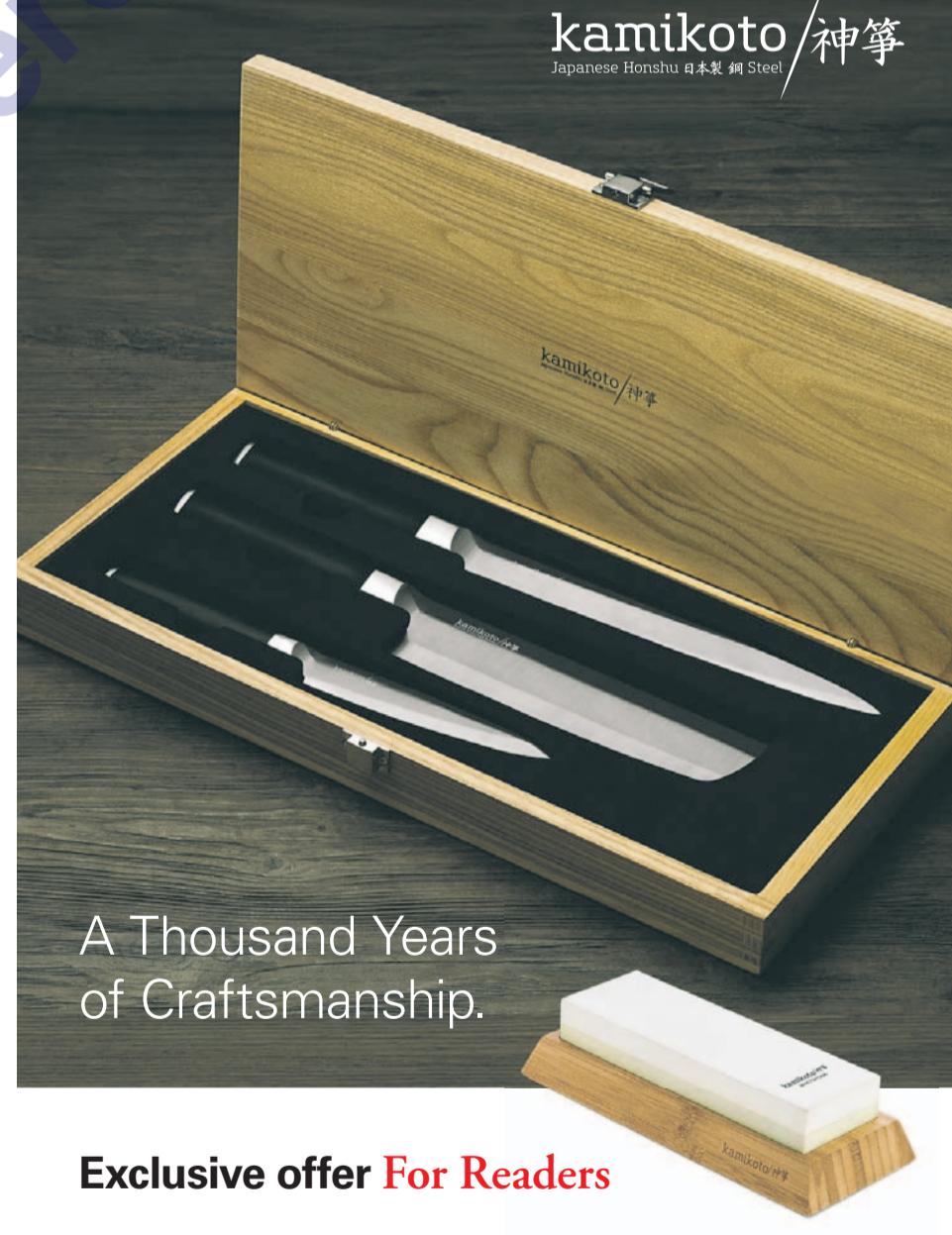
PET ILLUSTRATION BY MIKEY BURTON; THE ADVENTURISTS (MONGOL RALLY)



The Mongol Rally, a cross-continental race of clunky cars.

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THE LISTS ISSUE: ADVENTURE & TRAVEL

Lonesome Chow

5 out-of-the-way restaurants that very determined diners will plan a whole trip around



ELUSIVE EATS Koks Leynavatn, accessible only by an off-road drive. Inset: the restaurant's 'grass granite.'

The Lost Kitchen Freedom, Maine Freedom is a tiny town 17 miles down a country road from coastal Belfast, but chef Erin French turned it into a foodie bull's-eye with her 7-course farmhouse dinners (\$105) served in a former mill. Would-be guests must mail reservation requests on a 3" x 5" card during a brief annual window. And cross their fingers. findthelostkitchen.com

The Three Chimneys Isle of Skye, Scotland When nothing but Isle of Muck red-legged partridge will do, Three Chimneys is your go-to. Other examples of chef Scott Davies' take on farm-to-table cuisine: local Rose beef with Isle of Barra snail ravioli and honey-yogurt parfait with a dusting of Douglas fir and almonds. Prix fixe dinner, \$90. Rooms available

at the adjacent House Over-By. threechimneys.co.uk

Brae Birregurra, Australia Set on an organic farm in sheep-clogged countryside 80 miles west of Melbourne, Brae gives the farm-to-table concept particular immediacy. Chef Dan Hunter's tasting menu (\$275) nods to aboriginal delicacies with cucumbers pickled with green ants, but the oyster ice cream/powdered sea lettuce combo is all his own. Six guest suites available. braerestaurant.com

Koks Leynavatn Faeroe Islands

Dinner at Koks begins with a piece of smoked whale meat to nibble before an off-road Jeep ride to its minimalist 24-seat

dining room. Chef Poul Andrias Ziska earned a Michelin star with a tasting menu (\$215) showcasing *raest*, traditionally fermented meats and fish air-dried for weeks (cod) or months (lamb, reindeer). koks.fo/en

Fäviken Magasinet Jarpen, Sweden Seven hours north of Stockholm, a hunting estate surrounds this two-Michelin-starred restaurant where chef Magnus Nilsson's 30 meticulously paced courses (\$350) are presented to 24 diners on any given evening. A few rooms (and a sauna) are available for overnighters, and

Mr. Nilsson recently opened three smaller restaurants in nearby Are. faviken.com

—Margot Dougherty



Design Ev'ry Mountain

4 original tourism posters from the 1930s, available now at the London gallery AntikBar and sold online at abebooks.com



Clockwise from top left: A tourism poster for the Austrian alps, issued in 1938/39 after the annexation of the country by Nazi Germany, \$4,720; an earlier advertisement for Austria, this one published in 1930, \$3,375; a 1930 photo-illustration from Poland's Promotion of Tourism and the Polish State Railways, \$2,360; a 1935 poster from the Swedish Traffic Association, \$1,950

