ELECTION '08
COUNCIL CANDIDATES SPEAK OUT PAGE 3

COMMENTARY
SANTA MONICA NEEDS PROP. T PAGE 4

FOOD
COUNTING CALORIES PAGE 7

Visit us online at smdp.com

THURSDAY, OCTOBER 2, 2008

Volume 7 Issue 277



CRAZY FOR Q
SEE PAGE 6

Santa Monica Daily Press

*Since 2001: A news odyssey*

THE SPREADING THE WORD ISSUE

# Local businesses find more space, cheaper rents across city's border

BY MELODY HANATANI
Daily Press Staff Writer

COLORADO AVE The announcement last week that advertising giant Rubin Postaer and Associates will move from the Yahoo Center to spacier digs in Playa Vista marks the most recent transplant in a series of companies that have packed their bags and headed south, raising concerns about the price of commercial real estate and lack of space in Santa Monica.

One of the largest advertising firms in Southern California — with clients including American Honda, Blue Cross and am/pm — Rubin Postaer recently inked a lease agreement to occupy the former U.S. Postal Service building off of Jefferson Boulevard in two years.

Gerry Rubin and Larry Postaer cofounded the agency in 1986 in West Los Angeles and relocated the business to Second Street in Downtown about five years later. The company quickly grew, expanding to four different offices in and around the Third Street Promenade, until in 2003 when they all consolidated and moved into the Yahoo Center.

With the company bulging at the seams again, executives began looking for a new home, surveying altogether more than 30 different properties on the Westside, ultimately choosing a 227,000 square foot facility in Playa Vista because of what it had to offer in cost and size.

"One of our priorities was to be in a facility that we could brand," Rubin said. "We just could not find such a space, such a facility in Santa Monica that would allow us the opportunity to do that."

A handful of bigger businesses have uprooted the past decade in favor of cheaper and roomier possibilities in Culver City, Marina del Rey and Playa Vista where space is relatively more plentiful than in Santa Monica, a city that is mostly built out.

Such was the case for the X PRIZE Foundation. In need of more room, the nonprofit moved last month from its long-time home on Fourth Street to Playa Vista. The

SEE BUSINESSES PAGE 10

# New medical center has some heart

BY CHRISTINA WALKER
Special to the Daily Press

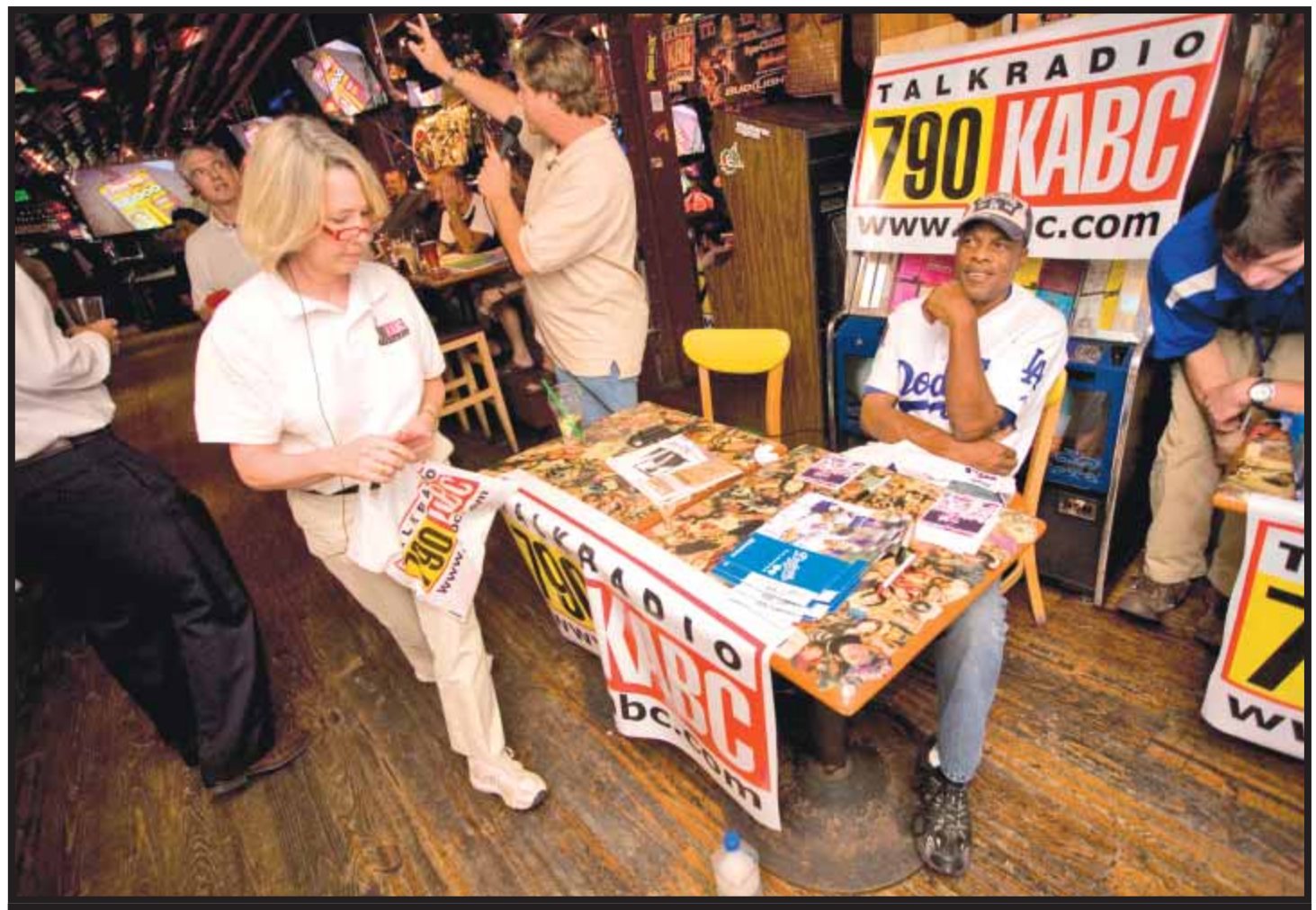
15TH ST A heart attack can last just minutes, but damage to the organ is permanent. The good news is people in Santa Monica can do something about it.

The California Heart Center Organization recently opened a new facility to help prevent such attacks and monitor the heart health of people in the community.

"First and foremost we hope [the new center] will help more patients access the physicians we have available, and that they will be vigilant about their health and take advantage of the easily accessible center," Christine Sumbi, vice president of the organization, said.

The center, located at 1304 15th St., was designed with two primary concerns in mind. Due to the large amount of people using the UCLA Medical Center in Westwood, cardiovascular patients were being transferred to the Santa Monica-UCLA Medical Center, causing a break in their care. Now patients will be able to stay

SEE CENTER PAGE 14




**DODGER DANDY**

Brandon Wise *brandonw@smdp.com*

**Rudy Law (at table), who played for the Dodgers in the early '80s, made a guest appearance at Barney's Beanery on the Third Street Promenade Wednesday as fans gathered to watch the first game of the National League Division Series between the Blue Crew and the Chicago Cubs.**

SANTA MONICA MUSIC CENTER
PIANO & GUITAR LESSONS
ONLY $15.00
45 MINUTE CLASSES
Sign-up NOW!
(310) 453-1928
www.santamonicamusic.com 1901 Santa Monica Blvd. in Santa Monica

ENJOY YOUR HOLIDAY FAVORITES AT YOUR HOME OR OURS.
DELI TO THE STARS IZZY'S
1433 Wilshire Boulevard, at 15th Street
310-394-1131 OPEN 24 HOURS


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

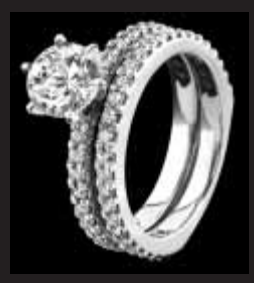
INTRODUCING THE

Edward Avedis

BRIDAL COLLECTION

EXCLUSIVELY AT READERS FINE JEWELERS







ENGAGEMENT SUITES

READERS FINE JEWELERS 5th GENERATION

Shop where they know your name

*Visit us today and see the difference family makes.*

Monday-Saturday 10am-6pm

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

**310.451.1349** • www.readersjewelers.com



*Eddie Guerboian*

GOLDSMITH DESIGNER

Pacific Street Townhomes at Ocean Park




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

FROM THE $1,500,000's

CONTACT AARON LEVINE AT

(310) 450-3982

BEGINNING IN AUGUST 08

SALES OFFICE OPEN

Thursday thruough Sunday

10AM - 5PM

126 PACIFIC ST.

SANTA MONICA

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

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

REALTY CONSULTANTS, INC.

GRAND OPENING

beach living at its best.



Mindful Movement Research Study

For breast cancer survivors who completed treatment at least one year ago. Beginning October 6, 2008.

12 two-hour sessions. Held at location close to West Los Angeles. Compensation up to $145. Participation includes attendance, maintaining practice log, & completing questionnaires.

Call Marlena Ross, PhD
(310) 394-9871, x371

WISE & Healthy Aging

*A joint project of City of Hope and WISE & Healthy Aging*

# WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS




### What's new this week

2101 Ocean Park Blvd., 1 p.m. — 2:30 p.m.

Join us for a free-wheeling review and discussion of the week's key news stories, at home and abroad — politics, the economy, society, and culture. Discussion moderator Jack Nordhaus is a former college history professor. Call (310) 450-0443 for more information.

### Pole position

1334 Lincoln Blvd., TBA

Learn how to entice that special someone while burning calories and boosting your self esteem during pole/lap dancing classes at Isabelle's Dance Academy. Classes are for ladies only. Private lessons are available as are those involving groups or couples. For more information, call (310) 392-3493, or go to www.isabellesalsa.com.

### Free screening of 'The Secret — Extended Version'

1526 14th St. Suite 102, 7:30 p.m. — 9:30 p.m.

Come see the newest high-definition, surround sound theater in Santa Monica. The Santa Monica Jaycees will host a free, one-time only special screening of "The Secret — Extended Version." Seating is given to the first 28 people who register in advance. Register by contacting Ho Nguyen at (310) 428 - 2134 or visit www.smjaycees.org.

### Introduction to oriental medicine

1807 Wilshire Blvd. Suite 200, Weekdays through Dec. 21

Want to learn more about oriental medicine, but not sure about committing to a four-year program yet? Learn more about the ancient medicine through the opening series of introductory courses at Emperor's College. The courses are fully transferable into a masters degree program. For schedule details visit www.emperors.edu or call (310) 453-8300 ext. 127, or e-mail admissions@emperors.edu.

## Friday, Oct. 3, 2008

### Attending Mass

Santa Monica Pier, 6:30 p.m. — 9 p.m.

Hit the streets of Santa Monica and ride with a group of riders that are dedicated to raising awareness of issues related to cycling. This monthly ride oftentimes veers into Venice. For more information, visit www.SantaMonicaCriticalMass.org.

### Reading with Al

601 Santa Monica Blvd., 1 p.m.

California Poet Laureate Al Young will read from and speak to his recent works of poetry and prose. For more information, call (310) 458-8640.

### 'Made Me Nuclear,' the Operetta

Santa Monica Playhouse, 8 p.m. — 9:30 p.m.

They radiated him, but they couldn't silence him — Charlie Lustman, surviving cancer one song at a time. Blending humor and intimacy this is a show for anyone who has faced a challenge in life. It is written and performed by singer/songwriter Charlie Lustman, and directed by Chris DeCarlo. Tickets at www.MadeMeNuclear.com or (866) 468-3399.

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.



# ELECTION 2008

With 13 candidates running for four open seats on the City Council, it can be difficult for voters to determine who will represent them best. To make it easier, the Daily Press sent out questionnaires to each candidate, given them 1,000 words to explain their positions on a host of issues important to residents and business owners, as well as shed light on their personalities. Keep reading in the coming days as we continue to publish the responses from the rest of the pack.



## Herb J. Katz

- Age: 77
- Occupation: Architect.
- Martial status/children: Married; One daughter.
- Your neighborhood? Sunset Park.
- How long have you lived there? 45 years.
- Own or rent? Own.

**YOUR MODE OF TRANSPORTATION; MODEL, MAKE AND YEAR OF YOUR RIDE?**
Mercedes 350, 2006

**YOUR PASSION?**
Helping people and companies design their living and work environments

**WHAT ARE YOU READING?**
"War and Peace," still.

**THE WATER AROUND THE SANTA MONICA PIER IS SOME OF THE MOST POLLUTED IN THE STATE AND POSES A SIGNIFICANT HEALTH RISK TO SWIMMERS. HOW DO WE CLEAN UP THE BEACH? HOW WOULD YOU SPEND MEASURE V FUNDS?**
No amount of money can clean up our beaches if we cannot teach people how to keep pollution out of the storm drain system. Everyone has a role to play in keeping bacteria, pesticides, toxic chemicals, oil and grease and trash out of the gutters on our streets and roads. Through Measure V and City Hall's aggressive Watershed Management Plan, we can all implement simple Best Management Practices (BMPs) to curtail the pollution sent to the ocean. Having said that, the new revenue from Measure V can help us pay for needed capital improvements to improve the city's storm drain system to increase diversion of stormwater from the ocean and Santa Monica Bay and to reuse the cleaned up stormwater to reduce our dependence on imported water.

**WHAT'S A HIDDEN GEM IN THE CITY?**
The Santa Monica Swim Center.

**HOMELESSNESS IS FAR AND AWAY OUR CITY'S MOST PRESSING ISSUE, ACCORDING TO DAILY PRESS READERS. WHAT NEW IDEAS DO YOU BRING TO THE TABLE? DO YOU BELIEVE CITY HALL IS ON THE RIGHT TRACK WITH ITS PLAN TO HOUSE THE**

SEE **KATZ** PAGE 12



## Jerry Rubin

- Age: 64 years young.
- Occupation: Peace activist (proudly).
- Marital status/children: Married.
- Your neighborhood? How long have you lived there? Ocean Park. I have resided in Santa Monica 20 years.
- Own or rent? Own one bedroom condo in Ocean Park.

**YOUR MODE OF TRANSPORTATION: MODEL, MAKE AND YEAR OF YOUR RIDE?**
Big Blue Bus is fantastic! Walking is nice, too.

**YOUR PASSION?**
My wife beautiful Marissa and activism. I also love movies and talking with friends.

**WHAT ARE YOU READING?**
Other than the SM Daily Press, I read our other community newspapers, activist newsletters, political magazines, and, of course the funny pages for added comic relief.

**THE WATER AROUND THE SANTA MONICA PIER IS SOME OF THE MOST POLLUTED IN THE STATE AND POSES A SIGNIFICANT HEALTH RISK TO SWIMMERS. HOW DO WE CLEAN UP THE BEACH? HOW WOULD YOU SPEND MEASURE V FUNDS?**
I would refer people to get involved with Heal the Bay. Their "10 Ways to Heal the Bay" brochure is excellent. Call 1-800-healbay and visit www.healthebay.org . I recommend the first phase of implementation of Proposition V funding be used to upgrade the Santa Monica Pier storm drain and other storm runoff related projects.

**WHAT'S A HIDDEN GEM IN THE CITY?**
The Children's Tree of Life is a gem. It is located in Palisades Park, just north of the gateway to the Santa Monica Pier. Late Santa Monica Mayor Ken Edwards officially proclaimed the tree a "living monument to world peace." My wife Marissa and I planted the tree and were married there 25 years ago. So, I guess I'm a bit partisan about that particular hidden gem.

**HOMELESSNESS IS FAR AND AWAY OUR CITY'S MOST PRESSING ISSUE, ACCORDING TO DAILY PRESS READERS. WHAT NEW IDEAS DO YOU BRING TO THE TABLE? DO YOU BELIEVE CITY HALL IS ON THE RIGHT TRACK WITH ITS PLAN**

SEE **RUBIN** PAGE 13



## Ted Winterer

- Age: 51
- Occupation: Writer
- Marital status/children: Married 11, two kids.
- Your neighborhood? Ocean Park, since 2000.
- Own or rent? Rented my first eight years in Santa Monica; owned for the second eight.

**YOUR MODE OF TRANSPORTATION: MODEL, MAKE AND YEAR OF YOUR RIDE?**
My wife and I share a 1997 Subaru Outback and otherwise walk, bike or ride the Big Blue Bus. I'm hoping the automakers will sell a plug-in hybrid I can charge with my solar panels before the Subaru bites the dust.

**YOUR PASSION?**
Telemark skiing.

**WHAT ARE YOU READING?**
"How To Win A Local Election" by Judge Lawrence Grey, a tome only for candidates and insomniacs.

**THE WATER AROUND THE SANTA MONICA PIER IS SOME OF THE MOST POLLUTED IN THE STATE AND POSES A SIGNIFICANT HEALTH RISK TO SWIMMERS. HOW DO WE CLEAN UP THE BEACH? HOW WOULD YOU SPEND MEASURE V FUNDS?**
City Hall plans to clean up the water around the pier with Measure V funds. However, the project won't be completed in time for the 100th anniversary of the pier next year — seems to me we should push the project into high gear and get it done sooner. Then we need to spend Measure V funds to clean runoff both before it exits our storm drains and before it enters the drainage system. We can accomplish the latter goal with green streets projects which use bioswales and other features to filter polluted rain water into the ground instead of sending it directly into the Santa Monica Bay. Ideally, every street and parking lot improvement in the city would incorporate permeable elements to clean runoff and recharge our groundwater. For instance, the unacknowledged shortcoming of the controversial remodel of Second and Fourth streets is that it includes no stormwater treatments and thus does nothing to clean our ocean.

**WHAT'S A HIDDEN GEM IN THE CITY?**
It's not exactly hidden but doesn't seem very well-known: you can dodge the crowds and traffic at Santa

SEE **WINTERER** PAGE 11


Car insurance with
PERSONAL SERVICE.
No extra charge.
At State Farm® you get a competitive rate and an agent dedicated to helping you get the coverage that's right for you and the discounts you deserve. Nobody takes care of you like State Farm. Contact me. I'll prove it.
David B Rosenberg, Agent
www.dr4insurance.com
Insurance Lic. #: 0618319
1220 Lincoln Blvd
Santa Monica, CA 90401-1704
Bus: 310-458-3400
STATE FARM INSURANCE
LIKE A GOOD NEIGHBOR, STATE FARM IS THERE.®
Providing Insurance and Financial Services
State Farm Mutual Automobile Insurance Company, State Farm Indemnity Company
Bloomington, IL • Insurance and discounts subject to qualifications.
P080142CA

TAXES
ALL FORMS • ALL TYPES • ALL STATES
BACK TAXES • BOOKKEEPING • SMALL BUSINESS
SAMUEL B. MOSES, CPA
(310) 395-9922
100 Wilshire Blvd., Suite 1800
Santa Monica 90401

## LETTERS TO THE EDITOR

Send comments to editor@smdp.com

### Concerns about Obama

**Editor:**

I listened to Obama today and I have to admit, he is good. He is really good. His speeches and promises cover all the bases, hit all the points.

