There's no business like SLO business

MUSTANG DAILY 3-PART SERIES
This is the first part of a three-part series about successful businesses that were created by Cal Poly students.

Thao Tran
MUSTANG DAILY

The birth of businesses can be a mystery for some students. While some have ambitions to open a business, they feel that they don't have enough experience to establish a strong foundation. Nevertheless, various companies continue to spawn from Cal Poly alumni.

Left Coast T-shirt Company, The Morro Bay Surf Company (MBSC) and F. McLintocks are some local businesses to name a few.

Jamba Juice, Club at Cafe Roma and The First Bank of San Luis Obispo are other businesses that have made their starts in San Luis Obispo.

Many of these companies are familiar to students and residents living in the county, but the question many students ask is "How did they do it?"

"I threw my all into it," said CEO and owner of F. McLintocks Family of Fine Restaurants Tunny Ortali. "My family and friends were there for me. We worked 18 hours a day, seven days a week."

Ortali said opening F. McLintocks took a lot of work, time and support from family and friends.

see Business, page 2

Santa Maria bus crash kills two

ASSOCIATED PRESS

SANTA MARIA — A Greyhound bus ran off a freeway, overturned and slid at least 100 yards on its side before hitting a tree Sunday, killing a pregnant woman and a man on board, authorities said.

Authorities said driver fatigue may have contributed to the crash. The previous night, the driver had traveled from Fresno to Los Angeles, then left Los Angeles shortly after 3 a.m. Sunday. He had been on the road for about four hours when the bus overturned.

Dozens of passengers among the 44 people on board the San Francisco-bound bus were hurt, at least seven of them with major injuries. Four survivors were trapped in the wreckage and had to be rescued with hydraulic equipment, while some of the most seriously injured

see Crash, page 9
Trade

continued from page 1

fair pricing for goods and labor.

Other items the club is working to pro-
vide for Ivory Coast farmers are solar-pow-
ered freezers, which Neuhaus said will allow
the farmers to sell other goods such as
jouces. Providing the farmers with boots is
also a goal for the club.

"Boots are important because there are
stakes that are poisonous in the fields. (Farmers) and
children who get bit the because the clinics aren't so far," Neuhaus explained. "The
idea is to help them get these things they can't
afford because with these tools they can have a
chance at a better quality of life."

According to Global Exchange, a membership-

based international human rights

organization, the Ivory Coast provides 43

percent of the world's cocoa. Furthermore, 70

percent of chocolate consumed in America is from the Ivory Coast, which is

why it's so important for the club to raise

money to help those farmers. Schilling and

Neuhaus said

"We want to support the farmers who

provide the chocolates for us so cheaply in

order to make the right decision and go through

with it."

Oortali said negotiations for the location and

property took many days and nights with

Mattie Smyer, owner of the property, the

two entrepreneurs were able to cut a good

deal.

Breacl and Oortali worked on the decor-

ations and the establishment of the restaurant. But opening it also meant following city
codes.

"We were two weeks from opening up

when the city came and said, 'You need to redo the electrical,'" Oortali said.

Oortali said it was one friend in particular who made a difference — Frank Gallagher, an

electrician.

"We asked him, 'How much do you think

it's going to cost?' And he said $10,000 —

$10,000 that we don't have." Gallagher gave

Breacl and Oortali time to get the money and

allowed the restaurant to open on schedule.

"He was the man that made it happen just

by doing that one thing," Oortali said.

On Oct. 1, 1973, the restaurant opened and

was "successful right off the bat."

"We served 89 dinners that night and busi-

ness hasn't slowed down since," Oortali said.

F. McIntocks Steakhouse, visible off U.S.

Highway 101 in Shell Beach, attracts and

entertains customers with its authentic western
decorations including animal features, such as a

buffalo, a caribou and a bear. The restaurant is

decorated with rustic wooden walls and bou-
tique tavern features, from its decor to its

restaurant menu.

There are now five locations: F. McIntocks

dining House in Shell Beach, F. McIntocks

Saloon in San Luis Obispo, Arroyo Grande and

Paso Robles, and Steiners of Piano.

Business

continued from page 1

Oortali was 25 years old when he and co-

founder Bruce Breacl collaborated to open

the steakhouse that sits on Matte Hill in Shell

Beach.

"We did all the work ourselves," Oortali said.

"Our wives worked at first. I sat in the front

and Bruce was in the kitchen."

Oortali graduated in 1970 from Cal Poly's

College of Business in international relations.

He then developed his own curriculum at the

university to earn a business teaching creden-
tial.

Oortali taught for a year at Righetti High

School in Santa Maria before he decided to

apply for an international sales position and

was offered interviews for jobs in Denver and

for Kodak in New York.

