

Santa Monica Daily Press

A newspaper with issues

DAILY LOTTERY

SUPER LOTTO

16 26 33 35 45
Meganumber: 6
Jackpot: \$7 million

FANTASY 5

4 5 21 30 34

DAILY 3

Daytime: 1 9 2
Evening: 7 8 4

DAILY DERBY

1st: 11 Money Bags
2nd: 04 Big Ben
3rd: 12 Lucky Charms

RACE TIME: 1:48.72

NEWS OF THE WEIRD BY CHUCK SHEPARD

McDonald's franchisees in Cape Girardeau, Mo., Brainerd, Minn., and Norwood, Mass., recently began outsourcing their drive-thru order-taking to a call center in Colorado Springs, Colo. Thus, a Big Mac order shouted into a microphone in Missouri gets typed into a computer in Colorado (and a digital photograph of the customer's car is taken in order to reduce errors) and then clicked back to the originating restaurant's kitchen, which has the order ready in less time (30 seconds less, on average, with fewer errors) than the average McDonald's takes.

TODAY IN HISTORY

ON SEPT. 29, 1978, Pope John Paul I was found dead in his Vatican apartment just over a month after becoming head of the Roman Catholic Church.

■ **In 1789,** the U.S. War Department established a regular army with a strength of several hundred men.

■ **In 1829,** London's reorganized police force, which became known as Scotland Yard, went on duty.

■ **In 1918,** Allied forces scored a decisive breakthrough of the Hindenburg Line during World War I.

QUOTE OF THE DAY

"The reverse side also has a reverse side."

JAPANESE PROVERB

INDEX

Horoscopes

Go to the gym, Scorpio 2

Local

Short dance on long pier 3

Surf Report

Water temperature: 69° 3

Letters to the Editor

Seeing the light 4

Opinion

Courting disaster 4

State

La Cucaracha ... La Cucaracha 6

National

All's clear 8

Real Estate

That's 'gross' 13

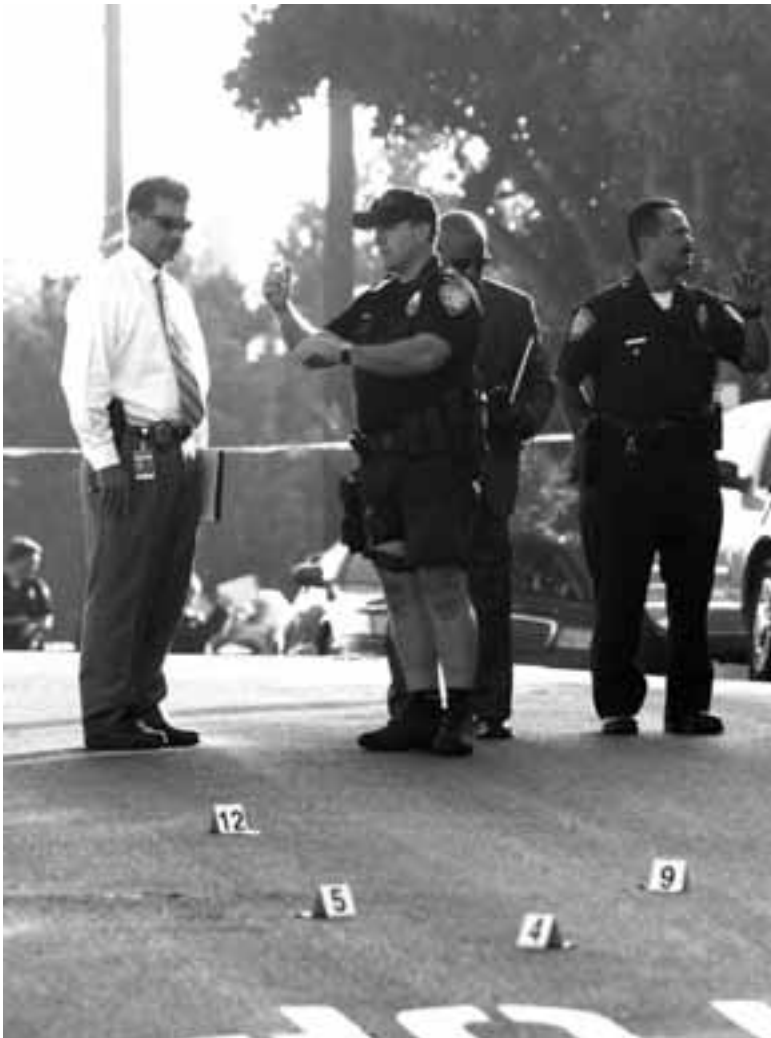
Crossword Puzzle

14 Across: Cribbage needs 16

Classifieds

In a class of their own 17

Shots fired



Crill Hansen/Special to the Daily Press

Santa Monica Police officers and investigators piece together the events surrounding a shooting on the 2400 block of Virginia Avenue on Tuesday afternoon. Bullet casings litter the asphalt near Edison Elementary School. One victim injured his face while fleeing the scene, according to police. The suspects are described as Hispanic males driving a dark grey compact car.

SMC students mount protest

BY GENEVA WHITMARSH

Daily Press Staff Writer

PICO BLVD. — A group of about 200 Santa Monica College students and faculty made their feelings known Tuesday, protesting against a local shop owner who displays several anti-Palestinian signs in her window.

One of the signs reads: "Palestinians are pigs ... murderous scum pigs."

The group, organized by SMC's Progressive Alliance, met at the SMC clocktower, then marched less than a mile down Pico Boulevard to All Phone Wholesale at 2919 Pico Blvd. The



Crill Hansen/Special to the Daily Press
Bonnie Meyers, the owner of All Phone Wholesale on Pico Boulevard, resoundingly answers her critics on Tuesday afternoon. After SMC students and faculty staged a protest against her store for displaying anti-Palestinian signs in her shop window, Meyers called them 'pigs.'

See NO PLO, page 5

Just the two of us: Morea quits Team

Chamber endorsement conflicts with Team mates

BY CAROLYN SACKARIASON

Daily Press Staff Writer

"The Team For Change" slate of three City Council candidates has been reduced to two.

Kathryn Morea has disassociated herself with her former running mates — David Cole and Bill Bauer — as a result of her being endorsed by the Santa Monica Chamber of Commerce.

When it became obvious that her continued association with Team for Change appeared to present problems for chamber supporters and her teammates, Morea voluntarily resigned from the slate this week.

When she was first endorsed two weeks ago by the chamber's political action committee, Morea and her partners — who didn't get the chamber's support — didn't think it would pose a problem.

"The chamber basically validated that we had something to say by endorsing one of our own," Bauer said after the chamber endorsements. "It opens a huge amount of doors for her, but we pledged we would stay as the Team for Change."

But then reality set in and logistics in the campaign presented all kinds of problems — from campaign finance rules to alleged objections by the chamber over campaign literature highlighting the Team for Change.

"It was a harder sell than we initially thought," Morea said, adding that she and her teammates didn't always agree on how money should be spent, particularly if it was coming directly to her from chamber supporters. "We talked about it a lot and the changes in the political landscape."

Morea's former running mates said there were indications that the chamber would not distribute Morea's literature, and their support for her and their fundraising efforts would be hampered if the association with Bauer and Cole continued.

However, Morea's literature distributed at a recent breakfast gathering for the chamber's four candidates included the Team for Change. And at the event, Cole spoke on Morea's behalf, encouraging people to vote for her.

"We absolutely did not say she couldn't distribute that literature," said Kathy Dodson, president and CEO of the chamber. "I think they are overreacting."

Dodson also denies the Team for Change's allegations that chamber leadership objected to numerous "Morea-Cole-Bauer" lawn signs posted around the city.

In fact, Morea knew this past weekend that her association with the team would be no more after she saw several lawn signs with

See TEAM MATES, page 5

Well wishers: Santa Monicans banking on new water system

By Daily Press staff

WEST LA — As hundreds of millions of dollars trickle into City Hall as a result of an immense legal settlement with numerous oil companies, officials here are beginning the long process of cleaning up Santa Monica's contaminated drinking wells.

The City Council on Tuesday agreed to hire Kennedy/Jenkins Consultants, Inc., for \$7.4 million to begin clean-up efforts at the Charnock Well Field, the city's main water source located in West Los Angeles. The firm will begin the initial phase to restore the drinking water production, a process expected to take years. The firm will develop a management plan and an engineering design report of the project, which will include conducting pilot studies and tests.

City officials met throughout the day on Tuesday to discuss how to begin the huge undertaking.

See TAPPED OUT, page 6

Jacquie Banks

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ARIES (March 21-April 19)
***** Your incisiveness, energy and direction allow you to part the waters in paper-work or a project. You have the answers. You have the wherewithal to make solutions work. Don't let someone's attitude get to you. Tonight: Do what you want.



TAURUS (April 20-May 20)
*** Think before you leap. Being impulsive might work once or twice today, but not always. Sit back and listen. You might be more negative in your thinking, attitude and actions than you realize. Make a point of smiling. Tonight: Get ready for a sparkling Thursday.



GEMINI (May 21-June 20)
**** Someone might be more direct than you realize. Don't be so uptight about a friend or special relationship. This person does care; don't worry about showing off or being someone other than who you are. Tonight: Hook up with friends.



CANCER (June 21-July 22)
** No matter what goes on, you will be out of sorts. Discussions surround what you want. Curb sarcasm. Choose your words with care. A family member tries to soothe your nerves. Be aware of your public image. Tonight: Work late.



LEO (July 23-Aug. 22)
***** Use your gentle, caring manner, and you'll make headway with others. You might need to dig deep for information. Being resourceful doesn't mean spending your resources. Let a negative feeling go. You might have difficulty being alone. Tonight: Be where there is music.



VIRGO (Aug. 23-Sept. 22)
***** You might come off much stronger than you realize. Others think you are challenging and perhaps a bit sarcastic. Make a gesture toward someone you might have pushed away with your sharp words. Tonight: Opt to be with one person rather than many.



LIBRA (Sept. 23-Oct. 22)
**** You have a way about you that attracts others. Sugar works better than vinegar. You will see that principle in action right now. You need to express your strong feelings. Do it in a manner that others can hear and respond to. Tonight: Getting home early could be a problem.



SCORPIO (Oct. 23-Nov. 21)
**** A meeting challenges you to draw others into your work. Learn to delegate. Learn to work with others. Someone you might be attracted to could be trouble in the long run. Be careful, as you might have strong feelings. Tonight: Go to the gym.



