INSIDE SCOOP
GETTING INTO THE SWING OF THINGS PAGE 3

COMMENTARY
NEW DAY FOR NEW DEAL POLITICS PAGE 4

HOROSCOPES
IN THE STARS PAGE 11

Visit us online at smdp.com

TUESDAY, JULY 29, 2008

Volume 7 Issue 221

Santa Monica Daily Press

WHAT'S ON THE TUBE?
SEE PAGE 3

Since 2001: A news odyssey

THE CITY HALL ISSUE

Brandon Wise *brandonw@smdp.com*

TOWERING FLORA: **Daniela Pironti walks her dog along side one of the taller hedges located on Palisades Avenue last week.**

Row over hedge heights heats up

BY MELODY HANATANI
Daily Press Staff Writer

CITY HALL The ongoing battle over hedge heights is causing a stir yet again.

The issue this time around concerns not just the size of the towering shrubbery, but more notably a change in the process used to complain about neighborhood hedges.

The City Council last week opted to move the jurisdiction of the appeals process from the Planning Commission — which for the past year has been preoccupied with the general land use plan update — to an independent hearing officer, a shift criticized by appellants who claim there is a likelier bias from one judge than a larger body representing diverse opinions. Councilmember Bob Holbrook was the lone vote in dissent.

A number of residents are appealing hedges that homeowners hoped could be eligible for grandfather status under a 2005 ordinance that regulates heights.

The change was made to expedite the hearing process, which was estimated to take nearly one year to get through all 23 appeals, the commission already having a full plate with the review of the Land Use and Circulation Element on top of its regular business regarding development, including non-hedge-related appeals.

"From our perspective, that was a situation where the old saying goes — 'justice delayed is justice denied,'" Mayor Pro Tem Richard Bloom, who introduced the item along with Councilmember Ken Genser, said. "This, as many people observed … has lingered in our community several years now.

"It really needs to get to a point of finality for everyone's benefit," Bloom said.

The commission was scheduled to commence the hearing process at a meeting earlier this month, but was postponed indefinitely as residents were informed that the

SEE HEDGES PAGE 10

Anti-RIFT coalition steps into the fray

BY MELODY HANATANI
Daily Press Staff Writer

DOWNTOWN A ballot initiative that seeks to limit commercial growth in the city will face a new challenger as a coalition of community activists, educators and environmentalists has formed with the specific intent to defeat the measure this fall.

The Save Our City campaign formed in response to the Residents' Initiative to Fight Traffic, which would limit commercial development in the city to 75,000 square feet annually if passed in November. The measure, authored by the Santa Monica Coalition for a Livable City, was placed on the ballot after receiving more than 10,000 signatures collected in the spring.

The anti-RIFT coalition prides itself on representing a broad spectrum of the community, from religious leaders to environmentalists, and from homeowners to renters rights' advocates, the group calling itself "historic." Santa Monicans for Renters' Rights has yet to take a position on RIFT.

"The broad range [of RIFT], we think, is unprecedented and extraordinary," Terry O'Day, one of the chairs of Save Our City, said. "It's because this initiative has such hitting consequences for so many different sectors in our community."

The group plans to officially announce its launch during a 9:30 a.m. press conference Wednesday at John Adams Middle School.

The coalition describes RIFT as having detrimental consequences, from depriving approximately $1 million from the Santa Monica-Malibu Unified School District to displacing renters. The initiative has been opposed by several organizations, including the Chamber of Commerce.

O'Day, the executive director of Environment Now, added that RIFT would have serious consequences for sustainability initiatives by impacting adaptive reuse,

SEE RIFT PAGE 9

CELEBRATING 35 YEARS IN SANTA MONICA!
DELI TO THE STARS IZZY'S
1433 Wilshire Boulevard, at 15th Street
310-394-1131 OPEN 24 HOURS

SANTA MONICA MUSIC CENTER
Band & Orchestra Instruments
RENT-TO-OWN
(310) 453-1928
1901 Santa Monica Blvd. in Santa Monica
www.santamonicamusic.com

GABY SCHKUD
(310) 586-0308
EXPERIENCE DOES MAKE A DIFFERENCE!
www.22ndstreethome.com
COLDWELL BANKER

INTRODUCING THE

Edward Avedis
COLLECTION

EXCLUSIVELY AT READERS FINE JEWELERS

ENGAGEMENT RINGS

READERS FINE JEWELERS 5th GENERATION

Shop where they know your name

Visit us today and see the difference family makes.

Monday-Saturday 10am-6pm

331 Wilshire Blvd. Santa Monica 2 Hours Free Parking (Behind Store)

310.451.1349 • www.readersjewelers.com

Eddie Guerboian
GOLDSMITH DESIGNER

Pacific Street Townhomes at Ocean Park

ultimate luxury..ultimate style..population 5.

Experience luxurious living only one short block from the beach where five breathtaking townhomes are newly completed. Choose from three elegant floor plans, ranging from approximately 1,464 to 1,736 square feet of livable space in the heart of Ocean Park, Santa Monica. Each unit possesses eco-friendly top of the line appliances and fixtures, Caesarstone counter tops with glass backsplashes, distressed wood floorings, direct access subterranean parking, an open air fireplace, a private rear yard, and ocean view roof decks.

FROM THE $1,500,000's

CONTACT AARON LEVINE AT

(310) 450-3982

BEGINNING IN AUGUST 08
SALES OFFICE OPEN
Thursday thruough Sunday
10AM - 5PM

126 PACIFIC ST.
SANTA MONICA

Please call to schedule your personal appointment to visit Pacific Street Townhomes and tour specific units.

Plans, specifications, and availability are subject to change without notice. Square footages are given as approximates. Buyer to verify all features and specifications. Financing by Countrywide Home Loans and realty services through Realty Consultants, Inc.

REALTY CONSULTANTS, INC.

GRAND OPENING

beach living at its best.

Your Trusted Source

Adult Day Service Center

The right choice for quality care for your loved one. Let us give you the break you need.

1510 Pico Blvd., • Santa Monica

WISE & Healthy Aging

(310) 452-7802

Enjoy a Free Preview Day on Us!

www.wiseandhealthyaging.org

WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS

Sustainable Santa Monica

601 Santa Monica Blvd., 6 p.m.- 8:30 p.m.

The Bon Appétit Management Company presents an eye opening presentation on how food choices affect the global environment, local economies, and the quantity and quality of healthy foods. This presentation will be free, but RSVP's are appreciated. Discussion will be hosted by Helene York. Contact Tracy Reitz at traci@sustainablesm.org, to RSVP or for additional information.

'One way ticket'

601 Santa Monica Blvd., 7p.m.- 8:30p.m.

Santa Monica author Rita Lowenthal visits the Main Library to present and sign "One Way Ticket," the harrowing tale of her son Josh's addiction to heroin and its impact on his parents and loved ones. This free discussion will take place in the library's multipurpose room. Seating is first come, first serve.

Write away

2101 Ocean Park Blvd., 12 p.m. — 2 p.m.

Inspiration, guidance, direction, and support are offered for all writers every Tuesday at the Fairview Branch Library. For more information, call (310) 450-0443.

'Summer Adventure' time

Multiple locations, 8:30 a.m. — 12:30 p.m.

Franklin Elementary School, Lincoln Middle School, and Point Dume Marine Science School are offering the Summer Adventure program from June 30 through July 25. This program is a fun and educational summertime experience which includes reading, writing, computers, science, math, drama, and sports. For more information, view the online brochure at www.smmpta.org.

Wednesday, July 30, 2008

Kicking it with Kiwanis

1332 Sixth St., 12 p.m. — 1:30 p.m.

The Santa Monica Kiwanis Club is holding its weekly luncheon at the Santa Monica YMCA. There will be a guest speaker at the event. For information, call (310) 613-1249.

Midday labyrinth walks

1008 11th St., Noon — 1 p.m.

Give yourself the gift of some quiet moments in the middle of the week. Walk and meditate on the new permanent Labyrinth in Simkins Hall. Walks are available every Wednesday throughout the summer.

Children's summer program

1501 California Ave., 8:30 a.m. — 12:30 p.m.

Help your child shake off the dog days of summer with the Council of PTAs' Summer Adventure program. Summer Adventure is going to be held at Franklin Elementary, Lincoln Middle School and Point Dume Marine Science School from June 30 — July 25th from 8:30 a.m. — 12:30 p.m. Reading, writing, computers, science, math, drama, sports and art are all a part of this fun and educational summer experience. You can find brochures and applications online at www.smmpta.org.

Energy Healing

1844 Lincoln Blvd., 5:30 p.m.-7:30 p.m.

Master Choa Kok Sui will lead you through a painless healing art that helps the body repair itself. He has worked successfully with ailments ranging from asthma, arthritis, cancer to addictions, depression and phobias. No appointment is required. Pranic Healing Sessions are available as a service to the community. Contact Isabel Lacayo at isalacayo@yahoo.com for more information.

For more information on any of the events listed, log on to smdp.com and click the "Events" tab for the given day's calendar.

Brandon Wise *brandonw@smdp.com*

GOING WAY UP: **Daily Press intern Nora Sorena Casey climbs up the ladder to the rig above while on assignment at the Trapeze School of New York on the Santa Monica Pier.**

Falling down with some style

BY NORA SORENA CASEY
Special to the Daily Press

SM PIER The beach looked so distant from 32 feet above the pier, the white mesh net looked a little slender, but the handle bar felt reassuringly sturdy. I jumped.

I rushed through the air. The woman below yelled instruction — knees up! Arms down! Arms up! Kick back! Let go! — and I did my best. As I kicked, pulled and finally released I was exhilarated by the rush of air, the speed of the swing, and the feeling of grace when I landed the moves and falls.

At the beginning of my two-hour trapeze lesson from the Trapeze School of New York I was trembling from fear as I climbed up the ladder to the high platform and tried not to look down. Two hours later I was trembling from adrenaline and fatigue as I back-flipped down from the mesh net.

In between I learned how to jump, how to swing from my knees, how to get caught by a trapeze artist (which proved a little too tricky for me), and my favorite, how to back-flip down from a swinging trapeze. I also got to watch a group of nervous strangers become confident and cheerful friends. Friends who all loved learning how to swing on a trapeze.

The reasons that brought us all to the trapeze school were different, although by the end we agreed that the experience was worthwhile. The two-hour classes cost any-

SEE **TRAPEZE** PAGE 8

Parents question 'decency' on today's television shows

BY MELISSA RAYWORTH
Associated Press Writer

Uh-oh. The indecency fine against CBS for Janet Jackson's televised breast-baring at the 2004 Super Bowl has been dismissed. Partner-swapping has gone prime time, thanks to the TV show "Swingtown." And the latest ads for the CW series "Gossip Girl" promise hotter sex than the average TV viewer probably ever experiences.

Getting nervous?

If you're raising kids, you may be wondering: Has TV only gotten wilder in the four years since the Super Bowl indecency fine was levied and the phrase "wardrobe malfunction" entered our vocabulary? Is prime time a safe place for kids?

The answer is complicated.

Broadcasters — ABC, CBS, NBC, Fox and The CW — still play by the same vaguely defined rules that they have used for years, attempting to grab the audience without sending viewers to the phones to call the FCC in anger.

And their recent programming "has been

SEE **TV** PAGE 9

LOOKING FOR A NEW STYLIST?

KIMYOUNGHAIR.COM

Specializing in hair make-overs that enhance your best features

- 13 Years Experience
- Relocated From Beverly Hills
- Color Corrections & Cuts
- Weddings & Extensions
- Yuko Straightening

20% OFF ANY SERVICE 1ST VISIT TO SALON. NEW CLIENTS ONLY WITH AD REFERENCE EXP. 8/31/08

Kim Young
Pecha Salon 1357 4th Street, Santa Monica, CA 90401
(310) 926-9727 kimyounghair@gmail.com

SMALL BUSINESS STARTUP?

LET ME HELP YOU SUCCEED

TAXES • BOOKKEEPING • STARTUP

SAMUEL B. MOSES, CPA

(310) 395-9922
100 Wilshire Blvd., Suite 1800
Santa Monica 90401

LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Enough with the negativity

Editor:

So there were 200,000 people (by your count) at Glow last weekend, but you only got negative letters about it? I'd like to hear what percentage of pro or con mail you got about the event.

My girlfriend and I arrived early by bicycle and totally enjoyed:

• The feel of that water spray color thing, seen previously in Turkey by possibly the same artist.

• The children in that tent with the balloon roof, sitting on black pillows around a sacred light-something.

