



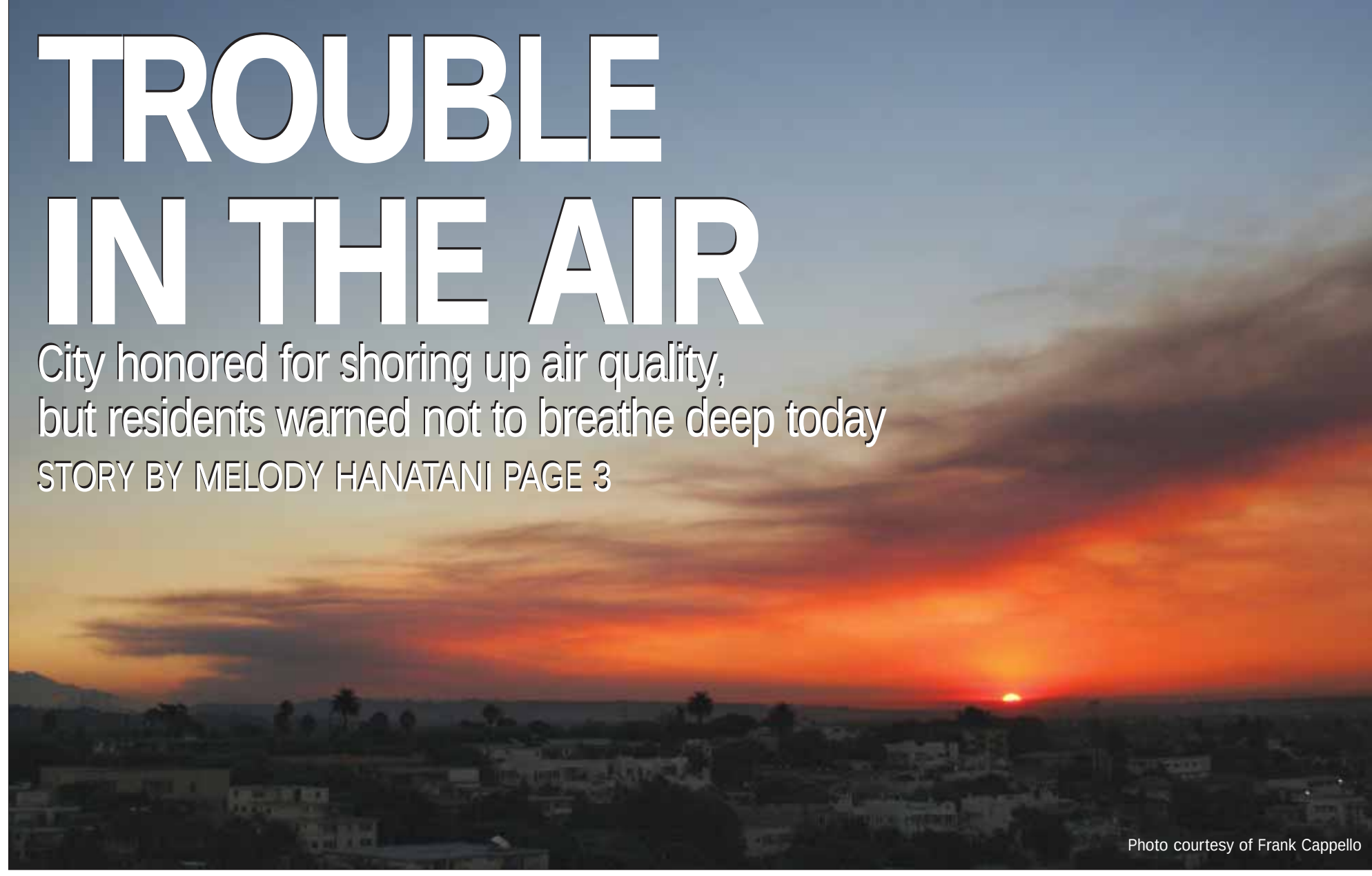
Santa Monica Daily Press

UCLA LOOKS TO STAY PERFECT
SEE PAGE 12

Since 2001: A news odyssey

THE HAVE YOU SEEN MY BASEBALL? ISSUE

ENVIRONMENT



TROUBLE IN THE AIR

City honored for shoring up air quality,
but residents warned not to breathe deep today
STORY BY MELODY HANATANI PAGE 3

Photo courtesy of Frank Cappello

Come one, come all

Visitors Bureau has had open arms for 25 years

BY KEVIN HERRERA
Daily Press Staff Writers

CITYWIDE When Beverly Moore was put in charge of running the newly created Convention and Visitors Bureau a quarter century ago, she didn't have a staff and she didn't have a multi-million dollar budget. She was just happy to have a desk.

Situated in the back office of a graphic

design firm tucked into the old Merle Norman building on Main Street, Moore used a "beat up chair and a metal cabinet," as well as the \$140,000 from City Hall, to breathe life into an organization that has since become a leader in tourism promotion. In doing so, the CVB has helped transform Santa Monica from a sleepy beach town at the end of Wilshire Boulevard into the progressive, environmentally conscious,

cosmopolitan city it is today.

"We started that day with a legal pad and asked ourselves: How does one create the best marketing agency in the nation?" recalled Moore, the director of the Marina del Rey CVB since 2001. "At first, no one knew where Santa Monica was ... We had hotels that registered themselves as being in Los Angeles, competing against more than 200 others instead of registering in Santa Monica because it just had no name recognition."

SEE CVB PAGE 11



Mike Tittinger miket@smdp.com

CIVIC PRIDE!
Wares like this T-shirt at the Convention and Visitors Bureau kiosk on the Third Street Promenade help the non-profit CVB earn its keep and contribute to the city.



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Calendar

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WEDNESDAY, OCTOBER 24, 2007

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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



An enchanting lunch

1211 Fourth St., 12:30 p.m. — 2:30 p.m.

Storytelling, an enactment of a Halloween-themed fairy tale, lunch,
and more make up Halloween Enchanted Lunchtime Theatre — an event
for 3- to 5-year-olds and their folks. Ticket prices are \$25 for children;
parents are free (including lunch) and participate throughout. Reservations
are a must. Call (310) 394-9779, ext. 2 or visit
www.SantaMonicaPlayhouse.com for more information.

YMCA pumpkin patch

Sunset Boulevard and Temescal Canyon, Pacific Palisades, 3 p.m. — 7 p.m.

Pick a pumpkin, play on hay bales and hide-n-seek in the spooky
woods at the Palisades-Malibu YMCA's pumpkin patch at Simon Meadow.
For more information, call (310) 454-5591.

Kultural Columbus

1700 Ocean Park Blvd., 11 a.m. — 7 p.m.

"Columbus" is split between Kulturas' two locations — on Fourth Street
and Ocean Park Boulevard. The Fourth Street display exhibits two large
and striking panels of pastel on paper, while the Ocean Park location
exhibits the smaller oil on wood panels.

McC Campbell and Mendez play Tag

2903 Santa Monica Blvd., check for times

Tag Gallery's new exhibit features works by Rachael McCampbell
and Valerie Mendez. For more information on the gallery or the artists,
visit www.TAGTheArtistsGallery.com.

Thursday, Oct. 25, 2007

'What's New this Week'

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

The Fairview Branch Library hosts a free-wheeling review and discussion
of the week's key news stories at home and abroad.

Open up

1807 Wilshire Blvd., Ste. 200, 5:30 p.m. — 7:30 p.m.

Emperor's College of Traditional Oriental Medicine is opening their house.
Learn about Chinese herbs and the healing art of Qi Gong. Tour the school
and their Community Acupuncture Clinic.

Halloween Horror Films: 'Ringu'

1704 Montana Ave., 7 p.m. — 8:30 p.m.

The Montana Avenue Branch Library is screening "Ringu," the modern
Japanese horror flick about a video that kills anyone who watches it.

Back at the farm

601 Santa Monica Blvd., 7 p.m. — 8:30 p.m.

Amelia Saltsman demonstrates sustainable decorating ideas and food
recipes from her book, "The Santa Monica Farmers' Market Cookbook."
A tasting and book signing will follow the demonstration. This program is
free and open to the public. Seating is limited and on a first arrival basis
for the MLK Jr. Auditorium. For more information, call (310) 458-8600 or
visit www.smpl.org.

International Youth Orchestra Festival

601 Pico Blvd., 7 p.m.

The Santa Monica High School Music Department, in coordination with the
Los Angeles Philharmonic, present a free neighborhood concert, as part of
the 2007 International Youth Orchestra Festival. The program will include
the Debussy work "Prelude to the Afternoon of a Faun", Klamis' "Forging
of Sampot" from Kalevala, and Sibelius' Symphony No. 1. Seating is first
come, first served. For more information, call Santa Monica High School at
(310) 255-0455.

For more information on any of the events listed, log on to smdp.com and click the "Events" tab for the given day's calendar.



Locals respond to Malibu

Agencies, businesses lend a helping hand to a city in chaos

BY MELODY HANATANI

Daily Press Staff Writer

CITYWIDE Karen Donoho was riding up the coast in what would otherwise have been a beautiful scenic route up along the Pacific coast, instead she was greeted with the sight of plumes of smoke coming out of the canyons, the sky consumed with the unforgiving red and orange swirls of a fire.

"Everything was quiet," said Donoho on Tuesday, the Santa Monica Red Cross volunteer recalling her trips to Malibu as part of an emergency response team. "When (I saw) the sunset, it almost looked like the sun was on fire."

Donoho has had about three hours of sleep since she was called to respond to the fire at 3 p.m. on Sunday, just hours after the blaze broke out in the Malibu canyon. The volunteer has been staffing the American Red Cross canteen at the Malibu Civic Center, keeping firefighters refreshed with beverages and food.

"It was eerie to say the least," Donoho said of the trip.

The Santa Monica chapter of the American Red Cross is one of several local agencies and businesses lending a helping hand to firefighters and the thousands of Malibu residents that have fled their homes in the wake of a fire that has claimed more than 15 homes, several businesses, the Malibu Presbyterian Church and Hodge Castle.

The Santa Monica Fire Department deployed two fire engines to the Malibu fire and one to the Santa Clarita blaze. Roughly 10 firefighters in Malibu and four in Santa Clarita are working 12-hour shifts, said Santa Monica Fire Capt. Scott Ziegert.

The department has backfilled all of the stations in Santa Monica with overtime staff to ensure the city is still protected in the case of an emergency.

"Santa Monica will always be our number one priority," Ziegert said.

Santa Monica is part of the Region A mutual aid group that includes L.A. City, L.A. County, Culver City and Beverly Hills fire departments. Santa Monica Fire Department has been called out several times this year to provide assistance throughout Region A, including the first Malibu fire earlier this year and the blaze in Griffith Park.

The local police department was also on standby with 12 officers and two sergeants on Sunday and Monday, though those officers were not called upon, said Lt. Alex Padilla of the Santa Monica Police Department.