MOTEL MAYHEM

12 creepy films set in motor inns, ranked from worthy to woeful, as per *Rotten Tomatoes*

Psycho (1960)

Tomatometer: 97%

Touch of Evil (1958)

Tomatometer: 96%

Memento (2000)

Tomatometer: 92%

Niagara (1953)

Tomatometer: 83%

Joy Ride (2001)

Tomatometer: 73%

Bad Times at the El Royale (2018)

Tomatometer: 72%

Motel Hell (1980)

Tomatometer: 70%

Identity (2003)

Tomatometer: 62%

Bug (2006)

Tomatometer: 61%

Vacancy (2007)

Tomatometer: 55%

Psycho (1998)

Tomatometer: 38%

Mountaintop Motel Massacre (1986)

Audience Score: 15%

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THE LISTS ISSUE: ADVENTURE & TRAVEL

Room at the Inn...for Now

5 easy-to-reach beach resorts where you can still score a humanely priced room for Christmas week

**Villa Montaña Beach Resort,
Puerto Rico**

On a quiet patch in northwestern Puerto Rico, a 90-minute drive from San Juan, Villa Montaña Beach Resort occupies 35 acres along a secluded beach in Isabela. The look is rustic-elegant, with breezy linen curtains and carved wooden beds. There's plenty to do: Villa Montaña offers tennis courts, pools, and two restaurants, and guests can snorkel, scuba, fish, hike and bike nearby. *From \$475 a night for a family of four, villamontana.com*

shorter than many Los Angeles commutes: The resort occupies 102 acres on the Palos Verdes Peninsula, about a 40-minute drive from Los Angeles International Airport. Though just nine years old, Terranea evokes a classic grand resort, with Mediterranean-inspired architecture and an abundance of amenities. In addition to the nine restaurants, there are four swimming pools (two adults only), a spa, a kids club and a nine-hole golf course. *From \$475 a night for a family of four, terranearesort.com*

coastline, but El Salvador's troubled history and lack of infrastructure has kept it off most travelers' radar. Now, it's emerging as a new adventure destination, and its upscale hotels are straight-up cheap. The Acatilados opened this fall on a rocky ocean bluff in La Libertad, about an hour from San Salvador. The hotel has 19 ocean-facing rooms and two saltwater pools, one set into the side of the cliff. *From about \$260 a night for a family of four, acantilados.sv*

The Reach, Key West, Fla.

If you're looking for a discount destination during the holidays, quirky, colorful Key



ROAMING HOLIDAY
Southern California's
Terranea Resort offers
relatively affordable rates
over the winter holiday.

Acatilados, El Salvador

Serious surfers have long flocked to this tiny country's

West is generally just too popular. But luxury-seeking travelers can still find some relative value at the Reach, a Waldorf Astoria resort set on a private natural-sand beach. While it lacks the grandeur of its sister property, Casa Marina, the Reach comes at half the price—and guests can use the spa and other amenities around the corner. *From \$759 a night for a family of four, reachresort.com*

Izla Beachfront Hotel, Isla Mujeres, Mexico

Petite Isla Mujeres is almost as accessible as Cancún minus the mega-resorts. Attractions include a turtle sanctuary and rehabilitation center, Garrafon Natural Reef Park, with its sculpture garden and minor Mayan ruins, and the Cancún Underwater Museum of Art, whose hundreds of sunken statues offer snorkelers rare diversion. Izla

Beachfront Hotel is a white-washed horseshoe of a boutique hotel facing the Caribbean Sea. It has a swimming pool for families and another for adults, a small spa and a fitness center. *From \$260 a night for a double (a family of four would need two rooms), izlahotel.com*

—Sara Clemence

For two more affordable beach resorts, see wsj.com/travel.

Clipped Wings—and Claws

13 types of animals banned by American Airlines as emotional-support flying companions

- Amphibians
- Ferrets
- Goats
- Hedgehogs
- Insects
- Reptiles
- Rodents
- Snakes
- Spiders
- Sugar gliders
- Non-household birds (*farm poultry, waterfowl, game birds & birds of prey*)
- Animals with tusks, horns or hooves (*excluding miniature horses properly trained as service animals*)
- Any animal that is dirty or has an odor



The Cost of Coasting

Average coach-class airfares* on a round-trip flight in July from LAX to JFK since 2009



2009 \$378	2013 \$525	2017 \$503
2010 \$537	2014 \$554	2018 \$455
2011 \$604	2015 \$539	Source: Expedia.com
2012 \$550	2016 \$491	*adjusted for inflation

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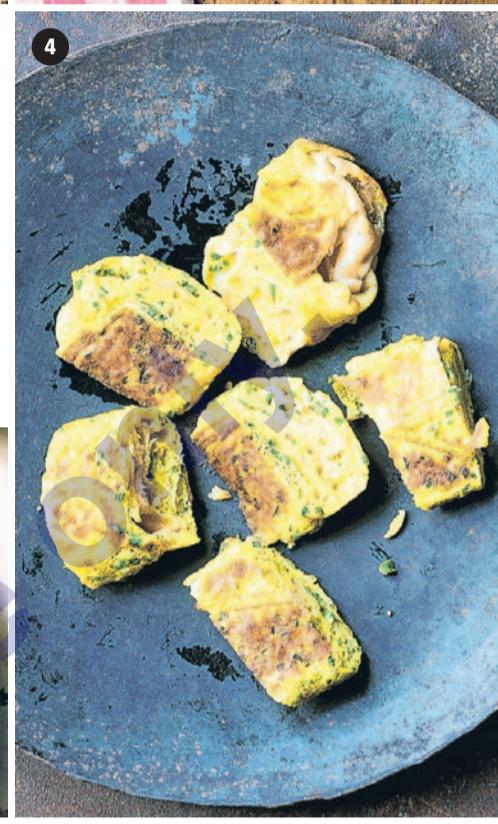
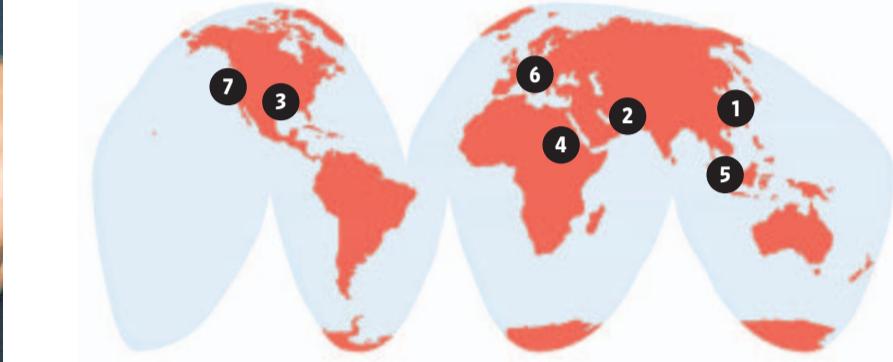
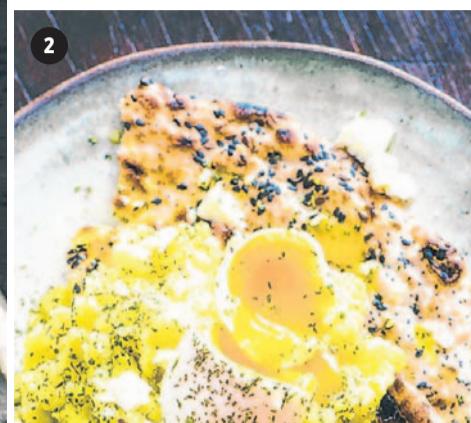
**Space is as vast
as you make it.**