• Watching continuous throngs of human beings trudging across the sands like refugees. (Bob Dylan once said: "Who aint a refugee?")

Meanwhile, back on land, "Bikes Ruled!" -– which was wonderful as well: to feel like we lived all night in a utopian NewFutureville pedaling amongst one another by the timeless sea so civilized-like ... and we weren't even on xtc or however you spell it.

To paraphrase Lily Tomlin: "Art = soup. Audience = art."

Hank Rosenfeld
Ocean Park

Figuratively speaking

Editor:

Steve Breen's ("Going Postal") sustained parody of a thesaurus-happy and ineluctably oleaginous right-wing lunatic is masterful. Keep those columns coming!

Weldon Berger
Santa Monica

Ban swimming pools

Editor:

It seems that Lloyd Garver has an irrational fear of firearms in the hands of trained law abiding citizens. In his July 26 story "The land of 10,000 lakes and even more fire arms," he seems to be painfully unaware of the facts. Believe it or not, 43 out of 50 states have "shall carry permit laws" and they have not broken out in mass violence or regularly shoot the doctor for a bad nose job as he predicts.

In 1987 after gun control proved ineffective in Florida, they passed shall carry laws. After over 21 years, almost 1.4 million Floridians took training, background checks and got permits to carry a firearm. Only 165 permits have been revoked due to a firearm related infraction.

Florida's homicide rate which was one of the highest in the country, dropped and is 5.9 percent versus California with 6.9 percent yet California has the best gun control in the country according to the Brady Campaign.

In the United States, according to the BATF, we own over 260 million firearms. In 2006 there were 250,851 million vehicles according to the U.S. Bureau of Transit Statistics. Yes we have more guns than vehicles in the United States. In 2004 all U.S. accidental deaths from firearms totaled 649, with only 63 happening to children 15 and under. In contrast we have 8.1 million swimming pools, with 3,308 people drowning in 2004. Some 761 under the age of 15 drowned while 143 under the age of 5 drowned in toilet bowls. Ban swimming pools and toilet bowls!

In 2007 out of 303 million Americans, 16,204 died in a homicide. The population has increased by 50 percent, gun control laws have been removed, gun ownership is on the rise, more carry permits than ever and total homicides are down lower than 1970 numbers? How can that be? Where is the pandemonium? Gun fights in the streets?

Ed Davis, one of the authors of the first FBI National Study on Criminal use of Firearms concluded in 2007, said none of these criminals were "hindered by any law – federal, sate or local – that has ever been established to prevent gun ownership. They just laughed at gun laws." Guns and legal gun owners don't kill people, criminals ignoring the laws kill people.

David Alsabery
Santa Monica

What's the Point?

David Pisarra — Send comments to editor@smdp.com

New Deal politics returning

Editor's note: This is the final part of a two part series on the economy and consumerism.

THIS WEEK, THE HEADLINES ARE READING: "Depression Era Chic," "Biggest Rescue Package since Roosevelt's New Deal," and "Worried banks reduce business loans." There is a chill in the air, and it feels like a long cold winter is coming, or more appropriately, a dry hot summer.

We have many, major problems facing us as a nation.

We have a military that is overextended, exhausted, and when those men and women come home to the yellow bumper stickers reading "Support the Troops" they find a Veterans Administration that is denying their claims as fast as they can be filed.

The VA is cutting its budget and resources are being restricted to make way for the new recruits we need, so that Iraq, Afghanistan and several other hot spots around the world can be "rebuilt."

The billions of dollars that we are sending to Iraq to fund their infrastructure rebuilding is money that we are taking from our own cash flow.

I understand the argument that by creating a stable democracy in the Middle East, we will be increasing our own stability in the long run.

I have heard that we are expecting to be repaid by these countries, once they "get on their feet" as it were.

Historically we tend to forgive the debt in exchange for some concessions later on in trade agreements. Generally that has worked out well for all concerned.

Today however, we have to start working on our own rebuilding.

As much as I feel compassion for the people of the world who have third world conditions to live in, I believe that we need to apply the Airplane Rule to America, and we need to do it right away. The Airplane Rule says that you save yourself first, and then you save others.

America needs to start putting some of the billions of dollars that we send overseas into our own society to reinvigorate not just our economy, but our spirit.

Hard as it is for me to write this, I believe that we need to have some big public works projects put in place, not only to sustain the dollar, but to bring back a sense of public-mindedness that is sorely lacking these days.

California could use many new reservoirs. These manmade sources of water provide us with needed irrigation, and since we produce a huge amount of food it would benefit the country as a whole.

The dams that create the lakes can become hydroelectric producers, and in an era when clean fuel is the buzzword on every politician's lips this should be a dead bang winner.

The lakes themselves provide recreation opportunities which translates into tourism dollars, both locally and regionally.

One look at the lack of infrastructure in our fair burg and you can see that we need to be spending some serious money to adapt to the population explosion that has occurred in Los Angeles County.

Residential density numbers are skyrocketing, but there is neither a comprehensive plan to alleviate the traffic and congestion, nor is there an issue-based plan to deal with the upsurge in usage of public assets like sewers, or the development of the famed "Hydrogen Highway."

The damage that we as a country are doing to the planet, by our undisciplined and unthinking usage of plastics, and our voracious need to consume and procreate is worthy of a "Manhattan Project" on the environment, in my opinion.

AS MUCH AS I FEEL COMPASSION FOR THE PEOPLE OF THE WORLD WHO HAVE THIRD WORLD CONDITIONS TO LIVE IN, I BELIEVE THAT WE NEED TO APPLY THE AIRPLANE RULE TO AMERICA, AND WE NEED TO DO IT RIGHT AWAY. THE AIRPLANE RULE SAYS THAT YOU SAVE YOURSELF FIRST, AND THEN YOU SAVE OTHERS.

If we are not going to reduce our reproduction, the least we could do, would be to limit our impact.

It's not a popular position, but given the high numbers of unemployed, and more each day, we should be putting them to work.

The effort will be good for their self-esteem, from the basics of picking up trash on highways, to building the highways, we're subsidizing peoples lives anyway, why not have them build the society they live in?

I expect that visionary politicians will soon be calling for similar types of projects, these will go beyond the obvious pork barrel politics of the past, but hearken back to the days of the Works Progress Administration, and FDR.

If the parents of today want to leave their children a legacy, it would be better to build some lakes, develop hydrogen energy distribution facilities, and a transportation system that helps people get to work.

So now the $64,000 question, how do we pay for it? Just like we are with the billions of dollars that we are sending to Iraq, Afghanistan and other countries. By creating a country that has its priorities in order, we will be able to provide for our people, all of our people, the vets, the undereducated and the illiterate.

DAVID PISARRA is a Family Law attorney specializing in Father's Rights and Men's Issues in the Santa Monica firm of Pisarra & Grist. He welcomes your questions and comments. He can be reached at dpisarra@pisarra.com or 310/664-9969.

PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Kevin Herrera
editor@smdp.com

MANAGING EDITOR
Daniel Archuleta
daniela@smdp.com

STAFF WRITER
Melody Hanatani
melodyh@smdp.com

STAFF PHOTOGRAPHER
Brandon Wise
brandonw@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Meredith Carroll, Kenny Mack, Jack Neworth, Lloyd Garver, Seth Barnes, Taylor Van Arsdale, Dane Robert Swanson, Ryan Hyatt, Steve Breen, Elizabeth Brown, Maria Rohloff, Merv Hecht, Mike Heayn, Brian Hepp Mariel Howsepian, Cynthia Citron, Amanda Cushman and Steve Parker

NEWS INTERNS
Alexandra Bissonnette, Alice Ollstein, Michael Middlehurst-Schwartz, Christina Yoon, Nora Casey, Stephanie Taft
news@smdp.com

PHOTOGRAPHY INTERNS
Morgan Genser, Soraya Danesh
news@smdp.com

ADVERTISING SALES MANAGER
Rob Schwenker
schwenker@smdp.com

ADVERTISING ACCOUNT EXECUTIVES
Julie Martinez
juliem@smdp.com

Robert Hertel
roberth@smdp.com

Erin Collins
erinc@smdp.com

ADVERTISING TRAFFIC FACILITATOR
Amber Kessee
amberk@smdp.com

OPERATIONS MANAGER
Connie Sommerville
connies@smdp.com

PRODUCTION MANAGER
Robert Summa
summa@smdp.com

CIRCULATION
Keith Wyatt
Osvaldo Paganini
circulation@smdp.com

Santa Monica Daily Press
A newspaper with issues

410 Broadway, Suite B
Santa Monica, CA 90401
OFFICE (310) 458-PRESS (7737)
FAX (310) 576-9913

Visit us online at smdp.com

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

19,000 daily circulation, 46,450 daily readership. Circulation is audited and verified by Circulation Verification Council, 2006. Serving the City of Santa Monica, and the communities of Venice Beach, Brentwood, West LA. Members of CNPA, AFCP, CVC, Associated Press, IFPA, Santa Monica Chamber of Commerce.

Published by Newlon Rouge, LLC

© 2006 Newlon Rouge, LLC, all rights reserved.

OPINIONS EXPRESSED are those of the writer and do not necessarily reflect those of the Santa Monica Daily Press staff. Guest editorials from residents are encouraged, as are letters to the editor. Letters will be published on a space-available basis. It is our intention to publish all letters we receive, except those that are libelous or are unsigned. Preference will be given to those that are e-mailed to editor@smdp.com. All letters must include the author's name and telephone number for purposes of verification. Letters also may be mailed to our offices located at 410 Broadway, Suite B, Santa Monica, 90401, or faxed to (310) 576-9913. All letters and guest editorials are subject to editing for space and content.

The Rand Stand

Yaron Brook
Send comments to editor@smdp.com

The government did it

THE FINANCIAL PERIL OF FANNIE MAE and Freddie Mac — the government-sponsored, government-regulated mortgage giants regarded as instrumental in solving the nation's mortgage market problems — has one benefit. It should help expose the lie that today's financial problems are the result of an insufficiently regulated market.

For too long, the refrain has gone, Congress and the administration have been asleep at the wheel when they should have been steering the economy by expanding government control over the housing and financial markets. Economist Paul Krugman slams the administration's free-market ideology; he urges Bush to "reverse course now" and "seek expanded regulation."

All this overlooks a crucial fact: There has been no free market in housing or finance. Government has long exercised massive control over the housing and financial markets — including its creation of Fannie Mae and Freddie Mac (which have now amassed $5 trillion in liabilities) — leading to many of the problems being blamed on the free market today. Consider the low lending standards that were a significant component of the mortgage crisis. Lenders made millions of loans to borrowers who, under normal market conditions, weren't able to pay them off. These decisions have cost lenders, especially leading financial institutions, tens of billions of dollars.

It is popular to take low lending standards as proof that the free market has failed, that the system that is supposed to reward productive behavior and punish unproductive behavior has failed to do so. Yet this claim ignores that for years irrational lending standards have been forced on lenders by the federal Community Reinvestment Act (CRA) and rewarded (at taxpayers' expense) by multiple government bodies. The CRA forces banks to make loans in poor communities, loans that banks may otherwise reject as financially unsound. Under the CRA, banks must convince a set of bureaucracies that they are not engaging in discrimination, a charge that the act encourages any CRA-recognized community group to bring forward.

According to one enforcement agency, "discrimination exists when a lender's underwriting policies contain arbitrary or outdated criteria that effectively disqualify many urban or lower-income minority applicants." Note that these "arbitrary or outdated criteria" include most of the essentials of responsible lending: income level, income verification, credit history and savings history — the very factors lenders are now being criticized for ignoring.

The government has promoted bad loans not just through the stick of the CRA but through the carrot of Fannie Mae and Freddie Mac, which purchase, securitize and guarantee loans made by lenders and whose debt is itself implicitly guaranteed by the federal government. Of course, lenders not only sold billions of dollars in suspect loans to Fannie Mae and Freddie Mac, contributing to their present debacle, they also retained some subprime loans themselves and sold others to Wall Street — leading to the huge banking losses we have been witnessing for months. Is this, then, a free market failure? Again, no.

In a free market, lending large amounts of money to low-income, low-credit borrowers with no down payment would quickly prove disastrous. But the Federal Reserve Board's inflationary policy of artificially low interest rates made investing in subprime loans extraordinarily profitable.

Thus, Fed policy turned dubious investments into fabulous successes. Bankers who made the deals lured investors and were showered with bonuses. Concerns about the possibility of mass defaults and foreclosures were assuaged by an administration whose president declared: "We want everybody in America to own their own home."