During this time, Breacl offered him a step

into the restaurant industry.

"I made the right choice," Oortali said. "I was

very fortunate to be where I was, and when I

was to make the right decision and go through

with it."

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You're Invited to

CHANGE YOUR WORLD

We are looking for students and faculty who want to participate in
interdisciplinary teams that will design systems to
make the campus more sustainable.

This year's theme: Mobility and Transportation

ALL MAJORS WELCOME

Goal: Designing a system that reduces the campus community's automobile
dependency and improves its environment, economy and social equity.

Join us for a working session on Thursday, Dec. 1, 11:00-noon, Building
5, Room 225. You will be in working groups to identify the things we
need to consider in the system that you will design. The projects
will begin in January 2006.

This is a great opportunity to design a senior project that will make a
difference at Cal Poly.


MAKE A DIFFERENCE

CSinE

CENTER FOR SUSTAINABILITY IN ENGINEERING

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MAKE A DIFFERENCE
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
ASSOCIATED STUDENTS, INC.

The Annual Audit of the Associated Students, Inc. and the University Union for FY 2004-2005 has been completed.

Public information copies are available at the ASI Business Office (UU 212) and at the Campus Library.
Monorail trains clip each other

Jim Cour

SEATTLE — John Galagan was riding the monorail with his family when the sliding door was ripped off of their car, breaking a window and showering his two children with glass.

The train had clipped the monorail's only other train on a curve Saturday evening, forcing the evacuation of 84 passengers.

"We heard a screeching sound — metal on metal — and glass breaking," said Galagan, 50, of Mukilteo, Wash. Several people slid off their seats.

"He said the crash "wasn't real violent," saying "the scariest thing was coming down the ladder.""

Several blocks of Fifth Avenue were closed after the accident, said Helen Fitzpatrick, fire department spokeswoman.

The crash occurred above the route of Sunday's Seattle Marathon, but did not affect the course. Some 15,000 runners hit the streets as planned, said police Officer Rich Pratt.

The Police Department will investigate the crash, Pratt said. The National Transportation Safety Board would also likely investigate, he said.

Despite treaty ban, U.S. farmers continue to use pesticide

Rita Beamish

WATSONVILLE, Calif. Shoppers rifle through store shelves brimming with succulent tomatoes and plump strawberries, hoping to enjoy one last round of fresh fruit before the Western growing season ends. There is no hint of a dark side to the blate of red.

Strawberries are a painful subject for Guillermo Ruiz. The farm worker believes his headaches, confusion and vision trouble stem from a decade working in the fields with methyl bromide, a pesticide that protects the berries with stunning efficiency.

Cheri Alderman, a teacher whose classroom borders a farm, fears her students could inhale a dangerous whiff of the fumigant as it drifts from the adjacent strawberry field. "A little dribble of poison is still poison," she says.

The concerns stretch globally. Other nations watch as the United States keeps permitting wide use of methyl bromide for tomatoes, strawberries, peppers, Christmas trees and other crops, even though the U.S. signed an international treaty banning all but the most critical uses by 2005.

The chemical depletes the earth's protective ozone layer and can harm the human neurological system, an increasing concern as people settle further into what was once just farm country. Methyl bromide's survival demonstrates the difficulty of banning a powerful pesticide that helps deliver what both farmers and consumers want: abundant, pest-free and affordable produce.

The Bush administration, at the urging of agriculture and manufacturing interests, is making plans to ensure that methyl bromide remains available at least through 2008 by seeking and winning treaty exemptions. Also, the administration will not commit to an end date.

The administration's "fervent desire and goal" is to end methyl bromide's use, said Claudia McMurray, deputy assistant secretary of state.

A sign, required by law, warns of a pesticide application of methyl bromide on a field near Watsonville, Calif., on Aug. 12, 2005. The pesticide is used to fumigate the soil to prepare for strawberry planting.
the administration requested under treaty exemptions for the next two years is lower than in 2005. Golf course sod, for instance, won an exception this year but not next. "I can't see to you that each year the numbers of pounds used would automatically go down," she said.

The reason is that farmers who each year grow Florida tomatoes, California strawberries, Georgia peppers and North Carolina Christmas trees worth billions of dollars are struggling to find a suitable replacement. Alternative organic techniques are too costly and substituting chemicals are not as effective, growers say.

"We're not totally clueless. We've seen this train coming. We've tried automatically sit down," she said.

Workers who inhale enough of the chemical can suffer convulsions, coma and neuromuscular and cognitive problems. In rare cases, they can die.

Less is known about the long-term effects of low levels of contact, said Dr. Robert Harrison, an occupational and environmental health physician at the University of California, San Francisco.

