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FRIDAY, APRIL 1, 2011
Volume 10 Issue 120



Santa Monica Daily Jest

At least we're not Patch.com

CHARLIE JOINS SAMOHI
SEE PAGE 3

THE APRIL FOOLS' ISSUE

Taxes rise to benefit City Hall, schools

BY MICHAEL J. TITTINGERMAN
Daily Jest Staff Writer

CITYWIDE Santa Monica's new tax increase to 10.25 percent may be just the first of two increases to the rate charged on items purchased in the city by the sea.

Santa Monicans could see up to a 17 percent hike in their bills for everything from clothing to durable goods beginning today when the half-cent tax passed in November of 2010 takes effect.

The additional tax will take the total paid on most retail goods, with some exclusions for certain recreational items and mailing supplies, and bring the tax rate from 9.75 percent to 10.25 percent, but city officials are already considering raising that increase to 17 percent in the near future.

Those exemptions represented hard-won battles on the part of the adult entertainment store and the grandmother lobbies, who both felt their clientele would be unfairly hit by an increase in the price of age-specific toys and packing tape.

Voters approved the tax, called Measure Y, on Nov. 2. At the same time, voters passed Measure YY, a non-binding add-on to prove to city officials that Santa Monicans wanted half of the money gained from Measure Y to go to the Saint Mo-Bu Unified School District.

City staff maintains that it expects $11.4 million from the tax in its first year, said

SEE TAX PAGE 7



Brandon Unwise *brandonu@smdp.com*

NO LONGER: **The Baked to Perfection truck is the target of a City Hall ban that prohibits the sale of pot-laced edibles within the city's limits.**

City Hall bans food truck that sells weed brownies, other edibles

BY RYAN HYATTMAN
Daily Jest Staff Writer

CITY HALL First came the kimchi guesadilla, then the pulled pork tacos and bourbon vanilla cupcakes. Now, medical marijuana enthusiasts are capitalizing on the gourmet food truck craze, selling weed brownies, chronic cookies, tinctures and tonics — and public safety officials here are not stoked.

Officers with the Santa Monica Police Department (known in the medical marijuana community as "buzzkills") joined forces with the City Manager's Office on Thursday to permanently prevent the owners of the Baked to Perfection food truck from selling their THC-containing edibles and conducting medical marijuana evaluations within the city limits, a move City Hall says will cut down on traffic accidents, help curb obesity and eliminate Hacky Sack injuries.

SEE TRUCK PAGE 8

Downtown Co. officials fire rogue ambassador

BY MELODY HANATANIE
Daily Jest Staff Writer

DOWNTOWN A Downtown Santa Monica Co. ambassador has been fired for illicitly spiriting away tourists and shoppers from the Third Street Promenade and transporting them to other shopping districts across the city, it was revealed on Thursday.

The ambassador program was originally created to help Downtown visitors navigate the popular shopping and dining destination.

Wilfred Collins is suspected to have received bribes from competitor shopping

SEE DOWNTOWN PAGE 7

Councilman McKlewan declares self SM mayor

Council stunned, unsure how to proceed

BY MELODIE HANATANI
Daily Jest Staff Writer

CITY HALL Tired of being overlooked for Santa Monica's mayor, Councilman Tevin McKlewan has wrangled himself the top spot on the strength of an obscure law and with the backing of seven of the city's eight neighborhood groups.

The move to place McKlewan atop the city government food chain has been in the works for months. Neighborhood activists including the Mid-City Friends of Downtown and the Palisades Park Tree Lovers circulated a petition among the city's

SEE MAYOR PAGE 8

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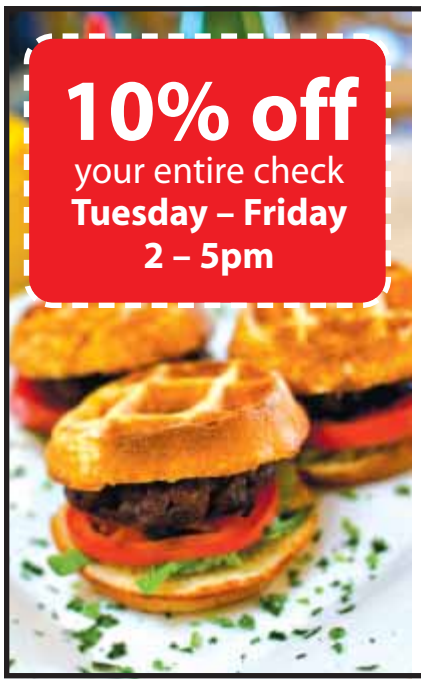
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What's Up Westside

OUT AND ABOUT, YOU SUCKAS

Friday, April 1, 2011

Financial future
Broad Stage
1310 11th St., 6:30 a.m.
City Manager Rob U. Gould will be the featured speaker at this year's State of the City address, presented by the Santa Monica Chamber of Commerce and sponsored by British Petroleum. The keynote speaker will be celebrated financial wizard Bernie Madoff, who will be using the latest tele-conference technology from formerly Santa Monica-based Google to speak to guests from his cell in the LEED-certified Butner Federal Prisoner. Tickets: $55 for members; $60 for non-members. For more information and to order tickets, go to www.smchamber.com.

Calling all MILFS
Douglas Park
1155 Chelsea Ave., Noon
Have you ever wanted to be a Playboy centerfold, but your gold-digging dreams (marry a millionaire, get pregnant before the nuptials, divorce by the leather gift anniversary and collect alimony) got in the way of those plans? Now's the chance. Playboy is holding an open casting call for all the hot moms on the Westside. Photo editors are looking for women with at least one child who still look good naked. Those with stretch marks need not apply. For more information, go to www.playboy.com or call (310) 458-8471.

How to lose readers and alienate advertisers
Santa Monica Reflector
13321 Beach Ave., Marina del Rey, 5:30 p.m.
Learn how to run a business into the ground in less than 60 days with Reflector publisher C.J. Montpellier and editor Kristina Roasacker. From not returning phone calls to plagiarizing the competition, the two veteran journalists will share their secrets to running an unsuccessful business. Cost: $55 for members of the California Newspaper Publishers Association; $60 for everyone else. For more information, call (310) 577-7777.

Saturday, April 2, 2011

Writer's remorse
Daily Press
401 Broadway Suite B, 2 p.m.
Writing is an art form and sometimes we create a masterpiece and at other times we doodle. With April Fools' Day, we try our best to be funny and come up with some original story ideas to make our loyal readers spit up their morning coffee (at least for those who still read the paper). If we missed our mark or offended anyone, we're sorry and here's your chance to come down and commiserate with us. Cost: Sympathy. For more information, go to www.smdp.com

Shake your money maker
Santa Monica Senior Center
1450 Ocean Ave., 3 p.m.
With projected budget deficits getting elected officials' panties all in a bunch, there's word that the disco classes at the Senior Center are on the chopping block. So, with that in mind, get your busted hip on down to the center for what may be the last Disco Night. Spill some blood on the dance floor (hopefully not literally) as city staff bust out the hottest disco hits of the '70s for your enjoyment. You love the Bee Gees? Well bring your walker on down to the Senior Center. Cost: Free. Must be 55 to attend.

To create your own listing, log on to smdp.com/submitevent

For help, contact Daniel Stankuleta at 310-458-7737 or submit to editor@smdp.com

For more information on any of the events listed, log on to smdp.com/communitylistings



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School board member takes it to the octagon

BY MIKEY Q. TITTINGERE
Daily Jest Staff Writer

SMMUSD HDQTRS School board member and fight night enthusiast Oscar de la Torie announced plans at the board's meeting Thursday night to leave office in order to concentrate on his craft — refereeing mixed martial arts bouts.

The fiery activist will also be taking an emeritus position at the Pick-Your-Own-Family & Youth Complex, a day center and MMA training facility meant to keep kids out of matches until they're 18 or above.

de la Torie cited a conflict between his responsibilities and his need to study match tape to hone his skills.

"Although I will deeply regret giving up the opportunity to touch these young people's lives, in the words of the immortal John McCarthy, it's time for me to get it on," de la Torie told the assembled masses.

Fellow school board members expressed extreme glee at seeing de la Torie leave, and were quick to announce an unexpected

SEE **BOARD** PAGE 10

Phish die-off saddens phans

Santa Monica authorities suspect disgruntled band crew member

BY M. J. TITTINGERE
Daily Jest Staff Writer

SM PIER Thousands of hippies and yuppies alike mourned the passing of neo-psychedelic progressive funk folk jam quartet Phish who drowned Thursday after a loose lighting boom swept them from the Santa Monica Pier and into the Pacific Ocean.

Although phriends rushed the coast in an attempt to reach the bobbing bodies, it was too late to save the pushing-50 rockers, who appeared all washed up.

Los Angeles County Coroner Lakshmanani Sathyavagiswarani pronounced the quartet dead at the scene, saying they "had nowhere to go but down … after the light hit them."

The official cause of death was lack of oxygen, Sathyavagiswarani said.

"The pattern of bruising and presence of

SEE **DIE** PAGE 12



Brandon Unwise *brandonu@smdp.com*

FOR FUNDS: **Local students sell lemon drops to raise money for the local school district.**

Schools score major with new fundraiser

BY CAROL SACKARIASON
Editor at Large

MID-CITY A group of children wearing blue T-shirts from McKinley Elementary School stand on a Santa Monica Boulevard street corner Saturday morning, waving homemade posters urging passersbys to purchase a beverage and some gourmet chocolates to help save their teachers' jobs.

A woman in yoga pants walks by with her Shihtzu, orders one drink … and then another, and another, and another, until she's giggling uncontrollably and taking pictures of the young darlings. After an hour, the woman hands over a $100 bill and tells the kids to keep the change.

The scene was met with cheers and applause as parents gathered nearby beamed with pride: their children used

SEE **LEMONS** PAGE 13

Cyclists, drivers, peds to go toe-to-toe at the Civic

BY JOHN WOODIE
Daily Jest Staff Writer

CIVIC CENTER Looking to finally settle the beef between bike riders, pedestrians and those behind the steering wheel, while simultaneously resurrecting the Civic Center Auditorium, once a premier entertainment venue, City Hall has partnered with Golden Boy Promotions to produce a series of bare-knuckle boxing matches.

The first fight, scheduled for April 20, 2011, is being billed as "The Ass Kickin' on Asphalt," a potential barnburner pitting members of the cycling group Santa Monica Spoke against the Santa Monica Walkers, a collection of avid walker, classic car enthusiasts and carpoolers who either work or live in the city by the sea.

Cyclists, pedestrians and drivers have for years been at odds with one another, the three forces continually colliding on Santa Monica's crowded streets. Traffic calming measures enacted by City Hall

SEE **BRAWL** PAGE 15

HIGH SCHOOL BASEBALL

Charlie Sheen named Samohi spiritual advisor

Actor suggests changing mascot to 'Warlocks'

BY MELODY HANATANISON
Daily Jest Staff Writer

SAMOHI Controversial actor Charlie Sheen has added a new audience to his growing empire of post-TV success: the Santa Monica High School baseball team.

Sheen, who starred for the Vikings during the early 1980s, has signed on to be the team's new spiritual advisor, school officials said this week.

"I just wanted the guys to know that with my help they can be freakin' rock stars from Mars like me," Sheen said. "Their mind tools need to learn to shatter souls with just a glance, again, like me."

Sheen's recent media blitz since deciding that his popular TV show "was a drag because I hated those stupid shirts," has been looking for innovative ways to spread his unique brand of self-help advice and figured he'd go back to his roots to hone his, as he called it, "sharp-as-a-knife wit and uncanny

SEE **SHEEN** PAGE 11

Bicycle-share program hits snag due to thefts

BY MICHAEL J. TITTINGERE
Daily Jest Staff Writer

CITYWIDE The Santa Monica Police Department has suspects but few leads in the mysterious disappearance of 12,000 hybrid beach cruiser bicycles, Police Chief Jim Jackman announced Thursday.