The Santa Monica American Red Cross deployed two to four staff and volunteers to the Malibu Civic Center where a staging area has been set for firefighters in need of a break. Every volunteer has been working in eight to 10 hour shifts, said Mark Solnick, the director of preparedness and response for the Santa Monica chapter.

"We've seen this stuff before, even as we get new volunteers in, they get inoculated

SEE MALIBU PAGE 9

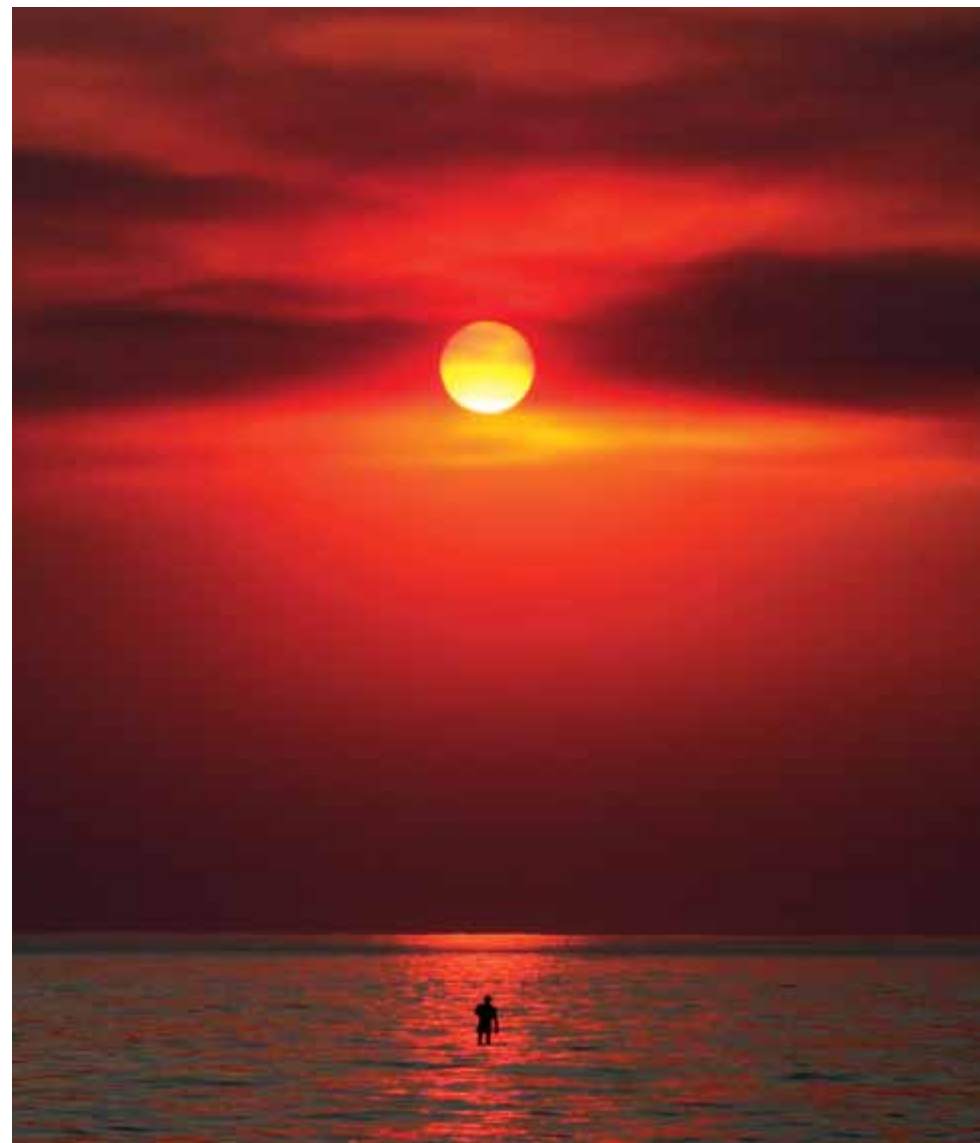


Photo courtesy of Frank Cappello

UNDER A BLOOD RED SKY: A man paddle surfs in the Santa Monica Bay on Monday evening amid a brilliant red sky enhanced by the smoke blowing south from the Malibu wildfires.

What smog? SM honored for clean air initiatives

BY MELODY HANATANI

Daily Press Staff Writer

CITYWIDE Southern Californians are inhaling fresher air thanks to strict regulations and environmentally conscious practices by cities like Santa Monica, according to a pollution control agency.

Long regarded as one of the leaders in the sustainability movement, Santa Monica City Hall received double honors from the South

Coast Air Quality Management District (SCAQMD) last week for the success of its Environmental Programs Division and participation in the Five Cities Hydrogen Program. The SCAQMD is the local smog control agency for Orange County, Los Angeles, Riverside and San Bernardino counties.

October marks the conclusion of the cleanest smog season on record in Southern California thanks to unseasonably cool tem-

peratures this summer and a host of continuing efforts to cut emissions by agencies like the Environmental Programs Division, one of the organizers of the Alternative Car Expo, which was held last weekend at Santa Monica Airport.

The Santa Monica city government received the "Model Community Achievement" award and the "Innovative Transportation Project" for its role in the Five Cities Hydrogen Program.

"They are the model of community because they do implement these demonstration-type projects that help us demonstrate ... technology for the future," said Tina Cherry, spokeswoman for the SCAQMD.

Partially funded by the SCAQMD, the \$7 million Five Cities Hydrogen Program is a partnership between the cities of Santa Monica, Burbank, Ontario, Riverside and

SEE AIR PAGE 9



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LETTERS TO THE EDITOR

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Erase the fuzzy recycling numbers

Editor:

Monday's column by (Bill) Bauer ("City talks trash about garbage," Oct. 22) raised two important issues facing Santa Monica. I think most people who read it were surprised to learn that the city has been achieving a trash "Diversion" or recycling rate in the range of 65 percent, year after year, by taking advantage of loopholes and credits which artificially inflate the rate by two and a half times, and that, in fact, only about 25 percent of the total amount of trash collected in Santa Monica is being recycled.

I was a member of the City Council when the city put in place measures to comply with Assembly Bill 939. As Mr. Bauer pointed out, the intent of this law, which was passed in 1989, was to make cities reduce the amount of trash going to the landfills by 25 percent by the year 1995, and 50 percent by 2000. This is an essential goal for a whole host of reasons.

The first and major step in reducing the amount of trash that goes to the landfills is by recycling. Printing on two-sided paper, reusing grocery bags and other "source reduction" methods are very important, but we still use new items that come in packaging. For good or for bad, our nation's economy is based on consumerism. The good news is that more and more products are put in containers that are recyclable.

When I voted to put the programs in place, I did so with the intent of complying with the law and actually having Santa Monica's trash recycled, and not take advantage of loopholes, credits and other creative accounting methods that actually cause the city to deposit more refuse in the landfills. I'm hoping that now that this information has come out, the Council will make certain that the numbers that are given to them and the community are an honest reflection of how much trash is really generated and how much is really recycled. Only then can the Council and community make an accurate assessment of where we are in complying with the law, and more importantly, what kind of actions need to be taken to truly call us responsible environmental stewards.

Mr. Bauer also pointed out that two of the companies that have put in bids to run the commercial collection, recycling and trash transfer operations for the city have reputations surrounded by political scandal, bad service and numerous environmental violations. I'm hoping that the Council will choose a company that has a clean environmental record, as well as a known record for excellent service and honest business practices.

Kelly Olsen

Former Santa Monica Councilmember, Planning Commissioner

Accept high gas prices at own risk

Editor:

Standing in the post office line, I overheard a woman confidently tell a friend, "Oh yes, gas prices will be \$4 or \$5 by Christmas." How did she know and why was she so blasé? My guess is that she heard this speculation on some talk shows or propaganda-posing-as-news programs. How did this idea get planted? My guess is that the oil companies are using slick public relations techniques to "inoculate" the public from a feeling of outrage as the prices go up, up and up.

Me? I am outraged at the high prices, and even more so at the craven profits these oil companies gouge out of our paychecks. Each quarter marks yet another record-breaking level of profit.

Gasoline is needed for transportation. As such, it should be regulated as a public utility, just as bus service and subways are regulated, to control their prices and profits.

Bruce Joffe

Piedmont, CA

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Hey, Mikev

Michael J. Tittinger

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Our kids know what time it is

"IT'S GONNA BE HARD TO COMPETE with the SWAT unit and their trucks," we were warned before taking part in Career Day at Grant Elementary last Friday. "I suggest you bring some visuals, some props."

Visuals? We're writers. Red pens aren't likely to spark much inspiration among the kids. A notepad? Camera? Coffee mug?

Actually, the SWAT team just outside the window of Ms. Croft's fifth grade classroom proved to be all the props a journalist might need on Career Day.

"Who knows what a news story is?"

It's telling stories, like in the schoolyard when all the other kids gather 'round to hear the tales of a 10-year-old's life experience, to be in the know. That was, more or less, the answer we agreed upon.

"What are some news stories going on now?"

There was a moment of contemplative quiet, before the students unleashed an array of current events that struck a chord.

"In New York, this kid brought a gun to school and started shooting."

Ouch. Anybody else?

"My friend brought a gold bullet to class ... and I touched it!"

Hmm. Who else?

"Columbine."

There it was, the one word synonymous with news reporting for students of all ages. Almost to a little man (or little woman), the kids rattled off topical news stories, all of which had two things in common — guns and schools.

The Lakers game, movie reviews, travel, school celebrations — all types of news stories I threw at them, but, invariably, the ones they obviously latch onto and retain involve school shootings. These are the stories, whether well-intentioned, protective parents gloss over them or not, kids hear and contemplate.

Most of us born in the last millennium have a hard time relating to kids' fears today, in a post-Columbine world where attending school brings along with it the fear — no matter how remote the possibility — that violence could break out on campus at any moment. Dodging homework was more pressing than dodging a bullet. When we attended school there was envy and self-consciousness, awkwardness and vitriol, giggling and gas. But school shootings? Negative.

Eight years after Columbine, kids that were just 2 when Dylan Klebold and Eric Harris began firing, rattle off the name of the Colorado secondary school as easily as they do the White House or Dodger Stadium.

Really, who can blame the young Grant students for having school shootings in the backs of their minds last Friday, when SWAT trucks were literally positioned just behind their heads and out the window? Armed police officers on school grounds have taken on a whole different association in the last decade.

This is the world our children live in, and

kids being kids, they were soon impervious to the unwanted discussion about school shootings and rifling through their free copies of the Daily Press, seeking out the comics page and erasing people's heads from photographs with their No. 2 pencil eraser tips.

Few parents would be faulted for not watching and reading news accounts of increasingly common school shootings with their kids. The last thing a child needs is to be looking over his shoulder while trying to learn what connects the neck bone to the arm bone.

Still, maybe parents and kids should be reading such stories to one another; an unpleasant topic to be sure, but no measure of protective censorship will keep the news from kids' ears. They know about school shootings; they know school shootings are more widespread than ever; and they know kids just like them have been killed by classmates for doing little more than attending class on the wrong day.

