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MONDAY, JULY 14, 2014

Volume 13 Issue 203



SAFE FROM THE RAYS
SEE PAGE 6

Santa Monica Daily Press

We have you covered

THE AND IT BEGINS ISSUE



SO CLOSE

Argentina fans react while watching the championship game of the World Cup at the Cock 'n Bull in Santa Monica. Argentina fell to Germany 1-0.

Paul Alvarez Jr. editor@smdp.com

Election season begins

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITY HALL And they're off.

Today the nomination period begins for candidates looking to run for the offices of City Council, Santa Monica-Malibu Unified School District, Rent Control Board, or the Santa Monica College District.

The nomination period will stay open through Aug. 8. Interested candidates have to pay a \$25 filing fee and collect signatures from 100 registered Santa Monica voters.

The terms of three council members expire at the end of this year.

Kevin McKeown received the most votes in his last go-round in 2010, followed by current Mayor Pam O'Connor and then longtime Councilmember Bob Holbrook. Councilmember Ted Winterer, who would go on to win a council seat in 2012, fell 57 votes short of edging Holbrook out during that race.

None of the three incumbents, McKeown, O'Connor, or Holbrook, have officially announced their intentions for this year's election.

Four challengers have already filed the financial paperwork necessary for the election. Current Planning Commissioners Richard McKinnon and Sue Himmelrich have filed financial statements, along with Recreation and Parks Commissioner Phil Brock and resident Kenneth Robin.

McKinnon received 8,041 votes in 2012, missing the last open slot by just under 4,000 votes. He's hosting a barbecue and signing open house tonight.

Former Mayor Mike Feinstein has also announced he is running. Feinstein was elected in 1996 and won again in 2000 but was unseated in 2004, finishing ninth. This is his first election attempt since that loss.

Former Planning Commissioner Frank

SEE ELECTION PAGE 7

Malibu activist to run for Board of Education

BY EMILY SAWICKI

Special to the Daily Press

MALIBU Local education activist Craig Foster announced this week he plans to enter this year's Board of Education race in an attempt to get Malibu a seat back at the table — six

years after Malibu last had a representative on the governing body of the Santa Monica-Malibu Unified School District (SMMUSD) and two years after Foster lost his first attempt.

Foster is the president of Advocates for Malibu Public Schools (AMPS) and has spent several years working to form a separate Malibu school dis-

trict.

"I really do think and hope that there's not only an acceptance, but a certain amount of desire by a lot of people in Santa Monica to hear Malibu's voice and include Malibu's vision more directly," said

SEE SCHOOLS PAGE 9

Faces of Silicon Beach: Chris Brereton

BY ERIK HUBERMAN

Special to the Daily Press

Erik Huberman: E: What made you decide to be an entrepreneur? What about your childhood, your

upbringing, anything?

• Chris Brereton: I've always been just sort of independent anyway and, oh, I grew up playing in a rock and roll band as the lead singer and basically managed the band and learned

a lot about business and kind of wrangling crowds I guess, if you will. So when I came home from that I took a big boy job as a mar-



SEE FACES PAGE 8 **BRERETON**

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50KPROJECT@KIWANISCLUBSM.ORG

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9 am - Noon



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1st Wednesday
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Acupuncture
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60 & Older**
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WISE & Healthy Aging is a nonprofit social services organization.

Calendar

2

MONDAY, JULY 14, 2014

Santa Monica Daily Press

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Volunteer Information

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Get information about available opportunities at this informational orientation!

Friday, July 18, 2014
9:30 am - 11:30 am

(310) 394-9871 EXT. 450



1527 4th Street, 2nd Floor, Santa Monica

www.wiseandhealthyaging.org

What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, July 14, 2014

Dive in

Annenberg Community Beach
House

415 PCH, 10 a.m. — 6 p.m.

The summer pool season officially
opens and will run through Sept. 1.
For more information, visit beach-house.smgov.net.

House of cards

Fairview Library
2101 Ocean Park Blvd.

1 p.m. — 3 p.m.

Play bridge at the library every
Monday afternoon. Have fun, meet
new people, and challenge your
mind. Advanced beginners wel-
come. This is not a class. For more
information, visit smpl.org.

Knit time

Fairview Library

2101 Ocean Park Blvd., 5 p.m.

All levels welcome. Bring your own
supplies. Ages 8 and up. For more
information, visit fairviewknittingcircle.blogspot.com.

Tuesday, July 15, 2014

Write it right

Fairview Library

2101 Ocean Park Blvd., 12 p.m.
Inspiration, guidance, direction and
support for writers.

New Short Fiction Series: Glowing, stories of light

Annenberg Community Beach
House

415 Pacific Coast Hwy, 6:30 - 8
p.m.

Sally Shore's New Short Fiction
Series takes Light as a theme,
exploring both its physical and meta-
physical dimensions. The Series
pairs writers with actors to read
their work. Writers: Elaine Barnard,
Jill Glass and Bryan Hurt. Actors:
Sally Shore, Ryan Klamen and Miri
Hunter. Visit www.annenbergbeach-

house.com/beachculture for more
information.

Stand-up comic who also does head stands

Ye Olde Kings Head Pub

116 Santa Monica Blvd., 8 p.m.

Lang Parker is a stand-up comic,
actor, writer, and producer. Recently
Lang went to Afghanistan to enter-
tain our troops on a USO Tour
where she witnessed first hand
what the incredible men and women
do in the military for our country.
She decided to start up a comedy
show once a month here in the
states to honor them. The free
event is called "West of the 405
Comedy Show." Lang puts up an
incredible line up of comics that
haven't quite broken into the main-
stream, but should be on your radar
if you haven't heard of them. Visit
<http://langcomedy.com> for more
information.

Wednesday, July 16, 2014

Market fresh

Arizona Ave. between Second and
Third streets

8:30 a.m. — 1 p.m.

Enjoy one of Santa Monica's farm-
ers' markets, widely considered to
be among the best on the West
Coast and featuring field-fresh pro-
duce, hundreds of kinds of vegeta-
bles, brilliant cut flowers, breads,
cheeses, delicious foods, live music
and more. Call (310) 458-8712 for
more information.

Thursday, July 17, 2014

Family gaming

Main Library, Children's Activity
Room

601 Santa Monica Blvd., 3:30 - 5
p.m.

Enjoy quality family time at the
library. Play and "Kinect" with video
and board games. Ages 4 & up.

For help submitting an event, contact Daniel Archuleta at
310-458-7737 or submit to editor@smdp.com

COMMUNITY BRIEFS

Citywide
App offers peace of mind for shoppers with allergies

Content Checked Inc, a Santa Monica based start up, has launched a smartphone app called ContentChecked to simplify the process of determining food ingredients for shoppers with food allergies.

“Shoppers armed with ContentChecked will be able to register their food allergies or intolerances and then walk the aisles of their favorite supermarket simply scanning the bar codes of whichever items they are considering purchasing,” said ContentChecked Marketing Nutrition Director Moa Turander. “Our app can be a huge help with some of the most common food allergies and intolerances such as nuts, shellfish, soy, milk and even gluten. Best of all, it can even go one step further by suggesting alternative choices to an item incompatible with food restrictions, and in some many cases even helpful recipes are provided.”

Although a US-based company, ContentChecked initially debuted in Norway, where it has been up and running for over a year. The app has been met with overwhelming enthusiastic support and endorsement in the country, with very important organizations like Norwegian Asthma and Allergy Association (NAAF) and the Norwegian Coeliac Association. The company has set the goal to pursue and establish similar relationships and impact, now and in the near future, in the United States.

Future planned features of the app including a restaurant guide and reviews, KosherChecked, MigraineChecked and SugarChecked.

For more information about ContentChecked, the innovative new smarthphone food allergy and intolerance app, be sure to visit <http://www.contentchecked.com>.

– EDITED BY MATTHEW HALL

YWCA
SHINE features ‘Coming of Age’ stories

When did you “grow up”? Storytellers recount their “Coming of Age” experiences at the next SHINE storytelling event on Thursday, July 17 at 7:30 p.m. at the YWCA Santa Monica/Westside. Stories in July will involve early life transitions such as first love, job, or child and later leaps in maturity such as forgiving a lifelong grudge, surviving divorce, or taking care of an adult parent.

SHINE is a storytelling series featuring professionals and amateurs coming together on the third Thursday of every month to share inspiring true stories. Participants and audience members enjoy a relaxed community atmosphere, powerful and entertaining stories, refreshments, mingling, and live music.

Live music in July will be provided by Amanda McAllister, a singer/songwriter who began her musical journey as an opera singer. After becoming an accomplished, prize-winning operatic soprano, Amanda felt drawn to expand her creative boundaries and began writing original music. Combining her love for compelling lyricism, catchy melodies, jazz, soul, and classical music, she recorded her debut album, Metamorphosis. The album is an exciting introduction to her bold, new sound that genre-smashes her influences with the newest technology and sounds.