SAGITTARIUS (Nov. 22-Dec. 21)
**** Your playfulness might irritate a close loved one or associate. Perhaps this person needs more attention, but first you need to get a lot done. A friend points the way toward making peace. Plan on being on the scene. Tonight: Choose a fun activity.



CAPRICORN (Dec. 22-Jan. 19)
*** You have difficulty getting through to others. Reach and stretch to find answers and communicate. Be gracious in public, but head home as soon as you can. Revive your thinking when you can relax. Tonight: Cocoon.



AQUARIUS (Jan. 20-Feb. 18)
***** You tell it like it is, but don't be surprised by another's strong reaction. Detachment, which leads to neutrality, will help solve a debate or problem. Recognize that you are tired or not happy at work. Think of how to jazz up your days. Tonight: Go for a drive.



PISCES (Feb. 19-March 20)
*** Your finances could be hurting because of a risk you took to please someone close. Others make demands and want to see action. Will you deliver? Expect to push yourself to the utmost in order to meet demands. Talk “budget”; talk “savings.” Tonight: Order in.

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LOCAL



COMMUNITY BRIEFS



Short dance off a long pier

By Daily Press staff

Leading Los Angeles modern dancers will be performing at the third "Dance Mini-Festival" this Friday on the Santa Monica Pier.

The free special arts education event is part of the SMC Madison Performance Series and California Arts Day, a statewide celebration of the arts sponsored by the California Arts Council.

Featured performers are the acclaimed Lula Washington Dance Theater, whose style has been described as "explosive" by the New York Times. Lexi Pearl and Aaron Hendry, who combine fencing, stage combat and contemporary movement will perform, as well as SMC's modern dance troupe, Synapse Dance Theater, under the direction of Linda Gold. The event will be at noon, Friday, Oct. 1.

The ongoing performance series is designed to bring attention to SMC's plan to build a 541-seat performing arts hall at the historic Madison site in central Santa Monica. The theater will be a first-class, mid-size venue for arts and education programs on the Westside.

For information, call (310) 434-3431.

On Second thought: Step Up celebrates 20 years

By Daily Press staff

Step Up on Second is celebrating this week 20 years of providing assistance to individuals suffering from mental illness with the charity fundraising event "Art Heals," a group display of member artwork at the Lowe Gallery.

"The art show will highlight some of the gifted talents of our participants, all of whom are living with a diagnosed mental illness," said Tod Lipka, CEO of Step Up. More than 30 pieces of art will be on display, created by clients through the "Art Heals" program at the Second Street facility.

The display, with additional client artwork, will then be moved to the Community Focus Gallery inside Santa Monica Place to be on display to the public for a month.

The champagne reception for honored guests and event sponsors will begin at

See BRIEFS, page 5



SURF REPORT

Expect 2-3 ft., knee- to chest-high sets, occasionally 5 ft., and fair conditions.

Our SW swell will continue to slowly build on Wednesday and through the second half of the week. It looks biggest late Wednesday through Friday, when the well-exposed spots pull in inconsistent waist-chest-shoulder high surf.

Write us at wood@smdp.com and tell us what the surf is doing today at your local break.

Today the water is:

69°



LOW TIDES

HIGH TIDES

	Morning	Height	Evening	Height	Morning	Height	Evening	Height
SATURDAY	2:00	-0.6	1:52	1.8	8:30	4.9	7:51	6.2
SUNDAY	2:35	-0.5	2:36	1.2	8:57	5.2	8:37	6.1
MONDAY	3:08	-0.3	3:17	0.8	9:24	5.5	9:20	5.9
TUESDAY	3:37	0.1	3:57	0.5	9:50	5.7	10:01	5.5
WEDNESDAY	4:05	0.5	4:36	0.3	10:16	5.8	10:42	5.0
THURSDAY	4:30	1.1	5:16	0.4	10:42	5.8	11:25	4.5
FRIDAY	4:54	1.6	5:59	0.5	11:08	5.7	N/A	N/A

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The QLine

The Santa Monica Visitors and Conventions Bureau for the past year and a half has been researching how this city should be "branded" to visitors. Focus groups have been held in New York, Chicago and London, as well as in Los Angeles to determine what people think Santa Monica should be known for — its positive aspects.

Las Vegas is known as "Sin City" and New York is the "City that never sleeps." Whatever Santa Monica's moniker will be is intended to be used in promoting the city as a destination place.

So this week, Q-Line wants to know, "How should Santa Monica be branded? What should the rest of the world know about us?"

Please don't respond with answers like "Home of the homeless" or "People's Republic of Santa Monica," as many already view the city in that regard.

Call (310) 285-8106 before Friday at 5 p.m. and we'll print your response in our weekend edition. Please limit your comments to a minute or less. It might help if you think about the wording of your response first.

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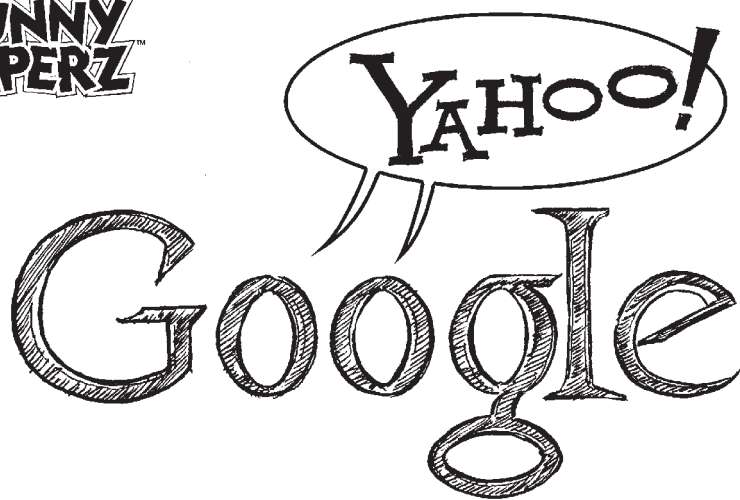
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OPINION

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"LARRY PAGE" + "SERGEY BRIN"

**Founders become instant billionaires
as company goes public.** -News Item

**JOE
KING**

HOW 'BOUT THOSE PARAMETERS?

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LETTERS TO THE EDITOR

Shedding light on so-called 'enlightened'

Editor:

This is in response to the Elan Journo guest commentary piece entitled "Multiculturalism looks to inject anti-Western dogma into education" (SMDP, Sept. 24, page 4).

Mr. Journo's polemic on multiculturalism is a perfect example of the provincialism and ignorance that it purports to deny. It is indicative of a typical and uninformed Euro-centric view of the world that believes that Western society is superior and qualitatively better than much of the rest of the world. This dogmatic view of the world is blatantly racist and based on a historically inaccurate knowledge of history. Mr. Journo would be well served to actually study history before writing such a piece of fiction.

Here is a brief history lesson for Mr. Journo. Prior to 1492, in a detailed history of conditions in the world researched by J.M. Blaut, one finds that most, if not all, civilizations were actually at a pretty equal stage of development. This includes Asia, Africa and the populations in North/Central/South America, as well in so-called "enlightened" Europe. This development of socio/economic, technological and political systems, although existing in many different forms, was approximately at the same level of sophistication. The question then begs to be asked, what advantage did Europe have over the rest of the "primitive" world? It was a simple geographical one. The winds and sea currents facilitated Europe's arrival in the new world and the return to the homeland. Once in the New World, Europe violently extracted the wealth and brought it back to the homeland. This afforded the Europeans leisure time to develop quicker than the rest of the world. The superiority of Europe was built on the wealth and enslavement of the rest of the world. That is fact.

It is also a fact that the Mayans had libraries, universities and a pretty sophisticated government by the time the Europeans arrived. Much of this was destroyed by the "superior" culture of the West, mostly driven by the superstition of Christianity, as well as the "enlightened" concept of greed. The Aztecs did practice human sacrifice, but is that any better to those people "sacrificed" in the name of Western progress? Yes, it's true that at one point in history, Islamic culture was stagnant. But it is also true of Western culture during a period known as the Dark Ages. And who was it that brought Europe out of the Dark Ages? It was the Moors in Spain that gave the knowledge back to the Europeans. Knowledge, incidentally, that came to Europe from the Greeks who learned from the civilizations before them.

As for the mechanized farm in Kansas, one only has to read the many stories about how the American farmer is a dying breed and their lives are just as "hard-scrabble" as their counterparts in the third world. And as for slavery, I think it is pretty common knowledge today as to where all the slaves sold by the "brutal slave traders" in the third world ended up, yes, the West. But that's OK because the "enlightened" Westerners provided lots of "opportunities" for the benefit of their slaves. Sarcasm intended.

As for the reason as to why there is a third world today? One only needs to look at the long and "enlightened," and on-going legacy of colonialism and imperialism of the West and how it has purposely de-evolved the third world. So it's no wonder that there are so many Nobel prizewinners in the Western world; why there is so much prosperity in the Western world and so much misery and disadvantage in the third world.

Until people see the sham of "Western" superiority for the lies it is based upon, people like Journo will continue to be ignorant and to promote ignorance in a way that is anything but enlightened. It is time that people in the West become a part of the world, instead of thinking that the world is part of the West. That is what will lead to an enlightened and superior society in the world. As it stands now, it is people like Journo at the vanguard of provincialism that hold us back, and not multiculturalism as he unfortunately believes.

Jason Hadleman
Santa Monica

Voters, get 'selves ready: Judgment day is coming



INCITES

BY ED SILVERSTEIN

What's more important than the economy, the war in Iraq or even terrorism?

The answer is judges. The next president could appoint as many as three Supreme Court justices. But more crucial are the selection of dozens of justices to the 13 Circuit Courts.

As Graydon Carter points out in, "What We've Lost," the Supreme Court hears less than 100 cases per year, while the Circuit Courts may be the last word on more than 30,000. And the judges are appointed for life, which, in some cases, can be more than half a century.

Which is why a band of rich neoconservatives have plotted to stack the courts with their ultra right wing, religious fundamentalist brethren. To this end, they have hacked into the Democrat's Judiciary Committee computer, obstructed Clinton's appointees — blocking 85 percent during his last year — and, under Bush, got judges who have a history of allowing their extreme personal beliefs to supersede the law or even the constitution.

HOW BAD ARE THEY?

The environment: To say that these judges are pro-business is like calling Saddam Hussein a meanie. They're corporate whores. They will eliminate the protections to our environment, make enforcement difficult, lower penalties for polluting and make it nearly impossible to sue greedy businesses that lay waste to the planet. What that means is that your kids may suffer permanent lung or brain damage so that companies, such as Enron, can give their CEOs a \$100 million bonus instead of a measly \$75 million, and there won't be a thing you can do about it.

