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MONDAY, OCTOBER 15, 2012
Volume 11 Issue 284

Santa Monica Daily Press

We have you covered

ENDEAVOUR MAKES IT HOME
SEE PAGE 3

THE READY TO SQUIRM? ISSUE



YAY!

Morgan Genser *news@smdp.com*

Santa Monica players celebrate a 24-0 win over Ocean League rival Beverly Hills on Friday night at Corsair Field. Samohi improves to 4-3.

District partners with Samohi grads to rent venues

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

SMMUSD The Santa Monica-Malibu Unified School District is partnering with a start-up company founded by two Santa Monica High School graduates to rent out auditoriums and other spaces and bring in new revenue to the district.

The district agreed to list 12 spaces across eight different schools and facilities on Venyooz.com, a new website that creates a marketplace for institutions to make money on under-used space.

If the experiment is successful, officials may make more options available, said Carey Upton, the director of Theater Operations and Facility Permits with the district.

"It might bring some traffic to some of the spaces that don't have as much use," Upton said. "We handpicked 12 spaces that right now are not getting a lot of use and if we can increase the use, it's great, because that money will come back to the school to maintain those facilities."

Technically, the district already has a mechanism to rent out rooms, cafeterias or sports fields to the general public — it's actually mandatory under a California state law called the Civic Center Act, which requires school facilities be made available to the community for recreational activities.

Venyooz provides a new way to market those rooms to reach a larger audience, expanding accessibility and, at the same time, giving the district a shot at much-needed revenues.

It could potentially cut down on paperwork for users, reducing the barriers between them and the rental space of choice.

It also helped that the two co-founders, Lauren Shapiro and Alex Perelman, both have their roots in Santa Monica as Samohi grads.

"I know they're working to be a national corporation, but for us, to be one of the first pilot groups and the first school, it helps to know they know the school, the district and the town," Upton said. "It

SEE DISTRICT PAGE 9

COMMUNITY PROFILES

FRED E. BASTEN

A guiding light



Brandon Wise.*brandonw@smdp.com*

MAKING FRIENDS: **Fred E. Basten (middle) is recognized for 10 years or service as a travel counselor with the Santa Monica Convention and Visitors Bureau. With him are Jeff Jarow, CVB chairman, and Mayor Richard Bloom.**

KEVIN HERRERA
Editor-In-Chief

MAIN STREET Fred. E Basten is an accomplished author and chronicler, having penned or collaborated on nearly 40 books, including "Santa Monica Bay: Paradise by the Sea," a pictorial history that is practically required reading for anyone who calls Santa Monica home.

But he's probably more well known for his other job as a travel counselor for the

SEE CP PAGE 11

Daily Press hosts candidates forum

By DAILY PRESS STAFF

MAIN LIBRARY The Santa Monica Daily Press invites readers to its candidates forum dubbed Squirm Night.

The forum takes place tonight at the Main Library at 601 Santa Monica Blvd. It begins at 6 p.m. in the Martin Luther King Jr. Auditorium.

Candidates running for the Santa Monica City Council, Santa Monica-Malibu Unified School District Board of Education and the 50th Assembly District will be asked to

SEE SQUIRM PAGE 3

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, Oct. 15, 2012

Make 'em squirm
Main Library
601 Santa Monica Blvd., 6 p.m.
The Santa Monica Daily Press presents Squirm Night, a candidate forum intended to ask the tough questions. Candidates running for City Council, Board of Education and the 50th Assembly District will be on hand. The public is encouraged to submit their own questions for consideration. For more information, call (310) 458-7737.

Movie night
Highways Performance Space
1651 18th St., 7:30 p.m.
Follow a normal day in the life of three abnormal characters and experience life as another person for a day in "Envisage." Not only will you see what the characters see, you also hear their inner thoughts. Meet Nelson, a middle-aged agoraphobic man who hasn't left his apartment in 10 years. Sophie — a fun loving 20 something, finds life hard juggling her hospital residency and her love life with her girlfriend. Bryan, late 20s-poster child for mediocrity, with no direction or drive, splits his time between being a video store clerk and a drug dealer, which neither he excels at. With a twist in each story, it leaves the audience the chance to "Envisage" what will happen to the three characters.

Jazz and a meal
Typhoon
3221 Donald Douglas Loop South, 8 p.m. & 9:30 p.m.
Catch live jazz every Monday evening at this cool eatery. For more information, call (310) 390-6565.

Tuesday, Oct. 16, 2012

In words
Barnes & Noble
1201 Third Street Promenade, 10:30 a.m.
Mixing enlightened analysis with innovative authorship, join Bill Robertson of Santa Monica Emeritus College and strengthen your poetry dedication, appreciation and creation. Visit www.greenpoets.com for more information.

Eat up
California Heritage Museum
2612 Main St., 5:30 p.m. — 9:30 p.m.
Gourmet food trucks gather each week offering foodies plenty to choose from. There's free parking in the museum's lot. For more information, call (310) 392-8537.

Groove outside
Sonoma Wine Garden
395 Santa Monica Place, third floor dining deck, 6:30 p.m.
Join Brett Young and special guests every Tuesday night for a live music set on the garden patio of this popular spot. For more information, call (424) 214-4560.

To create your own listing, log on to smdp.com/submitevent

For help, contact Daniel Archuleta at 310-458-7737 or submit to editor@smdp.com

For more information on any of the events listed, log on to smdp.com/communitylistings





FOR THE THRILL OF IT

Ray Solano *news@smdp.com*

Guests ride the Scrambler at Pacific Park on Sunday during the Special Olympics' annual Pier de Sol event.

Endeavour finally reaches permanent L.A. museum home

ALICIA CHANG & CHRISTOPHER WEBER
Associated Press

LOS ANGELES It was supposed to be a slow but smooth journey to retirement, a parade through city streets for a shuttle that logged millions of miles in space.

But Endeavour's final mission turned out to be a logistical headache that delayed its arrival to its museum resting place by about 17 hours.

After a 12-mile weave past trees and utility poles that included thousands of adoring onlookers, flashing cameras and even the filming of a TV commercial, Endeavour arrived at the California Science Center Sunday to a greeting party of city leaders and other dignitaries that had expected it many hours earlier.

Endeavour was still inching toward a hangar on the grounds of the museum mid-Sunday afternoon.

"It's like Christmas!" said Mark Behn, 55, a member of the museum ground support team who watched the shuttle's snail-like approach from inside the hangar. "We've waited so long and been told so many things about when it would get here. But here it is, and it's a dream come true."

Movers had planned a slow trip, saying the shuttle that once orbited at more than 17,000 mph would move at just 2 mph in its final voyage through Inglewood and southern Los Angeles.

But that estimate turned out to be gener-

SEE **SHUTTLE** PAGE 10

SQUIRM
FROM PAGE 1

answer the tough questions.

The Daily Press hosts the forum each local election season to inform the public about the issues that matter. Members of the Daily Press editorial board will craft questions for each candidate on an individual basis, hoping to put them on the hot seat. The audience is invited to submit questions during the event for consideration.

news@smdp.com

'Taken 2' takes down 'Argo' in close weekend

DAVID GERMAIN
AP Movie Writer

LOS ANGELES Liam Neeson's "Taken 2" has defended its box-office title with a narrow win over Ben Affleck's "Argo."

Sunday studio estimates put 20th Century Fox's action sequel "Taken 2" at No. 1 with $22.5 million in its second weekend. "Taken 2" raised its domestic total to $86.8 million.

Affleck's "Argo," an Iranian hostage thriller from Warner Bros., opened in second-place with $20.1 million.

Ethan Hawke's "Sinister," about a true-crime writer caught up in supernatural horror, debuted at No. 3 with $18.3 million. The movie was released by Lionsgate's Summit Entertainment banner.

Sony's "Here Comes the Boom," with Kevin James as a teacher who becomes a mixed martial arts sensation, started weakly at No. 5 with $12 million.

The weekend's other new wide release, CBS Films' crime comedy "Seven Psychopaths," also opened to small crowds, taking in $4.3 million to finish at No. 9. The movie's ensemble cast includes Colin Farrell, Sam Rockwell, Christopher Walken and Woody Harrelson.

The follow-up to "Taken," the hit that established dramatic star Neeson as an action hero, "Taken 2" was dinged by critics who called it a replay of the original. The sequel has Neeson's ex-CIA guy up against a gang of Albanian goons out for revenge for their kin that he killed in the first movie.

"It kind of proves that reviews do not matter," said Paul Dergarabedian, an analyst for box-office tracker Hollywood.com. "Audiences just continue to eat this up. They just love Liam Neeson in this role."

"Argo" may prove the opposite, using its great reviews and Academy Awards buzz to settle in for a long stay at the box office. Affleck directed and starred in the real-life story about a CIA operative who concocts a plan to rescue six Americans hiding in Tehran after the 1979 U.S. embassy takeover by disguising them as members of a fake movie crew.

Revenues on the film ticked up a whopping 47 percent from opening day Friday to Saturday, a sign that audiences were talking it up exuberantly to friends.

"This is a really good indication of how quickly word of mouth can spread," said Dan Fellman, head of distribution at Warner Bros. "The critical acclaim in this case is going to translate into commercial success."

"Argo" played almost entirely to older crowds that do not necessarily rush out to see movies over opening weekend but often check out well-reviewed films in subsequent weeks.

Lionsgate was happy to come in third

SEE **BOX OFFICE** PAGE 13

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Invite them all

Editor:

If what I have been told about the SM candidates form the Press is correct, it appears that the Press is weakening the forum's value to the people and the future of the community.

1. Hearing from all ballot-qualified candidates gives the voters a broader context in which to consider each of them.

2. New ideas which are later adapted and adopted usually come first from outside the conventional thinking. That is a reason that reaches beyond the elections.

3. Fairness and public service require that all be heard.

4. The political-electoral system is overwhelmed with a tide of money. Posing an alternative is worthwhile, even if having 15 speak is inconvenient for event managers.

Joseph Maizlish
Los Angeles

Way to go, Mike

Editor:

Michael Ryan: I just have to tell you how much I enjoyed your restaurant review on fish 'n chips ("Angling for the best fish 'n chips," Tour de Feast, Oct. 13-14). How very honest you are! Not only did it make me laugh, it told me where to go to get a good ol' British meal.

Now I'm going to have to check the paper every day looking for more of your culinary reviews.

Thank you, Santa Monica Daily Press, for putting out such a great little paper. It's an excellent must read.

June Willis
Santa Monica

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My Write

Bill Bauer

Send comments to editor@smdp.com

Election races and issues are running the gamut

IN THE NEWLY-DRAWN 50TH Assembly District, Santa Monica Mayor Richard Bloom faces off against Betsy Butler, who moves over from the old 53rd District.

I've never been a big fan of Bloom. In my early columns, I called him "Speed Bumps" for his advocacy of speed bumps and other traffic calming schemes that have led to citywide traffic gridlock.

Butler has been active in local grassroots organizations promoting green and responsible development. She's led the fight for consumer protections, is an advocate for working families and seniors and is dedicated to protecting the environment.

I finally met Butler at a "meet and greet" a couple weeks ago where our 15 minute chat was very informative. I was very impressed and my regular readers know that I'm not easily impressed.

I like the fact that she looks at development in a regional context. She told me she wasn't accepting contributions from developers and that she's concerned that Marina del Rey's recreational designation had been compromised by big money developers who eye it as ideal for upscale developments and high-rise projects.