Professional storytellers for SHINE are chosen from some of the nation’s top award-winning storytellers and writers. Amateur storytellers of all ages and walks of life also take the stage. Submissions are accepted before the event and two slots are reserved for audience members selected through a random drawing.

Those interested in becoming a Guest Storyteller are encouraged to visit www.StoriesBloom.com in advance for monthly theme and guidelines.

SHINE is produced and hosted by Isabel Storey and presented by Storey Productions in association with Santa Monica Repertory Theater, UCLArts and Healing, and the YWCA Women’s Partnership. \$10 suggested donation at door.

– MH

KNOW BEFORE YOU GO

Expo Light Rail Line

Note the following activities:

1. Colorado Avenue between Fifth and 18th streets: Street closures in the east and westbound directions. Expect westbound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between Sixth and 18th Street will have limited access at Colorado.
2. Colrado Avenue between Lincoln Boulevard and Ninth Street: Lane closures in the westbound direction Monday through Friday.
3. Sixth Street and Colorado Avenue intersection: Construction in the intersection, expect lane closures.
4. Seventh Street and Colorado Avenue intersection: Construction in the intersection, expect lane closures.
5. 19th Street between Colorado Avenue and Olympic Boulevard: Northbound and southbound lane closures.
6. 20th Street between Colorado Avenue and Olympic Boulevard: Northbound and southbound lane closures during daytime hours.
7. Sixth Street between Cloverfield Boulevard and Olympic Boulevard: Lane closures for water main work.
8. Stewart Street between Olympic Boulevard and Exposition Boulevard: Northbound and southbound lane closures during daytime hours.
9. Olympic Boulevard between 20th and Stewart Street: Eastbound and westbound lane closures during daytime hours.
10. Cloverfield Boulevard just south of Olympic: Northbound right lane closures.

For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Bus Stop Improvement Project

Citywide installation of new bus shelters will continue. Construction will involve intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:

SANTA MONICA BOULEVARD

- 1601 Santa Monica Boulevard

- between 1Sixth Street and 1Seventh Street (north side of Santa Monica)
- 3219 Santa Monica Boulevard between Franklin Street and Centinela Av. (north side of Santa Monica)
- 1019 Santa Monica Boulevard between 10th Street and 11th Street (north side of Santa Monica)

WILSHIRE BOULEVARD

- 2403 Wilshire Boulevard between Fourth Street and Chelsea Avenue (north side of Wilshire)
- 2901 Wilshire Boulevard between Yale Street and Stanford Street (north side of Wilshire)
- 1020 Wilshire Boulevard between 10th Street and 11th Street (south side of Wilshire)

MONTANA AVENUE

- 1301 Montana Ave between Euclid Street and Fourth Street (north side of Montana)
- 1302 Montana Ave between Euclid Street and Fourth Street (south side of Montana)
- 1501 Montana Ave between 15th Street and 1Sixth Street (north side of Montana)
- 1502 Montana Ave between 15th Street and 1Sixth Street (south side of Montana)
- 1920 Montana Ave between 19th Street and 20th Street (south side of Montana)
- 1101 Montana Ave between 11th Street and 12th Street (north side of Montana)
- 1100 Montana Ave between 11th Street and 12th Street (south side of Montana)
- 2001 Montana Ave between 20th Street and 21st Street (north side of Montana)

OCEAN PARK BOULEVARD

- 3435 Ocean Park between 3Fourth St and Centinela Avenue (north side of Ocean Park)
- 3420 Ocean Park between 3Fourth St and Centinela Avenue (south side of Ocean Park)
- 2600 Ocean Park between 25th Street and 28th Street (south side of Ocean Park)
- 2525 Ocean Park between 25th Street and 2Sixth. (north side of Ocean Park)
- 2025 Ocean Park between 20th Street and 21st Street (north side of Ocean Park)



- 1352 Ocean Park between Euclid Street and Fourth Street (south side of Ocean Park)
 - 1343 Ocean Park between Euclid Street and Fourth Street (north side of Ocean Park)
 - 1047 Ocean Park between 10th Street and 11th Street (north side of Ocean Park)
- PICO BOULEVARD
- 3007 Pico Blvd between Dorchester Street and 33rd Street (north side of Pico)
- 20th STREET
- 954 20th Street between Idaho Avenue and Washington Avenue (west side of 20th.)

Annual Tree Trimming

The city’s annual tree pruning program will take place on Stewart Street, Pico to Exposition; 25th Street, Wilshire Boulevard to Montana Avenue; Fifth Street, Colorado Avenue to Wilshire Boulevard to Montana Avenue; Berkeley Street, Stanford Street to Wilshire; 2Sixth Street, San Vicente to Wilshire boulevards; Hollister Avenue, Ocean Avenue to Nielson Way;’ Esparta, San Vicente to city limi; Fifth Street, Colorado to Wilshire. Partial lane closures will occur. All work will take place between 8 a.m. - 5 p.m. For further information, contact Matthew Wells, urban forester, at (310) 458-8974.

Santa Monica Place Theatre

Beginning on Monday, June 2, 2014, there will be lane closures on Fourth Street and Colorado Avenue.

Santa Monica Pier Renewal

Construction will continue and is estimated to conclude in spring 2014. The pier and its businesses will remain open during construction. Contact Curtis Castle, Civil Engineer, at (310) 458-8721 if you have any questions.

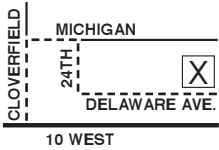


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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Save the mural

Editor:

When I look at the “Muir Woods” mural I can almost hear the splash of water on rock. I imagine the fresh scent of redwood trees deeply rooted in rich earth. I hear the rustle of plant and nature's life. For many years during my drive to work, I enjoyed an almost daily dose of this soothing mural. I was an art therapist to developmentally challenged adolescents at the UCLA Neuropsychiatric Hospital. One hot summer day inspiration from the mural must have followed me to work. I taped a roll of paper 7 feet high, about 5 feet wide, up on the wall of the hospital art room and got out paints and various thickness of brushes, from housepainters widths to the more delicate Japanese sumi-e brushes. The art project theme: trees, rocks and water. A small group of four young patients took turns painting easy strokes of blue and green and brown, orange, yellow. I remember that what started out as a tense combination of emotion, from anxiety to depression, began to dissipate significantly. And so these children paid homage to nature and were rewarded for the effort.

The noted artist and muralist Jane Golden created “Muir Woods” in 1978. I can't begin to conceive the number of that creative and inspirational mural's sightings by motorists, students and passersby where some positive thought, feeling or action resulted. There might have been some quiet reflection or a moment of release from the worries of the day. The location of the mural on perpendicular walls could not be better; the busy city aspect of the soon-to-be revitalized Lincoln Boulevard on one side and on the other side a recently-greened Ocean Park Boulevard view that reaches to and from the ocean. A progression to and from city to shore. Together, the mural walls, staunch by their paintings of strong ancient trees in their natural setting, really do provide people of all ages a visual sense of calm, security and protection.

This magnificent, spiritually imbued Santa Monica mural has been serving our community for the past 36 years and, despite fading and peeling, still emanates a force that conveys the pro-environment, pro-tree and pro-nature message it set out to communicate. For that, and many other reasons, it truly deserves to be restored. It is an important part of our heritage. It reflects who we are as a people, concerned now in 2014, with the environment and the preciousness of nature. What better reminder than these wise trees that know how to grow and to live such long and productive lives. Absorbing CO2 and providing beauty. A continual lesson painted on walls, adding the aspect of an environmental consciousness for all of us to draw from, expand upon.

A great hands-on project for the students at that site might be to assist with the mural restoration as well as help plant a living landscape along the strip of earth in the long planter that fronts the entire mural. I'm sure John Muir would wholeheartedly approve. This year marks the 100th anniversary of the passing of the renowned preservationist, naturalist and founder of the Sierra Club. The “Muir Woods” mural is an artistic inspiration, but also a teaching and learning educational opportunity.

Marissa Rubin
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

Hunting season has begun

MONDAY IS THE FIRST DAY TO “PULL papers” required to run for political office in Santa Monica.

Potential candidates for City Council, Rent Control Board, Santa Monica/Malibu Board of Education and Santa Monica College Board of Trustees must pay a \$25 filing fee and complete the necessary paperwork including collecting 100 valid signatures of currently registered Santa Monica voters.

Documents and signatures can be filed at City Hall anytime through August 8 at 5:00 p.m. Voters will then decide the winners for a number of local, county, state and federal races during the Nov. 4 General Election.

In three weeks, the powerful Santa Monica for Renters’ Rights (SMRR) organization will hold their annual convention (Sun., Aug. 3) at John Adams Middle School. SMRR members will vote on candidate endorsements for all local offices. Those receiving SMRR endorsements will have an almost sure lock on being elected.

The race for three City Council seats is the most interesting. Although they’ve not officially announced (as of this writing), incumbents Kevin McKeown and Pam O’Connor will likely seek reelection. It is widely believed that Robert Holbrook will retire.

Recreation and Parks Commission Chair Phil Brock, former mayor and councilman Michael Feinstein, planning commissioner Richard McKinnon and attorney Frank Gruber have already announced their interest in being on the dais.