Consumer and worker protections: There are too many frivolous lawsuits, but with each Bush appointment you can almost hear tobacco companies that market to kids and lie about smoking dangers, automobile manufacturers that decide it's cheaper to pay off 200 wrongful death suits than fix a problem, pharmaceutical companies that push drugs to kids that could cause them to commit suicide and insurance companies that kick you when your down, popping champagne corks. And the same goes for your safety on the job as in, did we forget to mention that those barrels we had you clean contained deadly toxic waste? Oops.

Think I'm exaggerating? Molly Ivins in her book, "Bushwhacked," describes the case of Willie Searcy who was left a ventilator-dependent quadriplegic when the seat belt on his Ford pick-up failed. The jury had awarded him \$30 million; just enough to cover desperately needed medical care. According to Ivins, Ford's

attorney planned to delay until Willie died. Justice Priscilla Owens provided just the delay they needed. Utilizing an arcane ruling dated somewhere around the year of the flood, Owens sent the case back to square one. The plan worked. Willie died.

Bush, the "compassionate conservative," nominated Owens for the Fifth Circuit Court of Appeals. Owens was blocked by the democrats, but Bush is already planning for an Owens encore.

Abortion: Imagine your 13-year-old daughter is viciously raped. Now imagine the courts make her relive the horror for nine months by forcing her to carry the rapist's baby.

Bush's appointees are rabidly anti-abortion, even if the pregnancy results from rape or incest. And until the time that they can make the United States the only modern Western country where abortion is illegal, they will gouge away at a woman's right to choose by sanctioning unconstitutional laws, eliminating privacy and jeopardizing the lives of abortion providers.

Human rights, civil rights: These rights are a like your car's on-board computer. They never seem important until something goes wrong. For instance, how do feel about torture? Jay Bybee, Bush's appointee to the Ninth Circuit, said it was just dandy in a paper he wrote justifying the torture of al-Qaeda captives. And while some of you think, "hey I'm not a Muslim," how will you feel when the targets are blacks, or Hispanics, porno users or someone who just disagrees with the president?

Race, gender and sexual privacy: Not only do many of these justices have no problem with the Confederate flag, they have no problem with the Confederacy. And do I need to tell you how judges who believe interracial marriage should be illegal feel about affirmative action? Or try to imagine that you're a gay man whose appeal is being heard by the Bush appointee who compared gays to rapists and pedophiles.

And ladies, I suggest you get to the gym and work that treadmill hard. Because to these justices, sexual harassment is just boys (or girls) having a little fun so you better be able to get around the desk faster than your boss. And if you stay-at-home moms think you're safe, think again. One Bush Justice has stated that wives should be subservient to their husbands, which I'm all for as long as my wife says it's OK.

In contrast, Kerry's appointees, particularly with a Republican controlled Senate, will be centrist judges who reflect the attitudes of the vast majority of Americans and who will make legal decisions based on the law, not the lord.

It's your choice — courts that uphold American values or those of the Spanish inquisition?

(Comments or requests for copies can be e-mailed to incites@incites.net).

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 sack@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 1427 Third Street Promenade, Suite 202, Santa Monica, 90401, or faxed to (310) 576-9913. All letters and guest editorials are subject to editing for space and content.

LOCAL



Store owner stands defiant

NO PLO, from page 1

group chanted and waved protest signs during the march.

"Down the street — right in our community — there were a lot of racist comments being made about Palestinians," said march organizer Salvador Sanchez y Strawbridge. "It's straight-out racism, and we don't stand for that."

Store owner Bunnie Meyers said she was unfazed by the protest.

"It was a bunch of college kids that don't have a clue about what reality is yelling and screaming," she said. "I yelled at them through the window a couple times. I'm sure I was calling them 'pigs,' and they deserve it."

"People protesting (the signs) are just as guilty as the people blowing up buses."

Meyers has been in business for six years and said she has had the signs in the window for the past three.

"Lots and lots of people walk by, knock on the window and give me the thumbs up," she said. "There's only been two people who've complained."

Progressive Alliance's Web site states: "We demand All Phone Wholesale 1) remove all the racist signs from the storefront; 2) issue a public apology to all Muslims, Arabs, Persians and others of Middle Eastern descent, including immigrants, workers, women and anyone else who may have been threatened by the racist language plastered on the storefront."

Sanchez y Strawbridge said the group is planning another protest in two to three weeks if the signs aren't removed.



Crill Hansen/Special to the Daily Press

Santa Monica students and faculty members march on Pico Boulevard on Tuesday afternoon towards All Phone Wholesale, a store they claim promotes hatred with anti-Palestinian signs.

Team trio becomes a duo: Bauer, Cole will forge ahead

TEAM MATES, from page 1

her name cut out of them — a move made by her teammates.

"This wasn't about loyalty, this is about logistics," Morea said. "I wish them the best."

Morea is now starting her campaign over — she has ordered new lawn signs, started a new Web site and is creating new literature.

"I am back peddling and going back to step one," she said. "I am very much in fundraising mode."

The Team for Change was formed with a vision that Santa Monica residents need elected leaders that aren't obligated to special interest groups, as most of the leading candidates and incumbents are now, Bauer said.

"We've been saying from the begin-

ning that we were free and independent thinkers and not in the pocket of big business, special interests or labor groups," he said. "Morea's endorsement presented conflicts with our 'residents first' message ..."

Cole and Bauer have replaced most of their lawn signs and reprinted new literature. They also have changed their Web site to reflect Morea's departure.

"Clearly, the chamber is handling its endorsements as a slate and Kathryn is free to run her campaign as part of that slate," Cole said. "Bill and I wish her well. We will conduct our campaign as we always envisioned it as a trio, and we are not going away or laying down."

"The two of us will campaign right up until Nov. 2."

COMMUNITY BRIEFS

BRIEFS, from page 3

6:30 p.m. on Thursday and the catered event, with dessert provided by the Loew's Hotel, will begin at 7:15 p.m. Several of the artists will be at the reception, and there is a wine bar, live Jazz and valet parking.

Step Up on Second is a nonprofit corporation that assists individuals with severe and persistent mental illness reintegrate into the community. The agency offers long-term support to people in recovery and their families, offering educational, social and work programs, quality housing, and shower and laundry facilities, in addition to a daily meal program.

"This past year we worked with over 1,200 individuals at the agency and prepared nearly 40,000 meals for members," Lipka said. "We have housing for only 34, so most of our members live off site or are homeless."

"Unfortunately with recent state cutbacks for mentally ill treatment facilities, our programs and all of our services are in even greater demand."

The event will take place at the Lowe Gallery, 2034 Broadway, from 6:30 p.m. to 9 p.m.

For further information on "Art Heals" call (310) 394-6889, ext. 46, or kimm@stepuponsecond.org. Tickets are \$100.

Stakes raised for high school gridiron game

By Daily Press staff

Two of Santa Monica's high school football teams face each other on Friday. Although the Santa Monica High School Vikings have played Saint Monica's Mariners before, this is the first time it will be for a trophy.

The game will be held at 7 p.m. at Santa Monica College.

Samohi's Homecoming takes place on Oct. 8 when the Vikings play against Roosevelt High's Rough Riders.

For further information, call Doug Kim at (310) 395-3204, ext. 495.

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NOTICE OF PUBLIC HEARING AMENDMENT TO THE ACTION PLAN (FY 2004-05)

The City Council of the City of Santa Monica will hold a public hearing to receive public comment on the Amendment to the FY 2004-05 One-Year Action Plan. The One-Year Action Plan, which is a component of the Consolidated Plan, is submitted annually to the U.S. Department of Housing and Urban Development (HUD). It delineates the City's specific projects and activities for one-year use of CDBG and HOME funds in order to meet the City's overall housing and community development needs as specified in the Consolidated Plan (FY 2000-05) adopted by City Council and submitted to HUD in June 2000. To obtain a copy of the Amendment to the Consolidated Plan, please contact the Human Services Division, 1685 Main Street, Room 212, Santa Monica, CA 90401, telephone (310) 458-8701.

**The Public Hearing is scheduled for
Tuesday, October 26, 2004
at 5:45 p.m. in the City Council Chambers
located at 1685 Main Street, Santa Monica**

The Council Chambers are wheelchair accessible. If you have any special disability-related needs/accommodations, please contact the Human Services Division at (310) 458-8701; TDD (310) 458-8696.



Cleanup costs could reach hundreds of millions

TAPPED OUT, from page 1

After years of litigation, three oil companies agreed last November to pay City Hall \$92.5 million, as well as pay hundreds of millions of dollars to clean up the city's drinking water. The oil companies were held responsible for allowing Methyl Tertiary-Butyl Ether, a gasoline additive, to leak into the city's drinking water supply.

Shell, ChevronTexaco and Exxon-Mobil each acknowledged their responsibility in contaminating half of the city's drinking water in 1996 by allowing the chemical to seep into the groundwater. The contamination forced the closure of five of Santa Monica's 11 drinking water wells.

The settlement will finance clean-up efforts and the restoration of the Charnock Well Field. A new, cutting-edge treatment

facility — the first of its kind — will be built specifically to clean up the city's tainted water.

The settlement ensures that the oil companies will pay for all costs to construct, operate and maintain the treatment plant that officials expect will clean the city's water supply by 2008. It's expected that Santa Monicans will be able to drink their own water again within a decade.

The cleanup costs, which could exceed several hundred million dollars, will be paid for entirely by the oil companies.

City Hall's lawsuit was levied against 18 oil companies and manufacturers in 2000. City Hall has reached separate settlement agreements with other companies and the money will be used to cover out-of-pocket costs, and other city needs like continued water quality improvements and water security.

Since levying the suit in 2000, City

Hall negotiated more than \$18 million in separate settlements. The City Council accepted \$4.5 million from oil giant Ultramar Ltd., while Atlantic Richfield Co. paid City Hall \$9.75 million. Conoco Phillips paid \$6 million and Conoco Inc. settled for more than \$4.5 million. In March, WinAll Oil Co. settled for \$350,000. Lyondell Chemical Co. was the last defendant to settle litigation, agreeing to pay \$3.55 million in April.

There are dozens of cities throughout the country still battling with oil companies over MTBE contamination. Before Santa Monica's settlement, the largest pay-out by an oil company relating to MTBE was in Lake Tahoe for \$69 million, according to city officials.

For Santa Monica, \$30 million has gone into an interest-bearing escrow account and money will be withdrawn as it's needed for the construction and oper-

ation of the treatment facility.