"Have you seen what's going on down there, lately?," She asked me, shaking her head.

Butler has my vote for the 50th Assembly seat.

In California's redrawn 33rd Congressional District, which stretches from Malibu to Palos Verdes, the race pits William Bloomfield, a former life-long Republican now running as an independent from Manhattan Beach against 38 year Congressional veteran and Democrat Rep. Henry Waxman (D-Santa Monica).

Bloomfield's family started Web Service Company, an operator of commercial laundry equipment. It's the "WEB" you see in coin-operated, apartment building laundries all over Santa Monica. Now retired, Bloomfield was president and CEO of that company for 33 years. He's involved in a family real estate business that owns a number of apartment buildings around the county.

Bloomfield was behind two recent statewide political reform movements: making redistricting the responsibility of an independent, non-partisan commission and allowing all voters to vote in all primaries regardless of party affiliation. He also volunteered on Sen. John McCain's 2008 presidential campaign and has been a generous contributor to Republican causes and candidates.

Waxman is the ranking Democrat on the House Committee on Energy and Commerce and was responsible for legislation addressing pollution, safe drinking water and cigarette marketing targeting minors. If re-elected, he hopes to keep fighting for environmental initiatives.

He's one of the longest term Democrats in Congress having won his last five elections with at least 65 percent of the vote. Now, in a redrawn district with many new voters and a generally low Congressional approval rating (10 percent), Waxman is in the fight of his political life.

When it comes to military veterans, Waxman comes up way short. He uses the excuse that the bureaucracy at the West Los Angeles Veterans Affairs Center "is impenetrable" which is why things aren't getting done like construction on one out of three empty buildings for mentally challenged homeless veterans even though $20 million was approved for the project three years ago.

The project has been a pet cause of Councilman Bobby Shiver who was quoted in the Los Angeles Times a few weeks ago, "It's way past time for Mr. Waxman to make housing mentally disabled vets a real priority. He can build the housing immediately if he decides to do so."

Waxman says he's doing all he can. His detractors claim he's playing politics and is more beholden to wealthy Westside homeowner groups who oppose any VA development or more homeless vets in their back yards.

I guess the bottom line is whether you believe that a Congressman of Waxman's power and seniority can't get VA officials to respond to requests for information or start the rehabbing of derelict VA buildings? And, what about other issues?

Then there's Bloomfield. Veterans aren't listed even as a key concern on the "Bloomfield for Congress" website. What does that tell you? Neither candidate warrants my vote. You're on your own.

There are three propositions on the ballot worth mentioning. Prop. 30 would raise personal income and sale taxes to prevent cuts in education funding. I lost interest in this after the high speed (pork-barrel) rail project was approved costing many billions in taxpayer dollars.

Because I just don't trust our legislators to do anything right and because there's no guarantee how much of the estimated $6 billion annual inflow from Prop. 30 will go to public schools or even how its revenues will be spent, I say, "nope."

Proposition 38 if approved will raise state income tax rates to only pay for schools, preschools and state debt payments for the next 12 years. Maybe.

Lastly, on the Santa Monica ballot is Measure GA. It would simplify the calculation of Santa Monica's allowable annual rent increase (called the General Adjustment or GA) for rent-controlled apartments.

Now, the GA is calculated using a complex formula based on maintenance costs, inflation and other factors. If approved, the Rent Control Law would be amended so that the annual GA will be equal to 75 percent of the percentage change in the Consumer Price Index (CPI) or inflation rate for the Los Angeles area.

A more standard CPI-based adjustment should result in a slightly lower increase than those calculated over the past 30 years. And there is a cap of six percent no matter how high the inflation rate climbs. I say, Yes!

BILL can be reached at mr.bilbau@gmail.com

PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Kevin Herrera
editor@smdp.com

MANAGING EDITOR
Daniel Archuleta
daniela@smdp.com

STAFF WRITER
Ashley Archibald
ashley@smdp.com

CHIEF PHOTOGRAPHER
Brandon Wise
brandonw@smdp.com

STAFF PHOTOGRAPHER
Morgan Genser
news@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Meredith Carroll, Jack Neworth, Lloyd Garver, Ron Hooks, Taylor Van Arsdale, Merv Hecht, Cynthia Citron, Tom Viscount, Michael Ryan, JoAnne Barge, Katrina Davy

PHOTOGRAPHY INTERN
Ray Solano
news@smdp.com

VICE PRESIDENT–BUSINESS OPERATIONS
Rob Schwenker
schwenker@smdp.com

JUNIOR ACCOUNT EXECUTIVES
Chelsea Fujitaki
chelsea@smdp.com
Justin Harris
justin@smdp.com

OPERATIONS COORDINATOR
Michele Emch
michele.e@smdp.com

PRODUCTION MANAGER
Darren Ouellette
production@smdp.com

PRODUCTION ASSISTANT
Nathalyd Meza

CIRCULATION
Keith Wyatt
Osvaldo Paganini
ross@smdp.com

Santa Monica Daily Press
We have you covered

1640 5th Street, Suite 218
Santa Monica, CA 90401
OFFICE (310) 458-PRESS (7737)
FAX (310) 576-9913

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Los Angeles sues over Owens Lake dust control

GILLIAN FLACCUS
Associated Press

LOS ANGELES The powerful Los Angeles Department of Water and Power sued air regulators Friday over demands to control dust from Owens Lake nearly a century after the exploding metropolis siphoned water to quench its growing thirst.

The lawsuit, filed in U.S. District Court in Fresno, marks the latest salvo in a bitter back-and-forth over water rights in the arid region that was set in motion in 1913, when Los Angeles began diverting water from the lake 200 miles to its north. The lake went dry in 1926 and has since been plagued with massive dust storms and poor air quality.

The scandal created by the diversion project was fodder for the 1974 film "Chinatown," and hard feelings persist in rural Owens Valley, where many locals see the utility as a parasitic neighbor. The aqueduct was dynamited repeatedly after increased pumping in the 1920s combined with a drought to ruin many local farms.

Since a 1998 agreement, Los Angeles has spent $1.2 billion to tamp down the dust there as part of the nation's largest dust mitigation project, mainly by putting water back into a 40-square-mile area of the lakebed. The utility is currently working to control dust in another 2-square-mile parcel.

But recent orders from the Great Basin Unified Air Pollution Control District to increase the dust mitigation area by 3 square miles are excessive and wasteful, the lawsuit alleges. The utility does not believe dust from the area in question was caused by its century-old actions and says it is not responsible.

The utility will honor its commitment and maintain the work it's already done, but it wants a permanent agreement about where its responsibilities end, officials said.

The lawsuit, which also names the California Air Resources Board, the U.S. Environmental Protection Agency and the U.S. Bureau of Land Management, asks the court for relief from the "systematic and unlawful issuance to the city of dust control orders and fee assessments."

The additional dust control project would cost the Department of Water and Power up to $400 million, and ratepayers already pay $90 a year for dust mitigation at Owens Lake, said Ron Nichols, the department's general manager. The city uses 30 billion gallons annually — enough to fill the Rose Bowl each day to overflowing for one year — to keep dust down, he said.

"We're pouring that onto the lake, and the issue is, it's just a colossal waste of water," Nichols said. "Our fundamental problem is that we are being singled out because of our customers and Los Angeles being considered as having deep pockets. They think we're the only ones who can pay for dust that we believe is occurring naturally."

Ted Schade, the control district's air pollution control officer, said by filing the lawsuit, the city was trying to back out of agreements solidified in 1997 and 2006. He disputed claims that the utility was not responsible for the dust and said the city was breaking its promises to Owens Valley.

The utility was testing the limits of its obligations in court, he said, because it hadn't realized the true expense it was facing.

"They had hoped that they would be done spending money and putting water in Owens Lake," Schade said in a phone interview. "We realize that and we realize that the city has limited monetary and water resources and we're willing to work with them — but they just can't say, We're not willing to do more.'"

Water experts and environmentalists said the lawsuit was symptomatic of a much bigger issue: An ongoing shortage of cheap water in the state and decades-long tensions between rural areas and urban areas over water rights.

"It's sort of been a landlord-tenant relationship," said Steven Erie, director of the urban studies and planning program at the University of California, San Diego. "This is the latest chapter in long-standing and tension-filled history between the two ... and it has affected the discussion and the framing of every agricultural-to-urban transfer in California from then on."

The agency argues that expanding dust control means the utility will lean even more on other water sources, which could impact supply in other parts of the state and increase air pollution from pumping operations.

Peter Gleick, president of the non-partisan Pacific Institute in Oakland, said the Los Angeles utility could address the Owens Lake demands by further conservation.

"It's no longer a question of expanding supply, it's also now a question of reducing inefficient use and reducing inappropriate demand," he said. "Los Angeles has been very good about reducing demand ... but there's a lot more that they could do."

The Q Line

For the kids

The Santa Monica-Malibu Unified School District has placed Measure ES on the ballot to raise funds for improving and modernizing facilities.

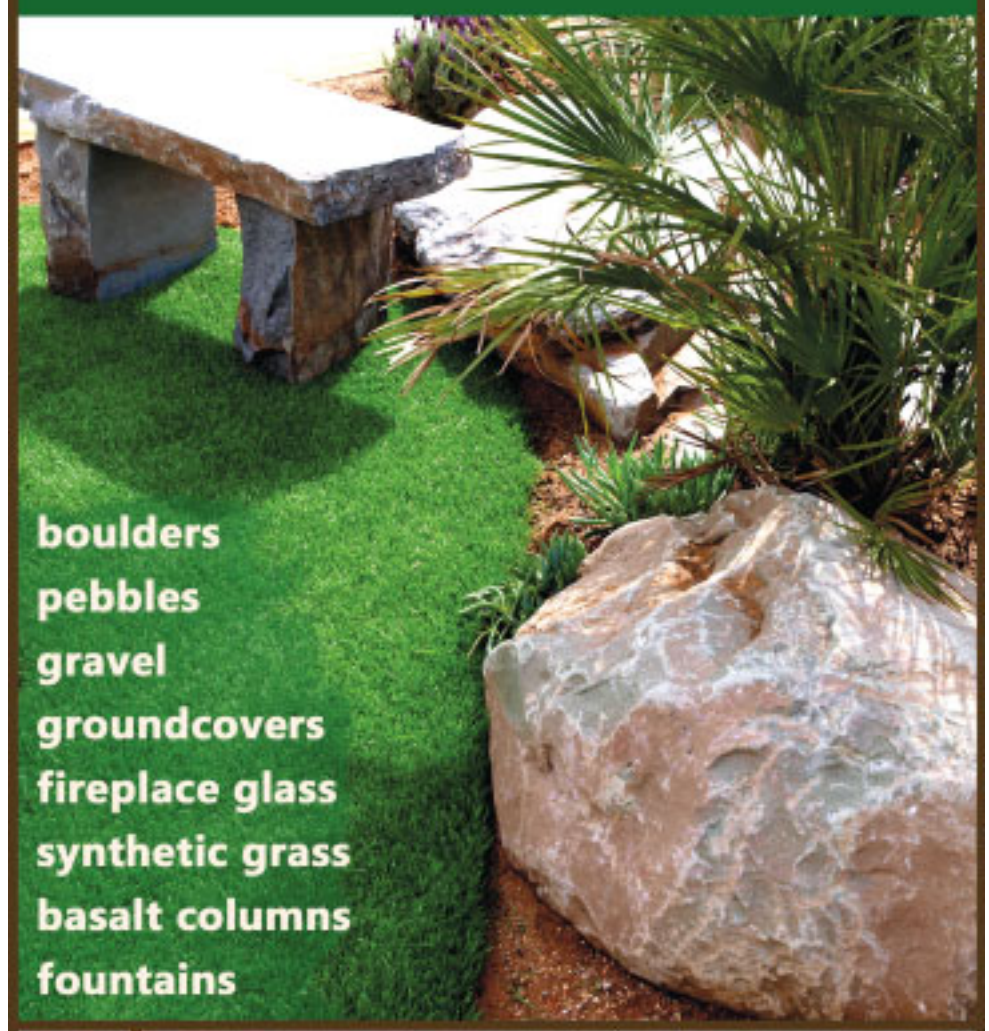
So, this week's Q-Line question asks:
Will you vote for the school bond or do you think the district is asking too much at a time when the economy continues to struggle?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **310-573-8354**.