Planning Commissioners Susan Himmelrich and Jennifer Kennedy are expected to announce their run for council in the days ahead and will liven up the competition even more.

Over 70 percent of Santa Monica voters are renters. SMRR’s perennial message of “Vote for the SMRR Team because only SMRR protects you from eviction and preserves your low rents” is effective even if not true.

Despite claiming they’re protecting renters, SMRR’s leadership is oblivious to the flippers and investors who are buying up older buildings (mostly in the mid-city, multi-family neighborhoods), forcing out long-term rent-controlled tenants, rehabbing apartments and doubling or tripling rents.

SMRR’s primary goal of promoting a never-ending amount of “affordable” rental housing for future SMRR voters and new hotels for union workers is fueling Santa Monica’s development issue. Virtually all the thirty plus pending projects in the pipeline requiring City Hall approval are four to seven floor apartment buildings.

SMRR is not interested in controlling runaway development because key SMRR’s leaders welcome it as a source of revenue for a host of pet social issues such as subsidized low income housing, pre-school child care programs, homeless services/housing and other programs.

Enter UNITE HERE, Local 11. These hotel union members work hard to get SMRR candidates elected. In return, those elected back more new hotel construction and jobs -- and a generous minimum wage base for hotel workers. The combination of SMRR’s messaging and hundreds of campaign workers is extremely effective in get-

ting supporters elected.

There is already a lot of political maneuvering to support persons seeking a coveted SMRR endorsement.

The grass-roots, slow-growth development group Residocracy.org. is working with neighborhood groups and other slow growth organizations to form a united coalition to back a roster of candidates. Many of those involved, including me, have joined SMRR and plan to vote our choices for endorsements at the convention which may or may not include candidates supported by SMRR’s entrenched leadership.

SMRR has also been derelict in dealing with restricting runaway development, balancing over development with real housing needs and solving our accelerating traffic and congestion problem. The coalition will back candidates who are willing to tackle the unpopular issues that SMRR has ignored or, in the case of overdevelopment, encouraged.

The two factions will battle it out at the convention -- the secretive, old guard, SMRR leaders who are already trying to manipulate membership support for their own hand-picked choices and those advocating change and a new direction.

Denying pro-development O’Connor a SMRR endorsement is the primary goal of the coalition. Supporting McKeown and two other persons is the secondary strategy. The frontrunners for the two remaining SMRR council endorsements at the moment are Brock, Himmelrich and Kennedy.

Stay tuned, more to come.

DID I SAY, ‘RUSH TO DEVELOP?’

One of downtown’s largest, new, mixed-use projects was reviewed by the Planning Commission last Wednesday. The proposed development at 500 Broadway/corner of Fifth Street is the site of the current Fred Segal store and rear surface parking lot. It was originally an ice skating rink back in the day.

The proposed development is yet another boxy, oversized, seven story (84 foot) mixed-use building consisting of 262 rental units, 39,600 square feet of ground floor retail space and a four-level subterranean parking garage to accommodate 577 vehicles and 463 bicycles. The property owner/developer is DK Broadway, LLC.

But wait, there’s more. Directly across the street on the northeast corner of Broadway and Fifth Street is a pending mixed-use development proposed for a property occupied by Performance Bicycle.

This development from NMS Properties is a six floor (76 foot tall), 65 unit, mixed-use apartment building with 8,650 sq. ft. of ground floor commercial space and 154 subterranean parking spaces. 14 “very low” to “low” income units (which range from studios to three bedrooms) are included in the mix.

That places two new buildings, six and seven floors tall, where single floor retail structures are presently. It also add 427 units of new housing and 731 new parking spaces to that single corner. Keep in mind that two, new, six floor hotels are under construction less than a block away at Fifth and Colorado.

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Agriculture industry seeks to create right to farm

DAVID A. LIEB
Associated Press

JEFFERSON CITY, Mo. In the nation's agricultural heartland, farming is more than a multibillion-dollar industry that feeds the world. It could be on track to become a right, written into law alongside the freedom of speech and religion.

Some powerful agriculture interests want to declare farming a right at the state level as part of a wider campaign to fortify the ag industry against crusades by animal-welfare activists and opponents of genetically modified crops.

The emerging battle could have lasting repercussions for the nation's food supply and for the millions of people worldwide who depend on U.S. agricultural exports. It's also possible that the right-to-farm idea could sputter as a merely symbolic gesture that carries little practical effect beyond driving up voter turnout in local elections.

"A couple of years from now, we might say this was the beginning of the trend," said Rusty Rumley, a senior staff attorney at the National Agricultural Law Center in Fayetteville, Arkansas. But "we really don't even know what they're going to mean."

Animal advocates and other groups are increasingly urging consumers, grocers and restaurants to pay as much attention to how their food is raised as to how it tastes. Their goals include trying to curtail what they consider cruel methods of raising livestock and unsafe ways of growing food.

Those efforts are helping to fuel the right-to-farm movement in the Midwest, where the right has already won approval in North Dakota and Indiana. It goes next to Missouri voters in an Aug. 5 election. Similar measures passed both chambers of the Oklahoma Legislature earlier this year before dying in a conference committee. And they could soon spread elsewhere.

The uncertainty surrounding the proposals stems from the vague wording of the measures, which have yet to be tested in court.

Missouri's proposed constitutional amendment asks voters whether the right "to engage in farming and ranching practices shall be forever guaranteed."

Indiana's new measure — which was written into state law but not enshrined in the constitution — protects the rights of farmers to use "generally accepted" practices, including "the use of ever-changing technology." The North Dakota measure prohibits any law that "abridges the right of farmers and ranchers to employ agricultural technology, modern livestock production and ranching practices."

Supporters hope the wording provides a legal shield against initiatives that would restrict particular farming methods, such as those modeled after a California law setting minimum cage space for hens or policies in Florida and Ohio that bar tight pens for pregnant pigs. Others hope to pre-empt any proposals to ban genetically modified crops similar to ones recently passed in southern Oregon.

"Agriculture's had a lot folks that's been trying to come down on our farms and tell us what we can and cannot do," said Neal Bredehoeft, a corn and soybean farmer who supports the Missouri measure. He added: "This gives us a little bit of protection."

Bredehoeft gave \$100 to the political group backing Missouri's ballot measure. His money is being mixed with five-figure checks from the state corn and pork associations, the Farm Bureau and businesses with strong financial stakes in rural America, such as electric cooperatives and a farm-credit organization.

They're preparing for an advertising blitz against a coalition that includes the Humane Society of the United States, the Sierra Club and rural groups that have battled for decades against corporate hog and poultry operations.

Opponents fear the right-to-farm measures could be cited by corporate farms to escape unwanted regulations against pollution and unsanitary conditions.

"This is a fight in each state," said Joe Maxwell, a former Missouri lieutenant governor who is the Humane Society's vice president of outreach and engagement.

Stopping the proposals at the ballot box "sends a message: Don't waste your money," he added.

North Dakota voters approved their right-to-farm measure by a two-thirds vote in 2012 after a relatively low-profile campaign in which the North Dakota Farm Bureau spent \$158,000 promoting the measure. Opponents spent little.

The state Farm Bureau pursued the initiative after the Humane Society of the United States unsuccessfully pushed a measure two years earlier to abolish fenced hunting preserves in North Dakota.

Soon, agriculture leaders from Iowa to Idaho and numerous other places were inquiring about how to do something similar, said Jeffrey Missling, executive vice president of the North Dakota Farm Bureau.

A year ago, the North Dakota measure was a topic for discussion as legislative agriculture chairmen from across the U.S. gathered for a conference in Vancouver, Canada. The event by the State Agriculture and Rural Leaders Association was financed by dozens of agriculture businesses.

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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 310-573-8354.



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Photo courtesy Bruce A. Stockwell/Flickr

SAVING THE DAY: According to the Environmental Working Group, which assessed the safety and effectiveness of more than 1,400 sunscreens for its 2014 Guide to Sunscreens, only one in three sunscreens for sale on the shelves of American stores offer good skin protection and are free of ingredients with links to health problems.

Safe from the sun

Dear EarthTalk:

With summer officially here now, what can you tell us about which sunscreens are safe and which are not?

Clara Rosen

New York, NY

SKIN CANCER IS BY FAR THE MOST

common form of cancer in the United States, with more new cases each year than breast, prostate, lung and colon cancers combined. And the rate of newly diagnosed cases of the most deadly skin cancer, melanoma, has tripled over the last three decades. But many of the sunscreens on the market do not provide enough protection from the sun's damaging rays. Also, some of them contain chemicals that can also cause health problems in their own right.

According to the non-profit Environmental Working Group (EWG), which assessed the safety and effectiveness of more than 1,400 "SPF" (sun protection factor) products for its 2014 Guide to Sunscreens, only one in three sunscreens for sale on the shelves of American stores offer good skin protection and are free of ingredients with links to health issues. "That means two-thirds of the sunscreens in our analysis don't work well enough or contain ingredients that may be toxic," reports the group.