He is charismatic. The press is awestruck by his presence. MSNBC commentator Chris Matthews declares that he gets chills up and down his legs when Obama speaks.

But when it comes down to it, he has no answer for what he will do when we leave Iraq and the terrorists and insurgents return.

But Americans feel secure.

It's ironic that the security from terrorism that the Bush administration has provided (and from which it has received no credit) will make it possible for Obama to win.

It will be interesting to watch how Obama deals with Iraq insurgents after we leave. We will watch what happens when he socializes our medical services.

We will watch the stock market fall as he proposes and passes Democratic Congress increases in capital gains tax, dividend tax, inheritance tax, gasoline tax, retirement account fees, natural resource consumption tax (heating gas, water, electricity) and of course income tax. We will watch him sit down to talk with Iran, North Korea and Syria's leaders who seek, and will probably buy or produce, nuclear weapons to use or threaten us and their neighbors. All this while the oil price climbs and Obama refuses to drill offshore or in Alaska. It will be fun, no, not fun at all, but interesting to watch.

**Larry Berg**
Boca Raton, Fla.

### Completely hypocritical

**Editor:**

Since, your paper seems to be the premiere portal for people who want to express their dislike for the homeless, I would like to ask you a question, would it be all right, hypothetically (I hope), if I were to sit on a bench and hold up a sign that said, "Please bail me out?" Or would I need to do it in a big corporate office? Please ask "Mt. Olympus" for clarification. Oh yeah, I would only be asking for $1 or 50 cents or less, not $100 billion. I don't know if that will make a difference.

Now, to more serious matters. I want to let the people of Santa Monica know that James "I got gripes" Zeruk Jr. will be OK. Even though, I know that his behavior – attacking a public library for buying "new chairs," and giving "free Wi-Fi" – is highly suspect and might, in most cases, call for some type of surveillance, but, I heard through the grapevine that the RNC and Karl Rove are stopping their book tour in Simi Valley and coming here to do an emergency intervention with James. They are going to take him to a local bar called "the yard" and buy him a beer and get him ... well you know. I guess this is the kindlier, gentler America that Bush talked about. James you're going to be OK.

And finally, I want to address the riddle posed to us by Joe "It's still murder" Green ("No matter what you call it, it's still murder," page 4, Sept. 18). Early in his column he states that "sometimes war is necessary (especially when his freedom is at stake)," but, goes on to say later, essentially, all life is sacred. Dude, I am still trying to figure out where the Los Angles Angels of Anaheim are from?

**David Poyet**
Santa Monica



## Your column here

Kevin McKeown

Send comments to editor@smdp.com

# Why Santa Monica needs Proposition T

I'VE BEEN A SANTA MONICA RENTER FOR over 30 years, and have served on our City Council this past 10. Protecting renters and residents, and preserving and creating affordable housing, are among my top priorities.

Like most Santa Monicans, I know that traffic has grown out of control as we've become the shopping and office center for the entire region. That's why I support Prop. T on the Nov. 4 ballot.

Despite years of work on a new Land Use and Circulation Element (LUCE), and consistent concern from residents about traffic and continued development beyond the capacity of our transportation infrastructure, the LUCE still places no limits on cumulative commercial development. Prop. T augments LUCE by providing that desperately needed limit.

Prop. T puts a reasonable annual cap on commercial development in our city, helping to slow the growth in traffic congestion and curb the erosion of our quality of life. You get to vote on this, thanks to the petition signatures of over 10,000 residents — with full support from every one of Santa Monica's five major neighborhood groups.

Slick, deceptive mailers against Prop. T, funded by developers (many of them from out of town), use blatant old-school politics of fear — the same tactics, from the same backers, that we've seen before against a living wage for workers, and against rent control for residents (Prop. 98 last June).

Many of the powers-that-be in this town have personal or organizational interest in unrestrained commercial development. I'm glad residents have the pluck to challenge power. That's how we once saved our Santa Monica Pier, how we stopped ever more luxury hotels on the beach, how we won the protection of rent control.

Desperate to stem the resident rebellion against "business as usual" while traffic gets worse and worse, opponents now claim Prop. T will somehow threaten renters. That's just not true. If I thought Prop. T would hurt renters or affordable housing in our community, I would never endorse it.

Prop. T exempts all housing from the annual cap, because commercial development, not housing, creates the most traffic. Further, the sorts of small local businesses with housing above that we want to see along our transit-served boulevards will go onto sites now occupied mostly by outdated single-story commercial buildings. Because such mixed-use improvements add housing but don't add commercial space, merely replacing it, Prop. T doesn't apply to them.

Under Prop. T, then, our new housing continues to go where we want it, along transit corridors, where traffic impacts are minimized. Claims that Prop. T would "force" developers into our existing residential neighborhoods, displacing renters, are political scare tactics and nothing more.

I already have a zoning proposal before the council that would preserve existing housing, protecting the scale and character of our neighborhoods.

Prop. T is neutral on housing. It focuses on commercial growth and the traffic it generates. It is the City Council that must act to further protect our residential neighborhoods.

Because Prop. T will limit huge new commercial projects, outside developers with great stakes in such massive construction are funding the scare campaign against Prop. T. Shouldn't decisions on major developments be up to those of us who live here, who must live with the traffic and other impacts?

Prop. T includes a mechanism to put such mega-projects on the ballot, where we residents can weigh the community benefits. Worthy projects will win voter approval.

Last week at a City Council meeting, watchdog residents revealed how tens of millions of dollars in past traffic mitigation fees may have been left uncollected, while developers built huge office complexes that have congested our streets.

If Prop. T were really a threat to funding for essential city services, wouldn't City Hall have been more thorough about collecting past revenues?

Schools, public safety, and social services remain protected priorities. The reality is that Prop. T does not have any effect on near-term city revenues, even by the opponents' own projections.

I think residents deserve a direct voice on massive development agreements. Don't you? Please join me in supporting Proposition T.

City Councilman KEVIN MCKEOWN is the council's liaison to the Santa Monica Housing and Planning commissions.

YOUR OPINION COUNTS
WRITE A LETTER TO THE EDITOR
EMAIL TO: EDITOR@SMDP.COM OR FAX TO (310) 576-9913
Santa Monica Daily Press
Visit us online at smdp.com

**PUBLISHER**
Ross Furukawa
ross@smdp.com

**EDITOR IN CHIEF**
Kevin Herrera
editor@smdp.com

**MANAGING EDITOR**
Daniel Archuleta
daniela@smdp.com

**STAFF WRITER**
Melody Hanatani
melodyh@smdp.com

**STAFF PHOTOGRAPHER**
Brandon Wise
brandonw@smdp.com

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

**NEWS INTERNS**
Christina Walker, Catherine Cain, Saba Hamedy
news@smdp.com

**PHOTOGRAPHY INTERNS**
Morgan Genser, Soraya Danesh, Raymond Solano, Rachel Dardashti
news@smdp.com

**ADVERTISING SALES MANAGER**
Rob Schwenker
schwenker@smdp.com

**ADVERTISING ACCOUNT EXECUTIVES**
Julie Martinez
juliem@smdp.com

Robert Hertel
roberth@smdp.com

Erin Collins
erinc@smdp.com

**ADVERTISING TRAFFIC FACILITATOR**
Amber Kessee
amberk@smdp.com

**OPERATIONS MANAGER**
Connie Sommerville
connies@smdp.com

**PRODUCTION MANAGER**
Robert Summa
summa@smdp.com

**CIRCULATION**
Keith Wyatt
Osvaldo Paganini
circulation@smdp.com

Santa Monica Daily Press
*A newspaper with issues*

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

**Visit us online at smdp.com**

CIRCULATION VERIFICATION COUNCIL

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

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

Published by Newlon Rouge, LLC

© 2006 Newlon Rouge, LLC, all rights reserved.

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



## The Rand Stand

Yaron Brook and Alex Epstein Send comments to editor@smdp.com

# Backing big business

THROUGH MUCH OF THE 20TH CENTURY, the world was bombarded with the collectivist idea that the individual is insignificant, and that human progress is the achievement of society as a whole. In "The Fountainhead" and "Atlas Shrugged," novelist-philosopher Ayn Rand powerfully illustrated that progress is in fact the product of the individual through the use of his independent reasoning mind. Today, many economic and some political discussions have taken Rand's individualist message to heart. More than ever, we hear about individual innovators creating economic growth through new discoveries, inventions, and products. We hear stories of small start-ups working on new cancer drugs, new Web 2.0 applications, new communications devices.

But there is one respect in which our understanding of individualism is as primitive as ever: in the widespread belief that big business is the enemy of innovation. Today, as throughout history, large corporations are seen as oppressors of individual creativity, both within their companies and economy-wide. The safest targets for criticism are the biggest businesses: Wal-Mart, Microsoft, big pharma, and big oil.

Rand blasted this notion in her novel "Atlas Shrugged" — which features corporate heroes like metal magnate Hank Rearden, who utilizes his ingenuity to bring to market a metal that is stronger, lighter, and cheaper than steel to revolutionize the field. In the process, he builds a big, innovative and ruthlessly competitive business. And we need only look around us to see that Rand was right about how innovative large corporations can be. Note that America's most admired entrepreneurs — Steve Jobs, Sergei Brin and Larry Page, Michael Dell — built their start-ups into big businesses.

The reason these big companies are so innovative is that the corporate structure, utilized properly, is not an obstacle to, but a vehicle of, individual initiative. A corporation creates incredible possibilities for maximizing the creative abilities of everyone involved, from the CEO on down. Think about why individuals start working for corporations in the first place. Corporations provide employees with crucial direction, specialization, and resources to maximize their distinct abilities. Under large corporations, truly visionary leaders have the ability to integrate the creative talents of many people into a unified direction that makes everyone's work contribute to something truly valuable on the market.

Now, if big business is so great, you might ask, why are so many corporations decidedly sluggish, bureaucratic, even authoritarian? The answer is not that they're big: plenty of small businesses are equally stagnant, from myriad mom-and-pops to dot-com lemmings which just follow the herd into e-tailing or social networking. The reason that so many corporations can stagnate is that government control of the economy coddles and protects too many of them from the competitive pressures of a free market. In a truly free market, a corporation is continuously targeted by others if it underperforms — from takeover specialists, who will install new management, to nimble competitors, who will gladly snatch their customers. That is why from the 19th century onward, in the freer sectors of an economy, big companies have succeeded, not by stifling competitors' innovations, which they have no power to prohibit, but by surpassing them. The most hated "monopoly" in history, John D. Rockefeller's Standard Oil, earned a 90 percent market share by selling kerosene cheaper than anyone else could. Rockefeller achieved this by hiring and coordinating the most talented people he could find, and putting them to work revolutionizing the refining, transportation, and production of crude oil.

In the less free sectors of an economy, however, the success of large corporations is too often determined by their ability to game a system of regulations, taxes, and handouts, rather than by their ability to produce the best products at the lowest prices. (Not to mention the fact that these regulations and taxes render truly innovative companies much less innovative.) Corporations can get away with more stagnant behavior when their managers are protected from replacement by anti-takeover laws, when the largest businesses (e.g., banks) are deemed "too big to fail" by the government, and when hundreds of billions in government subsidies can help replace a real market profit.

It doesn't have to be this way. Americans experienced a business and technology boom when less regulation, less taxation, and less corporate coddling replaced the corporate culture of the 1970s with the far more competitive and innovative corporate culture of the 1980s. But much more is possible and necessary. The more regulations and subsidies we end — the more we approach a free market — the more we will unshackle the individual mind. And then we will witness an explosion of innovative businesses, both small and big.

YARON BROOK is president and executive director of the Ayn Rand Institute. ALEX EPSTEIN is an analyst at the Ayn Rand Institute, focusing on business issues.

## The Q Line

**Popping questions**

Some residents are concerned about development. Others are irked by homelessness. And seemingly everybody wants to know what can be done to ease traffic. The Daily Press is hosting a candidate's forum on Oct. 22 at the Main Library featuring both City Council and school board candidates. At the forum, dubbed Squirm Night, these topics will be discussed, among others.

**So this week's Q-Line question asks:**

What questions would you ask the candidates and why?

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



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

MY DENTIST TELLS THE WORST JOKES!
(But the laughing gas helps)

DOES THIS SOUND LIKE YOU?
- Dental Anxiety?
- Advanced Dental Problems
- Just Old Fashion Procrastination

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

WE ARE A FULL SERVICE DENTAL OFFICE and WE ACCEPT DENTAL INSURANCE

- General Dentistry
- Cosmetics
- Implants
- Invisalign orthodontics
- Root Canals
- Periodontics (gums)
- Digital Super Low Radiation x-rays

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

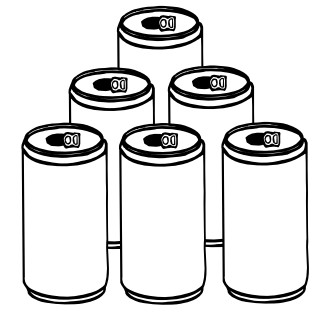
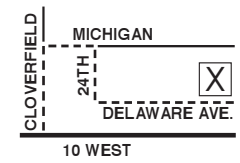
SANTA MONICA FAMILY DENTISTRY
DR. ALAN RUBENSTEIN
1260 15th ST. SUITE #703
(310) 736-2590
WWW.ALANRUBENSTEINDDS.COM





John McGrail, C.Ht.
Riding the Weight Loss Roller Coaster?
Why not lose it for good?
(310) 235-2883
www.hypnotherapylosangeles.com
Hypnotherapists are not licensed by the state of California as healing arts practitioners; for your benefit and protection, work on some issues may require a written referral from a licensed physician or mental health professional.

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

RECYCLE NOW!

CRV ALUMINUM CANS: $1.70 per lb.
(Up to $1.90 per lb.) Drop-off donation bins available 24 hours in front
Santa Monica Recycling Center
2411 Delaware Avenue in Santa Monica
(310) 453-9677











## The Re-View

Merv Hecht — Send comments to editor@smdp.com

# An afternoon in heaven

I'M A BBQ FREAK. I'LL DRIVE MILES FOR good Q. Maybe it's genetic, or maybe it's the recollections of childhood days in the back yard with the family, and Ida Mae grilling BBQ in the back yard. Whatever the reason, I was excited about going to a BBQ festival in Santa Monica last month.

I got sidetracked. On the left side of the Santa Monica Pier was "Taste of Santa Monica" with about 30 or more local fooderies serving samples to hundreds (thousands?) of local foodies.

By noon the place was standing room only, and the lines were snaking into one another. The booth managers were woefully unprepared for the crowds, and signs began to appear asking for 15 minutes to get new food ready.

But strangely enough, people didn't seem to mind the crowding and the long lines. Everyone seemed to be having a good time, and all were busy talking and comparing food notes, and since you were rubbing up against a lot of people, it was impossible not to meet new friends.

Then I went for the BBQ, which was on the other side of the pier. That is, after 12 or 15 delicious appetizers in the Taste of SM section. While I'm usually not a big fan of these taste events, this experience was better than the last few I've been to. I was impressed with both the wide selection from fine local restaurants, and the quality of the food.

The French crepes from Acadie looked great and had a steady line for hours. The corn tamales from El Cholo were a big hit. I saw Stefano's pizza everywhere, and finally gave in and had a slice. The Wokcano spicy crab rolls can't be beat. Chez Jay was there with delicious shrimp scampi. And the Whist duck breast was very tasty, but perhaps, since it's not easy to bite in half, a smaller portion next year might be an improvement.

My goal was to compare local BBQ with those foreigners from St. Louis, Texas and Kansas City. That turned out not to be a workable thesis. First of all, Gus' from Pasadena only served Chicken — no ribs. The chicken was very good, with an excellent sauce. But how do you compare chicken with ribs? And I passed up the chicken and vegetable kabobs at Whole Foods as way too healthy.

Then I tried some of the local ribs. Mr. Cecil's (12244 West Pico, L.A., 90064) is probably the best known BBQ joint in West Los Angeles. As Jonathan Burrows, the owner, puts it, "We like to be different." So while everyone else had pork ribs, they served beef ribs.

Plenty good, and traditional sauce (two of their three sauces were not available to taste), but not as smoked through as other contenders.

"The restaurant business is like show business," said Burrows, who retired from the entertainment industry when, as he put it, he got too old to sell scripts to the new generation. I guess that's true, although to me one of the main similarities is the extremely competitive nature of the marketplace.

The second local contender was Baby Blues BBQ (444 Lincoln Blvd. in Venice).

"Seventy percent of our business is takeout and delivery," said the chef.

These ribs were cooked to perfection, with the meat falling off the bone. This is my personal favorite BBQ in town, particularly because of the southern style side dishes.

Then it was time to take on the foreigners. First came Southside Market and BBQ from Elgin, Texas. They came equipped with a special oven that was the size of a small house.

**MY GOAL WAS TO COMPARE LOCAL BBQ WITH THOSE FOREIGNERS FROM ST. LOUIS, TEXAS AND KANSAS CITY. THAT TURNED OUT NOT TO BE A WORKABLE THESIS.**

There were various doors for wood, for smoking, for rotating, for overnight slow cooking, and special areas for briskets, ribs and sausages.

Their specialty is homemade sausage, and they've been making it since the 1800s. While the ribs were good, and had some smoke flavor,

I found the sauce less flavorful than some. I preferred the sausages.

Next was Bandana's BBQ from St. Louis. They operate 26 restaurants and a franchise operation. These ribs were well trimmed, smoked over hickory in a semi-open grill, and served with a traditional sauce. There's no fault to be found here, and this is serious BBQ.

But the stand out of all, and the favorite (by far) of the two to three dozen people I quizzed, was L.C.'s Barbeque from Kansas City. First of all, if Burrows is right and BBQ is like the entertainment industry, then L.C. himself is a star. He's sitting right there directing the show — all 300 pounds of him. I thought he was focused pretty well on talking to me, when, in the middle of a sentence, he said "excuse me a moment" and turned to the young man trimming the ribs next to him and said "you didn't trim the end of that one properly," then turned his attention back to me.