The U.S. signed the Montreal Protocol treaty, committing to phase out methyl bromide by 2005 as part of the effort to protect the earth's ozone layer.

A provision allows for exemptions to prevent "market disruptions." The U.S. has used it to persuade treaty signers to allow U.S. farmers to continue using the chemical.

That exemption process leaves the U.S. 37 percent shy of the phaseout required by 2005, with at least 10,450 tons of methyl bromide exempted this year. While that compares with about 29,000 tons used in 1991, this year's total is higher than it was two years ago.

U.S. officials are heading to a Montreal Protocol meeting in Seoul on Dec. 7 to begin negotiations on exemptions for 2007 and are preparing requests for 2008.

That is not what the treaty envisioned, said David Doniger, senior scientist with the Natural Resources Defense Council. In the 1990s, he worked on the protocol as head of ozone programs for the Environmental Protection Agency.

"Nobody expected you would use the exemption to cancel the final step of the phaseout or even go backward," Doniger said.

With methyl bromide probably unavailable for several years, the EPA is re-examining its health and safety standards.

California, which grows more than 85 percent of the nation's strawberries and other methyl bromide-dependent crops, launched regulations last year to improve its strict-in-the-nation protections for farmworkers and others.

SAN FRANCISCO — A new museum dedicated to Africa's history and influence opened Saturday in a downtown neighborhood that's fast becoming the city's cultural center.

The Museum of the African Diaspora is aimed at exploring how Africa, where some of the oldest human remains have been discovered, has influenced the world as people left the continent and populated the rest of the planet.

"Just the way that Room' made us think about our ancestry, we hope this museum will help deepen people's understanding of their place in the human family and evolution," said veteran television reporter Belva Davis, who serves as a president of the museum's board of directors.

Black leaders in the San Francisco Bay area originally wanted to build a museum focused on the African American experience, but its mission has evolved over the past decade.

Displays range from ancient stone tools found in Tanzania's Olduvai Gorge to contemporary African art depicting the exploitation of black workers. An oral history project will collect stories from Hurricane Katrina survivors who have relocated to the Bay Area.

A staff member walks past some of the art work at the Museum of the African Diaspora, Monday, Nov. 21, in San Francisco.
Holiday sales get off to a luke warm start; Wal-Mart reports strong debut to the holiday season

Anne D’innzione

NEW YORK — The official holiday shopping season appears to have gotten off to a luke warm start, according to results reporting its sales exceeded expectations.

According to ShopperTrak RTC Corp., which tracks total sales at more than 45,000 retail outlets, the overall sales on Friday were relatively unchanged compared to a year ago, despite heavier discounting and expanded hours that drew a surge of shoppers to stores in the early morning hours.

The Chicago-based research group reported total sales Friday at $8 billion, down 0.9 percent from a year ago.

“Although the Black Friday number is a bit flat, this may be misleading as we’re comparing this to a very strong 2004 performance,” said Michael Niemira, chief econ­

Supplement Direct

Nutrition Supplemental Outlet Store

Testosterone Support Fat Burners

Supersol M 1.P Liporome at Ephedra EC Stack

Stanozolol Stanozolol Stanenone Xanodine

Meal Replacements Protein Powders

Myr Music Max Lean Mass Complex Advantage Matrix 100% Whey Multi-Whey Isolate

Cell Volumizers Vitamins/Herbs

No Xplode Super Pum 250 Vig Max Liquid Vitamin

Creatine Creatine Monohydrate Creatine Tris 2H 2H 2H 100 g

Cell Mass Key Acids Endurance

Cyanogen Kratabron Multivitamins

Endurox

Taste of the Poly Jazz Band’s fall concert Friday at 8 p.m. The concert will feature music by Miles Davis, Charlie Parker and John Coltrane at the Classic Carousel in Mission Plaza and feel like a kid again, or visit Santa in his

Overall sales on Friday were relatively unchanged compared to a year ago, despite heavier discounting and expanded hours

Wal-Mart said in a recorded telephone message Saturday that business at its name­

take stores and Sam’s Clubs during the company’s six-hour early bird special event exceeded company projections. The compa­

ny reported “good steady traffic” throughout the stores even after the deals ended.

The best-selling items were computers, digital portable DVD players and video games, the company said.

“We were pleased. We opened early, and people came to us first,” said Gail Linebaugh, a Wal-Mart spokeswoman. She said about 10 million people jammed the stores during the six-hour special event.

After stumbling last holiday season by not offering enough discounts, Wal-Mart made an aggressive push to win over shoppers early this season. It launched a holiday ad campaign on Nov. 1, a few weeks earlier than a year ago. And on the day after Thanksgiving, it offered deeper discounts and threw open its doors at 5 a.m., an hour earlier than a year ago.

