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WEDNESDAY, AUGUST 25, 2010
Volume 9 Issue 246



Santa Monica Daily Press

WHO'S ROCKING THE PIER?
SEE INSERT

We have you covered

THE ARE THEY PAID TOO MUCH? ISSUE



Brandon Wise *brandonw@smdp.com*

CASH COW? **The 20 highest paid employees at City Hall all made over $200,000 in 2009, according to a review of W-2s by the Daily Press.**

Top 20 salaries for city employees all over $200K

BY KEVIN HERRERA
Editor in Chief

CITY HALL The 20 highest paid employees at City Hall each earned more than $200,000 last year, including a sergeant in the Santa Monica Police Department who took home roughly $8,000 more than his boss, the chief of police, a review by the Daily Press of 2009 wage and tax statements revealed.

The majority of those on the top 20 list include city attorneys (eight), fire captains (five) and members of the SMPD (five), typical for a city that has its own police and fire departments, city officials said.

The review of W-2 forms provided by City Hall's Human Resources Department was conducted following the salary and pension scandal in the city of Bell, where the city manager, assistant city manager and police chief were found to be making salaries totaling $1.6 million a year. Council members in that working class city in eastern Los Angeles County were raking in $96,000 a year, whereas members of the Santa Monica City Council take home just $12,744 (the mayor makes $15,329).

Figures from the W-2 forms reviewed by the Daily Press included salary, bonuses, overtime and specialty pay.

"In terms of overall salaries, you will see that yes, Santa Monica compensates its employees well," said City Manager Rod Gould, whose predecessor, Lamont Ewell, was the highest paid city employee in 2009 with a total gross of $315,444.41. "Santa Monica is very competitive… because it asks a lot of its employees and seeks to retain and attract the best.

SEE SALARIES PAGE 8

Broad bails but museum plan not forgotten

BY NICK TABOREK
Daily Press Staff Writer

CITY HALL Calling all billionaires, Santa Monica wants to hear from you.

Now that it's official there will be no Eli Broad-financed art museum in Santa Monica's Civic Center, officials are turning to the question of what to do with the scorned site instead.

Although the land, located just north of the Civic Center Auditorium, has long been slated to be used as public open space, Broad's unfulfilled offer to build a museum there has elected leaders pondering other, more ambitious options.

Since Broad this week announced he would build his museum on Grand Avenue in downtown Los Angeles, local officials said it's a possibility Santa Monica could woo some other billionaire to come to town.

"It's not official that there will be no museum," said Mayor Bobby Shriver. "I know other people are talking about a different type of museum on that site and it will be exciting to see if that comes to fruition."

He said it was clear from community support for Broad's proposal that locating a world class museum in the Civic Center is an idea worth exploring further.

If there are any interested parties, though, Shriver and other officials were keeping quiet about who they might be.

City Councilman Richard Bloom, meanwhile, has suggested that City Hall publicize the site's availability to see if there are other philanthropists interested in submitting proposals.

On Tuesday, he said he expected the council to consider authorizing the publication of a "notice of availability" for the land at its next meeting Sept. 14.

Bloom said he expected to hear from members of the community about their preferred uses for the site and from philanthropists interested in developing the land.

Both he and Shriver said the pitch by Broad set a high standard for the type of project that could win the council's approval.

"I think that the Broad proposal sets the bar really high and we should be looking at that proposal as a floor not, a ceiling," Bloom said.

Broad had offered to spend as much as $70 million building the museum and would have created a $200 million endowment for its operation had he picked Santa Monica over downtown L.A.

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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Wednesday, Aug. 25, 2010

Helping the Gulf Coast

Sulkin Secant Gallery at Bergamot Station
2525 Michigan Ave., 7:30 p.m. — 10 p.m.
Social media marketing agency DE1 Worldwide is taking 'action' by sponsoring a charity event to benefit the Citizen Gulf Project in celebration of the CitizenEffect's National Day of Action. There will be special guests including, Jeff Sulkin who will speak about the oil spill's environmental impact, and live music from local artists including, Jason Soudah and Echo The Sky. Food and drinks will also be served. For more information, call (818) 763-9065.

Art and a ride

Santa Monica Pier Carousel
Daily
An exhibit featuring photographs by Elena Perrotta are on display in the Carousel Building through Sept. 15, 2010. The exhibit is open during normal Carousel business hours and closed on Tuesdays. This event is free.

Freshen up

Downtown Santa Monica
Arizona Avenue & Second Street,
8:30 a.m. — 1:30 p.m.
Get the freshest fruit and produce available at this weekly Farmers' Market. There are also a variety of prepared foods available.

Thursday, Aug. 26, 2010

All about the Beatles

Santa Monica Pier
7 p.m. — 10 p.m.
This week's Twilight Dance Series concert is more than just a free show at the Santa Monica Pier — it's the kick-off event for a three-day festival that will prove that Beatles-mania is alive and well half a century after the legendary rock band formed. Famed Beatles cover band Abbey Road will open the Twilight Dance Series concert at 7 p.m. that night with an acoustic set, followed by a louder, electric performance from Led Zepagain, a popular L.A.-based act that pays tribute to that other iconic band that was part of the British Invasion. This event is free.

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.

COMMUNITY BRIEFS

MID-CITY

Nightingale's vision comes to St. John's

Those who are touched by Florence Nightingale's pioneer work in nursing will be able to view the historical, handwritten documents where her compassionate ideas came to fruition.

Two of Nightingale's letters, which she wrote in 1861, will be on display to the public today from 11 a.m. to 2 p.m. at the St. John's Health Center.

The letters focus on her unique vision of training and teaching nurses to prioritize the safety and quick healing of the patient. Nightingale is specifically known for paying close attention to medical treatment of the poverty-stricken and also opening her own nursing school in 1860.

Her vision strongly correlates to St. John's mission in the late 1800s. The Sisters of Charity of Leavenworth, who founded St. John's Health Center over 60 years ago, opened Kansas' first private hospital in 1864. The hospital was accompanied with the first ever trained nurse in the state.

Although the exhibit is only shown in Santa Monica today, it will travel around the country with sponsorship from NurseWeek, which has partnered with the Johnson & Johnson Campaign for Nursing's Future. The campaign aims to shed light on nursing careers and educate and recruit new nurses.



Photo courtesy Florence Nightingale Museum

TRAILBLAZER: **Florence Nightingale was a celebrated English nurse, writer and statistician who laid the foundation for professional nursing with the establishment of her nursing school in 1860.**

The exhibit can be viewed in the atrium of the hospital at the Howard Keck Center located at 2121 Santa Monica Blvd.

DAILY PRESS

CITYWIDE

Dog days of summer

Fur and fluff may keep Sparky the dog soft and ready to cuddle up next to while watching television at night, but could be detrimental to his health during this week's intense heat wave.

The Los Angeles County health department is advising pet owners to prepare for the scorching sun and take extra precautions to keep pets cool, safe and comfortable.

Limit walking your pet to the early morning or late night hours when the heat is mild; pets can suffer from heat exhaustion and heat stroke. If you do walk your pet during hotter afternoon hours, be sure to bring a bottle of cool water, health officials said.

If your pet begins to pant heavily, develops a rapid pulse or glazy, glossy eyes or vomits, immediately spray him with water and find a local veterinarian.

It's best to keep pets inside, especially in an air-conditioned area. Yet, if your pet proceeds to use the outdoors, make sure he has access to water and a shaded area.

Moreover, do not leave a pet inside a parked vehicle, even if the windows are open. The inside temperature of a car can increase drastically, up to 120 degrees, in a short time, according to the Los Angeles County Department of Animal Care and Control, which can be fatal to your furry friend.

These simple precautions don't only apply to dogs and cats, but also to smaller household pets like rabbits, birds and hamsters. Such smaller animals have a harder time handling long periods of high temperatures, and thus should always be caged in a shaded area.

DP



THE CHASE

Brandon Wise *brandonw@smdp.com*

Vikings tailback Miguel Cardiel (left) tries to escape the defense during Santa Monica High School varsity football practice on Tuesday afternoon.

So Cal copes with triple-digit heat wave

BY SUE MANNING
Associated Press Writer

LOS ANGELES As a triple-digit heat wave in Southern California came close to breaking records Tuesday, residents gave thanks to the area's cooling centers and the advent of air conditioning.

"I wouldn't live here if I didn't" have air conditioning, said 91-year-old Esther DeDecker, who has lived in Blythe near the California-Arizona state line since 1940. She said she thought of moving over the years, but her family's work was there so she stayed in the city, which is about 270 miles east of Los Angeles.

Blythe reached 113 degrees on Tuesday afternoon.

DeDecker, who has the cooling system in her home, volunteers at the Blythe Senior Center, where the cooling center is open nearly every day.