EATING & DRINKING



Crack The Atlas

7 egg dishes from around the world (and some of fall's top cookbooks) that show this humble ingredient's subtle genius and universal appeal



1. KOREA Al Gyeran Jjim

(Steamed Eggs With Salted Pollack Roe) from "Korean Home Cooking" by Sohui Kim with Rachel Wharton (Abrams).

2. IRAN Yeralma Yumurta

(Smashed Potato and Egg) from "Bottom of the Pot" by Naz Deravian (Flatiron Books).

3. SOUTHERN U.S. Deviled Egg Salad Sandwiches

from "Carla Hall's Soul Food" by Carla Hall with Ge-

nevieve Ko (Harper Wave).

4. ETHIOPIA Flatbread Pastries Stuffed With Egg

from "Ethiopia" by Yohannis Gebreyesus (Kyle Books).

5. THAILAND Naem Khua Kap Khai

(Fermented Pork Stir-Fried with Egg) from "The Food of Northern Thailand" by Austin Bush (Clarkson Potter).

6. INDIA BY WAY OF CALIFORNIA Egg Salad With Toasted Coriander

from "Seasons" by Nik Sharma (Chronicle Books).

(Phaidon).

7. INDIA BY WAY OF CALIFORNIA Egg Salad With Toasted Coriander

from "Seasons" by Nik Sharma (Chronicle Books).

—Eleanore Park

Alive and Well-Cooked

4 American food species rescued from extinction, profiled in the book 'Food From the Radical Center: Healing Our Land and Communities' by Gary Paul Nabhan (Island Press)



Menu for End Times (or Quebec in Winter)

25 edible essentials for the well-appointed bunker, from the cookbook 'Joe Beef: Surviving the Apocalypse' by chefs Frédéric Morin and David McMillan, of Montreal's Joe Beef, and Meredith Erickson (Nov. 27, Knopf)

1. Canned Bread
2. Chien Chaud Spice Mix
3. Cedar Salt Lard
4. Crab Apple Syrup
5. Hot Pepper Paste
6. Pickled Eggs and Tongues
7. Plum Jelly
8. Herb Salt
9. Cellared Russet Apples
10. Hardtack
11. Dried Verbena
12. Smoked Confit Gizzards
13. Pickled Pork Butt
14. Bark, Root and Twig Beer
15. Beef Jerky
16. Endives
17. Beef Leg Soup with Dates and Ginseng
18. Maple Syrup
19. Confit Salt
20. Smoked Cider Vinegar
21. Pickled Deer Necks
22. Acorns and Black Walnuts
23. Potatoes Stored in Sand
24. Sauerkraut
25. Ham Hocks

They also suggest: Champagne, one elegant Champagne saber, condoms, one hidden pack of cigarettes, a ham radio, ½ bottle of red wine, a garden's worth of seeds, a machete, one slingshot,

one gold bullion, 12-gauge slugs, dried ramen, a tarp, coconut fat, vitamins, one MarkTen tobacco can, Vieille Prune brandy, cans of cassoulet, an ax, bleach, one suture kit, a hand-cracked nut mill



Art of The Meal

19 foods Frida Kahlo laid out to share with departed loved ones in observance of Day of the Dead

- Sugar cane
- Limes
- Mandarin oranges
- Peanuts
- Jicamas
- Sugar skulls
- Dead man's bread
- Cookies in the shape of little bones
- Beans
- Tortillas
- Pasilla chile sauce
- Brown corn tlacoyos
- Yellow and red moles
- Oaxacan beef jerky
- Red rice with dried shrimp
- Chicken sautéed in chile pipián
- Pumpkin in syrup
- Sweet potatoes in sancocho
- Tamales in plantain leaves

Source: "Frida's Fiestas" by Guadalupe Rivera and Marie-Pierre Colle (Clarkson Potter)



Grounds Rules
4 trending coffee-bar items, as decoded in 'The New Rules of Coffee' by Jordan Michelman and Zachary Carlsen (Ten Speed Press)



THE LISTS ISSUE: EATING & DRINKING

The Insiders' Fall Grocery List

12 ingredients chefs around the country are loving right now, as the harvest rolls in, temperatures dip and ovens heat up

BY ELEANORE PARK

1 Apples "I appreciate that it can still be 70 degrees in the day and you can eat an apple, reminding you that cool weather is coming." —Barbara Lynch of No. 9 Park and six other restaurants, Boston