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Earth Talk
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Photo courtesy Earth Talk

EYES ON AN IMPORTANT RACE: **Environmentalists are watching several key electoral races around the nation. In Massachusetts, Democrat Elizabeth Warren, who vows to eliminate Big Oil tax subsidies and uphold the Clean Air and Clean Water Acts, is up against incumbent Republican Senator Scott Brown, who repeatedly votes to subsidize Big Oil, gut the Clean Air Act and cut renewable energy funding.**

Voting the green way

Dear EarthTalk:

Besides the presidential election, what other electoral races are environmentalists keeping an eye on this coming November?

– Matt Sloan,
Sacramento, Calif.

The non-profit League of Conservation Voters (LCV) helps Americans sort out the good guys from the bad when it comes to the environmental track records of candidates in important high-level races across the country. Besides endorsing specific candidates, the group also keeps a running "dirty dozen" list of the politicians with the worst environmental records. Meanwhile, the group's LCV Action Fund is a related political action fund that can channel funding to the candidates it supports.

One of the races that LCV is following is New Mexico's Senate race between Democrat Martin Heinrich and Republican Heather Wilson. Both are hoping to leave the House for the Senate seat being vacated by Democrat Jeff Bingaman, who is retiring after four terms-but that's where the similarity ends.

Heinrich has a perfect 100 percent lifetime score on LCV's National Environmental Scorecard, a yardstick used to rate Congress members on environmental and clean energy issues. He participates in the forward-thinking Sustainable Energy and Environment Coalition and is a staunch defender of the federal government's ability to protect public health and hold polluters accountable under the Clean Air Act. Heinrich also supported the single largest investment in clean energy in history-an economic recovery package that pledged $80 billion toward energy efficiency, renewable energy and public transit.

Meanwhile, as one of LCV's "Dirty Dozen," Heather Wilson has just a 15 percent LCV lifetime score as a member of the House. She is one of the House's top 20 recipients of funding from oil and gas interests, and has voted consistently to protect tax incentives and loopholes for oil and gas companies.

A coalition of green groups including the LCV Action Fund, Defenders of Wildlife, the Sierra Club, the National Wildlife Federation and the Natural Resources Defense Council Action Fund has spent $1.5 million in ads accusing Wilson of voting against New Mexico families and in favor of polluters-an amount equal to what GOP-affiliated groups spent on pro-Wilson ads.

Another close one in a neighboring Southwestern state, Arizona, pits Democrat Richard Carmona (LCV's choice) against Republican Jeff Flake. "Throughout his career, Dr. Carmona has stood up for public health safeguards and would champion clean energy technologies that create jobs in Arizona and across the country," reports LCV, which has endorsed him. His opponent, 12-year incumbent Congressman and former uranium mining lobbyist Flake, has a nine percent lifetime score on LCV's scorecard.

Back east in Massachusetts, LCV has endorsed Democrat Elizabeth Warren, who vows to eliminate tax subsidies for Big Oil and uphold the Clean Air and Clean Water Acts. Her opponent, incumbent Republican Senator Scott Brown, has a lifetime LCV score of 22 percent, and repeatedly votes to give billions in taxpayer subsidies to Big Oil, gut the Clean Air Act, and pull funding from renewable energy.

Overall, LCV is endorsing candidates in 12 Senate races and 29 House races around the country. For a complete list check the "endorsements" page of the lcv.org website. The group has also endorsed one gubernatorial candidate, Washington Democrat Jay Inslee, and one presidential candidate, Barack Obama.

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Fewer qualms for gun-rights groups over Romney now

BRIAN BAKST
Associated Press

ST. PAUL, Minn. Gun-rights groups perceive President Barack Obama as a threat to unfettered access to firearms. They once had qualms about Mitt Romney, too.

But times and circumstances have changed for Romney, the GOP presidential nominee now in tune with the National Rifle Association and similar organizations, whose members are motivated voters.

In the tight White House race, every bit of support helps, especially in the most closely contested states and particularly from groups that claim millions of members nationwide.

Romney's prior embrace of weapon-control proposals had put him crossways with the NRA and others. These days, Romney is on their good side by opposing renewal of a federal ban on semiautomatic weapons, additional regulations on gun shows and suggested federal gun registration requirements.

The NRA and some less prominent organizations are spending big money on mailings, radio ads, TV commercials and booths at game fairs to promote the former Massachusetts governor and portray Obama as hostile to gun rights.

Gun groups are an important part of an outdoor enthusiast network that neither side is willing to concede.

There are "Sportsmen for Romney" and "Sportsmen for Obama," all playing to the largely male hook-and-bullet crowd that is protective of recreational passions. Neither candidate is considered an avid outdoorsman, though each has made mention of fishing rods or been photographed casting a line.

Romney and his allies underscore his hands-off stance when it comes to guns, and say he would move to open more public land to hunting. They also promote the bona fides of running mate Paul Ryan, who has a permit for just about every season in Wisconsin, his home state.

Last month, Ryan reminded a gathering of sportsmen in Ohio of the hours he has logged in duck blinds, deer stands, pheasant fields and fishing boats. Then came his critique of Obama: "I wonder, I shudder as a gun owner, seeing his record when he was in the Illinois state Senate, what would he do if he never has to face the voters ever again?"

It's the type of message that resonates with voters such as Stan Glover of Bowerston, Ohio. Glover said Romney's past stands gave him pause, but he's more nervous about Obama.

"The uncertainty of politics in Washington, as regards hunters/gun owner rights, has caused undue fear amongst folks that enjoy the shooting sports," said Glover, a manufacturing plant sales director who plans to vote for Romney.

The Obama campaign emphasizes steps by his administration to promote habitat conservation, set aside land and preserve access to land used for recreation. Supporters point to Obama's "American Great Outdoors Initiative" to coordinate conservation and natural resource efforts in all 50 states, whether it's restoring wetlands in Iowa's duck-rich Prairie Pothole Region or filtering phosphorous harmful to fish and fowl in Grand Lake St. Marys in Ohio.

For Obama, minimizing Romney's apparent advantage among voters who place a premium on outdoors issues is the name of the game.

In Iowa and other states, that task falls to people such as Dick Dearden. He's a Democratic state senator and leader of a group of pro-Obama outdoors enthusiasts working to combat negative portrayals of the incumbent among the shotgun crowd.

"The president is not a threat to people who hunt and fish. He's an asset," Dearden said. "I'm a member of the NRA and they are beginning to more and more embarrass me. I'm a Second Amendment person, but I have not seen anything this president has done for the last four years that has hurt anyone's Second Amendment rights."

Obama's campaign highlights a law he signed in his first year as president that allows people with weapons permits to bring loaded guns into national parks and wildlife refuges. The change drew rebukes from gun-control advocates.

But groups working to defeat Obama sound alarms about his support of reinstating an assault weapons ban if one made it through Congress. They also are stoking fears that the president would use a second term to appoint federal judges with restrictive views toward gun ownership. The Supreme Court has been closely divided in recent gun cases, and the balance could shift if Obama had the chance to pick any new justices.

Romney told the leader of the NRA's lobbying arm in a question-and-answer piece published last month that he would appoint "wise, experienced and restrained judges" and fill his Cabinet with "people who agree that the Second Amendment guarantees a fundamental, individual right."

His own views have evolved from when he ran for the Senate and was governor in Massachusetts. In his failed 1994 Senate campaign he backed a waiting period on gun sales and an assault weapons ban that he said were "not going to make me the hero of the NRA." As governor, he signed a state-level assault weapons ban that he argued was part of a brokered deal between the sides in the gun debate.

In the NRA interview published in September, Romney unequivocally opposed new gun restrictions, including one on semiautomatic weapons. "I do not support any additional laws to restrict the right to keep and bear arms," he said. The group endorsed him in Virginia in early October and has since reserved more than $1.3 million in TV ad time in in Florida, Ohio, Virginia and Wisconsin.

Larry Pratt, executive director of Gun Owners of America, acknowledged some hesitancy about Romney but said gun-rights activists were mollified by his selection of Ryan as a running mate.

"It created a lot more willingness to pull his lever, and at least some enthusiasm," Pratt said. "Ryan is at least one of us."

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Expo Light Rail Line Project: Construction

Please note the following activities:
1.Olympic/Cloverfield Boulevard Bridge: Construction is ongoing with abutment excavation and pile drilling taking place directly behind the K-rail to prepare the area for bridge construction. Most construction activities will be limited to areas behind the K-rail. All traffic lanes will be maintained during daytime peak hours. There will only be one eastbound Olympic lane, between 20th and Cloverfield, this will occur during non-peak hours but expect delays.
2. Sewer relocations on Colorado Avenue between Lincoln Boulevard and 14th Street. Expect daytime lane closures on Colorado, one lane in each direction will be maintained. Expect delays if using Colorado. Note the loss of parking on Colorado but replacement parking is provided on adjacent streets. There will be sidewalk closures on the south side of Colorado between Lincoln and 11th Street. After hours (9 p.m. – 6 a.m.) sewer construction between 10th and 14th streets will run through October.
3. Centinela Bridge: Majority of the work will take place in the city of Los Angeles right of way, with the west abutment being built within the city of Santa Monica. Construction of the bridge will be implemented in stages. Pile drilling in Santa Monica is complete and the contractor is currently building the pile cap.
4. Excavation, soil removal, rail removal, clear and grub and grading within the Expo right-of-way from Centinela to 20th Street. Expect additional truck activities on Centinela, Stewart and 26th Street.
5. Time Warner Cable: Just west of Olympic and Cloverfield, crews will be relocating fiber optic cables and conduits via directional drilling from north sidewalk on Olympic to median area.
6. SCE: Colorado between 14th and 17th streets, crews will be relocating electrical conduits for SoCal Edision (SCE). Colorado will maintain only one east-bound lane. Expect delays. Note 16th Street will be closed during the day at Colorado, please use Olympic for access.
7. City Traffic Signal and Fiber: Cloverfield between Michigan and Olympic, crews will be relocating fiber conduits during non-peak traffic hours of 9 p.m. – 6 a.m. Expect north-bound lane closures on Cloverfield and on Olympic.
8. South sidewalk is closed on Colorado between 14th and 16th streets.
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

20th Street/Cloverfield Boulevard Improvement Project

Construction activities include curb ramp modification, street light pole foundation installation, and installing of brick pavers and silva cells in the sidewalk. Said work will involve lane closures. Traffic control will be in place during construction and will maintain one lane of traffic in each direction at all times. Left turn movements may be restricted some times. Please use alternate routes whenever possible. For more info, please contact Jim Litzel, Black & Veatch at (310) 863-4991.