Volunteers don't have to teach residents how to cope with the heat, she said. "That's not necessary. They know it. They learn it real fast when they get here."

The heat will be a wake-up call for many in the Los Angeles area, which had been unseasonally cool for most of the summer. It was a different story on Tuesday, when the city came close to breaking a heat record from 1931 and Long Beach was closing in on a 1985 record.

Dangerous and excessive heat was forecast Tuesday through 8 p.m. Wednesday. No records fell prior to 1 p.m. Tuesday but a few cities were close, said Stuart Seto, a weather specialist in Oxnard.

Ontario, on the western edge of San Bernardino County, was expected to reach 108, meteorologist Justin Gibbs said in Las Vegas. The city's cooling center, Anthony Munoz Community Center, is essential to about 30 students from nearby schools who spend afternoons there to avoid going home to hot houses, said supervisor Ricardo Medina.

Similar temperatures in Barstow, also in the county, drew overheated residents and many homeless people to the library, which also serves as the city's cooling center.

Branch manager Debbie Medina said three or four people stay there all day everyday to keep cool, and that some elderly residents are daily visitors.

But unlike the center in Blythe, where Tuesdays means line dancing in the air conditioning, a library means finding other ways to keep cool and entertained.

Medina suggests, of course, a book that could cool you off as you read it. Maybe something about landscaping in the desert or how to build a swimming pool would work, she said.

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

They don't speak for us all

Editor:

It's been said before, I'm sure, but it bears repeating that Santa Monica Airport has been in Santa Monica a long time. It was a grass strip in 1919 and in 1924 the first airplane circumnavigation of the globe began from SMO (then named Clover Field).

I have not searched local housing records, but I feel certain that every house in a two-mile radius of SMO has been sold/bought many times since then. And, I must point out, every buyer of those houses since that time had to have known that SMO was nearby.

I always find it strange that people buy a house near an airport and then complain about airplane noise and pollution. ... Folks, if you buy a home less than 300 feet from a runway, what do you expect – a quiet zen garden? If I bought a house that near an airport, I would be embarrassed to complain about the noise.

SMO has just as much right to exist and prosper as any other business and it was there long before any of the local residents. Of course there has to be some noise , but the people who moved there would have known that before buying their houses. I think rational people would say that it would be delusional of someone, after buying a house next to an airport, to try to close down or limit the airport because the noise disturbed them. Even the possibility of an accident does not change this reasoning. I am not aware of any plane ever over-running the runway and damaging a nearby house or crashing in the local housing developments; the Cessna 150 that crashed recently went onto the golf course (I suspect that the pilot, knowing he was in trouble, purposely put it there). But, if you want to limit that possibility, I would suggest that you do not buy a house anywhere near an airport.

For your information, SMO has clearly established noise abatement procedures for departing and incoming planes. Pilots flying from and to SMO learn about the rules and it has been my experience that they try to conform to them.

In regards to the recent test for changed departures for piston-engine IFR planes, this was done as a test to improve the overall local air traffic situation. ... Certainly the numbers of light planes using the new departure procedure have been few in number (your newspaper has previously reported only 10-15 per day during the test). It was also reported (in your newspaper, I believe) that the majority of the complaints came from just one address.

The local residents act as if they are the only people involved. How about the many people whose livelihoods depend on the airport? ... They are also deserving of some consideration.

I fly from SMO. I certainly do not wish to cause distress to any local residents but, at the same time, I wish also to use SMO as it was designed – as a local airport serving the needs of local fliers (professional and for pleasure), and local businesses.

I am a local, a Santa Monica resident and a voter. I would like to point out that the often-expressed, strident views of a group of very vocal residents who live near the airport do not reflect the thoughts of all the residents of Santa Monica.

Reynold Dacon
Santa Monica

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Hiding in the Open

David Alsabery — Send comments to editor@smdp.com

Let's hear it for change

IT'S POLITICAL CAMPAIGN SEASON AGAIN, and President Obama, the Great Campaigner, is back in front of us making even more promises. As other columnists have pointed out, he's back on television campaigning for change, but this time it will be different. Common people, haven't we all seen this before?

Let's play a game called "Name That President." Here's how it works. Read the quote and name that president:

- "And to the terrorists who oppose us, my message is the same: we will defeat you"
- "We will defeat global terror"
- "We will defeat the terrorists"
- "We will defeat our enemies"
- "[E]xcept the laugh of triumph over a defeated enemy"

OK, the last quote is from George Orwell's "1984," but it's hard to tell which one was made by the Nobel Peace Prize-winning President Obama, or the evil war monger, President Bush. Just in case you weren't sure, the first one is President Obama's. You may remember that last time the Great Campaigner made us promises, he told us: "And I have seen no information that contradicts the notion that we can bring our troops out safely at a pace of one to two brigades a month." He later explains he'll have the "troops out in 16 months' time." Well folks, that date would have been July 2010, and as we all know, that didn't happen.

So, do you remember the timetable that was negotiated by President Bush? Here is a refresher. On Nov. 17, 2008, U.S. and Iraqi officials signed a security agreement, often referred to as the Status of Forces Agreement (SOFA), stating that "All the United States Forces shall withdraw from all Iraqi territory no later than Dec. 31, 2011." The agreement also called for all U.S. combat forces to withdraw from Iraqi cities no later than June 30, 2009. Yup, that was all combat forces, not some combat forces by the middle of last year.

It looks like the Great Campaigner, who told us we'd be out last month, is going to ignore the SOFA agreement, and keep troops in Iraq indefinitely. That's right. Obama and the Democrats now want troops in Iraq with no timetable to leave. President Obama even has the audacity to now say, "As promised and on schedule" to the starry eyed Obamaton bobble heads. So, Bush would have had us out by the end of this year, while Obama and the Democrats won't give us any timeline at all!

President Bush based his strategy in Iraq on the advice of Gen. Petraeus. President Obama has now put Petraeus in charge of Afghanistan. It smells like another trillion dollar repeat of Iraq to me. So what did the rest of our elected Democratic Party officials believe the Great Campaigner was going to do if he became our president?

Sen. Jack Reed (D-RI), an advisor of President Obama, supported drawing down U.S. forces in Iraq. Sen. Reed is a West Point graduate, and a senior member of the Senate Armed Services Committee, so he understood the situation well. Reed told delegates at the Democratic National Convention in August 2008: "Barack Obama will work with our military commanders to begin the phased withdrawal of our troops out of Iraq in the first 16 months." So everyone understood why President Bush was wrong, and all the Democrats supported 16 months. Well, July 2010 has already passed, and now we will be in Iraq forever.

"The hard truth is we have not seen the end of American sacrifice in Iraq," Obama said in a speech to the national convention of the Disabled American Veterans. "But make no mistake, our commitment in Iraq is changing — from a military effort led by our troops to a civilian effort led by our diplomats." Right, except for the fact that 50,000 combat troops will be in Iraq forever, which is longer than the Bush SOFA agreement, and against our commitment to the Iraqi people.

Do you remember President Bush telling us about Weapons of Mass Destruction? Last month I was shocked to hear President Obama talk about possible WMD's in the hands of terrorist. Here we go again.

So now the campaign season is here, and he's making more promises. Guantanamo Bay is still open for business. If you're in the military "don't ask don't tell" is still the law of the land. The Defense of Marriage Act is going strong. We did not sign the Kyoto or Copenhagen agreements, so I guess "My presidency will mark a new chapter in America's leadership on climate change" was just another lie.

What I'm hearing is that now the Democrats are supporting big business. The Great Talker is now telling us: "We're going to have to make sure the government, business, everybody is working in the same direction." I'll have to look it up, but I think he copied a speech given by Ronald Reagan or George Bush.

Democrats and President Obama now support war without timelines, increased war spending, big business, are against climate change agreements, are keeping Guantanamo Bay open, are against gays and created the healthcare plan after having private, non-televised meetings with big healthcare companies and drug companies.

How's that change working for you?

Buddy, can you spare a dime?

DAVID ALSABERY is not sure what a Democrat is these days but is still an all around nice guy. He can be reached at alsabery@gmail.com.



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Word in Edgewise

Kenny Mack
Send comments to editor@smdp.com

Farewell and good riddance

MY FAVORITE JEWISH RADIO SHOCK-JOCK, Howard Stern, left terrestrial radio for the satellite variety a few years ago and I haven't heard from him since. Last week, my second-favorite Jewish radio shock-jock, Dr. Laura Schlesinger, announced that her radio show will end this year. She'll probably move to XM or Sirius and, like Howard, Artie, Gary, Robin, and Fred, be gone from my life forever. On the plus side, paid subscription is the best protection against a young person hearing the good doctor's adult-themed advice without the filter of a loving parent. On the minus side, I will have to endure afternoon traffic jams without the entertainment of Dr. Laura's particular brand of crazy.

