

Santa Monica Daily Press

A newspaper with issues

DAILY LOTTERY

SUPER LOTTO

9 17 21 35 45
Meganumber: 6
Jackpot: 10 Million

FANTASY 5

2 4 22 25 26

DAILY 3

Daytime: 1 9 9
Evening: 3 8 5

DAILY DERBY

1st: 10 Solid Gold
2nd: 07 Eureka
3rd: 09 Winning Spirit

RACE TIME: 1:48.35

NEWS OF THE WEIRD

BY CHUCK SHEPARD

In November, police in Brooklyn, N.Y., set a trap and arrested a 44-year-old man and his 22-year-old associate for having kidnapped a teenager earlier in the day and having sought a \$20,000 ransom from his mother; the sting was set up after the men, for some reason, released their victim (who went straight home) but continued to demand the ransom.

TODAY IN HISTORY

ON OCT. 11, 1779, Polish nobleman Casimir Pulaski, fighting for American independence, died two days after being mortally wounded in the Revolutionary War Battle of Savannah, Ga.

■ In 1811, the first steam-powered ferryboat, the Juliana, was put into operation between New York City and Hoboken, N.J.

■ In 1890, the Daughters of the American Revolution was founded in Washington, D.C.

■ In 1932, the first American political telecast took place as the Democratic National Committee sponsored a program from a CBS television studio in New York.

QUOTE OF THE DAY

"When a friend speaks to me, whatever he says is interesting."

JEAN RENOIR
FRENCH MOVIE DIRECTOR (1894-1979)

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Public to weigh in on plan to end LA homelessness

BY CAROLYN SACKARIASON

Daily Press Staff Writer

KEN EDWARDS CENTER — As officials in the coming months finalize their plans to end homelessness in Los Angeles County in a decade, the public is growing increasingly skeptical of how realistic the lofty goal is.

But regardless of the skepticism, those involved in the plan are excited about the possibility of all 88 communities in the county working together and lobbying the government to meet their goal.

A couple dozen Santa Monica residents and politicians met last Thursday during a minimally publicized community meeting to talk about "Bring LA Home," a comprehensive plan that would reconfigure the county's homeless services to include an additional 70,000 emergency shelter beds and 40,000 units of affordable housing, among other things.

A "Blue Ribbon Panel" was convened last year to begin working on the plan. The panel consists

SEE RELATED STORY

HAYES-RAITT COMMENTARY

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of about 80 leaders of government, faith-based, social service, advocacy, entertainment, law enforcement and business organizations, as well as people who have experienced homelessness firsthand. Santa Monica Mayor Richard Bloom is on the panel, and is the only elected official from the west-side working on the plan.

The panel unveiled a draft of the 10-year plan last month and was met with criticism from people who say the plan is too vague. More community meetings were scheduled for October to get more public input before the plan is adopted in December.

One of those meetings was held in Santa Monica last week. Some people questioned details of the plan, and others had more broad questions, such as if officials looked to other cities such as New York to see how they have suc-

See **PLAN**, page 4

Pink's on the Pier



John Wood/Daily Press

Workers serve up 'Pink's famous hot dogs' on the Santa Monica Pier Sunday as part of "Pier del Sol 2004," a fundraiser for the Special Olympics. The eighth annual event featured food from nearly 40 top Los Angeles-area restaurants, music, games and a petting zoo. California first lady Maria Shriver, co-founder of Pier del Sol and daughter of Eunice Kennedy, who founded the Special Olympics, was the event's honorary chairwoman.

City Hall launches 24/7 election coverage

BY PAM WIGHT

Special to the Daily Press

Santa Monica voters can learn about any local candidate, issue or ballot measure any time of day with a new TV station dedicated to 24-hour local election coverage.

Because many local political

candidates lack enough funds to run expensive television ads, the new CityTV2, channel 20, and the existing channel 16 aim to educate voters and level the field for all candidates by providing them equal air time. Scheduled programming of election coverage is furnished on City TV, channel 16,

but the new station will make Santa Monica the first city in the country to dedicate a channel to educating voters about the specifics of the local election on a 24-hour basis, officials said.

The station, which runs the channel 16 election programs on a continuous loop, was a collabora-

tion between Santa Monica City Hall, the League of Women Voters and the West LA-based Center for Governmental Studies. Launched on Oct. 1, CityTV2 is a companion to Santa Monica's main government access cable sta-

See **CITY TV**, page 8

COMMUNITYPROFILES | COMMUNITY PROFILES IS A WEEKLY SERIES THAT APPEARS EACH MONDAY AND DELVES INTO THE PEOPLE WHO LIVE, WORK AND PLAY IN SANTA MONICA.

Mark Gold: A healing force in Santa Monica

BY PAM WIGHT

Special to the Daily Press

It took a Westwood housewife speaking to his 1986 urban-planning class at UCLA to inspire environmental activist Mark Gold to action.

Gold, 41, is the executive director of Heal the Bay (HTB), a local

environmental group founded 19 years ago by Dorothy Green, a housewife. Having completed a B.S. and M.S. in biology from UCLA, Gold was working on his doctorate in environmental science and engineering. Green's speech came at a time when Gold was unsure of how he wanted to apply his knowledge, and she

inspired him to the point that when she asked for volunteers to help her, he stepped forward.

"HTB was about a year old at the time; they had no staff and barely 10 cents to rub together," Gold said. "And here was this woman running it, a housewife,

See **PROFILES**, page 9

Jacquie Banks

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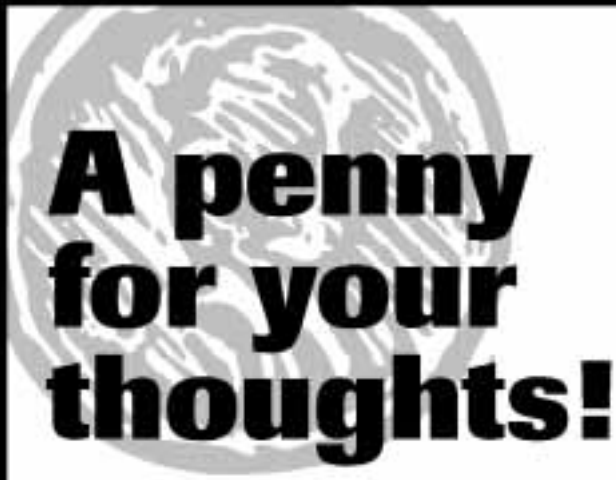
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- 12:00 noon – 2:00 pm
- MOCA (Downtown L.A.)
250 South Grand (use Line 10)

Tuesday, October 26

- 5:00 – 6:30 pm
- Santa Monica Community College, Board Conference Room B-11, 1900 Pico Blvd (use Lines 7, Super 7, 8, 11)

Wednesday, October 27

- 12:00 noon – 2:00 pm
- UCLA, Kerckhoff Hall, Student Union (use Lines 1, 2, 3, 8, 12, Super 12)

Thursday, October 28

- 6:00 – 8:00 pm
- Vera Davis McClendon Youth & Family Center 610 California Avenue, Venice (use Line 2)

Saturday, October 30

- 10:30 am – 12:00 noon)
- Ken Edwards Center, 1527 4th Street, Santa Monica (use Lines 1, 2, 3, 4, 5, 7, Super 7, 8, 9, 10)

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JACQUELINE BIGAR'S STARS The stars show the kind of day you'll have:

★★★★-Dynamic ★★★★-Positive ★★★-Average ★★-So-so ★-Difficult





ARIES (March 21-April 19)

★★★★ Use your innate pickiness, which is exaggerated today, to add that precise touch to your work. Revise your thinking if need be. Experts present controversial perspectives. Think before you take action. You want only the best. Tonight: Squeeze in as much work as possible.



TAURUS (April 20-May 20)

★★★★ Your creativity surges, touching all that you take on today. Do be careful — don't be grumpy with that special someone. You might be too demanding, or he or she might be out of sorts. Chill out and don't react. Tonight: Let your imagination lead.



GEMINI (May 21-June 20)

★★★ Basics do count. You will be able to tie up some loose ends. Partners and associates could be a touch disagreeable or willful. Go with the flow, as you won't be able to change them. If need be, choose to work close to home. Tonight: You don't have to go far.



CANCER (June 21-July 22)

★★★★★ You say the right words, but unraveling confusion at work or with a daily matter might call for a troubleshooter. Don't lose your patience. Keep on working, clearing the air. You will figure out a hassle. Brainstorm for solutions. Tonight: Exercise away stress.



LEO (July 23-Aug. 22)

★★★★ Be precise with your finances. If a proposition seems underhanded, a bit risky or not up to snuff, walk away. Wildness could be a disaster in any form. Walk a steady, even and conservative course. The end results will be a lot better. Promise! Tonight: Pay bills.



VIRGO (Aug. 23-Sept. 22)

★★★★ You're in control, but don't think that everyone will bow to your every wish or whim — quite the contrary. Someone close could give you a high amount of flak. Claim your power and continue calling the shots. Tonight: As you like it.



LIBRA (Sept. 23-Oct. 22)

★★★ You might be chomping at the bit to get into a project, but a little restraint and a lot of self-discipline will pay off. Reflect rather than act. You don't need to take a strong stand right now. Absorb facts. Confirm information. Tonight: Cocoon.



SCORPIO (Oct. 23-Nov. 21)

★★★★ Aim for more of what you want. You might not be happy about a monetary situation, but you can change the status quo, if you decide to. You are more in control than you realize. Network and expand your immediate circle. Tonight: Forget that it's a Monday night!



SAGITTARIUS (Nov. 22-Dec. 21)

★★★★ Take charge, even if you might feel uncomfortable with your role. If you have a boss, working with him or her could be very difficult. Step back rather than get into power plays. Know when to mollify your personality. Tonight: Out as late as you must be.



CAPRICORN (Dec. 22-Jan. 19)

★★★ Your perspective could be warped, and you might not even realize it. Hop on the computer and find experts. You might even decide to sign up for a class. Improve your skills, especially in your field, as well as your understanding of others. Tonight: Relax to music, TV or some other passive entertainment.



AQUARIUS (Jan. 20-Feb. 18)

★★★★ Others want to be close to you. Scheduling time for an intimate or key one-on-one talk could cause a rift among friends. You will need to change your plans. Don't worry about others. Take care of yourself first. No one else will. Tonight: Continue quality discussions.



PISCES (Feb. 19-March 20)

★★★★ Allow others to run with the ball. Running interference won't work and will back fire. Let everyone put his or her cards on the table while you keep yours close to the chest. A boss becomes demanding because of a lack of security. Tonight: Accept an invitation out.

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LOCAL



Mystery Photo



Nicky Five Aces/Special to the Daily Press

The first person to accurately describe where this photo was taken will win a prize. Please e-mail answers to sack@smdp.com.

COMMUNITY BRIEFS

More talk about war, election

By Daily Press staff

Need to know more about the presidential election and the war?

A free lecture entitled "The War in Iraq & the Presidential Election" will be given by author and scholar Chalmers Johnson at 11:15 a.m., Tuesday, Oct. 12 in the Santa Monica College Concert Hall, 1900 Pico Blvd.

The lecture is the second in SMC's fall literary series, co-sponsored by the SMC Associates, a private organization that funds speakers and special programs at the college, and the SMC English department.

Chalmers is a longtime fellow of the American Academy of Arts and Sciences, president of the Japan Policy Institute, UC San Diego emeritus professor of political science, former chair of UC Berkeley's Center for Chinese Studies, and a frequent contributor to The Nation magazine and the Los Angeles Times.

His most recent book, "The Sorrows of Empire: Militarism, Secrecy and the End of the Republic," explores contemporary militarism and its roots, which go deep into U.S. history.

Wildwood School receives community support award

By Daily Press staff

After five years of student involvement at St. Joseph Center, which provides social services for homeless and low-income men, women and children, Wildwood School's dedication to the organization was recognized last Friday at the Westside Shelter and Hunger Coalition's ninth annual Success Breakfast.

Of the eight honorees, Wildwood was the only school to receive the "Community Support Award." St. Joseph Center nominated Wildwood School because of the school's commitment.

To help realize the center's mission, students are given various assignments that include providing childcare for homeless and low-income children and working at the front desk of the homeless service center.

Wildwood's emphasis on community involvement is instilled in elementary school, where students are involved in projects that range from visiting the residents in an Alzheimer's care facility to encouraging the community to go out and vote by

See BRIEFS, page 5



SURF REPORT

On Monday look for NW wind/ground swell to back down through the day as SW swell slowly builds. For spots with good NW exposure look for waist- to chest-high surf. Standout spots in the South bay see occasional shoulder- to head-high sets in the morning. Breaks without a good view to the NW see small S/SW swell for mostly waist-high and below waves. Winds will be variable out of the S in the morning up to 10 knots and build out of the SW to W in the 8-12 knot range for the afternoon.

Today the water is:

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LOW TIDES

HIGH TIDES

	Morning	Height	Evening	Height	Morning	Height	Evening	Height
SATURDAY	1:22	0.4	1:22	2.4	8:04	4.5	7:05	5.1
SUNDAY	1:49	0.3	1:53	1.8	8:18	4.8	7:45	5.3
MONDAY	2:14	0.3	2:26	1.3	8:35	5.1	8:22	5.3
TUESDAY	2:39	0.4	3:00	0.7	8:54	5.5	9:01	5.4
WEDNESDAY	3:04	0.6	3:36	0.3	9:16	5.8	9:42	5.1
THURSDAY	3:30	0.9	4:16	-0.1	9:41	6.1	10:25	4.8
FRIDAY	3:57	1.3	5:00	-0.3	10:10	6.3	11:15	4.4

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The Q Line

Recently there has been much discussion in the news regarding sanitation problems in the alleys of Santa Monica. City officials say they are working with local business managers to keep these areas safe and sanitary, but they also acknowledge this is a 24/7 responsibility.

So this week, Q-line wants to know, "How can City Hall, business owners and Santa Monica residents

work together to better monitor and ensure the cleanliness and safety of the city's alleyways?"

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



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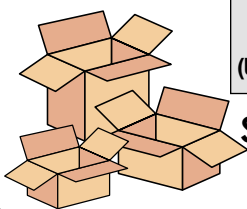
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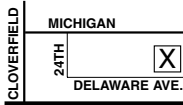
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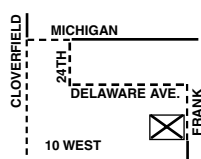
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More meetings for homeless plan scheduled

PLAN, from page 1

cessfully addressed their homeless populations.

Bob Erlenbusch, executive director of the LA Coalition to End Hunger and Homelessness and one of the coordinators of the plan, told the group that other cities have been studied and their solutions to end homelessness are included in LA's plan.

New York City in recent years was able to house their homeless residents at night through a "Right to Shelter" program in which the city spends \$35,000 a night to provide people a place to sleep. Apparently, LA has the same number of homeless as New York City did, but they receive about \$89 million in federal funding and LA receives \$45 million.

Currently, there are as many homeless people in all of Los Angeles County as there are residents of Santa Monica, according to an analysis on the county's homeless population. Of the roughly 84,000 people who live on the streets at any given time of the year, 2 percent of them live in Santa Monica.

Homeless populations fluctuate throughout the county — in Los Angeles there are four homeless people for every one bed in a shelter while in the East San Gabriel Valley, there are 137 individuals for every one bed, Erlenbusch said.

Santa Monica currently spends about \$2 million each year on services for homeless people. The city of Los Angeles spends more than \$14 million, most of which comes from the federal government. LA County spends tens of millions of dollars on homeless services and special needs programs.

"Money needs to be redistributed in the system to integrate services," Erlenbusch said, adding the plan focuses on providing transitional and permanent housing, with items such as mental health and alcohol and drug addiction services attached. "We need to act with one voice to lobby the state and federal government."