L.C.'s beans were mentioned by a number of people I talked to. But they're not like most beans because there's a lot of BBQ meat mixed into them. The ribs too are quite different.

They are trimmed with the top left on. The result is a rib with two kinds of meat texture: the crispy meat along the bone, and the flavorful pork meat portions at the top end of the rib that absorb more of the smoke.

The result is a more intense smoky flavor in the rib. The sauce, also a stand out, was slightly sweeter than some, but with plenty of kick and a subtle taste of cumin.

And so my day in heaven came to an end. I can't say that foreign ribs are necessarily better than local ribs, just different. Like other things in life, all of it is good, some is just a bit better than others.

Merv Hecht, the food and wine critic for the Santa Monica Daily Press, is a wine buyer and consultant to a number of national and international food and wine companies. He can be reached at mervynhecht@yahoo.com

# Restaurant chains will have to list calories

**BY STEVE LAWRENCE**
Associated Press Writer

SACRAMENTO Gov. Arnold Schwarzenegger signed legislation Tuesday making California the first state to require restaurant chains to reveal how many calories are in their standard menu items.

Supporters said the measure by Sen. Alex Padilla, D-Los Angeles, will give consumers the information they need to order healthier dishes when they eat out and will combat obesity, diabetes and other health problems related to overeating.

"The way Californians order food is about to change," Padilla said at a bill-signing ceremony outside a restaurant in the Sacramento suburb of Elk Grove.

The new law initially gives chains with at least 20 restaurants in California a choice. Starting next July 1, they can either list calorie counts on menus or menu boards or they can provide customers with preprinted brochures disclosing the calories, fat, salt and carbohydrates in the dishes and drinks offered during at least half the year.

Beginning in 2011, the calorie counts in standard menu items would have to be listed on menus and indoor menu boards. Drive-through customers will have to be offered brochures providing nutritional information about standard menu choices.

A spokeswoman for Padilla, Taryn Kinney, said the two-step approach was designed to make it easier for restaurants to implement the new requirements.

"If they have a large chain of restaurants and it's easier to mass-produce a lot of menus instead of lot of brochures, then that is their choice," she said.

Schwarzenegger last year vetoed a broader version of the bill that would have required chains with at least 14 restaurants to list calories, fat, salt and carbohydrates next to their standard menu offerings.

Restaurants with just menu boards would have been required to post calorie counts next to their standard offerings, providing written information about fat, salt and carbohydrates only if customers requested it.

Schwarzenegger said that bill was inflexible and inequitable and that many restaurants were already providing nutritional information to customers "in a variety of ways."

Padilla was able to smooth the way for enactment of this year's bill by negotiating changes that removed the opposition of the California Restaurant Association.

The advocacy group was worried about its members having to comply with a series of local ordinances requiring disclosure of nutrition information.

The new bill pre-empts the local ordinances and also includes language stipulating that the measure's requirements do not expose the chains to additional civil liability.

"If government is going to put a mandate on restaurants, then it ought to be state government and it ought to be consistent," the restaurant association's president, Jot Condie, said at the bill-signing ceremony.

Saint John's Health Center
Sisters of Charity of Leavenworth Health System

UCLA Santa Monica - UCLA Medical Center
and
Orthopædic Hospital

**JOINT STATEMENT CONCERNING PROPOSITION T (RIFT)**

The following statement was released by Santa Monica-UCLA Medical Center and Orthopaedic Hospital and Saint John's Health Center concerning Proposition T, the Residents Initiative to Fight Traffic (RIFT) ballot measure, to be considered by Santa Monica voters in November:

Santa Monica-UCLA and Saint John's are long-established Santa Monica non-profit healthcare institutions. Santa Monica-UCLA was founded in 1926; Saint John's was founded in 1942. Santa Monica-UCLA and Saint John's are joining together to inform you about the November 2008 Santa Monica Proposition T. This measure has far-reaching consequences not only for our respective health care missions, but also for the city itself and other businesses and organizations within the Santa Monica community.

Proposition T would establish an annual, city-wide limit on all commercial development of 75,000 square feet. Although Proposition T includes an exemption for hospitals, it does not exempt other medical providers that support hospitals, including medical offices, health clinics, medical research (including the John Wayne Cancer Institute at Saint John's), medical laboratories, and other ancillary health facilities and services. Both Santa Monica-UCLA and Saint John's rely heavily on an extensive network of care providers to ensure the availability of excellent and comprehensive health care services. They are key partners in providing the complete scope of healthcare services to our community.

Proposition T could severely limit the Hospitals' ability to provide essential health services by limiting the building of medical office space. Hospitals need a network of caregivers in close proximity to ensure a full breadth of accessible services, overall quality and continuity of healthcare services, and for the convenience of patients. Providing healthcare in a campus environment reduces traffic – the stated purpose of RIFT – by allowing patients to access necessary services without driving to multiple locations. Healthcare personnel are also able to walk, instead of drive, to and from hospital buildings and medical offices when they are in close proximity.

Proposition T does not evaluate new, non-hospital, healthcare uses on their own merits. Rather, Proposition T would force healthcare-related development to compete with new, commercial development – new hotels, office buildings, shopping centers, car dealerships and other commercial uses – for city approval.

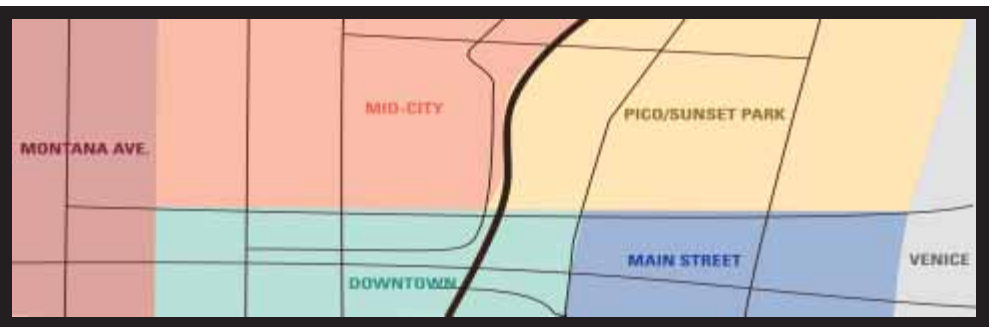
The public should also be aware that Proposition T does not provide an exemption for non-profit uses -- including health care agencies and other non-profits that contribute to a healthy community such as Santa Monica's outstanding organizations that serve our seniors, the disabled, and our youth. These organizations would be forced to compete with commercial development projects to open or expand their services for the Santa Monica community, placing an onerous burden on them and potentially limiting their ability to provide essential services to those who depend heavily on them.

Santa Monica-UCLA Medical Center and Orthopaedic Hospital and Saint John's Health Center are currently working on long-range master plans for our facilities and programs, in cooperation with the City of Santa Monica. Our institutions are committed to expanding our facilities in a community-friendly way. For example, more than 25 percent of Santa Monica-UCLA's new campus will be devoted to green or open spaces. The Hospitals are committed to providing sufficient parking for our campuses and reducing our traffic impacts through aggressive traffic management and Rideshare programs. Our two institutions have long enjoyed widespread community support. We are committed to maintaining this support by continuing to provide excellent health care that addresses the concerns of our neighbors, the community and the City.

As longstanding community health care providers, we are informing you of the potentially serious restrictions Proposition T would impose on hospitals and non-profit organizations to continue providing the excellent community healthcare and social services that Santa Monicans need and deserve. We urge all Santa Monica voters to make an informed judgment about Proposition T. To do so, please take into account the unintended consequences it may create for Santa Monica healthcare providers, non-profit agencies, and those they serve.

# westside DISH

## YOUR GUIDE TO DINING IN Santa Monica, Brentwood, West LA and Venice Beach




FOR INQUIRIES ON **PREMIUM LISTINGS**, OR **ADVERTISING**
ON THESE PAGES, CALL [310] 458-7737
Santa Monica Daily Press westside DISH
Santa Monica Daily Press Visit us online at smdp.com







## MONTANA AVE

17th St Cafe 1610 Montana Ave. (310) 453-2771

**BABALU**
Excellent Carribean dining featuring a fresh menu focusing on seafood, burgers, salads and world famous homemade desserts. Open daily from 11:30 to 10pm. Wine and beer menu, take out available.
1002 Montana Ave (310) 395-2500

Blue Plate 1415 Montana Ave. (310) 260-8878
Cafe Dana 1211 Montana Ave. (310) 394-0815
Cafe Montana 1534 Montana Ave (310) 829-3990
Di Dio's Italian Ices 1305 Montana Ave. (310) 393-2788
Father's Office 1018 Montana Ave. (310) 393-2337
Il Dolce Cafe 1023 Montana Ave #B (310) 458-4880
Le Marmiton 1327 Montana Ave (310) 393-7716
Locanda Portofino 1110 Montana Ave. (310) 394-2070
Louise's Trattoria 1008 Montana Ave. (310) 394-8888
Marmalade 710 Montana Ave. (310) 829-0093
Montana Restaurant & Lounge 1323 Montana Blvd. (323) 330-8010
Patty's Gourmet Take & Bake Pizza 625 Montana Ave. (310) 576-6616
Pradeeps 1405 Montana Ave. (310) 393-1467
Ristorante Vincenzo 714 Montana Ave. (310) 395-6619
Rosti 931 Montana Ave. (310) 838-4900
Spumoni 713 Montana Ave. (310) 393-2944
Sushi Sho 1303 Montana Ave. (310) 393-0035
Via Dolce 1627 Montana Ave. (310) 458-1562
Vincenzo Ristorante 714 Montana Ave. (310) 395-6619

## MID-CITY

Akbar Cuisine Of India 2627 Wilshire Blvd (310) 586-7469
Back On Broadway 2024 Broadway (310) 453-8919
Bergamot Cafe 2525 Michigan Ave. # A3 (310) 828-4001
Big Jos 1955 Broadway (310) 828-3191
Bistro Of Santa Monica Santa Monica Blvd (310) 453-5442

**BISTRO 31**
Bistro 31, the culinary student-run restaurant of The International Culinary School at The Art Institute of California – Los Angeles, offers an incredible dining experience at a reasonable price. Students prepare sumptuous international cuisine and deliver it in an elegant setting. Lunch and dinner.
2900 31st St (310) 314-6057

Bizou Garden 2450 Colorado Ave. #1050 (310) 472-6020
Bread And Porridge 2315 Wilshire Blvd (310) 453-4941
Buon Giorno Caffe 1431 Santa Monica Bl (310) 260-0073
Cafe L'etoile D'or 2311 Santa Monica Blvd (310) 315-4375
Chandni Vegetarian 1909 Wilshire Blvd (310) 828-7060
Coogie's Cafe 2906 Santa Monica Blvd (310) 829-7871
The Corner Cafe 28th St. #121 (310) 452-2905
The Cutting Board 1260 15th St. #105 (310) 434-9924

**DAGWOODS**
Pizza lovers love DAGWOODS for its real hand tossed authentic NY Style Pizza. Others come for the delicious Italian food: custom made calzones, 100% semolina pasta dishes, giant subs and zesty salads and side dishes. Whatever you choose, it comes at great prices with friendly service. Free Delivery.
820 Wilshire Blvd. (310) 899-3030

Daily Grill 2501 Colorado Ave. #b-190 (310) 309-2170
Drago Restaurant 2628 Wilshire Blvd (310) 828-1585
Dragon Palace 2832 Santa Monica Blvd (310) 829-1462
El Cholo 1025 Wilshire Blvd (310) 899-1106
Fromins 1832 Wilshire Blvd (310) 829-5443
House Of Billiards 1901 Wilshire Blvd (310) 828-9203
I H O P 1920 Santa Monica Blvd (310) 829-9100
Casa Escobar 2500 Wilshire Blvd (310) 828-1315

**IZZYS DELI**
Where the stars meet the locals. Izzys features 10.95 dinners nightly. Since 1970, Izzys has been serving hungry locals the world famous Reuben sandwich and generous omeletes for generations.
1433 Wilshire Blvd (310) 394-1131

J P's Bar & Grill 1101 Wilshire Blvd (310) 394-7660
Kaido Japense Cuisine 2834 Santa Monica Blvd (310) 828-7582
Kay 'N Dave's 262 26th St. (818) 782-6196
L A Farm Ltd 3000 Olympic Blvd (310) 449-4007
Lee's Chinese Food 1610 Santa Monica Blvd (310) 828-5304
The Lincoln 2460 Wilshire Bl (310) 828-2217
Lucys Lunchbox 710 Wilshire Bl #100 (818) 762-6267
Maya Japanese Food 2840 Santa Monica Blvd (310) 453-2612
Manhattan Bagel 2216 Wilshire Blvd (310) 828-3228
Nawab Of India 1621 Wilshire Bl (310) 829-1106
Networks Cafe 2700 Colorado Ave. #190 (310) 315-0502
Noma Restaurant 2031 Wilshire Blvd (310) 453-4848
Norms Santa Monica 1601 Lincoln Blvd (310) 395-6310
O' Briens 2226 Wilshire Blvd (310) 829-5303
Our Cafe 2104 Wilshire Bl (310) 828-5313
Overunder 1333 Santa Monica Blvd (310) 899-0076
Pacific Dining Car 2700 Wilshire Blvd (310) 453-4000
Pot & Pan Thai Food 2315 Santa Monica Blvd (818) 439-7083
Santa Monica Pizza 1318 Wilshire Blvd (310) 393-4554
The Shack Restaurant 2518 Wilshire Blvd (310) 449-1171
The Slice 915 Wilshire Blvd (310) 453-2367
Sizzler 2025 Wilshire Blvd (310) 453-3250
Snug Harbor 2323 Wilshire Blvd (310) 828-2991
Sunshine Cafe & Grill 2021 Santa Monica Blvd (310) 449-7777
Sushi King 1330 Wilshire Blvd (310) 395-0120
Tacos Por Favor 1406 Olympic Blvd (310) 392-5768
Taqueria Chihuahua 1909 Lincoln Bl (310) 874-2057
Tazzina 1620 Wilshire Blvd (310) 413-4270
Thai Dishes 111 Santa Monica Blvd (310) 394-6189
Toi On Wilshire 1120 Wilshire Blvd (310) 394-7804
Wilshire Restaurant 2454 Wilshire Blvd (310) 586-1707

## DOWNTOWN

3 on Fourth 1432 4th St. #A (310) 395-6765
Abode Restaurant 1541 Ocean Av #150 (310) 394-3463
B O A 101 Santa Monica Bl (323) 655-3372
Baja Buds 1315 Third Street Promenade (310) 393-6060
Bangkok West 606 Santa Monica Blvd (310) 395-9658

**BENIHANA**
Traditional Japanese teppanyaki room. Sushi appetizers. Open Daily. Please call for specific hours.
1447 4th St. (310) 260-1423

Bookmark Cafe 601 Santa Monica Bl (310) 587-2665
Bravo Cucina 1319 Third Street Promenade (310) 394-0374

**BRITANNIA PUB**
Britannia Pub has been a favorite for years for locals and visitors alike. This English pub has a traditonal charm with a Californian flair. A cozy inviting atmosphere makes this a great place to relax and meet new people. Our friendly staff provides you with excellent service for Breakfast, Lunch, Dinner or Cocktails. We also offer live music, karaoke, pool and an unbelievable jukebox. Once you visit you'll want to anchor!
318 Santa Monica Blvd. (310) 458-5350

Broadway Deli 1457 Third Street Promenade (310) 451-0616
Brunos Italian Rest Deli 1652 Ocean Ave. (310) 395-5589
Bubba Gump Shrimp Co 301 SM Pier (310) 393-0458
Buca Di Beppo 1442 2nd St. (310) 587-0771
The Cafe 445 Pacific Coast Hwy (310) 393-8282
Cafe Crepe 1460 Third Street Promenade (310) 576-0499
Cafe Paradiso 2408 Wilshire Blvd (818) 427-1796
Cafe Presto 2425 Colorado Ave. #107 B (310) 829-7757
Cafe Sol 2425 Colorado Ave. (310) 829-0031
California Chicken Cafe 2401 Wilshire Blvd (310) 453-0477
California Crisp 13 Santa Monica Place (310) 394-3800
California Pizza Kitchen 214 Wilshire Blvd (310) 393-9335
Callahans Restaurant 1213 Wilshire Blvd (310) 394-6210
Capo 1810 Ocean Ave. (310) 394-5550
Carousel Cafe 1601 Ocean Front Walk (310) 451-4277
Chez Jay 1657 Ocean Ave. (310) 395-1241
Comfort Cafe 420 Broadway (310) 395-6252
Cora's Coffee Shoppe L P 1802 Ocean Ave. (310) 434-2468
Crepes Company Inc 213 Arizona Ave. (310) 801-0670
Dennys Restaurant 1645 1560 Lincoln Blvd (714) 251-5409
Fast Taco 2901 Ocean Park Blvd #115 (310) 664-8722
Fritto Misto 601 Colorado Ave. (310) 458-2828

**FUNNEL MILL**
The Funnel Mill features imported, organic coffee and teas from around the world. If you eat McDonalds, drink two buck Chuck, and think Starbucks is gourmet, this place is not for you. Discover what coffee and tea should really taste like to the discerning palate. Try our traditional tea ceremony to truly appreciate the flavors of the East. www.funnelmill.com
930 Broadway Suite A (310) 597-4395

Gate Of India 115 Santa Monica Blvd (310) 656-1665
Gaucho Grill 1251 Third Street Promenade (323) 468-0220
Georges Bistro 1321 Third Street (310) 451-8823
Hedwigs Cafe 1509 4th St. (310) 394-3956

**THE HIDEOUT**
The Hideout is Santa Monica's best lounge! We pay attention to details, so you don't have to. Whether you want to come alone, as a couple, with a group of friends, or throw an unforgettable party, we've got you covered!
112 W. Channel Road (310) 429-1851

Hot Dog On A Stick 1633 Ocean Front Walk (760) 930-0456

**HOUSTON'S**
Upscale steak and seafood. Live jazz on thursdays upstairs lounge. Full bar, open 11:00 to 11pm daily. Reservations suggested.
202 Wilshire Blvd (602) 553-2111