Unlike Howard Stern, Laura Schlesinger isn't leaving by choice. She's leaving because 10 years after her homophobia made her TV show un-marketable, she had a racially insensitive on-air meltdown. Two of her biggest radio sponsors have dropped her (and essentially ended her career) now that the whole world knows that she's not just a homophobe, she's a racist homophobe. I hope her demotion to satellite and the giant pay cut she has to take when she walks away from her nationally syndicated radio show remind her that her job is to help people, not to make "philosophical points" about racial slurs.

Dr. Laura's shtick is that she's already done all the scandalous, depraved, immoral things her callers are doing, so she understands them. She claims the moral authority to judge other people, particularly women, because only she doesn't do those things any more. She believes in honoring your father and mother, the absolute sanctity of the husband/wife relationship, and that raising children is the most important job in the world. She approaches everything from a conservative religious point of view with no gray areas — which accounts for her motto ("now go do the right thing") and makes for amazing radio when people call in to be scolded.

This recent drama started when a black woman married to a white man called the show looking for advice about a neighbor. The caller said, "Every time he comes over, it's always a black comment. It's, 'Oh, well, how do you black people like doing this?' And, 'Do black people really like doing that?'"

The Dr. Laura I know would have advised this woman to tell her husband either that neighbor cuts it out or he is no longer welcome in their house. Her actual response was, "I don't think that's racist." She followed up with, "When somebody says, 'What do blacks think?' say, 'This is what I think. This is what I read that if you take a poll the majority of blacks think this.' Answer the question and discuss the issue… . We have to be able to discuss these things. We're people."

Putting aside the fact that she was wrong (ascribing a behavior or characteristic to an individual based exclusively and only on race is, by definition, racist), that doesn't seem like a career-ending statement. If not for what she said right after "I don't think that's racist," it wouldn't have been. But this was Dr. Laura's next complete sentence, "Without giving much thought, a lot of blacks voted for Obama simply 'cause he was half-black. Didn't matter what he was gonna do in office, it was a black thing. You gotta know that. That's not a surprise." So much for trying to help people.

When the caller mentioned the "n word," Dr. Laura stopped being a radio psychologist altogether and became a confused, old, white woman who doesn't get it saying, "Black guys use it all the time. Turn on HBO, listen to a black comic, and all you hear is nigger, nigger, nigger. I don't get it. If anybody without enough melanin says it, it's a horrible thing; but when black people say it, it's affectionate. It's very confusing." Then she went to a commercial.

When she came back on the air with that same caller who said, "I was a little caught back by the n-word that you spewed out, I have to be honest with you. But my point is, race relations … since Obama's been in office … racism has come to another level that's unacceptable."

Dr. Laura's response was, "Yeah. We've got a black man as president, and we have more complaining about racism than ever. I mean, I think that's hilarious." Then, in response to a question about whether or not it's OK to use the word in question, Schlesinger said, "It depends how it's said. Black guys talking to each other seem to think it's OK." When the obvious difference between herself and "black guys" was pointed out, Dr. Laura said, "Oh, I see. So, a word is restricted to race. Got it. Can't do much about that."

The only reasons a white person would make a philosophical point (in the form of a complaint) about this racial slur are they're either trying to protect black people from being insulted by other black people or they want to reserve the right to use the word themselves. Either way, it's the wrong thing to do. So there actually is something that can be done when it comes to a discussion about the "n word." Stay out of it.

KENNY MACK is a multi-platform content provider with four-quadrant crossover appeal who was shocked, shocked to discover naked photos of Dr. Laura are available on the Internet. His past columns are archived at www.ifyoumissedit.com and he can be reached at kennymack@gmail.com

The Q Line

A message to Arizona

The City Council recently agreed to boycott Arizona over its controversial illegal immigration law, but that decision may end up costing them a couple million dollars on a contract to purchase mobile homes.

So, this week's Q-Line question asks:
Do you think the council was right in boycotting Arizona, or do you think they missed the mark?

Call (310) 285-8106 before Friday at 5 p.m. and we'll print your answers in the weekend edition of the Daily Press.


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School shoppers giving a lesson in individualism

BY SAMANTHA CRITCEHLL
AP Fashion Writer

NEW YORK Stores and manufacturers always try to court kids during the all-important back-to-school season, but now that engagement means interactivity, not a flier with coupons or a catalog full of smiling children clutching notebooks.

Kids want shopping to be fun, and they want clothes and shopping experiences with personality. Today's class of kids doesn't want anything cookie-cutter.

And the industry is responding with creativity: Ralph Lauren Childrenswear, for example, has drafted an online storybook that allows young shoppers to choose the outfits off the backs of their favorite characters. The American Eagle-owned 77 Kids, which launched online in 2008, now has new brick-and-mortar stores with life-size MP3 players that allow kids to play DJ. J.C. Penney gave away shopping sprees to popular "haulers" — teens who show off their shopping hauls on video — if they'd come into its stores and report back about the merchandise to their loyal fans.

Younger kids might not be plugged in yet, but they still want to play. A new T-shirt brand called SwitchittZ provides interchangeable, easy-to-attach pieces — sort of like patches — with a variety of characters, props and scenery so kids can tell different stories with their shirts each time they wear them.

"For the past few seasons, we've been talking about interactive clothing and toy-like apparel, everyday costumes — like tutus, hoodies with ears or a tail in the back. It's all about using imagination for kids," says Khalym Schell, children's editor at trend analysis company Stylesight. "All this makes kids excited to buy clothes. And how you sell a garment is winning the parent over and winning the kid over. It's the product and the experience."

She adds: "It really makes sense. The market had been slow. Hitting up kids is the best way to bump up sales."

"Back to school has become a bigger event," agrees David Lauren, senior vice president of advertising, marketing and communications for Polo Ralph Lauren. "It's its own form of a holiday. It's an opportunity to do something new and different, but there's also more competition, though, and you have to think out of the box."

The original thought at Ralph Lauren was to do an online fashion show, following an existing successful model for the young adult line Rugby, but that didn't necessarily capture the "family spirit" that the children's line aims for, David Lauren explains. Hence "The RL Gang: A Fantastically Amazing School Adventure," which features a really well-dressed cast of characters.

There's a story to be enjoyed whether or not a purchase is made, he says, and it's intended as a parent-child bonding experience. "Parents are always trying to understand how their children think. We think this is something parents will enjoy and can share with their child."

And click to purchase a pony-logo sweater at the same time.

Annie St. John, a soon-to-be high school senior in Michigan, already bought cardigans and skinny jeans for the new season, using the J.C. Penney $1,000 gift card the company gave her in exchange for her sharing her purchases in her popular "haul" YouTube videos.

She says she shopped on her terms, knowing that other teens rely on her to be discerning and informative when she shares what's in her bags with the camera. "I never end up putting together a whole outfit. I find what I like and I grab it. ... If someone else is watching me, they might see something I like and think it'll work for them, too, but I also talk about quality and price. I brag about how little I spend. I mostly do haul videos to help lower the cost for a lot girls," says St. John.

"There are kids who are influencers and care about what's on trend, and other kids emulate them," adds JCP's chief marketing officer Mike Boylson. "The thing about the haul videos is teens go on shopping trips and videotape themselves shopping. They are the next-generations bloggers. They are becoming fashion authorities with huge followings."

Consumer-generated content is a must now in the marketplace, he says, and in no demographic is it more important than with teens. "We know consumers, especially teens, rely on their friends. They trust their friends more than marketers, and that is more genuine and effective."

It is taking marketers at big retailers a little time to adjust to the new dynamic, Boylson says with a laugh. "We put things in logical order, but teens want to mix and match and put together unique looks. They're not bound by a set trend statement or rules," he says.

Kids are taking fashion cues from movies, TV, magazines and, just like any hip parents, from the street, says Betsy Schumacher, chief merchandising officer of 77 Kids. That has made them very savvy shoppers who want to look cool and express individualism.