Because of its frequent monitoring, the city in 1996 was able to detect the contamination and cut off the water supply before it reached residents. Since the discovery of MTBE in the wells, the oil companies have been purchasing imported water to supply about half of the 12-plus million gallons of water used by Santa Monica residents and businesses every day.

MTBE was designed as a gasoline additive to boost fuel performance and reduce emissions. It has been used in California since 1986 and is a colorless chemical compound, which smells like turpentine at very low levels and is a suspected carcinogen.

It is now illegal to use MTBE in gasoline throughout California. However, most oil companies stopped using the additive in 2002.

The cockroach bites at politicians' Hispanic strategies

BY ANDREA ALMOND

Associated Press Writer

LOS ANGELES — The cockroach isn't swallowing the pre-election rhetoric.

You can be Democrat, Republican — it doesn't matter. If you drag out sombreros and pinatas to court Hispanic voters, and then forget the nation's largest minority group after Election Day, the cockroach will lash out.

But he'll also try to make you laugh along the way.

The cockroach is Chicano hipster Cuco Rocha, the main character in "La Cucaracha," the only politically edgy Hispanic-themed comic strip in U.S. newspapers today, and part of a growing number of strips that are more editorial than comic.

The cockroach is militant, self-righteous and mad. And, through national syn-

dication on the daily funny pages, he and his jalapeno-hot political satire are crawling into millions of homes.

Creator and artist Lalo Alcaraz uses the roach to lambast President Bush, challenger "Juan" Kerry and pretty much anyone else in between. Cuco Rocha watches MTV "Voto Latino" shows and calls whites "gringos." He also makes up a game lampooning Mexico's classic bingo game. In Cuco's version, each candidate in the election gets a card: Kerry is Juan Kerry, "El Valiente" — the brave one; Bush is "El Ex-Borracho": "now thankfully hooked on Jesus and extended vacation days."

In a recent strip, the roach meets a Kerry campaign volunteer surveying "what's on the minds of the Latino voter." Looking doubtful, Cuco, his thin whiskers tense, replies, "Most Latinos are against the war." The eager young aide writes

down "immigration."

"The parties ... have a very shallow approach to Latinos," says Alcaraz, a "disgruntled Democrat" by his own account. "Mariachi music does not make up for an actual plan on helping Latino communities."

He swivels in a chair in his 25-foot-by-25-foot studio, cluttered with photographs, comic strips and cucaracha prints bulging from a cardboard box on the floor. A Che Guevara poster he's modified with Bush's face above the words "Freedumb Fighter" hangs on the wall; a mini-Mexican flag is draped over the sink.

Because he gets hate mail and death threats, he calls this his secret bunker, "somewhere in Los Angeles."

The Fresno Bee, which pegs its readership at about one-third Hispanic, pulled "La Cucaracha" after receiving a barrage of protests from readers who considered it racist to suggest that a roach speaks for Hispanics.

In San Diego, where Alcaraz grew up, readers of the Union-Tribune have objected to his "pro-Hispanic immigrant" slant, and urged editors to move the strip into the opinion section. But Chris Lavin, the editor who oversees Union-Tribune comics, defended Alcaraz and his "take-no-prisoners style" in a column last year.

More than 100 other newspapers, including the Los Angeles Times, Houston Chronicle and Chicago Sun-Times also carry "La Cucaracha."

"Newspapers are losing audiences to television and the Internet because those are edgier, more real," the 40-year-old artist says.

"I'm showing a non-PC, nonsugar-coated view of life. It's OK to be bicultural and bilingual and you don't have to water that down for whites."

Alcaraz says he depicts the main character as a cockroach from the East Los Angeles barrio as a means of confronting racial stereotypes head-on. "In Mexico, La Cucaracha is a mainstream pop icon, an idea about resilience," he says. "Here, it's a racist epithet. I wanted to make the point that it didn't have to be."

The boyish father of three grew up idolizing Garry Trudeau's unabashedly liberal "Doonesbury" strip (he jokingly calls his strip "Doonesbarrio") as well as political comics in Spanish. But the lack of Hispanic voices in comic pages in the United States bothered him, so after grad-

uating from San Diego State University, he created "L.A. Cucaracha." What began as an alternative weekly strip evolved into the daily "La Cucaracha."

It's not the first Hispanic-themed comic strip. "Gordo" was one of the earliest, running from 1941 to 1985. "Baldo," nationally syndicated by Universal Press, is another. But neither is so blatantly political as "La Cucaracha," which is continuing a trend jump-started by "Doonesbury."

Trudeau's strip won the Pulitzer Prize for political cartooning in 1975. Berkeley Breathed captured the same award in 1987 for "Bloom County," another left-leaning comic. However, those were exceptions amid funnies that often have tended to be more benign than bombastic since the golden age of politically charged comics waned in the 1950s.

Partisan strips disappeared as news outlets merged, costs rose and readers turned to television for information and entertainment, according to Rod Gilcriss, director of San Francisco's Cartoon Art Museum. The emergence of political correctness also made apolitical laughs more attractive.

Recently, however, the funny pages have become more political. Newer strips with a strong point of view include "The Boondocks," Aaron McGruder's left-leaning, racially charged comic about two black youngsters who comment on the world around them; Bruce Tinsley's "Mallard Fillmore," featuring a rock-ribbed conservative duck who happens to be a journalist; and Scott Stantis' recent entry, the right-wing "Prickly City." Breathed, who discontinued "Bloom County" several years ago, also returned to the funny pages last year with the Sunday-only strip, "Opus."

"We're enjoying a renaissance of comic strips with heavy political and social bents that hasn't been seen since the McCarthy era and the Korean War," says Edward Sewell, associate professor of communications at Virginia Polytechnic Institute.

Sewell's contribution to a forthcoming book on the presidential election covers commentary in various comic strips, not traditional editorial cartoons.

Cutting-edge comics are successful because politics have become "spectator sport" perfect for the funny pages, says Greg Melvin, who edits "La Cucaracha" and "The Boondocks" at Universal Press Syndicate.

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STATE



Proposed state overhaul receives sharp criticism

BY JIM WASSERMAN

Associated Press Writer

DAVIS — The largest proposed reform of California state government in 30 years received its sharpest criticism yet Monday as witnesses called it a worker-unfriendly, corporate-influenced power grab by Gov. Arnold Schwarzenegger.

After all the research, meetings and hearings, one witness said Schwarzenegger's ambitious California Performance Review may ultimately fail, just like two of every three attempts to reform government or private industry. While some testified Monday to support the 2,700-page plan to change government, many others chipped away at various ideas.

Car dealers, ethnic activists, union leaders and educators said the proposed elimination of 117 boards and commissions would make it harder for citizens and businesses to reach state government.

Killing one third of those groups and putting their functions under the governor's control is "basically shoving government into the dark under the control of a single person," said University of California at San Diego law professor Robert Fellmeth.

Schwarzenegger, Fellmeth told the 31-member California Performance Review Commission, isn't "blowing up boxes. He's collecting them under his feet." Fellmeth said boards that meet in public and regulate professions from barbers to contractors better protect consumers than bureaucracy.

If California is going to reinvigorate its government, it needs to take such steps, just as many corporations have done to become more competitive, supporter said. The CPR report estimated that eliminating those boards and commissions will save California \$34 million a year and trim 1,153 jobs, many of them paying more than

\$100,000 a year.

Nearly 300 people Monday attended the seventh and final hearing on the report that has almost 1,000 proposals that could save \$32 billion over five years, although independent analysts said savings are more likely to be \$15 billion.

Previous hearings across the state also featured dissent over plans to streamline the state's education bureaucracy, steer California's massive prison system more toward rehabilitation and eliminate such bureaucratic stalwarts as the board that regulates the fight against smog.

State union officials blasted a proposal to merge the state's economic development and labor law enforcement into a new Department of Labor and Economic Development Department. They said it would make worker concerns secondary to stimulating the economy.

"It does not protect the interests of workers," said Art Pulaski, executive secretary-treasurer of the California Labor Foundation, who added that business "interests have dominated the process to the exclusion of others."

While corporations "offered their assistance," the CPR teams accepted ideas from many groups, said Chon Gutierrez, who oversaw the California Performance Review study.

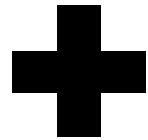
On Oct. 20, the commission will meet at the University of California at Irvine to shape its recommen-

dations on the report to the governor, which is expected in late October. Schwarzenegger will then push his own recommendations with legislative bills and budget action, said the CPR's co-chair, Bill Hauck.

Schwarzenegger's effort, started early this year, joins others attempted in 1919, 1927, 1936, 1963 and 1973 for a government now plagued by deficits. Those involved in reorganizing a government that oversees everything from water delivery to freeway repairs to health care for the poor say it's an especially critical time for the state work force, with one third of state employees and two-thirds of managers eligible to retire in five years.

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Trail pioneers end first continuous trek of West coast

BY MICHELLE MORGANTE

Associated Press Writer

BORDER FIELD STATE PARK — With the full moon pulling the tide low, a pair of hiking pioneers intend to walk past the mouth of the Tijuana River on Tuesday and reach the fence at the U.S.-Mexico border, completing an 1,800-mile walk down the nation's Pacific coast.

Nate Olive and Sarah Janes, ecologists from the University of Georgia, will be the first known hikers to make a continuous trek of the so-called West Coast Trail, a path running from northwestern Washington state to this point in the southwestern corner of San Diego County.

Olive, 28, of Atlanta and Janes, 23, of Slidell, La., began their journey at Washington's Cape Flattery on June 8.

Averaging nearly 20 miles a day, the pair have threaded their way across beaches, rainforests and farm country. They marched around, and sometimes through, military bases. In mostly urbanized Southern California, they had to clamber over sea walls and jetties, many erected by homeowners trying to curb erosion, as well as dodge sewage-contaminated rivers.

Their path and schedule largely were set by the moon, which shaped the tidal fluctuations that allowed them either to walk across dry sand or forced them to wade.

With the moon in its full phase Tuesday, the pair planned to cross their final waterway, the Tijuana River, at low tide around 4 p.m. PDT. The border fence separating the United States from Tijuana, Mexico, is just to the south.

The pair aimed to promote and mark the West Coast Trail, parts of which are not yet linked, for the Portland, Ore.-based National Coast Trail Association. About 190 of 200 miles of the trail are marked in Washington; 350 of 400 miles in Oregon; and half of the 1,200 miles in California.