The troubling theft occurred just over an hour after City Hall launched its Bike Share Program, which made the bicycles available to tourists and citizens to cut down on car trips in accordance with the general plan's land use and circulation element, or LUCE.

Security camera evidence shows thieves, dressed in a strange mix of board shorts and polo shirts with popped collars, getting on the bicycles and riding them out of town.

Police suspect the thieves were trying to

SEE **BIKES** PAGE 14

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LETTERS TO THE EDITOR

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Wacky tobackky

Editor:

Do you believe in the power of Smoking Gypsies?
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Bit Selinger
Santa Monica

Skater wants protection

Editor:

Bro, I am looking for a bike rack for my skateboard. Any ideas where I can find one in Santa Monica?

Robbie Pubes
Dogtown

Brits need love, too

Editor,

Where can I go to watch the upcoming royal wedding? Are there any plans for us Santa Monicans to celebrate the royal bliss between Prince William and Kate? I am also wondering if you will be sending a representative from your fine paper to cover the story? If you haven't chosen someone, I would be interested in the job! I think Kate would love my earring collection. Pop-arazzi!

Amber Krasse
London

SM needs NFL

Editor:

I was happy to hear that the City Council staff is studying the feasibility of an NFL football stadium as a replacement for the Santa Monica Airport when the lease is up in 2015. Finally sanity comes to Santa Monica!

City and state governments, including ours, face a budget Armageddon. Pensions disappear, libraries close, police and fire departments are decimated and a travesty is made of our schools. Meanwhile investors like Tim Leiweke and Ed Roski are willing to plunk down a billion dollars to build an NFL stadium somewhere in L.A. So far they've only been able to consider L.A.'s downtown, which is a measly 15 acres and the City of Industry which is, well, the City of Industry.

We have here, in the beautiful city of Santa Monica on the present site of the airport, 225 acres of land that presently nets City Hall a few measly dollars and could bring in millions of dollars in lease and tax revenue if a stadium was built there. No more cruel budget cuts. City Hall's only problem would be how to spend all the money. If we build it, prosperity will come.

John Leiweke
Beverly Hills

Screw locals

Editor:

I'm tired of locals blaming us commuters for all of the traffic problems in Santa Monica.

I commute everyday from East L.A. for the sole purpose of making a decent living. Is it my fault that all the good jobs are on the Westside? Am I to blame for the prosperous local economy that created scads of jobs for people like me?

I would love to live here, but the high rents and oppressive sales tax make that dream just that, a dream. I applied for affordable housing, but my income is $7 too high and thus barring me from getting a place I can afford. Maybe if I smoked crack and abused my mentally-disabled brother I would qualify.

Every time I open the paper, these bike maniacs and NIMBY jerks make it out that people like me are the root of all evil.

Not true.

Face it, you elitists, people like me are what make this freakin' place work. Duh, winning.

Danilo Asparce
El Sereno, Calf.

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Laughing Matters

Jack Neworth — Send comments to editor@smdp.com

When opportunity knocks

THE OLD SAYING IS THAT WHEN opportunity knocks, you're supposed to answer the door. But it's with mixed emotions that, after living in Santa Monica for almost 36 years, and having written 300 of these columns, this will be my last "Laughing Matters."

This might come as a stunner to some, but on May 1 I will be moving to Little Rock, Ark. where I will be one in a group of speech writers in Mike Huckabee's campaign for president. In 2011 I will be traveling to Iowa and Maine and in 2012, hopefully, to Washington, D.C.

If you're in shock, join my friends who screamed, "Why are you going to be a speech writer for Mike Huckabee?" It came about via a buddy from my college days who's closely involved with advisers to the Huckabee campaign. (No, I'm not referring to Chuck Norris, though if I meet him, I hope I don't say anything about his toupee).

Apparently, some of my columns made their way to the former governor's staff. This was followed by a series of e-mails and phone calls which led to my receiving an offer to come to Little Rock. The idea of being part of a presidential campaign is something I've dreamed about since I was a child and JFK made his historic run at the White House.

I know what many of you must be thinking, Mike Huckabee is no JFK. (Frankly, I'm not sure JFK was really JFK, which is reminiscent of the Cary Grant quote that he too would have liked to have been as suave as Cary Grant.)

To answer the question, "How does a left-leaning liberal Jew wind up working for an evangelical conservative Christian Republican?" I can only say not easily. But I want to point out a few things. One, Huckabee has a great sense of humor. He'd have to, having weighed over 300 pounds while he was governor of Arkansas. (Apparently overweight people can't be president, the last one being Howard Taft over 100 years ago.)

Another fact few realize is that Huckabee wants to broaden his base and reach out to viewpoints other than his own. This is the one issue which sold me on this job, that being that Huckabee wants to put an end to the divisive, mean-spirited politics that have been the earmark of our country, at least as far back as the Clinton era, if not before.

Like any life-changing move there are drawbacks. In my case, I will miss so many things about Santa Monica, not least of which is the beach. I will be an entire state away from the nearest beach. (Of course with global warming and sea levels rising, that may not be such a bad thing.) And then there's the weather. Perhaps no states other than Florida or Hawaii can match our weather. To live year-round Florida's too humid and Hawaii's too far away and isolated.

I'll miss Southern California sports, i.e. the Lakers and the Dodgers. (Although the Dodgers may be so bad this year I'll be lucky not to witness it.) And I'll miss UCLA sports action, but, then again, so will Bruin fans who stay here. USC sports I won't miss. As I may have mentioned a few dozen times before, my two favorite teams are UCLA and anybody who's playing SC. (After repeating that line, I'm guessing you won't miss these jokes.)

Of course there will be some things I won't miss. I won't miss all the nail salons on Main Street. (Santa Monica may be the "nail capitol" of the world.) I won't miss Downtown Santa Monica and the horrific traffic. (Does anybody know the exact date we lost our charming city to developers?) I also won't miss the new mall. It's beautiful but I don't know any Santa Monicans who actually shop there, or can afford it for that matter. Way to go City Council.

Another thing I certainly won't miss is the meter maids in Santa Monica, or to be politically correct, "meter persons." It's uncanny how if your meter has expired by just one minute, they hone in with a ticket like they've got radar. And, speaking of tickets, I won't miss running away from Animal Control for having Oscar on the beach. (Although some days that's my best cardio exercise.)

So, as I bid you all good-bye, to those of you who have appreciated my columns over the years, I want you to know that I will miss you. To those of you who disagreed with my views and sent me nasty e-mails, you won't have Jack Neworth to kick around anymore. So it's adios Santa Monica, hello Little Rock.

Oh, and one more thing before I say au revoir … happy April Fools' Day!

If you want to reach **JACK**, to bad, he's in Arkansas.



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The Santa Monica Daily Press is published six days a week, Monday through Saturday.

19,000 daily circulation, 46,450 daily readership. Circulation is audited and verified by Circulation Verification Council, 2011. Serving the City of Santa Monica, and the communities of Venice Beach, Brentwood, West LA. Members of CNPA, AFCP, CVC, Associated Press, IFPA, Santa Monica Chamber of Commerce.

Published by Newlon Rouge, LLC

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DAILY JEST EDITORIAL

Time to come clean, y'all

Those who are familiar with our pages know that for years the Daily Jest has been accused of being a puppet controlled by City Hall, a loudspeaker whose content and volume were controlled by the City Council and the City Manager's Office, continually repeating the mantra that staff could do no wrong and has always been on the side of residents and not developers with deep pockets.

We have defended ourselves in print as well as in person, but it seems those efforts have been fruitless, as the conspiracy theorists in this paranoid and often schizophrenic liberal bastion have continued to write letters and e-mails overflowing with demeaning accusations that question our credibility and ethics.

Some of these noxious missives have made our staff members shed tears, and for good reason. I know this may come to some of you as a shock, but our critics are correct. It's time to come clean with our readers. The Daily Jest is the unofficial mouthpiece of City Hall, and we're ashamed to admit it.

When we first published, it was never our intention to sell out. In no way were the founders of this award-winning newspaper corrupted by cashflow from City Hall in the form of public notices and other advertising. The founders were committed to providing a fair and balanced product that captured the essence of this cool beach town while also embracing the role of watchdog, holding leaders accountable.

But somewhere along the way, things changed. We saw ad sales dwindle and grew desperate for revenue. In short, we drank the Kool-Aid. Many of our readers are to blame. And here's why.

We're a free, daily newspaper: Santa Monica's only daily, mind you. We produce a far superior product than our competitors, and we do it with only ad revenue to support us. As the economy tanked, many of our longtime advertisers had to pull out. That, coupled with a mass exodus to online products that pay journalists slave wages, further devaluing the craft, drastically hurt our bottom line. Readers were unwilling to pay a fee to view our product online, forcing us to look at other options.

At first, we took some kickbacks from the Santa Monica Chamber of Commerce, which was desperate to find a counter to the influence held by Santa Monicans for Renters' Rights, which was promoting socialist policies that were counter to the goals of the chamber, which is to help businesses prosper while doing just enough charitable work to remain in good standing with the community.

But that revenue just wasn't enough. The chamber also saw its revenues decline as it lost members following the departure of former director Kathleen Dobson. The economic downturn didn't help either as several of the chamber's member were forced to close their doors.

That's when former City Manager Lamont Uewell approached us and laid on the charm he was so famous for. The agreement was for us to be the exclusive venue for city ads and public notices. There was also a significant cash contribution laundered through the Buy Local Stuff Campaign, which we helped create. In exchange, we agreed to never question City Hall's actions or motives and to endorse incumbent City Council members and City Hall-sponsored ballot and bond measures during election season. We were also required to write press releases for City Hall and filter out community voices in our copy.

We are coming clean now because not only are we ashamed of ourselves for selling out, we also see the writing on the wall. With more news outlets coming online and city staff projecting huge budget deficits, City Manager Rob U. Gould is already hinting that our payoff will decrease and could possibly disappear as he looks to cheaper, web-based outlets.

We want to earn back your respect, trust and your loyalty. That is why we are admitting our wrongs. It's time for a new era at the Daily Jest and we hope that you will come along for the ride. We will need your support and your ad dollars to keep going and fight the Goliath that is City Hall.

Are you with us?

The Q Line

Where'd the time go?

Spring has sprung, already. It feels good knowing summer is only a few months away, especially after all the rains we've had and the everlasting June gloom, but the seemingly rapid passage of time has us feeling introspective.

So, this week's Q-Line question asks:
Don't you think you should be doing more with your life? Have you achieved the goals you set for yourself as a senior in high school? Or are you just wasting space?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **(310) 458-7737 ext. 102**.