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DISTRICT
FROM PAGE 1

added to the idea."

The concept emerged out of personal knowledge of the frustration of small groups, nonprofits and other organizations when they tried to go out and get meeting space that met their needs and budgets, said Shapiro, the CEO of Venyooz.

"This is just one of those logistical burdens in the offline community-building process," Shapiro said. "With special interests, knitting clubs and books clubs, always one of the problems is finding space, and they often have really utilitarian needs."

As she sees it, not only is there demand, there's excess supply.

"On the other side, we want to help businesses and nonprofits who have the space to be utilized," she said.

Venyooz launched officially two months ago, but its roots run deep. Shapiro and Perelman met during their time at Samohi in the late 1990s.

They both went into the start-up world and interned for Bizrate.com before going on to become professionals in the field. Venyooz is their first joint venture, Shapiro said.

As a client, SMMUSD lists available spaces for free. A profile will include pictures of the rooms, details about available amenities and sometimes a price range. People can then rent the space through Venyooz, which charges a commission for each transaction.

From the district end, almost nothing changes in terms of the fees or permitting processes.

Upton counts "success" as upping the number of permits by five or six per week in the 12 underutilized spaces, which include things like the district board room and the Grant auditorium.

That's a drop in the bucket given that Upton's office handles upwards of 300 venue permits each week, but if the program continues to bring in the bacon, he might make more spaces available on the website.

Every little bit helps.

SMMUSD officials have been scrambling in recent years to plug holes in funding from the state to maintain the quality of public education in Santa Monica.

That's included parcel taxes, bonds, a new districtwide fundraising policy and even a half-cent sales tax increase, half of which benefits the school district.

Although those measures bring in millions, the district is facing a potential $5 million cut if Proposition 30, a tax increase proposed by Gov. Jerry Brown, doesn't pass on Nov. 6.

Another measure, Proposition 38, would also benefit the schools, although the district is unable to say exactly how much it would get.

Without either measure, the district is still running a $5 million structural deficit.

For its part, Venyooz is now busy building up a stockpile of venues for rent in the Los Angeles region, although it hopes to expand to other cities in the future.

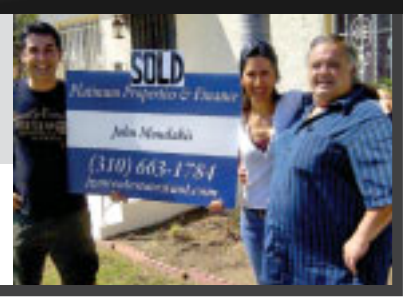
"We're only in L.A. right now, we're in beta mode," Shapiro said. "We're testing, getting a lot of feedback from the customers, adding features, developing the site and our inventory."

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SHUTTLE
FROM PAGE 3

ous, with Endeavour often creeping along at a barely detectable pace when it wasn't at a dead stop due to difficult-to-maneuver obstacles like tree branches and light posts.

Another delay came in the early morning hours Sunday when the shuttle's remote-controlled, 160-wheel carrier began leaking oil.

Despite the holdups, the team charged with transporting the shuttle felt a "great sense of accomplishment" when it made it onto the museum grounds, said Jim Hennessy, a spokesman for Sarens, the contract mover.

"It's historic and will be a great memory," he said. "Not too many people will be able to match that — to say, 'We moved the space shuttle through the streets of Inglewood and Los Angeles.'"

Transporting Endeavour cross-town was a costly feat with an estimated price tag of $10 million, to be paid for by the science center and private donations.

Late Friday, crews spent hours transferring the shuttle to a special, lighter towing dolly for its trip over Interstate 405. The dolly was pulled across the Manchester Boulevard bridge by a Toyota Tundra pickup, and the car company filmed the event for a commercial after paying for a permit, turning the entire scene into a movie set complete with special lighting, sound and staging.

Saturday started off promising, with Endeavour 90 minutes ahead of schedule. But accumulated hurdles and hiccups caused it to run hours behind at day's end.

Some 400 trees had been removed along the route, but officials said most of the trees that gave them trouble could not be cut down because they were old or treasured for other reasons, including some planted in honor of Martin Luther King Jr.

The crowd had its problems too. Despite temperatures in the mid-70s, several dozen people were treated for heat-related injuries after a long day in the sun, according to fire officials.

But it was a happy, peaceful crowd, with firefighters having only to respond to a sheared hydrant and a small rubbish fire, and no reports of any arrests.



Photo courtesy NASA

WHAT A SIGHT: **Space shuttle Endeavour begins its trip to California Science Center on Friday.**

And despite the late problems the mood for most of the day was festive.

At every turn of Endeavour's slow-speed commute through urban streets, spectators jammed intersections as the shuttle shuffled past stores, schools, churches and front yards through the working-class streets of southern Los Angeles. Sidewalks were off-limits due to Endeavour's enormous wingspan.

Endeavour's arrival in Los Angeles was a homecoming. It may have zipped around the Earth nearly 4,700 times, but its roots are solidly grounded in California. Its main engines were fashioned in the San Fernando Valley. The heat tiles were invented in Silicon Valley. Its "fly-by-wire" technology was developed in the Los Angeles suburb of Downey. In 1991, it rolled off the assembly line in the Mojave Desert to replace Challenger, which blew up during liftoff in 1986.

As Endeavour shuffled by crowds, its age was evident after 123 million miles in space and two dozen re-entries.

Stephanie Gibbs, a longtime Inglewood resident, passed the Forum, where the Los Angeles Lakers used to play and where Endeavour made a pit stop Saturday, many times in her life. But she wasn't prepared for what she saw.

"There was a space shuttle blocking the street and I said, 'Whoa,'" she said.

Gibbs, who lives off Crenshaw Drive, the narrowest section of the move, would like to see a sign designating it as a shuttle crossing.

"We've been on the map" because of the Lakers, she said. "This kind of highlights it more."

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UP HE GOES

Morgan Genser *news@smdp.com*

Santa Monica College wide receiver Reggie Mitchell leaps into the air to snag a pass as Los Angeles Southwest defensive back Damon Lampkin watches on Saturday at Corsair Field. SMC ended up routing Southwest, 68-0.

CP

FROM PAGE 1

Santa Monica Convention and Visitors Bureau. The slender, reserved man with the rumbling voice and relaxed demeanor has helped thousands of visitors over the last 10 years discover the city by the sea, pointing out attractions and landmarks while offering stories on Muscle Beach or the old pleasure piers. Having lived in Santa Monica for 53 years, he has plenty to share.

"I love telling them all the spots to hit," Basten said with a smile during an interview earlier this month at the Santa Monica Visitors Center on Main Street near Pico Boulevard. "It's been a joy for me."

That's ironic given that Basten isn't the most outgoing person you'll meet; he prefers to let his writing speak for him. He's never been married. He lives alone and considers his books to be his children.

For the most part, he's reserved unless asked about a topic he's researched, like the emergence of the Technicolor Corp., which revolutionized movie making by ushering in color. His book on the subject, "Glorious Technicolor: The Movies' Magic Rainbow," is considered to be one of the most in-depth looks on the company.

He credits his work with the Visitors Bureau for helping him open up and socialize more. And for his efforts he was recognized by the nonprofit charged with promoting Santa Monica as a premier tourist destination.

"Fred is an integral part of our team and such a wonderful asset to our community," said Misti Kerns, president and CEO of the Visitors Bureau. "His love for Santa Monica is evident in the work that he does and his gifted storytelling has kept our city's history alive for future generations. For the past decade, our visitors have been provided the opportunity to meet and to learn from an extraordinary man and author."

Basten's love for Santa Monica can be traced back to his roots in Chicago. Born in the years after the Great Depression (Basten refuses to give his age; "ages are only important in obits," the author writes when asked for his age a second time), he lived with his family in a small apartment by the beach; his grandparents lived a short distance away on Lakeshore Drive overlooking Lake Michigan.

"I'm kind of a water baby. I have to be near the water. I have to see the water," Basten said.

SEE **PROFILE** PAGE 12







PROFILE
FROM PAGE 11

As a kid, he remembers spending a lot of time with his grandmother at the beach, visiting museums or attending the grand movie palaces owned by Balaban & Katz Theater Corp. where he got in for free thanks to his father, a drummer with his own pit band that provided music for the stage shows that preceded films in those days.

"My grandmother was a big movie fan and I became a great big movie fan," Basten said with a laugh. "I remember seeing all the major movie stars of the time. I saw Judy Garland, Betty Grable; they'd come to promote their films."

So imagine Basten's delight when his father decided to move the family to Los Angeles in 1944. Basten was going to see Hollywood for himself. His father, mother, a "big Charleston girl," and Basten packed up their car, borrowed some gasoline ration stamps and took Route 66 to the West Coast.

They followed radio personality Truman Bradley, a friend of Basten's father who had the cash to open up an appliance shop. Basten's father became the store manager and the family settled in Westwood. He attended University High School and got his first job as an elevator operator at Sponberg's Department Store.

"I loved Sponberg's, but it had a terrible smell," he said.

Basten attended UCLA where he initially majored in business at his father's suggestion.

"He went through the Great Depression and said if you have a business background you will always be safe," Basten said. "I almost flunked out of school. I didn't know anything about numbers and I'm not interested in anything like that."

He was put on academic probation, switched his major to art history and took off from there. He got a job at Foote, Cone & Belding Advertising in downtown Los Angeles, where he started off in the mail room, "like everyone did back in those days." He soon was promoted to the copy department, where he had the pleasure of working with "Sex and the Single Girl" author and Cosmopolitan magazine legend Helen Gurley Brown.

"At the time she was going with Jack Dempsey the boxer, who was quite a bit older than she was," Basten said.

Basten went on to serve as an assistant to the public relations director at Max Factor and was the director of publications at A & W Root Beer in Santa Monica for 13 years. When the company moved their headquarters to Michigan, Basten stayed in Santa Monica and pursued his writing full time.

"I didn't want to move back east again, I didn't want to work for somebody else or another company," Basten said.

So he pulled out piles of old photographs he had collected of Santa Monica and decided to put a book together. He didn't know it at the time, but Santa Monica was about to celebrate its 100th birthday. While one book on its history was being written by a reporter with the old Outlook newspaper, Basten was putting together his own. It became a hit.

"Everybody loved it. I was hauling cartons of books to the book stores around town every week because they couldn't keep it on the shelf," he said. "They said at one time that everyone in Santa Monica had a copy of that book on their coffee table."

SEE BASTEN PAGE 13







BASTEN
FROM PAGE 12

It has been in print under one name or another since 1975. Another one of Basten's books on the historic Chateau Marmont hotel, a haunt of many celebrities, is currently being developed into an HBO mini-series. Basten said he is busy with four projects now, but he won't discuss them.

"I just don't want people to know what I'm doing," he said.

When the former "beach rat" isn't writing or at the Visitors Center, he can be found walking along the boardwalk or the Third Street Promenade.

"I still love the beach, but I don't get down there too much anymore. I like to wander around and see what's happening. There's always something going on," he said. "It's not dull around here."

With people like Basten, it certainly is not.