Billboard

This Week

1 DECORATE the house with a festive poinsettia from Cal Poly’s annual poinsettia sale starting Monday at the Poly Plant Shop. The sale features more than 2,500 poinsettias in 29 varieties and colors like red, white and pink. Prices range from $5 to $55. Contact the Poly Plant Shop at 736-1106 for directions.

2 WATCH the documentary film, “Wal-Mart: The High Cost of Low Price” at a free screening Wednesday in the Philips Hall at the Performing Arts Center at 7 p.m. The screening will be followed by a discussion on the effects Wal-Mart is having on the nation. Sponsored by the social sciences department, reservations for the screening can be made at http://action.bravenewfilms.org/event/wm_screening.jsp/event_KEY=10368.

3 SHOP for your friends and family at the Winter Arts & Craft Sale starting Wednesday in UU Plaza. Gifts like handmade jewelry, glass works, ceramics, paintings, clothes and more will be for sale until Friday, so get a head start on your holiday shopping!

4 LISTEN to Victor Davis Hanson, author of “Mexifornia: A State of Becoming” Thursday over a free breakfast at the Vista Grande Cafe. A noted author and columnist, Hanson will share his views on the changes in California over the years and what can be done to solve the state’s problems with immigration. Hanson’s visit is part of Cal Poly’s Provocative Perspectives series.

5 GROOVE to the jazzy tunes of the Cal Poly Jazz Band’s fall concert Friday at 8 p.m. The concert will feature music by Miles Davis, Charlie Parker and John Coltrane at the Classic Carousel in Mission Plaza and feel like a kid again, or visit Santa in his

6 “EAT out, save lives!” Several restaurants in San Luis Obispo will donate 10 percent of their profits on Friday to the AIDS Support Network’s Food Pantry Program. Restaurants like Big Sky Cafe, Konak’s Deli, Margie’s Diner, Nucci’s Pizza and Thai-rific are participating in the event.

7 JOIN the Cal Poly Choirs Saturday at 8 p.m. for a Christmas Celebration at the PAC’s Christopher Cohan Center. Tickets are $10-$20 and can be purchased by calling the Performing Arts Ticket Office at 756-2787 or by visiting www.polyarts.org.

8 INVITE your family to a traditional holiday concert by the San Luis Obispo Vocal Arts Ensemble Sunday at 3 p.m. at the Performing Arts Center. Tickets for “The Joyous Sounds of Christmas” are $12-$25 available through the ticket office at 756-2787. Visit www.vocalarts.org for more information.

9 GET “closer” to the Nine Inch Nails at their concert Dec. 7 at the Rec Center. Tickets are available online or through the Mustang Ticket Office at 756-5806 for $39. Doors open at 6:30 p.m. and the show begins at 7:30 p.m.

10 RIDE the Classic Carousel in Mission Plaza and feel like a kid again, or visit Santa in his house also in Mission Plaza. If you’ve been nice this year, maybe Santa will give you a candy cane! Visit www.downtownslo.com for details and a list of other events going on this month.

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Tips on how to look cool without freezing your hoots off

Louise Dolby
MUSI C D A I L Y

During the two months a year that San Luis Obispo gets a little chilly, it can be difficult to shed the Rainbow sandals and T-shirts for something a bit warmer. This winter season, some of downtown San Luis Obispo’s best boutiques offered some fashion advice for those who think 60 degrees is FREEZING.

Since it does not snow on the Central Coast, wearing big down jackets is unnecessary, so the key to staying warm this winter is to layer clothing. Layering allows girls to still wear their favorite tank top underneath a cozy sweater or pullover sweater and accessorize with colorful scarves or stylish boots for a look that is feminine and not bulky.

“Th is season it’s all about big, comfy sweaters, nothing skin-tight,” said Alana Myregard, a buyer for Coastal Cast Surfboards. “Pair a big sweater in a color like teal, sea foam green with a skirt and cowboy boots, and accessorize with a fun necklace.”

The days of Britney Spears-inspired belly shirts are over, and this season, showing less skin is more. Myregard suggested layering a long tank top with a V-neck tunic, and said some girls are even buying tops a size larger to make them more comfortable.

Blush fabrics like velvet, leather, lace and satin with ornately detailed stitching, studs and jewels are also in this season. Michelle Von Bauer of Therapy said the fashion is Victorian-inspired with royal colors in deep plums and burgundies.

“Go raid your grandma’s closet,” said Megan Larson of Lucky LuLu’s. “The style is vintage-preppy, and the colors are much more down-to-earth in browns and greens, not metallic.”