As journalists, we don't create the news, we just report it and leave it up to the reader to decide how to use the information. Sometimes it's temporal and decidedly disposable (Paris Hilton anyone?) and sometimes it is nothing short of life-saving.

Two weeks ago — on the same day as a shooting in a Cleveland High School — 14-year-old Lewis Bennett III tipped off police to the threatened attack by a classmate who wanted to unleash a Columbine-style attack on his suburban Philadelphia high school.

Kids are resilient. They can take it. Shielding them from the news might be more for our own benefit than our kids, recalling that our biggest fears on the playground were being opened to ridicule for our quirks, our weight, our differences, our ethnic names ... not a black trench coat and a 12-gauge.

A tough conversation, but a vital one. Arming students with the most accurate information will prove to be their best defense against threats both perceived and real as they proceed through our schools. Those who don't learn history are doomed to repeat it, or suffer because of it.

And that's a conversation that needs no fancy props and visuals.

MICHAEL TITTINGER is Editor of the Daily Press. When he's not trying to mold the minds of our youth, he can be reached at miket@smdp.com.

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

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

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Word in Edgewise

Kenny Mack

Send comments to editor@smdp.com

Family reunion just a watering hole away

THE WORLD SERIES STARTS TONIGHT with my beloved Red Sox hosting the Colorado Rockies at historic Fenway Park. And as a born-and-bred Bostonian, I am already getting grief from my friends because I'm not coming home.

They gave me a pass in 2004 because I was working on the Kerry campaign, but not this time.

They say I should be drinking cold draught beer surrounded by Sox fans in the loving embrace of Red Sox Nation. But they don't know about a local Santa Monica institution and the headquarters of Red Sox Nation West: Sonny McLean's.

The corner bar is a little slice of heaven, despite the fact that they don't serve hard alcohol (can a brother get a full liquor license?). It's a Boston sports bar with killer Buffalo wings and it's a short, drunken stumble from my apartment. By far, the best thing about Sonny's is the people. When Coco Crisp recorded the last out on Sunday night, it sent the Sox to the Series and sent the bar into an absolute frenzy.

There was nothing short of an explosion of cheers, followed by total strangers hugging, kissing, drinking and loving our team together. I couldn't have been happier and more comfortable if I was at a family reunion.

I realize that this is Dodger country and Dodgers fans think they're hardcore loyal because they "bleed Dodger blue." But in Boston we have a saying: "Red Sox baseball isn't life and death. It's bigger than that." We don't think of ourselves as "fans," we think we're part of the team. In fact, the first thing I did when we completed that historic comeback against the Yankees in 2004 was to order the official World Series cap and World Series jersey with my name on the back.

As an unofficial Ambassador from Red Sox Nation, I will point out some things to watch for in the World Series as a service to Dodgers fans. You probably can't remember the last time the Dodgers fielded a team of 25 guys who all play hard for each other, who play with heart and passion, who play for the love of the game and who play that way every day. So keep your eye on designated hitter David Ortiz as he greets players coming back to the Red Sox dugout and watch how he keeps guys fired up, no matter how they're playing.

I know James Loney, Russell Martin and

Matt Kemp are the only everyday players drafted by the Dodgers, so Dodgers fans aren't used to seeing the farm system produce results on the field for the big league club. But pay attention to second baseman Dustin Pedroia, first baseman Kevin Youkilis and centerfielder Jacoby Ellsbury. These guys were supposed to be the future of the Red Sox organization, and with a combined 26 hits and 13 RBI in the Cleveland series, they're proving the future is now.

Dodgers fans should also watch our veteran players Mike Lowell, Julio Lugo and J.D. Drew (remember him?) to see what happens when a first-class organization brings proven players into an already tight clubhouse and challenges those players to perform. It doesn't always work (like when Jeff Kent referred to the "kids" on the 2007 Dodgers), but when it does, you can have the perfect combination of young guys with something to prove and veterans showing them how to get it done.

Luckily for Dodgers fans, you've got a Bostonian at the helm. Owner Frank McCourt settled for buying the Dodgers back in 2004 after he failed in his bid to buy the Sox. Then he got a taste of the playoffs in 2004 and 2006, so you know he has to want more. And with no salary cap in baseball, there is nothing to stop him from going out and spending the money to fill the gaping holes in his team, overtaking the Rockies, and making the Dodgers the team to beat in the National League West.

For the record, I don't say these things to rub Dodgers fans' noses in the Red Sox success. Far from it. I spent my entire life having my nose rubbed in it by Yankees fans, so I know what a crappy feeling that is. I'm saying these things out of pure selfishness. I want Dodgers fans to insist that their team sign another top-of-the-rotation pitcher, a power-hitting outfielder and a power-hitting infielder because I want the Dodgers to win the National League pennant next year. That way, when the Red Sox win the ALCS (again), I won't have to book a flight to go see a game.

And if, for some reason, their team doesn't get it together, Dodgers fans are welcome to join us at Sonny's.

KENNY MACK is a writer, comedian and ambassador of Red Sox Nation. He can be reached at kennymack@gmail.com



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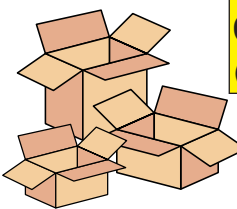
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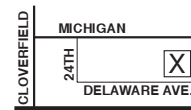
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Is the Westside entertaining?

Most Westsiders are often forced make the trek to Hollywood or other points east to find their entertainment because this side of town isn't really known for being the center of all things hip.

So this week's Q-Line question asks:

Is the Westside entertainment scene a bummer or just a giant in a slumber? Please elaborate on your answers.

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



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'30 Days of Night' bites competition

BY DAVID GERMAIN | AP Movie Writer

LOS ANGELES The horror tale "30 Days of Night" had three days of box-office bite.

The Sony fright flick, with Josh Hartnett leading Alaskans against ravenous vampires that turn up for the prolonged winter darkness, debuted as the weekend's No. 1 movie with \$16 million, according to studio estimates Sunday.

Audiences continued to choose merriment over misery as the latest crop of sober Academy Awards hopefuls, among them Ben Affleck's "Gone Baby Gone," Reese Witherspoon and Jake Gyllenhaal's "Rendition" and Halle Berry and Benicio Del Toro's "Things We Lost in the Fire," debuted with so-so to dismal numbers.

Whether it's the wars in Iraq and Afghanistan, deadly

news out of Pakistan and Myanmar or Friday's stock market tumble, moviegoers seem disinterested in more bad news at theaters with films about child-kidnapping, torture, widowhood and heroin addiction.

"Fall is the season of the serious movie, and it seems like audiences in a way are resisting the serious movie right now," said Paul Dergarabedian, president of box-office tracker Media By Numbers. "Audiences are finding their horror or their intensity in real life, and they're not looking for it in the movies."

Other escapist fare joined "30 Days of Night" at the top of the box-office chart. "Tyler Perry's Why Did I Get Married?," the Lionsgate release that was the previous weekend's No. 1 flick, slipped to second place with \$12.1 million, raising its total to \$38.9 million.

Disney's family comedy "The Game Plan" held up well at No. 3 with \$8.1 million, lifting its four-week total to \$69.2 million.

Affleck made his directing debut with Miramax's "Gone Baby Gone," which debuted at No. 5 with \$6 million. The critically acclaimed movie stars the filmmaker's brother, Casey Affleck, as a private detective trying to solve a young girl's abduction.

Coming in on par with "Gone Baby Gone" was Fox Atomic's "The Comebacks," a lowbrow spoof of sports movies that opened at No. 6 with \$5.85 million.

New Line's "Rendition," starring Witherspoon and Gyllenhaal in the story of an Egyptian-born man detained and tortured under suspicion of terrorism, premiered at No. 9 with \$4.2 million.

The DreamWorks-Paramount release "Things We Lost in the Fire," with Berry as a widow who takes in her husband's drug-addicted best friend (Del Toro), opened far outside the top-10 with \$1.6 million.

Further proof that movie fans want fun over adversity: a 3-D version of Disney's Halloween perennial "Tim Burton's the Nightmare Before Christmas" was No. 8 with \$5.1 million and had a better rate of return per-theater than any of the new wide releases.

Playing in 564 cinemas, "Nightmare Before Christmas" averaged \$9,122, compared to \$5,604 in 2,855 locations for "30 Days of Night;" \$3,503 in 1,713 sites for "Gone Baby Gone;" \$1,856 in 2,250 theaters for "Rendition" and \$1,405 in 1,142 cinemas for "Things We Lost in the Fire."

"There's just so much serious fare. We have overloaded the marketplace with this highbrow, serious product," said Chris Aronson, senior vice president of distribution for 20th Century Fox. "The audience is saying, 'Give me something to have some fun with.'"

While fun movies ruled, the overall box office skidded for the fifth-straight weekend. The top-12 movies took in \$79.7 million, down 10 percent from the same weekend last year.

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Real Estate 101

Mike Heayn

Send comments to editor@smdp.com

Rental situation is getting tough

HAVING SPENT LAST WEEK DISCUSSING the difficulties that come along with buying your first home, I realized that not everybody can afford to buy so I figured I'd give the local rental market a quick look.

Believe it or not, the rental market and home sales are tied to each other. The less people who purchase homes, the greater the pressure placed on the rental market, since everyone needs to live somewhere. However, recent data shows an even greater pressure on the rental market caused by rising foreclosures.

One of the worst things that can happen to someone is to lose a home to foreclosure. When a lender takes back a property for lack of payment, the process is known as foreclosure. In California, if you miss more than two payments a lender can begin the foreclosure process. A record number of people are having their properties foreclosed on due to a hike in payments.

At the end of the summer a lot of news came out about the subprime debacle, where many homeowners were not able to make payments because their interest rates spiked. The root cause was lenders offering aggressive loans with short-term low fixed interest rates. However, those rates were only fixed for a short time — anywhere from one to three years. After this point, the rates often doubled, causing the payments to do the same. Many homeowners were in properties they could not afford to begin with, barely making the minimum payment, and when the payments jumped up, their homes

became unaffordable.

Most people have many opinions on the lenders who offered the loans and the borrowers who accepted them, but what about the aftermath? Just because someone loses their home, it does not mean they are going to lose their job; therefore, they will have to stay in the local area and rent. What this means is that upward pressure is placed on the rental market, especially in Los Angeles County, which currently has a housing crisis that means the amount of people vying for a rental unit will increase thus placing greater demand on a strained supply. If we look at basic economic supply and demand principles, we can deduce that upward pressure on the rental market will lead to an increase in rents.

Currently the average rents in Los Angeles are \$1,630, which is one of the highest in the country. With a continually growing population and new pressure from homeowners losing their homes to foreclosure, it is only a matter of time until rents hit even higher levels. The good news to current renters is that many cities, including Santa Monica, have rent control, which limits the amount of rent an owner can charge per year. However, when a tenant moves out, that unit can be set to a market level, which leaves many homeowners who have lost their home to foreclose out in the cold.