"There might be a different look, a lot more people and more congestion, but it's still Santa Monica," Basten said when asked to reflect on how Santa Monica has evolved over the years. "I wouldn't move for anything. I love it."

kevinh@smdp.com

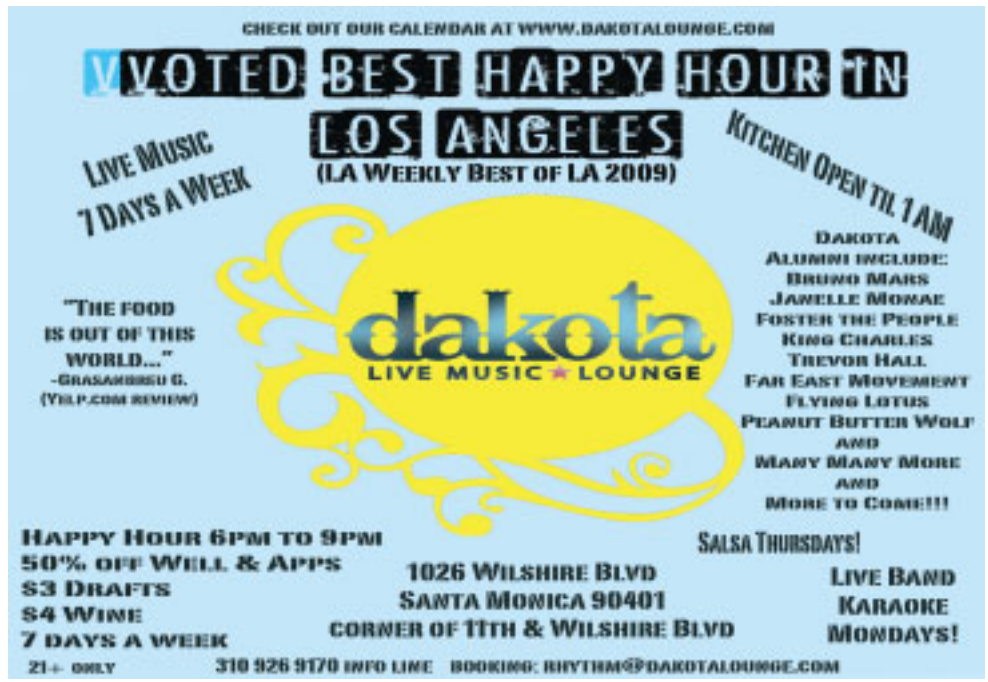
BOX OFFICE
FROM PAGE 3

with "Sinister," "especially given most people's projections on the film were in the low teens at best," said David Spitz, head of distribution. "It's always nice to come in and over-perform everybody's expectations."

Hollywood's business continues to grow as it heads into the busy holiday season. Overall domestic revenues came in at $132 million, up 51 percent from the same weekend last year, when "Real Steel" led with $16.3 million.

Estimated ticket sales for Friday through Sunday at U.S. and Canadian theaters, according to Hollywood.com. Where available, latest international numbers are also included. Final domestic figures will be released Monday.





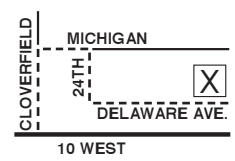


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SURF REPORT



RIPCURL LIVE THE SEARCH
1451 THIRD STREET PROMENADE • SANTA MONICA, CA • 310-656-2875

Surf Conditions **Water Temp:** 68.3°

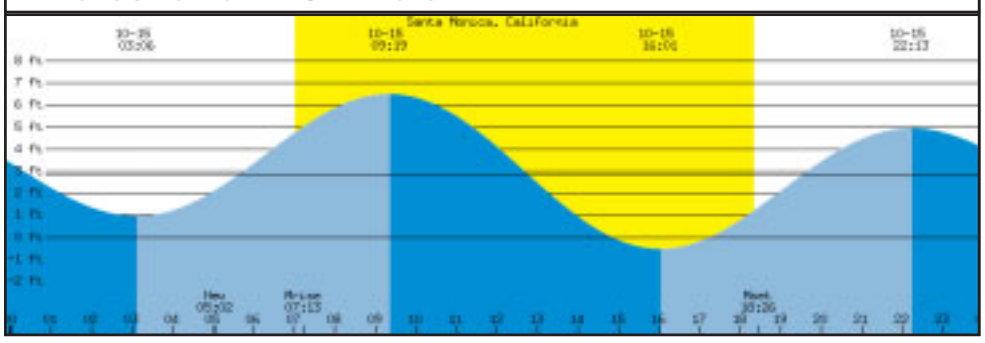
Swell Forecast

Should run chest high at both south and west facing breaks.

Long Range Synopsis

Should run waist high most everywhere with occasional pluses at south facing spots.

Tide Forecast for Today in Santa Monica



BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **October 3, 2012**

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

QUICK STATS (for the last 30 days)

Number of sewage spills -- 1
Number of beach closures due to a sewage spill -- 0
Number of wet days -- 8
Number of A grades for dry/wet weather -- 38 / 16
Number of (C,D,F) grades for dry/wet weather -- 0 / 10

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Goodbrook Family Foundation, simplehuman, LazerGUY, SBBA

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	as
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	as
El Pescador State Beach, between Lechusa and Los Alisos creeks.	as	as
Encinal Canyon at El Matador State Beach.	A+	as
Broad Beach at Trancas Creek mouth.	A+	as
Zuma Beach at Zuma Creek mouth.	A+	as
Walnut Creek, projection of Wildlife Rd. (private).	A	as
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	as
Escondido Creek, just east of Escondido State Beach.	A	as
Latigo Canyon Creek mouth.	A+	as
Solstice Canyon at Ben Blocker County Beach.	A+	as
Pearce State Beach at creek mouth.	A	as
Marie Canyon storm drain at Pearce Beach, at 21672 Malibu Rd.	B	as
Surfrider Beach at Malibu Colony fence.	A+	as
Surfrider Beach (breach location)- daily.	A+	as
Malibu Pier - 50 yards east.	F	as
Carbon Beach at Sweetwater Canyon.	A+	as
Las Flores State Beach at Las Flores Creek (point zero).	A+	as
Big Rock Beach at 19648 PCH stairs.	A	as
Pena Creek at Los Tunas County Beach.	A+	as
Tuna Canyon.	as	as
Topanga State Beach at creek mouth.	A+	as
Castlerock Storm Drain at Castle Rock Beach.	A	as
Santa Ynez Storm Drain at Castle Rock Beach.	A+	as
Will Rogers State Beach at 17208 PCH (1/4 mile east of Sunset drain).	A+	as

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

LEGEND

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

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

Heal the Bay

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

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

Skydiver breaks sound barrier in record jump

JUAN CARLOS LLORCA
Associated Press

ROSWELL, N.M. In a giant leap from more than 24 miles up, a daredevil skydiver shattered the sound barrier Sunday while making the highest jump ever — a tumbling, death-defying plunge from a balloon to a safe landing in the New Mexico desert.

Felix Baumgartner hit Mach 1.24, or 833.9 mph, according to preliminary data, and became the first man to reach supersonic speed without traveling in a jet or a spacecraft after hopping out of a capsule that had reached an altitude of 128,100 feet above the Earth.

Landing on his feet in the desert, the man known as "Fearless Felix" lifted his arms in victory to the cheers of jubilant onlookers and friends.

"When I was standing there on top of the world, you become so humble, you do not think about breaking records anymore, you do not think about gaining scientific data," he said after the jump. "The only thing you want is to come back alive."

A worldwide audience watched live on the Internet via cameras mounted on his capsule as Baumgartner, wearing a pressurized suit, stood in the doorway of his capsule, gave a thumbs-up and leapt into the stratosphere.

"Sometimes we have to get really high to see how small we are," an exuberant Baumgartner told reporters outside mission control after the jump.

Baumgartner's descent lasted for just over nine minutes, about half of it in a free fall of 119,846 feet, according to Brian Utley, a jump observer from the International Federation of Sports Aviation. He said the speed calculations were preliminary figures.

Baumgartner said traveling faster than sound is "hard to describe because you don't feel it."

With no reference points, "you don't know how fast you travel," he said.

The 43-year-old former Austrian paratrooper with more than 2,500 jumps behind him had taken off early Sunday in a capsule carried by a 55-story ultra-thin helium balloon.

His ascent that was tense at times and included concerns about how well his facial shield was working.

Any contact with the capsule on his exit could have torn his suit, a rip that could expose him to a lack of oxygen and temperatures as low as minus-70 degrees. That could have caused lethal bubbles to form in his bodily fluids.

But none of that happened. He activated his parachute as he neared Earth, gently gliding into the desert east of Roswell and landing without any apparent difficulty. The images triggered another loud cheer from onlookers at mission control, among them his mother, Eva Baumgartner, who was overcome with emotion, crying.

He then was taken by helicopter to meet fellow members of his team, whom he hugged in celebration.

Coincidentally, Baumgartner's feat came on the 65th anniversary of the day that U.S. test pilot Chuck Yeager became the first man to officially break the sound barrier in a jet.

At Baumgartner's insistence, some 30 cameras recorded his stunt Shortly after launch, screens at mission control showed the capsule as it began rising high above the New Mexico desert, with cheers erupting from organizers. Baumgartner could be seen on video, calmly checking instruments inside the capsule.

Baumgartner's team included Joe Kittinger, who first tried to break the sound barrier from 19.5 miles up in 1960, reaching speeds of 614 mph. With Kittinger inside mission control, the two men could be heard going over technical details during the ascension.

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Here Comes the Boom (PG)
1hr 45min
1:15pm, 4:05pm, 6:45pm, 9:30pm

Looper (R) 1hr 58min
6:00pm, 9:15pm

Argo (R) 2hrs 00min
1:00pm, 3:55pm, 6:50pm, 9:45pm

Hotel Transylvania (PG) 1hr 31min
1:00pm, 3:30pm

Least Among Saints (R) 1hr 45min
1:55pm, 4:45pm, 7:30pm, 10:00pm

AMC 7 Santa Monica
1310 Third St.
(310) 451-9440

Hotel Transylvania 3D (PG)
1hr 31min
1:45pm, 7:00pm

Frankenweenie in Disney Digital 3D
(PG) 1hr 27min
11:45am, 2:30pm, 5:10pm, 7:45pm, 10:15pm

Here Comes the Boom (PG)
1hr 45min
11:20am, 2:00pm, 4:40pm, 7:30pm, 10:20pm

Argo (R) 2hrs 00min
11:15am, 1:55pm, 4:45pm, 7:45pm, 10:30pm

Taken 2 (PG-13) 1hr 31min
11:55am, 2:45pm, 5:25pm, 8:00pm, 10:25pm

Perks of Being a Wallflower (PG-13)
1hr 42min
11:30am, 2:20pm, 4:50pm, 7:25pm, 10:20pm

End of Watch (R) 1hr 49min
11:35am, 2:25pm, 5:10pm, 7:55pm, 10:30pm

Hotel Transylvania (PG) 1hr 31min
11:25am, 4:20pm, 9:30pm

Laemmle's Monica Fourplex
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(310) 478-3836

House I Live In (NR) 1hr 48min
1:20pm, 4:10pm, 7:00pm, 9:55pm

Searching for Sugar Man (PG-13)
1hr 25min
1:10pm, 3:25pm, 5:40pm, 8:00pm, 10:15pm

Just 45 Minutes from Broadway (R)
1hr 48min
1:40pm, 4:20pm, 7:10pm, 9:50pm

Master (R) 2hrs 30min
1:00pm, 4:05pm, 7:10pm, 10:15pm

AMC Criterion 6
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(310) 395-1599

Frankenweenie (PG) 1hr 27min
11:15am, 1:40pm, 4:05pm, 6:40pm, 9:15pm

Looper (R) 1hr 58min
11:25am, 2:15pm, 5:05pm, 7:50pm, 10:45pm

Taken 2 (PG-13) 1hr 31min
11:20am, 1:50pm, 4:30pm, 7:00pm, 9:45pm

Sinister (R) 1hr 50min
11:40am, 2:20pm, 5:00pm, 7:45pm, 10:20pm

Seven Psychopaths (R) 1hr 49min
11:15am, 1:45pm, 4:25pm, 7:00pm, 9:55pm

Pitch Perfect (PG-13) 1hr 52min
11:20am, 2:00pm, 4:50pm, 7:50pm, 10:30pm

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

Out of town tonight, Scorpio

ARIES (March 21-April 19)
★★★★ Sometimes others see your actions and decisions as bold. Someone who is not accustomed to your style could become angry. This person will let you know how upset he or she is. An apology or explanation is in order. Tonight: With a favorite person.