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NATIONAL

Ridge: No sign of terrorists trying to cross border

BY ARTHUR H. ROTSTEIN
 Associated Press Writer

NOGALES, Ariz. — Homeland Security Secretary Tom Ridge said this week that he’s seen no sign of terrorist efforts to cross the U.S.-Mexico border, and that the United States is not going to start militarizing it.

“We have a long tradition with our friends to the north and south. We’re very fortunate that we’ve never had to assign military to our borders, and we’re not going to start that now,” Ridge said. “We don’t militarize our borders with friends.”

Ridge said that he had seen nothing from any intelligence sources suggesting that terrorists have tried to cross “this border, this port of entry or any area close to it.”

Ridge, in Nogales to announce two high-tech lanes for cutting waiting times for commercial trucks at the port of the entry here, said the country has made dramatic progress at its ports of entry.

He said the country has also made significant progress between them in boosting security since the Sept. 11 attacks.

“No one is saying it’s a fail-safe system,” he said. “No one is saying we don’t have more work to do.”

But he said the country is safer, that apprehensions of illegal immigrants are up significantly along the Mexican border and that work is continuing to make the situation safer still.

“This is a safer community, but this has been building up. It didn’t get done with the Bush administration,” said Santa Cruz County Sheriff Tony Estrada, who’s a Democrat.

Estrada said that since 1995, the Border Patrol has added resources and infrastructure, increasing the number of agents from fewer than 100 to around 500 now, and secured the border with more secure fencing.

“That has made a big difference,” said Estrada, noting that there had been out-of-control, cross-border crime until the Border Patrol started beefing up and recognizing the problems that communities like Nogales face.

Asked about civilian groups patrolling the border, Ridge said they should leave matters to law enforcement officers who put their lives at risk every day.

Ridge also touted construction of two FAST lanes, standing for Free and Secure Trade, at the port of entry west of Nogales.

The lanes allow for advance clearance of trucks enrolled in the program carrying known low-risk shipments.

Trucking companies, trucks and drivers enrolled in the program use window decals and FAST commercial driver ID cards that are scanned by a reading device, and a Customs and Border Protection officer verifies approval provided on a computer screen.

Manufacturers or producers enrolled in the program are part of the Customs Trade Partnership Against Terrorism, while truck companies must meet security standards and background checks assure the truck drivers have clearance for the program.

The first such lane was dedicated last December in El Paso, which subsequently added a second lane. Others lanes are operating in Laredo and Hidalgo, Texas.

Other FAST lanes are planned at Otay Mesa and Calexico, Calif., and Brownsville, Texas.

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Study could enable more exploration on the North Slope

By The Associated Press

ANCHORAGE, Alaska — The state might allow oil exploration equipment onto North Slope tundra weeks earlier than usual this winter based on a study of how the gear affects delicate Arctic terrain.

Gov. Frank Murkowski announced the preliminary outcome of the study at a meeting of oil field contractors last week in Anchorage. He said the state needs to “responsibly lengthen the season” for oil exploration.

The announcement cheered oil company representatives and contractors, who note that a warming trend has roughly halved the winter season for driving bulldozers and other heavy tracked and wheeled vehicles on the tundra. The machinery typically is part of seismic caravans that can cover many miles of ground.

Most exploratory work is done in winter when the tundra is frozen and covered with snow, shielding it from damage.

Larry Houle, general manager of the Alaska Support Industry Alliance, which represents oil field contractors, said the governor’s announcement suggests the state might open tundra travel in mid-December, as much as three weeks earlier than usual.

“It is encouraging,” he said. “It might mean, for example, a whole exploration program can be completed in one season rather than two.”

Environmental watchdogs say Murkowski is jumping the gun. The state-managed study, financed largely with \$270,000 from the U.S. Department of Energy, has produced only one year of data.

“We don’t believe that’s a long enough study to be conclusive,” said Kelly Hill Scanlon of the Northern Alaska Environmental Center in Fairbanks.

Bob Loeffler, a director in the state Department of Natural Resources, which performed the study last winter, emphasized that the test data has not been fully analyzed and that university scientists have not completed peer review of the work.

However, he agreed that preliminary results look good for extending the tundra travel season.

Since 1970, Alaska officials generally have followed guidelines requiring that the ground be frozen a foot deep and covered with 6 inches of snow before opening the tundra to traffic.

Those standards were not based on formal scientific analysis, and they are not written into state law or regulations, Loeffler said. Rather, they are general guidelines for the mostly state-owned land in and around the North Slope oil patch, he said.

Although some winters are colder than others, a warming trend had cut the general tundra travel season from 208 days in 1970 to 103 days in recent winters, Loeffler said.

INTERNATIONAL



You barrel believe it! Oil prices top \$50 plateau

BY THOMAS WAGNER

Associated Press Writer

LONDON — Crude oil topped the psychological milestone of \$50 per barrel Tuesday for the first time, and a Saudi Arabian oil official said the world's largest petroleum exporter would raise its production capacity by nearly 5 percent in a bid to calm prices.

Analysts said instability in the Middle East, political unrest in Nigeria, Africa's top oil exporter, and damage to U.S. production from the Caribbean's hurricanes were keeping traders on edge about world supplies. Some said the price may not be sustainable and may soon fall.

Saudi Arabia announced it will raise its oil production capacity by a half-million barrels, to 11 million barrels in order to "stabilize" prices.

By increasing capacity, Saudi Arabia will be able to raise production when it wants. A Saudi oil ministry official, speaking on condition of anonymity, said that the kingdom would increase production "depending on demand."

The capacity increase by the world's largest oil exporter will go into effect within weeks, using new fields where production has just begun, Oil Minister Ali Naimi said.

"The fields of Abu Safa and al-Qatif, which have just started production, will be used to increase the kingdom's production capacity in the coming few weeks to 11 million barrels per day," the minister said in a statement.

"In light of the recent developments in the oil market and the increase in prices that exceeded \$50 ... Saudi Arabia is closely monitoring the various developments in the international oil market and is working on stabilizing that," he said.

Naimi added that the increase was meant to control "prices so that they will not harm international economic growth."

Earlier Tuesday, Purnomo Yusgiantoro of the Organization of Petroleum Exporting Countries said producers are trying to bring prices down, but the group thinks supply is not the problem because it has at least 1.5 million barrels a day of spare capacity.

By midafternoon in Asia, light sweet crude oil for delivery in November traded at \$50.47 per barrel, up 83 cents from the close of Monday's regular session in New York.

On the Mercantile Exchange in New York on Tuesday, light crude for November delivery traded up 42 cents per barrel at \$50.06. In electronic pre-session trading it reached \$50.47 per barrel.

On London's International Petroleum Exchange, November Brent crude futures traded at \$46.55 per barrel, up 62 cents per barrel from Monday's settlement and off an earlier high of \$46.72.

Oil prices rose despite assurances from OPEC's president that producing nations were seeking ways to calm markets after an announcement that the cartel would boost production by 1 million barrels a day failed to move the price lower.

"The latest spark was the reported increase in fighting in Nigeria," said ANZ Bank energy analyst Daniel Hynes from Melbourne, Australia. But the damage from Hurricane Ivan "certainly paved the way for the latest surge."

Rebels in Nigeria continue to battle for control of the vast southern oil fields in the world's seventh-largest exporter.

The Niger Delta People's Volunteer Force rebel group said Tuesday the insurgents will begin a full-scale armed struggle to gain control of the regions oil riches from Nigeria's government beginning Oct. 1.

That rattled markets, even though Nigeria's military dismissed the threat and the country's senior oil adviser, Edmund Dakoru, told Dow Jones Newswires he is confident that foreign oil companies won't succumb to threats by militia that they must halt their oil production in the country.

"We have had these kind of threats before and nothing has happened," Dakoru said. "And I am not concerned that Nigeria's oil industry will suffer as a result of these threats."

The United States has lost more than 11 million barrels of oil production in the past two weeks, according to U.S. government data, with Gulf of Mexico output still down nearly 500,000 barrels a day following the devastation brought by Ivan.

tation brought by Ivan.

The price of oil is up roughly 75 percent from a year ago and some analysts predict the latest surge could lead to a global recession.

Although oil is at an all-time high, prices are not at record levels when inflation is taken into account. Adjusting for inflation, today's prices are still more than \$30 below the level reached in 1981 after the Iranian revolution.

"There is a lot of fundamental panic buying by the end users," said oil strategist Ng Weng Hoong at Energyasia.com in Singapore, adding that he believed the price would go still higher.

With global oil demand at roughly 82 million barrels a day, analysts say the amount of excess oil production available is only about 1 percent, leaving the industry a slim margin for error in the event of a prolonged supply interruption.

On Monday, the U.S. Minerals Management Service reported that daily oil production in the Gulf of Mexico is 29 percent below normal at about 1.2 million barrels per day. Eleven million barrels of oil, or 1.9 percent of annual production in the Gulf of Mexico, have been lost

since Sept. 13, when offshore producers began evacuating crews and shutting down production ahead of Ivan's arrival.

In Iraq, fighting between U.S.-led forces and rebels has shown no sign of letting up ahead of the country's elections in January.

Also Tuesday, heating oil futures breached \$1.38 per gallon, reflecting supply concerns ahead of the Northern Hemisphere winter.

In London, Jeremy Batstone, an analyst with Charles Stanley, said, "The cost of oil needs to rise much further before it has a major impact on the global economy,"

Jason Kenny, and oil and gas analyst with ING Financial Markets in Scotland, said: "There is a lot of supply concern in the market, I think we'll have a lot of volatility over the next few weeks, until we get some clarity about U.S. oil inventories, OPEC output movements, geopolitics."

Kenny said oil prices could conceivably rise to \$60 in the near future, but he said they were more likely to fall, barring another major terrorist attack. "I personally think the \$50 level is unsustainable," he said, because some oil importing nations can't afford that price.

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**BUYING
AND SELLING**
BY BRENT PARSONS

Real estate agents' goals are simple — to ensure that you're happy with the home you buy, that you get the best deal you can, and that owning the home helps you to accomplish your financial goals. Most people should eventually buy homes, but not everyone and not at every point in their lives. To decide whether now's the time for you to buy a house, consider the advantages of buying and whether they apply to you.

Owning should be less expensive than renting. Here's a guideline that might change the way you view your seemingly cheap monthly rent. In order for you to see how expensive a home you could afford to buy while having the same approximate monthly cost as your current rent, simply do the following calculation:

Take your monthly rent, multiply by 200. That equals the purchase price of a home.