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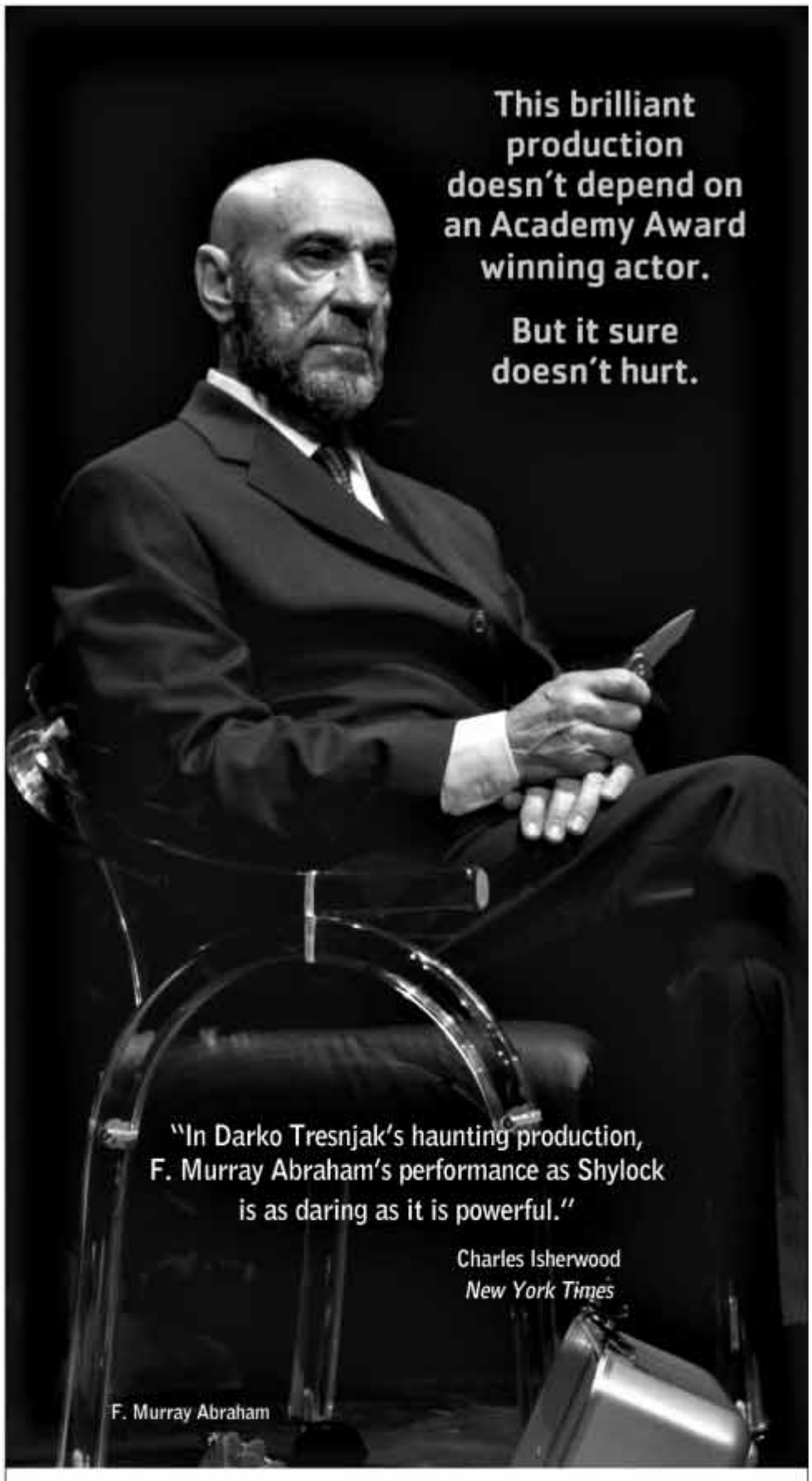
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Dean Slang
'Superman' Actor

TAX
FROM PAGE 1

Finance Director Carlotta Swindle.

Meanwhile, to close City Hall's $283 million budget gap, City Manager Rob Ghould made an unexpected public announcement.

Ghould asserted that, in light of the blatant theft of local redevelopment agency funds by the octopus arms of the state, he would have to employ an emergency clause hidden within Measure Y's language to up the tax rate from 10.25 percent to 17 percent.

"This unfortunate move is critical to maintaining the solvency of both our city and the beleaguered school system," Ghould told the City Council.

It's unclear if any of the council members heard Ghould's proclamation over the sound of snores provoked by the most recent attempt to pass a development agreement for the decrepit Papermate facility.

"I couldn't help myself," said one onlooker, roused from a raucous slumber. "One look at that uninspired architecture and I was out like I'd swallowed a pile of Ambien."

The district, on the verge of firing all of its nursing and janitorial staff and replacing them with work-study students from poverty-stricken areas of China, rejoiced at the decision, calling it a "coup for education, the arts and overpaid administrators everywhere."

It also solved the sticky problem of finding international permits for the children to attend school in the district.

Nurses were especially happy.

Although they would have been permitted to keep their jobs under the original Measure Y increase, the tax would have created an insurmountable burden on the cost of nursing uniforms, forcing the schools to source apparel through the exempt adult stores.

The outfits had the added benefit of using less material, making them commensurately cheaper to clean, according to the district.

Parents also jumped on the high-tax bandwagon. In the words of PTA mom Karie Duvee, the sight of 72-year-old Nurse Bertha Bouchard in fishnets could "cause irreparable harm to the young minds that attend the school."

Only City Council gadfly Jeru Inmart took issue with the increase, noting Swindle's recent report projecting surpluses in the general fund over the coming two fiscal years.

He only managed to get out a brief "Wait a minute …" before being unceremoniously escorted from the premises by two burly PTA dads.

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DOWNTOWN
FROM PAGE 1

districts for years. Officials with Downtown Santa Monica Co., a public-private management company that oversees the downtown area for City Hall, said that the scheme came to light when a tourist was found wandering aimlessly down Montana Avenue asking people where the Wetzel's Pretzels was located.

A concerned business owner called the Santa Monica Police Department to report the stranded tourist, who later would tell his harrowing tale of being whisked off the Third Street Promenade by a man on a Segway and transported to Montana Avenue, known for its posh boutiques, eateries and shops. The tourist, Hideo Furukawa from Japan, said that he originally approached the ambassador to find the popular pretzel shop and the man, Collins, told him to "jump on the handle bars, I'll get you there."

Assisted by a description of the suspect, police located Collins, who was in the process of transporting yet another shopper to a rival shopping area. Once apprehended, Collins confessed to purposely taking visitors to competing shopping districts for pay. While no charges were filed, Collins was fired from his job.

"I did it for the cash," Collins told the Daily Jest when tracked down at his Culver City home. "Those other shopping areas were tired of the promenade stealing all the business, and besides, Downtown is has too much traffic, pee-smelling parking structures and a mall that caters to wealthy tourists, not those of us who earn $3.40 an hour like me."

The probe has now targeted the Main Street Business Owners Association and the Montana Avenue Merchants Group to determine who within those organizations was supplying the bribe money.

"We take this kind of sabotage seriously," Santa Monica police spokesman Jay Trisner said. "We want all of the city's shopping areas to prosper, but this isn't the way to do it."

Kathleen Rawsun, executive director of Downtown Santa Monica Co., said she was dismayed upon learning of the betrayal of the rogue ambassador, particularly since she hired Collins.

"It's difficult enough changing our brand image to an esoteric symbol. But to have a saboteur in our midst is totally insurmountable. We needed to alert the authorities."

Meanwhile, to make up for a $14 budget deficit City Hall has agreed to discontinue free disco dance lessons for the elderly at the Senior Recreation Center.

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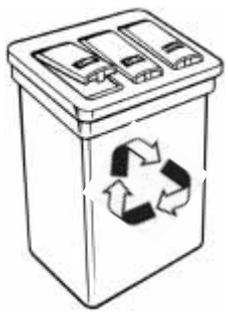
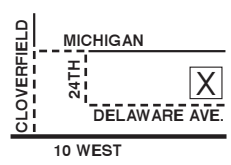
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MAYOR
FROM PAGE 1

other civic groups seeking to drum up support for the ever-popular councilman.

With that popular backing, McKlewan, citing a little-known city code, filed the petitions with the City Clerk granting him the right to assume the position from a stunned Ricard Blume, who had held the post since the City Council appointed him in January.

"Finally, I'm the man," McKlewan said. "This is a win-win for the community and myself. Now let's get to the business of righting wrongs."

Despite opposition from his fellow council members, representatives from the City Attorney's Office say that while the rules that allowed for the power grab are obscure, they are valid and have no recourse but to allow for the transfer of power.

Blume is particularly upset because as he told the Daily Jest, "How will I ever be a state Senator at this rate?"

The route to City Hall's high office has been a long one for McKlewan, who had been snubbed by his colleagues since he was first elected to the council in 1988. The old process allowed for the City Council to vote to appoint a new mayor every two years. McKlewan has said that his proven track record at the ballot box should have made him a lock to be named mayor by now, but "petty differences" and "childish jealousy" have gotten in the way of his accession to the mayoral post.

"I think he's gone way too far this time," Councilwoman Pam Condor said. "We have tolerated his attempts at being mayor in the past, but I think this one takes the cake."

On the other side of the seismic shift at City Hall, McKlewan's backers are hailing the move as a new day for Santa Monica politics.

"We love Tevin," a jubilant crowd chanted during a impromptu townhall gathering on the steps of City Hall on Thursday.

McKlewan told the crowd of adoring backers that he promises to be for the people and by the people, "regardless of what those so-and-so's on the council say."

Meanwhile, in order to spend a $8.3 million budget surplus, City Hall has decided to purchase Hummers for the city's maintenance department.

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TRUCK
FROM PAGE 1

"While Santa Monica is a liberal community, we do not believe making marijuana more easily accessible than it already is is a smart move," said Police Chief Jim Jackman. "Selling edible marijuana products, some of which are extremely potent, is not something Santa Monica should condone."

Officers told the owners of the Ganja Girls Bakery, which runs the Baked to Perfection truck, that if they are caught selling their edibles and other pot-related items within Santa Monica that they will be fined $1,000 for each offense and could have their food truck impounded.

While voters did pass a ballot measure in 2006 which made the consumption of marijuana by an adult in the comfort of their own home the lowest law enforcement priority, the City Council has yet to approve a business license code that would regulate medical marijuana dispensaries. Currently, medical marijuana patients in Santa Monica have to drive to nearby Venice or West Los Angeles to purchase their supply, or have cannabis delivered to their homes.

Elected officials do not seem willing to move forward on a proposal to allow dispensaries within the city, leaving little hope for Baked to Perfection.

Sunshine Rhodes and True Willow, owners of the pot bakery, said they will comply with the police department's order, but are not happy about it. The two, who created the Venice-based bakery in 2008 after their mother was diagnosed with severe glaucoma, said denying those with a medical marijuana license or prescription was tantamount to denying a cop access to generous pension benefits.

"We don't understand why Santa Monica, which is known for its compassion toward those who are less fortunate or who are suffering, would work so hard to keep us out," Willow said. "Remember, man made booze, God made weed. Who are you going to trust?"

Stoners from all walks of life have expressed outrage at the SMPD's latest enforcement action, and have vowed to stage protests until the Baked to Perfection truck is allowed to return. So far, no protests have been planned.

A resident who did not want their name used out of fear of being targeted by police, said police should be focusing their attention on other trucks that are far more dangerous to the public, including the Hobo on the Go truck, which not only sells alcohol and moonshine in small, affordable quantities, but also glass pipes commonly used to smoke methamphetamine. The truck also sells single cigarettes, or "looseys" for 25 cents each as well as Wet Ones and leftovers from neighborhood restaurants, including half-eaten sandwiches.

There are concerns that the truck is a bad influence on the homeless, many of whom are struggling with addiction.

City officials said the truck has a license to sell alcohol and tobacco, and the other products are legal, even if police know some are used to do drugs.

The edible and Hobo trucks are just some of the latest to pop up onto the scene. Santa Monica has been invaded by scores of restaurants and retail on wheels. Some are selling stone-washed jeans, board shorts and surf gear, makeup, jewelry and other accessories, as well as artwork and papusas.

The most recent addition is the Ritzy Rich food truck, which is known for its selection of high-priced caviar, champagne and dates stuffed with foie gras. It can be found frequently on Montana Avenue and all meals are served with a copy of the Wall Street Journal so that diners can catch up on the latest financial news. The truck uses real silverware and cloth napkins, a way to cut down on waste going to the landfill.

Meanwhile, in an effort to close the estimated $13 million budget gap, City Hall has raised the price of a ride on the historic carousel from $1 to $15 for children, and from $2.50 to $20 for adults.