Further promoting a sense of security, every major financial institution in America — both commercial banks and investment banks — were implicitly protected by the quasi-official policy of "too big to fail." The "too big to fail" doctrine holds that, when they risk insolvency, large financial institutions (like Countrywide or Bear Stearns) must be bailed out through a network of government bodies including the Federal Deposit Insurance Corporation, the Federal Home Loan Banks and the Federal Reserve. All of these government factors contributed to creating a situation in which millions of people were buying homes they could not afford, in which the participants experienced the illusion of prosperity, in which billions upon billions of dollars were going into bad investments. Eventually the bubble burst; the rest is history. Given that our government was behind the wheel, influencing every aspect of the mortgage crisis, it is absurd to call today's situation the result of insufficient regulation.

We do not need more regulation or economic "steering" — laws or bureaucrats dictating to financiers and investors the kind of innovation they may or may not engage in. What we need to do is remove the government's power to coerce, bribe, reward and bail out irrational decisions. The unfree market has failed. It's time for a truly free market.

YARON BROOK is managing director of BH Equity Research and executive director of the Ayn Rand Institute.

The Q Line

Growing pains

City Hall is currently working on updating the Land Use & Circulation Element. Some feel that the final document should limit development while others want to see the city continue to be developed to provide more business opportunities and affordable housing.

So this week's Q-Line question asks:
Which direction do you feel the document should go? Should it limit development or continue to allow the city to grow?

Call (310) 285-8106 before Friday at 5 p.m. and we'll print your answers in the weekend edition of the Daily Press. Please limit responses to a minute or less.

Kate Bransfield
Estates Director
Coldwell Banker - Montana Ave
310.395.1133
What is Your Home Worth?
Contact Me to Find Out.
for local, current real estate info...
SantaMonicaListings.com

MY DENTIST IS SO BORING... HE ALMOST PUTS ME TO SLEEP!

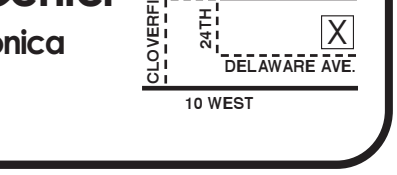
DOES THIS SOUND LIKE YOU?
- Dental Anxiety?
- Traumatic Childhood Experiences?
- Advanced Dental Problems?

HELP WITHOUT JUDGEMENT IS AVAILABLE
- Nitrous Oxide provided as a courtesy upon request
- Dental Anesthesiologist available for IV sedation

WE ARE A FULL SERVICE DENTAL OFFICE and WE ACCEPT DENTAL INSURANCE
- General Dentistry
- Cosmetics
- Implants
- Invisalign orthodontics
- Root Canals
- Periodontics (gums)
- Digital Super Low Radiation x-rays

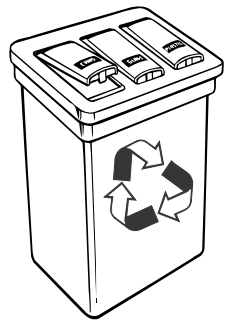
FREE
TEETH WHITENING
a $250.00 VALUE
With Exam, X-Rays and Cleaning. Some restrictions may apply. Call for details. Offer Good for 60 days.
or
$1 EXAM
NEW PATIENTS ONLY
INITIAL EXAM, CONSULATION & COMPLETE SET OF X-RAYS
Some restrictions may apply. Call for details. Offer good for 60 Days. #004

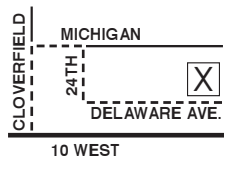
SANTA MONICA FAMILY DENTISTRY
DR. ALAN RUBENSTEIN
1260 15th ST. SUITE #703
(310) 736-2590
WWW.ALANRUBENSTEINDDS.COM



Hypnosis Works!
When you're ready for a change
John McGrail C.Ht.
Clinical Hypnotherapist
(310) 235-2883 www.hypnotherapylosangeles.com
Hypnotherapists are not licensed by the state of California as healing arts practitioners; for your benefit and protection, work on some issues may require a written referral from a licensed physician or mental health professional.

INTERESTED IN ADVERTISING IN THE ONLY LOCAL DAILY PAPER IN SANTA MONICA?
Santa Monica Daily Press Call us at (310) 458-7737


RECYCLE NOW!
WE PAY THE BEST RATES!
Aluminum Plastic Glass Bi-Metal Newspaper
CardboardWhite/Color/Computer Paper Copper & Brass
Santa Monica Recycling Center
2411 Delaware Avenue in Santa Monica
(310) 453-9677



©2008 UNIVERSAL MEDIA SYNDICATE™ SPECIAL ADVERTISEMENT FEATURE ADVERTISEMENT FOR PATENTHEALTH, LLC, 3989 EVERHARD RD., CANTON OH 44709

Demand soars for 'fast acting' diet pill

■ **WORKS FAST:** Apatrim™ is causing a buzz among dieters since they don't have to change their lifestyle and it starts working on their appetite just minutes after taking it.*[1]

By M.J. MOORE
Universal Media Syndicate

UMS - Thousands of callers clogged an Ohio company's phone lines trying to get this breakthrough diet pill.

The remarkable weight loss supplement that has dieters from all over the country calling is called Apatrim™, and there are some very good reasons why people want it.

You see, Apatrim starts working on your appetite within minutes after taking it, dieters don't have to starve or suffer through intense exercise and its been clinically shown to get great results.*

Participants lost an average of 5 times more weight than those taking a placebo during the 4-week clinical.[1] They got these results taking Apatrim's active ingredient as directed and without adding exercise or diets to their daily routine.*

And people that have used this weight loss supplement are singing its praises.

"All I did was take it about 30 minutes before I was going to eat and I didn't feel hungry. It really works great for me," said Erica Leventhal.[2]

Researchers believe that Apatrim can suppress appetite which can mean fewer calories are being consumed; this can lead to weight loss.* Consumers should keep in mind that there's no substitute for proper diet and exercise when it comes to losing weight. Meaningful weight loss requires consuming fewer calories than the body burns.

WHY SO MUCH EXCITEMENT?

Apatrim contains an amazing compound that has a known ability to help control hunger pangs.*

This allows people to eat the foods they want, they just eat less.*

Losing weight is hard and anyone that has struggled with weight loss will tell you that they would love to be able to lose weight without changing their daily routine.

That's where Apatrim comes in since this is exactly what happened in the clinical trial.

"I took Apatrim and I felt fabulous. After eating dinner I felt full and not deprived, I just went about my day and didn't think about food or eating," said Lori Morrow.[3]

All of this positive feedback makes it easy to understand why there is so much excitement and optimism surrounding this weight loss supplement.

CLINICAL RESULTS

The U.S. clinical study was conducted in Los Angeles under the direction of Dr. Ronald M. Lawrence,[3] M.D., Ph.D. a former clinical professor at the University of California's Los Angeles School of Medicine.

The study included healthy, overweight individuals between the ages of 31 and 73. Their caloric intake and level of exercise was not disclosed.

The participants were instructed not to change the food they were eating and not to add any exercise; in other words, no changes to their daily routine. They were told to take Apatrim 30 minutes before lunch and dinner.

An amazing 100% of the participants who took the active ingredient as instructed either lost weight or inches off their waistline during the 4 week study.* In contrast, only one person taking the placebo lost weight, just half-a-pound, and not one reduced their waistline.[1]

Some participants experienced incredible results, losing as much as 8 pounds and up to 3 inches off their waistline.*[1]

HOW IT WORKS

The active ingredient in Apatrim comes from a plant that grows in India.

This 'miracle' plant is *Caralluma Fimbriata* and it has been used by native tribes in India for centuries to reduce hunger and quench thirst during times of famine and drought.*

Until recently, the only way to get these benefits was to eat the plant.

But scientists have developed a proprietary method of extraction that is protected by U.S. Patent #7,060,308. This process enables Apatrim's manufacturer to put the plant's benefits into a pill.

Scientists believe Apatrim's active ingredient works by blocking the hunger signals that are sent from the stomach to the brain. The brain then thinks that the stomach is full, causing a reduction in appetite.*

HOW TO GET APATRIM

Initial shipments of Apatrim have been rushed out to a few select retail chains across the country. CVS/pharmacy was among the first stores to snap up the entire initial production.

The company has also set up a National Order Hotline just for Apatrim. This enables people that don't want to fight the crowds or run the risk of not finding it at the store, to get Apatrim delivered directly to their homes.

Starting at 7:00 am today, the order line will only be open for 48-hours. All consumers have to do is call **1-800-782-8750** and ask for Dept. AP1488; orders will be filled on a first-come, first-served

©2008 UNIVERSAL MEDIA SYNDICATE™ SPECIAL ADVERTISEMENT FEATURE ADVERTISEMENT FOR PATENTHEALTH, LLC, 3939 EVERHARD RD., CANTON OH 44709

Public now facing 48-hour cut off; clinical trial shows participants lost weight without adding exercise or diets

(continued from previous page)

basis.

"We're bracing for the next surge of calls, we've hired more people and the order lines will be fully staffed," said Ken Geis the Manager of Call Center Operations.

"Even though we weren't able to take all of the initial calls from people trying to get Apatrim we're ready now," said Geis.

Current supplies are limited so consumers that don't get through to the order line in the next 48-hours or can't find Apatrim at the store will have to wait until more inventory is produced or more shipments reach the national chains. ■

www.apatrim.com

Here's how you can get Apatrim:

To make sure that everyone can get Apatrim while the initial shipments are being rushed out to drug stores across the country, a National Order Hotline has been set-up. Simply follow the instructions listed below to have Apatrim shipped directly to your home or you can go to your local drug store to see if Apatrim has arrived.

National Order Hotline; 48-hour cut off

Consumers can begin calling at **7:00 am today.** The order line will only be open for 48-hours. Call **1-800-782-8750** and ask for **Dept. AP1488**. All orders will be processed on a first-come, first-served basis.

Retail Stores:

National chains across the country are working around the clock to get the initial shipments of Apatrim onto their shelves. It has been confirmed that **CVS/pharmacy** and **The Vitamin Shoppe** all have placed orders and should have supplies of Apatrim available to consumers.

On the web: www.apatrim.com

©2008 Patenthealth, LLC. P4163 OF4572R-1

1. Primary study based on 26 participants over a 4-week period. Participants were directed not to add any exercise or change eating habits. Participants level of caloric intake and exercise were not measured or disclosed. 2. Individual results may vary. 3. Dr. Ronald Lawrence, M.D., PhD., conducted the clinical trial and is not affiliated with PatentHEALTH nor endorsing Apatrim.

*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

Drug stores load up with powerful joint pill

Sales skyrocketing; news of its amazing results spread across the U.S.

By G.W. Napier
Universal Media Syndicate

UMS - Consumers can't seem to get enough of it and drug stores are selling it as fast as they can get it.

"Unbelievable, that's all I can say," said Matthew Woods, Director of Business Development for PatentHEALTH the company that developed the breakthrough joint supplement.

Woods was referring to the fact that in just one day a drug store chain sold 2,000 bottles of the powerful joint health supplement called Trigosamine®.

"We've already shipped over 500,000 bottles of Trigosamine and sales just keep growing, it's been crazy," said Woods.

Scientists have developed this amazing oral tablet that doesn't require a prescription and is taken only once a day.

It's so impressive that one key ingredient has the ability to retain fluid up to 1000 times its own weight; this helps increase lubrication for the joints allowing them to move with ease.*

Trigosamine's key ingredient is Hyaluronate also called HA-13 which is the building block of "natural joint fluid," medically known as synovial fluid.

This joint fluid reduces friction in the joints allowing for effortless motion. It not only lubricates the joints, but it also acts as a comfortable shock absorber.

"As we age, the body's natural production of this fluid declines and this can force the bones in our joints to grind together which can result in nagging discomfort," said Dr. Joseph Dietz[1].

"Using Trigosamine is like taking a can of oil and applying it directly to your joints," said Dr. Dietz*.

Trigosamine combines HA-13 with the essential blend of glucosamine and chondroitin which have been clinically shown to help build healthy cartilage in the joints allowing for increased flexibility and range of motion.*

A clinical study conducted by the United States government found that glucosamine and chondroitin, similar to those found in Trigosamine, had a 79.2% effective rate for those with moderate to severe joint discomfort.[2]*

But it's the results that make this joint supplement so impressive.

"We get messages from consumers all the time telling us how great Trigosamine works for them," said Woods.

"Everybody wants it," added Woods.