TAURUS (April 20-May 20)
★★★ A friend or loved one knows your Achilles' heel and will use that weakness periodically. You might be stunned by this person's words. You do not need to retaliate; instead, use this moment to look within yourself. Tonight: Join a friend or two.

GEMINI (May 21-June 20)
★★★★ Your creativity emerges in the presence of others' energized, and sometimes bold, actions. You understand the forces at work here. Determine if and where you want to become involved. Tonight: Time for a brisk walk.

CANCER (June 21-July 22)
★★★ You have a tendency to be moody. You acknowledge that fact, but when you look around, you might decide that you currently are on more solid ground than many of your comrades. Tonight: A child or loved one pulls you into a fun scene.

LEO (July 23-Aug. 22)
★★★★ Use the morning to the max in order to deal with others accordingly. In the afternoon, an investment or domestic issue emerges. Give thought to how you could use this pivotal situation. Tonight: Home is your palace.

VIRGO (Aug. 23-Sept. 22)
★★★★ You remain very caring with a relative or neighbor. Others note your compassion and also your ability to act on that quality. A long-wished-for opportunity to realign another important relationship might occur out of the blue. Tonight: Accept an invitation, hang out and visit with friends.

LIBRA (Sept. 23-Oct. 22)
★★★★ Do your thing in the morning. You could become rather frustrated by a situation that keeps emerging. Detach by doing something totally unrelated to your present thoughts, and a solution will emerge. Tonight: Take a hard look at your budget.

SCORPIO (Oct. 23-Nov. 21)
★★★ You might be slow to start, like the turtle, with the hare leading in front. Don't worry -- your endurance and steadiness will pay off. By the day's end, you'll be the winner. Tonight: Out on the town.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ Check out what's happening behind the scenes. You have so much energy, and it is close to impossible to hold you back. How you see a situation could change radically. You laugh, and others' moods elevate. Tonight: Let the good times happen.

CAPRICORN (Dec. 22-Jan. 19)
★★★ In an attempt to be nonreactive, you might have swallowed a lot of anger. If you find that you are doing or saying something unusual or subtly hostile, look within yourself. It is important to express negative feelings, too, but in a palatable manner. Tonight: Catch up on a friend's news.

AQUARIUS (Jan. 20-Feb. 18)
★★★ You are in the limelight, and you'll make an impression on a boss or supervisor. The trail you blaze easily could lead to a new beginning, if you so choose. Your creativity flourishes, yet the cost of this self-expression could be high. Tonight: Could go into the wee hours.

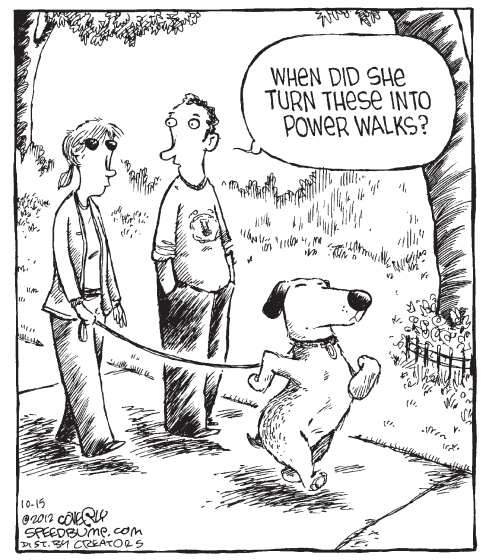
PISCES (Feb. 19-March 20)
★★★★ Use timing to facilitate your desires. Individual conversations will flourish in the morning and midday. Afterward, take a serious look at what is happening around you. Tonight: Let your mind wander. Daydream away.

Happy birthday

This year your birthday falls on a New Moon, signifying a new beginning in at least one segment of your life. Your creativity and magnetism intertwine, which will open you up to more possibilities. As much as you might forge ahead, you also could feel as if you are lacking either financially or emotionally. If you are single, a relationship is yours to have, if you want it. In fact, you'll have quite a selection of admirers to choose from. If you are attached, the two of you need more personal time as a couple, but be careful to not get to me-oriented. It takes two to tango. A fellow LIBRA demonstrates his or her creativity in a totally different way.

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

Speed Bump
By Dave Coverly



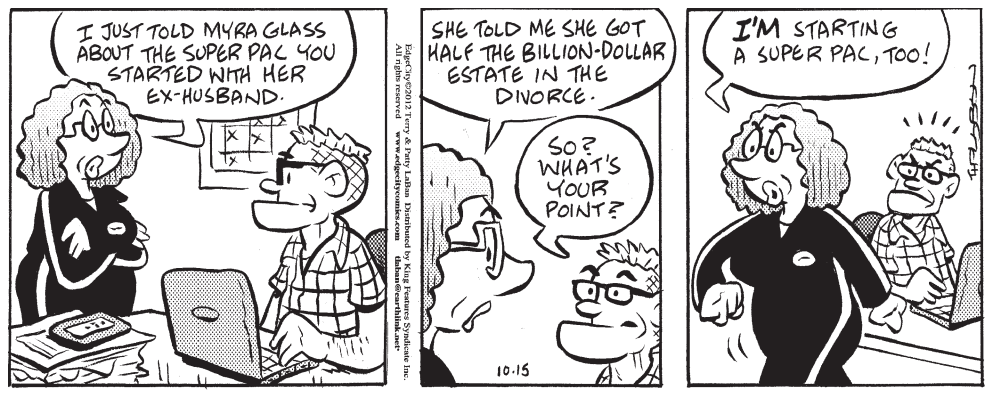
Strange Brew
By John Deering



Dogs of C-Kennel
By Mick and Mason Mastroianni



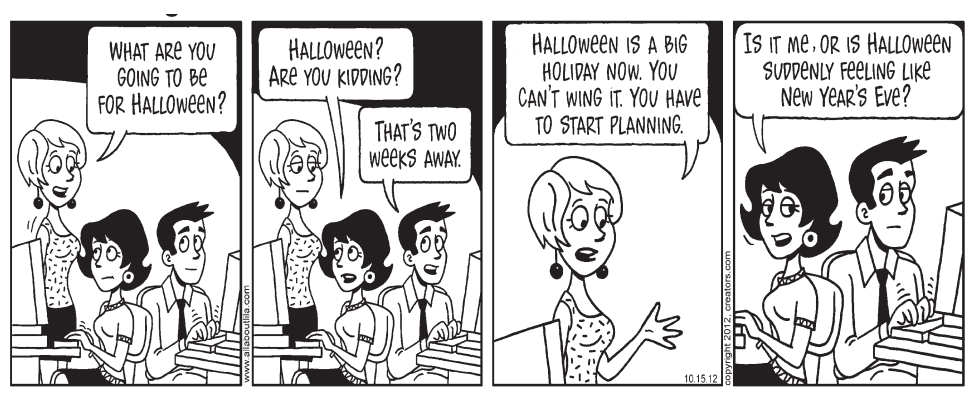
Edge City
By Terry & Patty LaBan



Garfield
By Jim Davis



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



Sudoku

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

Difficulty Level ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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Daniel Archuleta *daniela@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*. Send your mystery photos to *editor@smdp.com*. Hint: It's not the mural at Lincoln and Ocean Park boulevards.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Get to one's feet
6 Pitt of "Thelma & Louise"
10 Archery item
11 Carnival attractions
13 Davis of "Thelma & Louise"
14 Clarifying words
15 — Arbor
16 Sprinted
18 NFL player
19 Sci-fi craft
22 Snaky fish
23 Sunrise site
24 Like a judge
27 Bulb rating
28 God of war
29 Used a chair
30 Ladder company member
35 Hanks or Cruise
36 Language suffix
37 Chopping tool
38 Steer clear of
40 Lassos
42 Made over
43 Tennis star Chris
44 Hangs low
45 Pub pastime

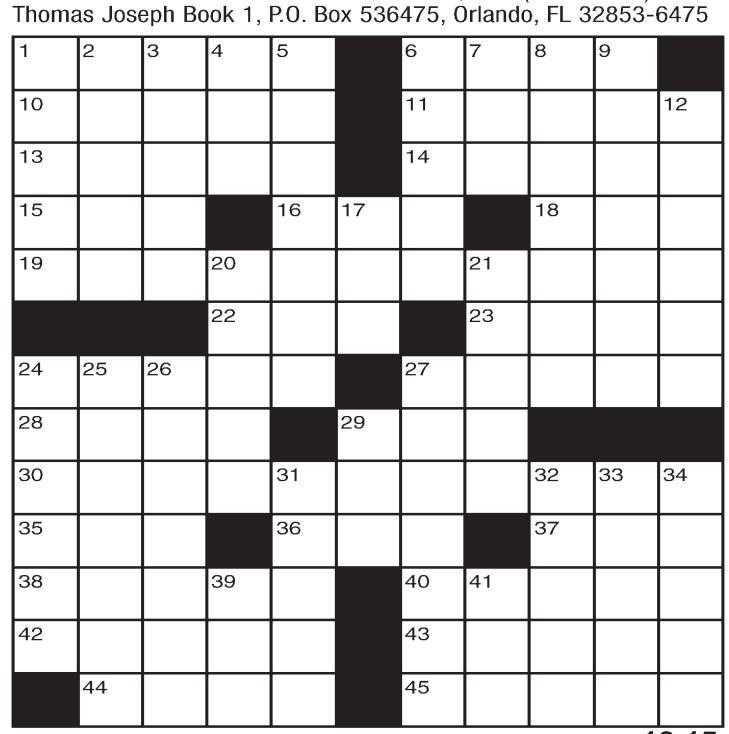
DOWN

1 Long tales
2 British river
3 Sports setting
4 Persona — grata
5 Towered over
6 Fetch
7 Brink
8 Having a knack for
9 Most precious
12 Derisive sounds
17 Suffer
20 Baseball's Pee Wee
21 Waste-land
24 Roof supporter
25 Baltimore team
26 Its capital is Hamilton
27 Used a bookie
29 Bro's sibling
31 Nourishes
32 Become narrower
33 Wield
34 Takes a breather
39 Use a spade
41 Future embryos

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

Saturday's answer

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



10-15



NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ First-World Problems: (1) Ohio death-row inmate Ronald Post, 53, asked a federal court in September to cancel his January date with destiny on the grounds that, despite almost 30 years of prison food, he's still too fat to execute. At 480 pounds, "vein access" and other issues would cause his lethal injection to be "torturous." (2) British murderer-sadist Graham Fisher, 39, is locked up in a high-security hospital in Berkshire, England, but he, too, has been eating well (at about 325 pounds). In August, he was approved for gastric-band surgery paid for by Britain's National Health Service at an estimated cost, including a private room for post-op recuperation, of about $25,000).