A big part of the problem is the lack of tougher rules from the U.S. Food & Drug Administration (FDA). "The FDA's first major set of sunscreen regulations, 36 years in the making, took effect in December 2012 and proved far too weak to transform the market," reports EWG. While the new rules did restrict some of the most egregious claims on sunscreen labels (such as the "patently false" 'waterproof' and 'sweat-proof' claims) and ended the sale of powder sunscreens and towelettes that were too thin to provide protection against ultraviolet rays, they didn't address inhalation threats from spray sunscreens or take into account the risks of exposure to so-called "nanoparticles" from zinc oxide and titanium dioxide varieties.

While the FDA is currently reassessing its stance on sunscreens, EWG warns it may be a while before new rules address these and other concerns, especially given push-back from regulatory-averse members of Congress and some manufacturers. So what's a health-conscious sun worshipper to do about sunscreen?

For starters, read labels. Some common sunscreen ingredients to watch out for and avoid include: oxybenzone, which can cause allergic reactions and hormone-like effects; Vitamin A (AKA retinyl palmitate), a skin irritant and possible carcinogen; and fragrances which can contain allergens and chemicals. Also, spray sunscreens are suspect because inhaling some of the ingredients can irritate breathing passages and even potentially compromise lung function. And EWG warns to avoid products with SPF ratings higher than 50, as their use can tempt people to apply too little and/or stay in the sun too long. Sticking with products in the 15-50 SPF range and reapplying often makes much more sense.

Some of the best choices are those sunscreens that employ either zinc oxide or avobenzone, both which have been shown to block the most damaging ultraviolet rays effectively without the need for other potentially troublesome additives. Some of the leading brands that meet EWG's criteria for both safety and effectiveness include Absolutely Natural, Aubrey Organics, California Baby, Elemental Herbs, Goddess Garden, Tropical Sands and True Natural, among others. Find these and other winners on the shelves of natural foods retailers as well as online. For a complete list of all 172 recommended sunscreens and to learn more about the risks, check out EWG's free online 2014 Guide to Sunscreens.

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ELECTION

FROM PAGE 1

Gruber announced his intent to run last week. Gruber, an outspoken critic of the Santa Monica Airport, finished eighth in the 2012 election, missing the last open slot by just under 6,000 votes.

Perennial candidate Jerry Rubin has also announced his candidacy. In 2012, he received just over 3,000 votes. City Hall won't let Rubin list "Activist" or "Peace Activist" as his occupation so he is pushing for "Activist Group Coordinator" or "Activist Sticker Distributor."

SCHOOL BOARD

Four seats on the SMMUSD Board of Education are up for grabs. Last month Boardmember Nimish Patel announced he wouldn't run - citing increased duties at work and a desire to spend more time with family - causing the co-chair of the city's largest political party to throw his hat in the ring.

Richard Tahvildaran-Jesswein would step down from his position with Santa Monica's Renters' Rights if elected.

Current Boardmember Laurie Lieberman is the only candidate to file financial paperwork. She received the most votes in her last race. Current co-Chair Ralph Mechur's term is up as is Oscar de la Torre's.

De la Torre, who is also the co-chair of the Pico Neighborhood Association, told the Daily Press last month that he hadn't decided whether or not he would run for council.

Craig Foster, a Malibu resident, told the Malibu Times last week that he would also be running for the open seat. Malibu hasn't had a representative on the board since 2008.

Foster was just 1,000 votes from breaking onto the board in 2012.

Current Boardmember Ben Allen is running to fill Ted Lieu's State Senate seat. He'll face off against activist Sandra Fluke in November. If he wins, he will have to vacate his seat on the board.

RENT CONTROL BOARD

Three members of the Rent Control Board are up for reelection: Todd Flora, Bill Winslow, and Marilyn Korade-Wilson who each ran unopposed in their last election.

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Surf Forecasts

Water Temp: **73.5°**

MONDAY – POOR – SURF: 1-2 ft ankle to knee high

Minimal mix of lingering South swell and NW windswell; Lightest wind/cleanest in early AM; NW windswell starts to bump up a little in the afternoon, but with onshore flow as well

TUESDAY – POOR – SURF: 1-2 ft knee to thigh high

Very small mix of new/building SW groundswell and minimal NW windswell;
Lightest wind/cleanest in early AM

WEDNESDAY – **POOR** – SURF: **1-2 ft** knee to thigh high

Very small mix of holding SW groundswell and minimal NW windswell;
Lightest wind/cleanest in AM

THURSDAY – POOR TO FAIR – SURF: 1-2 ft ankle to knee high

Old SW energy eases while a new SW swell starts to fill in;
Minimal NW windswell; Lightest wind/cleanest in AM



NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of

July 9, 2014

HEAL THE BAY - 1444 9th Street, Santa Monica, CA 90401
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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 -- 0

Number of A grades for dry/wet weather -- 41 / 50

Number of (C,D,F) grades for dry/wet weather -- 3 / 50

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Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for at least 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
Las Camille Beach, at Arroyo Seguit Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns
(P) Pescadero State Beach, between Ladouce and Las Aliso creeks.		
Trinidad Canyon at (P) Matadero State Beach.	A+	ns
Brook Beach at Trancas Creek mouth.	A+	ns
Zuma Beach at Zuma Creek mouth.	A+	ns
Walnut Creek, projection of Wildfire Rd. (private).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	ns
Escudille Creek, just east of Escudille State Beach.	A+	ns
LaJolla Canyon Creek mouth.	A+	ns
Solstice Canyon at Don Blocker County Beach.	A+	ns
Puerto State Beach at creek mouth.	A+	ns
Marin Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	C	ns
Surfrider Beach at Malibu Colony fence.	A+	ns
Surfrider Beach (beach location) - daily.	A	ns
Malibu Pier - 50 yards east.	A+	ns
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	ns
Big Rock Beach at 19948 PCH stairs.	A+	ns
Pena Creek at Las Flores County Beach.	A+	ns
Tuna Canyon.	A+	ns
Topanga State Beach at creek mouth.	A	ns
Candlerock Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A+	ns
Will Rogers State Beach at 17208 PCH (3/4 mile east of Sunset drain).	A+	ns

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	F	ns
Will Rogers State Beach at Pulga Canyon storm drain.	A+	ns
Will Rogers State Beach at Tensawak Canyon drain.	A	ns
Will Rogers State Beach at Santa Monica Canyon drain (Chatsaugue).	A	ns
Santa Monica Beach at Montana Ave. drain.	A	ns
Santa Monica Beach at Wilshire Blvd. drain.	A	ns
Santa Monica Municipal Pier.	F	ns
Santa Monica Beach at Pica/Xanier storm drain.	A+	ns
Santa Monica Beach at Strand St. (in front of the restaurant).	A+	ns
Ocean Park Beach at Adhland Ave. drain.	A+	ns
Venice City Beach, at the Rose Ave. storm drain.	A+	ns
Venice Beach at Brooks Ave. drain.	A+	ns
Venice Beach at Windward Ave. drain.	A+	ns
Venice Fishing Pier - 50 yards south.	A+	ns
Venice Beach--projection of Tappan St.	A	ns
Malibu del Rey, Mothers' Beach--Shogard tower.	A	ns
Dockweiler State Beach at Ballona Creek mouth.	B	ns
Dockweiler State Beach at Culver Blvd. drain.	B	ns
North Westchester Storm Drain at Dockweiler State Beach.	A+	ns
Dockweiler State Beach at World Way (south of DSW jetty).	A+	ns
Dockweiler State Beach at Imperial Hwy drain.	A+	ns
Dockweiler Beach--approximate Hyperion Treatment Plant.	A+	ns
Dockweiler State Beach at Grand Ave. drain.	A+	ns

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'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.



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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 datasets are open.

FACES

FROM PAGE 1

keting director put on the three piece suit everyday and hated life so jumped back into my own thing and wanted to do something more than just chase money for the sake of it.

E: Nice! Tell me about PwrDBy.

• C: Sure. So PwrDBy is basically an enterprise mobile solution for large nonprofits, or national nonprofits I should say. So we build mobile solutions for regional based organizations that have a presence all over the country.

E: So, position it in a way that's for the everyday person [who] doesn't know what

enterprise level means.

• C: Okay. We build mobile apps for national nonprofits allowing their affiliates to have a mobile presence at an inexpensive price.

E: Okay. So, how's that helping them?

• C: The apps are donor facing tools. So it helps them raise money, helps them recruit volunteers, helps them promote their events and fundraisers, and ultimately helps them communicate with their donor and supporter populations

E: So why'd you choose Santa Monica?

• C: Santa Monica is probably one of the most beautiful places in the world number 1. Number 2., we just feel like there's such a booming ecosystem here and five years ago I guess it is now, when we moved down here

and it was just starting to kind of bubble up and its just been phenomenal to watch this town grow. So, we really felt embraced part of, the community early on and have since become kind of one of the cornerstone social enterprises here in town.

E: Awesome. And so tell me how you feel your company is changing the world.