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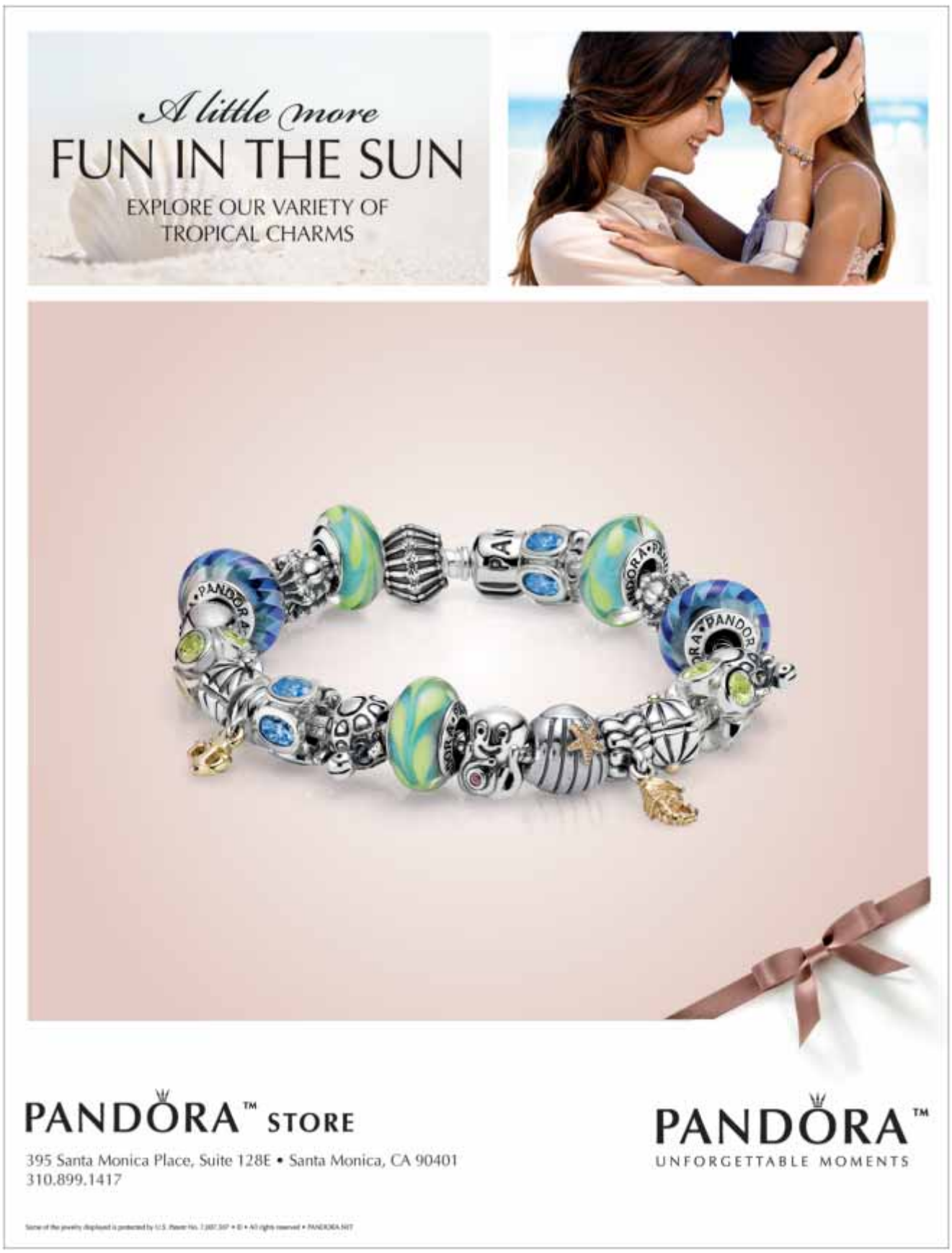

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NEW CAREER: **School board member Oscar de la Torie takes part in a boxing match as part of his new career as a referee.**



BOARD

FROM PAGE 3

reformat of the outgoing member's school board-related computer and flash drives.

Armed cameramen did not allow de la Torie to leave the board room until the sound of shredders stopped.

de la Torie will join the illustrious MMA group Powerfist, based out of Torrance, Calif. The group is best known for dominating mosquito-weight matches in Tri-City competitions, and donating winnings and bake sale proceeds to the Make a Fist Foundation, which buys training outfits for underprivileged youth.

Kids get to choose between bike shorts, martial arts shorts or kickboxing shorts through the program.

Powerfist President Ned McManahan reached out to de la Torie after a cell phone video surfaced showing an amateur match between two young combatants.

In the video, de la Torie approaches the two fighters slowly before swooping in to break up the bout with easy authority.

Then both fighters take a five minute break before starting again.

"I thought that Oscar showed real instinct in knowing when to get involved," McManahan said. "When we train him up, he'll be the best ref that ever was."

de la Torie's got a lot left to work on, McManahan warned, including drilling the MMA referee code of ethics, basic rules and some serious strength training so that he can stand up to the 115-pound competitors he'll be keeping an eye on.

Never in a million years did de la Torie think one day someone other than the Saint Mo Police Department would be knocking on his door, he said, emotionally.

"It was like a Cinderella story, a real dream come true when I heard from Ned," de la Torie said.

de la Torie plans to wrap up his current projects, which include finding a new superintendent for the Saint Mo-Bu Unified School District and putting out a rap CD featuring work and inhuman grunting recorded on the mat at the PYOFYC.

In the meantime, he'll take online referee classes to stay sharp and continue to referee amatuer alley bouts. The classes expose would-be-referees to the worst possible conditions by showing them grainy video of real matches and testing them on rule violations.

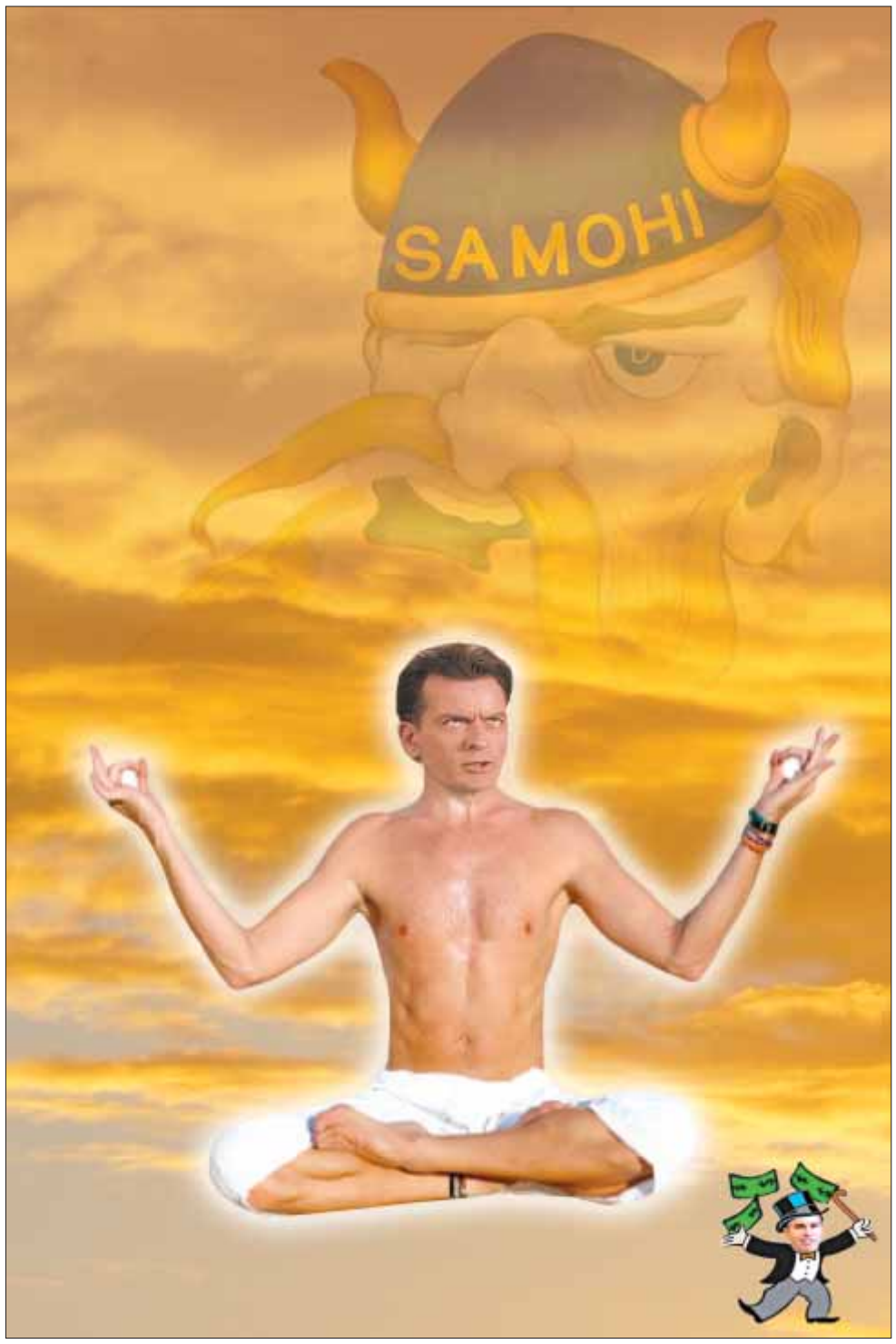
Students must hit a buzzer attachment that connects to a computer with a USB cord and shout into the system microphone what rule had been broken.

"Sometimes I still can't tell the difference between kneeing a grounded fighter in the head and stomping him in the head," de la Torie said. "Both are really serious violations, and the judges have to know the truth!"

Meanwhile, in an attempt to close City Hall's $95,000 budget deficit, City TV agreed to air all fights refereed by Tower on a pay-per-view basis, but only between the hours of 11:01 p.m. and 5:59 a.m. to fit within the 17-hour LUCE day.

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WINNING: **Charlie Sheen levitates as he prepares to advise the Samohi baseball team.**

SHEEN
FROM PAGE 3

razzmatazz."

The Vikings aren't the only team to hire an advisor to massage players' egos and instill confidence in their swings. Los Angeles Dodgers owner Frank McCourt paid a "good vibes guru" several million dollars last season to watch games from his home in Boston and think happy thoughts in an effort to positively impact the team.

The actor's emergence as a guru for the Vikings comes with a few suggestions that some insiders have labeled "demands."

First, Sheen wants the Vikings to change their mascot to the Warlocks, a title he has recently dubbed himself. Second, he demands that no Gatorade or other sports drinks be made available to the players. Instead, he has developed a new elixir that blends authentic Bengal tiger blood with an extract from the bark of a rare tree grown in Brazil prized for its ability to cure hangovers. No name has been floated for the drink, but a beverage industry insider said privately, "Duh, it tastes like winning."

Head Coach Philipe Gyde said that the idea to invite Sheen to be a part of the team was a no-brainer considering the actor's ties to the school and ability to motivate, as well as his stellar acting skills in the comedy "Major League."

"I think he gives us an edge," Gyde said. "Who else has what we have? It's safe to say that the guidance our team gets from Charlie is one-of-a-kind."

The players have quickly embraced the teachings of Sheen. At least three players have adopted Sheen's latest motivation innovation: mantra talk. He's crafted special chants for each player that they recite while at the plate. For one, slugger Adam Piazza, he has developed a chant that repeats Sheen's now trademark slogan, "Duh, winning."

"Before I started the chant, duh, we weren't winning," Piazza said. "Now, duh, we are."

Meanwhile, to close a projected $22,211 budget gap, City Hall has decided to end its exclusive agreement with trendy boutique Fred Seegal that provides couture uniforms to the city's parking enforcement department.

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DIE
FROM PAGE 3

water in the lungs appears consistent with the members being hit by a heavy thing they could not see," Sathyavagiswarani said. "The water stole their one remaining breath."

The presence of musty-smelling water, potentially from a bong or other water pipe, was not a significant factor, although it probably didn't help, Sathyavagiswarani reported.

Suspicion has fallen on lighting designer Chris Kuroda, who created and operated the "extremely groovy" light show that formed the backdrop in front of which the former band members stood.

Kuroda became the center of controversy in the mid-1990s when a dedicated group of fans, called the CK5, failed in an attempt to get him formally inducted into the band.

CK5 members claimed that Kuroda's light shows created an ambiance critical to the overall success of the band, and that they were equally as important as "that music stuff."