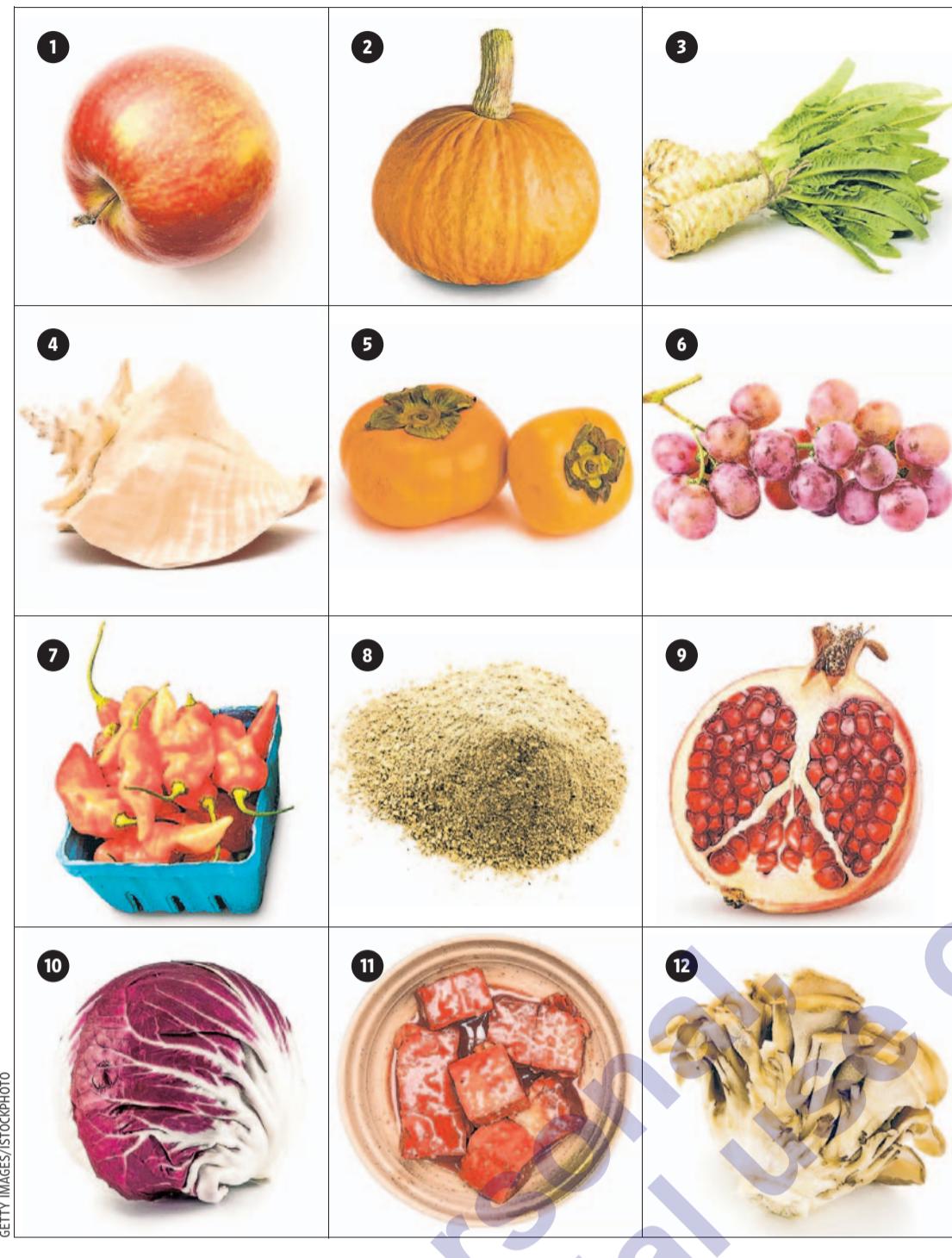
2 Calabaza (Squash) "I look forward to calabazas at this time of year to add to *atole*, a warm, creamy drink made with corn masa." —Cristina Martinez of El Compadre and South Philly Barbacoa, Philadelphia

3 Celtuce "This leafy green vegetable is one of my favorite ingredients in fall and winter. We use the leaves to wrap and steam fish, and the stem is meaty and super versatile." —Tom Cunanan of Bad Saint, Washington, D.C.

4 Conch "The Caribbean has a big culinary history of stews and one-pot meals. I like grilling the conch meat and adding it to a green-curry-base stew. That herbal brightness balances the flavor and picks up those salty sea notes." —DeVonn Francis of Yardy, New York

5 Fuyu Persimmons "In spring-time we have a lot of berries happening, and in the fall, persimmon is our way of having that sweet berry taste in dishes." —Stephanie Izard of Girl & the Goat, Duck Duck Goat and Little Goat Diner, Chicago

6 Grapes "When they're not pure sweetness and have a bit of an acidic or tannic backbone, they're really nice in savory food." —Sara Kramer and Sarah Hyman of Kismet and Madcapra, Los Angeles



GETTY IMAGES/ISTOCKPHOTO

7 Habanada Pepper "This is a habanero bred to have all the flavor with none of the spice. It has incredible tropical tastes of passion fruit and pineapple. My favorite way to eat them is pickled. We recently put them in a beet salad with pluots and walnuts." —Sam Smith of Tusk, Portland, Ore.

8 Mushroom Powder "It's like adding a natural MSG, bringing a boost of umami to stocks, soups, burgers or, really, anything." —Edouardo Jordan of Salare and JuneBaby, Seattle

9 Pomegranate "The fruit is so versatile, it can bring a lot of things to life. That tartness and sweet-savory balance are integral to Middle Eastern cooking." —Reem Assil of Reem's California and Dyafa, Oakland, Calif.

10 Radicchio "For standing up to stronger flavors and introducing something fresh to a heavier dish, radicchio is really great." —Edward Lee of 610 Magnolia and Milkwood in Louisville, Ky., and Succotash in Washington, D.C.

11 Red Fermented Tofu "There are layers of nuttiness and earthiness that take to dishes that are a little heartier, like a pork roast. It's also the base for our fall bitter melon soup." —Brandon Jew of Mister Jiu's, San Francisco

12 Wild Mushrooms "This season has been rainy, perfect for wild mushrooms. We've been seeing beautiful maitakes and matsutakes, and turning them into stock, blending them into purées and braising them." —Ben Jackson of Drifter's Wife, Portland, Maine

A Far More Palatable Halloween Sequel

6 Japanese sweets that will wow trick-or-treaters (but you'll want to hoard for yourself), from bokksu.com

1. Jouboshi Takechiseit-aisho Goldfish Apple Yōkan
Chewy candies with the fresh, not-too-sweet flavor of real apple juice (\$24 for 8 pieces)

2. Furuta Seika Gudetama Custard Chocolate Milk chocolate with a creamy center and a wrapper featuring Hello Kitty's lovable, lazy egg friend, Gudetama (\$9 for 18 pieces)

3. Kabaya Foods Saku Saku Panda Halloween Chocolate Coated cookie pandas with a range of fetching facial expressions (\$8 for 8 packs)

4. Meito Sangyo Tai Strawberry Inside a crisp shell shaped like a *tai* (Japanese sea bream), a luscious strawberry mousse (\$20 for 10 pieces)

5. Nestlé Japanese Kit Kat: Cranberry and Almond Autumnal berries and nuts baked into a dark-chocolate wafer (\$10 for 13 bars)

6. Hakata Fuubian Pione Grape Chocolate Crunch White chocolate, Japan's famed Pione grapes and the crispy pop of puffed rice (\$20 for 12 pieces)



Look Out, LaCroix Pamplemousse

26 flavors of soda pop listed in a 1912 report on Michigan bottlers from the state's Dairy and Food Commission

Banana Pop • Black Pop • Blood Orange Pop • Chocolate Cream • Cocola • Cola Koke • Cremo Ginger • Cuban Ade • Dreamo • Gin Seng • Grapemist • Iron Port • Kolatona • Kos-Kola-Pop • Lemon Pop • Orange Cider • Orcharade • Peach Mellow • Ple Zee • Rasport • Raspberry Wine • Red Pop • Red Tame Cherry • Sherbet • Strawberry Pop • White Pop

Source: "The Faygo Book" by Joe Grimm (Oct. 1, Painted Turtle)



F. MARTIN RAVIN/THE WALL STREET JOURNAL (CANDY); ILLUSTRATION BY MIKEY BURTON

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DESIGN & DECORATING



You Want Me to Live in That?