MIKE HEAYN is a Washington Mutual Multi-Family Loan Consultant. He can be reached at 310-428-1342, or e-mailed at michael.heayn@wamu.net.

Spammers turn to MP3s to deliver unsolicited pitches

BY JORDAN ROBERTSON

Associated Press Writer

SAN JOSE Spam is now being served in audio form.

The latest in unwanted electronic communication is an MP3 file that began landing in inboxes around the world last week. It features a spooky, synthesized Darth-Vader-sounding female voice touting the stock of Exit Only Inc., traded on the lower-standard Pink Sheets.

"Hello, this is an investor alert!" the halting, at times unintelligible voice says. Her pitch invokes the growth prospects of Exit Only, a Web site operator that runs Text4Cars.com, which links auto buyers and sellers via text messages.

Computer security researchers say the audio blasts — MP3 files with misleading names attached to spam e-mails — reflect spammers' need to slip their messages through increasingly sophisticated e-mail filters.

The MP3s masquerade as cell phone ringtones or carry names like "bartsimpson.mp3" and "justintimberlake.mp3," said Keith Crosley, director of market development for Proofpoint Inc., which sells e-mail security software and hardware.

Spammer have had to change tactics as the filters have gotten smarter at blocking

traditional text-based spam, spam sent as image attachments — such as GIFs or JPEGs — and even the latest rage, spam hidden inside attachments created with Adobe Systems Inc.'s ubiquitous Portable Document Format, or PDF.

Santa Monica, Calif.-based Exit Only said the e-mails are being sent by someone trying to pump up the company's stock before dumping it.

"It's very disheartening," said Exit Only Chief Executive David Dion. "I have enough to do on a daily basis trying to run Text4Cars. I really don't need this."

The company hired investigators to trace the origin of the e-mails, which appear to be coming from "ghost servers" in Russia, Dion said.

"Someone is trying to manipulate my stock for some kind of gain," he said. "What I can say is they have been very unsuccessful so far."

Just \$2,500 worth of stock was traded in the two days after the messages appeared, and the stock price remained even, he said.

This new form of spam can be difficult to detect because each one is slightly different from the last, Crosley said.

"This new form of spam shows a new level of sophistication for spammers and the power of the botnets," Crosley said.

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Curtain call: SMC looking for sponsor

BY KEVIN HERRERA | Daily Press Staff Writer

MADISON CAMPUS Santa Monica College is looking for people with deep pockets to help sponsor programming at The Stage, its new \$45 million theater that is expected to become the premier performing arts venue on the Westside.

Whatever the name, the 499-seat venue still under construction in Mid-City should become a familiar one among the performing arts sect, and is being pitched as an ideal marketing opportunity.

"This is a chance for people to put their fingerprint on this new venue that we just outed last week. It's an incredible opportunity," said Dale Franzen, the opera singer-turned-artistic director of The Stage and its little brother, The Second Space, a smaller, black box theater that will allow young artists to collaborate with seasoned veterans of the arts.

Inspired by the intimacy of Italy's horseshoe opera houses, but with the architectural grandeur of the Walt Disney Concert Hall, developers see The Stage as transcending the traditional performing arts venues. In addition to presenting renowned and respected artists, the long-term vision for The Stage is to serve as a place where performing artists can nurture new work and collaborate in all performance disciplines.

It will also be a place where audiences of all ages and backgrounds are welcomed into a more intimate arts experience, Franzen said.

The Stage, which will not be completed until May 2008, was built at a cost of \$45 million: Financed with a \$35 million bond measure passed by the cities of Santa Monica and Malibu in 2004; \$5 million from other government agencies



Kevin Herrera kevinh@smdp.com

BARE BONES: Santa Monica College officials last week gave the public a sneak peek at their new, \$45 million, 499-seat performance venue The Stage, which will open in May 2008. The college is looking to sell naming rights to the theater.

and from private donors; and a bond measure for Santa Monica College improvements passed in 2002.

Franzen would not disclose how much money someone or some company would have to give in order to place their name on the building, but did say Google could make a good fit.

"We want a company or an individual who really cares about cultural arts and education," Franzen said. "This is going to be a landmark, a jewel for California."

While there is a need for a main sponsor, Franzen said there are other opportunities to contribute. They could include sponsoring the lobby, certain chairs, bathrooms, even a parking lot.

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✉ **WHAT DO YOU THINK?**

■ Send letters to editor@smdp.com

Santa Monica Daily Press

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SM's City Hall receives pair of clean air awards

FROM AIR PAGE 3

Santa Ana. Each city government runs a small fleet of hydrogen-powered Toyota Priuses, which are filled up at a municipal hydrogen fueling station located in each city. The hydrogen fueling station opened in the City Yards in 2006. One of the goals of the program is to spark demand for the hydrogen-powered vehicles.

SCAQMD officials found that Southern California recorded the fewest number of days in which it exceeded the federal eight-hour ozone health standard, a benchmark showing whether the air quality is out of compliance with federal health standards. As of Oct. 2, the air quality in Southern California failed the health standard in 78 days this year, as opposed to 86 in 2006.

Heat and sunlight can contribute to smog and one of the biggest factors leading to the improvement in air quality this year was the cool weather.

"When we have an untypical weather pattern, it can change how a season goes," Cherry said.

Despite the strides made in enhancing air quality, Southern California is still stricken with the dirtiest air in the nation.

"We can give ourselves a pat on the back as long as we're also giving us a kick in the pants too, because our air is dirty and it's unhealthy," said Martin Schlageter, the campaign director for the Coalition for Clean Air, an environmental group that was founded in Santa Monica more than 35 years ago.

The Coalition for Clean Air, which spearheaded the California smog check program, is now statewide with

WE CAN GIVE OURSELVES A PAT ON THE BACK AS LONG AS WE'RE ALSO GIVING US A KICK IN THE PANTS TOO BECAUSE OUR AIR IS DIRTY AND IT'S UNHEALTHY."

Martin Schlageter

Campaign director, Coalition for Clean Air

offices in Los Angeles, Fresno and Sacramento.

"We have definitely made improvements, but the problem is we've gone from air that is horrible to air that is very bad," Schlageter said. "It's an improvement, but a long way to go before we can breathe easy."

This is the third year that City Hall was honored with the Clean Air Awards. The Environmental Programs Division received a "Model Community Achievement" in 2000 and was recognized in 1991 for the commuter reduction program, through which city employees are given incentives to seek alternative forms of transportation.

melodyh@smdp.com

Malibu schools reopen; Webster closed through end of the current week

By Daily Press staff

MALIBU After receiving a free absence slip for the past two days, most of the students from the city's public schools will return to class today, while a beaten up Webster Elementary School will remain closed through the week.

Officials with the Santa Monica-Malibu Unified School District decided on Tuesday afternoon that Malibu High School, Juan Cabrillo Elementary School and Point Dume Marine Science School are clear to resume session today because they are all located a safe distance from the canyon fire that has damaged or destroyed more than 15 homes and caused thousands of residents to evacuate.

Webster Elementary School, located half a mile south from the Presbyterian church that was destroyed in the blaze, will remain closed through Friday while inspectors determine whether several of the buildings will be structurally safe for instruction and clean up some of the damage.

Several of the buildings on campus have suffered smoke, water and fire damage, said Tim Walker, the district's deputy superintendent.

"The work involved in addressing it will take at least until Friday," Walker said. "We will be reevaluating the ability to open on Monday by the end of the weekend."

news@smdp.com



Morgan Genser news@smdp.com

STAY RIGHT WHERE YOU ARE: California Highway Patrol officers inform motorists on Monday that they will need to turn around. Pacific Coast Highway remained closed near Topanga Canyon due to the large Malibu wildfire.

City helps its neighbor to the north

FROM MALIBU PAGE 3

quickly," Solnick said. "It's business as usual, but on the other hand, it's hard to ignore the mood of the evacuees."

More than 1,500 residents evacuated their homes and several dozen maintained a temporary residence in Santa Monica hotels that offered discounts.

The local hospitality industry, from the high-end Loews Santa Monica Beach Hotel to the Travelodge on Ocean Avenue, opened their rooms to fire victims at a lower rate than usual. The Loews hotel booked rooms at a discounted rate of \$125 a night on Sunday and Monday to more than 40 guests from Malibu after the hotel's regional vice president, who lives in Malibu, received some inquiries from his neighbors back home, said Rosalind Napoli, the hotel spokeswoman. The rooms normally average in the range of several hundred dollars a night.

The offer was good only until Tuesday because all the rooms were already prebooked for the American Film

Market, which is set to hit Santa Monica next week, Napoli said. Crews and conference organizers had booked the rooms for the days leading up to the conference, she said.

"Most of them were trying to find another hotel or they were able to go back to their homes," she said.

Michael Farzam, who owns the Ocean View Hotel, the Pacific Sands Motel, Santa Monica Hotel and the Travelodge, cut the rate for all four locations, with emergency room rates ranging from \$69 at the Santa Monica Hotel on Lincoln Boulevard to \$129 a night at the Travelodge on Ocean Avenue.

As of Tuesday afternoon, there were about 40 Malibu residents that had checked into the hotels.

"The majority of people are still here and awaiting response from the fire authorities as to when they could return to their homes," Farzam said. "Many of the people thought they were staying only one night (but are now) staying about three days."

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CVB welcomes all to our little town

FROM CVB PAGE 1

"Jump forward 25 years and we certainly don't have to explain any more what and where Santa Monica is," Moore added. "It is an extremely beautiful, well known destination both here and abroad."

As the nonprofit celebrates its 25th anniversary this month, CVB officials are looking to raise awareness about the organization and its contributions to Santa Monica. It is not just a valuable resource for tourists, helping them find the right hotel, finest restaurants or the best bus route to Montana Avenue. The CVB is a major contributor to the local economy, helps residents find special holiday rates for visiting friends and families, sponsors local events, gives guidance to couples planning on tying the knot, and can personalize an itinerary to keep that obnoxious uncle or nagging grandmother off your hands.

"This really has been a true partnership between the chamber of commerce, the city and the community," said Misti Kerns, who replaced Moore as president and CEO of the bureau.

"I think we are constantly improving and even more so in the past two or three years," Kerns added. "There has been a focus on people's perceptions of Santa Monica, particularly with the beach. Through our beach summits, you can see that the city, the business community and the residents have definitely stepped up. The level of community pride has increased as we have taken a hard look at what we do and have identified those areas that need improvement. I think the city, as a whole, is committed to making that happen."

The non-profit organization, comprised of 25 travel counselors and staff, and a board

Mike Tittinger miket@smdp.com

ERIN GO THAT WAY: Pat and Ann Clark, of County Mead, Ireland, receive directions and advice Tuesday at the Convention and Visitors Bureau kiosk on Ocean Avenue. The CVB marks its 25th anniversary this month.

CVB was formed, the Third Street Promenade was just a concept slowly becoming a reality, and the Santa Monica Pier was in jeopardy of being completely torn down after storms destroyed a large portion of it.