Example: \$ 1,200 x 200 = \$240,000

So, in the preceding example, if you were paying rent of \$1,200 per month, you would pay approximately the same amount per month to own a \$240,000 home, factoring in tax savings. Now your monthly rent doesn't sound quite so cheap compared to the cost of buying a home, does it?

Even more important than the cost today of buying versus renting,

what about the cost in the future? As a renter, your rent is fully exposed to increases in the cost of living. A reasonable expectation for annual increases in your rent is 4 percent per year. When you're in your 20s or 30s, you may not be thinking or caring about your golden years yet, but the sooner you start to think about it, the better off you will be. Take a look at what will happen to your rent over the decades with just modest inflation.

In 40 years, with 4 percent inflation per year, your \$1,200 per month rent will balloon to \$5,761.22 per month. That's like buying a house today for \$1,152,244.95. Then remember that paying \$1,200 rent per month now is the equivalent to buying a home for \$240,000 and during the term of the loan. Your mortgage payment would stay at \$1,200 with a fixed rate mortgage. Therefore in 30 years, instead of having to come up with the extra \$912, 244.95 to own the home, you will have \$1,152,244.95 in equity if you pay off your home in 30 years.

That is because buying a home is like a ready-made savings account. As you build equity in your home by making the payments and through appreciation, you will be able to access those funds to do other things, such as take a vacation or make home improvements. Your landlord wouldn't give you back your rent money so that you could take that vacation you have always dreamed of, would he?

Although the cost of purchasing a home generally increases over

the years, once you purchase a particular home, the bulk of your housing costs are not exposed to inflation because they are locked into your mortgage — if you use a fixed-rate mortgage to finance the purchase. Therefore, the comparatively smaller property taxes, insurance, and maintenance expenses are the only housing costs you will have that will increase over time with inflation.

Even if you must stretch a little to buy a home today, in the decades ahead, you should be glad that you did. The financial danger with renting long term is that all of your housing costs will increase with inflation over time. We're not saying that everyone should buy because of inflation, but we are suggesting that, if you're not going to buy, you should be careful to plan your finances accordingly.

Retirees will tell you that one financial joy of retirement is owning a home free and clear of a mortgage. In addition, all that home equity, which is the difference between the market value of a home and the outstanding loan on the home, can help your personal and financial situation in a number of ways. If, like most people, you hope to someday retire but saving doesn't come easily, your home's equity can help supplement your other sources of retirement income.

(For all your real estate needs contact Brent Parsons at Pacific Ocean Real Estate at (310) 392-9223 or email him at bparsons@pacificoceanrealestate.com).

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Sold	1219 MARINE ST	SANTA MONICA	90405
Date Sold	SqFt: 1,397	List Price: \$829,000	Bed: 2
09/24/2004	Lot Size: 6,250	Sold Price: \$829,000	Bath: 1.75
Sold	3041 PAULA DR	SANTA MONICA	90405
Date Sold	SqFt: 3,498	List Price: \$1,099,000	Bed: 5
09/24/2004	Lot Size: 5,296	Sold Price: \$1,090,000	Bath: 4.00
Sold	2629 6TH ST	SANTA MONICA	90405
Date Sold	SqFt: 912	List Price: \$910,000	Bed: 2
09/24/2004	Lot Size: 5,993	Sold Price: \$995,000	Bath: 1.00
Sold	511 W RUSTIC RD	SANTA MONICA	90402
Date Sold	SqFt: 2,264	List Price: \$1,350,000	Bed: 3
09/20/2004	Lot Size: 6,011	Sold Price: \$1,350,000	Bath: 3.00
Sold	301 MARGUERITA AVE	SANTA MONICA	90402
Date Sold	SqFt: 0	List Price: \$2,795,000	Bed: 2
09/24/2004	Lot Size: 11,130	Sold Price: \$2,575,000	Bath: 2.50
Sold	704 23RD ST	SANTA MONICA	90402
Date Sold	SqFt: N/A	List Price: \$1,995,000	Bed: 3
09/22/2004	Lot Size: 8,880	Sold Price: \$1,825,000	Bath: 2.00
Sold	223 21ST ST	SANTA MONICA	90402
Date Sold	SqFt: 2,610	List Price: \$2,125,000	Bed: 4
09/22/2004	Lot Size: 8,940	Sold Price: \$2,100,000	Bath: 2.00
Sold	140 OCEAN PARK BL #526	SANTA MONICA	90405
Date Sold	SqFt: 1,502	List Price: \$899,000	Bed: 2
09/22/2004	HOD: \$545	Sold Price: \$899,000	Bath: 2.00
Sold	1120 24TH ST #D	SANTA MONICA	90403
Date Sold	SqFt: 838	List Price: \$409,000	Bed: 1
09/24/2004	HOD: \$75	Sold Price: \$400,000	Bath: 1.00
Sold	328 PACIFIC ST #PH7	SANTA MONICA	90405
Date Sold	SqFt: 1,473	List Price: \$750,000	Bed: 2
09/21/2004	HOD: \$250	Sold Price: \$750,000	Bath: 2.00
Sold	2314 28TH ST #6	SANTA MONICA	90405
Date Sold	SqFt: 999	List Price: \$425,000	Bed: 2
09/28/2004	HOD: \$198	Sold Price: \$425,000	Bath: 1.00
Sold	1118 3RD ST #501	SANTA MONICA	90403
Date Sold	SqFt: 1,538	List Price: \$899,000	Bed: 2
09/21/2004	HOD: \$478	Sold Price: \$860,000	Bath: 2.00
Sold	2222 NEILSON WAY #202	SANTA MONICA	90405
Date Sold	SqFt: 1,805	List Price: \$799,000	Bed: 2
09/24/2004	HOD: \$450	Sold Price: \$785,000	Bath: 2.50
Sold	621 CALIFORNIA AVE #4	SANTA MONICA	90403
Date Sold	SqFt: 1,136	List Price: \$649,000	Bed: 2
09/20/2004	HOD: \$245	Sold Price: \$679,000	Bath: 1.50
Sold	925 14TH ST #17	SANTA MONICA	90403
Date Sold	SqFt: 1,317	List Price: \$708,000	Bed: 2
09/22/2004	HOD: \$360	Sold Price: \$700,000	Bath: 2.50
Sold	1139 YALE ST #5	SANTA MONICA	90403
Date Sold	SqFt: 1,249	List Price: \$695,000	Bed: 2
09/20/2004	HOD: \$250	Sold Price: \$665,000	Bath: 2.50
Sold	837 2ND ST #105	SANTA MONICA	90403
Date Sold	SqFt: N/A	List Price: \$659,000	Bed: 2
09/24/2004	HOD: \$260	Sold Price: \$659,000	Bath: 2.50
Sold	1844 17TH ST	SANTA MONICA	90404
Date Sold	SqFt: 2,436	List Price: \$800,000	GI: \$36,300
09/20/2004	Lot Size: 7,497	Sold Price: \$790,000	GRM: 0.00

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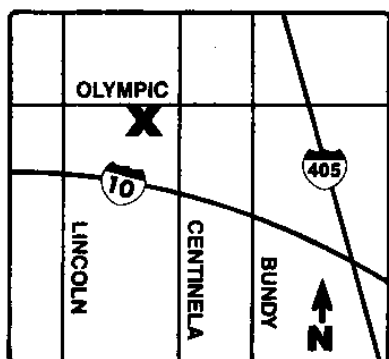
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Give credit where it's due: What's your FICO score?



DAYS ON THE MARKET

BY JODI SUMMERS

Know what a FICO score is? It's a snapshot of your financial scenario, also known as your credit profile. Credit scores indicate the risk of not repaying a loan, and lenders rely on your credit score to assess your risk of default.

FICO scores are calculated by the Fair Isaac Corp. (NYSE: FIC). Their scoring model incorporates information from three credit information bureaus: Equifax, TransUnion and Experian. Each credit bureau takes a unique approach to rating risk and each uses different software scoring models — all developed by Fair Isaac Corp. — but they rarely come up with the same number. FICO's cumulative scoring software weighs and balances data more efficiently and precisely than human underwriters.

The objective of FICO scores are to "rank the order of risk" notes Sidney Weigner, who teaches credit scoring for the National Association of Mortgage Brokers.

The scores use up to 40 variables, Weigner said. Payment history tends to be most important. That's coupled with an analysis as to how the borrower uses debt and how long he or she has had credit. Each credit bureau also receives different information, and may give it different levels of importance. One repository might rank credit from a finance company higher than credit from a department store. A department store might report to one or two repositories but not all three. Another creditor might report to only one credit bureau.

Stephen Brobeck, executive director of Consumer Federation of America and Provident Financial, has declared that credit scores should become another key number, such as weight, that Americans keep track of on a regular basis.

"The cost of not knowing your score and its significance could be not only denial of credit but also difficulty obtaining needed services and even a job," he said.

Most consumers surveyed by the CFA understand that lenders use credit scores, but only a minority know that electric utilities, home insurers and landlords often use credit scores to decide whether to sell a service and at what price.

Here is a key element to understanding FICO scores — the higher the number, the better.

■ 720 or higher: Your credit risk is very low.

■ 660 to 719: As long as two scores have been used and no significant data are missing, the risk is low.

■ 620 to 659: In this range, you begin to represent a higher degree of default risk, and underwriters must assess all aspects of your credit history.

■ 619 or less: The risk of default is statistically very high.

Scores above the low 700s usually qualify people for the lowest rates — the ones they advertise on commercials. A score below the low 600s may mean you are denied credit or have to pay a higher, sub prime rate.

Please keep in mind that married couples do not have a combined FICO score. Consumers can improve their credit score by paying off, or minimizing credit card balances and other debt.

When inquiring about your FICO score, there is often a charge. According to Brobeck, the only time consumers are welcome to check their scores for free is when applying for a mortgage loan.

"Consumers would be wise to check their score periodically, but they should definitely learn their score before applying for a loan, insurance, an apartment or a job," Brobeck said.

Do a web search. There's a lot of information out there about the scores and plenty of places that will retrieve your information for a nominal fee.

On a federal level, expect a push to have financial institutions help consumers understand the significance of the scores.

"Banks could probably do a little better job of getting that information into the hands of consumers," Brobeck said.

(For your real estate needs, e-mail Jodi Summers at jodis@boardwalkrealty.com, or call (310) 309-4219).