5 domesticated-animal homes that prioritize aesthetics, from 'Pet-tecture: Designs for Pets,' by Tom Wainwright (*Phaidon*)

BY CATHERINE ROMANO

1 Cats' Cradle Evocative of Christmas ribbon candy, the Curvynest cat tree, a slightly springy piece of furniture, provides four stories of semi-enclosed cubbies, plus an observation deck for the top cat if you have many kitties. Apparently the Curvynest, made of MDF board and PVC fabric, passed muster with the 20 fe-lines on which its Taiwanese maker, CatsWall Designs, tests all its ideas.

2 Tweety's Revenge French designer Grégoire de Lafforest gives birds a seat at the table with his Cage Archibird. Tensioned stainless-steel cables support the bottom of the cage, with its integrated water dish, while lacquered branches breach the oak tabletop. The sticks that protrude are enclosed in glass bell jars, a cheeky allusion to taxidermy displays. In these clear enclosures, Warner Bros.' anything-but-bird-brained canary could really taunt the indefatigable Sylvester.

3 The Puppy Dome Undoubtedly an improvement over the lumpy pillow your dog calls home, this 13-sided den from Tokyo design firm Natural Slow is called the Kamakura, after the igloo-like snow huts found in northern Japan. The sturdy but lightweight canine quarters are constructed of paulownia wood, named after Queen Anna Pavlovna of Russia (1795-1865). That's a lineage your best friend would surely be proud to stand behind.

4 Bowled Over How do you turn the typically unimaginative design of a fishbowl on its side without losing its precious inhabitants? Marc Ange, co-founder of French company Chimère, did so by shifting the air opening of his blown-glass Fish Bowl to the side. The effect is pleasantly unsettling but not calamitous. The snug bowl of oak that cradles the glass lends the design a certain friendliness, and, with those chunky legs, a vague resemblance to Stuart of "Minions" fame.

5 Luxury Hutch This rabbit or hamster cage also comes from designer Marc Ange, in collaboration with his friend and partner Frédéric Stouls. Searching for a hutch for his goddaughter's rabbit, Mr. Stouls found nothing he'd want to live with, so the two devised this oak number, which includes lacquered details and a ceramic bunny head as an ornament. The door opens into a sleeping compartment, and a ramp leads to an elevated platform, for when your pet craves an alternative view of the world.



Snarkitectural Criticism

5 excoriating reviews of Frank Lloyd Wright's Guggenheim Museum when it opened in 1959

"A building that should be put in a museum to show how mad the 20th century is."

—*New York Daily Mirror*

"If he had deliberately designed an interior to annihilate painting as an expressive art, he could not have done much better."

—*The New York Times*

"Frank Lloyd Wright's inverted oatmeal dish and silo with their awkward cantilevering, their jaundiced skin and the ingenious spiral ramp leading down past the ab-

stractions which mirror the tortured maladjustments of our time..."

—*Robert Moses, New York City parks commissioner*

"Coupled with the great height of the central court, the light seems not so much atmospheric but dense; one has the sensation of suddenly being forced to carry a gigantic flask of shining mercury."

—*The Baltimore Sun*

"It shattered the mood of the neighborhood." —*Norman Mailer*
—*Abbey Crain*

Can We Meet at Noon in Britney?

30 actual conference-room names that must make office confabs a little less awful

Twitter (Birds)

Bluebird
Raven
Thrasher
Falcon
Woodswallow
Noddy
Penguin
Peacock

Google (Computer scientists)

Kathleen McNulty

Grace Hopper

Jean Bartik
Ada Lovelace
Anita Borg
Barbara Liskov

Mozilla ("Star Wars" planets)

Mustafar
Kashyyyk
Kessel
Naboo
Hoth

Coruscant

Endor
Geonosis

Huge (Celebrities)

Beyoncé
Biggie
Jay-Z
Drake
Ben
Matt
Rihanna
Britney



Blueprint for A Marriage

13 lovable qualities of architect Eero Saarinen's would-be wife

In 1953, the Finnish-born architect (famed for the TWA Flight Center at New York's JFK airport) fell for art and architecture critic Aline Bernstein and sent her this love letter—a list notable for its Roman numerals. Perhaps she attributed the copious misspellings to feverish ardor. They wed in 1954.

I First I recognized that you were very clever

II That you were very handsome

III That you were perceptive

IV That you were enthusiastic.

V That you were generous.

VI That you were beautiful

VII That you were terribly well organized

VIII That you were fantastically efficient

IX That you dress very very well

XIA That you have a marvelous sense of humor

X That you have a very very beautiful body.

XI That you are unbelievably generous to me.

XII That the more one digs the foundations the more and more one finds the solidest of granite for you and I to build a life together upon

[Following an arrow pointing to last entry] I know this is not a good sentence.

Source:
Archives of
American
Art,
Smithsonian
Institution



THE LISTS ISSUE: DESIGN & DECORATING

Desperately Seeking Oddities

6 types of arcane objects that collectors with perplexing passions pursue—via want ads in antiques magazines

By EVE M. KAHN

1. TINY TOMES In the past decade, San Francisco real-estate broker Ian Berke has amassed over 400 unreadable books—diminutive stone folios usually about 4 inches long, carved by folk artists and monument-makers from the Civil War until the 1920s. Memorials and tokens of affection, they were incised with motifs like hearts and clasped hands alongside first names—and little identifying information. "There's a poignancy" to them, said Mr. Berke, since so much about the commemorated people is forgotten.



4. VINTAGE ALARMS In the mid-1800s, Edwin Holmes, who set up the first security-alarm company, moved his fledgling firm from Boston to New York to go where he believed the burglars were. Early examples of the Holmes system, with battery-powered bell devices

that clanged when intruders opened doors or windows, are in the collection of Stanley Oppenheim, who has run a security- and fire-alarm company in Manhattan for decades. His pre-1970s alarm memorabilia includes ads, catalogs, corporate contracts, and photos of suited operators in monitoring stations.