Significant investment by City Hall, residents and local business helped breathe new life into the city, allowing it to compete with other destinations in Southern California. Artists continued to flourish, as did local restaurateurs, helping the city earn a reputation as a premier destination for the arts and a great place to tickle the taste buds, with Zagat's

The great thing about that is the foreign tourists tend to stay longer and spend more, Kerns said. The majority of visitors are still coming from Great Britain, Germany and Ireland. The CVB would like to expand into other markets, but that is being hampered by a lack of money for promotions.

The CVB is funded by City Hall and currently receives \$3.6 million, "which, if you are comparing it, is a small percentage of the collected T.O.T., which is on pace to bring in \$33 million," Kerns said. "My goal is to sustain the numbers we have. We know that we have reached a certain capacity, and that's fine. We're sitting high on that wave and I want to keep us there, but to do that we have to start putting more money into marketing, advertising, sales, and stay on pace with our competitors."

Kerns said CVB places two ads per year and spends the rest of the time looking to hotels and local businesses owners to provide goods and services to visiting journalists to help get the word out.

Despite the lack of funding necessary to do an all out blitz, the bureau has managed to attract unique groups such as the American Film Market (AFM), CA Boom Design Show, E3 Media & Business Summit and others whose attendees enjoy walking in the community, mostly, without creating traffic and congestion in the city.

CVB was also one of the first visitor bureau's in the United States to fully embrace and apply the process of branding

Santa Monica as a destination. In order to keep Santa Monica at the forefront of consumers' minds as a preferred destination, the community driven Destination Brand Promise was developed: "Santa Monica — the best way to discover Los Angeles; an unforgettable beach city experience filled with eye-catching people, cutting-edge culture and bold innovations. It is the essence of the California lifestyle."

Realizing the importance of the Santa Monica beach experience, CVB spearheaded the First Annual Beach Summit on Sept. 14, 2006, where local attendees focused on Environmental Stewardship, Amenities & Services and Safety Perceptions. The primary goal of the event was to gather information and input that could be implemented to make Santa Monica's beach areas more appealing for its visitors and residents. As result of the summit, more than a dozen programs were put into motion to improve Santa Monica beaches. This year, the Second Annual Beach Summit was held on Sept. 25. The event kicked off the countdown to CVB's 25-year anniversary celebration, hosting dozens of community, city and environmental leaders who are anxious to find more new ways of working together to continue to deliver on the brand promise.

Not to be overlooked, the bureau leads by example in the community as a local green business. CVB is one of the healthiest and most energy efficient businesses in the city. The organization was the first charter business in Santa Monica to receive a "Green Business" certification for practicing and promoting the cities sustainable lifestyle. In addition, CVB is one of five local businesses recently awarded for environmental stewardship in the community.

While it's nice to look back, the CVB is looking forward to another 25 years of progress and believes the days ahead will pose significant challenges, but nothing that the community can't handle if it continues to work together. In the coming years, CVB will be working hard to make sure that the community believes in the brand, promotes the brand and sees the importance of always improving.

"There are a lot of exciting things that we have yet to do," said Mary Ann Powell, chair of the CVB board and the CEO of Pacific Park on the pier. "We have our work cut out for us with the branding strategy, but judging from what has happened in the past, I don't believe there is anything that we can't accomplish. I'm definitely looking forward to what the future has to offer."

kevinh@smdp.com

IT IS A VERY DIVERSE EXPERIENCE THAT CAN BEEN OFFERED HERE, AND NOT A LOT OF COMMUNITIES CAN SAY THAT."

Misti Kerns, President and CEO of the Santa Monica Convention and Visitors Bureau.

of 11 community and business leaders, provides information to residents and tourists, increases visitor expenditures, tourism revenues and local employment opportunities through the promotion of Santa Monica as a premier travel destination.

Judging from the latest economic reports, the bureau is doing something right. Destination awareness promoted by the CVB has helped raise more than \$900 million annually from direct-tourism spending. In 1983, there were 2.87 million visitors spending roughly \$207 million. In 2004, there were 4.9 million visitors spending roughly \$840.5 million, a 300-percent growth in spending, said Kerns.

Money generated contributes to the city's general fund, along with funds collected from the transient occupancy tax (T.O.T.), a bed tax that is collected from all Santa Monica hotel guests. Tourists who stay and play in Santa Monica help the local business economy and bring valuable T.O.T revenue to the city, thereby improving services to residents and enhancing the overall quality of life for locals.

"This money is vital to the welfare and sustainability of our community as it helps to pay for our city street and park improvements, public safety and amenities and services enjoyed by all," Kerns said. "How lucky are we to live and work here?"

CVB'S GOT A 'BRAND' NEW BAG

Santa Monicans weren't always so lucky, at least when it came to finances. When the

naming the city the best place to fine dine in Los Angeles for the second straight year.

In addition to the promenade, Montana Avenue and Main Street have become popular shopping districts that attract tourists and locals alike.

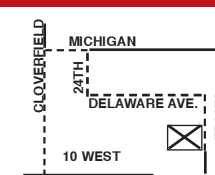
"It is a very diverse experience that can be offered here, and not a lot of communities can say that," Kerns said.

City Manager Lamont Ewell, who sits on the CVB board, said the bureau and its work with tourism has helped make Santa Monica what it is today by providing the funding needed to support essential city services and progressive programs that protect the environment and promote a sustainable lifestyle. Ewell said tourism plays an important role in the local economy, providing City Hall with another significant revenue stream, ensuring that the budget remains stable even during economic downturns.

"What it really means is that we don't have to go to our taxpayers, our local residents, and ask them if they would consider raising taxes because we have a strong revenue stream like this," Ewell said. "The challenge will be whether or not we can sustain it. We are seeing a softening of the economy so the CVB becomes even more critical, being out there encouraging people to visit Santa Monica. I think now is a good time because of the dollar being so weak. We are seeing a lot more tourists from outside the country, people coming in spending money and that's fantastic."

PUBLIC DUMP IN SANTA MONICA

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RIP CURL

SURF CENTER

Santa Monica

1451 Third Street Promenade, Santa Monica CA

310-656-curl

RIPCURL.COM

SURF REPORT



SURF CONDITIONS

WATER TEMP: 60°

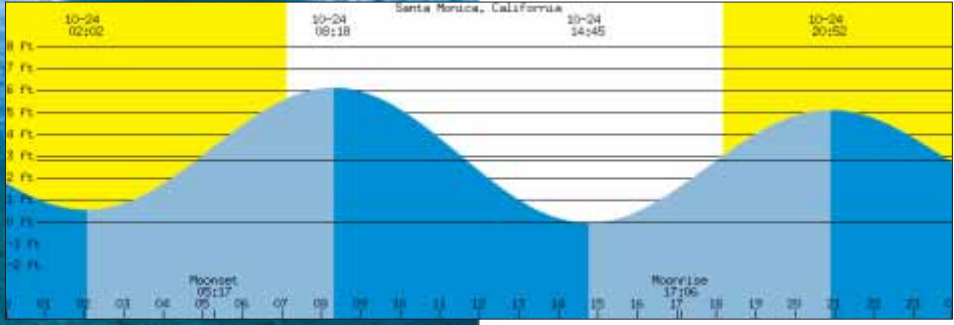
SWELL FORECAST (2-3 FT)

Today the SW starts to fade as the lagging periods arrive (14 sec). South facing breaks are looking at more chest high than head high as west facing breaks remain waist high or so. Winds should calm, but that tide will be a major issue early to mid morning. With winds not likely to turn onshore until later in the afternoon, a mid-tide session around lunchtime may be the best bet.

LONG RANGE SYNOPSIS

NW WIND SWELL THURSDAY, FRIDAY AS ONSHORE FLOW RETURNS... TRACKING SW FOR 31ST-1ST...

TIDE FORECAST FOR TODAY IN SANTA MONICA



BEACH REPORT CARD



NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous four weeks up to the ending date of

October 17, 2007

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

QUICK STATS
(for the last 28 days)

Number of sewage spills -- 4

Number of beach closures due to a sewage spill -- 0

Number of wet days -- 10

Number of A grades for dry/wet weather -- 41 / 29

Number of (C,D,F) grades for dry/wet weather -- 4 / 13

The Beach Report Card is made possible by a grant from



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

LEGEND

DRY -- each location is graded on an A -- F scale based on bacterial pollution levels present in the surf zone

WET -- grades for days of recorded rainfall and the following 3 days

ns -- no sample taken



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

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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.

NCAA FOOTBALL

Pac-10 perfect UCLA face hungry Cougars

BY KEN PETERS

AP Sports Writer

LOS ANGELES After playing their best game of the year, the UCLA Bruins' next challenge is to make sure they don't have a lapse like they did against Utah and Notre Dame.

The Bruins used a determined, opportunistic defense, a well-balanced offense and mostly solid special teams play to beat California 30-21 over the weekend.

Those were the same Golden Bears that were ranked No. 2 before losing to Oregon State the previous game.

Still perfect in Pac-10 play, the Bruins (5-2, 4-0) travel to Pullman to face Washington State (2-5, 0-4) on Saturday.

"Especially with the goal to win the conference and knowing that our fate lies in our hands right now, we definitely don't want to let it slip away," UCLA safety Dennis Keyes said Monday.

"We're making sure that we stay really sharp and focused on Washington State. They have a really potent offense and they're a better team than their record shows."

UCLA's two losses were in non-conference play: a stunning 44-6 thumping at Utah when the Bruins were No. 10, and a 20-6 defeat by otherwise winless Notre Dame.

"This still can be a great year, and that's what we're anticipating it to be as we move forward," Karl Dorrell said. "The mistakes we've made in the past, we can't really do anything about those things right now. We continue to move forward."

The Bruins will be favored against the Cougars and are determined not to stumble again.

Asked about the possibility of losing another "gimme," Dorrell said: "I don't think anything is a gimme, and you can ask almost anyone in college football this year whether

there are any gimme games out there."

Keyes, a fifth-year senior, said the older Bruins are trying to make sure the team doesn't take the Cougars or anyone else lightly.

"We definitely don't want any slip-ups, but I don't think that's going to be a problem," Keyes said. "The seniors on this team are making sure that everybody's staying focused."

WE'RE MAKING SURE THAT WE STAY REALLY SHARP AND FOCUSED ON WASHINGTON STATE."

Dennis Keyes
UCLA safety

The Bruins had a bye between the Notre Dame and Cal games, which gave quarterback Patrick Cowan time to come back from a knee injury. Regular quarterback Ben Olson went out in the first quarter against the Irish and, with Cowan already sidelined, third-stringer McLeod Bethel-Thompson struggled mightily after replacing Olson.

Dorrell said the week off was a big plus for the Bruins.

"It allowed our quarterback to come back; he wasn't 100 percent but he was close and he played well," the coach said. "And it allowed us to improve in a lot of different areas that allowed for a big, big victory for us.

"It was the first game I felt the team had a complete team effort."

MLS

End it just like Beckham

BY BETH HARRIS

AP Sports Writer

LOS ANGELES He made his entrance amid showers of confetti and plumes of smoke. He played in just five league games and scored no goals. And now David Beckham's season is over, cut short by knee and ankle injuries almost as soon as it began.