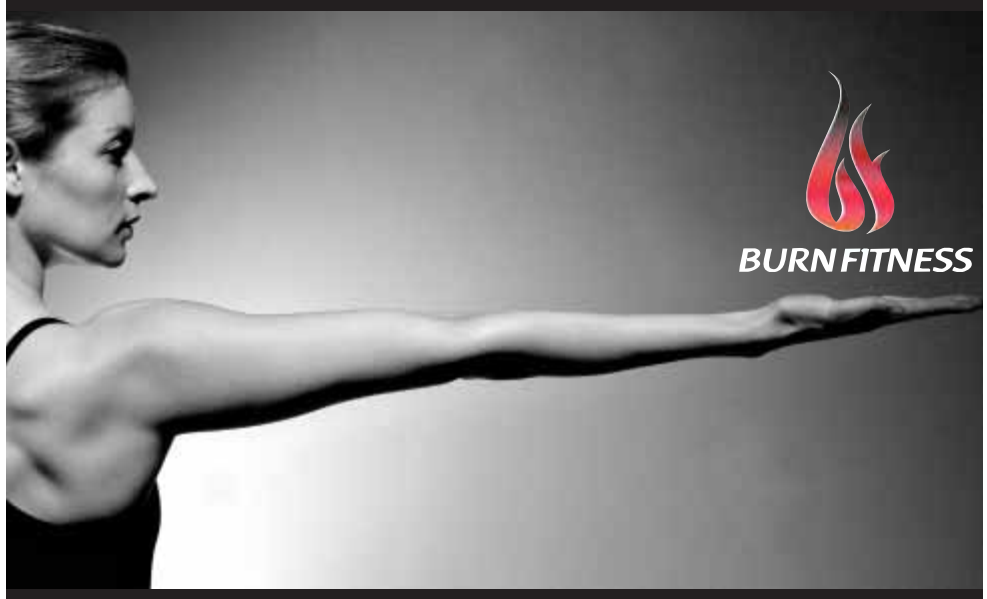
At the 77 Kids stores, the pint-size consumers can pose for photos that they can customize with graffiti-style messages, or have outfits beamed onto their likeness in a special mirror that also will introduce them to some animated characters.

Even the little ones want to have a say in their wardrobe — and the two moms who came up with the SwitchittZ encourage that creativity and the pride children feel showing off their look to others.

"I think they (kids) absolutely are making a statement about themselves. Younger kids are showing growing independence by making their own wardrobe choices and also communicating a bit of their personality and style to others," says Angela Cosentino, co-creator.

What's likely to come next with all these fashion fans — young and old — is to get them involved in the product development process, allowing them input to come up with an assortment a retailer will already know they'll like, says JCP's Boylson.

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Mommie Brain

Rachel Zients Schinderman
Send comments to editor@smdp.com

Baby boom, zap, pow, bam

INADVERTENTLY, I THINK I BEGAN MY SON'S interest in guns.

I didn't mean to. I didn't even realize what I'd done until my husband commented that the cool "Star Wars" light saber I'd just bought our son could constitute as giving him his first weapon.

I was quieted by this parenting mistake. I make them, as do all parents, often, and I hung my head in shame. But I let him play with it anyway. I was indulging his "Star Wars" interest and he very clearly knew that "Star Wars" was just pretend. We then got a "Star Wars" Legos set but this time I took the storm troopers' guns and put them back in the box. But soon enough Benjamin was playing, shouting, "Blasters!"

This went on for a bit and actual guns never really made it into his play or even his vocabulary. And I was pleased. I'm not one of those extremist moms (he watches TV, he eats ice cream), but I decided early on that we would be a household free of gunplay.

But then the light saber led to pirate swords and then of course blasters and then to my utter sorrow, guns.

When Benjamin holds a stick or a plastic golf club and says, "guns!" there is usually a smile on his face. He doesn't seem to understand the complete terror a gun can bring. And I don't feel ready to explain to him the horror I felt when my best friend and I had a gun pulled on us when walking near the Eiffel Tower in Paris, even though the guy then put it down and started to laugh and headed off into the night. My 4 year old does not need to understand that kind of fear. But I feel I should explain to him why I say guns are bad.

I am stuck now between explaining it to him honestly or letting him continue with his 4-year-old innocence. I would prefer he not know about them and stay in his happy place. But they are seeping in with or without my guidance. It's there when we read Babar and the hunter kills his mommy and Benjamin asks why. It's there when "The Storm Troopers" come raring in chasing Luke and Han. It's there as he plays cops and robbers.

Perhaps boys will just be boys. Perhaps. And I don't want to hinder his imagination. When he tells me he wants to be a policeman when he grows up, I try to recognize that it is because he knows policemen help people, it is not because he wants to wield a gun. His imagination is growing and merging with real, harsh events. But he doesn't need a push to get there. He doesn't need me buying him toys that behave as weapons. One friend of mine was rightfully appalled that toy guns were given out in a birthday favor bag. When guns and adult ideas come up, we can explain it to the best of our ability, but we don't have to hand it to them with a bow on top.

My best friend, the same one who was there with me that scary night in Paris, recently told me about how her 3-year-old son was at the playground and met an older boy. There was a baby near by and at the older boy's urging, her son and this boy began circling the baby and started chanting, "Let's kill the baby!" My friend was horrified and took her son home saying something simple like, "That's not nice." Later, while cuddling in bed, he began chanting again. "Kill! Kill!" She began to cry at these words coming from her little boy's mouth and seeing his mother cry, then so did he.

As I look back on this story, I realize now I got a little "sanctimommy" on her and told her this was a perfect opportunity to talk to him about what kill and death mean, to discuss his feelings, that it was a missed parenting opportunity. It was only once I retold the story to my husband, that he looked at me directly and said, "You would cry too." And he was right.

As our children discover new ideas, both good and bad, it is hard for us to keep up with how to broach the subject with them. I wanted to be the all-explaining, patient, honest mother. But some things are just so big, they are hard to explain to a child. And I don't want to say the wrong thing, like when I was discussing his grandfather's death with him, I said something like, "Well, someday we're all going to die." He looked at me with such fear and searching that though I was being honest, I knew I had said too much and then just said, "Who wants ice cream?"

I am not sure what the answer is. I don't want to make guns and violence more attractive by making it completely off limits with no explanation as to why.

So when it happens again, perhaps I will follow my best friend's lead, because seeing his own mother cry might have been the best explanation her little boy could have been given.

RACHEL ZIENTS SCHINDERMAN lives in Santa Monica with her family. She can be reached at Rachel@mommiebrain.com.











City Hall's highest paid employees in 2009

1. P. Lamont Ewell
City Manager
$315, 444.41

2. Marsha Moutrie
City Attorney
$268, 272.29

3. Joseph Lawrence
Assistant City Attorney
$267,801.08

4. Jaime Hernandez
Police Sergeant
$246, 370.19

5. Milo Garcia
Fire Captain - Suppression
$240,730.69

6. Timothy Jackman
Police Chief
$237, 929.47

7. Alex Padilla
Police Captain
$235,948.97

8. Jeffrey Connor
Fire Captain - Suppression
$235, 119.40

9. Phillip Sanchez
Deputy Police Chief
$232, 515.71

10. Jeanette Schachtner
Deputy City Attorney III
$231,594.63

11. Michael McElvaney
Fire Captain
$229, 243.69

12. James Hone
Fire Chief
$229,199.25

13. Adam Radinsky
Deputy City Attorney III
$226,032.98

14. Alan Seltzer
Deputy City Attorney III
$224, 675.69

15. David Haro
Police Officer
$224,480.06

16. Marc Rose
Fire Captain - Suppression
$223,891.57

17. Matthew Wesner
Fire Captain - Suppression
$223,430.20

18. Eriko Matsumoto
Deputy City Attorney III
$222,040.52

19. Barry Rosenbaum
Deputy City Attorney III
$221,849.17

20. Lance Gams
Deputy City Attorney III
$217,432.83

Information provided by City Hall's Human Resources Department.

SALARIES
FROM PAGE 1

"But unlike Bell, Santa Monica has the economy to be able to support those salaries and makes all decisions in the open and very publicly."