I Cugini Restaurant 1501 Ocean Ave. (310) 451-4595

**IL FORNAIO**
In the tradition of Italy's trattorias, the sight, sounds and aromas of authentic Italian cuisine are recreated everyday at Il Fornaio. Mornings bring crisp crusted bread hot from the oven accompanied by the scent of fresh brewed espresso. During lunch and dinner, pastas and flavorful sauces simmer while meats and vegetables roast over hot coals.
1551 Ocean Ave. (415) 945-0500

Infuzion Cafe 1149 3rd St. #100 (310) 393-9985
Interactive Cafe 215 Broadway (310) 395-5009
Ipanema Cafe 150 Santa Monica Place (310) 838-8586
Ivy At The Shore 1535 Ocean Ave. (310) 278-2908
Jinkys Cafe 1447 2nd St. (818) 981-2250
Jiraffe Restaurant 504 Santa Monica Blvd (310) 917-6671

**JOHNNY ROCKETS**
Every Johnny Rockets restaurant boasts an all-American look and feel with great tasting food including juicy hamburgers, classic sandwiches and hand-dipped shakes and malts. Come in and see for yourself why Johnny Rockets is the place Where the Good Times Roll!TM"
1322 Third Street (949) 643-6100

Kaiten Restaurant 1456 Third Street (310) 451-8080
La Botte, Inc. 620 Santa Monica Blvd #A (310) 576-3072
La Salsa #44 1401 Third Street Promenade (310) 587-0755
La Serenata 1416 4th St. (310) 204-5360
Le Merigot Hotel 1740 Ocean Ave. (310) 395-9700
Leonidas 331 Santa Monica Blvd (310) 417-8851
Light House Buffet 201 Arizona Ave. (310) 451-2076
The Lobster 1602 Ocean Ave. (310) 458-9294
Locanda Del Lago 231 Arizona Ave. (310) 451-3525
Loews Santa Monica 1700 Ocean Ave. (310) 458-6700
Manchu Wok 11 Santa Monica Pl (310) 458-3558
Mariasol 401 Santa Monica Pier (213) 626-5554
Michaels 1147 3rd St. (310) 395-7911
Musha Restaurant 424 Wilshire Blvd (310) 576-6330
Newsroom Santa Monica Inc 530 Wilshire (310) 451-9444
Ocean Avenue Seafood 1401 Ocean Ave. (310) 437-8824
Ocean Cafe 100 Wilshire Blvd #B1-10 (310) 260-6010

**THE ORCHID**
Asian fusian at it's best. This Thai restauraunt blends eastern spices and traditional Thai ingredients to make a unique and special dining experience, just a block from the ocean.
119-121 Broadway (310) 801-5240

P F Chang's China Bistro 326 Wilshire Blvd (310) 395-1912
Panera Bread 501 Wilshire Bl (714) 241-7705
Perrys Pizz 930 Ocean Front Walk (310) 372-3138
Perrys Pizza 2600 Ocean Front Walk (310) 372-3138
Perrys Pizza 1200 Ocean Front Walk (310) 458-3975
Perrys Pizza 2400 Ocean Front Walk (310) 372-3138
Promenade Cafe 321 Santa Monica Bl (213) 700-2373
R A W 609 Broadway (310) 451-4148
Real Food Daily 514 Santa Monica Blvd (310) 393-0804
Renees Court Yard 522 Wilshire Blvd (310) 451-9341
Rustic Canyon 1119 Wilshire Blvd (310) 560-7787

**RUSTY'S SURF RANCH**
Rusty's Surf Ranch on the Santa Monica Pier is a multi-use facility, featuring the best in live music, dancing and award-winning cuisine in a California beach environment. With an extensive collection of historic surfboards and memorabilia, Rusty's pays homage to the "Surfing '60s", the Golden Era of California Surf Culture. Rusty's lunch and dinner cuisine are consistent award winners, but great meals share the stage with great music at Rusty's when the Dining Room stage welcomes live music and dancing with top area bands and national acts. Rusty's is available for Special Events during normal operations or as a restricted facility for Private Parties. Rusty's Surf Ranch is a perfect reminder of a simpler time in California's beachfront history, with good food in a casual environment, live music and FUN. Open daily at noon. Happy Hour 4-7p.m.
256 Santa Monica Pier (310)393-PIERS

Scarboni 312 Wilshire Bl (310) 704-8079

# westside DISH

**SONNY MCLEAN'S**
A true bit of Boston on the west coast. A haven for all Boston Sport fans and the west coast home of Red Sox Nation West with an excellent menu offering including fried calms, bellies and all, lobster rolls and great clam chowda'.
2615 Wilshire Blvd. (310) 449-1811

Stefano's 1310 Third Street Promenade (310) 216-7716
Sunset Bar & Grill 1240 Third Street (310) 393-3959
Sushi Mon 401 Santa Monica Blvd (310) 576-7011
Sushi Roku Santa Monica 1401 Ocean Av (310) 655-3372
Sushi Shogun 1315 Third Street (213) 500-4989
Sushi Teri Express 1551 Ocean Ave. #130 B (310) 394-2189

**SWINGERS**
The local diner, serving traditional diner fare with a southern california twist. Open 24 hours, the crowd in Swingers will change from late night clubbers to early morning coffee drinkers around 4am.
802 Broadway (323) 656-6136

Tandoor Cafe 395 Santa Monica Place #009 (310) 435-3845
Tastie16 Santa Monica Place (310) 770-6745
Thai Dishes Restaurant 1910 Wilshire Blvd (310) 828-5634
Tokyo Kitchen 15 Santa Monica Pl (310) 451-5385
T's Thai 1215 4th St. (310) 395-4106
Tudor House 1403 2nd St. (310) 451-8470
Victoria Pizzeria 1607 Ocean Front Walk (310) 394-6863
Villa Italian Specialties 8 Santa Monica Pl (310) 451-3031
Wahoo's Fish Taco 418 Wilshire Blvd (949) 222-0670
Whist 1819 Ocean Av (310) 260-7509
Yangtze 1333 Third Street Promenade (310)260-1994
Yankee Doodles 1410 Third Street (310)394-4632
Ye Olde Kings Head 116 Santa Monica Blvd (310)451-1402
(310)451-1402

## PICO/SUNSET PARK

310 Lounge & Bistro 3321 Pico Blvd. (310) 453-1331
Abbots Pizza Company 1811 Pico Blvd (310) 314-2777
Acapulco Restaurant 3360 Ocean Park Blvd. (310) 450-8665
Air Conditioned 2819 Pico Blvd (310) 829-3700
Ameci Pizza Pasta 2218 Lincoln Bl (310) 314-0090
B B Q Garden 1707 Pico Blvd. (310) 450-6494
The Bread Factory Inc 1900 Pico Bl (310) 434-4653
Buddha Boba 1701 Pico Bl (626) 674-8882
Bud's Famous Deli & Desserts 2727 Ocean Park Blvd. (310) 450-6860
Cafe Bolivar 1741 Ocean Park Blvd. (310) 581-2344
Campos Mexican Food Inc 2008 Pico Blvd (310) 450-4477
Classic Pizza 2624 Pico Blvd (310) 399-0452
The Counter 2901 Ocean Park Bl #102 (310) 399-8383
The Daily Pint 2310 Pico Blvd (310) 450-7631
El Indio 2526 Pico Blvd (310) 450-8057
El Pollo Loco Restaurant 1906 Lincoln Blvd (310) 392-9800
El Torito 3360 Ocean Park Blvd. (310) 450-8665
El Texate 316 Pico Blvd. (310) 399-1115
Fresh & Natural Cafe 1900 Pico Blvd (310) 392-0516
Ocean Park Pizza 2819 1/2 Ocean Park Blvd (310) 450-9949
Georges Burgers 3101 Lincoln Blvd (310) 452-0445
Gilbert's El Indio Mexican Food 2526 Pico Blvd. (310) 450-8057
Hotel Casa Del Mar Restaurant 1910 Ocean Way (310) 581-5533
The Hump 3221 Donald Douglas Loop South (310) 390-3177
The Hungry Pocket 1715 Pico Blvd (310) 458-5335
Il Forno Caffe & Pizzeria 2901 Ocean Park Blvd (310) 450-1241
Josie Restaurant 2424 Pico Blvd (310) 581-4201
La Playita 3306 Lincoln Blvd (310) 452-0090
Lazy Daisy Inc 2300 Pico Blvd (310) 450-9011
Le Pain Du Jour 828 Pico Blvd #2 (310) 399-4870
Mandarin Food Service 2618 Pico Bl (310) 396-9559
Michael D'S Cafe 234 Pico Blvd (310) 452-8737
Miyako 2829 Ocean Park Blvd (310) 396-5588

**THE OP CAFE**
A Small Neighborhood Place With A Family Feel – Serving Breakfast and Lunch Daily. The Freshest Foods, Friendly Service At Unbelievable Prices! So when you want to be treated like family and enjoy some delicious food –The OP CAFE is the PLACE!!
3117 Ocean Park Blvd (310) 452-5720

One Pico Restaurant One Pico Blvd. (310) 587-1717
Panchos Tacos 2920 Lincoln Blvd (310) 452-2970
Pedals Cafe One Pico Blvd. (310) 587-1707
Raes Restaurant 2901 Pico Blvd (310) 820-1416
Santa Monica Bar and Grill 3321Pico Blvd (310) 453-5001
Santinos 3021 Lincoln Blvd (310) 779-1210
Sheraton Delfina 530 Pico Blvd (310) 399-9344
The Slice 1622 Ocean Park (310) 453-2367
Spitfire Grill 3300 Airport Ave. (310) 397-3455
Star Of Siam 3133 Lincoln Blvd (310) 396-9511
Subway 2901 Ocean Park Blvd (310) 396-3004
Sunset Grill 1701 Ocean Park Blvd (310) 450-7546
Tandoor India 2622 Pico Bl (310) 581-9964
Tom's No 1 Pico 2350 Pico Blvd. (310) 396-4481
Typhoon 3221 Donald Douglas Loop (310) 390-6565
UnUrban Coffeehouse 3301 Pico Blvd. (310) 315-0056
Valentino Restaurant 3115 Pico Blvd (310) 829-4313

**RICHIE PALMER'S PIZZERIA**
Owned and operated by Richie Palmer, founder of the world-famous Mulberry Street Pizzeria in Beverly Hills. Palmer says he had to open in Santa Monica so all the people here would stop calling Beverly Hills for delivery. Same great pizza and Italian food.
1355 Ocean Ave (310) 255-1111

Vitos 2807 Ocean Park Blvd (310) 450-4999
Windows Restaurant 530 Pico Blvd. (310) 399-9344
Yongs Cafe 3020 Nebraska Ave. (310) 828-4775
Yuni Sushi 1928 Lincoln Blvd (310) 396-4039
Zabies 3003 Ocean Park Blvd (310) 392-9036

## MAIN STREET

Amelia's 2645 Main St. (310) 396-9095
Bravo Pizzaria & Deli 2400 Main St. (310) 392-7466
Chinois On Main 2709 Main St. (310) 392-3038
The Coffee Bean & Tea Leaf Ocean Park Blvd. (310) 396-6706
Creative Sushi 2518 Main St. (310) 396-2711
Dhaba Cuisine Of India 2104 Main St. (310) 399-9452
Elvira's Cha Cha Chicken 1906 Ocean Ave. (310) 581-1684
The Enterprise Fish Co 174 Kinney St. (310) 392-8366
Euphoria Loves RAWvolution 2301 Main St. (310) 392-9501
Finn McCools Irish Pub & Restaurant 2700 Main St. (310) 452-1734
Goudas & Vines 2000 Main Street (310) 450-6739
Groundwork Coffee Co. 2908 Main St. (310) 930-3910
The Galley 2442 Main St. (310) 452-1934
Holy Guacamole 2906 Main St. (310) 314-4850
It's All Good Bakery 2629 Main St. (310) 260-0233
Joes Main Street Diner 2917 Main St. (310) 392-5804
La Vecchia Cucina 2654 Main St (310) 399-7979
Library Alehouse 2911 Main St. (310) 314-4855
Lula Cocina Mexicana 2720 Main St. (310) 392-5711
Main Street Bagels 2905 Main St. (310) 392-6373
Malia 2424 Main St. (310) 396-4122
Mani's Bakery & Cafe 2507 Main St. (310) 396-7700
O'Briens Irish Pub Oar House 2941 Main St. (310) 396-4725

**OCEAN PARK OMELETTE PARLOR**
The best breakfast in town, featuring locally grown vegetables from the Farmers Markets. Sinc 1962, the Omelete Parlor has been a staple for Santa Monica locals. 6:30 am to 2pm daily.
2732 Main St. (310) 399-7892

Oyako 2915 Main St. (310) 581-3525
Panini Garden 2715 Main St (310) 399-9939
Rick's Tavern 2907 Main St (310) 392-2772
Schatzi On Main 3110 Main St (310) 399-4800
Shoop's Delicatessen 2400 Main St (310) 452-1019
Sparky's Fine Frozen Yogurt 3110 Main St. #12 (310) 399-4513
Urth Caffe 2327 Main St. (310) 749-8879
Via Veneto 3009 Main St. (310) 399-1843
The Victorian Baker Cafe 2640 Main St. (310) 392-4956
Wildflour 2807 Main St. (310) 452-7739
World Café 2640 Main St. (310) 392-1661
Yose Restaurant 2435 Main St. (310) 255-0680

## VENICE

26 Beach Restaurant 3100 Washington Blvd. (310) 823-7526
Abbot's Habit 1401 Abbot Kinney Blvd (310) 399-1171
Abbot's Pizza Co 1407 Abbot Kinney Blvd (310) 396-7334
Agra Indian Kitchen 2553 Lincoln Blvd. (310) 396-8749
Axe 1009 Abbot Kinney Blvd. (310) 664-9787
Azteca Restaurant 835 Sunset Ave. (310) 396-6576
Baby Blues BBQ 444 Lincoln Blvd. (310) 396-7675
Beechwood 822 W. Washington Blvd. (310) 448-8884
Benice 1715 Pacific Ave. (310) 396-9938
Big Daddy and Sons 1425 Ocean Front Walk (310) 508-2793
The Brig 1515 Abbot Kinney Blvd. (310) 399-7537
The Brick House Cafe 826 Hampton Dr. (310) 581-1639
Cafe 50's 838 Lincoln Blvd. (310) 399-1955
Casablanca Restaurant 220 Lincoln Blvd. (310) 392-5751
Chaya 110 Navy St. (310) 396-1179
China Beach Bistro 2024 Pacific Ave. (310) 823-4646
Danny's Deli 23 Windward Ave. (310) 566-5610
French Market Cafe 2321 Abbot Kinney Blvd. (310) 577-9775
Great Western Steak & Hoagie Company 1720 Lincoln Blvd. (310) 450-4545
Hal's Bar & Grill 1349 Abbot Kinney Blvd. (310) 396-3105
Hama 213 Windward Ave. (310) 396-8783
James Beach 60 N. Venice Blvd. (310) 823-5396
Joe's Restaurant 1023 Abbot Kinney Blvd. (310) 399-5811
La Cabana Restaurant 738 Rose Ave. (310) 392-6161
La Meditrina 1029 Abbot Kinney Blvd. (310) 396-5000
Lands End Restaurant 323 Ocean Front Walk (310) 392-3997
Lilly's French Cafe & Bar 1031 Abbot Kinney Blvd. (310) 314-0004

**LINCOLN FINE WINES**
Now open in Venice. We offer the Best Selection of Wines on the Westside. We have warehouse pricing with friendly service. Come by and let us find the perfect wine for the perfect occasion! Open 10-8pm and Sun. 11-6pm.
727 Lincoln Blvd. (310) 392-7816

Maos Kitchen 1512 Pacific Ave. (310) 581-8305
Piccolo Ristorante 5 Dudley Ave. (310) 314-3222
Primitivo Wine Bistro 1025 Abbot Kinney Blvd. (310) 396-5353
Rose Cafe 220 Rose Ave. (310) 399-0711
Shima 1432 Abbot Kinney Blvd. (310) 314-0882
Siam Best Restaurant 2533 Lincoln Blvd. (310) 827-8977
Stroh's Gourmet 1239 Abbot Kinney Blvd. (310) 450-5119
Szechwan Restaurant 2905 Washington Blvd. (310) 821-6256
Uncle Darrow's 2560 S Lincoln Blvd. (310) 306-4862
Wabi-Sabi 1635 Abbot Kinney Blvd. (310) 314-2229
Wacky Wok 2805 Abbot Kinney Blvd. (310) 822-7373

## MARINA DEL REY

Beachside Cafe 4175 Admiralty Way (310) 821-5313
C & O Cucina 3016 Washington Blvd. (310) 301-7278
Cafe Del Rey 4451 Admiralty Way (310) 823-6395
California Pizza Kitchen 3345 Fiji Way (310) 301-1563
Casa Escobar 14160 Palawan Way (310) 822-2199
Chart House 13950 Panay Way (310) 822-4144
The Cheesecake Factor 4142 Via Marina (310) 306-3344
Chin Chin 13455 Maxella Ave Ste 266 (310) 823-9999
Chipotle Mexican Grill 4718 Admiralty Way (310) 821-0059
Harbor House Restaurant 4211 Admiralty Way (310) 577-4555
Islands 404 Washington Blvd (310) 822-3939
Jer-ne at The Ritz-Carlton 4375 Admiralty Way (310) 823-1700
Kaya Sushi 13400 Washington Blvd. (310) 577-1143
Kifune Restaurant 405 Washington Blvd (310) 822-1595
Le Marmiton 4724 Admiralty Way (310) 773-3560
Mercedes Grille 14 Washington Blvd (310) 827-6209
Mermaids-Juice Java & More 14045 Panay Way (310) 306-3883
Rainbow Acres Natural Foods 4756 Admiralty Way (310) 823-5373
Sapori Ristorante 13723 Fiji Way (310) 821-1740
Tony P's 4445 Admiralty Way (310) 823-4534
Tsuji No Hana 4714 Lincoln Blvd (310) 827-1433
The Warehouse Restaurant 4499 Admiralty Way (310) 823-5451

## BRENTWOOD

Barney's Hamburgers 11660 San Vicente Blvd. (310) 447-6000
Chez Mimi Restaurant 246 26th St (310) 393-0558
Chin Chin 11740 San Vicente Blvd. (310) 826-2525
Coral Tree Cafe 11645 San Vicente Blvd. (310) 979-8733
Harvest Restaurant 13018 San Vicente Blvd. (310) 458-6050
Literati II 12081 Wilshire Blvd. (310) 479-3400
Enzo and Angela 11701 Wilshire Blvd. (310) 477-3880
Trattoria Amici 2538 San Vicente Blvd (310) 826-4888