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Real Estate

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'Gross up' costs should be hammered out in lease

IN YOUR SPACE

BY CHRISTINA S. PORTER

The term "Grossed Up" is usually heard when dealing with a full service gross lease and relates to how operating expenses are allocated to each tenant that is leasing in a building. It will help if you have an understanding of what "operating expenses" are. A good general definition is "All costs incurred by the lessor relating to the ownership and operation of the project" for which each tenant pays his "pro rata" share. Pro rata share is calculated by the proportionate amount of space the tenant occupies in the building. Most of the time operating expenses include the cost of electricity, water, building management, building maintenance, trash removal, landscaping and reserves set aside for maintenance and repair of the common areas. Property taxes and building insurance also are included in operating expenses. Capital expenditures are a gray area as to their definition and how the cost is allocated between lessor and lessee. It is important to know that in most office leases, a tenant is responsible only for any increase in operating expenses after their first year, known as the base year, of occupying the premises.

As the occupancy rate of a building rises and falls, so will certain operating expenses known as "occupancy dependent" or "occupancy driven costs." They include but are usually not limited to, utilities, maintenance, cleaning, supplies, among other

things. The variations in those costs can be drastic depending on whether the building is fully occupied, causing the amount of operating expenses passed through to the tenant to be unpredictable and many times will not be considered a tenant's fair share. The truth is that it's not fair for the tenant or the landlord if the tenant pays more or less just because the building's occupancy rate goes up or down. A tenant is still getting the same services whether the building is fully occupied or not.

From the landlord's standpoint, when a tenant signs a lease he is only responsible for his pro rata share of any increase in operating expenses over the base year. If the occupancy rate of a building falls so low that the occupancy dependent operating expenses fall below the tenant's base year costs, the tenant would not be obligated to pay any of the operating expenses even though there most likely will be an increase in the non occupancy dependent operating expenses like taxes, insurance, etc.

From a tenant's standpoint, if in the base year of a tenant's lease the building has a low occupancy rate, making the occupancy dependent operating expenses low also, and there is no gross up clause, the tenant will almost certainly get stuck with paying huge operating expense increases when the occupancy dependent operating expenses increase as the occupancy rate of the building increases.

Grossing up is a way of preventing those fluctuations and unfair operating expense allocations, making sure that a tenant pays his fair share. When you "gross up" you take each occupancy dependent operating expense and deter-

mine how much it would be if the building were 90 to 95 percent full, most buildings are rarely 100 percent occupied for any length of time. This is done for the base year and every lease year after that, which evens out the occupancy dependent operating expenses so that any changes are not caused by fluctuations in the occupancy rate of the building. The following is an example given by Marc Betesh of the lease auditing firm, KBA Lease Services:

- A tenant occupies 10,000 square feet in a 100,000-square-foot building; 10 percent.
- The rest of the building is vacant.
- It costs \$1.50 per square foot to clean the building.
- The total cleaning cost for the building is \$15,000.

WITHOUT A GROSS UP CLAUSE

Because the tenant only pays its pro rata share of any increase in operating expenses — 10 percent — it pays only \$1,500 even though the actual cost is

\$15,000 to clean his 10,000 square feet. The landlord absorbs the \$13,500.

WITH A GROSS UP CLAUSE

The cleaning costs is adjusted, or "grossed up" to what it would be if the entire building had been cleaned to \$150,000. The tenant pays his pro rata share of 10 percent, which comes out to \$15,000. The intent of the clause is preserved and the tenant pays his fair share.

There is no set formula for grossing up expenses — each expense must be examined carefully to establish what it would be if the building were at least 95 percent occupied. The best way to avoid any confusion on is to make sure that there is clear language in the lease describing how the "gross up" will be done.

(Christina S. Porter is in the business of leasing and selling office and industrial buildings. You can reach her at (310) 806-6104, or cporter@naicapital.com)

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Location	Type	Date Leased	Sq. Ft.	Price
1460 4th St	Office	9/22/2004	1,085	\$2.45/fs
820 Broadway	Office	9/21/2004	8,653	\$2.85/+e&c *
2601 Ocean Park Blvd	Office	9/23/2004	1,274	85.4% \$2.10/fs
501 Santa Monica Blvd	Office	9/20/2004	776	\$2.45/fs
100 Wilshire Blvd	Office	9/21/2004	2,624	\$4.25/fs
100 Wilshire Blvd	Office	9/21/2004	1,632	\$4.25/fs
100 Wilshire Blvd	Office	9/21/2004	1,466	\$4.25/fs
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Cheap rural land lures Californians from home

BY NICHOLAS YULICO
The Associated Press

OAKLAND — Looking out at 500 acres of land is awe-inspiring. But for Danielle Fitzpatrick, it means something more. Sitting on the side of a hill in New Mexico, the view leaves the Oakland resident with a feeling of “total exhale.”

It’s an emotion that comes from owning a good chunk of American land,

something that connects her to the homesteaders and pioneers of the past.

“I feel like something I’ve been looking for all those years has been fulfilled,” she said. “I had a feeling of completion after I bought that property — like I could stop looking for my spot on Earth now.”

Fitzpatrick, who is in her 50s and has made her living in the alternative health field as a masseuse and nutritional counselor, is among Californians who have

realized their lifelong dreams of buying land in rural America, often at prices far lower than in California.

“People want to get out of the cities. They want to get away from the crime, the pollution, the noise and the light pollution” that prevents them from seeing the stars at night, said Al Miller. Miller is owner and operator of <http://www.eaglestar.net>, which lists rural land across the country.

Experts say that although buying land in a peaceful rural setting can be a dream, it can also have pitfalls.

“People need to have in mind some vision of what they’re looking for and make sure what they’re buying is good quality property,” said Charles Gilliland, a research economist with the Real Estate Center at Texas A&M’s Mays Business School.

“Not only is an appraisal a good idea, but you might also want someone helping you — a broker or an agricultural consultant or farm manager,” Gilliland said.

Appraisers can tell you what land is actually worth. But sometimes the process is cost prohibitive. Experts suggest you call local real estate agents and find out what similar property is going for in your area of interest.

Buyers also need to check the zoning of the land they’re considering. Some counties prohibit mobile homes on land, while other areas have no building codes, allowing people to just throw up a board and call it a house.

Another “must-have,” experts say, is title insurance, which insures that you own the property. During this process, you make sure you can access the property. Not every area has public roads. Some locations require you to go through “easements” or rights of way through a neighbor’s property.

Compared to California’s prices, the land can often be very inexpensive. But prices for rural land have been going up in the past several years, driven by low interest rates and a stock market that has failed to produce good returns on investment.

A primary driver in the national market has been people purchasing land for getaways or recreational purposes, such as hunting, fishing and bird watching.

In Texas, prices jumped 13 percent in 2003, driven largely by the recreational market, with hunting and fishing accounting for 68 percent of buyers’ motives, according to the Real Estate Center at Texas A&M University.

Miller has been seeing demand particularly strong for land in Florida, Arizona and Colorado, and prices have been rising accordingly. He said that buying land in any of those areas would be a good investment.

Other buyers are couples nearing retirement age, looking to get a head start on their future homes.

For some people, the motivation is to

“get off the grid” and cut off connection to power lines and phone lines, opting for solar power and cell phones instead.

In areas near Flagstaff, Ariz., people can buy land that has no water system and on which a well cannot be dug. Residents head miles outside their homes to “water haul areas” where they fill up their water supply for the week. Forty-acre parcels in these areas used to sell for \$5,000 but are now selling for \$50,000, Miller said.

Because Arizona and Colorado are often the first destinations for Californians looking to buy rural land, places like New Mexico offer cheaper options.

Susan McCockran, a 50-year-old Oakland pre-school teacher, and her family purchased 30 acres of land near Magdalena, N.M. — outside Albuquerque — from New Mexico Land three years ago for \$38,000.

“The purchase of the land was less than what some cars cost,” she said.

Their “straw bale” house will rely on solar paneling for energy. The family also is initially opting not to drill a well, and will instead rely on hauling their water and storing it in a holding tank. A septic tank was installed at a cost of \$3,500.

The total cost to build a house on the land will probably be about \$50,000, she said, with the family’s labor helping cut down the price.

“We’re putting sweat equity in, which cuts the price down,” she said. “It shows ordinary people that you can do this.”

The family chose to avoid a large mortgage and instead draws funds from smaller lines of credit not secured by the property. Her husband is a registered nurse and can put in extra hours to help with their budget.

“I will never regret it,” she said. “I think it was a little scary to do in the beginning, but I’m glad that I took the deep breath and jumped in and did it.”

But while rural life might be the American Dream in action for some, it’s not for everyone.

“A lot of people living in the cities, they need to be within five miles of a Wal-Mart, of K-Mart or major shopping,” Miller said.

Then there’s the commuting factor.

“It’s very different from driving up to your summer cottage in Tomales Bay,” said Fitzpatrick, who either flies direct to Albuquerque or has a transfer in Denver, where summer thunderstorms and winter snow can delay flights.

Once she arrives in Albuquerque, she has about a 1 1/2-hour drive to her home on roads where the speed limit is 75 miles per hour.

And when she gets there, she camps in the wilderness and ponders whether she’ll eventually build a house to call her permanent home. But until then, she looks out on her 500 acres and takes comfort in the fact that her dream has come true.