5. AUTOMAT Ephemera

From the early 1900s through the '90s, scores of Horn & Hardart Automats served affordable meals from gleaming coin-operated machines in New York and Philadelphia. When the chain closed, architectural salvage dealer Steve Stollman began rescuing parts. Each restaurant, he said, "was a palace." Expanses of windowed metal compartments offered food while ornate dolphin-shaped spouts tendered coffee. Mr. Stollman sells some pieces in his Athens, N.Y., gallery and remains vigilant for remnants that were plastered over but resurface in demolitions.



6. NATIVE CRAFTS A world-traveled navy brat, architect Keith Reeves had to dig a bit to find stimulation when he and his wife, Sara, settled in Winter Park, Fla. He found it in what he calls the "absolutely fearless use of color" of Florida's Native American Seminoles. Patchwork shirts in purple and orange stripes, sashes intricately stitched with beads, are among the 3,000 artifacts dating from prehistory to today that the Reeveses have gathered.



3. NUTMEG GRATERS For four centuries, inventors have tried to devise easier ways to pulverize the tough little nutmeg seed. Jim Klopfer, a speech and language pathologist in New England, has been seeking out the implements since the 1970s. His prized possessions sprout cranks, knobs, gears and hinged compartments shaped like seashells, fruit, beehives, church steeples and hearts. Products that flopped on the market, he said, are most prized.



1 **Wanted: stone books**
Particularly interested in books with inscriptions, dates, and/or carving.
Ian Berke ian@ianberke.com 415-860-2777

2 **WANTED**
WORLD'S FAIR AND INTERNATIONAL EXPOSITION SOUVENIRS from all fairs 1851 thru 1964. Send pictures and descriptions to <sell@worldsfairauction.com> or call Andy (904) 825-1723.

3 **Wanted: RARE NUTMEG GRATERS**
BOSS NUTMEG GRATER \$300.00
KLOPFER COLLECTION SEEKING RARE NUTMEG GRATERS. Include price & photo to NutmegGraters.com, PO Box 777, East Longmeadow, MA 01028-0777; (860) 763-2675 / jeklopfer@hotmail.com. Educational website: (www.NutmegGraters.com/index.html).

4 **Antique Bars/ Original H&H Automats**
Info@abeautifulbar.com
meetme@theautomat.com
Buy and Sell 212-431-0600

5 **OLD BURGLAR & FIRE ALARM EQUIPMENT**
Memorabilia pertaining to the alarm industry: early burglar and fire alarm equipment, photographs, catalogs, ephemera, etc.
WE BUY WE BUY WE BUY WE BUY WE BUY
alarmhistory@gmail.com

6 **ONE MAN'S TRASH...**
Printed ads from quirky collectors on the hunt

Home, Sigh, Home

20 books with 'Home' in the title came to us this year. Here are 15 of them



"Cozy Minimalist Home" (Zondervan)

"Homes for Our Time" (Taschen)

"Exceptional Homes" (teNeues)

"Brian Gluckstein: The Art of

"Home" (Figure 1)

"Maison: Parisian Chic at Home" (Flammarion)

"Homebody" (Harper Design)

"Houses by the Shore: At Home With the Water" (Rizzoli)

Plus: The eight titles pictured above

GEAR & GADGETS



SLIM GYMS
From left: ICAROS and MIRROR offer techy new takes on home machines.



Workout From Home

5 total-body exercise machines that put treadmills to shame and will make gym-rats want to sweatily cocoon

1 MIRROR What looks like a fancy mirror is actually an interactive home gym craftily hidden within an LCD screen and controlled via iOS app. For \$39 a month it can stream live and on-demand classes with Mirror trainers in boxing, HIIT, yoga and more. A built-in camera allows trainers to see you and shout real time feedback, and in early 2019 you'll be able to access one-on-one coaching outside of classes. Meanwhile, trainers can help you hit a target heart-rate zone by analyzing health data you sync from your Apple Watch via Bluetooth. "Target-heart-rate training is great as a motivator and way to gauge progress, whether it's for fat burning or endurance," said Steve Uria, trainer of pro athletes and owner of New York's Switch Playground. "Mirror does that really well."

\$1,495, mirror.co

2 Technogym SKILL-BIKE Sorry, Peloton—this new stationary bike is the only one with real gear shifting to make you feel like you're riding trails. Capable of simulating hills from -3% grade up to 15%, the bike forces you to shift as its resistance changes and neatly tracks your power and RPMs on a 7-inch LCD console, along with speed, heart rate and distance pedaled. "Hill climbing can be a great way to build strength," said Jacque Crockford, exercise physiology content manager at the American Council of Exercise. "When combined with the mental challenge of truly shifting gears, it may also help to build confidence and speed." Sync SKILLBIKE to your Strava or Garmin accounts, and you can ride routes mapped by cyclists throughout the real world.

\$4,790, technogym.com

3 Hydrow Rowing uses roughly 86% of the body's muscles, compared with 44% for biking or running, making it one of the most efficient cardio workouts. "When using your upper and lower body simultaneously, you burn way more calories," said Mr. Uria. With fluid lines that would look as good on the water as in a living room, the sleek Hydrow lets you train alongside Olympic champions via its touch screen monitor as they row live on the water. For \$38 a month, you can access workouts from 5 to 60 minutes across four intensity levels. And instead of a noisy fan wheel or chain, its computer-controlled resistance tech automatically adjusts 100 times a second to help you glide through a workout, making it well-suited for at-home use.

\$2,199, hydrow.com

4 ICAROS Home Launched in August, ICAROS looks like something you'd find in a NASA lab, not a home gym. The company calls it "active VR"—donning a VR headset, you lay down in plank position, grab its two handles and then fly, ski, swim or drive through virtual worlds by controlling the gyroscopic machine with your body (as it moves, you engage major muscles—with a focus on your core and upper body—and test your reflexes and coordination). "Engaging core muscles and promoting balance is an important aspect of well-rounded fitness, while gamifying a workout keeps you engaged," said Ms. Crockford. The machine works with VR headsets like the HTC Vive, Oculus Go and Samsung Gear VR, as well as Samsung Tablets. \$2,800, icaros.com