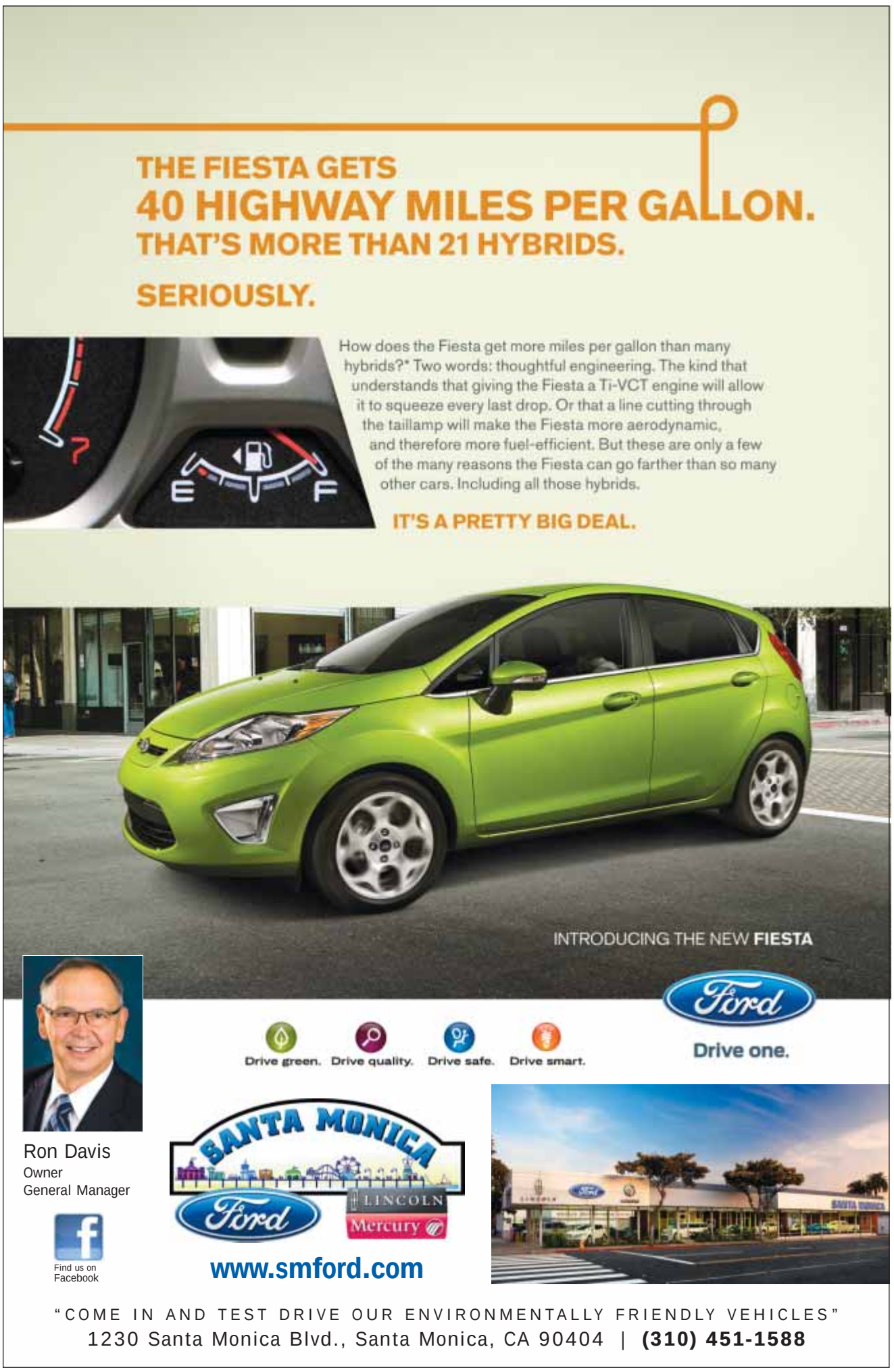
Salary information, including Gould's $285,000 contract and agreements with unions representing city employees, is available on City Hall's website, www.smgov.net.

"I think we are pretty open and transparent," Gould said. "We live in a very sophisticated city with very active media who keep close eye on what the council does. These types of scandals like we see in Bell … wouldn't be tolerated in our town and wouldn't get started and wouldn't last very long if they did."

Gould said he was not surprised by who made it on the top 20 list, saying it mirrored salary breakdowns in other cities that provide their own public safety. He said the presence of so many attorneys is representative of the City Council's progressive stance on many issues as well as an active City Attorney's Office that prosecutes misdemeanors, engages in consumer protection and develops local laws that push the envelope, including bans on smoking, creating a living wage ordinance for those employed by private companies doing business with City Hall, fighting the FAA over runway safety and the banking industry over ATM fees.

The reason so many fire captains and two police officers were on the list was because of overtime pay, city officials said. Those employees were either assigned to a special detail or were filling a need because of a lack of personnel. Department heads will choose to assign overtime instead of hiring a new employee because it saves money over the long haul. New employees must go through an interview and selection process, be trained and command benefits and pension payments. Overtime does not count towards an employee's pension contribution, city officials said.

SEE **OVERTIME** PAGE 10



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OVERTIME

FROM PAGE 8

"While some fire fighters appear to be making so much more than anyone else, they are putting in the additional hours on duty to earn that pay," said Santa Monica Fire Chief Scott Ferguson, whose predecessor, Jim Hone, earned $229,199 in 2009, which is less than what three fire captains in charge of suppression made that year.

"But it is hard for those who are not familiar with how overtime works to understand that in the end this saves the city money," Ferguson added.

Gould said both Ferguson and Police Chief Tim Jackman are closely monitoring the amount of overtime handed out and he is confident they are doing their best to contain costs at a time when City Hall is facing future budget deficits and has asked residents to approve a half-cent sales tax increase.

As the economy continues to struggle and those working in the private sector are faced with cutting costs and shrinking 401Ks, the criticism of public employee salaries and pensions has increased, and so has the pressure on elected officials to enact reform.

Marcia Fritz is one of those critics. She is the president of the taxpayer group California Foundation for Fiscal Responsibility, which is calling for pension reform. If unions do not give concessions soon, she is predicting a brutal battle in the year ahead.

According to records provided by CalPERS, which provides retirement and health benefits to more than 1.6 million public employees in the state, more than 26 former employees receive over $10,000 a month from their pensions. Gary Gallinot, a SMPD veteran and former chief of Santa Monica College's police department, pulls in the highest pension with $15,022 a month, followed by former Fire Chief Ettore Berardinelli ($14,366) and former Deputy City Attorney Linda Moxon ($13,789).

Fritz said pensions are the main focus, but salaries do play a role in the debate and are not immune to criticism.

"Unions have to know that public opinion polls support reform," she said. "If they don't take action and address this, it's not going to get pretty."

Ferguson admitted pension and benefits for public employees is a sensitive issue that can spark heated debate. All he can say is that his fire fighters and other city employees are working hard to serve the community.

SMPD Sgt. Jay Trisler, head of the union representing police officers, said the Daily Press review of salaries showed that for the most part the highest paid are those in management, which is how the pay structure should be. As far as the officers on the list, he said they choose to work overtime while other officers prefer to spend more time with their family. There are rules in place to make sure one officer doesn't work so much that they burn out. For the most part, using overtime saves money.

"I haven't heard the community talk about our salaries," he said. "I think they are happy with the service the police department provides … and we're grateful to be able to work in a community like Santa Monica."

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Hollywood


Voices rise in favor of moving proposed NY Islamic center

BY CRISTIAN SALAZAR
Associated Press Writer

NEW YORK A powerful state politician joined with Gov. David Paterson on Tuesday in suggesting that Islamic leaders should move a proposed mosque farther from ground zero, saying the organizers should be more sensitive to opponents.

Organizers have the right to build the center at a building two blocks from ground zero but should be open to compromise, said New York Assembly Speaker Sheldon Silver, who represents the lower Manhattan district.

"In the spirit of living with others, they should be cognizant of the feelings of others and try to find a location that doesn't engender the deep feelings the currently exist about this site," Silver said.

Critics say the building is too close to where Islamic extremists destroyed the World Trade Center on 2001 and killed nearly 2,800 people. Supporters say religious freedom should be protected.

"I think the sponsors should take into very serious consideration the kind of turmoil that's been created and look to compromise," Silver said.

Paterson, who has expressed dismay over the heated arguments, was meeting Tuesday with New York Roman Catholic Archbishop Timothy Dolan to try to suggest an alternative.

The developer, meanwhile, was expected to attend a dinner Tuesday night hosted by New York Mayor Michael Bloomberg, who has spoken in support of the project. Bloomberg holds the dinner annually to observe Iftar, the daily meal in which Muslims break their fast during the holy month of Ramadan.

Paterson has yet to meet with anyone from the Cordoba Initiative, the project's organizer. Its co-founder, Imam Feisal Abdul Rauf, is on a Mideast trip funded by the U.S. State Department. He alluded to the controversy at a dinner Sunday night for student leaders at the U.S. ambassador's residence in Manama, Bahrain.

"The fact we are getting this kind of attention is a sign of success," he said.

"It is my hope that people will understand more. ... This is something we are doing for our generation."

Rauf also thanked President Barack Obama, who has said Muslims had the right to practice their religion and build the Islamic center in lower Manhattan. The president later said he wasn't endorsing the specifics of the plan.

"I'm grateful to President Obama for his support for the project," said Rauf.

The White House on Tuesday said that Obama would have no further comment on the issue and that the administration will not get involved in talks about relocating the facility. Republicans have vowed to make Obama's support of the project a campaign issue in this fall's midterm elections.

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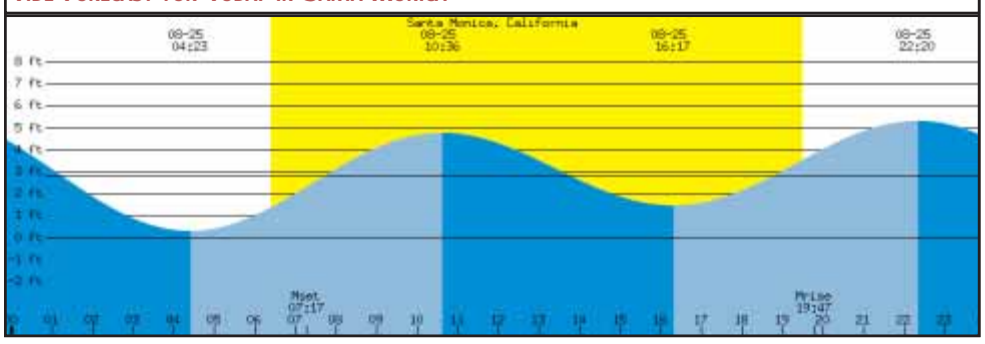
Swell Forecast

Should see more consistency with sets running 1-3' overhead. It's highly likely that standout south facing breaks could see occasional set waves approaching DOH at times.