"I never had so many injuries in a short space of time," he said. "It's been tough, where I used to play every day in Europe to missing half of the season."

Beckham, as promised, packed the house when he did play. And the English superstar moved the merchandise, a one-man marketing machine.

As for his team, well, that's another matter. The Los Angeles Galaxy failed to make the playoffs but almost got there without their superstar, eliminated on the final day of a season in which Beckham caused a stir just by showing up.

"It's been a wild ride," goalkeeper Joe Cannon said.

The Galaxy's seven-game unbeaten streak ended Sunday with a 1-0 loss at Chicago that cost the team the league's final playoff spot. Beckham played in only one of those games. Their 9-14-7 record was third worst in MLS.

But at least Chicago fans got to see Beckham, who came off the bench in the Galaxy's final two games. Fans in Dallas, Toronto, New England, Colorado, Salt Lake City and Kansas City who bought tickets just to check out the English superstar were denied the opportunity because he was injured.

Beckham's impact at the gate was tremendous. He drew 66,237 to Giants Stadium for his first MLS start. The Galaxy led the league in road attendance, averaging 28,035 for 15 games.

At home, the team averaged 24,252 for 15 games in its 27,000-seat stadium, bettering by 48 the mark set in 2005, even though Beckham didn't arrive until mid-July.

Beckham's No. 23 jersey flew off the racks at a dizzying pace, pushing merchandise sales up 700 percent for the Galaxy and 300 percent leaguewide, according to MLS.

"We've created the buzz we wanted to around the league. We've had a full house in most of the stadiums we've played in," Beckham said. "From that part it's been a success, but on my side it's been frustrating because I've not been able to go every place we've played."

Beckham was introduced to a media horde July 13.

Big showing

Redford presents his war on terrorism at Rome Film Fest

ROBERT REDFORD hopes his new film, "Lions for Lambs," about U.S. military action in Afghanistan will encourage American youth to "take command of their voice."

In the United States,

"we have lost lives, we have lost sacred freedoms, we have lost financial stability, we have lost our position of respect on the world stage," the Oscar-winning filmmaker told a news conference Tuesday.

"I can only speak for my own country, I cannot speak for other countries – but I assume it is similar in some countries," Redford, 70, said. "But the future is going to belong to young people and young

people have to take command of their voice."

"Lions for Lambs," which follows six individuals over the course of an hour, is being shown out of competition at the Rome Film Festival.

In the movie, directed and starring Redford, two U.S. soldiers from the military's Special Forces are on a mountain ridge in Afghanistan. Meryl Streep plays a hard-bitten journalist.

ASSOCIATED PRESS

DESIGNERS CREATE SPECIAL GOWNS TO HONOR GRACE KELLY

Even 25 years after her death, **PRINCESS GRACE'S** grace lives on.

Six top designers have created one-of-a-kind gowns to mark the anniversary of her death, each inspired by a specific look she once wore. The gowns are in the window of Saks Fifth Avenue this week, and will be auctioned to benefit the Princess Grace Foundation USA, which funds theatrical and dance scholarships and fellowships.

"As Grace Kelly the actress, she gave us some of the most glamorous and stylish moments in cinematic history and as Princess of Monaco she was equally elegant and inspiring," said Maccario Doyle, consul general of Monaco, in a statement.

Each designer was asked to look at a gown Kelly once wore and interpret it in a modern way. Michael Fink, Saks fashion director and vice president, paired the designers and the looks.

For example, a black-and-white outfit from "Rear Window" inspired a black wrap-around taffeta top and an ivory organza skirt from Carolina Herrera. The aqua blue dress Kelly wore to accept an Oscar in 1955 led to a halter-neck blue gown with flat pleating on the bodice from Zac Posen.

Other designers who participated are Oscar de la Renta, Ralph Lauren, Ralph Rucci and Vera Wang.

Also honoring Kelly this month is a free exhibit at Sotheby's.

AP

Osmond laughs off fainting

MARIE OSMOND says she doesn't know why she fainted during ABC's live broadcast of "Dancing With the Stars," but it may have something to do with allergies.

Osmond and her partner, dancer Jonathan Roberts, the first performers on Monday night's show, had just finished a samba and were listening to comments from the judges when she suddenly toppled.

"She was laughing and then sank like a stone. ... Everyone froze," said ABC publicist Amy Astley. As the show cut to a commercial, Osmond started to rise and was helped by others, Astley said.

"I feel bad that it happened," the effervescent



ABC

48-year-old singer told "Entertainment Tonight" in an interview that was to air Tuesday night.

"Right at the beginning ... I started getting light-headed. The only thing I can think of, I have allergies. ... The air quality (in Los Angeles) is terrible. And I think I just couldn't get my breath," Osmond told "E.T."

AP

Go along for the ride, Libra

JACQUELINE BIGAR'S STARS

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

Happy Birthday!

You have many Chatty Cathys in your life. Getting a word in this year might take talent. Your actions will speak louder than your words. You often are on a pedestal or in a position of responsibility. What you achieve in your daily life might awe many. Many of you will decide to head in a new, positive direction health-wise.



Born Today

Actor Kevin Kline (1947)

Singer Monica (1980)
Playwright Moss Hart (1904)

Jacqueline Bigar is on the Internet at <http://www.jacquelinebigar.com>
(c) 2006 by King Features Syndicate Inc.

ARIES (March 21-April 19)

★★★★ Yes, you have snap, crackle and pop. The issue might be who is at the receiving end. Your focus remains critical. Your family might appreciate a cleanup campaign. Tonight: Go until you are too tired to move.

TAURUS (April 20-May 20)

★★ Words and actions are easily misread. Slow down and think, especially if you are feeling offended. Recognize that many people are out of whack. At this time, you need to first ground yourself and then make decisions. Tonight: On top of your game.

GEMINI (May 21-June 20)

★★★★ Use your supporters and cheerleading squad to your highest benefit, which might not look like breaking the bank. Those around you might suggest you go purchase this or that. Tonight: Treats don't need to cost. Give someone a back rub.

CANCER (June 21-July 22)

★★★★ Investigate possibilities that might enhance your professional status. What you decide will allow for some very positive career moves. Still, a rash act could be a problem. Know when to say enough. Tonight: Let it all hang out.

LEO (July 23-Aug. 22)

★★★ Many different views surround an issue. Honor the thinking and logic that bring each person to this point. You might have a lot to consider, and quite deeply. Find a good sounding board. Tonight: Talk theory, then talk practical.

VIRGO (Aug. 23-Sept. 22)

★★★★ Zero in on what you want. Counting on enlisting an associate's support could be another story. Knowing when to call it quits will make a big difference in your sanity level. It appears, for now, that you cannot have it all. Tonight: Talk to a trusted associate.

LIBRA (Sept. 23-Oct. 22)

★★★ Tension mounts, adding to the present dynamics. How you deal with someone could change radically. Knowing when to defer is just plain smart. Pressure builds; you could feel as if you are in a performance test. Tonight: Go along for the ride.

SCORPIO (Oct. 23-Nov. 21)

★★★★ Push for answers. Through gaining needed facts, you can change the slant on a situation. If you would like to evaluate a potential change after you gather the facts, you will at least be grounded. Tonight: Where the action is.

SAGITTARIUS (Nov. 22-Dec. 21)

★★★★★ You might want to rethink a situation creatively. A partner or associate might be tossing information in your face. Knowing when to say enough could be critical. Tonight: Kick back and have more fun. Give up seriousness.

CAPRICORN (Dec. 22-Jan. 19)

★★★ Your instincts surround a domestic or investment matter. Still, you will want an open discussion in order to take you to new places. Your creativity adds to your dynamic ability to understand where someone is coming from. Tonight: Happily head home.

AQUARIUS (Jan. 20-Feb. 18)

★★★ Actions might be different from words. Could that be a possibility and what is impacting you so strongly? Knowing when to call a truce between seemingly different messages might be appropriate. Tonight: A debate feels right.

PISCES (Feb. 19-March 20)

HHHH You might need to do something very different. If you relax, you will see a new path to the same end result. Worry less about immediate ramifications; drum up your courage and head in a new direction. Tonight: Your treat.

MOVIEGUIDE

AERO THEATRE
1328 Montana Avenue
(310) 395-4990

Check theatre for showtimes

AMC LOEWS BROADWAY 4
1441 3rd Street
(310) 458-1506

Elizabeth: The Golden Age
(PG-13)

4:30, 9:55

The Kingdom (R)

1:45, 7:20

Lars and the Real Girl (PG-13)

1:50, 4:35, 7:15, 10:00

Things We Lost in the Fire (R)

1:35, 4:25, 7:10, 9:50

Tyler Perry's Why Did I Get Married? (PG-13)

1:40, 4:20, 7:05, 9:45

AMC 7 SANTA MONICA
1310 3rd Street
(310) 289-4262

30 Days of Night (R)

1:20, 4:00, 4:35, 6:40, 7:15,

9:15, 10:00

3:10 to Yuma (R)

1:45

The Comebacks (PG-13)

1:15, 3:20, 5:30, 7:40, 9:50

Elizabeth: The Golden Age

(PG-13)

1:35, 4:15, 7:00, 9:35

The Game Plan (PG)

1:40, 4:20, 7:10, 9:45

Gone Baby Gone (R)

1:50, 4:30, 7:05, 9:40

We Own the Night (R)

1:25, 4:05, 7:00, 9:55

LANDMARK NUWILSHIRE
1314 Wilshire Blvd
(310) 281-8223

Eastern Promises (R)

1:00, 4:00, 7:15, 9:45

Into the Wild (R)

1:15, 4:45, 8:15

LAEMMLE'S MONICA
FOURPLEX
1332 2nd Street
(310) 394-9741

Darjeeling Limited, The (R)

12:30, 2:50, 5:15, 7:40, 10:00

Lust, Caution (Se jie) (NC-17)

1:00, 4:30, 8:00

The Price of Sugar (NR)

12:20, 2:40, 5:00, 7:30, 9:50

Sleuth (R)

1:10, 3:20, 5:35, 7:50, 10:10

MANN'S CRITERION THEATRE
1313 3rd Street
(310) 395-1599

Across the Universe (PG-13)

1:10, 4:10, 7:10, 10:10

The Heartbreak Kid (R)

1:40, 4:50, 7:40, 10:40

Michael Clayton (R)

12:30, 1:30, 3:30, 4:30, 6:30,

7:30, 9:30, 10:30

Rendition (R)

1:20, 4:20, 7:20, 10:20

Tim Burton's The Nightmare

Before Christmas in Disney

Digital 3D (PG)

12:00, 2:20, 4:40, 7:00, 9:20, 11:30

Janric Classic 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 Bronze (easiest) to Silver to Gold (hardest).

Difficulty
GOLD

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

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GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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Girls and Sports

By Justin Borus and Andrew Feinstein

WHAT'RE WE DOING FOR YOUR BIRTHDAY THIS YEAR?