"CVS/pharmacy was one of the first ones to order Trigosamine and they've loaded up their shelves. We've received reports that show they have some inventory left," said Woods.

"And to make it easier for people who can't find Trigosamine or don't want to go to the store, we've set up a National Order Hotline so they can have it delivered directly to their home," said Woods.

"We'll be offering a direct delivery discount for the next 72 hours, and consumers should know they can't get this discount at drug stores," he added.

Otherwise those living in the local area that miss the deadline won't be able get the discount. They'll have to go to their local drug store to try and get Trigosamine and may be hard pressed to find it. ■

Or, visit us online at:
www.trigosamine.com

■ **HEALTHY JOINTS:** X-rays reveal joints that have the proper amounts of synovial fluid to lubricate the joints. HA-13, one of Trigosamine's key ingredients is a component of synovial fluid.

■ **ALMOST GONE:** Sales of the joint pill Trigosamine are soaring which could lead to out of stocks as shown in this photo illustration. Consumers unable to find it can call **1-800-924-2109** and have it shipped directly to their homes.

Local Readers Discount Deadline

You may be able to find Trigosamine at **CVS/pharmacy** since they have received shipments. If you want Trigosamine shipped directly to your home and would like the local readers discount, call the National Order Hotline listed below before the **72 hour deadline** expires. Otherwise you'll have to get Trigosamine at the drug store and may run the risk of not being able to find it.

Begin Calling at 8:00AM TODAY
1-800-924-2109
Approval Code: TG4527
Discount Ends in 72 hours

1. Dr. Joseph Dietz, PhD currently conducts full time research for PatentHEALTH, LLC. as Director of Health Science, Research Development.
2. Statements herein are based upon published public information and do not imply affiliation, sponsorship or endorsement of Trigosamine by the United States Government.

* THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

Patty's Place 4 Kids
Clothes for Special Occasions
• Baptism • Baby shower gifts
• Flower girl • Boys suits
310-398-1626
www.pattysplace.net
4521 Inglewood Blvd.
Culver City, CA 90230

SHAOLIN WUSHU CENTER
Grand Master Hu
Variety of Classes
In Kungfu and Taichi for Athletes of all ages
■ Traditional Kungfu
■ Contemporary Wushu
■ Open – Hand and weapons traditions
Two-Time All Around Wushu Champion
Kungfu Film Star
MORE THAN 30 YEARS EXPERIENCE

2901 Ocean Park Blvd. Ste 212
Santa Monica
(310) 664-1688
shaolin@wushucenter.com

Your ad could run here!
Call us today at (310) 458-7737

Sneezing
Watery Eyes
Scratchy Throat
Asthma?
Ever wonder if your allergies are more than just allergies?
If your pollen, dust, or dander allergy makes breathing difficult, you may have mild allergic asthma. At the Allergy Research Foundation, we can tell you if you have mild allergic asthma.
What's more, if you have mild allergic asthma, you may be able to participate in **AQUA – a clinical research study of mild allergic asthma**. All study participants receive (at no cost) study-related care by a doctor who specializes in allergies and asthma.
TO LEARN MORE OR TO FIND OUT IF YOU MAY BE ELIGIBLE TO PARTICIPATE, JUST CONTACT US:
AQUA
A CLINICAL RESEARCH STUDY OF MILD ALLERGIC ASTHMA
Allergy Research Foundation
11620 Wilshire Blvd., Suite 200
Los Angeles, CA 90025
310-477-1734 x357
aeferman@yahoo.com

Brandon Wise *brandonw@smdp.com*

LEARNING THE ROPES: **Instructor Dean Chapman (right) demonstrates for the class the proper take-off with Nora Sorena Casey (center) on Friday afternoon at the Trapeze School of New York.**

Leaps of faith, good fun

FROM **TRAPEZE** PAGE 3

where from $47 to $65, depending on the time.

"I've always wanted to do it," Allegra Vassilopoulos, on vacation from New York, said. "I've always seen it on the Westside highway [in New York] and I've never had time to do it so when I saw it yesterday I said, I'm doing it!"

Stephanie Go had tried out a few swings a day before and had so much fun she signed up for the whole two hours. She is only in town for a week but by the end of our lesson she was trying to figure out if she could fit in another class Monday morning before her flight left.

"I come down to work with the Spine Institute and instead of being at work I'm doing this," she said.

I looked up at another person swinging out over the net and at the group of tourists standing together outside of the trapeze area watching us. As I sat and stretched in between swings, I was happy to be on the inside of the trapeze school's walls. The amusement park looked tame in comparison to the rush and freedom of the open swing.

Working on the trapeze was more than just a thrill, though. It is physically difficult, whenever I succeeded in a move I was proud. We spent a short amount of time learning the jump procedure. After that we learned on our feet — or off them in the air.

People went up to the platform one at a time, where a staff member helped clip them to safety cords, and got in position to jump. During the swing a staff member on the ground managed the safety cords and called out instructions and support. In between jumps we all watched and cheered on our class members. Learning together brought the group a sense of unity during our unique experience.

"I'm confused, I don't know how I feel about it" Silvia Campoblanco, who was talked into it her friend, said. "No, its fun."

Campoblanco steadily improved throughout the lesson, as did her enthusiasm. She descended from her last swing, which involved swinging over and then dangling from the arms of the staff catcher, to cheers and congratulations from the group.

"I tell you what," Campoblanco said, "I have a whole new world of respect for circus people."

The most inspirational member of my group was Sara Zucker, a 6-year-old girl with long blonde hair and pink pants who was enjoying her sixth lesson. She seemed a born trapeze artist and did not suffer from the same fears of heights or death that initially concerned the rest of us. I wondered absently if she would enjoy the lessons so much she would live the dream of many children and grow up to work in the circus.

While members of the class enjoyed the lesson, they weren't the only ones having fun.

Dean Chapman currently works as a trapeze artist, and he loves it. Chapman has been with the school since April, and helped them to construct the rig they are using on the pier. He had worked as a camp counselor, and his experience with rope courses and climbing helped him get into trapeze work.

"Every day I deal with the person who is stepping out of their element," Chapman said. "I watch them go from the beginning when they're scared out of their minds to the end of class when they're just having the time of their life."

After doing as many as three lessons a day, Chapman now has the hand callouses, stomach muscles and tan to prove his dedication.

My own two hours of work made my hands are a little raw and my shoulders a little sore, but everyone I've talked to is jealous. It feels good to know that they have a right to be: I just learned how to swing on a trapeze, and it was a thrill.

news@smdp.com

SMCLC disputes coalition's claims

FROM RIFT PAGE 1

mixed-use projects and the ability to create transit-oriented communities.

Diana Gordon, who serves as co-chair for SMCLC, refuted a handful of claims made by Save Our City, including an argument that RIFT would not reduce traffic.

She pointed out a presentation made last month by City Hall consultants on the RIFT which concluded that there would be 40 percent less commercial development if the measure was passed.

"If you reduce commercial development by 40 percent, you are going to significantly reduce traffic impacts," she said.

While the consultant did point out City Hall would stand to lose a total of $11 million in revenue by 2023 under RIFT, that number would be an insignificant percentage of the total budget by that time, which Gordon estimated to be well over $1 billion, taking inflation into consideration.

"That's [about] one percent of what would be the city's budget," Gordon said. "That is not going to involve slashing, it's not going to rob the schools' money."

The anti-RIFT coalition also claims that the city's affordable housing stock will slowly dwindle if the initiative passes. Gordon points out that the RIFT only pertains to commercial development.

Gordon questioned whether the group was backed by developers.

"They should be calling themselves Save Our Developers," she said.

The coalition is trying to raise funds to wage what will perhaps be a costly campaign against RIFT, getting out information about a complicated topic, O'Day said, adding the money could come from developers.

"It's easy to sign up for a ballot initiative to say I hate traffic, but it's a complicated message beyond that," he said.

melodyh@smdp.com

TV gets steamier than ever

FROM TV PAGE 3

surprisingly tame," says Robert Thompson, a Syracuse University television professor and pop culture guru. Even the notorious "Gossip Girl" ads, he says, are much steamier than the actual show.

"Remember when the `s-word' barrier was broken by `Chicago Hope'? That was back in '99 or 2000, and people said, `Now that they've done it, everybody will be doing it.' Well, everybody is not doing it."

But the prime-time landscape has changed dramatically, making things more confusing for parents. If you're tackling this thorny topic, here are some variables to consider:

HAS TV REALLY GOTTEN WILDER?

There's more of everything on TV these days — more sex, more violence, more preschool programming, more cooking and gardening and home repair advice. In short, more that's good, bad and in-between.

Basic cable channels like F/X and TNT attract fans with critically acclaimed, provocative shows that don't have to play by the same rules as broadcast shows. (You choose to invite cable programming into your house, the wisdom goes, so you're accepting its content.)

Some say broadcasters have ramped up nighttime sex and violence to compensate. But since the days of "Three's Company," much of the edgier content on broadcast TV has involved double entendres and sexually suggestive jokes that go over many kids' heads.

Much of the programming for young kids has splintered off to networks like Nick Jr. and the Disney Channel, a move some parents applaud.

But even shows like Disney's "Hannah Montana" are "really pushing the envelope with sexing it up for young girls," says Lee Woodruff, who reports on parenting topics for ABC-TV's "Good Morning America" while raising four kids between ages 8 and 17. "That's disturbing for moms trying to raise girls with a sense of themselves and what's appropriate."

Melissa Henson, director of communications and public education at the Parents Television Council, says that the line between broadcast TV, basic cable and pay channels like HBO or Showtime has become porous: "We've seen a lot of crossover shows. Things originally developed for cable are appearing on broadcast TV or being promoted on broadcast TV." She mentions cleaned-up episodes of Showtime's bloody series "Dexter" airing on CBS.

WHAT ARE KIDS WATCHING?

New shows now premiere year-round, and with so many channels available even in houses with only basic cable, kids can see a huge range of content.

"You can't possibly know about all the shows, unless you've got nothing going on in your life and you just watch TV with your kids 24/7," Woodruff says.

A show's audience may extend beyond its target market. On The CW, "Gossip Girl," "Supernatural" and "Smallville" feature hot young stars that appeal to teen and 'tween fans, though the network says its programming targets viewers 18 to 34. Parents may assume that a show's popularity with kids makes it appropriate, but then be shocked by the content.

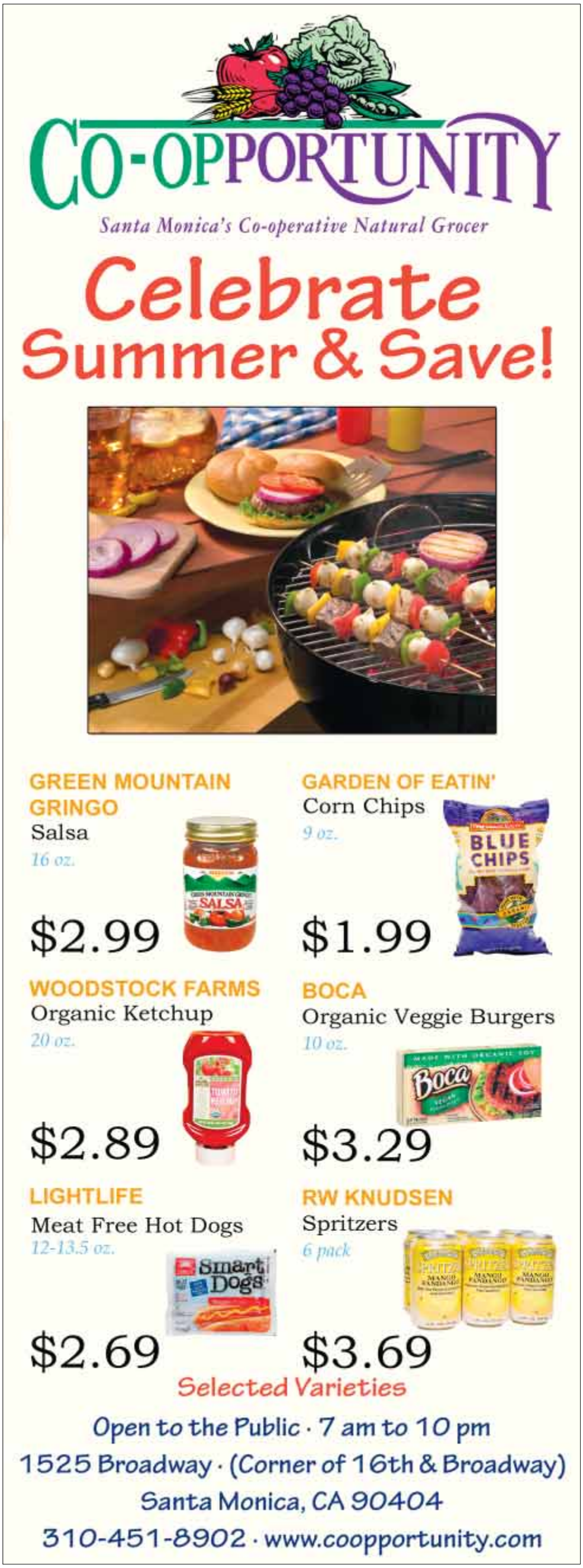
But we tend to confuse "inappropriate" with "indecent."