One of the ideas that stands out for Santa Monica City Councilman Mike Feinstein is the idea of establishing a regional trust fund to supply housing, and integrated and related services for the homeless population. Money would be collected from not only local, state and federal governments, but also philanthropists, donors and residents.

It's been said by local leaders and citizens for years that Santa Monica takes the brunt of the homeless problem on the westside because other surrounding cities aren't willing to share the burden.

Feinstein told the group the trust fund could be one way cities — many of which for years have ignored the issue — could be part of a solution to end homelessness.

"One of the biggest challenges in

bringing about effective regional cooperation has been getting other cities to, in effect, start from 'ground zero' in their community to both single-handedly fund and locate a project within their border," Feinstein said. "If there is a county-wide trust fund to draw from, it would lessen the financial and political burden on any individual city, making the expansion and regionalization of services far more likely to occur."

"Even for those cities who may only pay in, but won't actually locate a service within their boundaries, the fact that the financing would be regional would also serve to remind every community that this is our common responsibility to be borne by all of us, and not just by Santa Monica and a few other cities."

"I am very excited by the possibilities this option presents," Feinstein added.

The idea to end homelessness in a decade was prompted by the Bush Administration, which asked cities to come up with their own plans. The administration, however, didn't specify how it would be funded. Now that 120 other cities have either developed plans or are in the process of developing them, there could be more leverage to get federal money.

"If we can harness 120 communities who have all stepped up to the plate, we can go to the federal government and ask for money," Erlenbusch said, adding that when President Bush asked cities to devise their own plans, he might not have realized that they would collectively knock on Washington's door and demand funding. "It's an interesting dynamic and a tremendous opportunity."

Bring LA Home officials have held dozens of community meetings and focus groups in the last year, garnering more than 300 suggestions for ending homelessness.

"In this planning process, we have already conducted 17 community meetings and various focus groups, and over 1,000 individuals have participated, and response has been tremendous," said Mitchell Netburn, executive director of the Los Angeles Homeless Services Authority. "When this plan is completed and the community has participated, everyone will have had a part in developing solutions to end homelessness."

A few more public meetings will be held this month. Log onto www.bringlahome.org for times and locations. Officials also are asking the public for comments on the plan, which can be viewed on the Web site.

"These meetings are an opportunity for everyone to participate," Erlenbusch said. "This issue affects us all, and these meetings are part of continued steps in building a shared vision and solutions that the community desires."

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Santa Monica Daily Press

LOCAL



Mother and daughter reunite following life on the street



GUEST COMMENTARY
BY KELLY HAYES-RAITT

"I like the red one with the weird jelly things in the handles," declared 9-year-old Tabitha Fox, enthused from an afternoon of pre-Christmas window shopping for a new bike.

Tabitha has a lot more to be enthusiastic about: She is nearing the one-year anniversary of being reunited with her mom, Jennifer, following a two-year separation. After Jennifer fled the apartment she shared with her abusive boyfriend, the single mother — who received no child support from Tabitha's dad — housed her daughter with relatives while she moved from hotel to hotel, couch to couch, as she sank deeper into an alcohol- and drug-related addiction.

While her mom was homeless and getting her life together, Tabitha was equally rootless, moving from home to home, family to family and school to school.

"Sometimes no one would tell me what was going on," said Tabitha, who is in the fourth grade. "I just had to pack my stuff. It was kind of scary. I changed schools about four or five times. I had maybe one time in first grade (I changed schools), two times in second grade, then again in third grade. Now that I'm in fourth grade, I haven't changed schools yet. It was a little hard; sometimes I didn't fit in. When you change in the middle of the year, everybody just stares at you. I had to go to therapy, and I didn't like that. I had to take medicine because I was depressed about not living with my mom. That made me sad."

It is sad to contemplate the amount of sadness generated by each person — obvious and not — who is living without a true home. Whatever Jennifer's circumstances, her young daughter inherited our society's ambivalence toward assisting homeless people.

This precocious 9-year-old, who insisted on a private interview out of her mother's earshot, reunited with her mother last November.

"I feel really safe where I live (now)," she said. "I live in a safe town. Hardly anything bad happens here. I go to a safe school."

Tabitha's new-found security is due to the CLARE Foundation, a social service agency with 12 programs that serve 2,500 people each year. CLARE helped put Jennifer back on her feet — and still helps her, 22 sober months later.

CLARE's services run the whole "continuum of care," said assistant program director Dave Rolston. "From detox from substances or alcohol to long-term day treatment and outpatient programs, we run 30-day recovery programs, long-term resident programs from 30 to 180 days, and four different outpatient programs for people who want to stay in their own homes but are looking to battle addictions by seeing a treatment specialist."

CLARE relies on funding from both government and private sources, such as foundation grants and individual donations.

"There's meetings on Tuesday nights when my mom takes me, too," Tabitha said. "There's after-school programs. There are other meetings just for grown-ups. They have child care, and we do arts, and people come over and teach us stuff. We have movie nights. We do counseling every Monday, Wednesday, Thursday. We have to go to places for four days. On Fridays, we get to rest. Thank God for that."

In addition to providing on-going day treatment and after-school programs, CLARE's Family Center works with the Los Angeles School District to talk with students as young as fourth grade about addiction prevention. The program reaches 10,000 students each year.

An adjunct to the family center is a women-with-children recovery home for mothers battling addictions.

"The controlled structure allows mothers to begin to heal those relationships with their kids," Rolston said.

"I like to read more than anything," Tabitha said. "I like my mystery and murder books. I used to read Nancy Drew in second grade. Now I read R.L. Stine. I get books from my teacher and the library."

"It's great being back with my mom because it was hard to fit in. We can do stuff we were never able to do together — like go to the beach and stay there — unless there's a meter. We can go shopping."

"At CLARE, we make a Christmas list with three things, and probably I'll get all that I ask for," she continued. "I'm asking for a Gameboy Advanced Play Station 2."

And what about Halloween? What does she want to be?

"I don't know, I think I'll just stay home and carve a pumpkin," Tabitha said. "I love carving pumpkins. This is my first Halloween with my mom. I haven't carved a pumpkin in so long."

(Kelly Hayes-Raitt is a political consultant specializing in public relations and community organizing campaigns. She can be reached at (310) 474-5545 or www.CommunityCampaigns.com).

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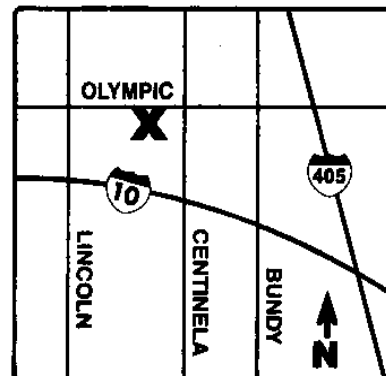
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BRIEFS, from page 3

creating posters, leaflets and signs.

Wi-Fi at Santa Monica Public Library

By Daily Press staff

The Santa Monica Public Library has launched free wireless Internet access for the public at its temporary main library and three other branches. Using their own laptop computers or PDAs, patrons have access to the Internet, including authoritative online databases, through the library's broadband wireless network.

To use the Wi-Fi network, patrons need to have the necessary equipment already installed in their computers. Library users also are able to sign up to use the Internet on select computers at all four Santa Monica public library locations.

For more information, call (310) 458-8600.



LETTERS TO THE EDITOR

‘Hoping’ City Hall cleans up its act

Editor:
City official Judy Rambeau in her recent letter to the Daily Press (SMDP, Oct. 8, page 6) says she “hopes” people will continue patronizing Santa Monica businesses despite her acknowledgment that the city can’t even keep the alley between Fourth and Fifth streets clean for 30 minutes. Unfortunately “hope” is often one of the cruelest words in the English language.

One can “hope” to make money in the stock market. However, without common sense continually applied, such a result is unlikely. One can also “hope” for good health while leading an unhealthy life. Hoping for something is virtually useless unless you actually take actions designed to accomplish the desired result.

It is clear from Ms. Rambeau’s letter that attempting to clean up messes regularly made by the homeless is hopeless despite her assertion that the city is doing its utmost to keep the area safe and sanitary. Whether they are doing their “utmost” may be questionable, what is certain, however, is that “hope” will never be sufficient and that current city policy offers little more.

Tom Larmore
Santa Monica

The racist occupation is the atrocity

Editor:
The recent protest by SMC students against the anti-Palestinian racism of a local business owner (SMDP, Sept. 29, page 1) was followed by two letters in the press that supported her views and attacked the students for their ignorance about the situation in the West Bank and Gaza Strip. Who is ignorant? Most people in the world understand and support the Palestinian resistance against Israel — whose repressive policies and occupation could not continue without massive U.S. financial and military support — more than \$200 billion since 1967.

This resistance includes violence against Israelis that has been condemned by the

late Edward Said, the foremost spokesman for the Palestinian cause in the world, who was also unsparing in his criticism of Arafat, the PLO leadership and Arab regimes in the Middle East.

These violence acts, however, must not divert our eyes from Israel’s vastly greater and horrific violence. We must ultimately confront the fact that the Palestinians are “the natives of Israel, an indigenous community excluded from nationhood in its own homeland: Dispossessed and expelled ... denied many fundamental rights and exposed on a daily basis to injustice ...” In the effort to maintain this injustice, Israel is “utterly dependent on the U.S. ... outside of Washington, Israel has no friends — at the United Nations it cannot even count on the support of America’s staunchest allies” (Tony Judt, foreword, “From Oslo to Iraq”).

If one suicide bomber who takes her own life and people around her outrages us, why are we silent about the staggering Israeli violence committed with U.S.-supplied jets, helicopter gunships and tanks against a people without any of these weapons, who are resisting an occupation and tyranny? As Said has argued, they “have behaved as all colonized peoples in history toward the colonizer: They rebelled in protest. What is so difficult or obscure about that?” The present Israeli treatment of Palestinians is a contemporary and brutal form of the Apartheid system that once ruled South Africa — one supported by Israel. During that period, Israel also helped to train death squads in El Salvador and Guatemala, and the terrorist Contras in Nicaragua — all with U.S. blessing.

In what is surely a great human tragedy, a people who have suffered persecution and genocide now victimize others with their occupation and racist policies. While our absolute condemnation of the Holocaust against Jews should forever remain burned in our memories, it cannot blind us to the injustices against Palestinians. It is the Israeli occupation that has provoked violent resistance, one that is justified by the UN charter and every other human rights declaration. These allow for the right to resist military occupations by any means, and the right of refugees to return to their homes.

On July 9, the International Court of Justice (ICJ) ruled that the Apartheid wall

See LETTERS, page 7

Caveat emptor: Beware of Von Dutch’s message



COMMON
SCENTS
BY CAROLE ORLIN

How about a brief break from the political debate as we approach Election Day 2004?

I’ve always wondered why people pay so much money to wear clothes, purses, hats, etc., with a company’s logo on it. It seems to me to be a sweet deal for a company to have people pay them to do their advertising for them. Sometimes it’s funny, such as when I see pasty white people wearing FUBU.

But to each his own...that is, until I learned about Von Dutch. His real name: Kenneth Howard. He gave himself the name Dutch as a kid and later changed it to Von Dutch when he began painting and pin striping. Kenneth, a/k/a Von Dutch, an alcoholic, was a self-proclaimed Nazi and huge fan of the Third Reich. He vehemently hated blacks, Jews and Mexicans, among others, and rooted for the Germans in World War II.

This dose of Von Dutch history made me realize that the term caveat emptor (“buyer beware”) means beware of more than just getting ripped off financially.

You might inadvertently be wearing and, therefore, advertising something that stands for something to which you are totally opposed.

The real Von Dutch died in 1992 (at age 63). The legacy of the Von Dutch name and logo has gone through a recent sales explosion. Since the time the company opened its first store on Melrose Avenue in Los Angeles in 2000, sales have risen from approximately \$1 million in 2001 to approximately \$33 million in 2003, and are projected to be approximately \$100 million in 2004! Last December, Santa Monica became the site of a new Von Dutch store with the opening of its location on the Third Street Promenade.

Now, when I see the people wearing Von Dutch, I am disturbed. If they knew about the real Von Dutch, would they be giving the company free advertising and support? Originally, I found out about this purely by accident. I was leafing through L.A. Magazine’s May 2004 issue and looking for a place to go for a weekend getaway, when I came across the article about Von Dutch. I like the look of Von Dutch, and if I wasn’t so behind the times, I could have easily been wearing one of its T-shirts or hats. It made me think about other logos and their etiology.

What else have I been wearing that espoused things I don’t know about? I

started to do a little investigating about logos. I learned from Logodesign.com that logos date back to ancient Greece. The word “logo” means a name, symbol, emblem, badge, insignia or trademark and is designed for easy recognition. It began as a cipher consisting of one letter or a design of two letters or a surname intertwined to use on stationery, business cards, etc. Apparently, the Middle Ages were prolific in inventing ciphers for ecclesiastical, artistic and commercial use. In the 13th Century, logo design evolved from ciphers to trademarks for merchants. Watermarks (I love watermarks) came into being around that time. With the information age, logos and logo design radically changed. Today we are more aware of visual symbols, especially trademarks. The logo often makes or breaks a company, as it is the foundation of that company’s visual image, as silly as that seems. Who does not recognize the Nike “swoosh”? (Yes, I will address sweatshop labor in another column).

OK, so logos are not new. But what is new is wearing other people’s logos instead of your own. I have a Scottish friend who has a family crest. I always wished I had a family crest, but since I don’t even know who my ancestors were, it made it kind of hard to know if I had one or not.

I started shopping around for clothes

without logos, and I became aware that they are everywhere. Some are blatant; some are subtle. But they are definitely there. Then I started thinking, why not have my own logo? I’m as juicy as Juicy Couture. I’m as important as Versace, Gucci or Tommy Hilfiger. By the way, how can anyone wear a label with the name Hilfiger on it? It’s such an uncool name. Sorry Tommy, your clothes are OK; it’s just the name. I guess not everyone can have a cool name like Orlin.

So, I decided to make my own logo. Unfortunately I’m not very creative, and that is how I found various logo design companies on the Internet. I’m kind of sad that I don’t know my family’s history, but I decided that it’s never too late to start a family tradition, and it might as well start with this generation. I think a sword and a butterfly with Orlin in the middle would be nice. Oh, maybe that’s been done already with Iron Butterfly. I guess I’ll have to put more thought into it after the election.

If doing your own logo is not your thing, but you want to know a little of the history of the label, or to find out if they use sweatshop labor or whatever, the only thing I can suggest is to research the company. You might be surprised with the results.

(Carole can be reached at Caroleorlin@yahoo.com).