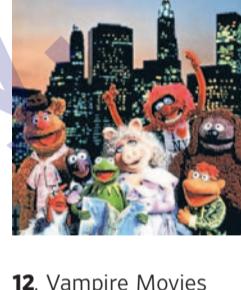
5 Bowflex HVT The HVT stands for "hybrid velocity training"—in other words, combining short bursts of cardio and total-body strength training for an intense workout that burns fat and builds muscle in 20 minutes. The HVT comes with three preprogrammed workout modes as well as Bluetooth technology, to let you sync additional workouts from a smartphone app and track your progress and stats. "With varying resistance, tempo and directional settings, this machine may help to improve your strength, power and endurance when used consistently," said Ms. Crockford. It isn't small or particularly sleek, but it allows you to dream up an unusual number of exercise programs. \$1,799, bowflex.com

—Ashley Mateo

You Son Of a Niche

21 examples of Netflix's weirdly specific genre suggestions

1. Critically-acclaimed Mad-Scientist Movies
2. Mind-bending Japanese Crime Dramas
3. Biographical Dramas for Hopeless Romantics
4. Steamy German-Language Movies
5. Cerebral Biographical Fight-the-System Movies
6. Dark Tearjerkers
7. Stunts and General Mayhem
8. Inspiring Animal Tales
9. Raunchy Political Movies
10. Ominous Wilderness-survival Movies
11. Feel-good Education & Guidance Movies Starring Muppets ▾



12. Vampire Movies starring Peter Cushing
13. Argentinian Dramas Featuring a Strong Female Lead
14. Romantic Supernatural Comedies
15. Filipino Sci-Fi & Fantasy Movies
16. Biographical Documentaries about Horses
17. Girl Power Musicals
18. Kung Fu Comedies
19. Scary Italian Crime Movies from the 1970s
20. Suspenseful Movies/TV for ages 8 to 10
21. Bellydancing

Rules of Engagement

7 gentlemanly guidelines for playing golf in war-torn England in 1940



1. "Players are asked to collect Bomb and Shrapnel splinters to save these causing damage to the mowing machines."

2. "In competitions, during gunfire, or while bombs are falling, players may take cover without penalty for ceasing play."

3. "The positions of known delayed-action bombs are marked by red flags placed at reasonably, but not guaranteed safe distance."

4. "Shrapnel and/or bomb splinters on the Fairways, or in Bunkers within a club's length of a ball may be moved without penalty, and no penalty shall be incurred if a ball is thereby caused to move accidentally."

5. "A ball moved by enemy action may be replaced, or if lost or destroyed, a ball may be dropped not nearer the hole without penalty."

6. "A ball lying in a crater may be lifted and dropped not nearer the hole, preserving the line to the hole without penalty."

7. "A player whose stroke is affected by the simultaneous explosion of a bomb may play another ball from the same place. Penalty, one stroke."

—Source: *The Richmond Golf Club, Surrey, U.K.*

Video Gaming the System

6 reasons your mom was wrong when she told you to put down the controller and study

1. \$25.5 Million "Dota 2" 2018 tournament prize pool, according to game publisher Valve—considered the largest of any esports event to date.

2. \$4.1 Million Estimated career prize-pool earnings for "Dota 2" pro Kuro "KuroKy" Takhasomi, according to esportsearnings.com.

3. \$3.5 Million Total in performance-based bonuses

awarded during the 2018 season of Activision Blizzard Inc.'s Overwatch League.

4. \$1 Million Team bonus earned by London Spitfire for winning the Overwatch League's grand finals in July.

5. \$583,400 Total earnings of the six esports athletes on Knicks Gaming, champions of the NBA 2K League's inaugural 2018 season.



Teams square-off at a 'League of Legends' match in Paris.

5. \$500,000 Average monthly livestreaming earnings for Tyler "Ninja" Blevins, first pro gamer to be on the cover of ESPN magazine.

6. \$330,000 Average annual salary for a player on a team in Riot Games' League of Legends North American league. —Sarah E. Needleman



Power Surge

13 things you thought you'd never have to charge

1. Smart Fork \$70, hapi.com

2. Smart Umbrella From \$59, weathermanumbrella.com

3. Smart Candle From \$98, lumoscandle.com

4. Smart Mug \$80, ember.com

5. Smart Wine Decanter \$499, wineethusiast.com

6. Smart Canine \$2,900, sony.com

7. Smart Saltshaker \$199, mysalt.com

8. Smart Dog Collar \$230, jagger-lewis.com

9. Smart Water Bottle \$55, hydratespark.com

10. Smart Flip-Flops \$110, harimari.com

11. Smart Belt \$172, belty.paris

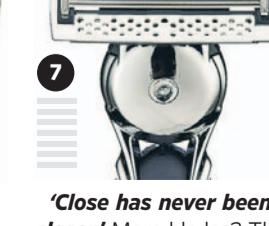
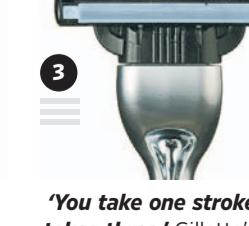
12. Smart Trash Can \$199, brunosmartcan.com

13. Smart Dental Floss \$30, smilepronto.com

—Rachel Jacoby Zoldan

Razoring the Stakes

7 slogans marketers used to sell men an ever-escalating number of blades



'Get stroked in the morning.' Bic's disposable one-bladers: less smooth than its double entendres.

'One blade better than whatever you're using now.' Gillette ups the ante with 1971's Trac II.

'You take one stroke, it takes three.' Gillette's innovative Mach 3 launches the late-90s blade wars.

'The power of 4.' Three blades seemed enough. Schick had other plans with its 2003 Quattro.

'Free your skin.' Schick continued innovating in 2010 with the Hydro 5 and its "flip trimmer."

'The Final Frontier.' Dollar Shave Club's six-bladed Executive nicks puny drugstore brands.

'Close has never been closer.' More blades? The Dorco Pace 7 is the most money can buy. For now.

THE LISTS ISSUE: GEAR & GADGETS



Journeys of Note

6 American road trips and the musical selections that thematically echo the drive—and last just long enough to get you there

BY DAN NEIL

Asbury Park, N.J., to Atlantic City via Garden State Pkwy, 1.5 hours

"The River," Bruce Springsteen Mr. Springsteen's fifth album, and greatest double, "The River" represents the Boss's most sustained evocation of driving, highways and automobiles, with titles such as Drive all Night, Cadillac Ranch, Wreck on the Highway, Stolen Car, and Ramrod. Clocking in at just under 90 minutes, its 20 tracks will carry you all the way down this turnpike of broken dreams.

Chicago to Denver via I-80 and I-76, 15.5 hours

"Der Ring des Nibelungen,"

composed by Richard Wagner, conducted by Marek Janowski Opera companies typically play Wagner's "Ring" cycle over four nights but you can do it in four states and a mere 1,000 miles near the route of the old Lincoln Highway. Ride across Iowa with the "Valkyries!" Conquer Nebraska with the aid of "Siegfried!" By the time you reach Denver city limits, Brünnhilde will have surrendered to the purifying fire and you will have conquered the Matterhorn of opera.