LET'S NOT MAKE A BIG DEAL OUT OF IT

WE COULD JUST GET A FEW FRIENDS TOGETHER AND WATCH BASKETBALL

SOUNDS GOOD...

GIVE ME A LIST, AND I'LL SEND OUT AN EVITE

REALLY? THANKS!

HERE'RE THE E-MAILS I'VE GOT SO FAR. I'LL GET YOU ANOTHER BATCH IN A COUPLE OF DAYS

FOR BAI

10/24

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FEINSTEIN & BORUS

girlsandsports.com

The Meaning of Lila

By John Forgetta & L.A. Rose

ARE YOU REALLY GOING TO LEAVE METROMART?

YUP. I'M READY FOR SOMETHING NEW. I'M READY FOR NEW CHALLENGES AND OPPORTUNITIES.

BUT IT'S A CALL CENTER CUSTOMER SERVICE JOB. IT'S EXACTLY WHAT YOU DO NOW.

I KNOW, BUT IT'S A DIFFERENT CUBICLE.

10/24

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The Other Coast

By Adrian Raeside

MY PARENTS GOT RID OF ALL MY LEAD-PAINTED CHINESE-MADE TOYS. THEY WERE CONCERNED I'D PUT THEM IN MY MOUTH.

HOW RESPONSIBLE OF THEM. MORE DIRT?

10-24

adrian@raesidecartoon.com

© 2007 Heiny Dog Productions, Inc. Dist. by Creators Syndicate, Inc.

Garfield

By Jim Davis

SO NICE OF YOU TO JOIN ME FOR DINNER, MY DEAR

WHY, THANK YOU FOR HAVING ME, MR. COUNT

BEG PARDON?

THE PLOT THICKENS...

NOT AT ALL. PLEASE PASS YOUR NECK

Text: GARFIELD to 26642 US ONLY

JIM DAVIS 10-24

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Dog eat Doug

By Brian Anderson

CHOCOLATE?

NO, WAIT. CHOCOLATE WITH CARAMEL SWIRL?

NO, NO. I DETECT A HINT OF NUTS.

POSSIBLY ALMONDS. MAYBE PEANUTS.

OOOH, DO I SMELL CHUNKS OF FUDGE?

COULD BE MOCHA.

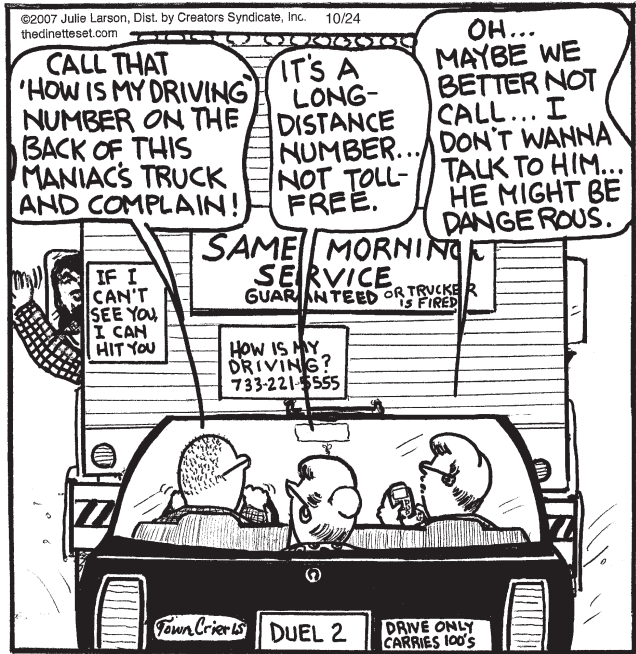
IS THERE SOME WHITE CHOCOLATE? I ALWAYS HAVE A TOUGH TIME PICKING UP THE WHITE CHOCOLATE.

I GET TO EAT IT IF I GUESS CORRECTLY, RIGHT?

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Anderson

The Dinette Set by Julie Larson



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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MYSTERY PHOTO

Fabian Lewkowicz fabianl@smdp.com

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to editor@smdp.com.

CROSSWORD

By THOMAS JOSEPH

ACROSS

- 1 Uneasy feeling
- 6 TV's Lauer
- 10 Loosen, as laces
- 11 Dead duck
- 12 Attorney —
- 13 Doorway
- 14 Pull an all-nighter
- 15 Says
- 16 Family
- 17 Print measures
- 18 Was inactive
- 19 Lands
- 22 "Aw, heck!"
- 23 Hawk-eye's home
- 26 Disap-points
- 29 Blue
- 32 Female rabbit
- 33 Garden visitor
- 34 Activate
- 36 Butte's kin
- 37 Parting word
- 38 Energy
- 39 Metal fastener
- 40 "Ready or not, here —"

- 41 — the line (obeyed)
- 42 Like lions

DOWN

- 1 Bad doctors
- 2 Not yet tested
- 3 Hawks' home
- 4 Neeson of "Batman Begins"
- 5 Kitten cry
- 6 — Blanc
- 7 Poker costs
- 8 Caesar's land
- 9 Secret meeting
- 11 Smartens up
- 15 Half of dos
- 17 Beat, but barely
- 20 NBC show since 1975
- 21 Auction signal
- 24 Keillor's Lake
- 25 Terrific

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

Yesterday's answer

- 27 Great amount
- 28 Approach-ed
- 29 Kick off
- 30 Broadcast portion
- 31 Impetus
- 35 Must have
- 36 Layered rock
- 38 Energy

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

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

DAILY LOTTERY

MEGA MILLIONS 2 7 45 52 53
Meganumber: 18
Jackpot: \$43M

Super LOTTO 7 16 18 20 35
Meganumber: 19
Jackpot: \$21M

Fantasy 5 2 23 25 27 34

DAILY 3 MIDDAY: 1 1 8
EVENING: 0 9 7

DAILY DERRY 1st: 06 Whirl Win
2nd: 05 California Classic
3rd: 04 Big Ben
RACE TIME: 1:49:56

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NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Adding to the list of stories that were formerly weird but which now occur with such frequency that they must be retired from circulation: (83) The frustrated taxpayer who thinks he's punishing the government if he makes his large payment in only small change, such as Cary Malchow, who paid off his property tax bill in Muncie, Ind., in August by making employees count \$12,656.07 in coins and \$1 bills. And (84) blood-alcohol testing machines that show, with alarming frequency, death-defying results of around .40 and higher, even though each instance is reported in the press (based on "medical texts") as nearly lethal, such as cases two months apart this year in Washington, in which Deana Jarrett, 54, scored .47, and Rebecca Lingbloom, 45, registered .50. (Neither died or even became seriously ill.)

■ The category of stories of people keeping deceased relatives' bodies around, based either on fear of losing the relationships or a psychotic belief that the deceased will regenerate (or sometimes, to conceal the death so that government checks keep coming), has been retired. But that was before this: A funeral parlor in London told The Times in September that it was finally time to bury Annie Lamas, who died 10 years ago but whose body has been kept in the parlor's cold storage unit by her two adult daughters, who visit almost weekly to chat with her and touch her up. Elder daughter Josephine, 59, was said to make sure Mom's lipstick is fresh (on a body that has wasted to the point of leathery skin stretched over bones) and place fresh padding on her stomach cavity.

TODAY IN HISTORY

1945 The United Nations officially came into existence as its charter took effect.

1537 Jane Seymour, the third wife of England's King Henry VIII, died 12 days after giving birth to Prince Edward, later King Edward VI.

1648 the Peace of Westphalia ended the Thirty Years War and effectively destroyed the Holy Roman Empire.

1861 the first transcontinental telegraph message was sent as Chief Justice Stephen J. Field of California transmitted a telegram to President Abraham Lincoln.

1901 widow Anna Edson Taylor became the first person to go over Niagara Falls in a barrel.

WORD UP!

inimical \ih-NIM-ih-kul/, *adjective*: 1. Having the disposition or temper of an enemy; unfriendly; unfavorable. 2. Opposed in tendency, influence, or effects; antagonistic; adverse.

School officials pan a naming ban

BY BRAD CAIN

Associated Press Writer

SALEM, Ore. A state panel heard strongly negative reviews Tuesday from local school officials about a proposal to ban Indian high school mascots from 15 Oregon schools.

Some Indian leaders consider the use of Indian mascots, logos and team nicknames as offensive. So state school officials are considering a recommendation to force schools to get rid of them by September 2011.

During several hours of testimony, however, officials from those schools argued that there's no evidence that use of such mascots or symbols creates any problem and that it would be costly for districts to remove them.

"We have no data to show that this caus-

es harm," said Lee Paterson, superintendent for the Roseburg School District, where high school teams are called "the Indians."

In fact, Paterson and other officials said the Indian students at those schools take a sense of pride in having their schools known by such symbols and that the community as a whole supports them as well.

The question was raised in Oregon last December, when then-high school senior Che Butler, a member of the Confederated Tribes of the Siletz, urged the Oregon State Board of Education to strike down the mascots as racist.

After Tuesday's hearing, Butler said that despite the school officials' assertions that the use of Indian mascots hasn't caused problems, he and other Indians feel

demeaned and insulted by their use.

Butler said the Indian images, logos and nicknames only perpetuate stereotypes of Indians.

"The racism is still there, and it will always be there as long as there are mascots," he said in an interview after the public hearing.

The proposal to do away the Indian mascots and nicknames came after months of closed hearings by an advisory panel to state School Superintendent Susan Castillo, who hasn't indicated when she will rule on the controversy.

The draft suggests that the 15 schools with Native American logos agree on new names by September 2009, and have the new logos phased-in by 2011. Two additional recommendations emphasize cultur-

ally appropriate instruction and avoidance of stereotypes.

Some school superintendents who testified Tuesday said they could see merit in the two additional recommendations.

But Forrest Bell, superintendent of the Reedsport School District, said officials in that district asked the Indian students how they would feel about dropping "the Braves" as the team's nickname and logo.

The students' response, he said, was that they would feel as though their Indian heritage was being slighted.

Amity School Superintendent Reg McShane said Indian students in that community agreed that they like the school's "warrior" name.

NOVEMBER 25, 1914 - OCTOBER 18, 2007

Col. John Edwin Gilmore, M.D. — A Visionary



Dr. Gilmore's high-flying life embodied the flying term identified by his WWII fighter pilot comrades: C.A.V.U. ...an abbreviation to identify ideal combat-- flying conditions: Ceiling And Visibility Unlimited!

John Edwin Gilmore was born on 25 November 1914, the third child of Dr. & Mrs. G.H. Gilmore in the farming community of Murray, Nebraska. He graduated from Union High School in Union, Nebraska in 1931. In 1932 he moved to California, attending Long Beach Junior College and majored in science. In 1933 he moved back to Nebraska studying mechanical engineering at the University of Nebraska, graduating in 1935 with his BA in Chemistry. This was during the great depression. Of the 30 graduates in his class, only one — not he— was able to get a job, so he decided to enroll in medical school. On 6 December John became 1st Lt. in the ROTC. He had to be 21 years old to be an officer.