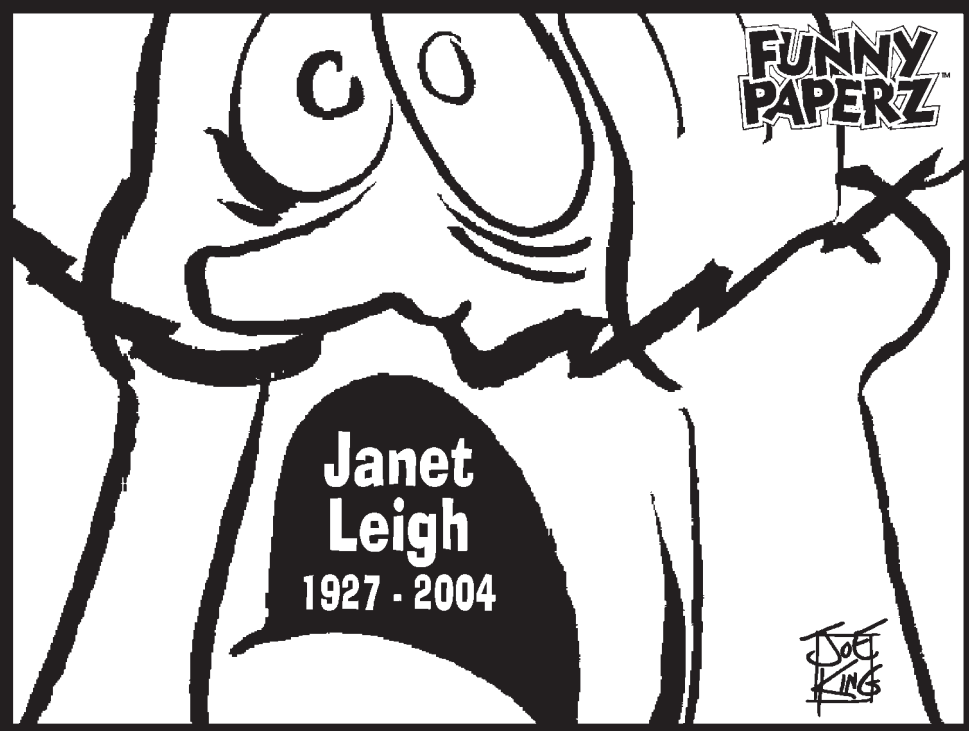


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OPINION



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LETTERS TO THE EDITOR

LETTERS, from page 6

now being built in the Palestinian West Bank is "contrary to international law." Israel must cease its construction, dismantle it and pay reparations to those damaged by it. The Israelis, supported by the U.S., ignored the ruling and continued their construction. Our House of Representatives responded with a resolution condemning the ICJ ruling and backing Israel's illegal wall — though a surprising minority of representatives voted against it or abstained.

Everywhere in the world but in the U.S. — in fact, not even in Israel where there is much more contentious debate on these issues than here — informed citizens support the sentiments expressed by the SMC student protest. When we move beyond racist attacks on Palestinians and the uncritical support of Israel by mass media pundits, educators and political officials to examine the historical record, we must conclude that its policies are an affront to humanity and international law. The recent protest by SMC faculty and students brought this issue to our attention. We should be grateful for their stand against racism and colonialism.

John Marciano
Santa Monica

Defining the Santa Monica homeless

Editor:

There are two separate issues that are constantly bunched together under the heading of the Santa Monica homeless. To me, the definition of Santa Monica homeless implies that they are a person or family who are residents of Santa Monica who finds themselves without a home due to a series of events, mostly economic. These men, women and children should be helped in every way possible to get back on their feet and to once again become productive and able to maintain a home.

The second group that is constantly, and to my mind, erroneously, included under the heading of Santa Monica homeless, are the mentally ill, the drug and/or alcohol addicted street people who flock here from all over the United States because of City Hall's policy to coddle and feed them while expecting no change in their behavior. By doing so, City Hall and the programs they now fundacerbate the growing problem and do nothing to really help these individuals. And it is these people that John Linfesty spoke of in his letter (SMDP, Sept. 24, page 4) and that most residents of this city, and tourists who visit and spend money here, object to. The county-wide effort to end homelessness that you spoke of lists among its guiding principles, "address the structural causes of homelessness." If by this population they mean the true homeless as listed in the first paragraph, then the cause is most likely economic.

However, for the second group, the group that is causing Santa Monica to become a vast recreational area for the addicts of the world, the causes are very different, but just as obvious. The mentally ill should be treated for their illness; the addicts should be treated for their addictions. All funding given to programs who help this population should do this. I have said it many times, but any program that is currently, or will become, funded by City Hall should have sobriety as a criteria for obtaining any help — or City Hall should stop funding them. If someone wants to become a sober, and therefore a valuable member of society, he or she should be helped in every way to do this. On the other hand, I am all for urging the ones who prefer the street and drug life to pursue it elsewhere. And the man who feeds these street people in our parks, rendering them unfit for our children, and who I understand is not a resident of Santa Monica, I would ask why he doesn't want to feed them where he lives? He would save on gas and with this extra money, could feed a few more.

Marilyn Brennan
Santa Monica

Two years later: The kiss that was more than 'that'



HIP TO BE SQUARE

BY CAROLINE BODKIN

I sat in a leather chair in a fourth-floor corporate reception area, and I was totally unaware of what that day would turn out to be. There was no way to know.

I was waiting for an informational interview with one of the executives, a fellow alumni, who I hoped might help me find a job. This was three years ago. I waited for less than 15 minutes before he came out to greet me, and when he did, it was with a warm smile and a handshake.

He says that he fell in love with me as soon as he saw me in the chair. He called it love at first sight. This is still amazing to me and makes me incredibly happy. Doesn't that only happen in movies?

Of course, I didn't know about the "first sight" thing until a year later. After that interview, he helped me get my first job in town. He called someone he knew who knew of an opening, and I went on another interview. Within three weeks, I was hired.

How did we get together after that? For the next year, he dated someone else, and we spoke semi-regularly — he acted as a sort of mentor for me in the industry, and I always told him I'd like to hang out more.

Maybe go to a farmer's market on Sunday or something.

You are, I told him once, a very good friend, and I know that you'll be in my life for a very long time. That was at his birthday in January 2002, before I knew I had a crush on him, before he told me he had a crush on me.

Days and months passed, and then he moved to my side of town. We went to movies, we went to lunches, he came to my yoga class, and then one night we kissed. And it was 100 percent magic. And from that moment on, we've been together.

This week, he and I celebrate two years since that kiss — two years of being in love, being in a relationship. It's been amazing and beautiful and hard and simple and challenging and still so easy at times.

Before we started dating, I'd never cry in public and only rarely in front of close friends. I saved the tears for times I'd cry hysterically on my way to work. And at those times I'd shout out the words to that Alanis Morissette song from the Under Rug Swept album about the girl who dated the older guy. I'd wonder why I was so lonely.

It's embarrassing, I know. Point is, I never used to understand why people cried at weddings, but now I do.

This is the way it happened for us. One day I was sitting in the lobby, totally unaware of the future, and three years later, I'm still in love. Sometimes we just look at each other and shake our heads. We ask, "How? How did I find you?"

You never know where it'll spring up. You never know what life will offer you if you agree to meet it half way. You never know what patience will bring. You'll never know what's in someone's heart unless you give it a chance to open.

I just got a phone call from a friend of mine here in town, and she told me that last night she kissed, for the first time, the sweet man she's had a crush on for months. The excitement in her voice was so genuine I could practically hear her smile.

I cheered for her and asked for all the details, which she gave to me.

Then, about halfway through the story, her voice took on a doubtful tone. The excitement was suddenly dampened by a defensive tone, and she said, "But who knows, maybe it means nothing, maybe that was that, and that's all."

I've gone through times in my life when "that was that" was enough. Or, at least, it was expected. But this didn't sound like one of those. Even if it wasn't a fairy tale to be, it didn't fit the skeptical tone her voice had taken.

I quickly remembered how it all started for me, how quickly life can turn without your even knowing it.

I cut her off, and I told her it sounded magical. I said be open, let it ride, because you never know.

(Caroline Bodkin lives in Los Angeles and believes in true love. You can e-mail her at hiptobesquarebybodkin@yahoo.com).

OPINIONS EXPRESSED are those of the writer and do not necessarily reflect those of the Santa Monica Daily Press staff. Guest editorials from residents are encouraged, as are letters to the editor. Letters will be published on a space-available basis. It is our intention to publish all letters we receive, except those that are libelous or are unsigned. Preference will be given to those that are e-mailed to sack@smdp.com. All letters must include the author's name and telephone number for purposes of verification. Letters also may be mailed to our offices located at 1427 Third Street Promenade, Suite 202, Santa Monica, 90401, or faxed to (310) 576-9913. All letters and guest editorials are subject to editing for space and content.

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Santa Monica Daily Press



Station makes SM first with 24-hour election TV

CITY TV, from page 1

tion, City TV.

“We wanted to give voice to each candidate,” said Barbara Inatsugu, president of the local chapter of the League of Women Voters. “By using technology and making it easier and more convenient to get information about the elections, voters can make better decisions.”

Last year focus groups showed that people didn’t like the exclusive use of the one-minute candidate statements, or listening to candidates answer the same questions over and over, said Robin Gee, City TV station manager. She, Inatsugu and Betsy Rosenfeld of the Center for Governmental Studies began working on alternative formats.

Fourteen shows using a variety of formats cover a range of relevant voter education. If someone is interested in parking or traffic issues, for example, they can tune into just the programs that address those topics. If they want to find out a candidate’s stance on an issue, they can tune into a segment called “City Council Candidates Address the Issues,” followed by the issue name. Parking/traffic, growth and development, and homelessness are the only three issues discussed in the context of CityTV2’s programs. The local school board and the Santa Monica Community College district board have their own candidate programs when education issues are covered.

“Local elections affect voters’ lives much more than presidential elections do,” Gee said. “But local politicians often don’t have much access to television coverage.”

Questions of impartiality are carefully scrutinized by all parties involved in CityTV2’s creation, according to Inatsugu.

“The league’s reputation is built on the ability to be impartial,” she said. “All candidates are participating, and all have the same exact questions to answer, the same set-up and the same moderators in debates.”

The League of Women Voters has a long-standing partnership with City Hall on covering local government. To attain impartiality, the organization has two distinct functions: One takes positions on issues and is geared toward action, membership and general operational tasks; the other function is strictly voter education and access issues. Whether the league takes a position on an issue is separate from purely impartial involvement in public education of election issues, Inatsugu said.

“It’s a skill,” she said. “Not everyone can do it. If we find there’s someone working for us who can’t (be impartial), we put them on the action side. If we take a position on a very controversial issue, we will often not participate in the TV program which deals with that issue.”

Funding for CityTV2 comes from the same tax base that covers the existing cable access station, Gee said. The city budget for both stations is \$881,165. Underwriting for the programs on judicial candidates was provided by the Women

Lawyers Association of Los Angeles, the Pasadena Law Auxiliary, the Culver-Marina Bar Association, the Los Angeles County League of Women Voters, creative learning channel LA36, and ACT, a Pasadena-based nonpartisan political organization. The contributions of both the League of Women Voters and the Center for Governmental Studies to the election programming is educational as they are both nonpartisan, nonprofit organizations.

As for the programs themselves, an effort to be more condensed than previous election programming led to the creation of “Koffee Klatsch.” Described by Gee as “The View meets the school board,” a teacher, a student and a parent ask questions of the school board candidates. To avoid bias, all questions are submitted in advance, and each candidate answers the same ones.

“On The Record With Your Santa Monica Ballot Measures” illustrates the pros and cons of the measures from a variety of angles to ensure there is no bias, Inatsugu said. A similar-named program, “On The Record”, uses the one-minute format for candidate statements, but City Council candidates present either a one-minute statement with a sponsor’s endorsement, or a two-minute statement with no endorsement. Other “On The Record” shows feature contenders for seats on the school board, the SMC Trustees Board, the Rent Control Board and judicial positions. Each candidate has the opportunity to give a one-minute statement.

Another program is “Meet Your City Council Candidates”, where each nominee is interviewed for five minutes in order to give voters a chance to get more of a personal feel for each one. A companion show interviews judicial candidates.

The only live program is a round-table discussion involving all candidates that is being held in the City Council chambers on Oct. 19, from 7 p.m. to 10 p.m. Labeled “Council Candidates Live!”, nominees will consider pre-written questions and debate them in small groups. Because the public is invited, the idea is for voters to see all of the candidates in one place so they can make distinctions between their views more evident.

Capping the election season will be continuous coverage of election night from Tuesday at 8 p.m. until Wednesday at noon.

After Nov. 2, Santa Monica residents will be able to catch important government meetings they might have missed by tuning into replays of meetings that are shown live on City TV channel 16. Between the repeats of those programs, CityTV2 will maintain an on-air community bulletin board. Also, regular channel 16 programming will resume, which includes coverage of local news, sports and arts.

“Santa Monica residents care about the issues,” Gee said. “We’re trying to use technology to give the voters all of the information they need.”

Scheduled Channel 16 Programs:

“ON THE RECORD WITH YOUR CITY COUNCIL CANDIDATES”
Friday, 10/1, 8 p.m.
Saturday, 10/2, 8 a.m.
Sunday, 10/3, 5 p.m.
Thursday, 10/7, 10 a.m.
Saturday, 10/9, 7:30 p.m.
Sunday, 10/10, 4 p.m.
Monday, 10/11, 11 p.m.
Thursday, 10/14, 9 p.m.
Friday, 10/15, 6:30 p.m.
Saturday, 10/16, 7 p.m.
Monday, 10/18, 9 p.m.
Thursday, 10/21, 12:30 p.m.
Saturday, 10/23, 12:30 p.m.
Tuesday, 10/26, 11 a.m.
Wednesday, 10/27, 9 p.m.
Thursday, 10/28, 7 p.m.
Friday, 10/29, 11 p.m.
Saturday, 10/30, 5 p.m.
Tuesday, 11/2, 11 a.m.

“ON THE RECORD WITH YOUR SCHOOL BOARD CANDIDATES”
Saturday, 10/2, 7 p.m.
Monday, 10/4, 11 a.m.
Tuesday, 10/5, 6:30 p.m.
Thursday, 10/7, 8 a.m.
Friday, 10/8, 1:30 p.m.
Sunday, 10/10, 9:30 a.m.
Monday, 10/11, 7:30 p.m.
Thursday, 10/14, 10 p.m.
Saturday, 10/16, 11 a.m.
Sunday, 10/17, 6:30 p.m.
Monday, 10/18, 7:30 p.m.
Friday, 10/22, 9:30 a.m.
Saturday, 10/23, 2:30 p.m.
Sunday, 10/24, 3:30 p.m.
Wednesday, 10/27, 8:30 p.m.
Saturday, 10/30, 9:30 a.m.
Sunday, 10/31, 6:30 p.m.
Monday, 11/1, 10 p.m.
Tuesday, 11/2, 6:30 p.m.

“ON THE RECORD WITH YOUR RENT CONTROL BOARD CANDIDATES”
Tuesday, 10/5, 9:30 p.m.
Wednesday, 10/6, 6:30 p.m.
Saturday, 10/9, 9:30 a.m.
Sunday, 10/10, 10:30 a.m.
Thursday, 10/14, 8 a.m.
Monday, 10/16, 8:30 p.m.
Sunday, 10/24, 11 a.m.
Wednesday, 10/27, 5 p.m.
Thursday, 10/28, 6:30 p.m.
Friday, 10/29, 5 p.m.

“ON THE RECORD WITH YOUR COLLEGE DISTRICT BOARD CANDIDATES”
Friday, 10/1, 8:30 a.m.
Saturday, 10/2, 2:30 p.m.
Sunday, 10/3, 6:30 p.m.
Tuesday, 10/5, 7 p.m.
Thursday, 10/7, 8:30 a.m.
Friday, 10/8, 7:30 p.m.
Saturday, 10/9, 8:30 p.m.
Wednesday, 10/13, 4:30 p.m.
Sunday, 10/17, 1:30 p.m.
Monday, 10/18, 8 a.m.
Tuesday, 10/19, 11:30 a.m.
Wednesday, 10/20, 10 p.m.
Thursday, 10/21, 10 a.m.
Friday, 10/22, 7 p.m.
Tuesday, 10/26, 9:30 p.m.
Wednesday, 10/27, 10 p.m.
Thursday, 10/28, 10 p.m.
Friday, 10/29, 5:30 p.m.
Saturday, 10/30, 6:30 p.m.
Monday, 11/1, 7:30 p.m.

“ON THE RECORD WITH YOUR SANTA MONICA BALLOT MEASURES”
Monday, 10/4, 8 a.m.
Tuesday, 10/5, 4:30 p.m.
Wednesday, 10/6, 5:30 p.m.
Sunday, 10/10, 10 a.m.
Tuesday, 10/12, 2:30 p.m.
Wednesday, 10/13, 10 p.m.
Friday, 10/15, 8:30 a.m.
Saturday, 10/16, 8 p.m.