## WEST LA

Anna's Italian Restaurant 10929 Pico Blvd. (310) 474-0102
Aphrodisiac 10351 Santa Monica Blvd. (310) 470-0792
The Apple Pan 10801 W. Pico Blvd. (310) 475-3585
Awash Restaurant 5990 Pico Blvd. (323) 939-3233
Bombay Cafe 12021 W. Pico Blvd. (310) 473-3388
Carmine's II Caffe 10463 Santa Monica Blvd. (310) 441-4706
Colony Cafe 10937 W. Pico Blvd. (310) 470-8909
En Sushi 11651 Santa Monica Blvd. (310) 477-1551
DiVita's 11916 Wilshire Blvd. (310) 478-0286
Feast From the East 1949 Westwood Blvd. (310) 475-0400
Gaby's Mediterranean 10445 Venice Blvd. (310) 559-1808

**HAMLET RESTAURANT**
Hamlet Restaurant & Bar offers a wide selection of fresh fare and an expanded wine list. Dishes such as the California Market Salad, Spice Crusted Ahi, Southern Crab Cakes and Grilled Chicken Caprese Sandwich are just a few of their new menu additions!
2927 S. Sepulveda Blvd. (310) 478-1546

Il Grano 11359 Santa Monica Blvd. (310) 477-7886
John O'Groats 10516 Pico Blvd. (310) 204-0692
Kay 'n Dave's Cantina 10543 Pico Blvd. (310) 446-8808
Melanee Thai Restaurant 9562 Pico Blvd. (310) 273-4066
Ramayani 1777 Westwood Blvd. (310) 477-3315
Shanghai Diamond Garden 9401 Pico Blvd. (310) 553-0998
Sisley Restaurant 10800 Pico Blvd. (310) 446-3030
Sushi Masu 1911 Westwood Blvd. (310) 446-4368
Torafuku Restaurant 10914 W. Pico Blvd. (310) 289-0392
Upstairs 2 2311 Cotner Ave. (310) 231-0316
Versailles Restaurant 10319 Venice Blvd. (310) 558-3168
Wakasan 1929 Westwood Blvd. (310) 446-4368
The Wine House 2311 Cotner Ave. (310) 479-3731

Sonny McLean's
LUNCH SPECIAL!!!
1/2 lb Burger and Fries
$5.95
with purchase of beer or glass of wine
11:30-4pm Monday-Friday
SATURDAY NIGHT MAINE LOBSTER DINNER
$21.95
1 1/2 lb Lobster, Fries, Coleslaw
Make your reservations by 2pm on Fridays
2615 Wilshire Blvd.
Santa Monica, CA
310-449-1811












metro.net

Problem Solution

Metro Briefs
WESTSIDE/CENTRAL

**The Solution To High Gas Prices. Go Metro.**
With gas prices at staggering levels, there's never been a better time to Go Metro. For little more than the price of a gallon of gas, you can buy a $5 Day Pass and ride virtually any Metro bus or rail line all day long. Plot your escape from the pump with our Trip Planner at *metro.net*.

**Join In Rideshare Week Oct. 6–10**
Make a pledge and carpool, vanpool or use public transit to get to work at least one day during Rideshare Week Oct. 6–10 and be eligible to win valuable prizes. The program is open to employers and employees alike. Visit *metro.net/rideshareweek* for details.

**Save 20% On *9 to 5: The Musical***
Go Metro to *9 to 5: The Musical*, playing at the Ahmanson Theatre in downtown LA now through Oct. 19. Ride Metro and save 20% on ticket prices for Tuesday, Wednesday, and Thursday evening performances. Check Destination Discounts online at *metro.net* for details.

**Metro – The USC, Coliseum Connection**
Go Metro this season to the LA Memorial Coliseum and enjoy USC football without the hassles of traffic and parking. Metro offers a variety of transportation options fans can use to attend Saturday USC football home games. Plan your route with the Trip Planner at *metro.net*.

**Greener Buses: Metro Tests Hybrid**
They are state-of-the-art when it comes to carrying and storage capacity, but the ultimate goal for these 42-foot transit buses is improved fuel mileage. Metro is currently testing six gasoline/electric hybrid buses with the potential to get double the 3.2-miles-per-gallon average of a regular bus.

Metro
If you'd like to know more, please call us at 1.800.464.2111, or visit *metro.net*.

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




Brandon Wise *brandonw@smdp.com*

EMPTY FEELING: **A building on Sixth Street and Broadway has commercial space available for rent.**

# Playa Vista grows into a competitor for Santa Monica

FROM **BUSINESSES** PAGE 1

organization, which inspired the first private flight to space, was launched in 1995 with the goal of creating breakthrough projects for the benefit of mankind by offering hefty prizes for winning competitions.

Sarah Evans, spokeswoman for X PRIZE, told the Daily Press last month that the growing organization was moving because of the need for more space, unable to expand in their present quarters.

Some of the other companies that have departed Santa Monica in recent years include Metro-Goldwyn-Mayer and Symantec Corp., which after more than 10 years off Cloverfield Boulevard, moved to its own building in Culver City during the fall of 2007.

"It's not a reflection of Santa Monica," Cris Paden, spokesman for Symantec Corp., said. "We just needed the room and space to build our own building."

Janet Blum, the executive director of the Westside Economic Collaborative, said the departure of some companies to the south has been a problem for the city for quite a long time, pointing out the issue isn't just about cost, but rather the space constraints.

The regional nonprofit organization aims to strengthen the local economy by promoting workforce development and local business initiatives. Blum said that from the collaborative's point of view, a business moving from Santa Monica to another part of the Westside doesn't necessarily present a problem, pointing out that the dollars being spent still remains in the region.

"That money flows to each of the municipalities that abut each other," she said. "If someone was moving across the border to Playa Vista — although from Santa Monica's perspective that is a problem — from the regional perspective it's not since we have to assume they chose to remain in the vicinity for all the reasons that make Santa Monica wonderful."

Playa Vista could grow to become a real estate competitor to Santa Monica, offering a lower business tax structure, more square footage, cheaper rents and access to restaurants and retail, according to Joseph Gabbaian, the senior vice president for Grubb & Ellis Company in West Los Angeles.

Gabbaian, who has practiced commercial real estate in Santa Monica for 20 years, said that some of the more reasonably priced vacancies in the city are for sub leases, which create problems for companies seeking long-term agreements.

A number of large media and technology companies have announced plans to move to new developments underway in Playa Vista, including Fox Interactive Media, which will occupy several thousand square feet in the Horizon at Playa Vista.

Belkin International, a leader in connectivity solutions, signed a lease to occupy 150,000 square feet in The Campus at Playa Vista, a 64-acre office development that just began construction in July.

"If Playa Vista starts getting a core of big companies, especially if they get clients in the entertainment industry and get momentum, it might become a big drain," Gabbaian said.

The fact that there are already a number of media companies in Playa Vista made it an even more attractive option for Rubin Postaer and Associates. The locale is also closer to one of the firm's biggest clients, American Honda, which is in Torrance.

"It appears to be coming into its own center for the creative entertainment arts," Rubin said.

Experts stress that Santa Monica still remains one of the most ideal locations on the Westside for businesses, including up-and-coming ventures. Some existing Santa Monica companies in search of more space have found success in the city.

The Recording Academy, which is currently located on Pico Boulevard, plans to move to the Lantana Entertainment Media Campus on Olympic Boulevard next year.

One of the newest faces in town is Tsavo Media, a new Web publishing company that opened its headquarters at a 5,000 square feet space on Main Street last month.

"The Santa Monica area has become the hub of interactive here in L.A. so for us it wasn't really a question," founder Mike Jones said. "It's where the talent is, where the partners are, and where the clients are."

melodyh@smdp.com

M.D. Integrative Wellness



**Are you ready for a Weight Loss Program that addresses BOTH your Weight and Well Being?**
- Proven Safety and Success (10–20 lbs per month)
- Weight Loss Medicines, Herbs, Supplements
- Personalized Plan/Body Composition Analysis
- Comprehensive Medical Support
- Excellent Record for Sustaining Weight Loss

***Come in by August 31 and receive $75 worth of weight loss products with initial visit***

Robert Krochmal, M.D.
*Board Certified Nutrition and Family Practice*

310-625-9548
1460 7th Street, Suite 201, Santa Monica
*Above Santa Monica Homeopathic Pharmacy*
www.mdintegrative.com, drrob@mdintegrative.com

FROM **WINTERER** PAGE 3

Monica College and instead watch their Fourth of July fireworks from the lawn at Joslyn Park with a blanket and a picnic and then get your kids to bed at a reasonable hour.

**HOMELESSNESS IS FAR AND AWAY OUR CITY'S MOST PRESSING ISSUE, ACCORDING TO DAILY PRESS READERS. WHAT NEW IDEAS DO YOU BRING TO THE TABLE? DO YOU BELIEVE CITY HALL IS ON THE RIGHT TRACK WITH ITS PLAN TO HOUSE THE MOST VULNERABLE WHILE STILL PROVIDING GRANTS TO SERVICE PROVIDERS?**
Thanks in large part to Councilmember Shriver's efforts to question the status quo and re-focus City Hall's attention on this critical issue, we have made significant progress in combating homelessness. I would hope as a councilmember to bring a similar critical eye to growth and traffic and to reinvent the approaches of the past. We're on the right track with our homeless programs. However, the most cost-effective solution for taxpayers is to provide the homeless with what they lack: homes. And that will require a regional effort and a federal government which will spend money on housing instead of ill-advised wars and corporate bailouts.

**FAVORITE FILM AND RECORDING ARTIST?**
"Rules of the Game," directed by Jean Renoir; and The Rolling Stones.

**HOW DO YOU SPEND A DAY OFF IN SANTA MONICA?**
In the fall I coach my daughter's AYSO team and year round I play in my own soccer league when time allows. We'll hit the beach during the summer, hike in the local mountains in the spring when the wildflowers are blooming and in the winter I sneak off to Mt. Baldy to ski if my wife and kids will grant me privileges to do so. And just about every weekend we walk to the local Ocean Park Farmers' Market to shop for organic, locally grown produce and catch up with neighbors.

**DEVELOPMENT IS A TOPIC THAT HAS GAINED MORE ATTENTION IN THE LAST FEW YEARS, WITH MANY RESIDENTS COMPLAINING ABOUT THE INCREASE IN COMMERCIAL AND CONDO DEVELOPMENT, PARTICULARLY IN DOWNTOWN. DO YOU BELIEVE THE NEW LAND USE AND CIRCULATION ELEMENT PROPERLY ADDRESSES CONCERNS? DOES IT GO FAR ENOUGH TO PROTECT NEIGHBORHOODS OR DOES IT ALLOW DENSE DEVELOPMENT WITH BUILDING HEIGHTS THAT ARE TOO INTRUSIVE? WHAT IS YOUR STANCE ON PROP. T? DO YOU BELIEVE IT IS A PROPER RESPONSE TO TRAFFIC WOES?**
Sound planning for growth management addresses the type, quality, location, amount and rate of new development. The Land Use and Circulation Element (LUCE) for the most part addresses the first three issues in an exemplary fashion. However, I think the amount of growth, as measured in the building heights and densities allocated to our commercial boulevards and certain districts, is too great and will negatively impact adjacent neighborhoods. And I believe the LUCE has no means to regulate the rate of growth, which is why I favor Prop. T as a means to pace development in a measured, sustainable manner and to provide some time for the circulation element's tools to increase our mobility before we add too many new cars to our congested streets.

**IF YOU COULD HAVE LUNCH WITH ANY THREE PEOPLE IN HISTORY, WHO WOULD THEY BE?**
Orson Welles, Lou Gehrig, and Isaac Newton.

**LOCAL BUSINESSES PROVIDE THE MAJORITY OF THE CITY'S GENERAL FUND REVENUES, YET SANTA MONICA HAS A REPUTATION FOR BEING A DIFFICULT PLACE TO DO BUSINESS. HOW WOULD YOU ENTICE MORE BUSINESSES, DIFFERENT BUSINESSES, TO OPEN UP SHOP?**
Too much of our new development yields commercial frontage that is sized for chain stores. We need to change our zoning to create more small spaces to incubate new, locally owned businesses. And City Hall goes overboard with regulations, many of which are capriciously enforced. We shouldn't put so many burdens on business.

**WHAT'S THE BIGGEST THREAT FACING THE QUALITY OF LIFE IN SANTA MONICA?**
Overdevelopment, which puts at risk both our low scale, beach town charm and our distinctive small businesses.

**IZZY'S CORN BEEF SANDWICH OR A TOFU TURKEY SANDWICH FROM CO-OPPORTUNITY?**
Tofu turkey. I'm a native New Yorker so corned beef runs in my veins, but consumption of red meat is a significant factor in global warming.

**DOES THE CITY NEED MORE PARKING SPACES, OR WILL THAT JUST ATTRACT MORE DRIVERS? WHAT INCENTIVES SHOULD THE CITY OFFER TO GET PEOPLE OUT OF THEIR CARS?**
We don't need to increase parking throughout the city, especially if we manage existing parking spaces so they're shared by different users. Instead, we need to add parking selectively in locations where doing so will reduce traffic congestion and stimulate our economy. For instance, most of the commercial space on Lincoln is on shallow lots with insufficient space for parking. By providing centralized parking in this area, the lots could be redeveloped for better uses and shoppers could park once and then walk to stores. Such parking districts were called for in the 1984 General Plan, so we need to just do it already! And to get people out of their cars, we need to make Santa Monica more hospitable to cyclists. It's embarrassing that a city which touts sustainability has made such meager progress in adding bike lanes, bike parking and other amenities to enable fossil-fuel-free transit. Again, it's another idea first cited in the 1984 General Plan and reiterated in the Bike Path Master Plan and the Sustainable City Plan. We need to stop planning in this town and start acting.

**FREE FORM. WHAT'S PUTTING A BURR UNDER YOUR SADDLE?**
Our government seems increasingly disinterested in giving much more than lip service to the notion of resident input.

**WHAT MAKES YOU THINK YOU ARE QUALIFIED TO RUN FOR OFFICE?**
If Sarah Palin is qualified, then so am I.

**WHAT ROLE SHOULD THE CITY COUNCIL PLAY IN PUBLIC EDUCATION? DID THE COUNCIL OVERSTEP ITS BOUNDARIES BY DEMANDING CHANGES TO SPECIAL EDUCATION BEFORE RELEASING ROUGHLY $500,00 TO THE SCHOOL DISTRICT? IF ELECTED, WOULD YOU DEDICATE MORE FUNDS TO THE SCHOOL DISTRICT, OR WOULD YOU REDUCE THE CONTRIBUTION? IF SO, BY HOW MUCH?**
We are an affluent city in a state that has neglected its responsibility to adequately fund public schools, so certainly the City Council should provide supplemental financing to the school district. If elected, I would seek to increase school funding through a dedicated revenue stream. For instance, increasing our commercial parking tax by 5 percent, so that you paid another 25 cents on a $5 parking tab, would both further our sustainability goals and yield $2.5 million annually for our school system. The council did the right thing in demanding changes to Special Ed before releasing some school funding. Let's hope the district soon adopts transparent policies which respect individual dignity so we can move on to addressing the many challenges facing all of our students and teachers.



FROM KATZ PAGE 3

**MOST VULNERABLE WHILE STILL PROVIDING GRANTS TO SERVICE PROVIDERS?**
How we treat the homeless is a reflection on our humanity. We must strike a balance between accountability and preservation of dignity with each program and/or service offered by the city of Santa Monica. We must add more housing for the homeless, especially housing for veterans at the VA property. In addition, we must work cooperatively with Los Angeles County and the city attorney of Los Angeles to alleviate patient dumping in Santa Monica and continue to fund and operate the Homeless Court for difficult cases.

**FAVORITE FILM AND RECORDING ARTIST?**
Film: "History of the World: Part 1 & 2"
Recording Artist: Jeri Southern.

**HOW DO YOU SPEND A DAY OFF IN SANTA MONICA?**
I spend the day with my wife and the dogs.

**DEVELOPMENT IS A TOPIC THAT HAS GAINED MORE ATTENTION IN THE LAST FEW YEARS, WITH MANY RESIDENTS COMPLAINING ABOUT THE INCREASE IN COMMERCIAL AND CONDO DEVELOPMENT, PARTICULARLY IN DOWNTOWN. DO YOU BELIEVE THE NEW LAND USE AND CIRCULATION ELEMENT PROPERLY ADDRESSES CONCERNS? DOES IT GO FAR ENOUGH TO PROTECT NEIGHBORHOODS OR DOES IT ALLOW DENSE DEVELOPMENT WITH BUILDING HEIGHTS THAT ARE TOO INTRUSIVE? WHAT IS YOUR STANCE ON PROP. T? DO YOU BELIEVE IT IS A PROPER RESPONSE TO TRAFFIC WOES?**
Our city is at a critical juncture in its rich and prosperous history. We have made major progress in re-writing our Land Use and Circulation Element, but more needs to be done to control what our city will look like in the next 20 years. I oppose Prop. T, or R.I.F.T. I believe that the Land Use and Circulation Element (LUCE) is the proper way to regulate growth and in turn reduce traffic impacts. I believe in the process and oppose this attempt to reduce the city's revenue by virtually eliminating tax revenue from commercial growth. Furthermore, R.I.F.T. ignores the thousands of hours of the public's input on the LUCE and instead is a bad attempt to create a "one size fits all" rule. Further, it can hinder our ability to maintain and expand police and fire protection and it restricts our ability to develop ancillary medical facilities like outpatient services and medical office buildings.

**IF YOU COULD HAVE LUNCH WITH ANY THREE PEOPLE IN HISTORY, WHO WOULD THEY BE?**
I would enjoy an opportunity to dine with Thomas Jefferson, Franklin Delano Roosevelt and Helen Keller.

**LOCAL BUSINESSES PROVIDE THE MAJORITY OF THE CITY'S GENERAL FUND REVENUES, YET SANTA MONICA HAS A REPUTATION FOR BEING A DIFFICULT PLACE TO DO BUSINESS. HOW WOULD YOU ENTICE MORE BUSINESSES, DIFFERENT BUSINESSES, TO OPEN UP SHOP?**
On the retail side, what Santa Monica needs the most is more neighborhood-serving businesses that allow residents to walk or ride a bike to eat, or purchase goods and services. Therefore the LUCE must integrate retail areas into neighborhoods, through incentives, improving the ability of our residents to reduce their trips.