• C: Sure. Were making technology inexpensive for people who typically couldn't afford it to help them do the things they do to change the world. So we work with Habitat for Humanity, Boys & Girls Club, Big Brothers, Big Sisters, and we give them access to a tool they wouldn't otherwise have at a company like ours.

E: Nice. What kind of advice do you have for entrepreneurs? What would be one thing

that you want to tell someone out there trying to start their own thing?

• C: I always tell people to just start. You're not going to figure it out on paper or in your garage. You have to just start doing it.

E: Amen. What's one thing you'd like to share with Santa Monica? Anything coming up? Anything in particular you'd like to ask?

• C: We actually are launching the LA chapter of Conscious Capitalism. I'm co-founding that with three other awesome people here I'm town, and we'll be hosting a launch event in either late June or early July, so pay attention to that.

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SCHOOLS
FROM PAGE 1

Foster. "I hope by election day, people are comfortable that I'll be that person."

The current school board includes seven members, all from Santa Monica. However, a shake-up of the board seems inevitable, as Nimish Patel, member since 2010, recently announced he will not be seeking a second term. Patel's announcement came as fellow board member Ben Allen continues his bid for California State Senate. If Allen wins that election, an appointment will be made to fill his seat. Three other board members are up for re-election in the fall: Oscar de la Torre, Laurie Lieberman and Ralph Mechur.

Foster and Seth Jacobson, who ran on Foster's slate in 2012, agree that facing incumbent candidates made election to the school board more challenging during that election.

"This time we're hopeful that with one incumbent not running for reelection, and with the opportuni-

ty to build stronger alliances with Santa Monica over the last two years, we have an opportunity to really build a strong relationship with the communities of Santa Monica and Malibu," said Jacobson.

The alliance between the cities could prove crucial to Foster's election, since more than 85 percent of constituents live in Santa Monica.

Jacobson and Karen Farrer, the two candidates who ran with Foster in 2012, are expected to play a role in Foster's campaign, where unity is a focal point.

"This isn't me versus them. We were working completely cooperatively last time and we're working completely cooperatively this time," Foster said.

When it comes to issues here in Malibu,

Foster said that cleaning up Malibu High School "absolutely" would be more prioritized with a Malibu candidate on the board.

"I think everybody agrees the process is moving too slowly," said Foster. "I don't think it's hard, we just have to do it."

The other main concern in Malibu is separation from SMMUSD, an issue with which Jacobson said a board member could be instrumental in furthering.

"If we move forward on our schedule as we hope to do in the next six months and issue petitions for separation ... we're going to need the support of the board," said Jacobson.

Foster said that in the two years since he ran on a slate for a seat on the board, both he and Malibu have changed.

"I think Malibu's much more focused on their schools now, and I'm two years more experienced in being a community leader and a voice for what people want in their schools," said Foster.

Community concern doesn't stop at the border, Foster continued, but the fact that Santa Monicans are also more concerned with their district can help his chances of being elected.

"I think people in Santa Monica are much more engaged in their school district than they were before," said Foster, adding, "that's really the challenge to me, to make sure the people who are listening hear what I have to say, and I think when they do, they're going to like it."

The SMMUSD School Board elections are set to take place this November. So far, no other Malibu hopefuls have tossed their hats in the ring, but the deadline for nominations is not until August 8.

This article originally appeared in The Malibu Times.



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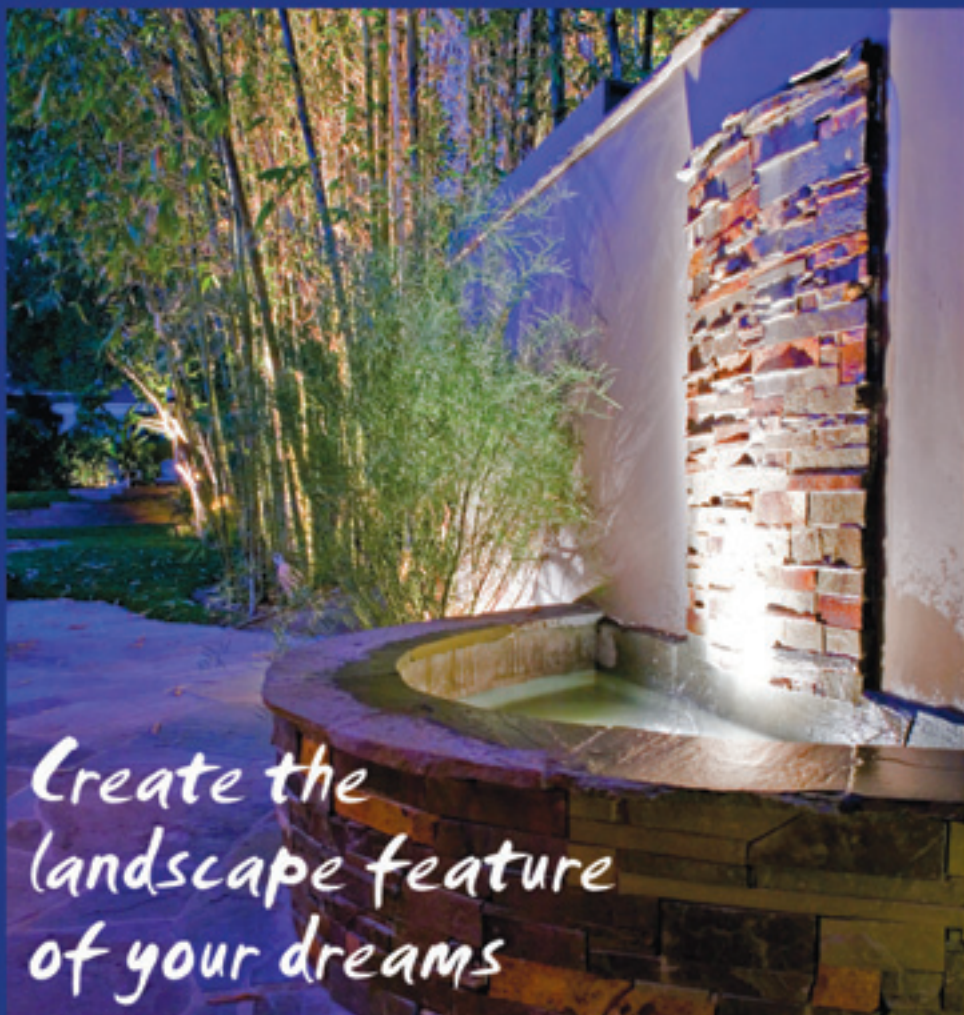


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For more information, e-mail editor@smdp.com

RETURN CALLS TONIGHT, CAPPY

<p>ARIES (March 21-April 19) ★★★★★ Your creativity will pave the way to better relationships, work situations and interactions in general. Sometimes you feel limited by time. Schedule a much-needed visit with a key person in your life. Tonight: Be creative in how you use your time.</p> <p>TAURUS (April 20-May 20) ★★★ You might feel as if you can't do everything you want. This likely will be true, but you can prioritize by using what you deem to be important criteria. You also might want to take another look at your budget. Tonight: Let the good times roll.</p> <p>GEMINI (May 21-June 20) ★★★★★ You'll want to be where your friends are. Stop and take the time to visit with someone who is always present and who you might take for granted. It is much more important to be aware of who really facilitates your life. Tonight: Make calls first, then head out to where there is great music.</p> <p>CANCER (June 21-July 22) ★★★★★ One person could dominate most of your day. Whether you understand the reason why might not make a difference. Ultimately you need to deal with any issues that surround this person. Tonight: Relax and spend time with a loved one.</p> <p>LEO (July 23-Aug. 22) ★★★★★ You'll want to be available to most people right now. You can postpone conversations and interactions, but not for long. Why not complete as much as you can? You will want more free time soon. Tonight: Go along with a request.</p> <p>VIRGO (Aug. 23-Sept. 22) ★★★ You could be overwhelmed, especially if someone is not on the same page as you. Avoid a strong reaction, and let what you don't like just wash over you. Tonight: As the evening ages, the day gets better.</p>	<p>LIBRA (Sept. 23-Oct. 22) ★★★★★ Your creativity will kick in as you eye various issues. You'll see a way to bypass these problems, so be sure to follow that path. A financial matter might not appear to be positive. You will know what to do. Tonight: Visit with a friend.</p> <p>SCORPIO (Oct. 23-Nov. 21) ★★★ Be careful not to rain on anyone's parade; otherwise, it could make you very unpopular. If you really feel negative, take some personal time or include some activity that you love in today's plans. Tonight: Nap, then decide.</p> <p>SAGITTARIUS (Nov. 22-Dec. 21) ★★★★★ You might want to verify plans. Others could decide to follow a different course of action or make other plans. As hard as it might be, try not to take others' decisions personally. Tonight: Catch up on weekend news.</p> <p>CAPRICORN (Dec. 22-Jan. 19) ★★★★★ Someone could be saying "no" to what you think is a great idea. How positive is this person in general? Remember to take his or her comments with a grain of salt. Return calls and messages. Tonight: Return calls.</p> <p>AQUARIUS (Jan. 20-Feb. 18) ★★★★★ You might not like everything you hear, but you will get the message. Do your best not to let certain people discourage you. Understand where they are coming from, and support yourself as you normally do. Blaze a new path. Tonight: Your treat.</p> <p>PISCES (Feb. 19-March 20) ★★★ Someone could disappoint you, which is likely to cause an unusually strong reaction. You know not to internalize these feelings, yet you do anyway. Dive into a fun happening, especially if it involves a loved one; your mood will change sooner than you think. Tonight: The later, the better.</p>
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Monday, July 14, 2014