Monday, 10/18, 10:30 a.m.
Sunday, 10/24, 9:30 a.m.
Tuesday, 10/26, 10 p.m.
Wednesday, 10/27, 6:30 p.m.
Friday, 10/29, 7 p.m.
Saturday, 10/30, 10:30 p.m.
Sunday, 10/31, 8 p.m.

“ON THE RECORD WITH YOUR JUDICIAL CANDIDATES”
Friday, 10/1, 7:30 p.m.
Saturday, 10/9, 8 a.m.
Sunday, 10/10, 3:30 p.m.
Tuesday, 10/19, 5 p.m.
Wednesday, 10/20, 6:30 p.m.
Friday, 10/22, 7:30 p.m.
Saturday, 10/23, 2 p.m.
Saturday, 10/30, 9 a.m.
Monday, 11/1, 4:30 p.m.

“MEET YOUR JUDICIAL CANDIDATES”
Friday, 10/1, 11 p.m.
Sunday, 10/10, 9 p.m.
Wednesday, 10/13, 10 a.m.
Friday, 10/15, 12:30 p.m.
Wednesday, 10/20, 5 p.m.
Friday, 10/22, 9 p.m.
Wednesday, 10/27, 7:30 p.m.
Thursday, 10/28, 11 p.m.
Friday, 10/29, 8 p.m.

“MEET YOUR CITY COUNCIL CANDIDATES”
Friday, 10/1, 6:30 p.m.
Saturday, 10/2, 10 p.m.
Monday, 10/4, 7 p.m.
Sunday, 10/10, 2:30 p.m.
Monday, 10/11, 10:30 a.m.
Tuesday, 10/12, 11 p.m.
Wednesday, 10/13, 8 p.m.
Thursday, 10/14, 5:30 p.m.
Friday, 10/15, 8 p.m.
Saturday, 10/16, 5 p.m.
Sunday, 10/17, 4 p.m.
Sunday, 10/24, 8 p.m.
Monday, 10/25, 1:30 p.m.
Tuesday, 10/26, 11 p.m.
Wednesday, 10/27, 10:30 a.m.
Thursday, 10/28, 5:30 p.m.
Friday, 10/29, 4 p.m.
Sunday, 10/31, 7 p.m.
Monday, 11/1, 9 p.m.
Tuesday, 11/2, 12:30 p.m.

“CITY COUNCIL CANDIDATES ADDRESS THE ISSUES: HOMELESS”
Thursday, 9/30, 5 p.m.
Saturday, 10/2, 4 p.m.
Sunday, 10/3, 12:30 p.m.
Monday, 10/4, 8 p.m.
Sunday, 10/10, 10 p.m.
Monday, 10/11, 12:30 p.m.
Tuesday, 10/12, 8 a.m.
Wednesday, 10/13, 11 p.m.
Friday, 10/15, 5 p.m.
Saturday, 10/16, 8 a.m.
Sunday, 10/17, 5 p.m.
Wednesday, 10/20, 11 a.m.
Thursday, 10/21, 11:30 a.m.
Friday, 10/22, 11 p.m.
Saturday, 10/23, 4 p.m.
Sunday, 11/ 24, 5 p.m.
Thursday, 10/28, 8 p.m.
Saturday, 10/30, 4 p.m.
Sunday, 10/31, 10 p.m.
Monday, 11/1, 9:30 a.m.

“CITY COUNCIL CANDIDATES ADDRESS THE ISSUES: PARKING/TRAFFIC”
Friday, 10/1, 12:30 p.m.
Saturday, 10/2, 5 p.m.
Sunday, 10/3, 9 p.m.
Thursday, 10/7, 9 p.m.
Friday, 10/8, 4 p.m.
Monday, 10/9, 5 p.m.
Sunday, 10/10, 8 a.m.
Thursday, 10/14, 11 p.m.
Friday, 10/15, 9 p.m.
Tuesday, 10/19, 8:30 p.m.

Sunday, 10/17, 8 p.m.
Thursday, 10/21, 8:30 a.m.
Friday, 10/22, 5 p.m.
Saturday, 10/23, 5 p.m.
Wednesday, 10/27, 9:30 a.m.
Thursday, 10/28, 4:30 p.m.
Saturday, 10/30, 8 a.m.
Sunday, 10/31, 3 p.m.
Monday, 11/1, 8 p.m.

“CITY COUNCIL CANDIDATES ADDRESS THE ISSUES: GROWTH”
Saturday, 10/2, 6:30 p.m.
Sunday, 10/3, 4 p.m.
Monday, 10/4, 9 p.m.
Tuesday, 10/5, 10 a.m.
Saturday, 10/9, 3 p.m.
Monday, 10/11, 8:30 a.m.
Tuesday, 10/12, 9:30 p.m.
Wednesday, 10/13, 6:30 p.m.
Thursday, 10/14, 10 a.m.
Friday, 10/15, 11 p.m.
Sunday, 10/17, 10:30 a.m.
Monday, 10/18, 12:30 p.m.
Saturday, 10/23, 11 a.m.
Monday, 10/25, 8 p.m.
Tuesday, 10/26, 12:30 p.m.
Wednesday, 10/27, 4 p.m.
Friday, 10/29, 10 p.m.
Saturday, 10/30, 10 a.m.
Sunday, 10/31, 8:30 p.m.
Monday, 11/1, 10:30 a.m.

“CANDIDATES FORUM: SMMUSD SCHOOL BOARD”
Monday, 10/11, 9 p.m.
Tuesday, 10/12, 12:30 p.m.
Thursday, 10/14, 4:30 p.m.
Sunday, 10/17, 9 p.m.
Monday, 10/18, 11 p.m.
Saturday, 10/23, 3 p.m.
Monday, 10/25, 7 p.m.
Tuesday, 10/26, 4:30 p.m.
Saturday, 10/30, 11 p.m.
Sunday, 10/31, 9 p.m.
Tuesday, 11/2, 7 p.m.

“CANDIDATES FORUM: SANTA MONICA COMMUNITY COLLEGE DISTRICT BOARD”
Monday, 10/11, 8 p.m.
Tuesday, 10/12, 4 p.m.
Thursday, 10/14, 8:30 a.m.
Friday, 10/15, 11 a.m.
Saturday, 10/16, 4 p.m.
Sunday, 10/24, 7 p.m.
Monday, 10/25, 9 p.m.
Friday, 10/29, 6 p.m.
Monday, 11/1, 8 a.m.
Tuesday, 11/2, 5:30 p.m.

“KOFFEE KLATSCH WITH YOUR CANDIDATES: SCHOOL BOARD”
Thursday, 10/21, 10:30 a.m.
Friday, 10/22, 12:30 p.m.
Saturday, 10/23, 8:30 a.m.
Sunday, 10/24, 4 p.m.
Thursday, 10/28, 9 p.m.
Friday, 10/29, 9 p.m.
Monday, 11/1, 6:30 p.m.
Tuesday, 11/2, 4 p.m.

“COUNCIL CANDIDATES LIVE” (RECORDED LIVE 10/19)
Thursday, 10/21, 4 p.m.
Friday, 10/22, 1:30 p.m.
Saturday, 10/23, 8 p.m.
Sunday, 10/24, 11:30 a.m.
Monday, 10/25, 10:30 a.m.
Tuesday, 10/26, 8 a.m.
Thursday, 10/28, 8 a.m.
Friday, 10/29, 12 noon
Saturday, 10/30, 7 p.m.
Sunday, 10/31, 4 p.m.
Monday, 11/1, 11:30 a.m.
Tuesday, 11/2, 8 a.m.

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LOCAL



COMMUNITY PROFILES

PROFILES, from page 1

who also happened to be the biggest water activist in the state of California.”

Growing up in Santa Monica spawned a life-long love of the ocean for Gold. He took regular trips to the beach, and family vacation destinations almost always were coastal areas. The beach, for Gold, provided a place of respite.

“Whenever anything went wrong and I wanted to escape, I would go to the beach,” said Gold. “I always felt best near the ocean.”

The UCLA doctoral program required Gold to do his research at the same place he interned. When it came time to do research, he had been volunteering at HTB for two years. Thinking it unrealistic that HTB would be able to pay him for an internship, Gold assumed he would be heading to the Natural Resources Defense Council in San Francisco, a common destination for environmental internships.

But Green reached out to help him. “She told me, ‘If we can’t raise the money for you, I’ll pay for it out of my own pocket,’” Gold said.

He became HTB’s first paid staff member in 1988, and today the nonprofit organization consists of 35 staff members, more than 500 volunteers, a 31-member board of directors and a \$3 million budget. It receives funding from federal, state and private grants, as well as dues from its 10,000 members.

Before coming to HTB, Gold worked as a consultant, writing environmental impact reports, while earning his doctorate. He decided he was not cut out for that life.

“If I’m not motivated by my work, I’m like a slug,” said Gold. “Most people who know me would not believe it because this place motivates me so much. It’s liberating. I get to wake up each day and work for a cause that everyone in the Los Angeles area cares about. If I was just doing a job just to do a job, I’d be lucky to get out of bed in the morning.”

Despite his love for his chosen work, life for Gold has not been entirely smooth sailing. By 1999, after working untenable hours for years, his health began to suffer. In a three-month period, he underwent two back surgeries and a heart operation called cardiac ablation, where an electric current is shot through the heart to correct arrhythmia. Convinced it was brought on by stress, his wife, Lisette Bauersachs, insisted he slow down and spend more time with their three children.

“I had a very scary experience during that time,” Gold said. “Right after my second back surgery, my baby daughter was born, and I was a couple of weeks away from my heart surgery. I remember looking at this little baby tucked in my arm and thinking, ‘I’ve got to see her grow up.’”

Gold and Bauersachs met while working on their doctorates in the same area. He credits her strength, along with support from his staff, with helping him to keep things in perspective.

On Oct. 1, Gold won the Sustainable City Plan’s Outstanding Individual Award for his efforts at improving the water quality of Santa Monica Bay. As the founder of Santa Monica’s Task Force on the Environment in 1991, Gold was one of the leaders in implementing the Sustainable City Plan 10 years ago.

The Daily Press caught up with Gold at the headquarters of Heal the Bay.

WERE YOUR PARENTS ACTIVE ON ENVIRONMENTAL ISSUES?

“No, not really. My dad was a proba-

tion officer, and my mom was a librarian. But they were both very well read and articulate. They exposed us to everything, like theater, travel, art. They weren’t politically active, but they were opinionated. At dinner-time discussions, everything was fair game. Whether it was politics or news of the day...there were no wall flowers in my family. Both my parents were in jobs where they were trying to do good in people’s lives. I think they instilled that in me.”

AT WHAT POINT DID YOU REALIZE YOU WANTED TO FOCUS ON THE BIG PICTURE RATHER THAN ON THE PURE SCIENCE OF BIOLOGY?

“My UCLA biology department, during my undergrad years, had some guys who were National Academy of Science members, legends in the biology area. I learned a lot of my critical-thinking skills from those guys. They told me, ‘Don’t just trust it because it’s in print, tear it apart, find out what’s wrong with it.’ They got the big picture. That kind of biologist seemed exciting to me. But they were all retiring. So I saw this next generation of scientist — and I won’t name names — but one of the things that struck me was the narrowness of their knowledge. A couple of professors didn’t know who our senators were. For example, there was one professor who was studying the nervous system and physiology of a particular species of frog, but he knew nothing about the natural history of that frog. I thought there was something wrong with that, it was too myopic. I love the big picture. How can I apply my knowledge to help solve this huge, complex problem?”

“Another inspirational moment was when a scientist told us in a speech that we must get out of our ivory tower and weigh in on scientific and environmental issues. He said if we didn’t get involved, some politician with a lot less knowledge would be making decisions without us. So that was a driving force for me.”

HOW IMPORTANT IS LOCAL ACTIVISM VS. STATE AND FEDERAL ACTIVISM TO MAKING CHANGE?

“You need it all. Santa Monica is so great on the environment that it’s been like a laboratory. Some officials don’t know much about it, but they’re willing to try new things to protect the environment. We’ve been very active also on the state level. We’ve written over 10 laws for the state, including an education proposal that will include environmental education in all California schools, from K-12. Candidly, the federal level is bad.”

HAVE YOU SEEN A DIFFERENCE ACROSS THE ADMINISTRATIONS?

“Yes, huge. Bush senior was actually OK, not great, but in comparison to his son, he was John Muir. I haven’t seen anything close to this bad in my experience. He’s much, much worse than the Reagan administration. It’s by far the worst environmental administration we’ve had since people have been watching the environment. There’s very little enforcement, so there’s no deterrent. They’ve weakened environmental protection by many small rule changes, failed to fund existing regulatory programs, failed to implement regulations on the books, etc. Expectations for the Clinton administration were too high. We were disappointed, but he did a lot on land acquisition.”

WHAT IS THE MOST FRUSTRATING PART OF YOUR JOB IN GETTING THE

MESSAGE TO THE PUBLIC?

“Poll after poll demonstrates that the environment is a top-shelf issue. Just look state wide at the success at the many environmental propositions that have passed. We even voted to tax ourselves \$11 billion to protect the environment. Only on education are we willing to do that. But it doesn’t translate into elected officials doing what needs to be done — that’s frustrating. We’ve been successful in the regulatory arena, but the electoral side has been more difficult.

“We’ve had to become more focused on education. It’s 60 percent of our budget now. Realizing that we cannot achieve our goals until we truly educate all 10 million people in Los Angeles County was mind-

numbing.”

DO YOU EVER SEE THE LIGHT AT THE END OF THE TUNNEL?

“It’s hard. But in the ’80s people would point to Santa Monica Bay and say that’s the most polluted body of water around, but now people can point to it as a success story to show what can happen when the community gets focused, gets expertise and really works together to solve a problem.”

IS THE BAY HEALED? DEFINE HEALING.

“When I first came to HTB, I admit I hated the name. It was before they had the

See PROFILES, page 10



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LOCAL

COMMUNITYPROFILES

PROFILES, from page 9

cool fishbone logo. It just sounded pseudo-spiritual. But the improvements in the ecology, not just the sediment quality, opened my eyes and made me see why it was a good name. The bay has an ability to heal itself if we just take away the insult, if we leave it alone. I wouldn't be caught dead talking that way when I was 24. I'm known as cynical, Mr. Half-empty. But I'm actually optimistic about what we're doing here."

DO YOU EVER FEEL LIKE QUITTING?

"No, although there are things about running a medium-size business that are not in my area of expertise and are tedious. The business side of it. I don't have an MBA, so I must learn on the job, and from some of my board members. It does wear you down after a while. But I am fortunate to have a strong wife to make sure my life stays balanced. Because when you work on something so hard that's your passion, things can go awry, like with my health problems I had. I was just working myself to death."

WHAT ARE SOME OF THE SUCCESSES OVER THE PAST FIVE YEARS?

Mark Gold

Age: 41
Family: Wife Lisette Bauersachs; son Zack, 11; son Jake, 8; daughter Natalie, 5
Education: BS/MS biology, UCLA; Doctorate, Environmental Science and Engineering, UCLA
Hobbies: Going to the beach, playing with his kids, sports — Dodgers, Lakers fan
Residence: Santa Monica, Sunset Park area
Salary: Declined to state

"The biggest water quality improvements came from the 1998 and 2002 implementation of sewage treatment plant upgrades. The clean beach initiative has improved water quality in areas like Santa Monica Canyon and a number of beaches along the bay in the summer months. The regional board helped get the Tapia Sewage Treatment Plant to stop discharging into Malibu Creek between April and October, which has improved Surf Rider Beach during the summer.

"Where progress needs to occur is implementation of existing regulations. Prop. O will go a long way toward that. We need regulations on dam releases and when they can release. There's a lot of projects in the works to improve water quality that will be exciting to see come on line in the next couple of years. That's the good thing about hanging in there over time, to see something that was a twinkle in someone's eye become law...but it's slow going.