■ Iranian cleric Hojatoleslam Ali Beheshti was hospitalized in the town of Shahmirzad in September, allegedly after being roughed up by a woman. According to Iran's Mehr news agency, the cleric was merely performing his "duty," warning an allegedly immodestly dressed woman to cover herself better. She suggested, instead, that he should "cover (his) eyes," and when he continued admonishing her, she, unladylike, pushed him away and kicked him.

TODAY IN HISTORY

1910 - Airship America launched from New Jersey in the first attempt to cross the Atlantic by a powered aircraft.

1917 - World War I: At Vincennes outside of Paris, Dutch dancer Mata Hari is executed by firing squad for spying for the German Empire.

1928 - The airship, Graf Zeppelin completes its first trans-Atlantic flight, landing at Lakehurst, New Jersey, United States.

1932 - Tata Airlines (later to become Air India) makes its first flight.

WORD UP!

crasis
\ KREY-sis \ , noun;
1.Composition; constitution; makeup.

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3 Bdr. + 1 Bath, $2550

1405 Barry Ave. #1
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Petition of CHARLES WILLIAM HERSEL for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: CHARLES WILLIAM HERSEL filed a petition with this court for a decree of changing names as follows: CHARLES WILLIAM HERSEL to CHARLES WILLIAM RUSSELL. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: October 26, 2012 Time: 9:00 am, Dept. A, Room 104
The address of the court is 1725 Main Street Santa Monica, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 26, 2012
JOSEPH S. BIDERMAN, JUDGE OF THE SUPERIOR COURT

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: 09/26/2012
To Whom it may concern:
The Name(s) of the Applicant(s) is/are:
NAIA LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 829 BROADWAY #D, SANTA MONICA, CA 90401-3500
Type of License(s) Applied for: 41- ON SALE BEER AND WINE - EATING PLACE
Department of Alcoholic Beverage Control
INGLEWOOD.
SANTA MONICA DAILY PRESS

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Statement of Abandonment of Use of Fictitious Business Name
Document Record #2012188651
Current File No. 2012177944
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
YEMAYA SWIMWEAR
The fictitious business name referred to above was filed on 09/05/2012 in the county of LOS ANGELES.
Registered owners: YEMAYA SWIMWEAR CORP.
This business is conducted by: YEMAYA SWIMWEAR CORP.
/s/ CARLA PALLARES, OWNER
This statement was filed with the County Clerk of Los Angeles County on 09/14/2012
Published: SANTA MONICA DAILY PRESS 09/24/2012, 10/1/2012, 10/8/2012, 10/15/2012

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012177944 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/20/2012 The following person(s) is (are) doing business as YEMAYA SWIMWEAR. The full name of registrant(s) is/are: YEMAYA SWIMWEAR CORP. 2408 STRONGS DR. VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CARLA PALLARES. This statement was filed with the County Clerk of LOS ANGELES County on 09/20/2012. 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 09/24/2012, 10/01/2012, 10/08/2012. 10/15/2012

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012186068 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2012 The following person(s) is (are) doing business as BAD 13 ARMA TM. The full name of registrant(s) is/are: JEAN MARCIAL 11566 GATEWAY BLVD. LOS ANGELES, CA 90064, IVAN NUNEZ 1755 GRANVILLE AVE. APT #4 LOS ANGELES, CA 90025. This Business is being conducted by: a Joint Venture. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JEAN MARCIAL. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012181794 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2002 The following person(s) is (are) doing business as WORDSMITHS. The full name of registrant(s) is/are: YOLANDA P. KIRK 21211 WILLOW WEED WAY SANTA CLARITA, CA 91351, YOLANDA P. KIRK 4445 CARTWRIGHT AVE. #207 NORTH HOLLYWOOD, CA 91602. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:YOLANDA P. KIRK. This statement was filed with the County Clerk of LOS ANGELES County on 09/11/2002. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012140472 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/11/2012 The following person(s) is (are) doing business as MISS MAKE. The full name of registrant(s) is/are: DEVON IOTT 1301 FRANKLIN ST #8 SANTA MONICA CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DEVON IOTT. This statement was filed with the County Clerk of LOS ANGELES County on 07/11/2012. 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 08/06/2012, 08/13/2012, 08/20/2012, 08/27/2012.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2012185216
Current File No.2012117510
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
B-REFERRALS
The fictitious business name referred to above was filed on 06/14/2012 in the county of LOS ANGELES.
Registered owners: TINA CARSTON; LAUREL TEVOLITZ
This business is conducted by: A GENERAL PARTNERSHIP
/s/ LAURA TEVOLITZ, PARTNER
This statement was filed with the County Clerk of Los Angeles County on 09/14/2012
Published: SANTA MONICA DAILY PRESS 09/24/2012, 10/1/2012, 10/8/2012, 10/15/2012

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012185217 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/14/2012 The following person(s) is (are) doing business as B-REFERRALS. The full name of registrant(s) is/are: LAUREL TEVOLITZ 8505 GULANA AVE #607 PLAYA DEL REY CA 90293, BEVERLY TEVOLITZ 11786 NORTH TEVY TRAIL PRESCOTT VALLEY, AZ 86315. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/04/2012. /s/: LAUREL TEVOLITZ. This statement was filed with the County Clerk of LOS ANGELES County on 09/14/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-186517
The following person(s) is (are) doing business as: LUCERO EXPRESS BAKERY, 12120 GARFIELD AVE., SOUTH GATE, CA 90280. Full name of registrant(s) is (are) CARLOS L. PEREZ, ADRIANA G. PEREZ, 12120 GARFIELD AVE., SOUTH GATE, CA 90280. This Business is conducted by: HUSBAND and WIFE. Signed: CARLOS L. PEREZ. This statement was filed with the County Clerk of Los Angeles County on 09/18/2012. The registrant(s) has (have) commenced to

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transact business under the fictitious business name or names listed above on 08/20/2012. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 24, Oct. 01, 08, 15, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-185385
The following person(s) is (are) doing business as: NATIONAL INSPECTION; NATIONAL INSPECTION CO.; NATIONAL INSPECTIONS, 1508 E. 1st ST., L.A.., CA 90033. Full name of registrant(s) is (are) ISMAEL CORDERO, MARIO CORDERO, 1508 E. 1st ST., L.A., CA 90033. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: ISMAEL CORDERO. This statement was filed with the County Clerk of Los Angeles County on 09/14/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 24, Oct. 01, 08, 15, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-186828
The following person(s) is (are) doing business as: TIRES & LUBE AUTO CARE, 9823 S. NOMANDIE AVE. UNIT B, L.A., CA 90044. Full name of registrant(s) is (are) SERGIO D. ALVARADO, 601 W. 40th PL. #207A, L.A., CA 90037. This Business is conducted by: AN INDIVIDUAL. Signed: SERGIO D. ALVARADO. This statement was filed with the County Clerk of Los Angeles County on 09/18/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 24, Oct. 01, 08, 15, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012184869 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/14/2012 The following person(s) is (are) doing business as RITAS FRANCHISE COMPANY, LLC. The full name of registrant(s) is/are: RITAS WATER ICE FRANCHISE COMPANY LLC 1210 NORTHBROOK DRIVE, STE #310 TREVOSE, PA 19053. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:robert guthmann. This statement was filed with the County Clerk of LOS ANGE-

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LES County on 09/14/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012186067 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2012 The following person(s) is (are) doing business as SAPHA MANAGEMENT GROUP, LLC. The full name of registrant(s) is/are: JASON SAWCHUK 1640 BROCKTON AVE #19 LOS ANGELES, CA 90025. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2012. /s/: JASON SAWCHUK. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012186066 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2012 The following person(s) is (are) doing business as QUALITY ROBES. The full name of registrant(s) is/are: ROBERT CHARLES GREENE 1328 2ND STREET #408 SANTA MONICA CA 90401. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date). /s/: ROBERT CHARLES GREENE. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012189992 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/21/2012 The following person(s) is (are) doing business as GIVEANDTHRIVE.COM. The full name of registrant(s) is/are: GIVE AND THRIVE, LLC 1223 WILSHIRE BLVD. #1045 SANTA MONICA CA 90403. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHELLE J. RAPPEPORT. This statement was filed with the County Clerk of LOS ANGELES County on 09/21/2012. 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

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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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012186633 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/18/2012 The following person(s) is (are) doing business as JAC INTERIORS. The full name of registrant(s) is/are: POTMAN/HAMILTON INTERIORS 1247 EUCLID STREET SANTA MONICA CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/15/2012. /s/: JANE HAMILTON. This statement was filed with the County Clerk of LOS ANGELES County on 09/18/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012183256 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/12/2012 The following person(s) is (are) doing business as TRES PERSONAS LOCAS. The full name of registrant(s) is/are: MICHAEL W. BARNARD 1653 18TH STREET #3B SANTA MONICA CA 90404. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHAEL W. BARNARD. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012188393 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/20/2012 The following person(s) is (are) doing business as NETWORK REFLEX. The full name of registrant(s) is/are: ANDREW CORDOS 28247 VA ACERO STREET MALIBU CA 90265. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/13/2012. /s/: ANDREW CORDOS. This statement was filed with the County Clerk of LOS ANGELES County on 09/20/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012204481 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 10/12/2012 The following person(s) is (are) doing business as Brick + Mortar. The full name of registrant(s) is/are: Salute Wines 2435 Main St. Santa Monica, CA 90405. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Travis Lester. This statement was filed with the County Clerk of LOS ANGELES County on 10/12/2012. 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 10/15/2012, 10/22/2012, 10/29/2012, 11/05/2012.