Long Range Synopsis

Should see sets running head high to 2' overhead at south facing breaks.

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 30 days up to the ending date of **August 18, 2010**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 44 / ns
- Number of (C,D,F) grades for dry/wet weather -- 4 / ns

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Grousbeck Family Foundation, simplehuman, SIMA, Carlson Family Foundation, Inc.

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

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

LEGEND

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

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

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

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

NCAA FOOTBALL

Bowden says he was pushed out by Florida State

RALPH D. RUSSO
AP College Football Writer

NEW YORK Bobby Bowden did not want to retire.

"Fired might be a little too strong," the former Florida State coach said Tuesday in an interview with The Associated Press. "Pushed out ain't bad. I was pushed out, no doubt about it. I didn't want but one more year. Gosh, I'm 80."

Bowden retired — at least technically — after Florida State went 7-6 last season, the third time in the last five seasons the Seminoles barely broke .500.

The coach doesn't act bitter, but he wants to make sure the record is straight.

"I didn't want them to spread the story that I voluntarily, happily resigned," said Bowden, who was in New York to begin a promotional tour for his new book, "Called to Coach."

The affable Alabama native rolled up 389 victories (though 12 were vacated by the NCAA), second behind Joe Paterno in major college football in a 44-year head coaching career. In 34 seasons at Florida State, Bowden won two national titles and engineered one of the most successful runs in the history of college football.

But Florida State went 38-28 in his last five seasons and the board of trustees and then-university president T.K. Wetherell thought after last season it was time for a change.

Wetherell acknowledged that ultimately it was his decision to remove Bowden.

Acne Facial
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MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(323) 466-FILM

Thelma & Louise (R) 2hrs 8min
7:30pm

Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade

Eat Pray Love (PG-13) 2hrs 13min
1:00pm, 4:00pm, 7:05pm, 10:10pm

Despicable Me (PG) 1hr 35min
2:00pm

Step Up 3D (PG-13) 1hr 37min
2:10pm, 5:00pm, 7:40pm, 10:15pm

Flipped (PG) 1hr 30min
7:00pm, 9:20pm

Cats & Dogs: The Revenge of Kitty Galore (PG) 1hr 22min
2:20pm, 4:45pm

Kids Are All Right (R) 1hr 44min
4:30pm, 7:10pm, 9:45pm

AMC 7 Santa Monica
1310 Third St.
(310) 289-4262

Eat Pray Love (PG-13) 2hrs 13min
11:10am, 2:15pm, 4:45pm, 7:20pm, 10:10pm

Piranha 3D (NR) 1hr 29min
11:00am, 1:15pm, 2:30pm, 5:50pm, 8:15pm, 10:40pm

Inception (PG-13) 2hrs 28min
12:30pm, 4:05pm, 7:30pm, 10:45pm

The Other Guys (PG-13) 1hr 47min
11:05am, 1:35pm, 4:15pm, 7:00pm, 9:45pm

The Switch (PG-13) 1hr 40min
11:15am, 2:00pm, 4:45pm, 7:20pm, 10:10pm

Nanny McPhee Returns (PG) 1hr 49min
1:25pm, 4:10pm, 7:05pm, 9:55pm

Scott Pilgrim vs. the World (PG-13) 1hr 53min
11:45am, 2:30pm, 5:10pm, 7:50pm, 10:35pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 394-9741

48 Hour Film Project (NR) 1hr 52min
7:00pm, 9:30pm

Cairo Time (NR) 1hr 43min
1:00pm, 3:15pm, 5:30pm, 7:45pm, 10:00pm

To Swallow A Toad (NR) 10min
1:00pm, 1:20pm

Get Low (PG-13) 1hr 40min
1:30pm, 4:10pm, 7:00pm, 9:30pm

Lebanon (Levanone) (R) 1hr 49min
1:50pm, 4:30pm, 7:20pm, 9:40pm

The Concert (Le concert) (PG-13) 2hrs 02min
1:40pm, 4:20pm

Tussilago (NR) 15 min
1:10pm

Mann's Criterion Theatre
1313 Third St.
(310) 395-1599

Dinner for Schmucks (PG-13) 1hr 50min
11:30am, 2:10pm, 4:45pm, 7:25pm, 10:05pm

Salt (PG-13) 1hr 39min
11:55am, 2:35pm, 5:00pm, 7:50pm, 10:15pm

The Expendables (R) 1hr 43min
11:50am, 1:30pm, 2:30pm, 4:10pm, 5:10pm, 7:00pm, 8:00pm, 9:45pm, 10:30pm

Lottery Ticket (PG-13) 1hr 39min
11:35am, 2:05pm, 4:30pm, 7:40pm, 10:20pm

Vampires Suck (PG-13) 1hr 28min
11:45am, 2:15pm, 4:50pm, 7:30pm, 10:00pm

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

People can be so demanding, Sag

ARIES (March 21-April 19)
★★★ Take what a partner says with a grain of salt. Others act quickly. They also could release frustration or anger. News filters through the workplace. Give yourself 24 hours to process it and determine the appropriate response. Tonight: Getting much-needed space.

TAURUS (April 20-May 20)
★★★★★ Meetings prove to be substantial and the key to moving forward. Your creativity surges. Share some great ideas that pop into your mind. Those you deal with on a daily basis could be out of sorts. Know that good intentions surround your associates. Tonight: Where people are.

GEMINI (May 21-June 20)
★★★ You might be called on to push a project forward. Your inner dialog is right-on. However, you note that your efforts bring odd results, not what was expected. Discuss a better or more effective path with a trusted partner. Tonight: Talks over dinner.

CANCER (June 21-July 22)
★★★★ Keep reaching out for others at a distance, and stay on top of communication. A personal situation could be in the back of your mind. Handle this issue as soon as possible so that you can flourish and function 100 percent. Tonight: Discuss a problem with a detached attitude.

LEO (July 23-Aug. 22)
★★★★★ Relate directly to others. Success is more likely if you pursue conversations on a one-on-one level. Talk and discuss your feelings directly. You might waiver between wanting to take immediate action and being receptive and thoughtful. Tonight: Don't forget to schedule a doctor's appointment. Take up a new pastime.

VIRGO (Aug. 23-Sept. 22)
★★★★ Defer to others and go with the flow. You could be prone to spending, especially as you seem to work through your feelings that way. Know that there are other ways. Avoid taking any risks when the negative result could cause a problem. Tonight: Defer to a partner.

LIBRA (Sept. 23-Oct. 22)
★★★ Focus on the job at hand. You could be overwhelmed by everything that lands on your plate. You have the drive to deal with everything. Your sense of which approach will work best is right-on. Tonight: Take some time to renew your energy.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Your creativity comes forward when dealing with people and their issues. Once more, be careful about swallowing your feelings. You could be trying to handle more than you can possibly work through. Tonight: Open up to a trusted friend and discuss your feelings. This person's feedback could be helpful.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ Demands surround you. A meeting provides plenty of ideas to move a project forward. Others also offer to pitch in. Your ability to regenerate your financial perspective can make a big difference. You feel pressured by a boss. Tonight: Head home.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Keep a conversation moving, and refuse to lock on any issue. You can always go back and revisit this problem with a new approach or perspective. Someone you look up to indeed is changeable. Tonight: Join friends for a casual dinner.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ You mean well, but your aspirations could cost you a pretty penny. Discussions bring another way of handling money. You don't want to shoulder all the responsibility. Tonight: Hop on the web, surf and relax.

PISCES (Feb. 19-March 20)
★★★★★ You are all smiles, despite others' mood. Your goals and perhaps even your immediate circle of friends could be in the process of change. A partner could swing between two strong feelings, hence the ambivalence. Tonight: Someone lets you know that he or she doesn't agree and why in no uncertain terms.