WHERE DO YOU SEE YOURSELF IN FIVE YEARS?

"I don't have any reason to leave this job. The mission's not done, it's still exciting. My kids are still in school in Santa Monica, we love our home...things are good. We love the community. There's no rush to go anywhere. I'm not in a hurry to do anything else. I expect to see myself in the same place, but I'm not close-minded."

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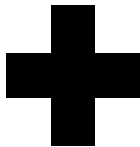
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STATE



California's public health chief limits flu shots

BY TOM CHORNEAU

Associated Press Writer

SACRAMENTO — In an effort to protect a limited supply of flu vaccines in California, the state's public health chief ordered Friday doctors and health care providers statewide to reserve the shots for high-risk patients such as the elderly and young children.

Dr. Richard Jackson, the state's public health officer, said while California is not yet facing a public health emergency, providers need to exercise good judgment to make sure the most vulnerable get shots first.

"I am taking this action to ensure that individuals at highest risk for serious or life-threatening illness with influenza receive flu shots," he said. "I am asking all Californians to come together in this time of need and act responsibly by cooperating with public health officials."

The flu vaccine crisis erupted this week when British health officials pulled the license of Chiron Corp., a sup-

plier of half of the U.S. supplies because contamination issues.

More than 36,000 people die and 200,000 are hospitalized every year in the United States for flu-related illnesses — 95 percent of them are seniors.

California officials say they expect to have almost 4 million doses from another supplier for use this season, but warned it was not enough to cover everyone in the high-risk categories.

Although no overall numbers were available Friday on the number of citizens in the high-risk groups, officials estimated there are more than 1 million children between the ages of 6 months and two years as well as another 2 million adults over the age of 65 years. He said a larger group of people could be included in another high-risk category of those with chronic illnesses.

While the state order directs health care providers to not give the vaccines to healthy individuals, it is not clear what penalties doctors or clinics face if they ignore the

request. Jackson said the order was not a mandate but if the state finds violations, additional steps could be taken.

One reason for the order, Jackson said, was to give family physicians and hospital administrators some basis for making judgments on dispensing the vaccines.

Dr. Jack Lewin, CEO of the California Medical Association, applauded the action. "Clearly there's a critical public health crisis that needs to be addressed."

The state order also calls on private companies, community clinics, pharmacies, drug stores or any other entity that sponsors flu clinics to provide the state with information about their vaccine supplies.

The state order specifically calls on providers to limit the flu vaccine to children between the age of six months and two years; adults 65 years and older; anyone over the age of two or under 65 years with a chronic medical condition; women who will be pregnant during influenza season; residents of nursing homes; and health care workers with direct patient care.

No 'hard and fast rules' for developing secret no-fly list

BY DAVID KRAVETS

AP Legal Affairs Writer

SAN FRANCISCO — The government has "two primary principles" but no "hard and fast" rules for deciding who gets put on the secret no-fly list barring suspected terrorists from boarding commercial airlines, the Transportation Security Administration disclosed Friday in federal court documents here.

The 301 pages of redacted documents, filed in U.S. District Court in response to a Freedom of Information Act request by the American Civil Liberties Union, also said the secret list grew from 16 names the day of the Sept. 11 terror attacks to 594 by mid-December 2001.

The government did not reveal how many people are currently barred from flying or subject to extra screening because they are on watch lists. But for the first time Friday, the government disclosed some, albeit limited, information on the criteria it uses to update the no-fly list each day.

One heavily redacted document, labeled the "GAO Survey of Federal Agencies' Use of 'Watch Lists' of Domestic and International Terrorists and Criminals," says getting on a list is guided by two "primary" principles: One is whether various intelligence agencies view an individual as a "potential threat to U.S. civil aviation." The other is whether the agency requesting someone be put on a list has provided enough information to identify

the person to be flagged at the check-in counter.

"However, these principles are necessarily subjective, providing guidelines, not 'hard and fast' rules," according to the author of the GAO survey, an intelligence officer for the TSA whose identity was blacked out.

Thomas Burke, an ACLU attorney, suggested that the vagueness of the rules may be one reason why hundreds of fliers are wrongly barred from flying or put through unnecessary searches at airports.

"We have learned more information about the degree to which getting your name on the list is a subjective process," he said.

TSA spokeswoman Jennifer Marty in Seattle said the agency had no comment on the disclosures.

An internal Dec. 5, 2002 TSA record about "false positives" shows that the agency received 30 calls per day from carriers about passengers who might have been wrongly flagged by a watchlist.

And a confidential FBI document, dated Feb. 23, 2003, suggested that authorities might use religious profiling to target passengers for extra scrutiny.

Addressing confusion over which passengers should be screened again after passing through metal detectors, the unidentified author of the FBI document advised that the criteria are confidential, "but involve things passengers might do which also might be things a terrorist would do, e.g., pray to Allah right before the flight that

you might have 90 virgins in heaven."

The documents were released as part of a lawsuit brought by Rebecca Gordon and Janet Adams, two San Francisco peace activists who co-publish San Francisco-based War Times, a nationally distributed newsletter critical of the Bush administration. They were stopped while checking in for a San Francisco flight to Boston, and detained by authorities until cleared for travel.

With the help of the ACLU, the two invoked the Freedom of Information Act to demand the FBI, TSA or Justice Department explain how people get on and off watchlists.

The documents disclosed that people are regularly removed from lists if the FBI is convinced they are not a threat.

The government at first balked at supplying any information to the ACLU. But U.S. District Judge Charles Breyer, after privately reviewing secret government data, said the government was making "frivolous claims" for not being forthcoming.

Congress is considering a Sept. 11 Commission recommendation that the TSA take over the responsibility of screening passengers at airline check-in counters.

Many names of potential terrorists, now kept in a slew of government databases, have been held back from the airlines because some agencies consider the information too sensitive to share.

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STATE

Group to air anti-Kerry film on election eve

By The Associated Press

LOS ANGELES — The Sinclair Broadcast Group is ordering its TV stations across the country to air a documentary on the eve of the presidential election that attacks Sen. John Kerry's anti-Vietnam War activism, the Los Angeles Times reported Saturday.

The one-hour program, "Stolen Honor: Wounds That Never Heal," features former prisoners of war accusing Kerry, a decorated veteran who took up the anti-war cause upon returning from Vietnam, of prolonging the war and worsening their plight. The newspaper said the program is to be followed by a panel discussion to which Kerry will be invited, which could satisfy fairness regulations.

It is expected to be broadcast between Oct. 21 and Oct. 24, depending on the city, the Times said, citing

sources it didn't identify. A call by The Associated Press on Saturday to Sinclair's headquarters in Maryland was not immediately returned.

Sinclair either owns or programs content for stations in 62 markets around the country, including Baltimore, Pittsburgh, Las Vegas and Sacramento. Fourteen of the stations are located in such swing states as Ohio, Florida, Pennsylvania and Wisconsin.

Kerry campaign officials criticized the plan and said the candidate had not been invited to take part in any discussion.

"It's not the American way for powerful corporations to strong-arm local broadcasters to air lies promoting a political agenda," said Kerry spokesman David Wade.

The Times said Sinclair is ordering its stations to pre-

empt local program in favor of the report.

Sinclair gained attention in April when it refused to air a "Nightline" segment on seven ABC stations it owns. The company said the segment, during which anchor Ted Koppel read the names of U.S. soldiers killed in Iraq, was a political statement disguised as news.

"I can't think of a precedent of holding up programming to show a political documentary at a point where it would have the maximum effect on the vote," said Jay Rosen, chairman of New York University's journalism department.

Michael Moore is in negotiations, however, to make his anti-Bush documentary "Fahrenheit 9/11" available as a pay-per-view show the night before the election, and the Sundance Channel plans to air clips on Monday from an anti-Bush "Vote for Change" rock concert.

Budget problems threaten parkland buys in California

By The Associated Press

SACRAMENTO — California has stopped acquiring land for state parks for the foreseeable future because it can't afford to staff and maintain new parkland, according to a newspaper report.

Facing a budget deficit next year of up to \$10 billion, state public works officials quietly decided in March to stop accepting or buying new parkland, the San Jose Mercury News reported.

Following outcries from environmentalists and conservationists, however, the California Public Works Board agreed Friday to add 1,000 acres of redwoods to Castle Rock State Park in the Santa Cruz Mountains.

But in a compromise with park supporters, the board also decided to keep the newly acquired acreage unmarked and closed to public access to save money.

"We're not anti-park or anti-acquisition," said Bob Campbell, general counsel for the governor's Finance Department. "But we are mindful of the budget situation. And we have to take that into account."

Critics of the plan suspending new acquisitions point out that voters have approved more than \$10 billion in bond money for new parks and water projects over the past four years. Some argued that no other California governor has halted all land purchases for parks, even during the Depression.

Fred Keeley, a former Santa Cruz assemblyman who helped write several recent parks bond measures, said the policy was against the wishes of the voters.

"They haven't stopped acquiring lands for new prisons or DMV offices. Somehow they have singled out state parks for special punishment," he said.

The Mercury News reported that so far this year, the Public Works Board has approved the acquisition of 4,075 additional acres for state parks, mostly in small pieces next to existing parks. By comparison, the board acquired a total of 62,969 acres in 2002 and 2003.

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NATIONAL

Bush and Kerry trade post-debate accusations

BY NEDRA PICKLER

Associated Press Writer

ELYRIA, Ohio — President Bush and Sen. John Kerry, their animosity stirred by a contentious second debate, lit into each other over Iraq, jobs and debate performance on Saturday in critical battleground states. Kerry also criticized the administration for the shortage of flu vaccine.

“We now know the administration knew ahead of time that there wasn’t going to be enough vaccine,” Kerry asserted as he campaigned in Ohio. The administration has denied it had any warning.

Instant polls did not give either Bush or Kerry a clear edge in Friday’s wide-ranging debate in St. Louis before an audience of uncommitted voters. But Republicans

were heartened by what they saw as a steadier, more focused and aggressive performance by the president than in the first debate, where he displayed bouts of impatience and peevishness.

Bush and Kerry ventured into each other’s “must win” states. Bush campaigned in Iowa and Minnesota, states won by Democrat Al Gore in 2000. Kerry had stops in Ohio and Florida, states won by Bush in 2000.

Campaigning in northeastern Ohio, Kerry accused the administration of misleading Americans on the flu vaccine shortage.

“The administration, we’ve learned today, is playing fast and loose again with the facts and the truth to the American people because they pretended and they’ve acted surprised that we didn’t have the vaccines,” Kerry

said at a nursing school. “Rather than tell the truth to the American people, they’ve acted surprised and pretended it just sort of happened on their watch.”

Kerry did not elaborate, but a story from London in Saturday’s editions of the Washington Post quoted British health officials as saying their American counterparts were told in mid-September that problems at a drug manufacturing plant in northwest England could disrupt vaccine supplies to the United States.

A Food and Drug Administration statement disputed the British account, saying “there had been no communication” between the U.S. and British governments on the matter until the British government acted earlier this week.

Bush campaign spokesman Steve Schmidt called Kerry’s criticism “baseless and hypocritical. So few companies make flu vaccines because of a broken medical liability system that Kerry falsely claims to want to fix but has voted 10 times against reforming.”

Both candidates sharply critiqued the other’s debate performance of the night before.

“The reason I thought he was making all those scowling faces was because he saw the latest job numbers,” Kerry told about 10,000 people at a rally in this northeastern Ohio community. At another point, Kerry joked that he was “a little worried ... I thought the president was going to attack (moderator) Charlie Gibson.”

Kerry said the nation’s choice “could really not have been more clear than it was last night.”

The Democrats’ advisers said he plans intense attacks in the coming days over domestic issues, including job losses, rising health care costs, and stem-cell research, in the run-up to Wednesday’s concluding debate in Tempe, Ariz.

Bush, speaking to more than 7,000 supporters at a Waterloo, Iowa, baseball field, declared himself the winner of the debate and ridiculed Kerry.

“With a straight face, he said, ‘I had only one position on Iraq.’ I could barely contain myself. He must think we’ve been on another planet,” Bush said, and contended his opponent “doesn’t pass the credibility test.”

Bush repeated his attack on Kerry’s credibility later at a rally in suburban Minneapolis, with his audience chanting “He can run, but he cannot hide” along with him.

Both sides worked to maximize weekend exposure in hopes of winning the post-debate “spin” battle to portray their respective candidate as emerging as the victor.

Bush used his weekly presidential radio address for a partisan attack on Kerry, declaring that his rival’s proposals would “weaken America and make the world more dangerous.”

Bush senior adviser Karl Rove, in a rare on-the-record talk with reporters traveling with Bush, defended Bush’s more combative tactics in the second debate. “He was eager. He saw the opportunity to set the record straight. He had lots of fun,” Rove said.

Rove continued to characterize the race as close, although he noted Bush was making headway in several states that had gone for Gore in 2000.

Democrats planned a busy weekend as well. Vice presidential candidate John Edwards planned back-to-back appearances on all five television network Sunday interview shows.

Kerry adviser Joe Lockhart said Kerry will put particular emphasis on domestic issues in the final weeks of the campaign. “I think John Kerry scored very well any time the subject turned to jobs, the economy, health care and the environment,” Lockhart told reporters in a conference call.

Edwards, campaigning in Detroit, accused the president of distorting the latest employment statistics during the debate to make it seem like millions of jobs had been created on his watch. “They’re going to try everything they know how to put lipstick on this pig, but at the end of the day, it’s still a pig,” Edwards said.

Although 1.8 million jobs have been added to business payrolls in the past year, there are 821,000 fewer jobs now in the country than when Bush took office in January 2001.

Vice President Dick Cheney, campaigning in Florida, stressed the importance on building on the Republicans’ slim Senate majority. “In a Senate as closely divided as it is today, every seat counts,” he said at a fund-raiser for Republican Senate candidate Mel Martinez. The Senate has 51 Republicans, 48 Democrats and one Democratic-leaning independent.