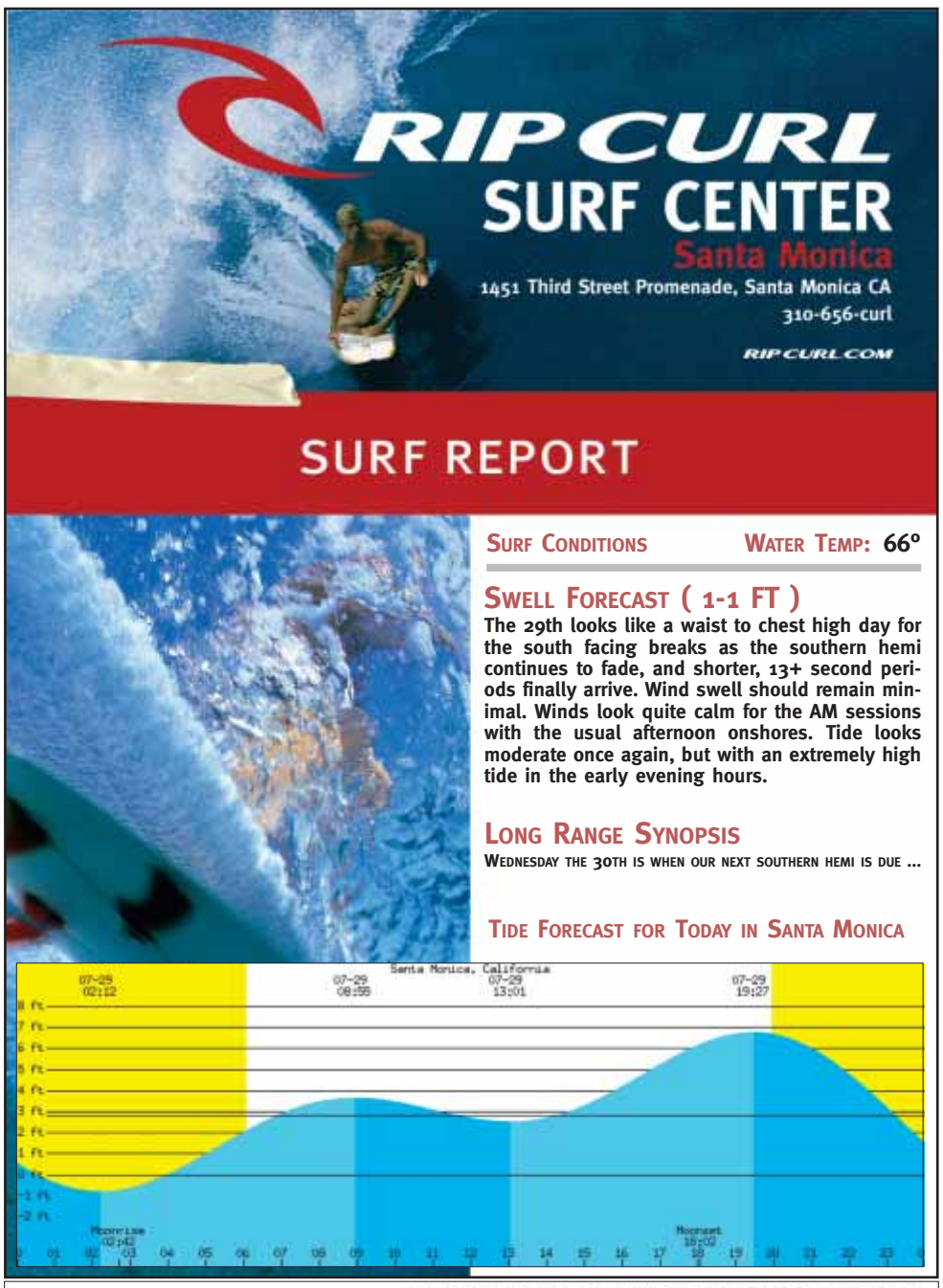
"There's a big step between `not appropriate' for little kids and 'it fits the definition of indecency,"' Thompson says. Nighttime broadcast programming may be more adult-oriented than ever, but that doesn't mean the networks are committing decency violations.

Academy of Television Arts & Sciences chairman John Shaffner points out that while some viewers say TV content has gotten obscene, the networks offer only what customers want.

"Television is a pig with a ring in its nose," he says, "and the audience has got that ring in its hands."

Parents do have tools at their disposal to control what gets watched. Kid-friendly fare from earlier in the day can be recorded and shown to kids during prime time. We can ban channels we disapprove of or stick to pre-screened DVDs.





SURF REPORT

SURF CONDITIONS **WATER TEMP: 66º**

SWELL FORECAST (1-1 FT)

The 29th looks like a waist to chest high day for the south facing breaks as the southern hemi continues to fade, and shorter, 13+ second periods finally arrive. Wind swell should remain minimal. Winds look quite calm for the AM sessions with the usual afternoon onshores. Tide looks moderate once again, but with an extremely high tide in the early evening hours.

LONG RANGE SYNOPSIS

WEDNESDAY THE 30TH IS WHEN OUR NEXT SOUTHERN HEMI IS DUE ...

TIDE FORECAST FOR TODAY IN SANTA MONICA

BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous four weeks up to the ending date of: **July 22, 2008**

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

QUICK STATS (for the last 28 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 / as
- Number of (C,D,F) grades for dry/wet weather -- 6 / as

The Beach Report Card is made possible by simplehuman, The Goldhirsh Foundation, the James Irvine Foundation, Ford

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth	A+	as
Nicholas Beach at San Nicholas Canyon Creek mouth	A+	as
El Pescador State Beach, between Lechusa and Las Alitos creeks	A+	as
Encinal Canyon at El Matador State Beach	A+	as
Broad Beach at Trancas Creek mouth	A+	as
Zuma Beach at Zuma Creek mouth	A+	as
Walnut Creek, projection of Wildlife Rd. (private)	A+	as
Paradise Cove Pier at Ramirez Canyon Creek mouth	D	as
Escondido Creek, just east of Escondido State Beach	A+	as
Latigo Canyon Creek mouth	A+	as
Solstice Canyon at Don Blocker County Beach	D	as
Puerco State Beach at creek mouth	A+	as
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd.	D	as
Surfrider Beach at Malibu Colony fence	A	as
Surfrider Beach (breach location)- daily	C	as
Malibu Pier - 50 yards east	A	as
Carbon Beach at Sweetwater Canyon	A+	as
Las Flores State Beach at Las Flores Creek (point zero)	A+	as
Big Rock Beach at 19948 PCH stairs	A+	as
Pena Creek at Las Tunas County Beach	A+	as
Tuna Canyon	A+	as
Topanga State Beach at creek mouth	A	as
Castlerock Storm Drain at Castle Rock Beach	A+	as
Santa Ynez Storm Drain at Castle Rock Beach	A+	as
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain)	A+	as
Will Rogers State Beach at Bel Air Bay Club drain near fence	A+	as
Will Rogers State Beach at Pulga Canyon storm drain	A+	as
Will Rogers State Beach at Temescal Canyon drain	A+	as
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua)	A+	as
Santa Monica Beach at Montana Ave. drain	A	as
Santa Monica Beach at Wilshire Blvd. drain	A	as
Santa Monica Municipal Pier	F	as
Santa Monica Beach at Pico/Kenter storm drain	A	as
Santa Monica Beach at Strand St. (in front of the restrooms)	A	as
Ocean Park Beach at Ashland Ave. drain	A+	as
Venice City Beach, at the Rose Ave. storm drain	A	as
Venice Beach at Brooks Ave. drain	A	as
Venice Beach at Windward Ave. drain	A+	as
Venice Fishing Pier - 50 yards south	A	as
Venice Beach- projection of Topsail St.	B	as
Marina del Rey, Mothers' Beach- lifeguard tower	A+	as
Dockweiler State Beach at Ballona Creek mouth	C	as
Dockweiler State Beach at Culver Blvd. drain	A+	as
North Westchester Storm Drain at Dockweiler State Beach	A+	as
Dockweiler State Beach at World Way (south of D&W jetty)	A+	as
Dockweiler State Beach at Imperial Hwy drain	A+	as
Dockweiler Beach- opposite Hyperion Treatment Plant	A+	as
Dockweiler State Beach at Grand Ave. drain	A+	as

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
as -- no sample taken

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

Heal the Bay

© 2008 Copyright Heal the Bay. All rights reserved. Printed on recycled paper (unless heard).

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

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

Completing appeal hearings could've taken up to a year

FROM **HEDGES** PAGE 1

council was considering handing the responsibilities over to a hearing officer.

"How can you decide at the 11th hour to change one aspect of the ordinance that might have provided some modicum of hope to disadvantaged hedge appellants," Virginia Kohfeld, an appellant, said during the council meeting last week. "If you choose to have a hearing officer, he needs to be truly unbiased and independent."

Planning Commission Chairman Gwynne Pugh said the hearings would be better served by a hearing officer because it is a legal issue.

"Even though the Planning Commission is a quasi-judicial body, it nevertheless really is a judicial matter," Pugh said.

The issue of hedge heights first came up in 2004 when residents received a notice under an outdated 1948 law to clip their bushes or face a stiff fine. The issue pitted neighbor against neighbor, some arguing that the hedges provided privacy, while others contended that the bushes created an uninviting environment for pedestrians.

The hedges have since been regulated under an interim ordinance that caps front yard hedges at 42 inches and those on side and rear yards at 12 feet. The ordinance allowed for long-existing hedges that exceeded those limits to be grandfathered.

Residents who opposed grandfathered hedges had the opportunity to file appeals. Approximately 105 were submitted to the Zoning Administrator and 28 of its determinations were later appealed to the commission. About five of those appeals have since been withdrawn.

The council considered hiring a three-person panel to add more balance in the determinations. That idea, which could've added more time than if a hearing was handled by one individual, was nixed. The hearing officer is estimated to cost $35,000.

Appellants argued that the burden of proof of hardship shouldn't fall on them.

"We just continue to be negatively impacted by an ill-conceived ordinance that caused more problems, more ill will, and it's … a waste of time," Linda Velonis, an appellant, said. "You try to fix something and the fix has caused more problems and that's just unfair to us."

melodyh@smdp.com

JUHANNUS PRODUCTIONS
Video and Photography
Engagements, Weddings,
Birthdays, Bar-Bat Mitzvahs,
Corporate Events, Headshots, etc.
juhannusproductions.com
'affordable, yet magnificent'
310 729-2431 kahleyn@ucla.edu

Visit England in Santa Monica
DVD's - Videos - CD's
Video/DVD Transfers
British Foods, Newspapers, Magazines
Consolidator Airfares to Great Britain, Europe,
Middle East and South Pacific
The Continental Shop - Established 1938
1619 Wilshire Blvd, Santa Monica 90403
Phone 310-453-8655 Fax 310-453-5093
Monday - Saturday 10am - 6pm Sunday Noon-4pm SOT#1016741-10

MOVIE TIMES

AERO THEATRE
1328 Montana Ave.
(323) 466-FILM

Call theater for information.