Larson said “organic” style accessories like pearls, shells, and wooden jewelry have replaced last year’s chandelier earrings and metallic purses. The Ugg boot rage is also long over, but fur-lined boots with rounded toes and chunky heels have taken their place. Like the Europeans, the style this season is to trick designer jeans like True Religion or Citizens of Humanity into the boots.

“It’s all about showing off the footwear,” Larson said.

As for the boys, Mike Jacot of Coastal Cast Surfboards suggested wearing a striped sweater for a different look than the usual hooded sweatshirt. He also suggested wearing a sherpa-lined jacket over a T-shirt.

“Sweatshirts are a classic piece,” he said. “This winter sweatshirts and sweaters in earth tones are in so lose the bright colors.”

San Luis Obispo shoppers, both women and men, are advised to layer, make use of earth tone colors and accessorize for this winter season.
Water supply in Chinese city resumes after five-day shutdown

Joe McDonald
ASSOCIATED PRESS

HARBIN, China — Running water was restored Sunday in the city of 3.8 million people where a chemical spill forced a five-day shutdown, but officials warned it was not immediately safe to drink.

Water supplies resumed in Harbin at 6 p.m., about five hours earlier than expected, the official Xinhua News Agency said. It said tests showed a 30-mile spill of toxic benzene in the Songhua River had passed the city in northeastern China.

State television showed the governor of Heilongjiang province, where Harbin is located, drinking a glass of boiled water drawn from a tap at a local family's home.

"It tastes good," said Gov. Zhang Zuxiu.

Wang Mingde, deputy general manager of the Harbin water department, said the water was still "dangerous" to drink because it has been sitting in pipes for five days. He said it should be used only for other purposes, such as washing.

"We will advise citizens when they can drink the water," he told reporters taken on a tour of a water-treatment plant.

Wang did not say how soon the water might be considered safe for drinking.

The government will cut water fees to encourage the public to use water as quickly as possible over the next few days to flush out the old supply and "enable it to be drinkable sooner," Wang said.

Earlier Sunday, Liu Yurun, general manager for the Harbin Water Group, the city's water utility, said local radio and television stations would broadcast a color-based indicator of water safety over the next few days.

Work crews were installing more than 1,000 tons of carbon filters at water plants in preparation for treating supplies from the Songhua, according to state media.

Before service resumed, people lined up for another day in freezing wind holding out buckets and snackets for free water delivered by truck from wells operated by factories and a beer brewery.

The city also had trucked in millions of bottles of drinking water and said it was drilling 100 new water wells.

The Harbin disaster resulted from a Nov. 13 explosion at a chemical plant in Jilin, a city about 120 miles southeast. Five people were killed and 10,000 evacuated.

It was only last week that the government announced the Songhua had been poisoned with 100 tons of benzene. The spill is possibly the biggest ever of the chemical, a potentially cancer-causing agent in making detergents and plastics.

State media have criticized local officials for reacting too slowly and failing to tell the public the truth promptly.

Environmentalists have said the government failed to prepare for such a disaster and questioned the decision to allow construction of a plant handling such dangerous materials near important water supplies.

Premier Wen Jiabao promised a full investigation when he visited Harbin on Saturday and told leaders to see that every resident got running water.

Pictures of Wen visiting a water treatment plant and Harbin residents were on the front pages of newspapers in an apparent effort to assure the public of Beijing's concern for their safety.

The spill is an embarrassment to the government, which is faced with a growing problem of containing toxic chemicals.

The report did not say what kind of chemicals had tainted the river but said water supplies were safe.

"Also, Summer Olympics and other key Chinese news Web site, reported that the central government of Lengjiang had its water supply suspended for 12 hours last week after waste water containing ammonium nitrate was discharged into a nearby channel.

The spill occurred when a wall holding back the polluted waste collapsed, but tests showed the pollution did not rise to unacceptable levels and would not affect cities downstream, the site said.

Four U.S. soldiers face disciplinary action for burning Taliban bodies

Daniel Cooney
ASSOCIATED PRESS

KANDAHAR, Afghanistan — Four U.S. soldiers face disciplinary action for burning the bodies of two Taliban rebels — a videotaped incident that sparked outrage in Afghanistan — but they will not be prosecuted because their actions were motivated by hygienic concerns, the military said Saturday.

TV footage recorded Oct. 1 in a violent part of southern Afghanistan showed American soldiers setting fire to the bodies and then boasting about the act on loudspeakers to taunt insurgents suspected of being hidden in a nearby village.

Islamic leaders condemned the carnage, and the video images were compared to photographs of U.S. troops abusing prisoners at Iraq's Abu Ghraib prison, Afghanistan's government condemned the desecration. Muslim clerics warned of a violent anti-American backlash, though there have been no protests so far.