Happy birthday

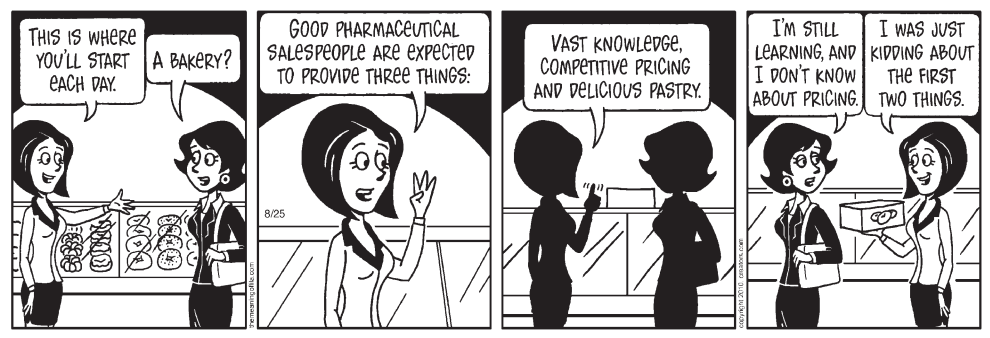
This year, you swing back and forth as you determine your boundaries in key associations. Sometimes you feel as if you don't give enough. Other times you feel as if you give too much. While juggling this back and forth, you discover greater self-discipline with finances and other indulgences as well. If you are single, you meet people with ease. In fact, you will meet someone you feel passionately about. If you are attached, add sparks and fire to your bond. These feelings come from you but will be returned. PISCES can be challenging.

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

Girls and Sports
By Justin Borus and Andrew Feinstein



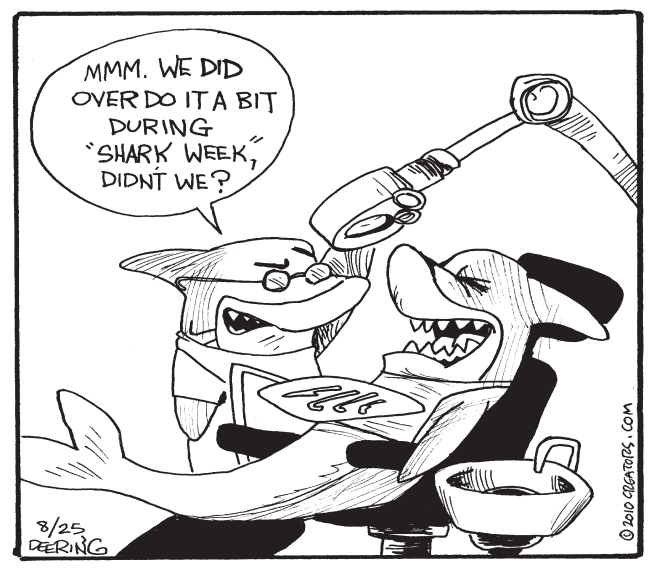
The Meaning of Lila
By John Forgetta & L.A. Rose



Garfield
By Jim Davis



Strange Brew
By John Deering



Speed Bump
By Dave Coverly





Sudoku

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

Difficulty Level ★★★

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

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

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

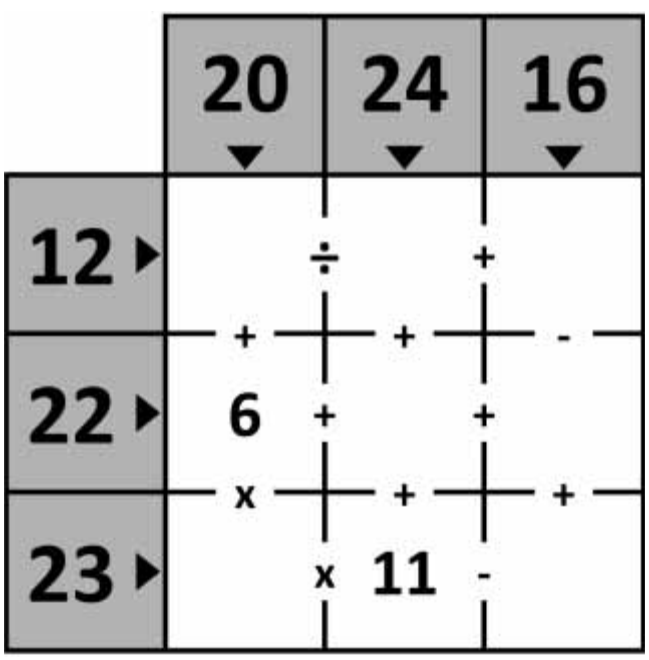
ARITHMO™ CrossMath

• Fill the grid with the set of given numbers (1 to 12) to satisfy the Equa demands (7 to 24) in the shaded boxes. The Equa demands represent the sum of the digits that you will insert into the empty squares.
• Each horizontal row has one Equa demand to satisfy; each vertical column also has one demand to satisfy. Each empty square in the grid dictates the math operation (addition +, subtraction -, multiplication X, and division ÷) that must be performed to meet the demands.
• You must follow the given math operations for each square and you must make sure all the numbers satisfy the demands in the shaded boxes when connected in adjacent threes and calculated together from left to right, and top to bottom.
• The numbers you insert into the grid must satisfy the Equa demands both horizontally and vertically.

For more games, go to www.arithmo.com

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

2, 2, 3, 5, 10, 11, 11





MYSTERY PHOTO

Brandon Wise *brandonw@smdp.com*

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

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Clay product
6 Rap's Snoop
10 Skin features
11 Pageant topper
12 Send in
13 Like bar beer
14 Inkling
15 Light wind
16 Great weight
17 Descartes' conclusion
18 Spectrum end
19 Interchanges
22 Résumé heading
23 Takes in
26 Fabric samples
29 Tour carrier
32 TV spots
33 Scoundrel
34 Entirely
36 Hockey's Gordie
37 TV's Sawyer
38 Might
39 Playful mammal
40 UFO occupant
41 Capone's foe
42 Watches over

DOWN

1 Ship spars
2 Country shindig
3 Georgia neighbor
4 Luke's sister
5 Superlative ending
6 Have a repast
7 Horse opera
8 Eat from the pasture
9 Showed surprise
11 Persecutes
15 Scrooge cry
17 Thirst quencher
20 Logos, e.g.: Abbr.
21 Short time
24 Add for free
25 Iodine source
27 Hubbub
28 Boat backs
29 Go for, at an auction
30 Merge
31 Sports figures
35 Small bills
36 Golf target
38 Contrived

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

Yesterday's answer

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

1	2	3	4	5	■	■	6	7	8	9
10					■	11				
12					■	13				
14				■	15					
16			■	17			■	18		
19			20				21	■	■	■
■	22				■	23		24	25	■
■	■	■	26		27					28
29	30	31	■	32			■	33		
34			35			■	36			
37					■	38				
39					■	40				
41				■	■	42				

8-25

DAILY LOTTERY

MEGA MILLIONS: 4 13 20 29 48
Meganumber: 36
Jackpot: $115M

SUPER LOTTO PLUS: 13 16 21 23 31
Meganumber: 15
Jackpot: $9M

FANTASY 5: 15 24 25 29 31

DAILY 3: MIDDAY: 3 4 6
EVENING: 5 7 1

DAILY DERBY:
1st: 09 Winning Spirit
2nd: 05 California Classic
3rd: 03 Hot Shot
RACE TIME: 1:48.82

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

■ It is common knowledge that American corporations avoid taxes by running U.S. profits through offshore "tax havens" like the Cayman Islands and Bermuda, but a May Bloomberg Business Week investigation traced the specific steps that the pharmaceutical company Forest Labs takes to short the U.S. Treasury. Although Forest's antidepressant Lexapro is sold only in the U.S., the company's patent is held by an Irish subsidiary (and since 2005, shared with a Bermuda subsidiary in a tax-code hocus-pocus that insiders call the "Double Irish"), which allows the vast majority of the $2 billion Forest earns a year on Lexapro to be taxed at Ireland's low rate (and at Bermuda's rate of zero). Bloomberg estimates that the U.S. Treasury loses at least $60 billion annually by corporations' "transfer pricing" -- enough to pay for the entire Department of Homeland Security for a year.

■ Time magazine reported in August that among the entrants in this year's "Detroit Hair Wars" (showcasing 34 stylists working with 300 models) were The Hummer (stylist: "Little Willie"), in which a mass of extensions is shaped to resemble the vehicle, including four large tires -- with "metal" wheels and front grid added -- sitting upon the styled hair of model Sharv Bailey; and Beautiful Butterfly (stylist: Niecy Hayes), featuring extensions thinned, teased and stretched into four artistic "wings" arising from the styled hair of model Taja Hiu. Both stylings appear to be at least 2 feet long, dwarfing the models' heads, and take at least 10 hours to prepare.

TODAY IN HISTORY

1989 Tadeusz Mazowiecki is chosen as the first non-communist Prime Minister in Central and Eastern Europe.

1989 Voyager 2 spacecraft makes its closest approach to Neptune, the outermost planet in the Solar System.

1989 Mayumi Moriyama becomes Japan's first female cabinet secretary.

1991 Belarus declares its independence from the Soviet Union

1997 Egon Krenz, the former East German leader, is convicted of a shoot-to-kill policy at the Berlin Wall.

WORD UP!

lupine
\ LOO-pahyn \ , adjective;
1. Savage; ravenous; predatory.
2. Pertaining to or resembling the wolf.