Los Angeles to San Francisco via I-5, 6 hours

"The History of Photography in Sound" Michael Finnissy Not enough angular, avant-garde pi-

ano in your life? Head out on the I-5 and drop a digital needle on Michael Finnissy's 11-part magnum opus. In 2013, pianist Ian Pace tackled Mr. Finnissy's densely packed tumult of arcane piano figurations and sprawling moodiness, like rock-concert fog, based on the idea of a musical analogue of photography (one chapter is called "Eadweard Muybridge—Edvard Munch"). The great big empty of the California Central Valley provides the frame.

Boston to Newport, R.I., via MA-24 and R.I.-24, 1.75 hours

"Swagism," Ghost-Note

A spectacular 94 minutes of ultra-tight, percussion-forward funk-hop, EDM, rhythm-and-blues and general shredding, "Swagism" is Ghost-Note's second album. Like the first, it's built around a roster of brilliant collaborators, like afro-pop percussioneer Weedie Braimah ("Weedie B. Good"). Before you hit the Newport Jazz Festival, get up to speed.

Fargo, N.D., to Billings, Mont., via I-94, 8.5 hours

"Sleep," Max Richter

Arguably the most deadly-dull 600 miles of pavement in the vast U.S. Interstate, I-94 is a day's work of string-straight highway with picturesque nothingness arranged on both sides. How about some tunes? This work is a bit like a classical night raga, meant to be heard through the night, reaching parts of the somnambulant listeners' brains that are inaccessible when they are awake. And don't forget there's a Starbucks in Bismarck.

Austin to Dallas via I-35, 3 hours

"The Complete Atlantic Sessions," Willie Nelson

Driving from Austin to the Big D? Set the autopilot, relax, and enjoy this astonishing musical document covering the Texas native's second career, post Nashville. These hours include—get this—a genre-bending concept album called "Phases and Stages." Like a country music Rashomon, this lament of marital unease is told from both sides, in competing episodes, with titles built around phrases like "No Love Around" and "Washing the Dishes."

Ode to a Brooding Bot

3 haunting poetry stanzas of dubious merit—based on 'The Shining' and 'written' by an artful artificial intelligence system

"I Work O Play"

Engineered by Ross Goodwin

1. All work and no play makes Jack a dull boy. The past is fled, and from the world is light, The ivy trembles in the dark and still; All work and no play makes Jack a dull boy. The people wait: the heroes words are seen; One in the valley of the mountains hail, All work and no play makes Jack a dull boy.

2. Danny isn't here, Mrs. Torrance; But the trees strange and slow are they all still And strangely strange and strong they live and say. Danny isn't here, Mrs. Torrance are free. I wish to love an old man's speech to see, Who so soon would have been one more than all; Danny isn't here, Mrs. Torrance

3. Redrum. Redrum. REDRUM! THE TURNER STANDS! The hour of evening and the waves of men Their temples and the spirits of the soul, Redrum. Redrum. REDRUM! Of late and all your story seems to say, And blest, alas! shall flow with all the thought Redrum. Redrum. REDRUM!



What's In a Code Name?

Match each of these 6 Apple products with its moniker during development



1. iPhone



2. Power Mac G4 Cube



3. Apple Watch



4. Power Mac G4



5. iMac G3



6. PowerBook 100

A. Rubicon Intended as a "point of no return," it's still one of Apple's biggest flops.

B. Sawtooth This "wicked fast" machine was a breakthrough for the brand.

C. Gizmo An innovative Apple device that couldn't be defined in simple terms.

D. Derringer Small and unassuming, yet powerful just like its namesake.

E. Purple "Fight Club" posters on the walls reminded engineers to keep it secret.

F. Columbus Its famous casing matched the color of the oceans explorers sailed.

Inadequate Vibrations

5 of the weird, charming, ultimately unnecessary inventions that failed to keep Brookstone's stores afloat

1. Rock & Recline Shiatsu Massage Chair

Plopped in its curvaceous design (right), you could choose from four preset massage combos, and dial in optional heat—although adding "rocking" to a rubdown was slightly nausea-inducing.

2. Kalorik Waffle Bowl Maker

This red George Foreman grill-style gadget whipped up "golden waffle bowls" you could pile high with bacon and eggs, fried chicken or ice cream.

3. Desktop Missile Launcher

This playful weapon connected to a computer via USB cable so you could fire foam projec-

tiles at anyone impeding your productivity.

4. Bed Fan with Wireless Remote

Sweaty sleepers, take note: This mattress-height fan was meant to "circulate air under the sheets," targeting its much-needed breeze across your body rather than blasting it all around your bedroom.

5. Smartphone-Controlled Paper Airplane

You still had to fold a paper sheet into a pint-size plane, but its clip-on rudder let you steer the craft for 10 minutes by tilting your iPhone or tapping a "throttle" in the app. —Alexandra Ilyashov



Groove Is In the Ugh

25 names **Thomas Edison** and his colleagues rejected before landing on 'phonograph'—and the explanatory 'translations' the inventor jotted down

Auto-Electrograph
"Electric Pen"

Kosmophone
"Universal Sounder"

Didaskophone
"Teaching Speaker"

Acoustophone
"Sound Hearer"

Octophone
"Ear-Sounder"

Anitphone
"Back-talker"

Liguphone
"Clear speaker"

Minutophone
"Minute Sounder"

Meistophone
"Smallest Sounder"

Palmatophone
"Vibration Sounder"

Chronophone
"Speaking Clock"

Glottophone
"Language Sounder"

Climatophone
"Weather Announcer"

Pinakophone
"Sound Register"

Hemeroilogophone
"Speaking Almanac"

Sphygmophone
"Pulse Speaker"

Seismophone
"Earthquake Sounder"

Brontophone
"Thunder Speaker"

Surigmophone
"Whistling Sounder"

Bittakophone
"Parrot Speaker"

Hulagmophone
"Barking Sounder"

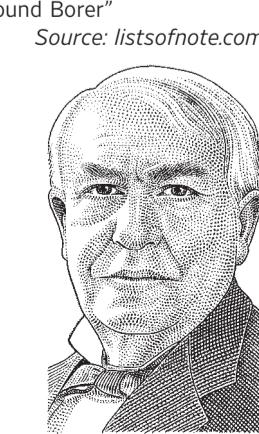
Melodograph
"Song Writer"

Kinemograph
"Motion Writer"

Syphraxometer
"Pressure Measurer"

Trematophone
"Sound Borer"

Source: listsofnote.com





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