Afghan officials immediately launched an inquiry and vowed that anyone found guilty would be punished, fearing the incident could undermine public support for the war against a stubborn insurgency four years after U.S.-led forces ousted the Taliban.

The U.S.-led coalition's operational commander, Maj. Gen. John Kamiya, said two junior officers who ordered the bodies burned would be reprimanded for showing a lack of cultural and religious understanding, but that the men had been unaware of any wrongdoing.

Kamiya said he had ordered officers to ensure an unusual public apology to Moscow's ambassador to Beijing for damage caused by the benzene spill, which is flowing toward a city in the Russian Far East.

Officials in Khabarovsk were preparing emergency plans, including the possible shutdown of its water system. A senior Russian official visited the city Saturday and said its water purification system was being quickly purified.

Authorities in southwest China, where another chemical plant accident sparked a series of second chemical leaks, said contamination of a nearby river was under control.

State media said the blast that killed one worker occurred Thursday in Diaoyang, a county in the Chongqing region. Shocks were reported and about 6,000 people were evacuated.

"We have 390 residents and Communist Party members were helping clean the contaminated portion of the Guoai River," said Xinhua. "We made sure of straw and charcoal," Xinhua said. Sunday, Water samples were being tested each hour, it said.

The report said it did not say what kind of chemicals had tainted the river but said water supplies were safe.

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"Also, Summer Olympics and other key Chinese news Web site, reported that the central government of Lengjiang had its water supply suspended for 12 hours last week after waste water containing ammonium nitrate was discharged into a nearby channel.

The spill occurred when a wall holding back the polluted waste collapsed, but tests showed the pollution did not rise to unacceptable levels and would not affect cities downstream, the site said.
**Ex-prime minister claims**

**Iraqi rights abuses now as bad as under Saddam**

Robert H. Reid  
Associated Press

**TEHRAN, Iran — An earthquake with a magnitude of at least 5.9 shook a sparsely populated area of southern Iran on Sunday, flattening seven villages, killing 10 people and injuring 70, officials and state-run television said. The temblor was felt as far away as Oman and the United Arab Emirates.**

A man, who was injured in a 5.9-magnitude earthquake that hit Qeshm Island in the Persian Gulf, is treated at Mohammadi hospital in the port city of Bandar Abbas, Iran on Sunday.

**Iran Earthquake**

Nasser Karimi  
Associated Press

**Earthquake in southern Iran flattens villages, kills 10 people**

Iran is located on a number of seismic fault lines and, on average, experiences at least one slight quake every day. The last major quake to hit southern Iran was in February, when a magnitude-6.4 tremor rocked Zarand, a town of about 15,000 people in Kerman province, 602 miles southeast of Tehran. It killed 612 people and injured more than 1,400, leveling several villages and leaving thousands of people homeless.

**Crash**

continued from page 1

were airlifted to hospitals, authorities said.

Faro Jahan, 50, of San Francisco, and Martha Contreras, a 23-year-old Santa Maria resident who was seven months pregnant, were killed, said Lt. Dan Miner of the California Highway Patrol.

Seven other people suffered major injuries, four had moderate injuries and 31 had minor injuries. After the bus went down an embankment along Highway 101 in Santa Barbara County, it came to rest on its side about a quarter mile from the embankment. The bus was en route to a boarding school in Santa Barbara County. The driver was not injured.

Minor said the preliminary inquiry gave no indication of mechanical problems, and the bus driver didn’t appear to have been impaired by alcohol or drugs.

**“We do have reason to believe that driver fatigue may have been a significant factor,” Miner said.**

The bus left the freeway about three miles from its intended off-ramp and came to rest on its right side a few feet down an embankment after striking an eucalyptus tree.

Both northbound lanes of Highway 101, one of the state’s major corridors, were shut down after the accident and remained closed until mid-afternoon in the California Highway Patrol investigation. The closure caused a backup of traffic after the accident, officials said.

Santa Maria, which was in the path of the latest temblor this year during the four-month child molestation trial of singer Michael Jackson, is about 70 miles north of Santa Barbara.
Searching for a better deal

The price of a product is only one measure of its overall cost. A "search cost" is the cost of finding the product you want at a competitive price. Search costs comprise the time and resources it takes to figure out the fair price and true quality of a product.

The time it takes to shop for textbooks online or the cost of purchasing QG or Vogue to learn what's in fashion are both search costs. Even though it may be hideously expensive to buy textbooks from the campus bookstore, it still costs a lot more time and uncertainty to purchase them online. To use an example from last week, one could purchase a travel guide to learn about how to avoid overpaying for a taxi or a hotel room. To use an example from last week, one could purchase a travel guide to learn about how to avoid overpaying for a taxi or a hotel room.