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FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012190487 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/24/2012 The following person(s) is (are) doing business as PINNACLE TAX SERVICES. The full name of registrant(s) is/are: ROBERT L. HYMERS III 825 S. PINROSE AVE. SUITE A MONROVIA, CA 91016. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ROBERT L. HYMERS III. This statement was filed with the County Clerk of LOS ANGELES County on 09/24/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-192924
The following person(s) is (are) doing business as: PRETTY HU$TLE, 6103 PICKFORD ST. #303, L.A., CA 90035. Full name of registrant(s) is (are) NICOLE YOUNG, LANICA FLEMING, 6103 PICKFORD ST. #303, L.A., CA 90035. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: NICOLE YOUNG. This statement was filed with the County Clerk of Los Angeles County on 09/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-190145
The following person(s) is (are) doing business as: INNOVATIVE TECH SOLUTIONS, 1428 N. GRAND AVE. STE J, COVINA, CA 91724. Full name of registrant(s) is (are) KRANTHI REDDY PEDDAMAIL, 1428 N. GRAND AVE. STE J, COVINA, CA 91724. This Business is conducted by: AN INDIVIDUAL. Signed: KRANTHI REDDY PEDDAMAIL. This statement was filed with the County Clerk of Los Angeles County on 09/21/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/18/2012. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-190080
The following person(s) is (are) doing business as: I LOVE FLOWERS LA, 10125 PALMS BLVD. #111, L.A., CA 90034. Full name of registrant(s) is (are) IVAN ROBLES, 10125 PLAMS BLVD. #111, L.A., CA 90034. This Business is conducted by: AN INDIVIDUAL. Signed: IVAN ROBLES. This statement was filed with the County Clerk of Los Angeles County on 09/21/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-193027
The following person(s) is (are) doing business as: EL RANCHO MOTOR INN, 6101 S. BROADWAY, L.A.., CA 90003. Full name of registrant(s) is (are) OLD FASHION HOSPITALITY LLC, 6101 S. BROADWAY ST., L.A., CA 90003. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: HITESH PATEL. This statement was filed with the County Clerk of Los Angeles County on 09/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-193027
The following person(s) is (are) doing business as: EL RANCHO MOTOR INN, 6101 S. BROADWAY ST., L.A., CA 90003. Full name of registrant(s) is (are) OLD FASHION HOSPITALITY LLC, 6101 S. BROADWAY ST., L.A., CA 90003. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: HITESH PATEL. This statement was filed with the County Clerk of Los Angeles County on 09/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012197297 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 10/02/2012 The following person(s) is (are) doing business as HUNGRY MACAW MUSIC. The full name of registrant(s) is/are: YELENA KOSHELEVSKAYA 525 S. GRAMERCY PL. #107 LOS ANGELES, CA 90020. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:YELENA KOSHELEVSKAYA. This statement was filed with the County Clerk of LOS ANGELES County on 10/02/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012194048 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/27/2012 The following person(s) is (are) doing business as LETS DO ART. The full name of registrant(s) is/are: GERALYN WLLIAMS P.O. BOX 50162 STUDIO CITY CA 91614. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GERALYN WLLIAMS. This statement was filed with the County Clerk of LOS ANGELES County on 09/27/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012176369 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 08/31/2012 The following person(s) is (are) doing business as MAKE, MATTHEW KENNEY CULINARY. The full name of registrant(s) is/are: MAKE SMP LLC 914 S. STREET SACRAMENTO, CA 95811. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MATTHEW KENNEY. This statement was filed with the County Clerk of LOS ANGELES County on 08/31/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE
NUMBER: 2012181796 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2002 The following person(s) is (are) doing business as ROCK OFF. The full name of registrant(s) is/are: HEADLINE ENTERTAINMENT INC. 7655 SAN FERNANDO ROAD BURBANK, CA 91505. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:STEVE SPERL. This statement was filed with the County Clerk of LOS ANGELES County on 09/11/2002. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE
NUMBER: 2012181795 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2002 The following person(s) is (are) doing business as WE ARE MUCH MORE. The full name of registrant(s) is/are: ALEXANDRA CANTLE 3281 SOUTH SEPULVEDA BLVD. APT. 306 LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALEXANDRA CANTLE. This statement was filed with the County Clerk of LOS ANGELES County on 09/11/2002. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE
NUMBER: 2012181793 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2012 The following person(s) is (are) doing business as CLASS ACT MUSICAL THEATER. The full name of registrant(s) is/are: SING DOG, LLC 1349 WEST GALLERIA DRIVE SUITE 200 HENDERSON, NEVADA 89014. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KIM BULLARD. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE
NUMBER: 2012180901 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2012 The following person(s) is (are) doing business as SEGNO MARKETING. The full name of registrant(s) is/are: N PRINT SOLUTIONS, INC. 556 N. DIAMOND BAR BLVD. STE. 202 DIAMOND BAR, CA 91765. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:NEAL VERGA. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2012. 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

DBAS

PRESS to publish 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE
NUMBER: 2012181797 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2002 The following person(s) is (are) doing business as JOES CAFE. The full name of registrant(s) is/are: ALICEON MARSTON 1874 MONTIFLORA AVENUE LOS ANGELES, CA 90041. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALICEON MARSTON. This statement was filed with the County Clerk of LOS ANGELES County on 09/11/2002. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-198916
The following person(s) is (are) doing business as: GUILLEN DELIVERY SERVICE, 114 E. 36th ST., L.A., CA 90011. Full name of registrant(s) is (are) ANTONIO GUILLEN PULIDO, 5240 LONG FELLOW WAY, OXNARD, CA 93033. This Business is conducted by: AN INDIVIDUAL. Signed: ANTONIO GUILLEN PULIDO. This statement was filed with the County Clerk of Los Angeles County on 10/04/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/01/2005. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 08, 15, 22, 29, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-196023
The following person(s) is (are) doing business as: FASHION HAPPY HOUR, 6824 ESPLANADES ST. #303, PLAYA DEL REY, CA 90293. Full name of registrant(s) is (are) NONJA MCKENZIE, 6824 ESPLANADES ST. #303, PLAYA DEL REY, CA 90293. This Business is conducted by: AN INDIVIDUAL. Signed: NONJA MCKENZIE. This statement was filed with the County Clerk of Los Angeles County on 10/01/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 08, 15, 22, 29, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE
NUMBER: 2012180900 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2012 The following person(s) is (are) doing business as WILLS TOWING AND AUTO TRANSPORT. The full name of registrant(s) is/are: WILLIAM CORNEJO 13413 PIERCE ST. PACOIMA, CA 91331. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/1/2012. /s/: WILLIAM CORNEJO. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE
NUMBER: 2012185920 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2012 The following person(s) is (are) doing business as DSR BOOKKEEPING SOLUTIONS. The full name of registrant(s) is/are: DEBORAH S. RICE 955 15TH STREET SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DEBORAH S. RICE. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2012. 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 10/15/2012, 10/22/2012, 10/29/2012, 11/05/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012186678 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/18/2012 The following person(s) is (are) doing business as RAMEKIN. The full name of registrant(s) is/are: PAUL J. YOO 1435 JONESBORO DRIVE LOS ANGELES,CA 90027, JASON PARK 29302 N. LAS BRIAS ROAD VALENCIA, CA. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PAUL J. YOO. This statement was filed with the County Clerk of LOS ANGELES County on 09/18/2012. 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 10/15/2012, 10/22/2012, 10/29/2012, 11/05/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE
NUMBER: 2012202732 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/10/2012 The following person(s) is (are) doing business as BODYMAGNETIX360. The full name of registrant(s) is/are: SUZAN BAGDADI 4230 STANSBURY AVE #102 SHERMAN OAKS, CA 91423. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/05/2012. /s/: SUZAN BAGDADI. This statement was filed with the County Clerk of LOS ANGELES County on 10/10/2012. 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 10/15/2012, 10/22/2012, 10/29/2012, 11/05/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012203072 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 10/11/2012 The following person(s) is (are) doing business as NEREIDA TEQUILA, TATA TEQUILA. The full name of registrant(s) is/are: BU SPIRITS LLC 22337 PACIFIC COAST HWY. #700 MALIBU, CA 90265. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BU SPIRITS LLC. This statement was filed with the County Clerk of LOS ANGELES County on 10/11/2012. 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 10/15/2012, 10/22/2012, 10/29/2012, 11/05/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012203073 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/11/2012 The following person(s) is (are) doing business as PARK AVE CLEANERS. The full name of registrant(s) is/are: SAEED ZEREHI 1087 ACANTO PLACE LOS ANGELES, CA 90049. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/28/2012. /s/: SAEED ZEREHI. This statement was filed with the County Clerk of LOS ANGELES County on 10/11/2012. 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 10/15/2012, 10/22/2012, 10/29/2012, 11/05/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012203140 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/11/2012 The following person(s) is (are) doing business as SANTA MONICA SMOG CHECK AND TEST ONLY, SANTA MONICA TEST ONLY, SANTA MONICA SMOG CHECK, SANTA MONICA STAR CERTIFIED, STAR CERTIFIED INSPECTION, STAR CERTIFIED TEST ONLY, STAR CERTIFIED SMOG STATION. The full name of registrant(s) is/are: KATCH, INC 2328 PICO BLVD. SANTA MONICA , CA 90405. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/01/2005. /s/: KATCH, INC. This statement was filed with the County Clerk of LOS ANGELES County on 10/11/2012. 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 10/15/2012, 10/22/2012, 10/29/2012, 11/05/2012.

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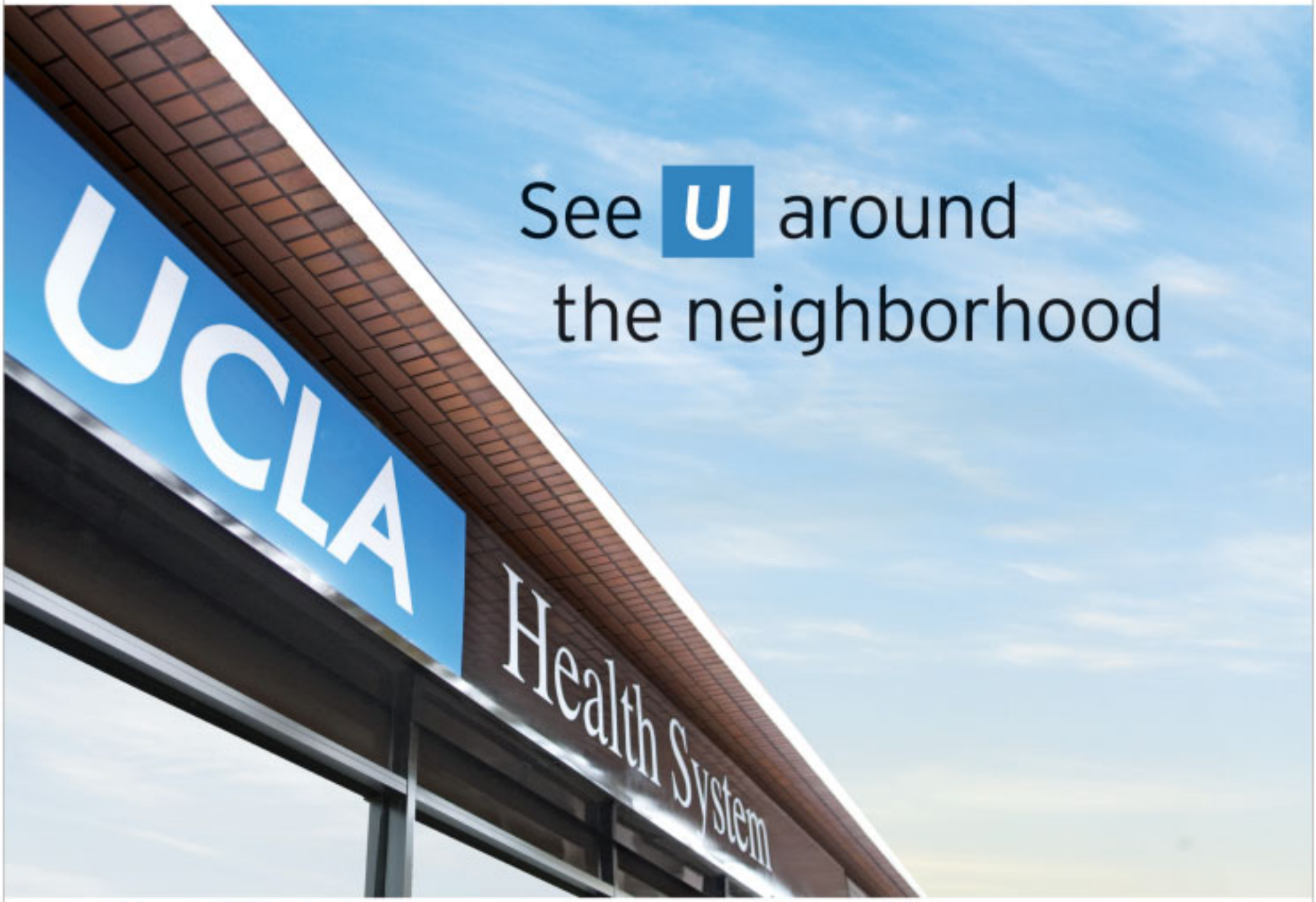
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