**WHAT'S THE BIGGEST THREAT FACING THE QUALITY OF LIFE IN SANTA MONICA?**
Proposition T, R.I.F.T.

**IZZY'S CORN BEEF SANDWICH OR A TOFU TURKEY SANDWICH FROM CO-OPPORTUNITY?**
I would prefer a tofu turkey sandwich.

**DOES THE CITY NEED MORE PARKING SPACES, OR WILL THAT JUST ATTRACT MORE DRIVERS? WHAT INCENTIVES SHOULD THE CITY OFFER TO GET PEOPLE OUT OF THEIR CARS?**
Yes, we need more parking spaces adjacent to existing neighborhood retail centers, especially for employees who work in these local stores and restaurants.

**FREE FORM. WHAT'S PUTTING A BURR UNDER YOUR SADDLE?**
Special Education Confidentiality Agreements is an issue I will fight for whether I am on the City Council or not. We need to provide a full-service special ed program, based on the discussion I initiated at the City Council that encourages integration where possible and has no secret agreements.

**WHAT MAKES YOU THINK YOU ARE QUALIFIED TO RUN FOR OFFICE?**
As an incumbent City Council member, I have served four terms over the last 24 years. During that time, I co-founded the Third Street Promenade and served on its governing board. I helped write and led the fight to adopt a sign ordinance to reduce urban blight. I voted to ban smoking on our beaches. I helped orchestrate the city's purchase of the land needed for the creation of Virginia Avenue Park and most recently I helped bring in-ground crosswalk lighting to Santa Monica. I have been a tireless advocate for airport safety, traveling earlier this year to Washington, D.C. to fight the FAA. In the 16 years that I have served on the City Council, I have never forgotten our common values derived from a lifetime of both personal and professional successes. My reputation as a fair and open-minded member of the City Council led to my election this year as the mayor. I have proudly been referred to as a voice of reason on the council. I would be honored to have the support of all Santa Monicans on Nov. 4, so that together we can improve the quality of life for all.

**WHAT ROLE SHOULD THE CITY COUNCIL PLAY IN PUBLIC EDUCATION? DID THE COUNCIL OVERSTEP ITS BOUNDARIES BY DEMANDING CHANGES TO SPECIAL EDUCATION BEFORE RELEASING ROUGHLY $500,000 TO THE SCHOOL DISTRICT? IF ELECTED, WOULD YOU DEDICATE MORE FUNDS TO THE SCHOOL DISTRICT, OR WOULD YOU REDUCE THE CONTRIBUTION? IF SO, BY HOW MUCH?**
As stated above, I led the charge on the council for the changes to special ed. In addition, however, the city of Santa Monica must work cooperatively with the school board to ensure that the implementation of their master plan for education moves forward with the utmost sensitivity to the needs of the city's K-12 residents and in a manner that preserves the neighborhood character adjacent to their schools. Once openness and cooperation are established, only then can we look at increasing funding for the schools. If additional city-financed programming is appropriate in the future, I would support the funding of a full-service special ed program; arts and music programs; and a language arts program for children to learn a second language in grades one through eight.

THE
Fred Segal
SANTA MONICA
SALE
UP TO 2/3 OFF
420 & 500 BROADWAY SANTA MONICA
MON-SAT 10-7 SUN 12-6

WAKE UP WITH THE WAVES
CHILDRENS CONCERT SERIES AT THE SANTA MONICA PIER
SATURDAY MORNINGS FROM 9AM TO 11AM
SEPTEMBER 27 - NOVEMBER 1
FREE INTERACTIVE CONCERTS AND ACTIVITIES FOR YOUNG CHILDREN AT THE SANTA MONICA PIER! ENJOY SINGING, DANCING, MUSIC AND MOVEMENT, PRIZES, PLUS SPECIAL GUEST APPEARANCES!
ALL SHOWS ARE PRODUCED FOR KIDS AGES 1-5, BUT ARE FUN FOR THE WHOLE FAMILY
9/27/08 THE HOLLOW TREES / JAMIE SHAHEEN "WELCOME TO NELSONVILLE"
This is a fantastic interactive group that will enthrall your kids. Mommies and Daddies too!
Folk and Country Swing. Prizes for first 50 kids –ages 1-5. 50 coupons redeemable for one toy each at 10:45am
10/04/08 JAMIE SHAHEEN AND FRIENDS "EVERYBODY'S HAPPY WHEN THEY'RE SINGING"
Sing a long with this wonderful, energetic singer- songwriter where YOU are the STAR!
Jamie currently performs at Disney's Grand Californian. Toy Raffle for kids ages 1-7
10/11/08 PARKER BENT "CHARLIE DAVIDSON'S TRICYCLE CLUB"
It tickles, It teaches, It ROCKS! Winner of the 2007 Parent's Choice Award. For kids ages 1-5
10/18/08 ROCK THEATRE
Ready for some fun? These young, high-energy pop music singers and dancers will show your kids the latest moves!
For kids ages 1-12
10/25/08 MICHAEL CLADIS HOSTS THE 3RD ANNUAL HALLOWEEN BEACH BASH CHILDREN'S CONCERT WITH A PARTY VIBE
Pirates and Princesses' games with 100 prizes for kids 1-5 in costume
11/01/08 SPECIAL KIDS' CONCERT AT AMOEBA MUSIC!
Amoeba hosts a special in-store performance at 12 noon in Hollywood. Stay tuned to www.amoeba.com for the upcoming announcement of the exciting musical guest and bring the kids out for a free live show!
FOR MORE INFORMATION, CALL 310-458-8900 OR VISIT WWW.SANTAMONICAPIER.ORG
PRODUCED BY MICHAEL CLADIS AND THE SANTA MONICA PIER RESTORATION CORPORATION
Santa Monica Daily Press
Pacific Park
PRINTED WITH SOY-BASED INK ON 100% POST-CONSUMER CONTENT PAPER

FROM **RUBIN** PAGE 3

**TO HOUSE THE MOST VULNERABLE WHILE STILL PROVIDING GRANTS TO SERVICE PROVIDERS?**
Sorry, but no really grand new ideas, but let's reinstate the effective Santa Monica Homeless Task Force of 15 years ago. That's a good starting point to hash out new ideas and re-work old ones in an ongoing, broad-based, community-friendly manner. I believe grants to service providers and housing the most vulnerable is important, but accelerating help for "least" vulnerable is also important so people don't eventually become "most" vulnerable.

**FAVORITE FILM AND RECORDING ARTIST?**
"Gandhi," "The Graduate," and "The Wizard of Oz," to name a few. Bob Dylan, the Beatles; and the Rolling Stones, to name a few.

**HOW DO YOU SPEND A DAY OFF IN SANTA MONICA?**
Truthfully, as an activist in Santa Monica, there really is no such thing as a whole day off.

**DEVELOPMENT IS A TOPIC THAT HAS GAINED MORE ATTENTION IN THE LAST FEW YEARS, WITH MANY RESIDENTS COMPLAINING ABOUT THE INCREASE IN COMMERCIAL AND CONDO DEVELOPMENT, PARTICULARLY IN DOWNTOWN. DO YOU BELIEVE THE NEW LAND USE AND CIRCULATION ELEMENT PROPERLY ADDRESSES CONCERNS? DOES IT GO FAR ENOUGH TO PROTECT NEIGHBORHOODS OR DOES IT ALLOW DENSE DEVELOPMENT WITH BUILDING HEIGHTS THAT ARE TOO INTRUSIVE? WHAT IS YOUR STANCE ON PROP. T? DO YOU BELIEVE IT IS A PROPER RESPONSE TO TRAFFIC WOES?**
I support the LUCE process and oppose the Proposition T "RIFT" ballot initiative. We can deal with over-development and solve our traffic problems by increasing community involvement and city accountability, which I strongly urge. Some new faces on the City Council might be more helpful than the well-intended but flawed Proposition T, which could hurt our schools and our city no matter who is ultimately elected to the City Council.

**IF YOU COULD HAVE LUNCH WITH ANY THREE PEOPLE IN HISTORY, WHO WOULD THEY BE?**
Wolfgang Puck wouldn't be a bad choice (especially if he's preparing lunch). Also, my late friend Joe Natoli, who was a hard-nosed community gadfly, a fun lunch companion and a really great guy. And, of course, Barack Obama, who I could lobby for a presidential appointment (of sorts).

**LOCAL BUSINESSES PROVIDE THE MAJORITY OF THE CITY'S GENERAL FUND REVENUES, YET SANTA MONICA HAS A REPUTATION FOR BEING A DIFFICULT PLACE TO DO BUSINESS. HOW WOULD YOU ENTICE MORE BUSINESSES, DIFFERENT BUSINESSES, TO OPEN UP SHOP?**
We need to make affordable shopping a priority. We lost the Target affordable shopping opportunity. We also must be small business friendly with more liberal signage laws, etc. Perhaps a Santa Monica Mom and Pop Business Directory would be helpful.

**WHAT'S THE BIGGEST THREAT FACING THE QUALITY OF LIFE IN SANTA MONICA?**
Probably the biggest threat is the George W. Bush style politics that have negatively affected so many throughout America. Vote for Barack Obama.

**IZZY'S CORN BEEF SANDWICH OR A TOFU TURKEY SANDWICH FROM CO-OPPORTUNITY?**
Right now I'm in the mood for a thick, soy cream cheese and grape jelly on a fresh sesame bagel sandwich (Excuse me, but I just decided it's now time for lunch).

**DOES THE CITY NEED MORE PARKING SPACES, OR WILL THAT JUST ATTRACT MORE DRIVERS? WHAT INCENTIVES SHOULD THE CITY OFFER TO GET PEOPLE OUT OF THEIR CARS?**
Three big words: Big Blue Bus (I'll pay for your first bus ride). Of course we also need convenient and affordable parking. We need more bike lanes and bike-friendly policies. Also, more shuttles. And let's get that Light Rail and a Wilshire Boulevard subway or monorail to the beach.

**FREE FORM. WHAT'S PUTTING A BURR UNDER YOUR SADDLE?**
When the Santa Monica Treesavers obtain more than 11,000 petition signatures, the endorsement of virtually every neighborhood group, and the support of so very many businesses and merchants, and still can't convince the City Council members to at least reconsider their tree removal and relocation policy for the ficus trees along Second and Fourth streets in Downtown, then that is what put enough of a burr under my saddle to convince me to run again for a seat on our City Council.

**WHAT MAKES YOU THINK YOU ARE QUALIFIED TO RUN FOR OFFICE?**
I'm qualified because I love Santa Monica. I've been an activist for nearly 30 years. I'm honest, dedicated, experienced, hard-working, and have the integrity that voters are looking for and deserve. And, I already attend more City Council meetings than some of the council members themselves. So, I guess it's up to all of you. Please register to vote and vote on Nov. 4.

**WHAT ROLE SHOULD THE CITY COUNCIL PLAY IN PUBLIC EDUCATION? DID THE COUNCIL OVERSTEP ITS BOUNDARIES BY DEMANDING CHANGES TO SPECIAL EDUCATION BEFORE RELEASING ROUGHLY $500,000 TO THE SCHOOL DISTRICT? IF ELECTED, WOULD YOU DEDICATE MORE FUNDS TO THE SCHOOL DISTRICT, OR WOULD YOU REDUCE THE CONTRIBUTION? IF SO, BY HOW MUCH?**
I think the school board needs to deal with the everyday challenge of trying to give students the best education possible. I have come to believe that the City Council action was well-intended to better serve students with special needs. But that $500,000 should be released to the school district in a timely manner. I also believe strongly that the council should increase the money given to our schools annually by at least 25 percent, and make the school allotment permanent. There are enough safeguards and flexibility in the agreement already.

TELL SANTA MONICA
WHAT YOU THINK!
WRITE A LETTER TO THE EDITOR
EMAIL TO: EDITOR@SMDP.COM OR FAX TO (310) 576-9913
Santa Monica Daily Press Visit us online at smdp.com

SUMMER IS OVER!!!!
Now Get The Hottest Looks For Fall

Women's clothing & accessories
"Book a fun girl's night out - in - store Boutique party and receive FREE merchandise"
10% OFF first purchase Expires 10/30/08
Checa Chic Boutique 3004 Lincoln Blvd. Santa Monica, CA 90405

How much is your time worth?

Rush Messenger service
First Local Delivery FREE
Get it done NOW!
NOW LEGAL SERVICE
24-HOUR ATTORNEY SERVICE
(213) 482-1567
nowlegalonline.com
*CALL US FOR DETAILS

INTERESTED IN YOUR DAILY FORECAST?
CHECK OUT THE HOROSCOPES ON PAGE 15!
Santa Monica Daily Press Call us at (310) 458-7737

Know why you'll breathe easier when you hire The Maids?

We use environmentally preferred cleaning products
• Professionally trained, bonded & insured teams
• Efficient & reliable
Call today for a FREE estimate.
310-280-0300
www.maids.com
Because when it comes to your home's air quality Nobody Outcleans The Maids.
We do more than just clean off the surface dirt and dust, we clean for health. We use our 22-Step Healthy Touch® Deep Cleaning System every visit to give you and your family the healthiest, most thorough clean every visit - guaranteed!
The Maids Home Services
Nobody Outcleans The Maids.®




## SURF REPORT

**Surf Conditions** **Water Temp:** 67°

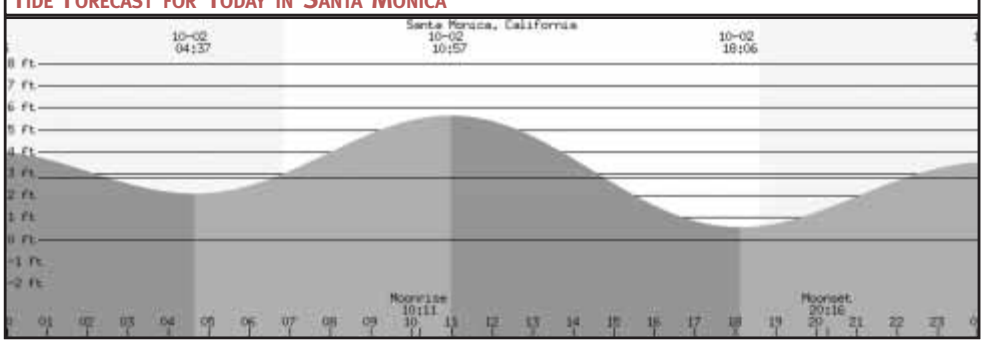
### Swell Forecast ( 4-6 FT )

**Thursday the 2nd WNW swell builds along the coast, coming in from 270-290 degrees. The fetch from this swell is linked to a very strong trough and area of low pressure dropping down from the Gulf.**

### Long Range Synopsis

Friday the 3rd the WNW swell should build to chest+, perhaps even head high at times at standout west 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 four weeks up to the ending date of **September 23, 2008**

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

**QUICK STATS** (for the last 28 days)

- Number of sewage spills -- 1
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 39 / ns
- Number of (C,D,F) grades for dry/wet weather -- 5 / ns

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

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

| LOCATION | DRY | WET |
|---|---|---|
| Las Carrillo Beach, at Arroyo Sequit Creek mouth | A+ | ns |
| Nicholas Beach at San Nicholas Canyon Creek mouth | A+ | ns |
| El Pescador State Beach, between Lachusa 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 Ramirez 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 Blocker County Beach | F | 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 | B | ns |
| Malibu Pier - 50 yards east | D | ns |
| Carbon Beach at Sweetwater Canyon | A+ | ns |
| Las Flores State Beach at Las Flores Creek (point zero) | A+ | ns |
| Big Rock Beach at 19948 PCH stairs | A+ | ns |
| Pena Creek at Las 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 | A+ | ns |
| Will Rogers State Beach at Pulga Canyon storm drain | A+ | ns |
| Will Rogers State Beach at Temescal Canyon drain | A | ns |
| Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua) | A | ns |
| Santa Monica Beach at Montana Ave. drain | D | ns |
| Santa Monica Beach at Wilshire Blvd. drain | D | ns |
| Santa Monica Municipal Pier | B | 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. | B | ns |
| Marina del Rey, Mothers' Beach- lifeguard tower | B | ns |
| Dockweiler State Beach at Ballona Creek mouth | D | 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 is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

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

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

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

# Center designed with patients at forefront

FROM **CENTER** PAGE 1

within the UCLA medical community and they will receive continuos care from the same community. The other reason was to encourage Santa Monicans to use it as a resource for preventative care.

Michele Hamilton, one of three doctors who practice at the new center, said most women think they will die of breast cancer, when in fact approximately 40 percent more will die from a heart attack or a stroke. Hamilton, a Harvard Medical School graduate, said there are a number of actions that both women and men can take to reduce their risk of a heart attack from exercising, to stopping smoking, to watching their salt intake.

Although the center is open to anyone who is concerned about their heart health, certain people may have a more urgent interest in being screened. People who have noticed a change in the way they feel or who have a history of high cholesterol and diabetes can take advantage of being evaluated at the center.

Those people who die from a heart attack usually pass away within the first hour and because of the fast moving nature of coronary problems staff members make themselves available. Patients can usually see someone within a day or so and even though the center is open from 8 a.m. to 5 p.m. there is always a physician on call 24 hours a day.

That said, the center is not a substitute for the emergency room, staff caution. If a person suspects they are suffering a heart attack they should go to the ER.

The California Heart Center Organization is a publicly funded non-profit with a mission to integrate quality health care, clincial research, and continuing education to create an environment where advances are fostered for the benefit of patients. The organization, which was created by former heart patients, decided to act on a need they saw in the community that matched their mission statement. The center is like any other clinic accepting both insurance and cash payments.

However, in contrast to the typical white washed clinic, the heart center was designed with patients' comfort in mind, Sumbi said. Mackler Echt & Associates designed the interior in a first time collaboration with the nonprofit.

Antimicrobial wood floors stretch across the space and raised ceilings help patients to avoid feeling claustrophobic. Concave fluorescent lights were used to mimic softer more natural light and a frosted glass wall with a heart insignia lets that light pass between the waiting room and the back room where patients are seen, but still maintain their privacy. Composite photographs of Malibu skies dotting the walls are meant to inspire calm as well.

"We're very fortunate that we can provide for patients in a private and personal atmosphere," Hamilton said.