Santa Monica Daily Press

Classifieds

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Announcements

*AAAA DONATE YOUR CAR FREE TOWING "Cars for Kids" Any Condition Tax Deductible Outreachcenter.com 1-800-794-4511

Employment

Advertising Sales

The Santa Monica Daily Press, Santa Monica's Daily newspaper is seeking an Advertising Account Executive. Previous sales experience with a business-to-business focus is a must, The job is meeting and networking with local and national businesses to help them get their message to our readers here in Santa Monica. We're looking for smart, friendly people who are motivated by money to join our growing sales team. Great work environment, must bring a positive attitude and outlook to our team. If you play well with others, are aggressive without being pushy, and have a drive to succeed, we want to work with you. Resumes are accepted via e-mail to Rob Schwenker – Schwenker@smdp.com

BOOK-KEEPER MDR area. Appx 3 hrs pw QuickBooks exp neccessary. 310 977 1941or email bsteinjr@aol.com

COUNTER HELP needed. Cafe near 3rd St. Promenade 215 Broadway. Must be experienced. Immediate openings. Apply afternoons in person. (310) 396-9898.

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UPSCALE RETIREMENT community is looking for cooks to prepare meals for our senior residents. Experience preferred. Must have good attitude, be on-time, and be able to multi-task. FT and PT positions various shifts. Must be drug free and have clear criminal background. If interested, please come in and apply at 2107 Ocean Ave. SM, 90405 or fax resume to (310) 314-7356. EOE

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For Sale

TREK 7200 Hybrid Bicycle MUST SELL! - $280

Gently used, 2 years old. Tires still have excellent tread. Feels like a cruiser but gears and road tires make it fast and easier to ride.

Will throw in manual tire pump and kryptonite lock with key. Specs are listed below. Serious inquiries only.

Email me to see pics: csommerville@gmail.com

Charity

The American Cancer Society's Discovery Shops are hosting their Semi-Annual 50% off Storewide Saving Sale on Friday, August 27 and Saturday, August 28. Doors open at 9:30 am in Santa Monica and 10 am in Beverly Hills. The Santa Monica Shop is located at 920 Wilshire Blvd. in Santa Monica, with parking in back of store or metered parking in front. For more information our number is: 310-458-4490.
The Beverly Hills Shop is located at 844 South Robertson Blvd. Beverly Hills and that number is 310-276-6812.

Proceeds from the sale of all merchandise at the Discovery Shops help fund cancer research and patient services Our mission is to eliminate cancer.

Electronics

DIRECT to home Satellite TV $19.99/mo. FREE installation, FREE HD-DVR upgrade. New customers - No Activation Fee! Credit/Debit Card Req. Call 1-800-795-3579

For Rent

1+1 $1377 front unit hardwood floors, updated kitchen, close to SMC, great location pets OK Brenda (310)991-2694

501 N. Venice unit 18 single, $1025/mo $750 off move-in stove, fridge, carpet, utilities included, laundry, parking, no pets. (310)574-6767 www.jkwproperties.com

615 1/2 MIDVALE lower Bachelor, no kitchen, sink, fridge, ceiling fan, carpet, street parking, patio with barbecue no pets $895/mo utilities included $500 off move-in (310)578-7512 wwwjkwproperties.com

617 MIDVALE, 2+1.5 Townhouse style. Stove, fridge, dishwasher, microwave, tile countertop, wood and carpet floor. W/D hookups, parking, no pets. $2600/mo. $1000 off move-in (310)578-7512 www.jkwproperties.com

PALMS/WLA SPACIOUS 2+1, upper, on Keystone near Palms Blvd. ample closet, stove, refrigerator, parking, laundry, well maintained, nicely landscaped building $1295/mo. Call for move-in special (310)828-4481, (310)993-0414 after 6p.m.

SANTA MONICA.2+1 $1500 Close to SMC, great location, hardwood floors, updated kitchen, quiet building.pet OK Brenda (310)9912694

For Rent

HOWARD MANAGEMENT GROUP
(310)869-7901

1038 9th St. #B
2+1.5 Townhouse, $2195

1120 6th St. #9
2+1, $1995

1011 Pico Blvd, #6
2+2 Loft, Tri-level $2695

WE HAVE MORE VACANCIES ON THE WESTSIDE

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Mar Vista $1895.00 2Bdrms, 2 Baths w.loft, No pets, Stove, Refrig, Dshwshr, Parking, 4077 Inglewood Blvd., # 7, Open daily 9am-7pm. Additional info in Unit.

MAR VISTA 12309 Culver Blvd. #14 stove, fridge, blinds, carpet, utilities included, intercom entry, gated no pets. $975/mo. $750 off move-in (310)578-7512 www.jkwproperties.com

MAR VISTA 12450 Culver Blvd. #113 Single, gated parking, intercom entry, stove, fridge, utilities included, laundry, parking, no pets. $875 move-in special $500 off (888)414-7778 www.jkwproperties.com

WLA 1215 Barry Ave. #2 2+2 $1395 stove, fridge, balcony, carpet, blinds, on-site laundry room, parking, no pets.$1000 off move-in (310)578-7512 jkwproperties.com

Real Estate

FREE Foreclosure Listings OVER 400,000 properties nationwide. Low down payment. Call now 800-250-2043

Storage Space

SANTA MONICA single garage for rent. Vehicle or storage. $175/month. Brenda (310)991-2694.

Automotive

WANTED JAPANESE MOTORCYCLES KAWASAKI,1970-1980, Z1-900, KZ900, KZ1000, H2-750, H1-500, S1-250, S2-250, S2-350, S3-400. CASH PAID. 1-800-772-1142. 1-310-721-0726

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DBAS

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO 20101055489 FIRST FILING. The following person(s) is (are) doing business as: TWIN DOVES, 12033 GOSHEN AVE. #5, LOS ANGELES, CA 90049. The full name of registrant(s) is/are: DIANA C. REYES, 6611 CONVOY CT., SAN DIEGO, CA 92111; URSULA M. REYES, 12033 GOSHEN AV #5, LOS ANGELES, CA 90049. This Business is being conducted by, an individual. The registrant has not yet begun to transact business under the fictitious name or names listed herein /s/: DIANA C. REYES, CO-OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 7/30/2010.
NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/25/2010, 9/1/2010, 9/8/2010, 9/15/2010

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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 1427 Third Street Promenade, Ste. 202. OTHER RATES: For information about the professional services directory or classified display ads, please call our office at (310) 458-7737.



Kate Bransfield

Estates Director
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1608 Montana Avenue
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Brand New Listing!



624 Marguerita Avenue
4 Bed 2 Bath
$2,900,000
North of Montana
Franklin School District
Open Tuesday, August 31st
From 11:00 - 2:00pm

Brand New Listing!



912 17th Street #1
3 Bed 2.5 Bath
$899,000
Incredible Value
Franklin School District
Open Sunday,
August 29th
2:00pm - 5:00pm

Investment Opportunity



1224 21st Street
4 Unit Building
$899,000
Great Investment
Property!
Call for More
Information!

In Escrow!



614 26th Street
4 Bed, 4.5 Bath
$1,749,000
North of Montana
Franklin School
District



11687 Montana Ave #208
2 Bed, 1.75 Bath
$519,000
Huge Balcony!
Open This Sunday,
August 29th
2:00pm - 5:00pm

For Sale or For Lease



1000 Westgate #211
1 Bed, 1.5 Bath
$439,000 or $2,349/ Month
Spacious Condo
Great Location!
Open This Sunday,
August 29th
2:00pm - 5:00pm



1325 Washington Unit E
1 Bed, 1 Bath
$439,000
Top Floor Unit
North of Wilshire!
Open This Sunday,
August 29th
2:00pm - 5:00pm

Brand New Listing!



1425 Stanford Street #6
2 Bed, 2.5 Bath
$639,000
Updated Townhome
Great Location & Value!
Call for Appointment
Easy to Show



1031 18th Street #5
3 Bed, 3 Bath
$885,000
Wonderful Townhome
Franklin School District
Open Sunday,
August 29th
2:00pm - 5:00pm

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Median Price of ALL Santa Monica Listings from ALL Agents from ALL Companies Listed for Sale As of Late August 2010

	Single Family Homes	Condos & Townhomes
Santa Monica Canyon	$1,995,000	$1,860,000
North of Montana	$3,495,000	$1,299,000
Between Wilshire & Montana	$1,730,000	$749,000
South of Wilshire	$799,000	$599,000
Sunset Park	$1,195,000	$549,000
Ocean Park	$1,439,000	$899,000

Statistics Updated Every Monday

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