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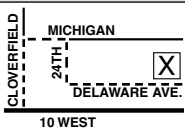
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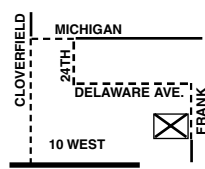


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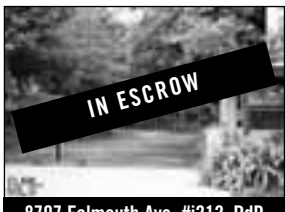
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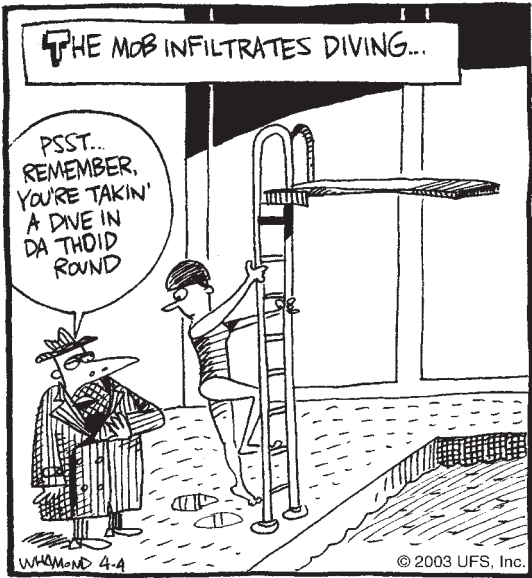
The Dinette Set by Julie Larson



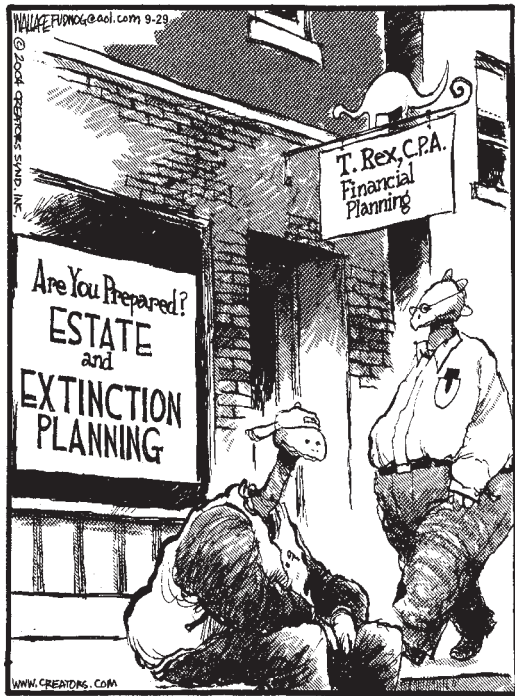
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ACROSS

- 1 Inge dog
- 6 Golfer's bane
- 10 Doozies
- 11 Laughing creature
- 12 Signs
- 13 Rainy month
- 14 Cribbage needs
- 15 Polite word
- 16 Pitching stat
- 17 Shark's home
- 18 Homer's neighbor
- 19 Radial design
- 22 Ticket souvenir
- 23 Despise
- 26 In need of aloe
- 29 Finish
- 32 Comic Romano
- 33 Anger
- 34 Passes
- 36 Cordelia's father
- 37 Filmdom's Garbo
- 38 Skiers' hangout
- 39 Poet Nash
- 40 Healthful plants
- 41 Comfy place

- 42 Bamboo muncher

DOWN

- 1 Inclines
- 2 Arm bone
- 3 Classy
- 4 Bakery buys
- 5 Fool
- 6 Use a keyboard
- 7 Showed over
- 8 Licorice-like herb
- 9 Lost color
- 11 "Being There" director
- 15 Apiece
- 17 Like commuters' homes
- 20 Tour carrier
- 21 Letter after sigma
- 24 Checked the fit of
- 25 Furious
- 27 Opposition vote
- 28 Opera star
- 29 Incite
- 30 Norway, to natives
- 31 Title documents
- 35 Proof-reading mark
- 36 Kinks hit
- 38 Track trip

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CLASSIFIED ADVERTISING CONDITIONS :REGULAR RATE: \$3.50 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: 4:00 p.m. prior the day of publication except for Monday's paper when the deadline is Friday at 4:00 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.



RUN YOUR DBAs IN THE DAILY PRESS FOR ONLY \$80.

INCLUDES FILING FEE, RECEIPT AND PROOF OF PUBLICATION. CALL US TODAY @ (310) 458-7737



PROMOTE YOUR BUSINESS IN THE SANTA MONICA SERVICE DIRECTORY

SERVICES

A/C CONSTRUCTION

Beverly Hills/Beverlywood
General Contractor
Residential Remodel &
Home Improvement
Honest • Reliable
FREE ESTIMATES
— Sabbath Observed —

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Lic# 804884 Fully Insured

 **BEST MOVERS**
No job too small
2 MEN, \$59 PER HOUR
Fully insured. We make it EZ.
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DONT HAVE TIME TO CLEAN YOUR HOUSE? I DO! Meticulous, thorough, & honest housecleaner to take the burden off of you. Available on weekends and some mornings. Call 310-365-1753

GRANITE COUNTERTOPS

TRAVERTINE FROM \$2.49/SQFT
UP TO 50% LESS
THAN HOME DEPOT!!!!
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SERVICES

GET ORGANIZED!

for filing system set-ups, unpacking from a major move, uncluttering closets and other home/office paper management problems, etc.

HIRE A PROFESSIONAL ORGANIZER!

Call Christine Cohen:
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HOME REPAIR. Honesty, integrity craftsmanship. Great work! Great prices! Call Bob (310) 415-3137.

HOME THEATER AND MUSIC: system design, installation and troubleshooting. 16 years experience with audio/video systems, satellite, cable, telephone and computer networks. (310)450-6540.

"JENNY CAN CLEAN-IT" fast, reliable. We take care of your cleaning, own transportation. \$40 (818)705-0297.

LOVING CARE of children. 25yrs experience. References. Local area only. Mary (310) 392-9504

LOWER YOUR Residential and Business Telephone and Utility Bills. Call Dave @ (310) 393-6925

ONE HOUR Alterations, hemming, jeans, pants, skirts, etc. Made by professional Call Michael (310) 980-2674

SERVICES

NOTICE TO READERS:

California law requires that contractors taking jobs that total \$500 or more (labor or materials) be licensed by the Contractors State License Board. State law also requires that contractors include their license number on all advertising. You can check the status of your licensed contractor at www.cslb.ca.gov or 800-321-CSLB. Unlicensed contractors taking jobs that total less than \$500 must state in their advertisements that they are not licensed by the Contractors State License Board.

PAINTING TOP QUALITY A&A custom,Interior And Exterior . Free Quote. Jeff Arrieta (310)560-9864.

PAINTING/WALLPAPER

PAINTING, Wallpaper Removal & Installation, Wall Texturing, Free Estimates! Glenn's Wall Service 310-686-8505

QUEENS OF Clean! Quality service. Experienced and reliable. Owner operated. (323) 359-8384. Mona

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SERVICES

When You Get Ready to Fix Up, Call Us!

NED PARKER CONSTRUCTION

Bonded & Insured • Lic#658-486
PAINTING • CARPENTRY • ROOFING
CONCRETE • ELECTRICAL

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COMPUTER HELP: Your office or home. Typing, tutorial, Microsoft Word, Excel, Access, internet navigation, software installation. Also, notary public services. (310) 207-3366

COMPUTER NETWORK REPAIR

MEET ALL YOUR NEEDS
FAST SERVICE

\$10 OFF WITH THIS AD
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...Your Door to Door Doctor Has Arrived.

Bringing Housecalls Back
to Southern California

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(1-866-362-8663)

Door2doordrs.com



Serving Medicare home-bound recipients across Southern California

SANTA MONICA RESIDENTS ... SANTA MONICA FORD IS THE

We are currently the #1 volume Ford dealership in the U.S.A. *based on a combination of retail and fleet sales and to maintain this distinction we **MUST** not lose your business. It is imperative you contact us before you purchase that next Ford.

#1

VOLUME FORD DEALER IN THE U.S.A.*

0% FINANCING ON APPROVED CREDIT ON SELECTED VEHICLES IN LIVE
OF REBATES LONG TERM FINANCING AVAILABLE.

SEPTEMBER CLEARANCE

2005 ESCAPE XLS



SM Ford Price\$18,995
Factory Rebate-\$1,500

NET COST TO YOU

\$17,495

1 at this price

(VIN: A95197/5322795)

MUST FINANCE THROUGH FMCC TO RECEIVE BONUS CASH

2004 MUSTANG CONVERTIBLE DELUXE



SM Ford Price\$22,995
Factory Rebate-\$2,500

NET COST TO YOU

\$20,495

1 at this price

(VIN: 140200/432529)

MUST FINANCE THROUGH FMCC TO RECEIVE BONUS CASH

2004 EXPLORER XLS



SM Ford Price\$24,995
Factory Rebate-\$4,000
FMCC BONUS CASH\$1,000

NET COST TO YOU

\$19,995

1 at this price

OTHERS AT SIMILAR SAVINGS

(VIN: A56373)

MUST FINANCE THROUGH FMCC TO RECEIVE BONUS CASH

2004 EXPEDITION



SM Ford Price\$28,995
Factory Rebate-\$4,000
FMCC BONUS CASH-\$1,000

NET COST TO YOU

\$23,895

1 at this price

(VIN: B86219)

MUST FINANCE THROUGH FMCC TO RECEIVE BONUS CASH

SEPTEMBER CLEARANCE IS GOING ON NOW

Get a DELL Computer system at no cost to you! With the lease or purchase of a '04/05 Focus.  PLUS Huge savings & Huge rebates. See Santa Monica ford for Details.



All vehicles subject to prior sale plus government fees and taxes, any finance charges, any dealer document preparation charge, and any emission testing charge. 0% APR thru Ford Motor Credit. Ends 9-30-04. Close of Business

HAVE WE GOT SERVICE DEALS FOR YOU!

Tire Rotation & Brake Inspection \$19.95

Inspect brake friction material, caliper operation, rotors, drums, hoses and connections. Inspect parking brake for damage and proper operation. Rotate and inspect four tires. Dual-rear-wheel vehicle extra. See Service Advisor for details.

Must mention this ad at time of write up. Taxes extra.
Expires 09/30/04

4-wheel alignment & Tire Inspection \$69.95

Check and adjust camber and toe. Check tread depth and condition all four tires. Additional parts and labor may be required on some vehicles. See Service Advisor for details.

Must mention this ad at time of write up. Taxes extra.
Expires 09/30/04

\$9.95

COOLING SYSTEM INSPECTION

Inspect radiator for leaks, Check hoses, clamps and belts. Pressure test system for leaks.

Offer valid with coupon. Taxes extra.
Expires 09/30/04

Santa Monica Ford will meet or beat any OEM tire price

10% OFF any body repair over \$2500
10% OFF of parts purchased
from the parts dept.

2-wheel alignment & Tire Inspection \$39.95

Check and adjust camber and toe. Check tread depth and condition all four tires. Additional parts and labor may be required on some vehicles. See Service Advisor for details.

Must mention this ad at time of write up. Taxes extra.
Expires 09/30/04

Minor Service for only \$39.95

Oil Change & Oil Filter Replacement, Lube Hinges, Latches & Applicable Chassis Parts, Silicone Protection of Window Weather Strips, Check Fluid Levels & Top Off to Factory Specifications, Inspect Cooling System, Hoses & Belts, Check Running Lights for Proper Operation, Check Suspension System, Inspect Exhaust System for Corrosion, Inspect & Rotate Tires, Adjust Pressures, Multi-Point Inspection Report Card

Must mention this ad at time of write up.
Excludes diesels & HD "E" & "F" series vehicles/OP code PMinor.
Expires 09/30/04

If you purchased elsewhere ... you probably paid too much!

SANTA MONICA 1230 Santa Monica Blvd. • 310.451-1588