Investigators began honing in on Kuroda as a possible suspect after discovering a sharp blade next to the severed boom, and upon learning that Kuroda had assaulted guitarist and vocalist Trey Anastasio at an afternoon rehearsal.

"He was singing 'Punch Me in the Eye'!" Kuroda said to a crowd of angry phans as police escorted him from the stage.

Kuroda has been placed in protective custody, after several phans threatened him with slipping skunk weed into his commissary rations.

All elements of the display were confiscated by the Santa Monica Police Department as evidence in an ongoing murder investigation, including the Santa Monica Ferris Wheel, which was used to project the Phish logo during the performance.

Hardest hit by the tragedy was Mayor Richard Doom, who was the first to reach the bodies in the water.

"Now who will I chew my wildwood weed to?" Doom said, distraught.

Doom joined thousands of other fans at a memorial service on the beach, where bathtub gin and Jaegermeister were served in direct violation of the open container ordinance.

Police Chief Jim Jackman maintained a perimeter around the mourners, but said his officers would not intervene unless the crowd got out of hand.

After a chorus of "Kumbaya" and "Danny Boy," people dispersed.

"Let's go out to dinner and see a movie," one suggested.

Heal the Bay is seeking to clean out any remaining pieces of the band, including false teeth and a sense of their own importance.

"The biggest concern is that there could be even more oxygen depletion in the water if dead Phish aren't removed ASAP," said Matt Prince, spokesman for Heal the Bay. "It takes an enormous amount of oxygen to break down such a huge biomass. And as you may have read, it's the oxygen depletion that already killed the Phish in the first place so you want to get the oxygen balance right as soon as possible. All those decomposing Phish would make that a challenge."

Meanwhile, in order to close the $43 million budget gap caused by the cleanup and Ferris wheel removal, City Hall announced that it would sell the naming rights to the Civic Auditorium to the Target Corporation.

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LEMONS
FROM PAGE 3

the entrepreneurial skills they honed while attending local public schools. After having seen how successful the school fundraising effort Project Lemon-Aid was in the spring of last year, helping save 10 teaching positions and restoring music and arts programs, children at Santa Monica High School and McKinley joined forces in January to come up with a new concept — Lemon Drop Stands.

Sponsored by Grey Goose Vodka and Ghirardelli Chocolates, the dozen Lemon Drop Stands positioned across the city bring a gourmet twist (of lemon) to a fond childhood experience, creating even more of an incentive to give, said Connor Jackson, a senior at Samohi who is the captain of the school's SAGE (Students Acting as Good Entreprenuers) Team, which recently won the SAGE World Cup in Tanzania for its online business that links bio-deisel car owners with those who have cooking oil they need to get rid of.

"We knew that while lemonade was a refreshing beverage to offer, and a family-friendly one as well, most people purchased only one or two and moved on," Jackson said.

"Our goal was to come up with a Lemon-Aid concept that gave people more, and in turn they would give more to the schools," he added. "What better way to do that than to combine one part vodka, one part hand-squeezed lemonade, a dash of sugar and serve it up with cute kids and nostalgia."

The Lemon Drop Stands so far have generated $75,000 and have been in operation for two weeks.

"A lot of my former teachers got pink slips and I want to save them," said Madison MacWilliams, an 8-year-old student at McKinley. "If we don't, classes will get bigger and teachers won't be able to teach."

The Santa Monica-Malibu Unified School District is already facing a $15 million budget deficit and could be forced to make more cuts if voters don't extend temporary tax increases come April. School board members are warning parents that teachers and nurses will be laid off, AP class offerings slashed to the minimum, along with foreign language courses and the district's day care program for teen moms.

The dire financial situation not only inspired students from various schools to come together with the Lemon Drop concept, it also played a significant role in allowing the concept to continue to the next phase. The City Council, pressured by determined school advocates, voted unanimously to grant the Santa Monica-Malibu Education Fund, a nonprofit overseeing the fundraising effort, a temporary use permit to sell alcohol and have it consumed, on public streets.

"Anything for the schools," said Councilwoman Gleam Davies, who has been heavily involved in the school district as a parent and advocate.

The Lemon Drop Stands will be open for business throughout the spring.

Meanwhile, to close a projected $2 budget gap, City Hall is proposing its own fundraising campaign and has set up kombucha stands at all Farmers' Markets.

sack@smdp.com



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2709 B Santa Monica Blvd
310-310-3567

Procrastination is a problem when it comes to doing my disaster plan. As a business owner I have a lot to do. It's not like a disaster is going to happen tomorrow. Besides, we have that new business pitch. I've been waiting for this to happen for a while now. I'll get the disaster plan finished eventually. Nothing to worry about, it'll happen.
Whether natural or man-made, at least one in five businesses affected by a disaster never reopen. Though emergencies are unpredictable, when you have a plan in place you can adapt, recover and stay in control.
It's never too late to protect your business until it is.
Make a plan.
READY.GOV
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(310) 829-7283
2632 Wilshire Blvd. Santa Monica, CA 90403
www.mathnasium.com/santamonica

City of Santa Monica

NOTICE OF A PUBLIC HEARING BEFORE THE SANTA MONICA CITY COUNCIL

SUBJECT: **Ordinance Amending the Sign Code**

APPLICANT: City of Santa Monica
LOCATION: Citywide

A public hearing will be held by the City Council to consider the following:

Introduce for first reading an ordinance amending the Sign Code, Santa Monica Municipal Code Sections 9.52.030, 9.52.140, 9.52.150, and 9.52.160, relating to sign area calculation, permitted projecting signs, attractions or reader boards, and total sign area authorized in the RVC District.

DATE/TIME: **TUESDAY, APRIL 12, 2011, AT 6:45 p.m.**

LOCATION: City Council Chambers, Second Floor, Santa Monica City Hall
1685 Main Street, Santa Monica, California

HOW TO COMMENT
The City of Santa Monica encourages public comment. You may comment at the City Council public hearing, or by writing a letter. Written information will be given to the City Council at the meeting.

Address your letters to: City Clerk
Re: Sign Code Ordinance
1685 Main Street, Room 102
Santa Monica, CA 90401

MORE INFORMATION
If you want more information about this project or wish to review the project file, please contact Laura Beck at (310) 458-8341, or by e-mail at laura.beck@smgov.net. The Zoning Ordinance is available at the Planning Counter during business hours and on the City's web site at www.santa-monica.org.

The meeting facility is wheelchair accessible. For disability-related accommodations, please contact (310) 458-8341 or (310) 458-8696 TTY at least 72 hours in advance. Every attempt will made to provide the requested accommodation. All written materials are available in alternate format upon request. Santa Monica Big Blue Bus Lines numbered 1, 2, 3, 4, 5, 7, 8, 9, and the Tide Ride serve City Hall.

Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the public hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the public hearing.

ESPAÑOL
Esto es una noticia de una audiencia pública para revisar applicaciónes proponiendo desarrollo en Santa Monica. Si deseas más información, favor de llamar a Carmen Gutierrez en la División de Planificación al número (310) 458-8341.

NOTICE OF A PUBLIC HEARING BEFORE THE SANTA MONICA PLANNING COMMISSION

SUBJECT: A Public Hearing will be held by the Planning Commission on the following:

The Planning Commission will receive and comment on information on the emerging Bike Action Plan including, but not limited to, a selection of initial projects and programs that implement the LUCE goals and policies. The Commission will consider the draft plan at an up-coming public workshop.

WHEN: **Wednesday, April 6, 2011 at 7:00 p.m.**

WHERE: Council Chambers, City Hall
1685 Main Street, Santa Monica, California

HOW TO COMMENT
The City of Santa Monica encourages public comment. You may comment at the Planning Commission public hearing, or by writing a letter or e-mail. Information received prior to the hearing will be given to the Planning Commission at the meeting.

MORE INFORMATION
If you want additional information about the meeting agenda, please contact Kyle Ferstead, Planning Commission Secretary by e-mail at kyle.ferstead@smgov.net or by telephone at (310) 458-8341. The Zoning Ordinance is available at the Planning Counter during business hours or available on the City's web site at www.smgov.net/planning. The meeting facility is wheelchair accessible. If you have any disability-related accommodation request, please contact (310) 458-8341, or TYY Number: (310) 458-8696 at least five (5) business days prior to the meeting. Santa Monica "Big Blue" Bus Lines #1, #2, #3, and #8 serve City Hall. Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing.

ESPAÑOL
Esto es una noticia de una audiencia pública para revisar applicaciónes proponiendo desarrollo en Santa Monica. Si deseas más información, favor de llamar a Peter James en la División de Planificación al número (310) 458-8341.

NOTICE OF PUBLIC HEARING BEFORE THE CITY OF SANTA MONICA LANDMARKS COMMISSION

SUBJECT: Public hearings will be held by the Landmarks Commission on the following:

1685 Main Street, LC01-019, Zoning: CC (Civic Center). In accordance with Santa Monica Municipal Code Section 9.36.120(f), the Landmarks Commission will be conducting a public hearing to consider supplementing the Landmark Designation of the City Hall site at 1685 Main Street to identify and specify the historic exterior character defining features of the site in the Designation. Applicant: City of Santa Monica Landmarks Commission. Owner: City of Santa Monica.

Palisades Park (200 – 1500 blks Ocean Avenue), LC-06LM-009, Zoning: DP (Designated Parks) District. In accordance with Santa Monica Municipal Code Section 9.36.120(f), the Landmarks Commission will be conducting a public hearing to consider supplementing the Landmark Designation of Palisades Park at 200-1500 Ocean Avenue by adopting a Regulatory Review Program for Palisades Park which sets forth procedures for handling the review and approval procedures for on-going and potential work activities that involve the Individually Significant Contributing Features, Longitudinal Contributing Features, Contributing Features, and Non-Contributing Features of the Park. Applicant: City of Santa Monica Landmarks Commission. Owner: City of Sana Monica.

When: **Monday, April 11, 2011 at 7:00 pm**
Where: City Council Chambers, City Hall, Room 213
1685 Main Street, Santa Monica

Questions/Comments
The City of Santa Monica encourages public comment on this and other projects. You or your representative, or any other persons may comment on the application at the Public Hearing, or by writing a letter addressed to Scott Albright, AICP, Senior Planner, City Planning Division, 1685 Main Street, Room 212, Santa Monica, California, 90401-3295. Or, you may contact Mr. Albright by phone at (310) 458-8341 or by email at scott.albright@smgov.net.

More Information
The meeting facility is wheelchair accessible. If you have any disability-related accommodation requests, please contact (310) 458-8341 or TTY (310) 458-8696 at least three days prior to the event. All written materials are available in alternate format upon request. Santa Monica Bus Lines 1, 2, 3 and 7 serve City Hall. Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the Challenge may be limited only to those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing.

Espanol
Este es un aviso de una audiencia publica para considerar la designación de una propiedad en la ciudad como un monumento histórico. Para mas información, favor de llamar a Carmen Gutierrez en la División de Planificación al número (310) 458-8341.

INTERESTED IN ADVERTISING IN THE ONLY LOCAL DAILY PAPER IN SANTA MONICA?
smdp.com Santa Monica Daily Press office (310) 458-7737

BIKES
FROM PAGE 3

dress like Santa Monicans.

If stopped, the pseudo-bicyclists would tell authorities they were taking the bike to an ailing grandmother, who didn't have one near her Community Corporation apartment.

"It became clear that this was a scam halfway through the theft, as there are not that many grandmothers in Community Corporation housing," Police Chief Jim Jackman wrote in an e-mail from his Blackberry.

By the time the SMPD mobilized, however, the bikes were gone.

Police suspect that a teen biker gang was hired to make off with the bikes, which transport businesses feared would make a major impact in their business.

Council-approved taxi services, car dealerships and the Big Blue Bus representatives all spoke out against the program in early meetings, citing irreparable harm to both their finances, and to doctors that make their living treating patients with type 2 diabetes and other obesity-related illnesses.

Anonymous tipsters have come forward with reports of seeing the bike gangs disappearing into the BBB lot on Seventh Street at Colorado Avenue, but nothing has yet been confirmed, Jackman wrote.