Let's start with money. Despite our country's economic strength, we need to spend a lot more learning how to manage our money. Instead, we often make decisions that seem to be the most convenient in the short run but will cost a lot more in the long run. For example, purchasing textbooks online instead of from a campus bookstore.

Last week, we also saw the result when marketers push products whose quality or fair price are uncertain. A captive audience for marketing messages means that marketers incur our search costs. Proponents of the push-to-pull marketing is an inefficient medium to tell the world what's for sale. But it's only efficient if the consumer is well informed, and that, my friends, is what we need to work on.

In the meantime, rich or poor, we need to spend more learning how to save more.

The Internet is considered an equalizing fieldplay that allows consumers to become better informed about purchasing decisions by reducing search costs. Being the first generation that grew up with it, we are an adept group that can exploit its potential. It has drastically decreased the cost of consuming all sorts of information, and we should not take that for granted. There is no excuse for any of us who have all the resources at their disposal to not incur the proper search costs. Whereas an Afghan peasant can be excused for not knowing the true quality of a pair of shoes, we need to spend more learning about the quality of the shoes we buy.

The time it takes to shop for textbooks online or the cost of purchasing QG or Vogue to learn what's in fashion are both search costs.

The cost of finding the product you want at a competitive price.

The search cost is the cost of finding the product you want at a competitive price. It feels great when you search and find your place in the world.
After Montana was forced to punt, Cal Poly got the ball back on its own 48-yard line. Noble fumble- ed the ball on third and two but recovered it. Cal Poly attempted a fourth and short first down push at the Montana 32 but did not get the first down.

Montana took over on downs at third and 12. Berggreen gave a short shovel pass up the middle to Hilliard, who took the ball 66 yards for a Montana touchdown. Linebacker Kyle Shortwell said after the game that he was to blame for the long touchdown.

"I'm going to get yelled at for that one," Shortwell said.

Noble and fullback Adam George finished out the game running the clock. Noble ran in a 35-yard touchdown, his fourth of the day. George marked a personal season high for carries and yards, something coach Bobby Hauck of Montana thought made a big difference in the game.

"I think the fullback (George) was the difference in the game," Hauck said. But it was Noble with 212 yards and four touchdowns who led the Mustangs' offensive.

"Having a running back like Noble makes my job that much easier," Brennan said. "Having a running back like James is heaven." Noble now has 1,488 yards for the season, breaking the old school record of 1,424 yards set by Louis Jackson during the 1980 season. Noble's 15 rushing touchdowns this season ties the mark established by Gary Davis in 1975.

Brennan was the second leading rusher of the game with 65 yards. The freshman quarterback also had 139 yards passing with one touchdown.

As the seconds ran down the sun began to shine on the field for the first time all day, and the game ended with Cal Poly victory.

After the game, Cal Poly congratulated in front of the Cal Poly fans who had made the long trip, and sang the fight song.

Mustang corner back Randy Samuel (23) and and Safety Aaron Williams (4) tackle Montana receiver Ryan Bagley. The Mustangs held the Grizzlies to 167 yards in the air on 13-24-1 passing by Montana quarterback Cole Berggreen.

Getting Home and the Road Ahead

After the game, Cal Poly flew out of Missoula and back to Santa Maria. As the buses pulled onto campus shortly before 4 a.m., they had left there was a small group of fans waiting for the team with signs and balloons cheering as players exited the buses.

With the first round behind them, Cal Poly will now begin preparations for the next game of the playoffs on Saturday, Dec. 3 against Texas State, a winner over Georgia Southern, 56-33. Saturday.

Cal poly will travel to San Marcos to play the Bobcats. Kickoff is at 1 p.m. pacific time, and will be televised on ESPNU.

**Crossword**

**ACROSS**
38 About half of (an adverb)
39 Gotha
40 Step into, at the beginning of an article
43 Outward
45 Sheets, tablecloths, etc.
46 Annual event at 43 Down
47 Fugly
50 First watchdog, since 1971
51 Motorists' org.
52 Change defense, into victory
58 Buffalo pyramids locale
60 Itinerant
61 One with a stutter
62 Hawaiian string instrument
63 Tribal leader
64 Like good wine

**DOWN**
1 Musical instrument for the nonmusical
drum family
2 Distress
3 Owned partly by you and me
4 One of the Kenedy sisters
5 Person who's often sent opponent to the penalty box
6 Indian tribe with kachina dolls
7 Spiritual
8 Denny's alternative
9 Roof overhang
10 Rent may sit in at night
11 He could "foul, drill," "sting like a bee"
12 Medical term for the nonmusical drum family
14 Boost
15 See 46-Across
16 Ferry operator
17 Wedding helpers
18 Shakespearian villain
19 Fetch
20 Having a running back like James
21 People may see at night
23 Three-line poem
24 Futility out
25 Witty M. Tech.
26 Demolishes
27 Cigar waste

For answers, call 1-800-332-5088, $1.20 a minute or, with a credit card, 1-800-814-5554.