AMC LOEWS BROADWAY 4
1441 Third Street Promenade

The X-Files: I Want to Believe (PG-13)
12:20, 1:20, 2:45, 4:00, 5:15, 6:30, 7:50, 9:05, 10:20

Get Smart (PG-13) 1hr 50min
2:15, 5:00, 7:40, 10:15

Hellboy II: The Golden Army (PG-13) 1hr 50min
1:30, 4:10, 7:00, 9:50

AMC 7 SANTA MONICA
1310 Third St.
(310) 289-4262

WALL-E (G) 1hr 37min
12:00, 2:20, 4:45, 7:15, 9:50

Step Brothers (R) 1hr 35min
12:45, 2:00, 3:15, 4:30, 5:35, 7:00, 8:05, 9:40, 10:30

Journey to the Center of the Earth - 3-D (PG) 1hr 32min
12:30, 2:50, 5:10, 7:35, 10:05

Wanted (R) 1hr 48min
2:15, 5:00, 7:45, 10:20

Hancock (PG-13) 1hr 32min
12:20, 2:40, 5:15, 7:30, 10:10

Space Chimps (G) 1hr 21min
1:05, 3:20, 5:30, 7:40, 10:00

LAEMMLE'S MONICA FOURPLEX
1332 Second St.
(310) 394-9741

Bustin' Down the Door (NR) 1hr 30min
1:40, 4:20, 7:10, 9:40

The Wackness (R) 1hr 35min
1:50, 4:30, 7:20, 9:45

Baghead (R) 1hr 24min
1:10, 3:20, 5:30, 7:40, 9:50

Take (R) 1hr 39min
1:30, 4:10, 7:00, 9:30

MANN'S CRITERION THEATRE
1313 Third St.
(310) 395-1599

Dark Knight, The (PG-13) 2hrs 30min
10:10 a.m., 11:30 a.m., 12:30, 1:30, 3:00, 4:05, 5:00, 6:30, 7:30, 8:30, 10:00, 11:00

Sex and the City (R) 2hrs 15min
12:10, 3:20, 6:40, 9:50

Mamma Mia! (PG-13) 1hr 48min
11:00am, 12:00, 1:40, 2:40, 4:15, 5:15, 7:00, 8:00, 9:40, 10:40

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

Talk goals, Aries

ARIES (March 21-April 19)
★★★★ Pressure builds, causing anger and frustration. Your soft and thoughtful ways draw reactions. The unexpected brings results of a nature you might not have anticipated. Listen to what is being said, and honor some swift changes. Tonight: Talk dreams. Talk goals.

TAURUS (April 20-May 20)
★★★ Your creativity needs to come forth when handling a problem. The unexpected occurs with those in charge; you might want to back off and rethink a situation. What might start as vague easily can be clarified. Tonight: Gather your bills first.

GEMINI (May 21-June 20)
★★★★ Your smile is a sure-bet winner. Be sensitive to options that a boss tosses at you. The unexpected does occur. Look past the obvious. Read between the lines, and understand the intentions of this person. Tonight: As you like it.

CANCER (June 21-July 22)
★★★ Do not think that others cannot tell that you are holding back. You have a way and style that impacts others. Listen to what is being said and shared. Rethink another's offer. It might be the way to go. Tonight: Vanish while you can.

LEO (July 23-Aug. 22)
★★★★ No longer accept the unpredictable. Instead, aim for more of what you want. Sometimes others mean well but have an odd way of expressing their needs. Investigate what is happening more openly. You are best with groups, surrounded by friends. Tonight: in the game of life.

VIRGO (Aug. 23-Sept. 22)
★★★★ You might want to try another style or way. Pressure builds around your work and what you most want. The unexpected dominates your interactions. Step back, and be willing to state your case. Tonight: Work late.

LIBRA (Sept. 23-Oct. 22)
★★★★ Events will encourage you to take an overview. Not everyone sees situations as you do. Read between the lines; be willing to walk an untried path and create more of what you desire. Allow greater give and flow. Tonight: Take in a movie. Relax.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Work with others. You see what is going on behind the scenes by refreshing your perspective and listening more deeply to a partner. You can try another approach or do something differently. Tonight: Be a duo.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ Defer to others, learning more of what is expected. Your sense of what is appropriate could be tossed away by a family member. Still, follow your instincts more closely. You might not be aware of just how much impact you have. Tonight: Take your pick.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Dig into a project. Do not settle for less than your share. People offer the world but might not be able to live up to their word. Your imagination works wonders; reality could be slightly shocking. Tonight: As it stands.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ You might want to rethink a decision involving a child or loved one. You might have your head in the clouds. Listen with a touch of skepticism to what is being shared. Use care with money. You easily could be taken in. Tonight: Say "yes" to living.

PISCES (Feb. 19-March 20)
★★★ Your unpredictability is not always an asset. Listen to what is being shared by someone you trust. Family, home and security rank high on your agenda. Act on a dream by testing others and getting feedback. Tonight: Head home.

Happy birthday

JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:
★★★★★Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

Your fire and drive bring kudos. Focus and concentration need to team up as well. Meetings, crowds and people prove to be lucky this year. Think in terms of growth and new dimensions. Evaluate, and lighten up the moment. The unexpected often occurs when dealing with finances. Rethink decisions with care, especially if they surround your security and long-term goals. If you are single, look to your friends and associations to meet the next apple of your eye. The person who comes forward could prove to be very special. If you are attached, the two of you need to do more as a couple. Bond via a common interest. GEMINI makes you smile.

POSITIVE EXISTENCE
Design & Printing Experts
Corporate Identity
Annual reports
Posters
Websites
Banners
Sales sheets
Brochures
Stationary
P.O.P. displays
Standees
Packaging
Statement stuffers
Menus
Rack cards
Booklets
Press kits
Ad film
Pocket folders
Direct mail
Counter cards
Labels
Postcards
Magazines
Large Format
Out-of-home
310-314-3537
www.peprinting.com

TUESDAYS ARE FUNNY
Comedy Night at the Local HOT Spot for Good Food... Good Fun... Good Music
Live Music & Dancing Thursday thru Saturday
HAPPY HOUR 4-7 Wings .50 Drink Specials
Rusty's SURF RANCH
256 SANTA MONICA PIER (310) 393-7437

BARBECUE The Original Texas KING
5309 S. VERMONT AVE
LOS ANGELES, CA, 90037
OPEN: SUNDAY - MONDAY: 6:00 AM - 8:00 PM
TUESDAY - SATURDAY: 6:00 AM - 10:00 PM
WWW.TEXASBBQKING.COM
SAVE TIME. JUST CALL YOUR ORDER IN
213 437 0885 / 213 437 0881
CATERING SPECIAL EVENTS OFFICE HOME DELIVERY

IProject Solutions AccountingI
"We get it done."
Is Your Business Growing? IPSAI can help.
CFOs, Controllers & Bookkeepers
Part-time/Full-time/Interim
Call IPSAI today
(310) 684-3977
www.psa-la.com

Beyond Health
Alkaline Oygen Water
Absorbs 6x Faster
Beyond O2
A new premium water bar on Main St.
2209 Main St.
Santa Monica 90405

METRO CAB CO.
"Santa Monica's Premier Taxi Service"
Low Prices
Reliable Service
Experienced Drivers
On-Time.
25.90 to 27.90* from SM to LAX
*Not Valid Thursday Nor Friday From 3pm to 7pm
Call Now!
(310)434-7777
www.metrocabco.com

COMPLETE AUTO ELECTRICAL SERVICE
Starting & Charging Systems • Electrical Shorts
Alternators • Heating/Air Conditioning • Re-wiring
Computer Analysis • All Makes & Models
EXPRESS AUTO SERVICE
310-399-6076 2700 Lincoln Blvd. #3 (corner of Hill & Lincoln — enter from Hill) www.expressautosm.com

Sudoku

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

Difficulty Level ★★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

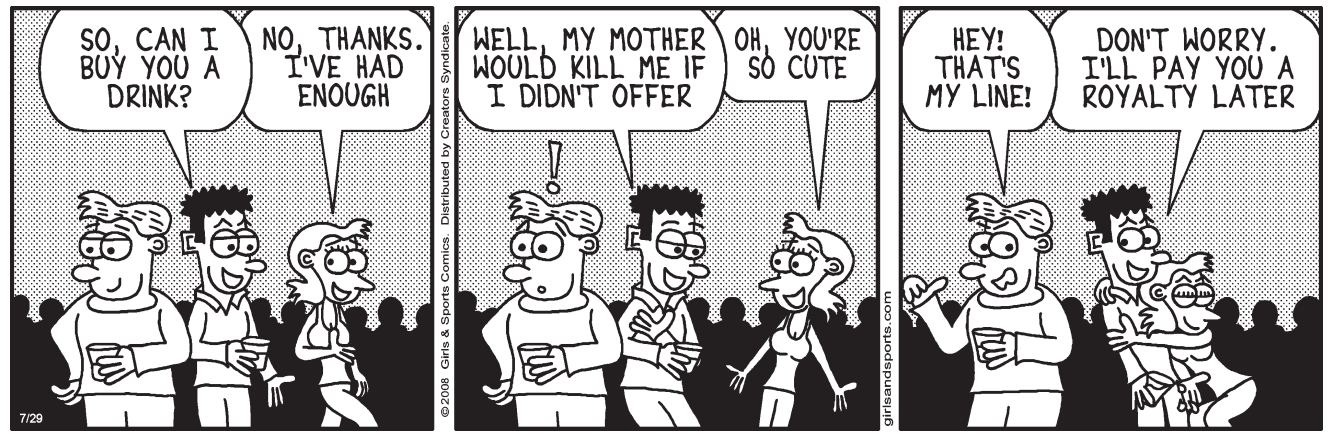
3	1	7	5	9	4	6	2	8
2	6	5	7	1	8	4	9	3
4	8	9	6	3	2	5	1	7
9	4	2	3	6	1	7	8	5
8	7	3	2	5	9	1	4	6
1	5	6	4	8	7	2	3	9
7	3	1	9	4	6	8	5	2
5	2	4	8	7	3	9	6	1
6	9	8	1	2	5	3	7	4