From August 1936 to September 1938, John took three two-week tours with the ROTC. The tours were first at Fort Crook, Nebraska, Camp McCoy in Wisconsin, and Fort Riley in Kansas with the 17th US Infantry.

For the next four years John attended the University of Nebraska School of Medicine. Odd jobs enabled him to pay each semester's \$100 tuition until he earned his medical degree — graduating with his MD in 1939. His undergraduate study was at Douglas County Hospital at Omaha, Nebraska from 1938-1939, Royal Jubilee Hospital at Victoria B.C. from July to November 1939, then to California, spending the next eight months interning at Fresno General Hospital. At this time John met with an R.N. named Kathleen Egan, who was to become his wife of 52 years.

In 1940 Gilmore applied for an orthopedic surgery residency, paid for by the government, with the condition he volunteer for the Army Air Corps for one year of service. From 1 July 1940 to 28 February 1941 John served at March Field, in Riverside California, as Flight Surgeon. During this period he attended the specialized Army Air Force School of Aviation Medicine at Randolph Field, Texas, from 18 February to 25 March 1941. Upon his return he was transferred to the Air Force Flight Training Detachment in Tulare California serving as the Base Surgeon while he took basic and primary flight training, as flight surgeons were required to do so. He was promoted to Captain on 1

November 1941. One month later on 7 December Pearl Harbor was bombed thrusting America into World War II changing his "one year of service" to six years!

On 21 July 1942 Captain Gilmore departed the US for his overseas assignment serving in the Pacific Theatre of Operations, Far East Air Forces — under the Command of General George C. Kenney. He arrived in Australia on 30 August 1942. Upon his arrival to New Guinea on 21 October 1942, his assignment was with the US Army's newly formed 5th Air Force, 3rd Attack Group, 90th Bombardment Squadron. The 3rd Attack Group — "The Grim Reapers" as they were called — consisted of four squadrons: the 8th, 13th, 89th and 90th Bombardment Squadrons.

It was during this time that he became acquainted with Captain Paul "Pappy" Gunn and Lt.. John "Jock" Henebry — two of the great aviator heroes and innovators of the Pacific Air War. During WWII, Gilmore cut off Pappy's pinky finger at Gunn's request. He also flew with Gunn on many of his test and evaluation flights reconfiguring the B-25 into an attack platform. Henebry became the youngest General in the Pacific War on his 30th Birthday. Their friendship lasted 65 years with Henebry passing away just two weeks before Gilmore on 7 October 2007.

From 12 September - 26 February 1943 he served as 90th Bombardment Squadron Flight Surgeon with (Flying Status) under the command of Colonel D. Hall. He flew 27 combat missions as co-pilot in B-25's and A-20's accumulating 73:30 combat flying hours during this period. When General Kenney found out his real talent — a Medical Doctor - Gilmore was promoted to Group Flight Surgeon and pulled from regular combat missions.

From 27 February - 30 June 1943 Gilmore served as Group Flight Surgeon. He met a challenge to Gen. MacArthur's demand that "No soldier will go home until the Pacific War is finished." In contrast to the European War, pilots would rotate home after 25 bombing missions — which was close to 6 months of combat. At this same time, The Grim Reapers had fought for one solid year, longer than any other unit in WWII without a break.

From the jungles of New Guinea, Gilmore concluded a year-long study "Survey of Combat Pilots and Crews." It was submitted to the Air Surgeon of the Army, HQ, Washington D.C. This document was forwarded direct to the Pentagon establishing the policy regarding all airmen fighting in the Pacific War. This brought great relief to the mental and emotional conditions of the airmen and crews requiring them to rotate out of the combat zone after 10 months of combat.

From 1 July - 31 December 1943, he served the 3rd Attack Group under the command of Major John P. "Jock" Henebry, another distinguished aviator and close life-long friend. Henebry pioneered the innovative "minimum altitude" attack concepts of Col. "Pappy" Gunn. Gilmore accumulated 71:05 combat flying hours during this period. On 6 September 1943 he was promoted to Major.

From 1 January - 31 January 1944, Doc was promoted to Staff Surgeon 5th Air Force Advanced Headquarters under the command of Colonel D. Devine, where he established policy and made field inspections of the 5th Air Force combat units at various bases. He accumulated 22:30 flying hours during this period.

From 1 February - 24 April 1944, he was transferred to the 5th Air Force (originally known as the 1st Air Task Force) 308th Bombardment Wing (H) Again under the command of Colonel D. Devine. As Staff Surgeon he continued to establish policy and inspect combat field units. He accumulated 39:05 flying hours during this period. On 12 March 1944, Col. Henebry signed off for Doc to have a srefrigerator. This was the only refrigerator in the Pacific War!

From 25 April - 13 July 1944, he continued his service with the 308th B.W. (H) in Wadke then Biak, now under the command of Colonel D.W. Hutchinson. From 14 July - 11 November 1944, he had temporary duty in Australia at the Far East Air Forces Surgeons Office, Headquarters. During this period, on 27 August he was back to the US on Temporary Duty returning to New Guinea 1 November 1944.

On 10 November 1944 he arrived

in Leyte, Philippine Island (P.I.). He landed on Luzon and camped on the beach with the 6th US Army Special Forces on 7 January 1945. They made a midnight raid on two internment camps to make a advanced run with the objective to liberate the prisoners. In this operation Doc liberated an old classmate whom was caught up in the Bataan Death March. 6 May 1944 he was promoted to Lt. Colonel. On 16 June 1946 at Fort Logan, Colorado, Colonel John E. Gilmore was promoted to full bird colonel and separated from the US Army Air Forces serving from 1 July 1940 - 16 June 1946.

Following the War, Col. Gilmore sold his first home to Ronald Reagan, his second home to Lee Atwood (President of North American Aviation). Atwood happened to be the Chief Engineer/Designer of the B-25 Mitchell as well as a personal friend of Pappy Gunn.

From his experience as wartime flight surgeon, he realized that when an aircraft was hit and the plexiglass windshield shattered, plastic fragments landing in the eye did not cause inflammatory reaction and infection was never a factor. His hands-on experience changed his specialty from orthopedic surgery to ophthalmology, thus altering his legacy. From this observation, he took his field experience into his ophthalmology practice.

As WWII concluded and the US was flooded with older, medically-trained servicemen, it was increasingly difficult to build a private practice and residency in the country. Subsequently Dr. Gilmore traveled to India and studied under Dr. Rambo in a missionary hospital, performing in excess of 1,200 cataract surgeries annually, perfecting his art.

Gilmore was one of the first to implant an intraocular lens following cataract surgery, which was such a leap from traditional thinking, that none of California's universities would teach his method. "To put a piece of plastic in the eyes was not considered a practical remedy to improve eyesight. I was even considered a quack by many of the leading eye surgeons." However he continued to move forward and began teaching classes on this new procedure. So popular was this new procedure that surgeons came from

around the world to learn this procedure taught by Gilmore and his colleagues Dr. Don Dickerson, Dr. Dennis Shepherd and Dr. Kenneth Hoffer. The classes were held every two weeks at Santa Monica Hospital with full enrollment of 40 students. Gilmore donated the \$600.00 enrollment fees to the hospital, which added up to a considerable sum of money and was just one of his many philanthropic gestures.

Having married Kay and moving to Santa Monica the Gilmore's had one daughter, JoAnn, who passed away in an accident. The successful ophthalmologist partnered in a paving company. Soon thereafter an opportunity presented itself for Dr. Gilmore to purchase a business that serviced trucks. In time, a company that mixed concrete was added to Gilmore's extra curricular businesses. The progressive logic was evident: from paving, trucks, concrete, to ultimately the land to park his equipment. With so many demands on his time, Dr. Gilmore reduced his practice to part time devoting his afternoon hours to cultivating his business partnerships.

On his 76th birthday, John E. Gilmore, M.D. performed his last cataract surgery. Since then he was very active in the YMCA, Santa Monica Historical Society, Kiwanis, and The Boys And Girls Club giving generously of his time, creativity and money. Contrast his youthful experiences with the adult, the visionary, who believed in the benefits of implanting plastic intraocular lenses, therefore being responsible for restoring sight to thousands.

On Col. John Gilmore's 90th birthday he took to the air again taking a flight with General John Henebry and Nathaniel Gunn (Pappy Gunn's youngest son and WWII POW). They flew up the coast of Southern California in a WWII B-25 Bomber (Heavenly Body) on the deck as they had so many times before...

Col. Gilmore will be greatly missed. He loved life and knew his blessings as he counted often as noted by his shining face. Services will be at Gates kingly & Gates of Santa Monica, California at 1:00 PST on Friday 26 October 2007.

Santa Monica Daily Press

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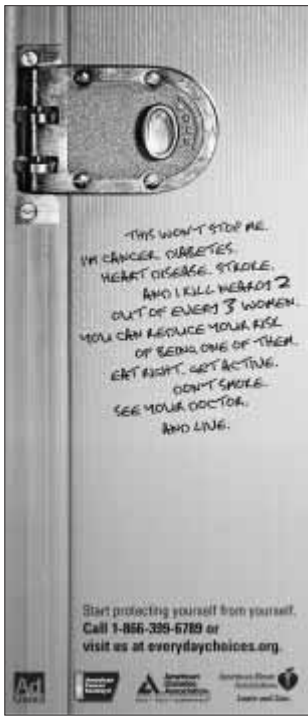
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Notices

or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): EMMANUEL L. YUSON, AN UNMARRIED MAN Recorded: 12/7/2006 as Instrument No. 20062718870 in book -, page - of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 11/13/2007 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA. Amount of unpaid balance and other charges: \$459,797.81 The purported property address is: 2721 2ND ST #208 SANTA MONICA, CA 90405 Assessors Parcel No. 4287-023-063 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. Date: 10/17/2007 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-259-7850 or Login to: www.fidelityasap.com Reinstatement Line: (619) 645-7711 ext 3704 /s/ Nancy Weik, If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 908334 10/24/2007, 10/31/2007, 11/07/2007

NOTICE OF PETITION TO ADMINISTER ESTATE OF: NINA DAY BELLMAN CASE NO. SP007296

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of NINA DAY BELLMAN.

A PETITION FOR PROBATE has been filed by RALPH DAY, JR. AND KIRSTIE L. BELLMAN in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that RALPH DAY, JR. AND KIRSTIE L. BELLMAN be appointed as personal representative to administer the estate of the decedent.

THE PETITION requests the decedent's WILL and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act . (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on 11/30/07 at 9:15AM in Dept. R located at 1725 Main St., Santa Monica, CA 90401

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

Notices

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for Petitioner JOHN B. JAKLE #049540 LISA ALEXANDER #122975 HARDING LARMORE MULLEN JAKLE KUTCHER & KOZAL, LLP 1250 6TH STREET #300 SANTA MONICA CA 90401 10/24, 10/25, 10/31/07 CNS-1218987# SANTA MONICA DAILY PRESS

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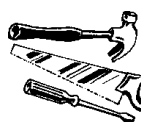
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