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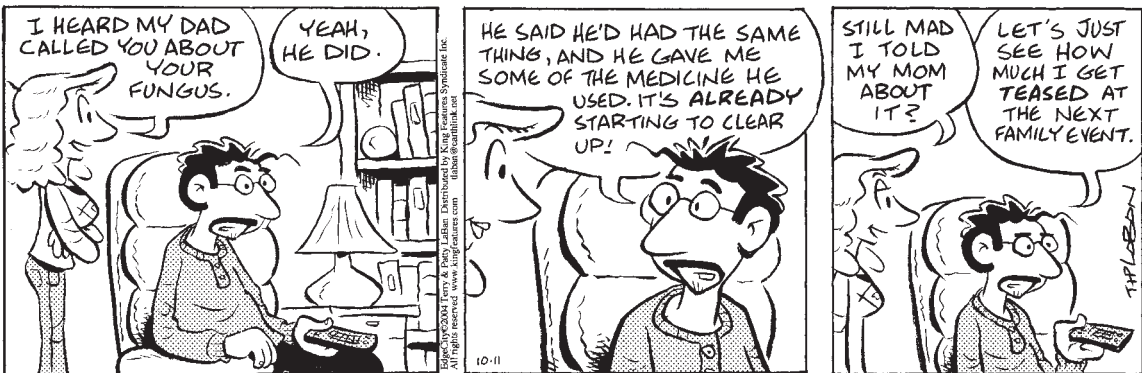
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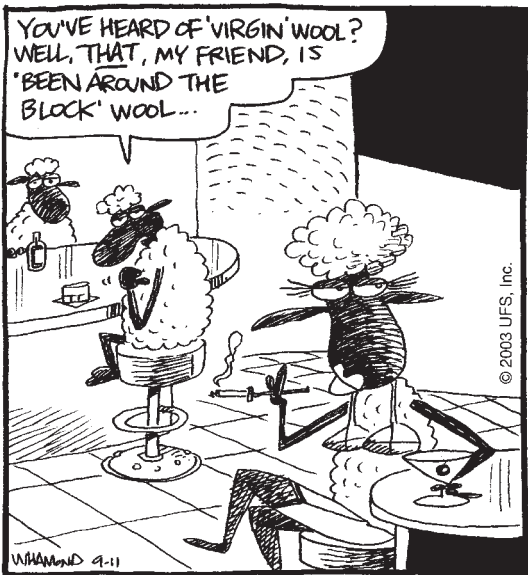
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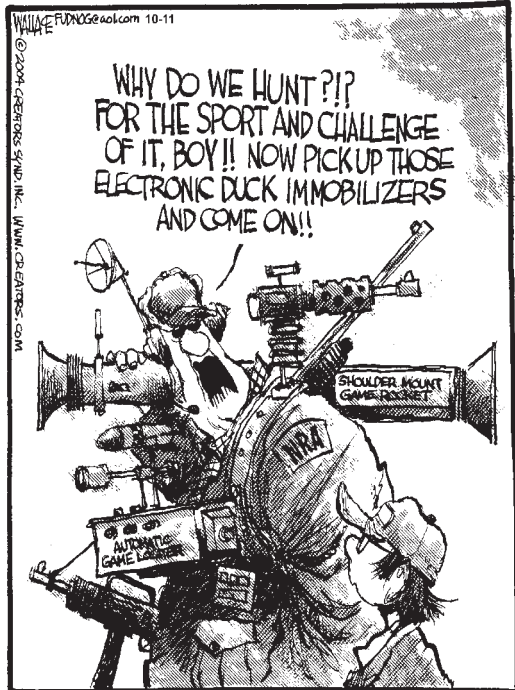
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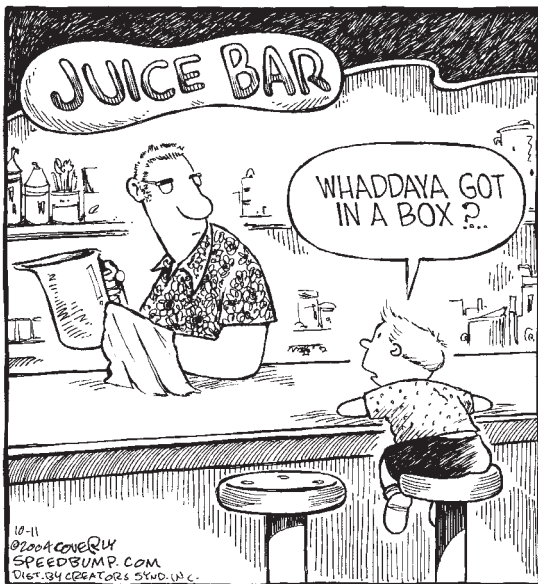
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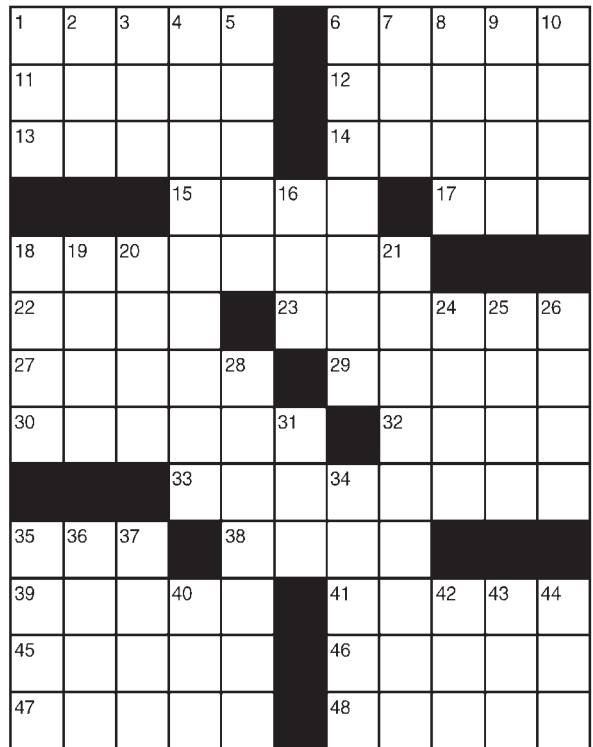
ACROSS

- Greek philosopher
- Turns suddenly
- Winter drink
- Ice home
- Hearty dishes
- Juliet's love
- Pointer
- Fast plane
- Falls off the surfboard
- Largest continent
- Seafood restaurant fixture
- Toboggans
- Greene of "Bonanza"
- Contract adverb
- Palm's place
- Greek philosopher
- Brit's bar
- "Damn Yankees" role
- Texas landmark
- Include
- Central
- Poker card
- Survives
- Moved sideways

DOWN

- Machines with RAM
- Parking place
- Poker card
- Blond
- Caravan stop
- Kind of reality
- Conceit
- Shade trees
- Old World deer
- Chimney grime
- Neither follower
- Clean
- Vacation spot
- Docking place
- Like Geryon's dog, in myth
- Muffin base
- Charles's sister
- Cincinnati team
- Tars
- Also
- Sylvan spot
- Bucket
- Arm bone
- Prohibits
- Convened
- Used a spade
- Road hazard
- Homer's neighbor

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BRAND NEW RETAIL LOFT - El Segundo - Live/work in the heart of town. Approx. 2900 sq. ft. unit. Roof-top deck, stonework throughout. \$899,000 El Segundo – 135 Standard - Two contiguous corner lots approx. 7,000 sq.ft. build up to 4,100 sq. ft. Perfect for office building or small business. \$699,000 (310) 396-1947

Real Estate

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HERMOSA BEACH Shopping Center Anchored by a major restaurant. Center includes medical group, salon, Pilates studio, boutique, office suites. 6% cap rate \$7,050,000 (310) 396-1947

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**11 Units in Santa Monica on
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PLAYA DEL REY – Beach Port – 8500 Falmouth #3316. One bed, One bath, plus loft. Overlooking gardens, sunsets on the deck,limestone and black granite floor. High vaulted ceilings. Walk to the beach and shopping. Open sunday 1-4pm. (310) 864-9034

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Announcements

ON MON 9/13 at 6:20am at the beginning of the IH-10W transition from the 405N a 93' red Toyota truck was hit by a 97' green Jeep Cherokee. Did you observe the wreck? (310) 641-6857

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3FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2525618 FIRST FILING. The following person(s) is (are) doing business as The Samaritan Homecare Agency, 11 W. San Bernardino Rd., B-1, Covina, CA 91722. The full name of registrant(s) is/are : Jourdes O. Gamboa, 1364 N. Arnel Dr., Jeffrey M. Castanos, 730 S. Longwood Ave., LA CA 90005 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Lourdes O. Gamboa, Jeffrey M. Castanos
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/25/2004, 11/1/2004

PLACE DBA Here

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2160671 FIRST FILING. The following person(s) is (are) doing business as The Tweaksters, LLC, AION#200420210181, 1430 7th St., #303, Santa Monica, CA 90401. The full name of registrant(s) is/are : The Tweaksters, 1430 7th St., #303, Santa Monica, CA 90401 This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/2/2004. /s/: The Tweaksters
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2322093 FIRST FILING. The following person(s) is (are) doing business as AKA Media Networks, 2110 Pico Blvd., Santa Monica, CA 90405. The full name of registrant(s) is/are : AKA Advertising, LLC, 2110 Pico Blvd., Santa Monica, CA 90405, Integra Marketing, LLC, 508 S. Catalina, Redondo Beach, CA 90277 This Business is being conducted by, joint venture. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: AKA Advertising, LLC, Integra Marketing, LLC
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2325329 FIRST FILING. The following person(s) is (are) doing business as Baggage Express, 6022 Fry St., Bell Gardens, CA 90201. The full name of registrant(s) is/are : Erwin E. Grifis, 2157 N. Arrowhead Ave., Rialto, CA 92377, William Machado, 6022 Fry St., Bell Gardens, CA 90201, Jose Guardado, 6024 1-4 Fry Street, Bell Gardens, CA 90201 This Business is being conducted by, joint venture. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Erwin E. Grifis, William Machado, Jose Guardado
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2309342 FIRST FILING. The following person(s) is (are) doing business as Divine Designs by Dorcas Fashion House, 1325 S. Mayo Ave., Compton, CA 90221. The full name of registrant(s) is/are : Audrey Morgan, 1325 S. Mayo Ave., Compton, CA 90221 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Audrey Morgan
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2344223 FIRST FILING. The following person(s) is (are) doing business as Westside Aquat-

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ics, 12000 Rhode Island, Los Angeles, CA 90025. The full name of registrant(s) is/are : Adam Arveds Blakis, 12000 Rhode Island, Los Angeles, CA 90025 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Adam Blakis
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2257625 FIRST FILING. The following person(s) is (are) doing business as Stupid Children Publishing, 1081 West Kensington Road, LA CA 90026. The full name of registrant(s) is/are : James Piggot, 1081 West Kensington Road, LA CA 90026 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: James Piggot
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2385846 FIRST FILING. The following person(s) is (are) doing business as Rooftop Promotion, Sounds from the Roof, 1500 Purdue Ave., Suite #9, LA CA 90025. The full name of registrant(s) is/are : Goro Kuyumcuovic, 1500 Purdue Ave., Suite #9, LA CA 90025 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Goro Kuyumcuovic
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2344207 FIRST FILING. The following person(s) is (are) doing business as Wailana Malie, Wesley C. Sen. The full name of registrant(s) is/are : 1538 Franklin Street, Apt. M, Santa Monica, CA 90404 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Wesley C. Sen
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2228004 FIRST FILING. The following person(s) is (are) doing business as Mandana Inc., 3644 Keystone Ave., #5, LA CA 90034. The full name of registrant(s) is/are : Mandana Inc., Delaware This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Hamid Djailian
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2229399 FIRST FILING. The following person(s) is (are) doing business as Late Bloomer, 855 Bay St., #4, Santa Monica, CA 90405. The full name of registrant(s) is/are : Diana Cignoni, 855 Bay St., #4, Santa Monica, CA 90405 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Diana Cignoni

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2067182 FIRST FILING. The following person(s) is (are) doing business as PAS Specialists, PSA Doctors, PSA Oncology, PSA Experts, 6476 Admiralty Way, Ste, 101, Marina Del Rey, CA 90292. The full name of registrant(s) is/are : Mark Scholtz, MD, 5350 Shenandoah, LA CA 90056 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed

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herein.. /s/: Mark Scholz, MD
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2298325 FIRST FILING. The following person(s) is (are) doing business as West Coast Water Solutions, Inc., WCWS, AION #2672517, 13722 Harvard Place, Ste-B, Gardena, CA 90249. The full name of registrant(s) is/are : West Coast Water Solutions, Inc., 13722 Harvard Place, Ste-B, Gardena, CA 90249 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/8/2004. /s/: West Coast Water Solutions, Inc.
This statement was filed with the County Clerk of LOS ANGELES County on 9/8/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2301603 FIRST FILING. The following person(s) is (are) doing business as S.A.P. Logistics, 10974 S. Figueroa, St., #2, LA CA 90061. The full name of registrant(s) is/are : Adrian Fasanando, 10974 S. Figueroa, St., #2, LA CA 90061 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Adrian Fasanando
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2301121 FIRST FILING. The following person(s) is (are) doing business as K. S. Company, 14505 S. Denker Ave., #A, Gardena, CA 90247. The full name of registrant(s) is/are : Fong Yin Choon, 14505 S. Denker Ave., #A, Gardena, CA 90247, Sally Tran,14505 S. Denker Ave., #A, Gardena, CA 90247 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Fong Yin Choon, Sally Tran
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313519 FIRST FILING. The following person(s) is (are) doing business as Bain Smith & Company, 292 S. La Cienega Blvd., Ste 312, Beverly Hills, CA 90211. The full name of registrant(s) is/are : Shauna Bain Smith, 663 N. Tularosa Drive, LA CA 90026, Hudson Henry Smith III, 663 N. Tularosa Drive, LA CA 90026 This Business is being conducted by, husband and wife. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/23/2004. /s/: Shauna Bain Smith, Hudson H. Smith, III

This statement was filed with the County Clerk of LOS ANGELES County on 2/23/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2323185 FIRST FILING. The following person(s) is (are) doing business as Quick in Style, 4943 E. Slauson Ave., Maywood, CA 90270. The full name of registrant(s) is/are : Nancy Tulia Gonzalez, 15629 Surrey Lane, La Mirada CA 90638 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Nancy Gonzalez

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313518 FIRST FILING. The following person(s) is (are) doing business as In The Cut-Post Production, 292 S. La Cienega Blvd., Ste 312, Beverly Hills, CA 90211. The full name of registrant(s) is/are : Hudson Henry Smith III, 663 N. Tularosa Dr., LA CA 90026 This Business is being conducted by, an individual. Signed: Registrant has not yet

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begun to transact business under the fictitious name or names listed herein.. /s/: Hudson H. Smith, III
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/11/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2310856 FIRST FILING. The following person(s) is (are) doing business as Sharkey Enterprises, Inc., Subway Sandwiches & Salads, 3655 E. Foothill Blvd., Pasadena, CA 91103. The full name of registrant(s) is/are : Sharkey Enterprises, Inc., 1061 Eucalyptus Lane, Pasadena, CA 91103 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Sharkey Enterprises, Inc.
This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2312153 FIRST FILING. The following person(s) is (are) doing business as Pomona Valley Academy, AION#2089337, 1750 W. Holt Ave., Pomona, CA 91768. The full name of registrant(s) is/are : Shield of Faith Economic Development, 1750 W. Holt Ave., Pomona, CA 91768 This Business is being conducted by, a limited liability. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: S of F Economic Development
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313154 FIRST FILING. The following person(s) is (are) doing business as Food Town, Inc., Marketing Spectrum, Inc., 4320 Atlantic Ave., #2200, Long Beach CA 90807. The full name of registrant(s) is/are : Around The World Opportunities, Inc., 4320 Atlantic Ave., #2200, Long Beach CA 90807 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/1993. /s/: Around the World Opportunities, Inc.
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/1993. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313155 FIRST FILING. The following person(s) is (are) doing business as T&T Enterprises, Spartan Grease, 7447 Firestone, Downey, CA 90241. The full name of registrant(s) is/are : Tria Nikita, 7447 Firestone, Downey, CA 90241 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/1992. /s/: T. Nikita
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/1992. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2058954 FIRST FILING. The following person(s) is (are) doing business as Talk Cub, Talk Cub Marketing Service, 1506 La Mesita, Hacienda Hts, CA 91744. The full name of registrant(s) is/are : Dagne Eguchi, 4F, No37-3 Chingyun Rd., Tuchena City, Taipei Taiwan 236 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/1/2004. /s/: Dayne Egouchi
This statement was filed with the County Clerk of LOS ANGELES County on 5/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2325328 FIRST FILING. The following person(s) is (are) doing business as King T S Detailing, 1677 E. G St., Apt. 278, Ontario, CA 91764. The full name of registrant(s) is/are : Tyreer R. Wilson, 1677 E. G St., Apt. 278, Ontario, CA 91764 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed

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herein.. /s/: Tyree Wilson
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313205 FIRST FILING. The following person(s) is (are) doing business as Seahurst International, 1 Seahurst Rd., Rolling Hills Estates, CA 90274. The full name of registrant(s) is/are : James Fredonick Lee, 1 Seahurst Rd., Rolling Hills Estates, CA 90274 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: James Lee
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2309866 FIRST FILING. The following person(s) is (are) doing business as Sky Signs & Neon, 121 S. Alma Ave., #5, Los Angeles, CA 90063. The full name of registrant(s) is/are : Gerardo Rosales, 121 S. Alma Ave., #5, Los Angeles, CA 90063 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Gerardo Rosales
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2307509 FIRST FILING. The following person(s) is (are) doing business as Rinconcito Ecuatoriano, 12631 Hawthorne Blvd., Hawthorne, CA 90250. The full name of registrant(s) is/are : Gustavo Salazar, 3825 W. 139 Street, Hawthorne, CA 90250, Lilia M. Salazar, 3825 W. 139 Street, Hawthorne, CA 90250. This Business is being conducted by, husband and wife. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Gustavo Salazar, Lilia Salazar
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2309838 FIRST FILING. The following person(s) is (are) doing business as Outsourc Computers, 1425 S. 6th Street, Alhambra, CA 91803. The full name of registrant(s) is/are : Jose Ramon Chua, 1425 S. 6th Street, Alhambra, CA 91803 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/7/2004. /s/: Jose Ramon Chua
This statement was filed with the County Clerk of LOS ANGELES County on 5/7/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2309810 FIRST FILING. The following person(s) is (are) doing business as Next Stage Young Artists Conservatory, 14515 Dickens St., #210, Sherman Oaks, CA 91403. The full name of registrant(s) is/are : Marcie Gilbert, 14515 Dickens St., #210, Sherman Oaks, CA 91403 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)6/1/1997. /s/: Marcie Gilbert
This statement was filed with the County Clerk of LOS ANGELES County on 6/1/1997. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2283927 FIRST FILING. The following person(s) is (are) doing business as Realty Exchange & Mart, Exchange Mart Financial Services, 10829 Fulton Wells Ave., #1408, Santa Fe Springs, CA 90670. The full name of registrant(s) is/are : Lloyd Augustus Johnson, 10829 Fulton Wells Ave., #1408, Santa Fe Springs, CA 90670 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/6/1989. /s/: Lloyd A. Johnson

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This statement was filed with the County Clerk of LOS ANGELES County on 3/6/1989. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2282659 FIRST FILING. The following person(s) is (are) doing business as Varona Marble, 14504 Camvenita Rd., Norwalk, CA 90650. The full name of registrant(s) is/are : Luis Varona, 14504 Camvenita Rd., Norwalk, CA 90650 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/2004. /s/: Luis Varona
This statement was filed with the County Clerk of LOS ANGELES County on 8/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2310867 FIRST FILING. The following person(s) is (are) doing business as Stinkyz, 1929 E. 71st Street, LA CA 90001. The full name of registrant(s) is/are : Luis E. Mojica Ocana, 1929 E. 71st Street, LA CA 90001, Analenci Mojica, 1929 E. 71st Street, LA CA 90001 This Business is being conducted by, husband and wife. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Luis Mojica, Analenci Mojica

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2310827 FIRST FILING. The following person(s) is (are) doing business as GG's Bedding & Things, 2111 E. 122nd St, Apt 3, Compton, CA 90222. The full name of registrant(s) is/are : Gerald patrick Penney, 2111 E. 122nd St, Apt 3, Compton, CA 90222. Gena kaye Sanches, 1041 Fairwind Ave., Rosmond, CA 93560 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Gerald Penney, Gena K. Sanchez

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2322933 FIRST FILING. The following person(s) is (are) doing business as Bel Canto Productions, Artizana, Armani Imports, 102 N. Glendal Ave., Suite C, Glendale, CA 91205. The full name of registrant(s) is/are : Manuel Hasarjian, 1345 Orange Grove Ave., Glendale, CA 91205 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Manuel Hasarjian

This statement was filed with the County Clerk of LOS ANGELES County on NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2323155 FIRST FILING. The following person(s) is (are) doing business as Lanzit Body Shop, 1151 E. Lanzit Ave., LA CA 90059. The full name of registrant(s) is/are : Jose Angel Ramos, 1151 E. Lanzit Ave., LA CA 90059 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2004. /s/: Jose A. Ramos

This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2403769 FIRST FILING. The following person(s) is (are) doing business as Coastline Handyman Connection, 204 Hampton Dr., Venice CA, 90291. The full name of registrant(s) is/are : John Bernard Cleland, 204 Hampton Dr., Venice CA, 90291 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/17/2004. /s/: John Cleland

This statement was filed with the County Clerk of LOS ANGELES County on 9/17/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 1947294 FIRST FILING. The following person(s) is (are) doing business as Visions Slutions, 2024 Clover Dr., Monterey Park, CA 19755. The full name of registrant(s) is/are : Christopher J. Romero, 2024 Clover Dr., Monterey Park, CA 19755 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Christopher Romero

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTI-

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2405033 FIRST FILING. The following person(s) is (are) doing business as Virtual Learning Instruments, Matrix Virtual Technologies, 1127 E. 54 St. Los Angeles, CA 90011. The full name of registrant(s) is/are : Max Alberto Palomino Iriarte, 1127 E. 54 St. Los Angeles, CA 90011 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Max A. Palomino

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2403773 FIRST FILING. The following person(s) is (are) doing business as Daridan + Associates, Daridan and Associates, 2621 Pico Blvd - Unit F, Santa Monica, CA 90405. The full name of registrant(s) is/are : Herve Daridan, 1227 1/2 Dunsmuir Ave, LA CA 90019 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Herve Daridan

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTI-

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2403770 FIRST FILING. The following person(s) is (are) doing business as Lincoln Lser Crafts, 12001 Bel Air Crest Rd., N LA CA 90077. The full name of registrant(s) is/are : Richard Allen Cole, 12001 Bel Air Crest Rd., N LA CA 90077 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Richard A. Cole

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2376155 FIRST FILING. The following person(s) is (are) doing business as LA Vanderia, AION# 2667886, 757 S. Fetterly Ave., LA CA 90022. The full name of registrant(s) is/are : Southern Chan Trade, Inc., 2999 Blackwood CT., Fullerton, CA 98235 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/13/2004. /s/: Keith Chan

This statement was filed with the County Clerk of LOS ANGELES County on 9/13/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2403773 FIRST FILING. The following person(s) is (are) doing business as UCLA VITAS Film & Folklore Festival, 11000 Kinross Ave., Ste 200, Dept of World Arts & Cultures- Box 951608, LA CA 90095. The full name of registrant(s) is/are : Raige E. Pierson (aka Laura E. Pierson) 3005 Carter Ave., Marina Del Rey, CA 90292 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/11/2003. /s/: Raige E. Pierson

This statement was filed with the County Clerk of LOS ANGELES County on 7/1/2003. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2403774 FIRST FILING. The following person(s) is (are) doing business as Q. E. Productions, 1232 Brockton Ave., #8, LA CA 90035. The full name of registrant(s) is/are : Alexis Kaiser, 1232 Brockton Ave., #8 LA CA 90035 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on

(Date)1/1/2004. /s/: Alexis Kaiser

This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2228033 FIRST FILING. The following person(s) is (are) doing business as Strategic Media, 947 18th Street #3, Santa Monica, CA 90403. The full name of registrant(s) is/are : Strategic Media, 947 18th Street #3, Santa Monica, CA 90403 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Steven Miller

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2377000 FIRST FILING. The following person(s) is (are) doing business as Nice 1 HR Photo, 404 S. Atlantic Bl #8, Monterey Park, CA 91755. The full name of registrant(s) is/are : Tang Tri Vien, 333 S. Russell #C, Monterey Park, CA 91755 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/1988. /s/: Tang Tri Vien

This statement was filed with the County Clerk of LOS ANGELES County on 8/1/1988. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to

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publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2377013 FIRST FILING. The following person(s) is (are) doing business as Fast Photo, 9060 Whittier Blvd., Pico Rivera, CA 90660. The full name of registrant(s) is/are : Tang Tri Vien, 333 S. Russell #C, Monterey Park, CA 91755 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/11/1992. /s/: Tang Tri Vien

This statement was filed with the County Clerk of LOS ANGELES County on 7/1/1992. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2376130 FIRST FILING. The following person(s) is (are) doing business as Litemonts, 311 W. Emerson Ave., Monterey Park, CA 91754. The full name of registrant(s) is/are : Ying Ying Lee, 311 W. Emerson Ave., Monterey Park, CA 91754 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Ying Ying Lee

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004,

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not yet begun to transact business under the fictitious name or names listed herein.. /s/: Edmundo Chimal, Manuel E. Villalobos

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2338441 FIRST FILING. The following person(s) is (are) doing business as Classic Bridal, 7008 Pacific Blvd., Huntington Park, CA 90255. The full name of registrant(s) is/are : Carlos Salinal, 8130 Newcastle Dr., Whittier, CA 90605 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/2/2004. /s/: Carlos Salinas

This statement was filed with the County Clerk of LOS ANGELES County on 8/2/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2365933 FIRST FILING. The following person(s) is (are) doing business as TBG Enterprises, 11300 Magnolia Blvd. #6, N. Hollywood, CA 91602. The full name of registrant(s) is/are : Moses Trent Blair, 11300 Magnolia Blvd. #6, N. Hollywood, CA 91602 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Moses Blair

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2393055 FIRST FILING. The following person(s) is (are) doing business as ABC Auto Body, 3024 Tweedy Blvd., South Gate, CA 90280. The full name of registrant(s) is/are : Guillermo Ortiz, 1932 W. 25th St., LA CA 90018 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/15/2004. /s/: Guillermo Ortiz

This statement was filed with the County Clerk of LOS ANGELES County on 9/15/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2347659 FIRST FILING. The following person(s) is (are) doing business as Angel Communications, 7701 S. Main St., LA CA 90003. The full name of registrant(s) is/are : Angel Medina, 8316 S. San Pedro, St., LA CA 90003 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/3/2004. /s/: Angel Medina

This statement was filed with the County Clerk of LOS ANGELES County on 9/3/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2348435 FIRST FILING. The following person(s) is (are) doing business as Familias Feeding Familias, AION# 2619294, 425 Belden St., LA CA 90022. The full name of registrant(s) is/are : Familias Feeding Familias, 425 Belden St., LA CA 90022 This Business is being conducted by, a non-profit. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/13/2004. /s/: Daniel Victor Munoz

This statement was filed with the County Clerk of LOS ANGELES County on 9/13/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2301116 FIRST FILING. The following person(s) is (are) doing business as World Wide Expo, W.W.E, 10915 Scoville Ave., Sunland, CA 91040. The full name of registrant(s) is/are : Victor Guizado, 10915 Scoville Ave., Sunland, CA 91040 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Victor Guizado

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTI-



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TIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2389207 FIRST FILING. The following person(s) is (are) doing business as L&L Trucking, 814 Victor Ave., #4, Inglewood, CA 90302. The full name of registrant(s) is/are : Jose Morales, 814 Victor Ave., #4, Inglewood, CA 90302 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Jose Morales

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2389915 FIRST FILING. The following person(s) is (are) doing business as Visual Wireless, 201 N. Los Angeles, Ave., #16-A, Culver City, CA 90230. The full name of registrant(s) is/are : Clifford Drew Madison, 11211 Green Lawn Ave. #307, Culver City, CA 90230 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/2004. /s/: Clifford Madison

This statement was filed with the County Clerk of LOS ANGELES County on 8/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2393060 FIRST FILING. The following person(s) is (are) doing business as Unreel Game Fish, 520 Washington Blvd., #518, Marina Del Rey, CA 90296. The full name of registrant(s) is/are : Kurt Niklas, 520 Washington Blvd., #518, Marina Del Rey, CA 90296 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Kurt Niklas

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2387600 FIRST FILING. The following person(s) is (are) doing business as Rafaela's Beauty Salon, 3136 E. 7th Street, Long Beach, CA 90804. The full name of registrant(s) is/are : Rafaela Valle, 1445 St. Louis Ave., Long Beach, CA 90804 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)4/2/2004. /s/: Rafaela Valle
This statement was filed with the County Clerk of LOS ANGELES County on 4/2/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2387645 FIRST FILING. The following person(s) is (are) doing business as Welcome Home! Real Estate Network, 2521 S. Curson Ave., LA CA 90036 / P.O. Box 361465, LA CA 90036. The full name of registrant(s) is/are : danielle L. Thompson, 2521 S. Curson Ave., LA CA 90036 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Danielle Thompson

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2387601 FIRST FILING. The following person(s) is (are) doing business as Care First Child-care, Hollywood Platinum Divas, 18819 Mettler Ave., Carson, CA 90746 / P.O. Box 44974 LA CA 90044. The full name of registrant(s) is/are : Sjarmaine Armstrong, 18819 Mettler Ave., Carson, CA 90746, Louis Armstrong, 18819 Mettler Ave., Carson, CA 90746 This Business is being conducted by, a general partnership. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/1999. /s/: Sharmaine Armstrong, Louis Armstrong

This statement was filed with the County Clerk of LOS ANGELES County on 8/1/1999. NOTICE: THIS

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FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2389255 FIRST FILING. The following person(s) is (are) doing business as Monrot's Properties, 5712 Aldama #27, Highland Park, CA 90047. The full name of registrant(s) is/are : Eduardo Monrot, 5712 Aldama #27, Highland Park, CA 90047 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/14/2004. /s/: Eduardo Monrot
This statement was filed with the County Clerk of LOS ANGELES County on 9/14/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2377357 FIRST FILING. The following person(s) is (are) doing business as Smart Bat.com, Smart Battery, 357 E. Andrix St., Monterey Park, CA 91755. The full name of registrant(s) is/are : Chi Yin Kun, 357 E. Andrix St., Monterey Park, CA 91755, Zhang Liang, 357 E. Andrix St., Monterey Park, CA 91755 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Chi Yin

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publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2351763 FIRST FILING. The following person(s) is (are) doing business as Valve Group, Inc., AION #5947-95, 17213 Jeanette Ave., Cerritos, Ca 90703. The full name of registrant(s) is/are : Valve Group, Inc., 17213 Jeanette Ave., Cerritos, Ca 90703 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)4/10/1995. /s/: Valve Group, Inc.