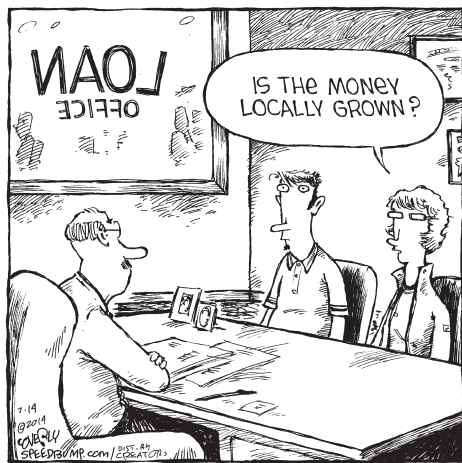
This year you express your devotion to your family, loved ones and close friends. You are willing to go more than your share of the way to make relationships work. One relationship will be a high priority, and it will add to your security. If you are single, you soon could meet someone who will affect your life. Don't get discouraged if you go through a difficult period with this person. Still, don't hang in there too long if the bond is not working. If you are attached, the two of you enjoy working out problems together. As a result, you become quite the team. PISCES understands you well.

<

INTERESTED IN YOUR DAILY FORECAST?
Check out the HOROSCOPES above!

Speed Bump

By Dave Coverly



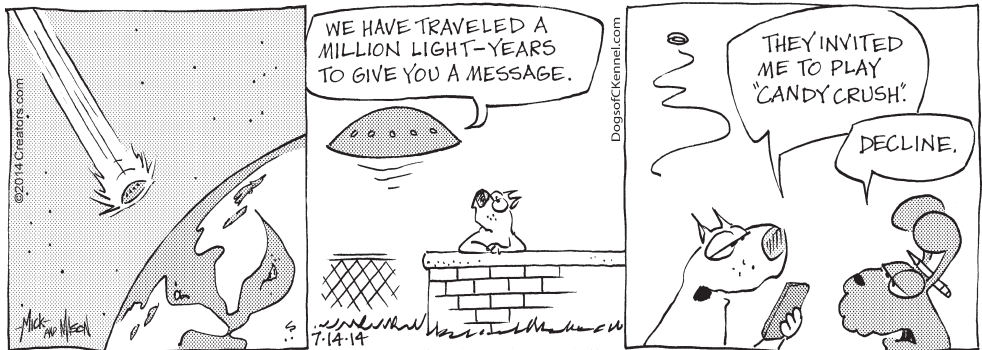
Strange Brew

By John Deering



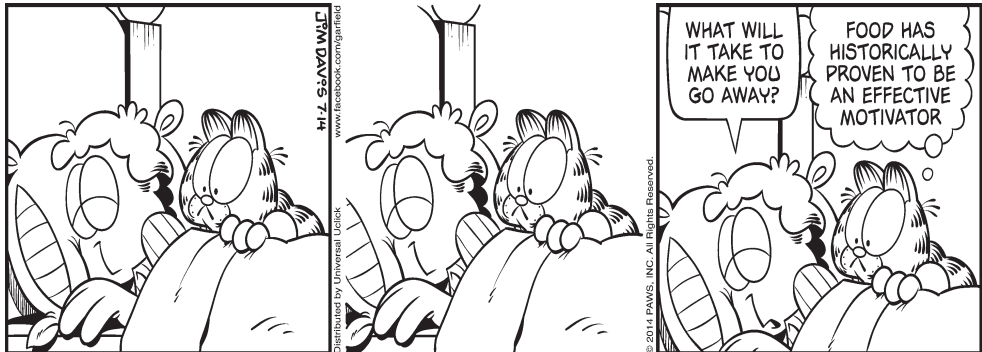
Dogs of C-Kennel

By Mick and Mason Mastroianni



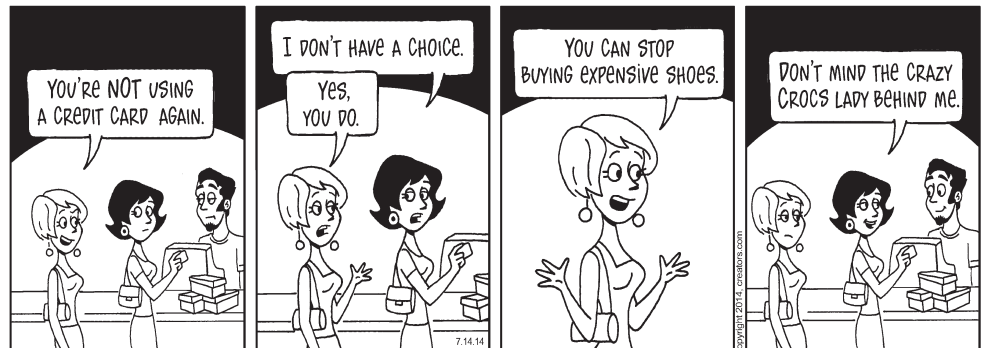
Garfield

By Jim Davis



The Meaning of Lila

By John Forgetta & L.A. Rose



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).

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

King Features Syndicate

GETTING STARTED

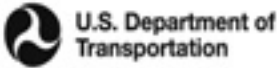
There are many strategies to solving Sudoku. One way to begin is to examine each 3x3 grid and figure out which numbers are missing. Then, based on the other numbers in the row and column of each blank cell, find which of the missing numbers will work. Eliminating numbers will eventually lead you to the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

SOLUTIONS TO YESTERDAY'S PUZZLE

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



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MYSTERY PHOTO

Daniel Archuleta daniela@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.

CROSSWORD

By THOMAS JOSEPH

ACROSS

- 1 Rural spread
- 5 Bird's gullet
- 9 Mother of Tiberius
- 10 Felt unwell
- 12 Hollywood deal maker
- 13 Juliet's love
- 14 Romantic time of day
- 16 Music's Yoko
- 17 Factual
- 18 Army affirmative
- 21 Glimpse
- 22 Pixie
- 23 Watchful
- 24 Ski downhill
- 26 Game official
- 29 Desert sight
- 30 Designer Wang
- 31 Start of a count
- 32 China collection
- 34 Dwelling
- 37 Wonderland visitor
- 38 Eagle's claw
- 39 Shows disuse
- 40 Title paper

41 "Sure, why not!"

DOWN

- 1 Diagram
- 2 Broad street
- 3 Washer cycle
- 4 Spouse
- 5 Sedan or SUV
- 6 Carnival city
- 7 Nearly
- 8 Hot dog
- 9 Survives
- 11 Elevator part
- 15 Prepare copy for print
- 19 Blunders

- 20 Use a chair
- 22 Wallop
- 23 Cry of insight
- 24 Fabled sailor
- 25 Bayou cooking style
- 26 Stand up to

- 27 Puts up
- 28 Trio of myth
- 29 Protective ditch
- 30 Worth
- 33 Rank above viscount
- 35 Fawn's mother
- 36 Last part

S	L	O	T			B	A	T	I	K
T	E	P	I	D		A	T	O	N	E
P	A	P	E	R		N	E	R	V	E
A	G	O		Y	R	S		T	I	P
T	U	S	S	L	E		S	E	T	S
	E	E	K	A	M	O	U	S	E	
				I	N	O	N	E		
	A	A	R	D	V	A	R	K	S	
B	U	N	T		A	S	S	E	T	S
A	R	K		A	L	P		T	O	P
S	O	L	A	R		I	N	T	R	O
I	R	E	N	E		T	O	L	E	T
C	A	S	T	S			W	E	D	S

Saturday's answer

NEW CROSSWORD BOOK! Send \$4.75 (check/m.o.) to Thomas Joseph Book 1, P.O. Box 536475, Orlando, FL 32853-6475

	1	2	3	4		5	6	7	8	
9						10				11
12						13				
14					15			16		
17					18	19	20			
21				22						
			23							
	24	25					26	27	28	
29						30				
31					32	33				
34			35	36		37				
38						39				
	40					41				

IT *only* TAKES A SPARK.

Please

ONLY YOU CAN PREVENT WILDFIRES.

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NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Prominent theoretical chemist David Glowacki was ejected from a classical music concert at England's Bristol Old Vic in June for disrupting a performance of Handel's "Messiah" by attempting to crowd-surf in front of the stage. Dr. Glowacki, an expert in non-equilibrium molecular reaction dynamics and who is presently a visiting scientist at Stanford University, was attending a special "informal" performance at which audience members were encouraged to stand and cheer loudly instead of showing the usual demure appreciation. He said afterward that he could not control himself when the performance moved to the "Hallelujah Chorus."