Bike activist Gorey Cavanaugh, of Spoke Santa Monica, accused the police of standing idly by as the bikes were taken as an insult to the bike community.

"You can give a ticket to a bicyclist on a sidewalk, but not to bike thieves making off with City Hall property?" Cavanaugh said. "This is clearly persecution of the entire biking community."

Cavanaugh and other Spoke members plan a "bike-in," where members ride bicycles in nose-to-tail circles around the police station, blocking officers from getting to their cars (or "death wagons," as the bicyclists refer to them).

Council members approved the $12 million contract with Sunshine Bikes LLC for the purchase of the hybrid beach cruisers in February 2010, with heavy support from Councilwoman Spam O'Connor, who felt it would connect citizens and tourists to the Expo Light Rail Line, which will facilitate travel between Downtown Los Angeles and Santa Monica in 2015.

"This is just terrible," O'Connor said. "This would never happen in Amsterdam, Paris, London, Berlin, Montreal, Mexico City or any of the other fabulous international destinations I've been to!"

The bicycles were state-of-the-art, but meant to blend incongruously into the "small beach town" vibe that Santa Monica is so known for, according to Planning Director Eileen Forwardy.

Therefore, City Hall purchased high gear bicycle parts to put on beach cruiser bodies that were outfitted with an oversized basket just big enough to fit a small pit bull.

For those missing limbs or otherwise incapacitated, a select fleet will also run on small electric engines.

BBB representatives noted that while the council invested millions upon millions of dollars in its system, at least no one had, to date, made off with a bus.

Meanwhile, in order to close a $1.2 million budget deficit, City Hall plans to require people walking on Third Street Promenade to put scrubbing attachments on their shoes to cut down on cleaning costs.

Anyone with information about the theft can contact the SMPD at 1-800-7447, or online at smpd.org.

michaelt@smdp.com

Anderson SURFBOARDS
310.578.5860
www.andersonsurfboards.com

NOTICE OF PUBLIC HEARING SANTA MONICA ARCHITECTURAL REVIEW BOARD

DATE/TIME: April 4, 2011, 7:00 p.m.
LOCATION: Council Chambers, (wheelchair accessible)
Santa Monica City Hall, 1685 Main Street

PROPERTIES:
ARB 11-075, 1847 14th Street: Cemetery
ARB 11-069, 2929 31st Street: Commercial
ARB 11-078, 801 2nd Street: Residential
ARB 11-079, 950 4th Street: Residential
ARB 11-100, 1515-25 Ocean Avenue: Hotel
ARB 11-106, 816 Pico Boulevard: Retail

More information is available on-line at http://santa-monica.org/planning/planningcomm/arbagendas.htm or at 310/458-8341 en espanol tambien). Plans may be reviewed at City Hall during business hours. Comments are invited at the hearing or in writing (FAX 310-458-3380, e-mail planning@santa-monica.org, or mail Santa Monica Planning Division, 1685 Main St., Rm. 212, Santa Monica, CA 90401). The meeting facility is wheelchair accessible. For disability-related accommodations, please contact 310-458-8701 or TTY 310-450-8696 a minimum of 72 hours in

BRAWL
FROM PAGE 3

and an ever-increasing commercial base have increased traffic congestion, causing widespread frustration and, in some cases, violence.

In December of last year, a cyclist riding on the sidewalk on Wilshire Boulevard struck an elderly pedestrian as she was leaving Whole Foods. The woman busted her hip and was knocked unconscious. Police said the cyclist continued riding and was subsequently chased by witnesses. They eventually caught up with the cyclist and beat him.

That kicked off weeks of smaller confrontations, including an incident in which a group of cyclists spray-painted a car that pulled out in front of them as they were riding on Broadway in the bike lane.

"We're looking to throw some haymakers come April 20 and prove once and for all that we should have the right of way," said Dr. Richard McKidding, a co-founder of Santa Monica Spoke. "This fight won't go to the scorecards. People will be kissing the canvas."

Fifteen fighters will enter the ring to see who has mastered the "sweet science of bruising," and take home the $10,000 purse "and the right to rule the streets," said former world champion and gold medal winner Oscar de la Hoya, the founder of Golden Boy, which will split both ticket sales and Pay-per-view revenue with City Hall, a 10-year deal that is expected to add $40 million to city coffers in the first year alone.

"We see this as a 'golden' moment to 'knock out' our projected budget deficit and settle some bad blood between three groups who have been waging their own battle royale on our streets," stated Councilman Kevin "The Cobra" McKuin, for the record.

McKuin, a cycling advocate, is rumored to have already placed a $25,000 bet on Santa Monica Spoke, resting his future on the fists of fellow cyclists. McKuin amassed his fortune through rent saved by living in a rent-controlled apartment for 41 years.

Odds in Las Vegas favor bicyclists 3-1 because they are more physically fit, giving them superior endurance and strength.

The first year of the deal between City Hall and Golden Boy will feature at least 10 fights, said de la Hoya, who is planning a return to the ring in December, when he will take on Felix Trinidad, a widely anticipated bout featuring two legends in boxing. That fight is projected to raise $200 million in ticket sales and Pay-per-view orders.

Other fights scheduled include a reality TV showdown featuring the cast of "Jersey Shore" verses the cases from "Jerseylicious," as well as a bout between members of Santa Monicans for Renters' Rights (SMRR) and members of the Santa Monica Chamber of Commerce, some of whom are still sore about the living wage ordinance approved by the SMRR-dominated City Council in the early 1990s.

"This is going to be a big boon for the city," said chamber president Laurie Rosin. "And we'll finally get to settle some old scores."

Organizers settled on bare-knuckle boxing as a tribute to the street fighters that took place weekly on the old Ocean Park Pleasure Pier.

Ho Newyuen, curator at the Santa Monica History Museum, said the longest bare-knuckle bought ever recorded took place on the pier and lasted for 6 hours and 15 minutes. It featured fighters James Kelly and Jack Smith and took place in 1899, a year after the pier opened.

Bare-knuckle boxing is different than a street fight in that there are an accepted set of rules. Fights at the Civic Center, which recently underwent a $25 million renovation, will be governed by a set of rules, which include no striking below the belt, not striking a downed opponent and no biting.

Meanwhile, in order to close a projected $13 billion budget deficit, City Hall is raising the fire safety inspection fee for businesses from $350 a year to $6,500.

wood@smdp.com



Surf Conditions **Water Temp: 61°**

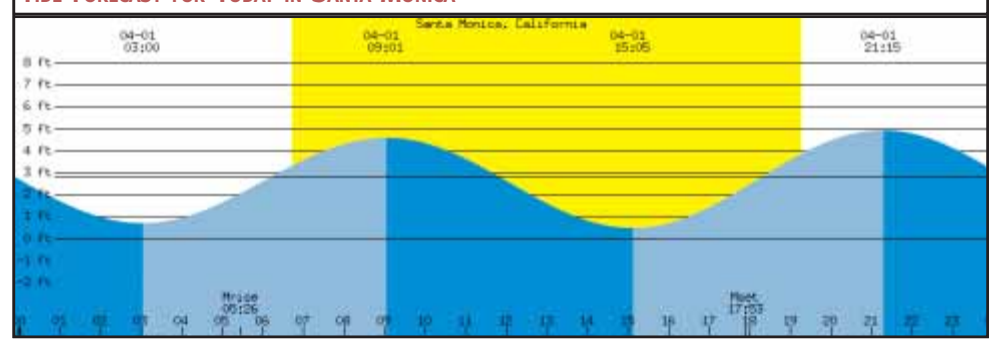
Swell Forecast

NW swell come ashore, hitting SB/VC early in the day, and finally SD mid to late morning. Size should run head high at most west facing breaks with pluses at standouts going about 2' overhead.

Long Range Synopsis

NW is expected to back off a bit, more along the lines of chest to at times head high for west facing breaks.

Tide Forecast for Today in Santa Monica



NOTICE OF PUBLIC HEARING TO BE HELD BY THE SANTA MONICA ZONING ADMINISTRATOR ON APPLICATIONS FOR VARIANCES

City of Santa Monica

TIME: **10:30 a.m., Tuesday, April 12, 2011**

LOCATION: Council Chambers, Room 213, Santa Monica City Hall, 1685 Main Street, Santa Monica

A Public Hearing will be held by the Zoning Administrator of the City of Santa Monica at the above noted time and place in regard to the following requests:

Variance 11-001, 614 Washington Avenue. A variance to allow for one non-required, parking space in the 20-foot front setback of the lot and additions to the single-family residence that encroach into the front, rear and northerly side setbacks. The site contains a single-family dwelling. No parking is currently provided on site. [Planner: Russell Bunim]
APPLICANT/OWNER: Oscar W. McGraw/Ray Evans.

HOW TO COMMENT

The City of Santa Monica encourages public comment. You may comment at the Zoning Administrator public hearing, or by writing a letter. Written information will be given to the Zoning Administrator at the meeting.

Any person may comment at the Public Hearing, or by writing a letter to the City Planning Division, Room 212, P.O. Box 2220, Santa Monica, CA 90407-2220. Plans are available for public review at the City Planning Division. For more information, please contact the City Planning Division at (310) 458-8341. Pursuant to California Government Code Section 64009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing. The meeting facility is accessible. If you have any disabilities related request, contact at (310) 458-8341 or TTY (310) 458-8696 at least three (3) days prior to the meeting. Santa Monica "Big Blue" Bus Lines #2, #3, Rapid #3, #7 and #9 serve the City Hall.

*Esto es un aviso sobre una audiencia publica para revisar applicaciones proponiendo desarrollo en Santa Monica. Esto puede ser de interes para usted. Si desea mas informacion, favor de llamar a Carmen Gutierrez en la Division de Planificacion al numero (310) 458-8341.

BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **March 23, 2011**

HEAL THE BAY - 1444 9th Street, Santa Monica, CA 90401 - www.healthebay.org - brc@healthebay.org - 800 HEAL BAY

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 15
- Number of A grades for dry/wet weather -- 33/14
- Number of (C,D,F) grades for dry/wet weather -- 11/31

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Grousbeck Family Foundation, simplehuman, LAcarGUY, SMA

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for 3 days after a rainstorm. After a rain, indicator bacteria counts at beaches throughout California usually far exceed health criteria in the state's Beach Closure and Health Warning Protocol.

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	F	F
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lechasa and Los Alisos creeks.	A+	A+
Encinal Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	A+	F
Zuma Beach at Zuma Creek mouth.	A+	F
Walnut Creek, projection of Wildlife Rd. (private).	A+	A+
Paradise Cove Pier at Ramirez Canyon Creek mouth.	C	F
Escondido Creek, just east of Escondido State Beach.	F	A
Latigo Canyon Creek mouth.	F	F
Solstice Canyon at Don Blocker County Beach.	A+	F
Puerco State Beach at creek mouth.	A+	F
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	B	A+
Surfrider Beach at Malibu Colony fence.	A+	F
Surfrider Beach (beach location)- daily.	F	F
Malibu Pier - 50 yards east.	F	F
Carbon Beach at Sweetwater Canyon.	F	F
Los Flores State Beach at Los Flores Creek (point zero).	A+	A
Big Rock Beach at 19948 PCH stairs.	A+	F
Pena Creek at Los Tunos County Beach.	A+	B
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	F	F
Castlerock Storm Drain at Castle Rock Beach.	A+	A+
Santa Ynez Storm Drain at Castle Rock Beach.	A	A+
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	F

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	F
Will Rogers State Beach at Pulga Canyon storm drain.	A+	F
Will Rogers State Beach at Temescal Canyon drain.	A+	F
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	F	F
Santa Monica Beach at Montana Ave. drain.	A+	F
Santa Monica Beach at Wilshire Blvd. drain.	A+	F
Santa Monica Municipal Pier.	F	F
Santa Monica Beach at Pico/Kenter storm drain.	F	F
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	F
Ocean Park Beach at Ashland Ave. drain.	B	A
Venice City Beach, at the Rose Ave. storm drain.	A+	F
Venice Beach at Brooks Ave. drain.	A+	F
Venice Beach at Windward Ave. drain.	A+	A
Venice Fishing Pier - 50 yards south.	A+	F
Venice Beach- projection of Topsail St..	A+	F
Marina del Rey, Mothers' Beach- lifeguard tower.	B	F
Dockweiler State Beach at Ballona Creek mouth.	A+	F
Dockweiler State Beach at Culver Blvd. drain.	A+	B
North Westchester Storm Drain at Dockweiler State Beach.	A+	A+
Dockweiler State Beach at World Way (south of D&W jetty).	A+	F
Dockweiler State Beach at Imperial Hwy drain.	A+	A+
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Dockweiler State Beach at Grand Ave. drain.	A+	F

LEGEND

DRY -- each location is graded on an A – F scale based on bacterial pollution levels present in the surf zone
WET -- grades for days of recorded rainfall and the following 3 days
ns -- no sample taken

Heal the Bay is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

Heal the Bay's Beach Report Card® is based on weekly water quality monitoring data provided by the City of Los Angeles' Environmental Monitoring Division and the Los Angeles County Department of Health Services. Data is analyzed as soon as it is made available to us by the public agencies. Beaches are graded on an A–F scale based on the risk of ocean users becoming ill. Samples are analyzed for bacteria—enterococcus, total and fecal coliforms—that indicate biological pollution. A fact sheet detailing the exact methodology used in determining grades for each location is available from the office or on our web site. The report is not designed to measure the amount of trash or toxins found at local beaches.