Annual subscriptions are available for the best of Sunday crosswords from the last 50 years - 1,188-ACROSS.

Online subscriptions. Today's puzzle and more than 2,000 past puzzles, nytimes.com/crosswords ($34.95 a year).

The Mustang beat the Montana Grizzlies 35-21 on Saturday afternoon advancing to the quarterfinals of the Big West Conference against Texas State. This is the 12th time that Cal Poly has ever beaten Montana, who the Mustangs lost to earlier this season.

"It was a hard fought game and like all hard fought games, there were no regrets," coach Rich Ellerson said.

Getting There

The team met Friday morning at Cal Poly to start its trek to Missoula, Mont. The team split into offensive and defensive squads before getting onto two buses headed for the Santa Maria airport.

Before leaving the campus, the entire team walked to the end of Mustang Stadium and congregated at the flagpole on the northern end of the field. The players gathered around in a circle kneltling. Someone yelled "one, two, three," and the entire team chanted "Stick together." They got up and quietly got onto the buses.

Once on the plane in Santa Maria, the team met its first challenge. Weather conditions were too bad to land in Missoula and the plane was going to land in Spokane, Wash. The team would then be bused the 200 miles across the top of Idaho to Montana.

The plane landed in Spokane and after a two-hour wait in the airport for the buses, the three-hour drive across three states began.

Once in Idaho the first evidence of the weather began to show. Going over mountain passes more and more snow appeared on the side of the road and eventually it covered the road.

The team finally made it to Missoula, where the temperature was in the low 30s, and went to its hotel. It was a few hours later than they had expected, but they waited with anticipating for the next day's game.

Game Day

At the stadium, Saturday morning Montana said they hoped to stop Noble's first touchdown was a three-yard run up the middle, but Montana responded with a long drive down the field, Hilliard got a short touchdown of his own to tie the game at seven ending the first quarter.

In the second quarter, Noble had his first fumble of the day, losing the ball on the Grizzlies' 26-yard line. Noble jumped on the ball trying to recover it but lost it in line-backer Shane MacIntyre. The Grizzlies could not capitalize on the turnover though, having to punt away.

Cal Poly's special team stayed consistent during the game. Kicker Nick Cutler made all of his extra points and his only mistake came in the second quarter during a punt. Long snapper Kevin Van Gorder snapped the ball over the head of punter Tim Chicoine in the second quarter. Chicoine recovered the ball and heaved it forward for an incomplete pass.

Montana then took over on downs on Cal Poly's 26-yard line and Lex Hilliard ran it 18 yards for his second touchdown of the game, putting Montana in the lead for the only time during the game at 14-7.

Defensive end Matt Chachere forced Montana running back BR Waller to fumble, which was recovered by Cornerback Randy Samuel on the Grizzlies' 14-yard line. Two plays later Noble got his second touchdown with a four-yard run. Until late in the second quarter, Cal Poly's passing game was somewhat non-existent. But with about three minutes left in the half, red-shirt freshman Matt Brennan aired it out.

Volleyball excluded from NCAA Playoffs

The Cal Poly women's volleyball team, which finished third in the Big West Conference with a 10-4 conference record and 19-6 overall, was excluded from the 2005 NCAA Volleyball Tournament Sunday.

This year, only Long Beach State and UC Santa Barbara will represent the Big West Conference, a shock coming in the wake of six tournament selections in the last two years, consecutively.

Both Long Beach State (25-6) and UC Santa Barbara (21-8) posted 13-2 conference records this year, but it was Long Beach State that received the automatic qualifier by virtue of a tiebreaker based on the number of games won during the conference season, according to a Cal Poly press release.

The selection marks Long Beach State's 19th straight NCAA appearance.

The selection marks the first year in conference history that only two teams have been chosen from the Big West Conference.

In the past, Cal Poly has made 12 postseason appearances, garnering a 10-12 record overall. It's last appearance came in 2002, where the Mustangs fell in three games to Pepperdine in the West Regional.

Six Pacific-10 Conference teams are in this year's field while fire from the West Coast Conference qualified, including Saint Mary's. Montana beat Stanford out of the NCAAA Tournament in 2004 before becoming Cal Poly's head coach last year.

Cal Poly played only one match against a Pac-10 school this season, falling to Southern California in three games on Aug. 21.

The Mustangs were 1-1 against West Coast Conference schools, defeating Portland in three games on Sept. 10 and falling in three games to San Francisco on Sept. 13.