■ A formal-dress rental store in Fukui, Japan, with a side business making keepsake portraits of client brides, was surprised at the number of men who began requesting a similar service -- to be outfitted just like the women, in wedding gowns and other frills. In fact, just as women expect full makeup and hair-styling for their portraits, so, too, do the men. The store, Marry Mariee, charges the equivalent of about \$400 (\$600 on weekends). Said the manager, "We want to provide opportunities for people to enjoy showing their real selves, whether they are men or women."

TODAY IN HISTORY

1960 - Jane Goodall arrives at the Gombe Stream Reserve in present-day Tanzania to begin her famous study of chimpanzees in the wild.

1965 - The Mariner 4 flyby of Mars takes the first close-up photos of another planet.

1969 - The United States \$500, \$1,000, \$5,000 and \$10,000 bills are officially withdrawn from circulation.

Santa Monica Daily Press

Classifieds

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014147343 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 05/30/2014 The following person(s) is (are) doing business as SURFING COWBOYS, SURFING COWBOY, SCOOTER-WARE, COWBOY SURFER. 12553 VENICE BLVD. , LOS ANGELES, CA 90066. The full name of registrant(s) is/are: SURFING COWBOYS LLC. 11835 PACIFIC AVE. LOS ANGELES, CA 90066. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2011. /s/: WAYNE GUNTHER . SURFING COWBOYS LLC. . This statement was filed with the County Clerk of LOS ANGELES County on 05/30/2014. 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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014149937 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/03/2014 The following person(s) is (are) doing business as EINHARD PHOTOGRAPHY . 2420 S. HOLT AVE. , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: EINHARD BUCHHEIM 2420 S. HOLT AVE. LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:EINHARD BUCHHEIM. EINHARD BUCHHEIM. This statement was filed with the County Clerk of LOS ANGELES County on 06/03/2014. 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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014145763 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on

DBAS

05/29/2014 The following person(s) is (are) doing business as AMERICAN EAGLE OUTFITTERS 2380. 395 SANTA MONICA PLACE SUITE 215 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: AE RETAIL WEST LLC 77 HOT METAL STREET PITTSBURGH, PA 15203. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/20/13. /s/: DAVID OVIS, VICE PRESIDENT . AE RETAIL WEST LLC . This statement was filed with the County Clerk of LOS ANGELES County on 05/29/2014. 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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014160242 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/12/2014 The following person(s) is (are) doing business as BOOT SALVATION. 418 ROSE AVE. 3 , VENICE, CA 90291. The full name of registrant(s) is/are: CATHERINE NEIMAN 418 ROSE AVE. 3 VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)6/12/14. /s/: CATHERINE NEIMAN. CATHERINE NEIMAN. This statement was filed with the County Clerk of LOS ANGELES County on 06/12/2014. 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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014159697 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/12/2014 The following person(s) is (are) doing business as THE OMOFOMA LAW FIRM. 12400 WILSHIRE BLVD. SUITE 400 , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: ESEIGBE OMOFOMA 4211 REDWOOD AVE. UNIT 304 LOS ANGELES, CA 90066. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ESEIGBE OMOFOMA.

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ESEIGBE OMOFOMA. This statement was filed with the County Clerk of LOS ANGELES County on 06/12/2014. 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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014164390 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/17/2014 The following person(s) is (are) doing business as PDB COMPANY, PRINCESSE DE BALMY, UNIVERSAL PHOENIX. 1729 BELOIT AVE. UNIT 2 , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: KATRINA MICHELLE HAWKES 1729 BELOIT AVE. UNIT 2 LOS ANGELES, CA 90025, EDUARDO CUETO 1729 BELOIT AVE. UNIT 2 LOS ANGELES, CA 90025, VALERIE ALICE HENRIETTE 1729 BELOIT AVE. UNIT 2 LOS ANGELES, CA 90025. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KATRINA MICHELLE HAWKES . KATRINA MICHELLE HAWKES , EDUARDO CUETO , VALERIE ALICE HENRIETTE. This statement was filed with the County Clerk of LOS ANGELES County on 06/17/2014. 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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014159700 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/12/2014 The following person(s) is (are) doing business as EIGHT WOOD WORKS . 17905 HARVARD BLVD. , GARDENA, CA 90248. The full name of registrant(s) is/are: ALEXIS SAYURI YAGISAWA 21405 HARVARD BLVD. TORRANCE, CA 90501, YASUNORI YAGISAWA 21405 HARVARD BLVD. TORRANCE, CA 90501. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALEXIS SAYURI YAGISAWA. ALEXIS SAYURI YAGISAWA, YASUNORI YAGISAWA. This statement was filed with the County Clerk of LOS ANGELES County on 06/12/2014. NOTICE: THIS

DBAS

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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014167927 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2014 The following person(s) is (are) doing business as SUSHI SHO MONTANA . 1303 MONTANA AVE. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: KSN, INC. 1303 MONTANA AVE. SANTA MONICA, CA 90403. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)2004. /s/: SHOHEI NEMOTO . KSN, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2014. 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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014167711 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2014 The following person(s) is (are) doing business as HOPPY LIFE BREWING , CRAZY RAES CREATIONS . 2045 E. GREENHAVEN ST. , COVINA, CA 91724. The full name of registrant(s) is/are: MICHELLE RAMOS 2045 E. GREENHAVEN ST. COVINA, CA 91724. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHELLE RAMOS . This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2014. 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 06/23/2014, 06/30/2014, 07/07/2014,

DBAS

07/14/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014167926 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2014 The following person(s) is (are) doing business as ONE STOP PRINT SHOP . 2717 Wilshire Blvd. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: STEVEN A. LITVACK 3733 MEIER STREET LOS ANGELES, CA 90066, GAIL LITVACK 3733 MEIER STREET LOS ANGELES, CA 90066. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/04/2014. /s/: STEVEN A. LITVACK. STEVEN A. LITVACK, GAIL LITVACK. This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2014. 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 06/23/2014, 06/30/2014, 07/07/2014, 07/14/2014.

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS024026
Superior Court of California, County of Los Angeles
Petition of PHILEMON ALEXANDROS BERNARD for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: PHILEMON ALEXANDROS BERNARD filed a petition with this court for a decree of changing names as follows: PHILEMON ALEXANDROS BERNARD to FILIMON ROUKAS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 09/19/2014, Time: 9:00 AM, Dept: WEK, Room:
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 1725 MAIN STREET SANTA MONICA, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: MAY 22, 2014
GERALD ROSENBERG, JUDGE OF THE SUPERIOR COURT

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014149906 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/03/2014 The following person(s) is (are) doing business as NATUROLOGY.

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14939 ARCHWOOD ST. , VAN NUYS, CA 91405. The full name of registrant(s) is/are: OLIVIA KUTZ 9358 GERALD AVE. NORTHRIDGE, CA 91343, INESSA GANDEL 14939 ARCHWOOD ST. VAN NUYS, CA 91405. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:OLIVIA KUTZ. OLIVIA KUTZ, INESSA GANDEL. This statement was filed with the County Clerk of LOS ANGELES County on 06/03/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 14800 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/02/2014 The following person(s) is (are) doing business asÅ WFE Management. 1330 W. 65th St. , Los Angeles, CA 90044.Å The full name of registrant(s) is/are: Lee A. Smith II 1330 W. 65th St. Los Angeles, CA 90044. This Business is being conducted by:Å an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Lee A. Smith II. Lee A. Smith II.Å This statement was filed with the County Clerk of LOS ANGELES County on 06/02/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 153637 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/05/2014 The following person(s) is (are) doing business as Red Star Auto Transport. 720 S. 5th St. , Montebello CA 90640.Å The full name of registrant(s) is/are: ALDO ROJAS 720 S. 5th St. Montebello CA 90640. This Business is being conducted by:Å an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALDO ROJAS. ALDO ROJAS.Å This statement was filed with the County Clerk of LOS ANGELES County on 06/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 153638 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/05/2014 The following person(s) is (are) doing business as Social Comprehensive. 2396 N. Lake Ave. , Altadena, CA 91001.Â The full name of registrant(s) is/are: LA Comprehensive INC. 2396 N. Lake Ave. Altadena, CA 91001. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/02/2014. /s/: AARON ABDUS-SHAKOOR II. LA Comprehensive INC.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/05/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154906 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as Blue Truck CSA. 320 N. Halstead Street, Suite 100 , Pasadena, CA 90026.Â The full name of registrant(s) is/are: Pathways In Education-Mendocino, Inc. 320 N. Halstead Street, Suite 100 Pasadena, CA 90026. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Jamie K. Hall. Pathways In Education-Mendocino, Inc.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154904 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as Custom Card Finder, Military Benefits Now, Locate Local Jobs, Locate Job Index, Rapid Quote. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business