The Beach Report Card is an indication of past water quality and is not a warranty of the current safety of those areas surveyed. Our lawyers are happy.

MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(310) 260-1528

XXX Threesome Feature

Debbie Does Bayside (NC-17) 1hr 17min
LOOSE: Dictating development (R) 69 min
Main Streetwalkers (XXX) 34min
12 a.m.

AMC Loews Broadway 4
1441 Third Street Promenade
(888) 262-4386

Girls Night Out Film Festival

When Larry Met Sally (PG) 14 hr 20min
4:45pm, 7:30pm, 10:15pm

Pretty Women (R) 2hr 20min
5:15pm, 8:00pm, 10:45pm

Thelma & Louis (G) 2hr 1min
4:30pm, 6:15pm, 7:15pm, 9:00pm, 10:00pm

Bridget Jones' Journal (PG-13) 1hr 10min
3:35pm, 5:10pm, 7:45pm, 10:20pm

Brunch at Tiffanys (R) 2hr 10min
4:20pm, 7:00pm, 9:40pm

AMC 7 Santa Monica
1310 Third St.
(310) 451-9440

Boys Night Out Film Festival

Scarface Monkey (R) 24hr 5 min
10:45am, 12:00pm, 1:45pm, 2:45pm, 4:30pm, 5:30pm, 7:15pm, 8:15pm, 10:05pm, 10:50pm

Bigger Lebowski (PG-13) 3/4 of an hour
11am

Animal Pad (Crude) 1hr 25min
10am, 2pm, 5pm, 10:30pm

Die Hardest (XXX) .000035 min
1:40pm, 4:20pm, 7:20pm, 9:55pm

Rambo Nomo (G) 2min
11:00am, 1:00pm, 5:20pm

Raging Bull Patties (R) 15hr 10min
4:30pm, 10:10pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 478-3836

Racially Offensive Film Review

The Passion of the Christ [everyone knows Jesus was black] (R) 3hr 15min
12:45pm, 3:00pm, 7:23pm,
White Chicks (PG-13) 2hrs too long
1:45pm, 3:33pm, 7:28pm, 10:15pm

Birth of a Nation (NR) 55min
11am, 2:30pm, 5pm, 10:20pm

Gone With the Wind (NR) 2hr 24min
2:20pm, 4:45pm, 6pm, 12:20am

AMC Criterion 6
1313 Third St.
(310) 395-1599

Comedy Central

The Shawshank Redemption (R) 1hr 47min
10:30am, 1:00pm, 3:45pm, 6:30pm, 9:15pm

Schindler's List (R) 2hr 56min
10:30am, 1:30pm, 4:30pm, 7:30pm, 10:30pm

Citizen Kane (NR) 1hr 45min
10:45am, 12:00pm, 1:45pm, 2:45pm, 4:30pm, 5:30pm, 7:15pm, 8:15pm, 10:05pm, 10:50pm

Saving Private Ryan (R) 2hrs 01min
10:50am, 1:50pm, 4:45pm, 7:45pm, 10:40pm

Casablanca (NR) 1hr 59min
11:00am, 2:00pm, 5:00pm, 8:00pm, 11:00pm

For more information, e-mail news@smdp.com

Go to bed hungry, Leo

Aries (March 21-April 19)
●●●● You know that job promotion you've been waiting for? Well, be prepared to wait a little longer. The way the economy is going, you'd be lucky to keep your job. You may want to consider taking some night classes and brush up on your Spanish. Can you say, "Yo quiero un trabajo?" Tonight: Stay in and save some cash.

Taurus
●●● It's probably time to have that weird, itchy rash looked at. It could be serious. And while you're at it, see what your doctor says about Cialis. You could sure use a boost in the bedroom. Act now or risk losing your wife and your life. Tonight: Make sure your insurance is paid up.

Gemini
● The planets have aligned in your favor as Saturn is in the 11th house, meaning no one can deny you what you desire most. Go out on a limb and ask that extremely athletic and way-out-of-your-league co-worker for a dinner date at Melisse. Don't worry, they'll pick up the check. Tonight: Make sure you wax down there.

Cancer
●●● Sorry to tell you this, but you know all those friends on your Facebook page? Well, they're really not your friends at all. Stop adding strangers, and start getting real. So what if your "Friends" list drops to two. You don't need more than a couple of friends to make you feel loved and appreciated, unless your friends are real bastards. Tonight: Get busy deleting.

Leo
●● Hey, Fatty! Yeah, you! Put down that doughnut and your grande vanilla latte and get on the treadmill. It's time to shave off those love handles, dump the cottage cheese and rediscover those abs you haven't seen since high school. Drink plenty of water, stay away from fast food cravings and lean on friends and family for support, just don't lean too much. You're fat, remember. Tonight: Go to bed hungry.

Virgo
●●● Wasn't there something you were supposed to do before you left the house this morning? Did you forget to turn the iron off? What about the stove? Oh, now you remember. You didn't set your DVR to record the latest episode of the "Real Housewives of Orange County." Oops. Not to fret. Bravo plays re-runs constantly so no need to rush home. Tonight: Re-evaluate priorities.

Libra
●●●● Stop talking so damn much. You wonder why you are routinely dumped after the first four weeks of dating. It's because you won't shut up. Yap, yap, yap, yap. The key to a successful relationship is communication, but it seems your receiver is broken. Close your trap and open your ears. Face it, no one is that interesting. Well, maybe that Dos Equis guy, but you're definitely not him. Tonight: Clean the wax our of your ears.

Scorpio
●●●●●●●●●●●●●●● Today is your lucky day. You will find that things just seem to go your way. No matter what you do, you can't lose. Take advantage. Close all your accounts, pack up the car and head to Las Vegas for a gambling binge sure to set you on solid ground financially. While you're there, you will get locked out of your room. But don't fret. You will have the time of your life walking the entire Strip only in your bathrobe. You will meet an attractive mate, have a lovely dinner, dance your heart out and win big at craps. Tonight: Always bet on black.

Sagittarius
●●● Expect to be annoyed at work today. The insulting and demeaning phone calls just keep coming, and you know that receptionist whose high-pitched pig squeal of a laugh erodes your soul, well, she's just discovered EpicFail.com and will be watching hilarious web videos all day instead of answering phones. Be prepared to lose it like Tom Cruise in "Jerry Maguire," and there's no Renee Zellweger to comfort you. Tonight: Post your resume on Monster.com.

Capricorn
●● You are the eternal optimist, always finding the silver lining, even when the economy is in shambles (at least I have unemployment), the U.S. is on the verge of entering a third war (the war machine creates jobs), your car is about to be repossessed (I can stand to ride my bike more), your significant other is moving out (finally, more room for that rare beer collection) and your dog died (pet food is expensive). Those who know you find you tragically amusing and continually tell you that you have no grasp of reality and are living in a dream world. Screw 'em. Tonight: Keep smiling.

Aquarius
●●●● You know how you are thinking of telling your lover that they just aren't pleasing you in the bedroom? Well don't. If you do, you are sure to visit the emergency room and will require several stitches in places you'd rather not. And you just decided to downgrade your health insurance. Do what most people do — lie and practice faking orgasms. Tonight: Watch "When Harry Met Sally," and learn a thing or two from Meg Ryan.

Pisces
●●●● Take a long, hard look in the mirror, and if you don't see a reflection, chances are you're a vampire, or just extremely pale. Contemplate getting a spray tan and be open to the possibility of becoming a night owl. Avoid garlic, crucifixes and crazed teenagers who can't get enough of the blood suckers. The good news is vampires are in. The bad news, the fang phase only has a shelf life of seven years and you're in year six. Tonight: Rent "Twilight" and purchase a coffin.



MYSTERY PHOTO

Brandon Wise *brandonw@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*. Send your mystery photos to *editor@smdp.com* to be used in future issues.

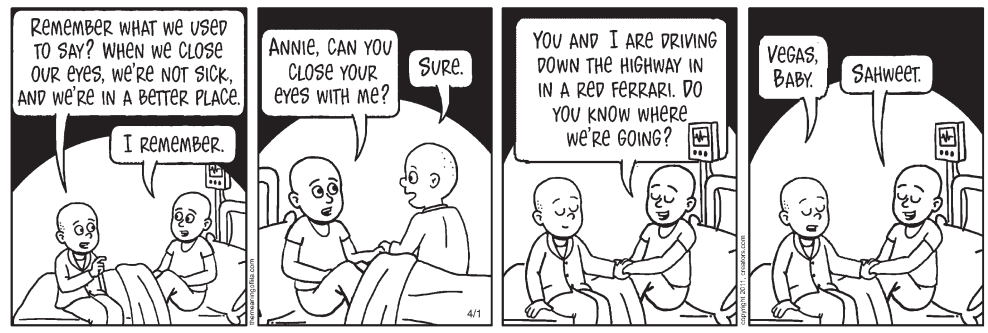
Girls and Sports

By Justin Borus and Andrew Feinstein



The Meaning of Lila

By John Forgetta & L.A. Rose



Garfield

By Jim Davis



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle. The difficulty level ranges from ★ (easiest) to ★★★★★ (hardest).

Difficulty Level ★★★★

		5	3					4
	2			9	6		5	
3			2					
1		8					7	
	4						2	
	5					4		1
					4			5
	7		9	2			4	
9					1	3		

King Features Syndicate

GETTING STARTED

There are many strategies to solving Sudoku. One way to begin is to examine each 3x3 grid and figure out which numbers are missing. Then, based on the other numbers in the row and column of each blank cell, find which of the missing numbers will work. Eliminating numbers will eventually lead you to the answer.