This statement was filed with the County Clerk of LOS ANGELES County on 4/10/1995. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2349927 FIRST FILING. The following person(s) is (are) doing business as Easy Vend, 1250 N. El Molino Ave., Pasadena, CA 91104. The full name of registrant(s) is/are : James Douglass Coppage, 1250 N. El Molino Ave., Pasadena, CA 91104 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2004. /s/: James Coppage

This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

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Santa Monica Daily Press

Kun, Zhang Liang
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2379668 FIRST FILING. The following person(s) is (are) doing business as Rosy's Shoes, 4160 Tweedy Blvd., South Gate, CA 90280. The full name of registrant(s) is/are : Rosalina Moran, 9316 Walnut St., Bellflower, CA 90706 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/13/2004. /s/: Rosalina Moran

This statement was filed with the County Clerk of LOS ANGELES County on 9/13/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2351762 FIRST FILING. The following person(s) is (are) doing business as YBT, YXB Toys, 17213 Jeanette Ave., Cerritos, CA 90703. The full name of registrant(s) is/are : William Li, 17213 Jeanette Ave., Cerritos, CA 90703 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: William Li

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to

Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2365316 FIRST FILING. The following person(s) is (are) doing business as Sanland Construction, 9864 Towne Way Dr., El Monte, CA 91733. The full name of registrant(s) is/are : Vincent P. Lee, FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2349927 FIRST FILING. The following person(s) is (are) doing business as Easy Vend, 1250 N. El Molino Ave., Pasadena, CA 91104. The full name of registrant(s) is/are : James Douglass Coppage, 1250 N. El Molino Ave., Pasadena, CA 91104 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2004. /s/: James Coppage
This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2379038 FIRST FILING. The following person(s) is (are) doing business as Butterfly Design Mariposa, Mystical Shadows, Moreco Textile, 1958 Lansdowne, LA CA 90032. The full name of registrant(s) is/are : Connie Wostaski, 1958 Lansdowne, LA CA 90032 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Connie Wostaski

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2365939 FIRST FILING. The following person(s) is (are) doing business as Ramada Inn- Hol

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lywood, Hollywood Hotel - The Hotel of Hollywood, AION #1753326, 1160 North Vermont Ave., LA CA 90029. The full name of registrant(s) is/are : Zarco Hotels Incorporated. - A California Corporation, 1160 North Vermont Ave., LA CA 90029 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/3/1994. /s/: Zarco Hotels Incorporated
This statement was filed with the County Clerk of LOS ANGELES County on 11/3/1994. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2344738 FIRST FILING. The following person(s) is (are) doing business as El Peivasco, 1084 W. Mission Blvd., Pomona, CA 91766. The full name of registrant(s) is/are : Jose C. Hinojosa, 6929 Arbutun Ave., Huntington Park, CA 90255, Sergio Munoz Arriaga, 1084 W. Mission Blvd., Pomona, CA 91766 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Jose C. Hinojosa

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

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This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2348412 FIRST FILING. The following person(s) is (are) doing business as A and R Gomez, Jackson Hewitt Tax Service, 500 N. Azusa Ave., Suite 103, West Covina, CA 91791. The full name of registrant(s) is/are : Bosie Gomez, 15515 Garo Street, Hacienda Height, CA 91745, Angelica Gomez, 14947 Goodhue Street, Whittier, CA 90604 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Bosie Gomez, Angelica Gomez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2347674 FIRST FILING. The following person(s) is (are) doing business as Roys Transmission, 7922 E. Firestone, Downey, CA 90241. The full name of registrant(s) is/are : Ramilo Leon, 8113 4th Street, Downey, CA 90241 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/:

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mon law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2374035 FIRST FILING. The following person(s) is (are) doing business as Expresso Express, 4160 Tivoli Ave., LA CA 90066. The full name of registrant(s) is/are : Mel Metcalfe III, 4160 Tivoli Ave., LA CA 90066 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/3/1990. /s/: Mel Metcalfe III

This statement was filed with the County Clerk of LOS ANGELES County on 1/3/1990. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2345680 FIRST FILING. The following person(s) is (are) doing business as Storm Ryder Productions, Inc, 10600 Culver Blvd., Culver City, CA 90232, AION 1781007. The full name of registrant(s) is/are : Storm Ryder Productions, Inc. 10600 Culver Blvd., Culver City, Ca 90232 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/28/1996. /s/: Storm Ryder Productions, Inc.

This statement was filed with the County Clerk of LOS ANGELES County on 3/28/1996. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/27/2004, 10/4/2004, 10/11/2004, 10/18/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2468064 FIRST FILING. The following person(s) is (are) doing business as Acapulco Auto Electric, Acapulco Auto Shop, 8200 Compton Ave., LA CA 90001. The full name of registrant(s) is/are : Filiberto Sanchez, 1005 E. 74th Street, LA CA 90001, Gilberto Sanchez, 7800 S. Vaniness, LA CA 90047 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Filiberto Sanchez, Gilberto Sanchez

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/4/2004, 10/11/2004, 10/18/2004, 10/25/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2468819 FIRST FILING. The following person(s) is (are) doing business as Queen Nails, 16900 Lakewood Blvd., Ste #305, Bellflower, CA 90706. The full name of registrant(s) is/are : Tanh Thien Ngo, 401 Mondale St., Corona, CA 92879 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/23/2004. /s/: Tanh Thien Ngo

This statement was filed with the County Clerk of LOS ANGELES County on 9/23/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/4/2004, 10/11/2004, 10/18/2004, 10/25/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2470514 FIRST FILING. The following person(s) is (are) doing business as Offender Release Prevention Center, 264 South La Cienega Blvd., #633, Beverly Hills, CA 90211. The full name of registrant(s) is/are : Brenda James-Johnson, 716 East Hardy Street, Inglewood, CA 90301-4358 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Brenda James-Johnson

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/4/2004, 10/11/2004, 10/18/2004, 10/25/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2468003 FIRST FILING. The following person(s) is (are) doing business as Oceanis Flowers and Party Rentals, 6361 Alameda St., LA CA 90001. The full name of registrant(s) is/are : Armando Lopez, 5834 Muller St., #B, Bell Gardens, CA 90201 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/1/2000. /s/: Armando Lopez

This statement was filed with the County Clerk of LOS ANGELES County on 11/1/2000. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of

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This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq. Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/4/2004, 10/11/2004, 10/18/2004,

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 24563099 FIRST FILING. The following person(s) is (are) doing business as Unity Funding & Real Estate, AION #2609890, 8780 E. Valley Blvd., Ste. M, Rosemead, CA 91770. The full name of registrant(s) is/are : Action Realty & Unity Funding, 8780 E. Valley Blvd., Ste. M, Rosemead, CA 91770 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names

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PROFITICIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2148027 FIRST FILING. The following person(s) is (are) doing business as City Limit Realty, City Limit Real Estate & Lending, City Limit Realty & Loans, 12623 E. Imperial Hwy., Ste #200, S. Fe. Springs, CA 90670. The full name of registrant(s) is/are : Jose L. Maldonado, 10208 Strong Ave., Whittier, CA 90601, Les Alvarez, 16143 Mesa Robles Rd., Hacienda Hts, CA 91745 This Business is being conducted by, co-partners. Signed: Register

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This statement was filed with the County Clerk of LOS ANGELES County on 1/28/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRI-

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FICTITIOUS BUSINESS NAMES STATEMENT FILE
NO. 04 2444046 FIRST FILING. The following per-

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2427831 FIRST FILING. The following person(s) is (are) doing business as TNT Logistics Transportation, 1483 Shevidan Av., Pomona, CA 91767. The full name of registrant(s) is/are : Tomas A. Noyola, 1483 Shevidan Av., Pomona, CA 91767, Teresa C. Noyola, 1483 Shevidan Av., Pomona, CA 91767 This Business is being conducted by, husband and wife. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein../s/: Tomas A. Noyola, Teresa Noyola

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Santa Monica Daily Press

FICTITIOUS BUSINESS NAMES STATEMENT FILE
NO. 04 2444018 FIRST FILING. The following per-

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tious business name or names listed on (Date)9/30/2004. /s/: William Jones
This statement was filed with the County Clerk of LOS ANGELES County on 9/30/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2336506 FIRST FILING. The following person(s) is (are) doing business as The Pettaway's, 14252 Hawthorne Blvd., #112, Torrance, CA 90504. The full name of registrant(s) is/are : Just For You Investments, Inc., 14252 Hawthorne Blvd., #112, Torrance, CA 90504 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Just For You Investments

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2587585 FIRST FILING. The following person(s) is (are) doing business as T7 Services, 77 Vending, 18720 A South Normandie Ave., LA CA 90248. The full name of registrant(s) is/are : Jorge A. Castellon, 3723 Clarrington Ave., #15, WLA, CA

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90034 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Jorge Castellon
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2537819 FIRST FILING. The following person(s) is (are) doing business as Hybrid Fitness-Therapy, AION # 2666582, 3111 3rd St., #6, Santa Monica, CA 90405. The full name of registrant(s) is/are : Pescatore Services, Inc., 3111 3rd St., #6, Santa Monica, CA 90405 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Pescatore Services Inc

This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2523239 FIRST FILING. The following person(s) is (are) doing business as Atrio Hosting, On-

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line To Go, 0 To Go, 3333 Wilshire Blvd., #800, LA CA 90010. The full name of registrant(s) is/are : Atrio Group LLC, 3333 Wilshire Blvd., #800, LA CA 90010 This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/1/2003. /s/: Atrio Group Inc

This statement was filed with the County Clerk of LOS ANGELES County on 7/1/2003. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2523239 FIRST FILING. The following person(s) is (are) doing business as Atrio Hosting, On-line To Go, 0 To Go, 3333 Wilshire Blvd., #800, LA CA 90010. The full name of registrant(s) is/are : Atrio Group LLC, 3333 Wilshire Blvd., #800, LA CA 90010 This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/1/2003. /s/: Atrio Group Inc

This statement was filed with the County Clerk of LOS ANGELES County on 7/1/2003. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2537820 FIRST FILING. The following person(s) is (are) doing business as Travel Facilities at Altour International, 12100 W. Olympic Blvd., Suite #300, LA CA 90064. The full name of registrant(s) is/are : Sara G. Kemp, 5850 Laramie Ave., Woodland Hills, CA 91367 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2004. /s/: Sara G. Kemp
This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

Statement of Abandonment of Use of Fictitious Business Name, Document Record # 04 2490973 State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name: Immigration Service Center located at 855 S. Vermont Ave., Suite A, LA CA 90005
The fictitious business name referred to above was filed on April 22, 2004, In the county of LOS ANGELES. Oscar O. Pimentel, 1707 W. Garvey Ave., #11, Alhambra, CA 91803. Nora A. Guzman, 1707 W. Garvey Ave., #11, Alhambra, CA 91803
This business is conducted by: husband and wife
The above declares that all information in this statement is true and correct. That the notice, of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit: 10/11/2004, 10/18/2004, 10/25/2004, 11/01/2004

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2537821 FIRST FILING. The following person(s) is (are) doing business as Bramaluna, 855 S. Sherborne Dt., #3, LA CA 90035. The full name of registrant(s) is/are : Matthew Daniel Clark, 855 S. Sherborne Dt., #3, LA CA 90035, Lena B. Clark, 855 S. Sherborne Dt., #3, LA CA 90035, Margy B. Clark, 3333 Allen Parkway, #1904, Houston, TX 77019 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Matthew D. Clark, Lena G. Hill, Margy B. Clark
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

Statement of Abandonment of Use of Fictitious Business Name Document Record # 04-2525030 State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name: C&Z Hardwood Floor, located at 7628 Newmark Ave., Rosemead, CA 91770 The fictitious business name referred to above was filed on Jan 13, 2004 in the county of LOS ANGELES. Zhou Yi Cai, 7828 Newmark Ave., Rosemead, CA 91770. This business is conducted by: an individual. The above declares that all information in this statement is true and correct. That the notice, of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit: 10/11/2004, 10/18/2004, 10/25/2004, 11/01/2004

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2537822 FIRST FILING. The following person(s) is (are) doing business as Rob's Organic Carpet Care, 720 Raymond Ave., #2, Santa Monica, CA 90405. The full name of registrant(s) is/are : Rob's Organic Carpet Care, 720 Raymond Ave., #2, Santa Monica, CA 90405 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Robert Irons III
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2004, 10/18/2004, 10/25/2004, 11/1/2004

Statement of Abandonment of Use of Fictitious Business Name Document Record # 04 2468804 State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name: Brandon Crawford LLC, Casualty of War, (1549925) located at 505 N. Figueroa, LA CA 90012. The fictitious business name referred to above was filed on June 17, 2004 in the county of LOS ANGELES. Brandon Crawford LLC, 505 N. Figueroa Ave., LA CA 90012. This business is conducted by: a limited liability company. The above declares that all information in this statement is true and correct. That the notice, of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit: 10/11/2004, 10/18/2004, 10/25/2004, 11/01/2004

CLASSIFIED ADVERTISING CONDITIONS :REGULAR RATE: \$3.50 a day. Ads over 15 words add 20¢ per word per day. Ad must run a minimum of twelve consecutive days. PREMIUMS: First two words caps no charge. Bold words, italics, centered lines, etc. cost extra. Please call for rates. TYP0S: Check your ad the first day of publication. Sorry, we do not issue credit after an ad has run more than once. DEADLINES: 4:00 p.m. prior the day of publication except for Monday's paper when the deadline is Friday at 4:00 p.m. PAYMENT: All private party ads must be prepaid. We accept checks, credit cards, and of course cash. CORRESPONDENCE: To place your ad call our offices 9 a.m. to 5 p.m., Monday through Friday, (310)458-7737; send a check or money order with ad copy to The Santa Monica Daily Press, P.O. Box 1380, Santa Monica, CA 90406 or stop in at our office located at 1427 Third Street Promenade, Ste. 202. OTHER RATES: For information about the professional services directory or classified display ads, please call our office at (310)458-7737.



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PEOPLE IN THE NEWS

Maverick Award honors, confuses filmmaker Nair

By The Associated Press

NEW YORK — When Indian-born filmmaker Mira Nair first heard that she had been selected to receive the Honorary Maverick Award at the Woodstock Film Festival, she felt confused before she felt honored.

“I had to look it up in the dictionary,” Nair told The Associated Press, “but I like what I saw.”

The Maverick Award is given to an individual whose life and work is based on independent vision and social activism. Past recipients include Woody Harrelson, Tim Robbins, D.A. Pennebaker, Chris Hegedus and Les Blank.

“We are so proud to honor the work of Mira Nair, who fearlessly combines independence and risk-taking with social consciousness and continues the tradition of those who make feelings visible, who make sense out of sensations, who shine light into darkness,” said festival director and co-founder Meira Blaustein.

The festival opens Wednesday. More than 120 films, panels, concerts and special events will be featured at venues in Woodstock, N.Y., and the neighboring towns of Rhinebeck and Hunter. Nair will receive her award on Saturday.

She most recently directed the big-screen adaptation of “Vanity Fair,” starring Reese Witherspoon. Her 1988 film, “Salaam Bombay!” was nominated for an Academy Award for best foreign language film. Her other movies include “Mississippi Masala” and “Monsoon Wedding.”

“Obviously it feels good, but I’m always, in the

moment, humbled by the work I’m doing,” Nair told the AP Friday.

Her work also will be the focus of a panel during the festival. Nair and her longtime producer, Lydia Dean Pilcher, will discuss their many collaborations.

Although Nair said she’s never attended the festival, she has been to Woodstock to visit Uma Thurman, who starred in the filmmaker’s 2002 TV movie “Hysterical Blindness.”

Her next project is “The Namesake,” the Indian immigrant novel by Pulitzer Prize-winning author Jhumpa Lahiri.

NEW YORK — They’ve pushed toys, ice cream and toothpaste. And now, the Mosaic team from NBC’s “The Apprentice” is selling wares on QVC. Again.

The second-season reality show contestants faced the home shopping channel’s cameras for a men-versus-women challenge in Thursday’s episode.

On Monday, the winning team members — project manager Chris Russo, Kelly Perdew, Kevin Allen, Wes Moss, Andy Litinsky, John Willenborg and Raj Bhakta — will visit QVC once again.

The appearance is unusual, considering most “Apprentice” contestants — like many reality TV show participants — are required to lay low until they’re fired or win.

“We are very excited to have ‘The Apprentice’ team back at QVC,” Darlene Daggett, QVC’s president of U.S. commerce, said in a statement Friday. “This is the

first time that anyone other than the ‘firee’ has made an appearance on behalf of the reality television hit and we are thrilled that it’s happening live on QVC.”

The contestants will be joined by QVC product pros, who won’t be grilling the contestants for spoilers. Instead, they’ll help them sell sandwich grills (“Look at that melted cheese,” gushed Willenborg on Thursday’s episode) and a water-activated cleaning block set, as well as copies of the first season of “The Apprentice” on DVD.

The Mosaic team will be joined by recently fired Pamela Day and last season’s over-the-top contestant Sam Solovey.

CHARLESTON, W.Va. — John Sayles, the independent filmmaker who wrote and directed “Matewan,” will be a featured guest at the 20th annual West Virginia International Film Festival next month.

“This is probably the biggest coup this festival has ever seen,” said Pam Haynes, director of the West Virginia Film Office and former head of the event. “I am absolutely thrilled.”

The festival opens Nov. 5 at the Capitol Center Theater in Charleston. Ticket prices and other details are still being worked out.

Sayles hasn’t made a public appearance in West Virginia since attending an advance screening of “Matewan” in 1987. “Matewan,” which starred James Earl Jones and Chris Cooper, was based on the West Virginia mine wars of the early 20th century.

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