Patients are not the only ones that will benefit from the center as staff give their stamp of approval to the new center and location. Hamilton is thrilled and nurse Anna Puhky said she can now walk to work. "It's such a nice area," Puhky said.

news@smdp.com

California Recycles
Recycle, Refurbish, Reuse
You can also shop for recycled office products and compostable tableware and utensils in our online store.
www.californiarecycles-store.com



Recycle electronics for cash *some restrictions apply
FREE pickups for residences and businesses
We're offering FREE pickup of your electronic products to be recycled
On
WEDNESDAY OCTOBER 15
For all Santa Monica and WEST LA residents and businesses
RSVP by October 13 to be included
310-478-3001 ext. 106 www.californiarecycles.com

BRAKE SPECIAL
$99
Front 2-Wheel Disc
REG. $120.00
New Brake Pads • Inspect Front Rotors • Inspect Front Wheel Bearings • Add Brake Fluid • For Most Cars
EXPRESS AUTO SERVICE
310-399-6076 2700 Lincoln Blvd. #3 (corner of Hill & Lincoln — enter from Hill) www.expressautosm.com




Clothes for Special Occasions



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

## MOVIE TIMES

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

**Call theater for information.**

AMC LOEWS BROADWAY 4
**1441 Third Street Promenade**
**(310) 458-1506**

**Towelhead (R) 1hr 56min**
2:05, 4:35, 7:20, 9:55

**Vicky Cristina Barcelona (PG-13) 1hr 36min**
2:30, 4:50, 7:05, 9:25

**The Women (PG-13) 1hr 54min**
2:00, 4:30, 7:00, 9:30

**Igor (PG) 1hr 26min**
2:55, 5:05, 7:10, 9:15

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

**Lakeview Terrace (PG-13) 1hr 50min**
1:30, 4:15, 7:00, 9:30

**Tropic Thunder (R) 1hr 47min**
2:10, 4:35, 7:10, 9:35

**Miracle at St. Anna (R) 2hrs 46min**
2:45, 6:15, 9:40

**Righteous Kill (R) 1hr 41min**
2:30, 4:55, 7:20, 9:45

**Appaloosa (R) 1hr 48min**
1:45, 4:30, 7:15, 9:55

**Ghost Town (PG-13) 1hr 42min**
2:00, 4:25, 6:50, 9:20

**Burn After Reading (R) 1hr 37min**
2:50, 5:10, 7:30, 9:50

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

**Choke (R) 1hr 29min**
1:00, 3:10, 5:30, 7:50, 10:15

**The Duchess (PG-13) 1hr 45min**
1:20, 2:40, 4:00, 5:20, 7:00, 8:00, 9:40

**Man on Wire (PG-13) 1hr 30min**
4:30, 9:50

**Frozen River (R) 1hr 37min**
1:40, 7:20

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

**Dark Knight, The (PG-13) 2hrs 30min**
12:20, 3:50, 7:10, 10:20

**Eagle Eye (PG-13) 1hr 58min**
11:30am, 1:20, 2:20, 4:10, 5:10, 7:00, 8:00, 10:00

**My Best Friend's Girl (R) 1hr 41min**
12:10, 2:50, 5:20, 7:50, 10:30

**Nights in Rodanthe (PG-13) 1hr 37min**
12:00, 1:30, 2:30, 4:00, 5:00, 6:30, 7:30, 9:00, 10:10

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

# A little fun, Libra

**ARIES (March 21-April 19)**
★★★★ You could be taken aback by various situations. Evaluate what could happen if you veer in a new direction. You might want spontaneity to play a bigger role in your next few days. Listen to your inner voice. Tonight: Easy does it.

**TAURUS (April 20-May 20)**
★★★★ You might want to try another approach or do something differently. A friend's suggestion could be a bit wild. Decide what to do by investigating possibilities and new directions. Tonight: Where the gang is.

**GEMINI (May 21-June 20)**
★★★★ You could be full of life and energy. Your abilities to move forward and make headway could make all the difference. Evaluate what is happening within the structure you have created. Tonight: Off to the gym or opt for a hearty walk.

**CANCER (June 21-July 22)**
★★★★★ No one can doubt what is happening, especially if you feel as if you have finally found a muse. Your creativity surges to an unprecedented level. Evaluate what is happening with a child or a loved one. Tonight: Let your mind flow.

**LEO (July 23-Aug. 22)**
★★★ You might want to approach a situation differently. You are close to home and family. You might want to stabilize a family member or help him or her understand a close loved one. Tonight: Be there when it counts.

**VIRGO (Aug. 23-Sept. 22)**
★★★★ Investigate and honor what is happening with a key relationship. You could be working with unclear or vague information and not realize it. Confirm data and facts before you take action. Tonight: With friends.

**LIBRA (Sept. 23-Oct. 22)**
★★★★ Do indulge, and you'll achieve what you want and more. A change of pace might be more flattering than you realize. Investigate an offer that could be risky. A new perspective points to a new direction. Tonight: A little fun.

**SCORPIO (Oct. 23-Nov. 21)**
★★★★★ Be sensitive to a child or a loved one. If your imagination takes you in a new direction, do not be surprised. Investigate and realize what is happening within your own close circle. Someone could be deceiving you! Tonight: Easy works.

**SAGITTARIUS (Nov. 22-Dec. 21)**
★★★★ You need to evaluate and understand what is going on behind the scenes. Investigate what needs to happen more carefully. Your ability to read between the lines needs to arise. Read past the obvious in a conversation. Tonight: Take in information.

**CAPRICORN (Dec. 22-Jan. 19)**
★★★★ Zero in on what you want. You have the ability to realize what is important and head in a new direction. Visualize and create much more of what you desire. No one is stopping you! Investigate and honor a change. Tonight: Only what you want.

**AQUARIUS (Jan. 20-Feb. 18)**
★★★★ Go to the head of the class with the full expectation of achieving what you want. In any case, you come out on top when dealing with a situation. You are in a very positive period professionally. Tonight: A force to be dealt with.

**PISCES (Feb. 19-March 20)**
★★★★ Try a different approach. Be willing to take a risk and handle a situation differently. Ask for opinions. Detach. Consult experts. You will see what happens when you approach a situation in another way. Tonight: Read between the lines.

## Happy birthday

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

You can and will make a difference both professionally and personally this year. Your values — not only financially, but also emotionally — come into play. You recognize your self-worth. If you are single, you discover just how magnetic and desirable you are. A new relationship could wave hello in 2009. If you are attached, the two of you become much closer and bonded. You might make a major investment this year, beyond the norm. This investment will reflect your long-term goals as a couple. You might want to restructure your life accordingly. Risk will seem normal in the second part of this year. Careful! SCORPIO can be most seductive. Know what you are doing.


# UCLA Center for Human Nutrition

***is looking for volunteers for a medically-supervised research study to evaluate:***

"The Health Benefits of strawberries vs. a high-fat snack in Subjects with High Cholesterol"

YOU MAY BE ELIGIBLE IF YOU:

• ARE 20-65 YEARS OF AGE
• HAVE CHOLESTEROL LEVEL >200mg/dL
• ARE NOT ALLERGIC TO STRAWBERRIES

Your participation will last 6 weeks.There will be 6 clinic visits. Blood samples will be taken at four visits. A brief physical exam will be provided and a meeting with a registered dietitian. You will be paid up to $175 for your participation.

FOR MORE INFORMATION CALL:

**(310) 206-8292**

STUDY CONDUCTED BY
David Heber MD, PhD



SEND US YOUR ENTERTAINMENT BRIEFS!
EMAIL TO: DANIELA@SMDP.COM OR FAX TO (310) 576-9913
Santa Monica Daily Press Visit us online at smdp.com



# Carry It On!

**Avoid luggage fees & breeze through security.**







Passport Ticket Holder



PackIt® Liquid/Gel Set

Magellan's
The World's Most Trusted Source of Travel Supplies℠
1006 Wilshire Blvd. (at 10th) ~ Free Parking in Back
(310) 394-9417 ~ www.magellans.com
Store Hours: Mon. - Sat. 10 to 7 & Sun. 12 to 5

# 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 ★★★

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

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**

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

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

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




# Girls and Sports

By Justin Borus and Andrew Feinstein



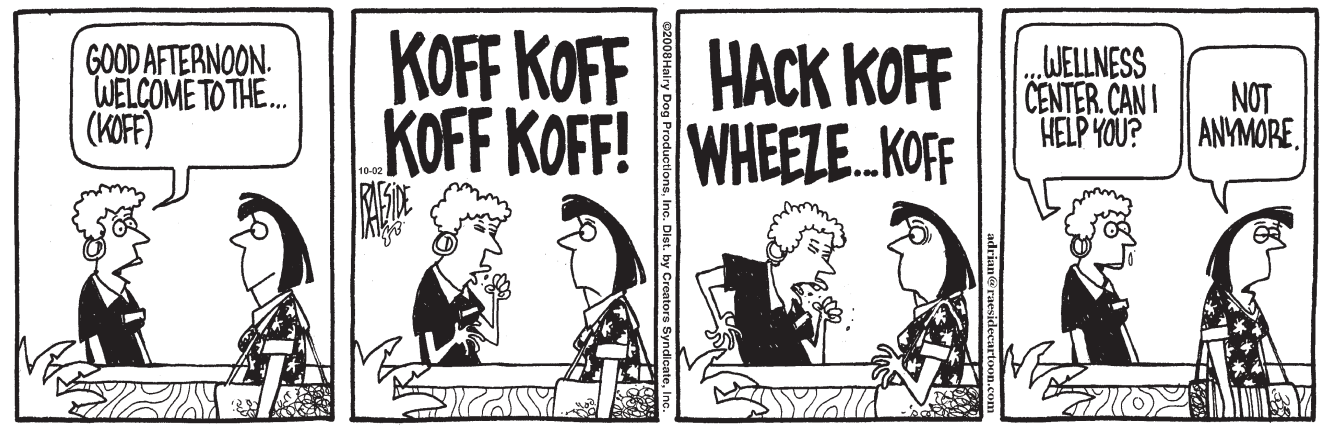

# The Meaning of Lila

By John Forgetta & L.A. Rose




# The Other Coast

By Adrian Raeside



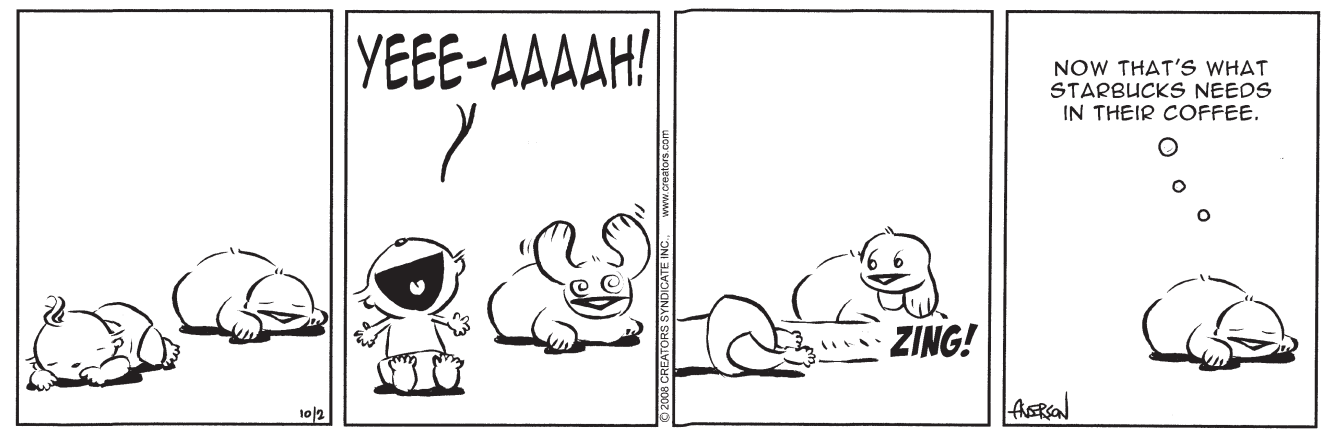

# Garfield

By Jim Davis




# Dog eat Doug

By Brian Anderson

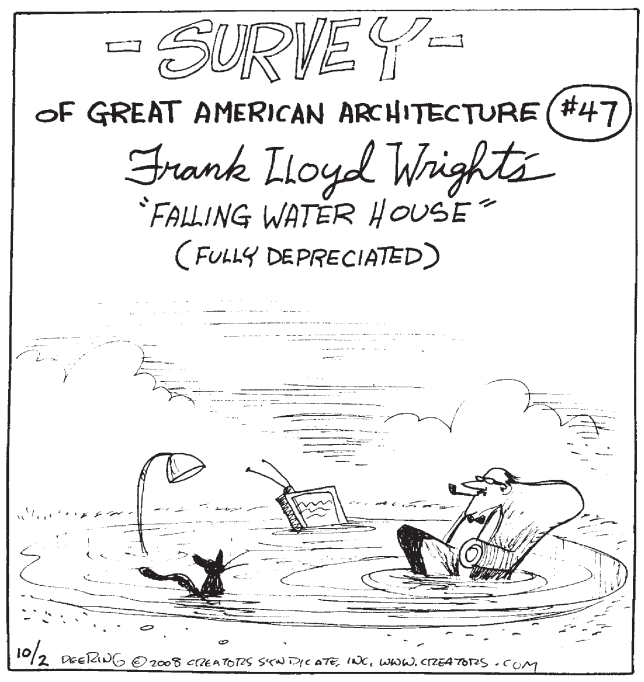


## The Dinette Set by Julie Larson




## Strange Brew

By John Deering




## Speed Bump

By Dave Coverly




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



## MYSTERY PHOTO

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*.**

## CROSSWORD

**By THOMAS JOSEPH**

### ACROSS

**1** Silent performer
**5** Brewing need
**11** De-crease?
**12** Cantan-kerous
**13** High-strung
**14** Cash in
**15** Doorway
**17** Yonder ship
**18** Sample
**22** "Great!"
**24** Inquisitive sort
**25** Coach Parse-ghian
**26** Diamond judge
**27** Avant —
**30** Lugs
**32** Modify
**33** Volcanic output
**34** Highlands wailers
**38** Border city
**41** Highway exit
**42** Revolted
**43** Role for Shirley
**44** Venom-ous vipers
**45** Three-player card game

### DOWN

**1** Plant pest
**2** Hormuz's nation
**3** Grass-hopper's feeding apparatus
**4** Menu choice
**5** Rent
**6** Builds
**7** Like llamas
**8** Pollen collector
**9** Exist
**10** Training site
**16** Airport abbr.
**19** Comedy Central series
**20** Big book
**21** Omar of "House"
**22** Hero's tale
**23** Russian river
**28** Campaign event
**29** Class-room need
**30** Keg need
**31** Brother of Isis
**35** Olympus group
**36** Jane Austen book
**37** Petty argument
**38** Pitcher's stat
**39** Pot part
**40** Seed holder

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

**Yesterday's answer**

**NEW CROSSWORD BOOK!** Send $4.75 (check/m.o.) to Thomas Joseph Book 2, P.O. Box 536475, Orlando, FL 32853-6475

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | ■ | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | | | | ■ | 12 | | | | | |
| 13 | | | | ■ | 14 | | | | | |
| 15 | | | | 16 | | | | ■ | ■ | ■ |
| ■ | ■ | 17 | | | ■ | 18 | | 19 | 20 | 21 |
| 22 | 23 | | | | ■ | 24 | | | | |
| 25 | | | ■ | ■ | ■ | ■ | ■ | 26 | | |
| 27 | | | 28 | 29 | ■ | 30 | 31 | | | |
| 32 | | | | | ■ | 33 | | | ■ | ■ |
| ■ | ■ | ■ | 34 | | 35 | | | | 36 | 37 |
| 38 | 39 | 40 | | | | ■ | 41 | | | |
| 42 | | | | | | ■ | 43 | | | |
| 44 | | | | | | ■ | 45 | | | |

10-2

## DAILY LOTTERY

MEGA MILLIONS: 9 30 35 39 49 Meganumber: 36 Jackpot: $42M

SUPER LOTTO PLUS: 4 7 21 31 32 Meganumber: 26 Jackpot: $34M

Fantasy 5: 16 21 23 26 30

DAILY 3: MIDDAY: 8 2 2 EVENING: 2 5 1

DAILY DERBY: 1st: 08 Gorgeous George 2nd: 01 Gold Rush 3rd: 11 Money Bags RACE TIME: 1.40.30

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

■ An unidentified man smashed a 6-foot hole in the wall of the Name Brand Clothing Store in Tulsa, Okla., in August and labored through the night to bust open the safe, but according to the surveillance video, he finally gave up six hours later after making only a small hole in the safe. However, when the store manager arrived later that morning, he found the safe unlocked, probably the result of his forgetfulness the night before, and no contents were missing. Though the crime was unsuccessful, the manager offered to hire the robber, based just on his diligent work ethic.

■ Drivers recently hit by their own cars: (1) A woman parking her car in Athens, Ga., in July, opened the door to tell another driver that she was not leaving her space when she fell out and was run over. (2) A man in his 60s was pushing his car out of a ditch in July in Montreal, Quebec, when it started to roll, and when he jumped in to hit the brakes, the car jerked, ejected him and ran over him. (3) A 24-year-old man, fleeing police in a stolen U-Haul truck in April in Royal Palm Beach, Fla., leaped from the vehicle but failed to clear the door, sending him out head-first, where he was crushed to death.

## TODAY IN HISTORY

**1835** the first battle of the Texas Revolution took place as American settlers fought Mexican soldiers near the Guadalupe River; the Mexicans ended up withdrawing.

**1869** political and spiritual leader Mohandas K. Gandhi was born in Porbandar, India.

**1919** President Wilson suffered a stroke at the White House that left him partially paralyzed.

**1941** during World War II, German armies began an all-out drive against Moscow.

**1944** Nazi troops crushed the two-month-old Warsaw Uprising, during which a quarter of a million people were killed.

**1950** the comic strip "Peanuts," created by Charles M. Schulz, was syndicated to seven newspapers.

## WORD UP!

**slugabed** \SLUHG-uh-bed\, *noun*:
One who stays in bed until a late hour; a sluggard.

Santa Monica Daily Press

# Classifieds

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

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

## YOUR AD COULD RUN TOMORROW!*

Some restrictions may apply.

Prepay your ad today!