Your ad could run here!
Call us today at (310) 458-7737

Your ad could run here!
Call us today at (310) 458-7737

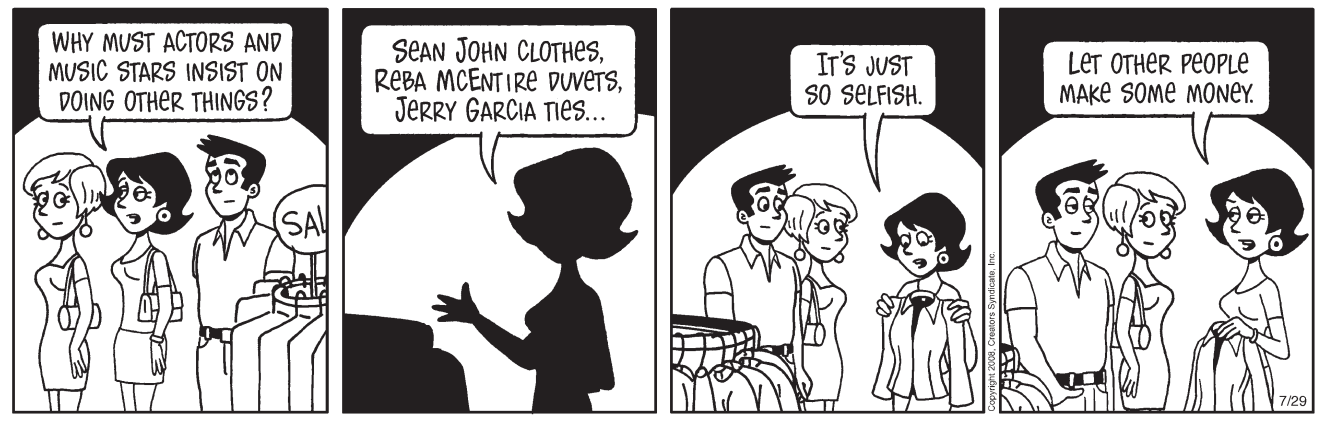
Girls and Sports

By Justin Borus and Andrew Feinstein



The Meaning of Lila

By John Forgetta & L.A. Rose



The Other Coast

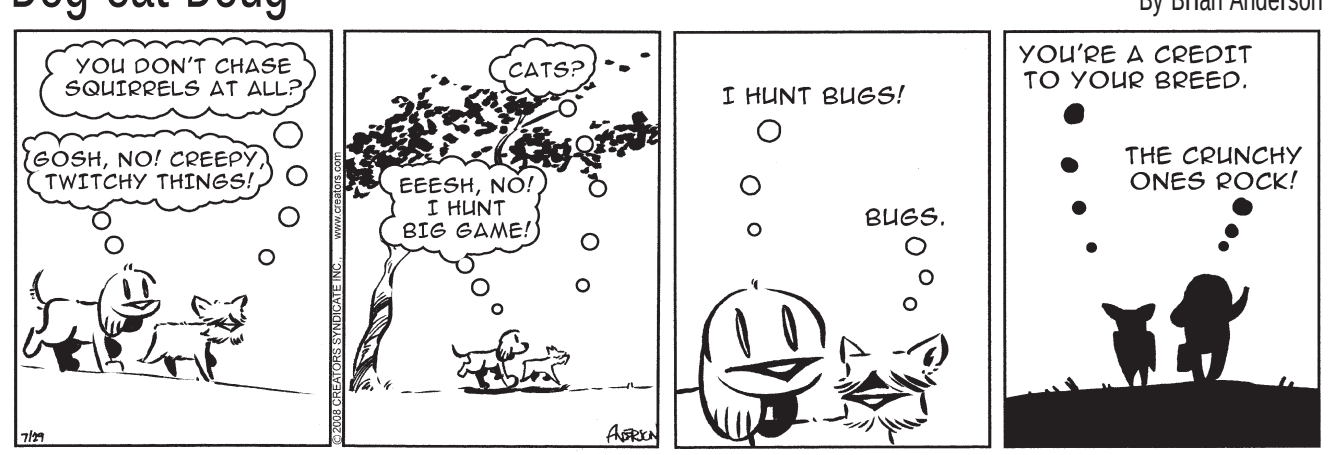
By Adrian Raeside

Garfield

By Jim Davis

Dog eat Doug

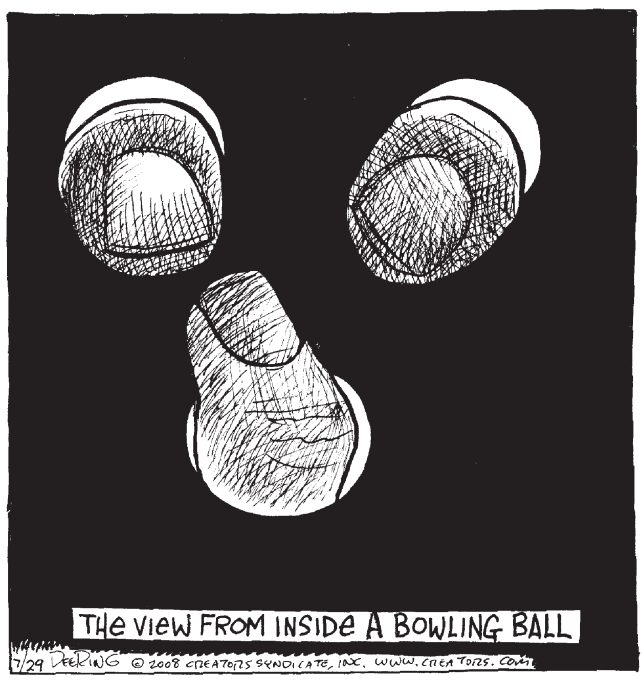
By Brian Anderson



The Dinette Set by Julie Larson

Strange Brew

By John Deering



Speed Bump

By Dave Coverly

Your ad could run here!
Call us today at (310) 458-7737

MYSTERY PHOTO

Soraya Danesh *news@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*.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Less common
6 Accumulated
11 Spry
12 Grammar topic
13 Where Congress works
15 Genesis name
16 Rage
17 Rap's — Kim
18 Ladies of Spain
20 "My word!"
21 Boss to Alice and Flo
22 Lascivious desire
23 Scooter's kin
26 Batting ploys
27 Related
28 Chess piece
29 "Skedaddle!"
30 They have their pros and cons
34 — tizzy
35 Writer Tan
36 Hurler's stat
37 National park in Utah
40 Not dozing
41 Pound part
42 At a future time
43 Tree houses

DOWN

1 Indy events
2 Spiny-leaved plant
3 Turn red, perhaps
4 Yale student
5 No longer working
6 Game sheet info
7 Bat wood
8 Construction tool
9 Least attractive
10 Buckshot
14 Spoken
19 Sign of trouble
22 Moon goddess
23 Enchanting
24 Battle site of 1945
25 Sound of little feet
26 Ancient city on the Euphrates
28 Office note
30 Library stamp
31 Prom crowd
32 Put up
33 Bank fixtures
38 Mamie's husband
39 Bemoan

S	L	A	N	G	■	B	R	I	M	■
T	A	M	E	R	■	W	I	D	O	W
A	N	O	D	E	■	A	M	B	L	E
I	A	N	■	A	N	N	■	A	I	L
R	I	G	H	T	H	A	N	D	E	D
■	■	■	A	L	L	■	O	G	R	E
M	E	R	R	Y	■	T	W	E	E	D
O	D	E	S	■	A	R	I	■	■	■
L	I	G	H	T	H	A	N	D	E	D
E	T	A	■	R	A	N	■	A	X	E
S	I	T	K	A	■	S	E	V	E	N
T	O	T	E	M	■	O	V	E	R	T
■	N	A	G	S	■	M	A	S	T	S

Yesterday's answer

NEW CROSSWORD BOOK! Send $4.75 (check/m.o.) to Thomas Joseph Book 2, 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				
42					■	43				

7-29

DAILY LOTTERY

MEGA MILLIONS: 2 16 19 35 52 Meganumber: 17 Jackpot: $16M

SUPER LOTTO PLUS: 7 9 14 28 41 Meganumber: 11 Jackpot: $44M

FANTASY 5: 2 4 10 31 32

DAILY 3: MIDDAY: 1 5 6 EVENING: 2 6 2

DAILY DERBY: 1st: 06 Whirl Win 2nd: 02 Lucky Star 3rd: 11 Money Bags RACE TIME: 1.46.39

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

NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ In Singapore in June, a 36-year-old man was sentenced to 14 years in jail and 18 strokes of the cane after he was convicted of 23 counts of molesting women on elevators and other places, mostly by sniffing their armpits.

■ In June, a masochist, with tastes similar to those of the Ontario man reported here three months ago, was sentenced to four years in jail for encouraging two underage girls near Bicester, England, to kick him repeatedly in the groin until he could no longer handle the pain.

TODAY IN HISTORY

1588 the English attacked the Spanish Armada in the Battle of Gravelines, resulting in an English victory.

1890 artist Vincent van Gogh, 37, died of a self-inflicted gunshot wound in Auvers-sur-Oise, France.

1900 Italian King Humbert I was assassinated by an anarchist; he was succeeded by his son, Victor Emmanuel III.

1914 transcontinental telephone service began with the first test phone conversation between New York and San Francisco.

1948 Britain's King George VI opened the Olympic Games in London.

1957 the International Atomic Energy Agency was established.

1957 Jack Paar made his debut as host of NBC's "Tonight Show,"

1958 President Eisenhower signed the National Aeronautics and Space Act, which created NASA.

1967 an accidental rocket launch aboard the supercarrier USS Forrestal in the Gulf of Tonkin resulted in a fire and explosions that killed 134 servicemen.

1968 the Vatican issued an encyclical in which Pope Paul VI reaffirmed the Catholic Church's opposition to artificial means of contraception.

1981 Britain's Prince Charles married Lady Diana Spencer at St. Paul's Cathedral in London. (However, the couple divorced in 1996.)

WORD UP!

quondam \KWAHN-duhm; KWAHN-dam\, *adjective*: Having been formerly; former; sometime.

Santa Monica Daily Press

Classifieds

$5.50 per day. Up to 15 words, 20 cents each additional word.

Call us today start and promoting your business opportunities to our daily readership of over 40,000.

YOUR AD COULD RUN TOMORROW!*

Some restrictions may apply.

Prepay your ad today!

VISA MasterCard American Express Card

(310) 458-7737

*Please call our Classified Sales Manager to reserve your ad space. Specific ad placement not gauranteed on classified ads. Ad must meet deadline requirements. See complete conditions below.

CLASSIFICATIONS:

Announcements, Creative, Employment, For Sale, Furniture, Pets, Boats, Jewelry, Wanted, Travel, Vacation Rentals, Apartments/Condos, Rent, Houses for Rent, Roomates, Commerical Lease, Real Estate, Real Estate Loans, Storage Space, Vehicles for Sale, Massage, Services, Computer Services, Attorney Services, Business Opportunities, Yard Sales, Health and Beauty, Fitness, Wealth and Success, Lost and Found, Personals, Psychic, Obituaries, Tutoring

All classified liner ads are placed on our website for **FREE!** Check out ***www.smdp.com*** for more info.

Employment

MOBILE Route Tech –Local Automotive Interior Repair Company looking for route tech to service auto dealers.in the Santa Monica area No experience necessary Candidate must be professional and self–motivated with strong customer service skills and good hands on mechanical aptitude.Candidate must have a valid Drivers license with a clean driving record We offer competitive wages and training salary.Company vehicle provided.Call (951)704-3452 to set an interview.or email resume to frank.hallberg@gmail.com

250 TEMP Positions Available!
Warehouse, Sales, Cashier
Barker Hangar Santa Monica Airport
7/31-8/18 $9/ hr.
ULTIMATE STAFFING
(310)201-0062

ACCOUNTING DEPARTMENT of Beverly Hills Talent Agency has entry level F/T position available AccntsRecClerk. Send resumes with qualifications to: HR34@apa-agency.com

CASHIER, P/T for busy car wash in Culver City. $12.50/hr. FAX resume to (310) 313-1455 or email to patricialriley@hotmail.com.

GIVE OF YOURSELF volunteers wanted at the discovery shop. Help us contribute to the American cancer society by spending 4 hours per week assisting in our resale shop in Santa Monica. Contact Terry or Shaunna at (310)458-4490

IMMEDIATE POSITIONS available in the Environmental Services Department. Looking for part time housekeepers/ floor techs.Hospital Experience preferred.,must speak English Call (310)829-8431 for interview.

PROVIDE ADMINISTRATIVE assistance to managers.Reliability and good attendance a must, very responsible with good organizational skills, both verbal and written, strong customer service experience, sensitive to detail and deadlines in a multitasking environment with excellent computer knowledge and strong accounting skills EEO.Apply to Arlene Robbins, Business Manager, KKGO/KGIL, email: arobbins@mountwilsoninc.com or by fax: 310 444 3223

PART TIME Office Mgr/admin asst.

Provide: general office management, secretarial duties, computer skills with knowledge of Quickbooks, Quicken, Word, Excel, Outlook. Good time management, excellent verbal/written skills, Self-starter.
Email: rljmd@live.com

SALES PROFESSIONAL
Executive Level Income
From The Comfort Of Home
Don't Believe Don't Call
1-888-686-1364

SALES OF Cruise & Tour Pkgs 30 hrs/wk Flex sch Base + Comm Pd.Tng.No cold calling 40 yr Natl tour Co.Near LAX New facility.Aaron 1 800 922 9000

BOLD IT! MAKE YOUR AD STAND OUT

Employment

SAYBROOK

LOOKING TO SHOW OFF YOUR SUPERIOR FRONT DESK SKILLS?

Saybrook Capital, LLC ("Saybrook") is a financial services firm that believes superior performance is achieved by applying specialized expertise to inefficient markets. Founded in 1990, the firm is headquartered in Santa Monica.

The ideal candidate will have a proven track record as a Receptionist/Office Assistant, demonstrating maturity and interest in discharging the required duties with minimal supervision.

Appropriate business attire is required: business casual dress for the office, unless otherwise notified.

Salary: $17/hour

Usual workday: Monday through Friday, 8:30am to 5:30pm and other times as needed.

Benefits: medical, dental & vision w/100% of premiums paid by the employer; dependent coverage available w/premiums paid by the employee. Saybrook also offers a 401k, vacation, sick and personal days.

Please submit your resume to jobs@saybrook.net

Customer service/sales position/on site coordinator at lawfirm in Santa Monica. Prior experience in lawfirm preferred.Salary negotiable. Contact bsberkowitz@aol.com.

PART-TIME OR FULL-TIME Driver. Must have own car, need to be familiar with L.A. have Ca. driver's license, English speaking. Can earn up to $100/ a day. Submit resume to bsberkowitz@aol.com

PART-TIME SALES position. Our attorney service is looking for referrals to law firms. Referrals result in ongoing commissions. Submit resume to bsberkowitz@aol.com

RADIO PUBLICITY Salesperson, p/t or f/t, needed in Santa Monica $1,000 average commission. Info and apply: 310-998-8305 ext 84

Help Wanted

SENIOR SOFTWARE Architect: Send resume to International Medical Corps, 1919 Santa Monica Boulevard, #400, Santa Monica, CA 90404.