SOLUTIONS TO YESTERDAY'S PUZZLE

3	6	1	2	7	5	4	9	8
2	9	4	1	8	6	7	3	5
8	5	7	3	9	4	6	2	1
9	2	8	6	3	7	1	5	4
1	4	6	5	2	8	3	7	9
7	3	5	9	4	1	2	8	6
5	1	2	8	6	3	9	4	7
6	7	3	4	5	9	8	1	2
4	8	9	7	1	2	5	6	3

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CROSSWORD

By THOMAS JOSEPH

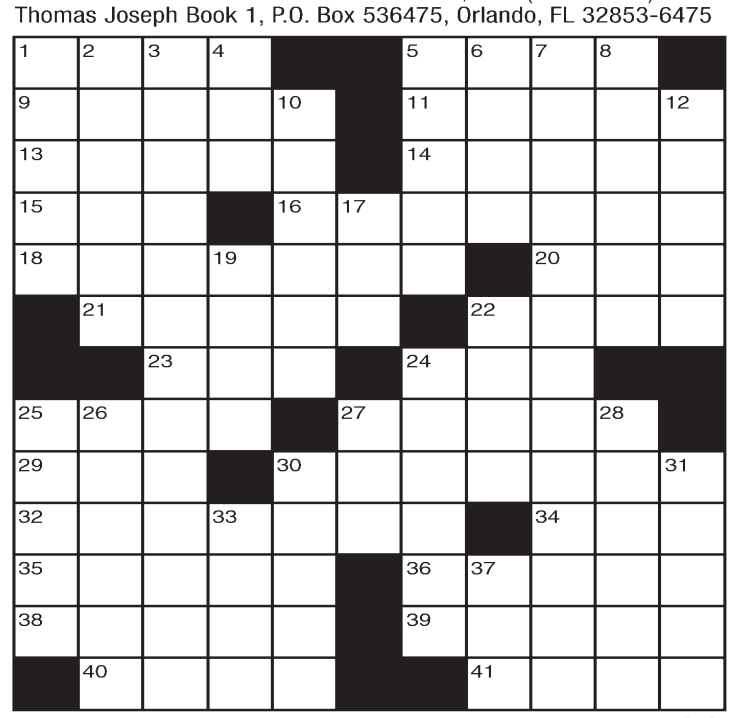
ACROSS
1 Band aids
5 Corp. division
9 Light lunch
11 Mystery writer Peters
13 Goofy
14 1836 battle site
15 Calendar box
16 Wandered
18 Rivals
20 Attic vowel
21 Wise words
22 Fusses
23 Mint holder
24 Save
25 Paul's collaborator
27 "Tiny Bubbles" singer
29 Common verb
30 Chilly times
32 Ticking off
34 Understand
35 Churlish ones
36 Adult
38 Marina sight
39 Pacific island group
40 Avenue liners
41 Look after

DOWN
1 Out of the way
2 Peggy Lee song
3 Allowed oneself to be duped
4 — Juan
5 Loved ones
6 First name in jazz
7 Went along
8 "There's no — lose!"
10 Motif
12 Fizzy quaffs
17 Links area
19 Primary
22 Em or Bee
24 Beatniks beat them
25 Door parts
26 Jim Palmer, once
27 Racket
28 Eugene setting
30 Bits of smoke
31 Place
33 Gift tag word
37 Dietary no-no

L	I	O	N	■	■	F	A	C	E	D
I	N	L	E	T	■	A	R	O	M	A
S	P	I	T	E	■	L	I	M	I	T
T	U	V	■	A	T	L	A	R	G	E
S	T	E	P	P	E	■	■	A	R	R
■	■	■	T	O	E	D	■	D	E	S
■	C	O	A	T	■	A	P	E	S	■
L	E	N	■	S	A	N	E	■	■	■
E	N	E	■	■	S	C	R	I	M	P
A	T	S	T	A	K	E	■	G	A	L
P	A	P	A	L	■	R	H	O	D	A
E	V	O	K	E	■	S	A	T	A	N
D	O	T	E	S	■	■	L	A	M	B

Yesterday's answer

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4-1

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• You must follow the given math operations for each square and you must make sure all the numbers satisfy the demands in the shaded boxes when connected in adjacent threes and calculated together from left to right, and top to bottom.

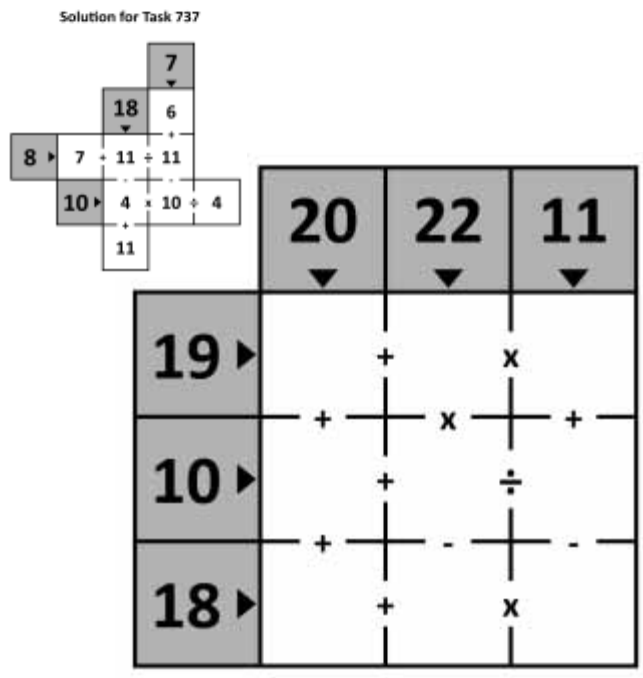
• The numbers you insert into the grid must satisfy the Equa demands both horizontally and vertically.

For more games, go to www.arithmo.com

Fill in the empty fields with the given numbers so when calculated together they satisfy all Equas in the gray boxes:

2, 2, 4, 6, 7, 7, 9, 12, 12

Solution for Task 737



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Fantasy 5: 11 15 18 28 32
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DAILY DERBY: 1st: 02 Lucky Star 2nd: 05 California Classic 3rd: 06 Whirl Win RACE TIME: 0:02.90

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at http://www.calottery.com

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Washington, D.C., resident Nicole Pugh, arriving at her polling station in November with the sole intention of casting a vote for mayor, noticed a line on the ballot asking her choice for Advisory Neighborhood Commissioner, even though no candidates were listed. On a lark and with no knowledge of the office, she wrote in her own name, and that evening was informed that she had been elected, 1-0, to an office that had been vacant, through apathy, for the previous 14 years. Though other Advisory Neighborhood Commission positions are contested and the candidates quite active, none is paid, and they work mostly via meetings. (However, having the title can garner press attention -- for example, for Brenda Speaks, commenting on the planned Walmart store, above.)

■ When James Maynard arrived at the murder trial of his former long-time lover Fiona Adams, 24, in February at Britain's Nottingham Crown Court, it was supposedly in support of Adams, who was contending that she did not recklessly start a fire that blazed out of control and took the lives of two of the couple's three children. However, Maynard, in full view of a mob of reporters, was wearing a grotesque clown mask resembling the face of the character Pennywise in the Stephen King novel "It," and he declined numerous opportunities to comment on why he was wearing it. (After a three-week trial, Adams was acquitted.)

TODAY IN HISTORY

1871 The first stage of the Brill Tramway opened.
1873 The British steamer RMS Atlantic sinks off Nova Scotia, killing 547.
1887 Mumbai Fire Brigade is established.
1891 The Wrigley Company is founded in Chicago, Illinois.
1893 The rank of Chief Petty Officer in the United States Navy is established.

WORD UP!

**bivouac \ BIV-wak, BIV-uh-wak ** , noun; 1. An encampment for the night, usually under little or no shelter. intransitive verb:
1. To encamp for the night, usually under little or no shelter.

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DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110302998 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/25/2011 The following person(s) is (are) doing business as GRACE FAMILY CHILD CARE. The full name of registrant(s) is/are: SUSAN GRACE 21310 ALVAR PLACE CARSON, CA 90745. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/2008. /s/: SUSAN GRACE; CEO. This statement was filed with the County Clerk of LOS ANGELES County on 03/25/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/25/2011, 04/01/2011, 04/08/2011, 04/15/2011.



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>REBATES
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NEW 2011 TOYOTA COROLLA LE



LEASE FOR $144*/MO+TAX OR NET COST $13,998††

1 AT THESE OFFERS

SELLING PRICE: $15,498
FACTORY REBATE: - $500
COLLEGE REBATE**: - $1,000
NET COST: $13,998

AUTOMATIC 1838

*Lease for $144/mo plus tax for 36 months. $1144 due at lease signing ($144 out-of-pocket after $1000 college rebate**) plus tax and license. $0 security deposit. 12k miles/year and $0.15 per mile in excess. On approved above average credit. ††Purchase for $13998 after $500 factory rebate and $1000 college grad** rebate. Must finance through TFS to receive college rebate. (306572/096038) Expires 4/4/2011.

NEW 2011 TOYOTA CAMRY LE



LEASE FOR $119*/MO+TAX OR NET COST $16,998††

1 AT THESE OFFERS

SELLING PRICE: $18,748
FACTORY REBATE: - $750
COLLEGE REBATE**: - $1,000
NET COST: $16,998

0.0% APR AVAILABLE**

AUTOMATIC 2532

*Lease for $119/mo plus tax for 36 months. $1619 due at lease signing ($119 out-of-pocket after $500 factory rebate $1000 college rebate**.) plus tax and license. $0 security deposit. 12k miles/year and $0.15 per mile in excess. On approved above average credit. ††Purchase for $16998 after $750 factory rebate and $1000 college grad** rebate. Must finance through TFS to receive college rebate. (305824/150921) 4/4/2011.

NEW 2010 TOYOTA MATRIX S

0.0% APR AVAILABLE**



MSRP: $22,460
MILLER DISCOUNT: - $2,473
SELLING PRICE: $19,987
COLLEGE REBATE++: -$1,000
FACTORY REBATE: - $1,000
NET COST: $17,987

AUTOMATIC 4-CYL. 1934

NET COST $17,987* 5 AT THIS OFFER

*Purchase for $17987 after $1000 college grad** rebate and $1000 factory rebate. Must finance through TFS to receive college rebate. Expires 4/4/11.

NEW 2010 TOYOTA RAV4 2WD LTD

moonroof back-up camera leather



MSRP: $27,430
MILLER DISCOUNT: - $2,542
SELLING PRICE: $24,888
COLLEGE REBATE**: - $1,000
NET COST: $23,888

AUTOMATIC 4450

NET COST $23,888 1 AT THIS OFFER

*Purchase for $23888 after $1000 college rebate** (305620/046746). Must finance through TFS to receive college rebate. Expires 4/4/11.

NEW 2011 TOYOTA SIENNA



SELLING PRICE: $24,499
MILITARY REBATE++: - $500
NET COST: $23,999

AUTOMATIC 5321

NET COST $23,999* 2 AT THIS OFFER

*Purchase for $23999 after $500 military rebate++ (Z305373DTI/005542; 306622/007268) Expires 4/4/11.

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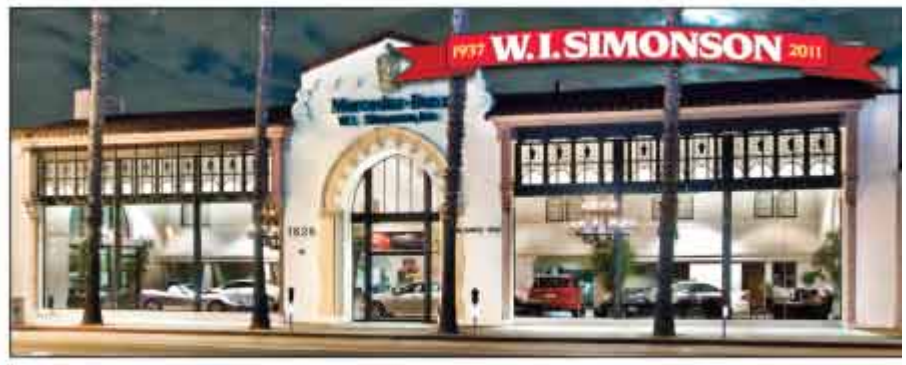
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2008 Mercedes-Benz
C300 ..... **$25,991**
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2007 Mercedes-Benz
E350 ..... **$25,994**
P1 PACKAGE, SPORT, NAVIGATION #7B049733

2008 Mercedes-Benz
E350 ..... **$27,994**
SPORT PKG, NAVIGATION, LOW MILES #8B222092

2008 Mercedes-Benz
C350 ..... **$30,991**
P2 PKG, IPOD, AMG RIMS, XENON #120357

2007 Mercedes-Benz
R350 ..... **$31,991**
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