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under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154903 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as RESOURCE GUIDE, LOCAL JOB FINDER, LOCAL JOB RESOURCE, LOCAL JOB LISTINGS, CAREER ENHANCEMENT. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154902 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as FINANCIAL ELEVATOR, NEW CAREER MATCH, CARD ASSISTANT, THE CARD MATCHER, SOCAIL CARD SPOTTER. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014166619 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/19/2014 The following person(s) is (are) doing business as FINAL DELIVERY. 15049 SHERMAN WAY, UNIT F. ,

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VAN NUYS, CA 91405. The full name of registrant(s) is/are: FINAL DELIVERY LLC 15049 SHERMAN WAY, UNIT F. VAN NUYS, CA 91405. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/24/14. /s/: TAMARA DOWNS . FINAL DELIVERY LLC. This statement was filed with the County Clerk of LOS ANGELES County on 06/19/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014170335 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/24/2014 The following person(s) is (are) doing business as BELCORE & CO. , BELCORE AND COMPANY , BELCORE AND CO. . 517 VERNON AVE. 3 , VENICE, CA 90291. The full name of registrant(s) is/are: ANGELA CERNIGLIO 517 VERNON AVE. 3 VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ANGELA CERNIGLIO. ANGELA CERNIGLIO. This statement was filed with the County Clerk of LOS ANGELES County on 06/24/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 155611 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/09/2014 The following person(s) is (are) doing business as PM GURUS. 730 Cory Dr. unit 3 , Inglewood, California 90302.Â The full name of registrant(s) is/are: Thompson Technical Consulting LLC 730 Cory Dr. unit 3 Inglewood, California 90302.Â The full name of registrant(s) is/are: Rufus Alexander 2308 Shenandoah Street Apt. #2 Los Angeles, CA 90034. This Business is being conducted by:Â a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/26/2014. /s/: Anthony L. Thompson. Thompson Technical Consulting LLC, Rufus Alexander.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/09/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154899 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as Beach Tennis Association. 1600 Ardmore Ave., #412 , Promotes the beach, CaliforniaA 90254.Â The full name of registrant(s) is/are: West Coast Beach Tennis Inc. 1600 Ardmore Ave., #412 Promotes the beach, CaliforniaA 90254. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/11/2011. /s/: Donald C Young. West Coast Beach Tennis Inc.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 155612 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/09/2014 The following person(s) is (are) doing business as Aames Carpet Care, Aames Carpet and Floors, Aames Floors and Mold Control, Aames Mold Control. 3226 E. Willow St. , Signal Hill, CA 90755.Â The full name of registrant(s) is/are: Aames Carpet Care, Inc. 3226 E. Willow St. Signal Hill, CA 90755. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/01/1987. /s/: Christine Iradj. Aames Carpet Care, Inc.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/09/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154910 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as Exchange LA. 618 S. Spring St. , Los Angeles, CA 90017.Â The full name of registrant(s) is/are: WERM Investments, LLC 14242 Ventura Blvd. #212 Sherman Oaks, CA 91423. This Business is being conducted by:Â a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2009. /s/: Viktoriya Khusit. WERM Investments, LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 Sec-

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tion 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154905 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as Pitchoun. 545 S. Olive St. , Los Angeles, CA 90013.Â The full name of registrant(s) is/are: Tartine Bakery Inc. 545 S. Olive St. Los Angeles, CA 90013. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Federic Soulies. Tartine Bakery Inc.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154907 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as Miguels Transportation Services. 6103 Toltec Way , Los Angeles, CA 90042.Â The full name of registrant(s) is/are: Miguel A. Savala 6103 Toltec Way Los Angeles, CA 90042. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/22/2014. /s/: Miguel A. Savala. Miguel A. Savala.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154908 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as Loose Morals of LA, Jordan Lindsay. 520 S. Sepulveda Blvd. #310 , Los Angeles, CA 90049.Â The full name of registrant(s) is/are: Jordan Lindsay Casillas 520 S. Sepulveda Blvd. #310 Los Angeles, CA 90049. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/08/2012. /s/: Jordan Lindsay Casillas. Jordan Lindsay Casillas.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154909 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as UNDER THE SUN TOURS PRODUCTION ACCOUNT.Â 2850 Ocean Park Blvd. Suite 300 , Santa Monica California 90405.Â The full name of registrant(s) is/are: MARO INC.Â 2850 Ocean Park Blvd. Suite 300 Santa Monica California 90405. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARK MCGRATH. MARO INC.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154900 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as THE HIRING PROS, CAREERS FOR YEARS, GETTING YOU HIRED, JOBS MASTER, SATELLITE SPECIALS. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. 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 06/30/2014, 07/07/2014, 07/14/2014, 07/21/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 154901 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2014 The following person(s) is (are) doing business as CARD APPROVAL SCOUT, US FINANCE HELPER, CARD PATH, LOCAL CAREERS, CAREER ELEVATOR. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014178511 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/02/2014 The following person(s) is (are) doing business as LEO FARINA PIZZERIA. 2807 MAIN ST. , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: ONE RED 2807 MAIN ST. SANTA MONICA, CA 90405. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/MARK VERGE. ONE RED. This statement was filed with the County Clerk of LOS ANGELES County on 07/02/2014. 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 07/11/2014, 07/18/2014, 07/25/2014, 08/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014163525 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/17/2014 The following person(s) is (are) doing business as SWIM2GO. 7244 HILLSIDE AVE #106 , LOS ANGELES, CA 90046. The full name of registrant(s) is/are: CHAHIR MOORE 7244 HILLSIDE AVE #106 LOS ANGELES, CA 90046. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/CHAHIR MOORE. CHAHIR MOORE. This statement was filed with the County Clerk of LOS ANGELES County on 06/17/2014. 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 07/07/2014, 07/14/2014, 07/21/2014, 07/28/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014176395 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/30/2014 The following person(s) is (are) doing business as ANABATIC MEDIA, ANABATIC ENTERTAINMENT, ANABATIC, ANABATIC PRODUCTIONS . 2827 ARIZONA AVE. UNIT C , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: CHRISTOPHER A. WHITE 2827 ARIZONA AVE. UNIT C SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/CHRISTOPHER A. WHITE . CHRISTOPHER A. WHITE . This statement was filed with the County

DBAS

Clerk of LOS ANGELES County on 06/30/2014. 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 07/07/2014, 07/14/2014, 07/21/2014, 07/28/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014167293 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2014 The following person(s) is (are) doing business as STORY THREAD PRESS. 2226 6TH STREET C , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: MORRIE RUVINSKY 2226 6TH STREET C SANTA MONICA, CA 90405, ALICIA WILLE RUVINSKY 2226 6TH STREET C SANTA MONICA, CA 90405. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/MORRIE RUVINSKY. MORRIE RUVINSKY, ALICIA WILLE RUVINSKY. This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2014. 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 07/07/2014, 07/14/2014, 07/21/2014, 07/28/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014166361 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/19/2014 The following person(s) is (are) doing business as CHURRO BROUGH, THE CHURRO BOROUGH. 4080 GLENCOE AVE. #218 , MARINA DEL REY, CA 90292. The full name of registrant(s) is/are: PAUL JOON YOO 4080 GLENCOE AVE. #218 MARINA DEL REY, CA 90292, SYLVIA YOO 4080 GLENCOE AVE. #218 MARINA DEL REY, CA 90292. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/01/2014. /s:/PAUL JOON YOO. PAUL JOON YOO, SYLVIA YOO. This statement was filed with the County Clerk of LOS ANGELES County on 06/19/2014. 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 07/14/2014, 07/21/2014, 07/28/2014, 08/04/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014180029 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 07/03/2014 The following person(s) is (are) doing business as HONORING YOUR SPIRITUAL JOURNEY . 1460 7TH STREET #306 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: ROSANNA FERRARO-JENSEN 960

DBAS

10TH STREET #1 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/5/2012. /s/: RO-SANNA FERRARO-JENSEN. ROSANNA FERRARO-JENSEN. This statement was filed with the County Clerk of LOS ANGELES County on 07/03/2014. 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 07/14/2014, 07/21/2014, 07/28/2014, 08/04/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014177902 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/01/2014 The following person(s) is (are) doing business as AVIDSTAR NETWORK. 1450 BRETT PLACE UNIT 303 , SAN PEDRO, CA 90732. The full name of registrant(s) is/are: MASATO TAKAGI 1450 BRETT PLACE UNIT 303 SAN PEDRO, CA 90732. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/MASATO TAKAGI. MASATO TAKAGI. This statement was filed with the County Clerk of LOS ANGELES County on 07/01/2014. 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 07/14/2014, 07/21/2014, 07/28/2014, 08/04/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014183135 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/08/2014 The following person(s) is (are) doing business as A HAPPY WANDERER . 1417 10TH STREET, APT. 1 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: HEATHER PALATUCCI 1417 10TH STREET, APT. 1 SANTA MONICA, CA 90401. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/HEATHER PALATUCCI. HEATHER PALATUCCI. This statement was filed with the County Clerk of LOS ANGELES County on 07/08/2014. 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 07/14/2014, 07/21/2014, 07/28/2014, 08/04/2014.

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