Business Opps

MORE REPS, MORE LEADS, MORE CASH! MLM experience prefered were a recession proof business (310)612-1647

Run your personals here!
Call us today at (310) 458-7737

Yard Sales

GARAGE SALE Saturday 7am-1pm assorted things, everything must go, 4633 Centinela

For Rent

MAR VISTA, 11621 Braddock Dr. unit 11 2bdrm. 1.5 bath, $1350, townhouse style, stove, carpt, w/d hookup, patio, gated parking, carpet, intercom entry, no pets.$500 off move-in (310)967-4471 www.jkwproperties.com

BEAUTIFUL MONTANA GARDENS

Room and Board
401 Montana Avenue
Your home away from home.
Daily meals, laundry, housekeeping, utilities, and cable. 1 Bdrm, 1 Bath. Seniors and all ages welcome. Ask about move-in special 1 month FREE.
IMMEDIATE OPENINGS
Starting at $2,500/MO
(310) 245-9436

FREE RENTAL Listings for SM/WLA/MVista Complete Listings: www.sullivan-dituri.com

HOWARD MANAGEMENT GROUP
(310) 869-7901

1120 6th WSt, #9 2bdr /1bath $2100
1014 6th St, #D 1bdrm/1 bath $2200
2211 Ocean Ave. #2215C 2bdrm/1 bath $3000

PLEASE Visit our website for complete listings at:
www.howardmanagement.com
rentals@howardmanagement.com

MAR VISTA 12450 Culver Blvd. Unit 212 1bdrm/1bath, gated parking, intercom entry, stove, fridge, utilities included, laundry, parking, no pets. $1150/mo on site manager (888)414-7778 www.jkwproperties.com

PALMS 3346 S. Canfiled #206 $1225 1 1bdrm/1bath upper, stove, fridge, blinds, carpet, on-site laundry, wall AC, ceiling fan, garage parking, intercom entry no pets. (310)578-7512 jkwproperties.com

VENICE 2206 Brenta Place unit 5 3bdrm/2bath stove, fridge, dishwasher, carpet, blinds, balcony, laundry, fireplace, kitchen w/ceramic tile 2 car garage 1 single garage intercom entry no pets, West of Lincoln.$2900 (310)578-7512 jkwproperties.com

WLA 1457 WESTGATE UNIT 13 1+1 stove, refrigerator, dishwasher, carpet, blinds, hardwood floors, laundry, fireplace kitchen w/ceramic tile garage parking intercom no pets, $1350 (310)578-7512 jkwproperties.com

Apartment Wanted

I'M SEEKING A GUEST house in SM, Pacific Palisades, Malibu, Venice area.Clean, quiet, non-smoking, responsible, working female.Excellent References Wendy (310)749-0787

Commercial Lease

CENTRAL CAL building 1424 4th 2nd floor St. Santa Monica office to rent roughly 600 sq/ft new carpet new paint 310276-3313

WEST LA: 2 office spaces for rent. 2566 Overland Ave, 90064.Seven story, class "A" reflective glass bldg.Prime loc.Right off 10 & 405 fwys.$785-1200/month.7th flr facing ocean.Contact:Adriana@davis-stirling.com 310-945-0280

MEDICAL/DENTAL SPACE AVAILABLE IN PALISADES VILLAGE!
GREAT location! 1200 sq. ft. in newly renovated boutique building.
6 offices and reception area. Avail. September 1st.
910 Via de la Paz.
Call Vicki 310-475-6400

Real Estate

WestsideRentals.com
Where quality tenants find a place to live!

SoCal's #1 Home Listing Service

For apartments, houses, townhouses and roommates

Live Help 24/7 Online or By Phone

Thousands of rental listings updated daily
- FREE Guest Search
- Full Real Estate & Insurance Brokerage
- 7 Office Locations
- Landlords Always List FREE

Need a Place to Live? Call us, Stop by or Visit us Online

www.westsiderentals.com

310-395-RENT

Your ad could run here!
Call us today at (310) 458-7737

Vehicles for sale

1993 CHRYSLER 5th Ave. Sky blue, 4 dr, 6 cyl, reliable, clean, lots new Ready to go. Reduced $1000 (great gas milage).(310)428-5383

2002 Ford Ranger Pickup
VIN# B49843 $5995
4 Cylinder, great fuel economy, low mileage
Dealer – Claude Short Auto Sales 310-395-3712

1991 Dodge Van Conversion
AIN# 404374 TV inside, clean, low mileage, rear beds folds into a sofa $5995.00
Dealer – Claude Short Auto Sales 310-395-3712

1999 Mazda Protégé
VIN# 131663 $3995
Good transportation, 34 MPG
Dealer – Claude Short Auto Sales 310-395-3712

1990 Chrysler Maserati TC
VIN# 206574 $5995
16 Valve 5 SPD rare car. 2 tops. Low mileage
Dealer – Claude Short Auto Sales 310-395-3712

1992 Dodge 1 Ton Van
VIN# 167697 $2995
Dealer – Claude Short Auto Sales 310-395-3712

Vehicles for sale

2005 Chevrolet Astro Van
VIN# 121431 $9995
Great work van, inside storage.
Dealer – Claude Short Auto Sales 310-395-3712

2007 Toyota Corolla CE
VIN # 834748 $15995.00
4 Door, only 12000 miles, real economy
Dealer – Claude Short Auto Sales 310-395-3712

2008 Chevrolet Malibu
VIN # 274304 $18995.00
L.S. package. Only 2000 miles! 4 cylinder, rated, 30 MPG.
Dealer – Claude Short Auto Sales 310-395-3712

1996 Ford Explorer 4WD
VIN#A42842 $4995
One owner, clean car
Dealer – Claude Short Auto Sales 310-395-3712

Services

TRAINED MALE OPERA SINGER

Great fun for parties and occasions. Sinatra, Tony Bennett, Jolson, popular songs, and have a sing along. Call Gabe 310-392-6501

Notary Public
(insured and bonded)
Santa Monica Daily Press
Ask for Connie
310-458-7737
connies@smdp.com
Available weekdays 9-5
Call or email for rates or appointments
Walk-ins welcome

CALL TODAY FOR SPECIAL MONTHLY RATES!

There is no more convincing medium than a DAILY local newspaper.

Prepay your ad today!

VISA MasterCard American Express Card

(310) 458-7737

CLASSIFIED ADVERTISING CONDITIONS: REGULAR RATE: $5.50 a day. Ads over 15 words add 20¢ per word per day. Ad must run a minimum of twelve consecutive days. PREMIUMS: First two words caps no charge. Bold words, italics, centered lines, etc. cost extra. Please call for rates. TYPOS: Check your ad the first day of publication. Sorry, we do not issue credit after an ad has run more than once. DEADLINES: 3:00 p.m. prior the day of publication except for Monday's paper when the deadline is Friday at 2:30 p.m. PAYMENT: All private party ads must be pre-paid. We accept checks, credit cards, and of course cash. CORRESPONDENCE: To place your ad call our offices 9 a.m. to 5 p.m., Monday through Friday, (310) 458-7737; send a check or money order with ad copy to The Santa Monica Daily Press, P.O. Box 1380, Santa Monica, CA 90406 or stop in at our office located at 410 Broadway, Suite B, Santa Monica. OTHER RATES: For information about the professional services directory or classified display ads, please call our office at (310) 458-7737.

Santa Monica Daily Press GET RID OF YOUR ROLLERBLADES. Sell your sports equipment to someone who will actually use it. **Classifieds**

Prepay your ad today! **(310) 458-7737**

CALL TODAY FOR SPECIAL MONTHLY RATES!
There is no more convincing medium than a DAILY local newspaper.

$5.50 per day. Up to 15 words, 20 cents each additional word.

Services

Gen. Contracting

A/C CONSTRUCTION
General Construction
Commercial & Residential
Remodel & Add ons
Honest. Reliable.
FREE ESTIMATES
— Sabbath Observed—
310.278.5380
Lic# 804884 Fully Insured

KITCHEN & BATH REMODEL
by GM Co.
YOUR IN HOUSE FAMILY CONTRACTOR!
No subcontractors used
Best Prices Guaranteed
FREE in-home consultation For your job done right the first time, *call the specialists at GM*

20 years of experience
Call 310.493.2589
LIC#892023

Handyman

The Handy Hatts
Painting and Decorating Co.
SINCE 1967
RESIDENTIAL/COMMERCIAL
SPECIALISTS IN ALL
DAMAGE REPAIR
"EXPERT IN GREEN CONCEPTS"
Free estimates, great referrals
FULL SERVICE HANDYMAN
FROM A TO Z
Call Brian @
(310) 927-5120
(310) 915-7907
LIC# 888736
"HOME SWEET HOME"

WEST SIDE HANDYMAN
All Repairs- Carpentry- Painting- Plastering- Electrical
Termite & Dry Rot Repair
Not a Licensed Contractor
Call the House Healer
(310) 409-3244

Handy Man
Expertise In Building, Remodeling & Repair.
28 Years exp.
Unlicensed
Call (310) 430-2806

Your ad could run here!
Call us today at (310) 458-7737

Services

Therapy

STILL SMOKING?
Life is short — Why make it shorter
John J. McGrail, C.Ht.

Certified Hypnotherapist
(310) 235-2883
www.hypnotherapylosangeles.com

Legal Services

Considering Filing for Bankruptcy?
"Your Local Santa Monica Attorney"
- Free phone consultation
- Speak to your local Santa Monica Attorney
- Get the facts now

The Law Offices of Martin D. Gross
A PROFESSIONAL LEGAL CORPORATION
2001 Wilshire Blvd
Santa Monica CA 310 453 8320
www.lawgross.com

Massage

BLISSFUL RELAXATION! Heal your body, mind, spirit. Therapeutic bodywork/energy healing. Strictly non-sexual. Introductory specials $68.00. Lynda, L.M.T. (310) 749-0621

EXQUISITE, INTUITIVE, strong and tender relaxing body work by mature European. Very Professional, Sonja (310) 397-0433.

Kids Yoga
with
Heidi Jo Corey
Tuesdays 4:15-5:00pm
Introductory Special:
Drop in Class $12 (Reg $15.00)
5 Class Series* $50 (Reg $65.00)
10 Class Series* $80 (Reg $120.00)
* Class Series is for sequential weeks with one make up day allowed.

Heidi Jo Corey
(310) 569-6990
www.heidijocorey.com
Go to website to sign up for info on upcoming Kids Yoga Camps starting in June
Yo Mama Yoga
1404 3rd. Street Promenade, Suite 204 (Upstairs, between Anthropology and Lush)
Santa Monica, CA 90401

Kate Bransfield

Estates Director
Society of Excellence
Previews Properties Specialist
310.395.1133

1608 Montana Avenue
Santa Monica, CA

$62,829,398 of Real Estate Sold in 2007

Featuring Your Home First!

....To find out how I get your home 500% more exposure online on over 100 websites
.....To find out the most up-to-date Santa Monica real estate information
....for a Virtual Tour & multiple photos of these Properties

visit:

www.SantaMonicaListings.com

Open Sunday, August 3rd
2:00 - 5:00 pm

1135 Berkeley Street
$1,995,000
Two Story Traditional 5 + 3 Home
w/ Large Backyard

Easy to Show
Call for an Appointment

2470 Hill Street
$2,288,000
'Contemporary Mediterranean'
4 + 3 Home

Coming Soon!

- North of Wilshire
- 3 + 2 Santa Monica Single Family Home
- On Tree Lined Street, Great Location!!
- 1030 Chelsea Avenue

Open Sunday, August 3rd
2:00 - 5:00 pm

785 Linda Flora Drive
Price Reduced! $1,399,000
3 + 1.75 Home w/ Canyon,
Ocean & Getty Views

Open Sunday, August 3rd
2:00 - 5:00 pm

907 12th Street # 4
$699,000
North of Wilshire
3 + 2 Condo

Average Price of **All** Santa Monica Properties Listed for Sale As of Late July 2008

		Single Family Homes	Condos & Townhomes
Santa Monica Canyon	=	$ 2,855,400	$ 5,730,000
North of Montana	=	$ 4,260,074	$ 2,184,476
Between Wilshire & Montana	=	$ 3,559,750	$ 1,032,831
South of Wilshire	=	$ 973,564	$ 680,106
Sunset Park	=	$ 1,400,879	$ 783,222
Ocean Park	=	$ 1,790,000	$ 1,181,714

Statistics Updated Every Monday

What is Your Home Worth? Contact Me to Find Out!

©2008 Coldwell Banker Real Estate LLC. Coldwell Banker®, Previews®, and Coldwell Banker Previews International® are registered trademarks licensed to Coldwell Banker Real Estate LLC. An Equal Opportunity Company. Equal Housing Opportunity. Owned And Operated By NRT LLC. Broker does not guarantee the accuracy of square footage, lot size or other information concerning the condition or features of property provided by seller or obtained from public records or other sources, and the buyer is advised to independently verify the accuracy of that information through personal inspection and with appropriate professionals.