VISA MasterCard American Express Card

(310) 458-7737

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

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

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

## Miscellaneous

**A L L Satellite Systems are not the same. Programming starting under $20 per month, HDTV programming under $10 per month and FREE HD and DVR systems for new callers. CALL NOW 1-800-799-4935

Advanced Stuttering Therapy
Speak fluently. Practical, Effective 12-day treatment. Superior, long-term results. Some scholarships available. Hollins Communications Research Institute—nationally recognized center, Roanoke, Virginia. 540-265-5650 www.Stuttering.org

AIRLINES ARE HIRING - Train for high paying Aviation Maintenance Career. FAA approved program. Financial aid if qualified -Job placement assistance. CALL Aviation Institute of Maintenance (888) 349-5387

ATTEND COLLEGE ONLINE from Home. *Medical, *Business, *Paralegal, *Computers, *Criminal Justice. Job placement assistance. Computer available. Financial aid if qualified. Call 800-510-0784
www.CenturaOnline.com

GET A NEW COMPUTER

Brand Name laptops & desktops

Bad or NO Credit- No Problem

Smallest weekly payments avail.

Its yours NOW 1- 800-804-7475

Reach over 30 million homes with one buy. Advertise in NANI for only $2,795 per week! For information, visit www.naninetwork.com.

## Employment

CASHIER POSITION for gas station. Immediate positions available. Customer service. Call for more information. (310)451-2355, (310)498-7910

DENTAL ASSISTANT NEEDED
DENTAL back office assistant with experience. Santa Monica dental office PT (310) 393-9706 fax resumes to (310)899-1828

Movie Extras/Models Needed!
Earn $200-$400 per day.
No Experience Required. PT/FT.
All Looks and Ages Needed.
Call Now!! 1-800-605-6851

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

Mystery shoppers earn summer gas money. Up to 150$/day. Undercover shoppers needed to judge retail and dining establishments.
Exp not req.
800-742-6941

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

$5.50 A DAY LINER ADS! CALL TODAY

## Employment

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

## Help Wanted

$$$HELP WANTED$$$
Earn Extra income assembling CD cases from Home. CALL OUR LIVE OPERATORS NOW! No Exp Necessary
1-800-267-3944 Ext 104
www.easywork-greatpay.com
(Unavailable in MD,WI,SD,ND)

**AWESOME CAREER**
Government Postal Jobs!
$17.80 to $59.00 hour Entry Level.
No Experience Required / NOW HIRING!
Green Card O.K.
Call 1-800-913-4384 ext. 53

19 PEOPLE WANTED

$1,200-$4,400 Weekly Working from Home

Assembling Information packets.

No Experience Necessary! Start Immediately! FREE Information 24hrs. CALL NOW!
1-888-248-1359 (Dept.75)

ASSEMBLE MAGNETS & CRAFTS FROM HOME! Year-round Work! Excellent Pay! No Experience! Top US Company! Glue Gun, Painting, Jewelry & More!

TOLL FREE 1-866-844-5091
*** Not available in MD***

DATA ENTRY PROCESSORS NEEDED! Earn $3,500 - $5,000 Weekly Working from Home! Guaranteed Paychecks! No Experience Necessary! Positions Available Today! Register Online Now! www.DataPositions.com

Government Jobs-$12-$48/hr
Paid Training, Full benefits. Call for information on current hiring positions in Homeland Security, Wildlife, Clerical and professional.
1-800-320-9353 x2100

POST OFFICE NOW HIRING!
Avg. Pay $20/hour or $57K annually including Federal Benefits and OT.
Placed by adSource not affiliated w/USPS, who hires. 1-866-574-4781

## Business Opps

Earn up to $500 weekly

Assembling angel pins in the comfort of your own home.

No experience required.

Call 813-699-4038 or 813-425-4361 or

Visit www.angelpin.net

OWN A RECESSION Proof Business. Established accounts with the average owner earning over $200k a year call 24/7
1-866-622-8892 Code 305

WANT TO EARN $1K - $5K PER WEEK? GUARANTEED ACCTS.
SAFE INVESTMENT! MONEY BACK GUAR-

## Business Opps

ANTEE. 100 YEAR OLD INDUSTRY.
800-896-2492
CALL 24 HRS/7 DAYS.

## For Sale

CLEARANCE SALE BRENTWOOD

Latest Fashions, Men's and Women's. No Sales Tax.
11684 San Vicente. 310-280-6058

DIRECTV FREE 4 Room System!
All 265+ Channels FREE 4 Months!
Includes Movie Channels!
130 HD Channels! Ends Soon, Ask How!
Packages Start $29.99
FREE DVR/HD
1-800-973-9044

FOR SALE 10 sewing machines call for list and 9 piece dining room set baroque- 1930 era (310)394-1063

FREE DIRECTV 4 Room System!
All 265+ Channels FREE 4 Months!
Includes Movie Channels!
130 HD Channels! Ends Soon, Ask How!
Packages Start $29.99
FREE DVR/HD
1-800-620-0058

FREE DIRECTV Satellite TV
For 4 months with NFL Sunday Ticket package; or Save $18/month for 12 months.
Packages from $29.99/mo.

Call Expert Satellite

1-866-926-2066

MEMORY FOAM THERAPEUTIC
NASA VISCO MATTRESSES
WHOLESALE! T-$299 F-$349 Q-$399
K-$499 ADJUSTABLES - $799
FREE DELIVERY 25 YEAR WARRANTY 60 NIGHT TRIAL 1-800-ATSLEEP
1-800-287-5337
WWW.MATTRESSDR.COM

SPA/HOT TUB
5 person portable maint-free Spa.
Sells new $4495. Sacrifice $2450.
Cover and delivery included.
NEVER USED.
866-953-7727

## Auto Donations

Donate A Car Today To Help Children And Their Families Suffering From Cancer. Free Towing. Tax Deductible. Children's Cancer Fund Of America, Inc. www.ccfoa.org

1-800-469-8593

DONATE A CAR-HELP CHILDREN FIGHTING DIABETES.

Fast, Free Towing. Call 7days/week. Non-runners OK. Tax Deductible. Call Juvenile Diabetes

Research Foundation 1-800-578-0408

## Computers

A NEW COMPUTER NOW!
Brand Name
Bad or NO Credit – No Problem
Smallest weekly payments avail.
Call NOW 1-800-640-0656

## Computers

GET A NEW COMPUTER
Brand Name laptops & desktops
Bad or NO Credit – No Problem
Smallest weekly payments avail.
Its Yours NOW 1-800-932-3721

## Instruction

HIGH SCHOOL DIPLOMA!

Fast Affordable & Accredited

FREE Brochure. Call NOW!

1-800-532-6546 Ext. 412

www.continentalacademy.com

**TUTORING**
All subjects, all levels.
$40/hr.
(310)775-7599

## Travel & Vacation

FREE 2 Night Cruise Vacation!
To the Bahamas – Imperial Majesty Just pay port fees- Meals and Cruise are 100% FREE Call Now 1-800-380-6510

## Resorts/Timeshares

BUY TIMESHARE RESALES
SAVE 60-80% OFF RETAIL!!
BEST RESORTS & SEASONS.
Call for FREE
TIMESHARE MAGAZINE!
1-800-639-5319
www.holidaygroup.com/flier

SELL/RENT YOUR TIMESHARE NOW!!!

Maintenance fees to high? Need Cash?

Sell your unused timeshare today.

No Commissions or Broker Fees.

Free Consultation
www.sellatimeshare.com.

1-877-494-8246.

## For Rent

MAR VISTA, 11621 Braddock Dr. unit 16 2bdrm. 1.5 bath, $1350, townhouse style, stove, carpt, w/d hookup, patio, gated parking, carpet, intercom entry, no pets.$500 off move-in (310)967-4471 www.jkwproperties.com

1 BLOCK to Montana Ave.

Large 1 bedroom apartment, 932 11th St. $2150/mo. Contact 310-696-9285.

1244 Euclid 1+1 lower unit #2 stove, fridge, AC, carpets blinds, laundry room, intercom entry, tandem parking, small pets ok with deposit .$1475/mo $300 off move-in (310)578-7512 www.jkwproperties.com

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

## For Rent

1244 Euclid 2+2 lower unit #3 stove, fridge, AC, wood floors, carpets blinds, laundry room, intercom entry, tandem parking, small pets ok with deposit .$1850/mo $300 off move-in (310)578-7512 www.jkwproperties.com

501 N. Venice 1+1, unit #1 $1350/mo stove, fridge, carpet, utilities included, laundry, parking, no pets. (310)574-6767 www.jkwproperties.com

833 5TH St. SM upper unit 209 1+1 $1925 stove, d/w, carpet, blinds, swimming pool, laundry, intercom entry, gated parking, no pets. (310)393-2547 www.jkwproperties.com

**Newly Lowered Rates**

Room and Board
401 Montana Avenue
**Your home away from home.**
Daily meals, laundry, housekeeping, utilities, and cable. Studios, 1bdrms avaliable. Seniors and all ages welcome. Ask about move-in special 1 month FREE.
**IMMEDIATE OPENINGS**
Starting at $2,000/MO
**Beautiful Montana Gardens**
**(310) 245-9436**

HOWARD MANAGEMENT GROUP
(310) 869-7901

1037 5th St. #9 3bdrm/ 2 bath $2795
2211 Ocean Ave. #2215C 2bdrm/ 1bath $2990
1731 Barry Avenue #212 2bdrm/2bath Condo for Rent $2695.

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

LACIENEGA HEIGHTS/Bvrlywd Adj. $1395.00 2 Bdrm, 1-1/2 Bath, No Pets, Stove, Refrigerator, Parking 2009 Preuss Rd, #5 Open Daily for Viewing 9am-7pm, Additional Info in Unit

MAR VISTA $1100 Single w/ kitchen, stove, refrig, Gated parking , NO PETS 4077 Inglewood Blvd. #1 Call for Appt (310)780-3354

Mar Vista $2300.00 2Bdrms, 2 Baths W / Loft Stove, Refrig, Dshwshr, Wshr/Dryr, Gated Parking, NO PETS 4077 Inglewood Blvd, # 1 Call for Appt. (310)780-3354

MAR VISTA 12450 Culver Blvd. Unit 208 1bdrm/1bath, gated parking, intercom entry, stove, fridge, utilities included, laundry, parking, no pets. $1150/mo on site manager (888)414-7778 www.jkwproperties.com

MAR VISTA 3976 Inglewood Blvd. Unit 1, 2+2 lower $1475/Mo, stove, fridge, blinds, carpet, balcony, laundry, parking, no pets. (310)578-7512 www.jkwproperties.com

PALMS 9804 Regent unit #3. 2+2 $1625/mo, dishwasher stove, fridge, carpet, on-site laundry, parking, no pets, (310) 578-7512 jkwproperties.com

## For Rent

MDR adj.$900 large single upper with private balcony,.full kitchen, appliances, laundry, parking, no pets info (310)828-4481 or (310) 993-0414 after 7p.m.

SANTA MONICA, $1395, 1Bdrms, 1 Bath, NO Pets, Stove, Refrigerator, gas paid 2535 Kansas Ave , # 211, Open Daily 9am-7pm. Additional info in Unit. Mgr.-Apt, #101 #19

Santa Monica/ West LA $1100.00 & up Single, 1Bdrm, 2Bdrms W/ Lofts . See manager at 1935 Cloverfield Blvd, Apt. #19 for list of vacancies

Santa Monica/ West LA $1100.00 & up Single, 1Bdrm, 2Bdrms W/ Lofts . See manager at 2535 Kansas Ave. #101 for list of vacancies

Venice 25 19th Ave. Single unit E $1125/mo stove, fridge, carpet, blinds, laundry, no parking or pets, (310)578-7512 www.jkwproperties.com

WLA $1750/MO. Large bright 2 bdrm upper, on Barrington near National. Very spacious. Large closets, crown moldings, gas stove, refrigerator. Closed garage with storage, well maintained, charming, older building in good WLA area.near Whole foods and Starbucks Info (310)828-4481 or (310)993-0414 after 6pm.

## Houses For Rent

3BR 2BA Foreclosure!

Only $48,900! Bank Owned!

Call for Listings & Info.

800-279-1604

## Real Estate

TENNESSEE MOUNTAINS
1+ to 2 acre home sites. Wooded Bluff and Lake View. Starting at $59,900. Guaranteed Financing!
866-550-5263.
Ask about Mini Vacation.
3 days, 2 Nights & Travel Allowance.

**Hire Locals.**

Locals don't have to sit in traffic, and come to the office in a better mood.

**Find them**

in the Santa Monica Daily Press classifieds.

Call today to learn about our local hiring packages.
310-458-7737

## CALL TODAY FOR SPECIAL MONTHLY RATES!

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

**Prepay your ad today!**

VISA MasterCard American Express Card

(310) 458-7737

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

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

Prepay your ad today!

**(310) 458-7737**

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

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

## Real Estate

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

**SoCal's #1 Home Listing Service**
For apartments, houses, townhouses and roommates
**Live Help 24/7 Online or By Phone**
Thousands of rental listings updated daily
◆FREE Guest Search
◆Full Real Estate & Insurance Brokerage
◆7 Office Locations
◆Landlords Always List FREE
**Need a Place to Live? Call us, Stop by or Visit us Online**
www.westsiderentals.com
**310-395-RENT**

## Vehicles for sale

$500! Police Impounds!

Hondas / Chevys / Jeeps & More!

Cars from $500!

For Listings 800-773-2204

## Bookkeeping Services

QUICKBOOKS BOOKKEEPING service, personal or businesses. Online version available. Call 310 977-7935

## Services

TRAINED MALE OPERA SINGER

Will sing at all parties and occasions. Sinatra, Tony Bennett, Jolson, popular songs, and have a sing along. Call Gabe 310-392-6501

## Hair Stylists

**FALL SPECIALS**
**30%** off for new clients
**10%** off for existing client with ad



**Ethan @ Auburn**
310.479.2742 / 310.451.0330
WWW.AUBURNSTYLE.COM

SIGN UP TO GET FREE AMBER ALERTS ON YOUR CELL PHONE.
wirelessamberalerts.org
Wireless AMBER Alerts | Ad Council
A child is calling for help.

## Services

### Gen. Contracting

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

### Handyman

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

**WEST SIDE HANDYMAN**




Call the House Healer
**(310) 409-3244**

**Martin's Professional Services**

We repair it, We assemble it
We hang it, We install it
We take care of all
home repairs from
painting to electrical
We can do it today

**Over 15 years in business**
**(310) 289-3222**

### Therapy

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



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

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

## Legal Services

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

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

## Financial

$$$ ACCESS LAWSUIT CASH NOW!!! As seen on TV. Injury Lawsuit Dragging?

Need $500-$500,000++ within 24/hrs after approval? Compare our lower rates.

APPLY NOW 1-866-386-3692

$$$ GET LAWSUIT CASH NOW- Oasis Legal Finance #1 See us on TV Fastest Cash Advances on injury cases-within 24/hrs. Owe nothing if you lose your case APPLY FREE CALL NOW 1-866-353-9959

BURIED IN CREDIT CARD DEBT? Stressed out and Concerned About Your Future? Stop the harassment! Call and get Help Now! 1-800-644-4347

TOO MANY BILLS?
Pay off your debts up to 50-80% off.

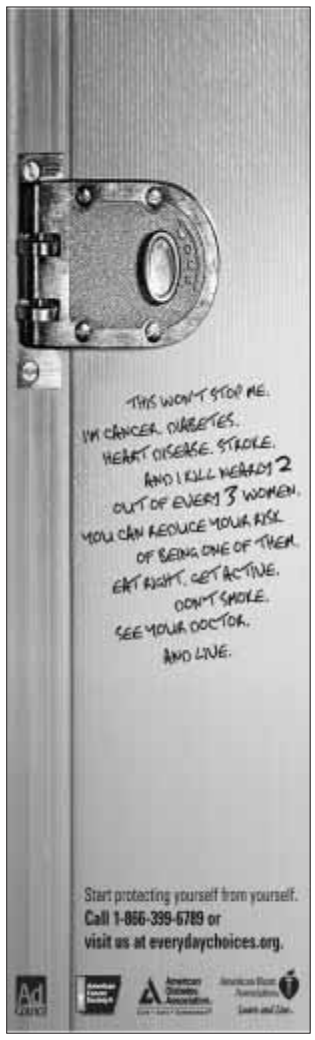
One low affordable monthly payment.
98% Approval Rate.

1-866-608-BILL (2455)

Visit www.paylesssolutions.com

## Massage

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






# I TAKE CREDIT

**FOR OPENING A SAVINGS ACCOUNT**

The Earned Income Tax Credit—it's not just a tax deduction. It's money hardworking American families can use to make a real big difference in their lives. If you earned less than $38,348, **find out if you qualify at www.irs.gov/eitc or call 1-800-TAX-1040.**

Internal Revenue Service

# New Pocket Listing!



## Featuring your Home First

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

Visit:

www.SantaMonicaListings.com

**North of Montana**

**3 + 2 Single Family Home**

**$2,449,000**

**Franklin School District**

**Lot Size +/- 7,500 sq ft**



1030 Chelsea Avenue
$1,299,000
Traditional 3 +1.75 Home
Open Sunday
October 5th
2 - 5 pm



629 Pico Place
$1,799,000
2 + 2
Architectural Home / Art Gallery
Easy to Show,
Call for an Appointment



1135 Berkeley Street
$1,899,000
Traditional, 5 +3 Home
Open Sunday
October 5th
2 - 5 pm



1255 26th Street
$1,299,000
Triplex - Income Property
Main House & Two Units
Easy to Show,
Call for an Appointment



2470 Hill Street
$1,999,999
4 + 3
Contemporary Mediterranean
Easy to Show,
Call for an Appointment

New Listing!
Open Sunday



848 Lincoln Blvd Unit N
$459,000
Top Floor, Corner
1 + 1 Condo
Open Sunday, October 5th
2 - 5 pm

Average Price of ALL Santa Monica Properties Listed for Sale As of Early October 2008

| | Single Family Homes | Condos & Townhomes |
|---|---|---|
| Santa Monica Canyon | $ 3,219,667 | $ 5,730,000 |
| North of Montana | $ 3,644,880 | $ 2,072,265 |
| Between Wilshire & Montana | $ 3,357,100 | $ 950,248 |
| South of Wilshire | $ 1,280,857 | $ 720,915 |
| Sunset Park | $ 1,357,964 | $ 626,077 |

Statistics Updated Every Monday



Kate Bransfield
Estates Director
Society of Excellence
Previews Properties Specialist
310.395.1133
1608 Montana Avenue
Santa Monica, CA

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