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Volume 9 Issue 298



Santa Monica Daily Press

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GROWING TREND
SEE PAGE 6

THE IT'S A SPORTING LIFE ISSUE

Santa Monica police kill shooting suspect

BY NICK TABOREK
Daily Press Staff Writer

PUBLIC SAFETY FACILITY Police shot and killed a man Friday night after he allegedly opened fire on his wife at a busy intersection in Downtown Santa Monica and then shot at officers as they attempted to apprehend him a few blocks away.

The man, who has been identified as Stephen Ramirez, allegedly shot his wife multiple times in the vicinity of Santa Monica Boulevard and Seventh Street at 6:12 p.m. on Friday. She was taken to a local hospital and was said to be in critical condition.

After responding to a 911 call, officers located the suspect on Ninth Street near Broadway a short time later, according to Santa Monica Police Capt. Wendell Shirley.

The suspect fired his weapon at officers but missed, Shirley said. One or more officers returned fire, striking the suspect an undisclosed number of times. He was pronounced dead at the scene.

No police officer or bystander was injured in either of the shootings, Shirley said.

As the investigation continued after 8 p.m. Friday, several blocks of Santa Monica Boulevard, Broadway and Ninth Street were closed to traffic.

Shirley said he believed the violence resulted from a domestic conflict but did not say what caused the man's rampage.

news@smdp.com

HIGH SCHOOL FOOTBALL



Morgan Genser news@smdp.com

ONE LAST GRASP AT VICTORY FOR THE VIKINGS: **Players from Santa Monica and Beverly Hills jostle for a last-second pass by Samohi that may have sent the game to overtime at Corsair Field on Friday. The pass was broken up and Samohi lost its homecoming game, 19-12.**

Samohi Vikings lose homecoming game to Beverly Hills, 19-12

BY FARZAD MASHHOOD
Special to the Daily Press

CORSAIR FIELD Friday night had all the makings of a homecoming celebration for Santa Monica High School's football team.

The full moon, peeking in and out from behind patchy clouds, gleamed over Corsair Field as Samohi hosted Ocean League rival Beverly Hills. Thousands of students and parents packed the Vikings' side of the bleachers while a strong Norman following gathered on the other side of the yellow caution tape.

But what was supposed to be a celebration for Samohi (3-4 overall, 0-2 Ocean League) and its seniors ended up a teary-eyed 19-12 homecoming loss to Beverly Hills (5-2, 2-0).

SEE FOOTBALL PAGE 10

Measure Y would delay funding cuts, won't prevent them

BY NICK TABOREK
Daily Press Staff Writer

SMMUSD HDQTRS Even if voters approve a half percent sales tax increase on Nov. 2 and officials direct half of the new revenue to public schools, the Santa Monica-Malibu Unified School District will have exhausted its reserves and will again face cuts by the 2012-13 school year, according to district officials' latest projections.

SMMUSD Finance Director Jan Maez said the budget recently approved by the state legislature was slightly better than expected for the district this fiscal year because it included a $250 per-student annual payment that had been on the chopping block. (That amount is about 2 percent of the annual pupil payment the district receives from the state).

The "bit of good news," for this budget year, though, was offset by other reductions in payments to schools during the next two years, Maez said.

SMMUSD began the fiscal year with $17 million in available reserve funds, Maez said, and will have to spend $10 million of that amount to cover expenses this year. With a similar gap between revenues and expenses next school year, the district will be short unless it receives a cash influx from Measure Y.

Even if the measure passes and the district receives about $6 million per year from the increase (half the estimated amount the measure would raise), SMMUSD will be faced with

SEE MEASURE Y PAGE 9

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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Monday, Oct. 25, 2010

Kids on stage presents 'Mary Poppins'
Morgan Wixson Theater
2627 Pico Blvd., Call for times
Kids on Stage Musical Theater presents the Family Classic 'Mary Poppins'. Mary Poppins is a mysterious and magical English nanny who is blown by the East wind to Number Seventeen Cherry Tree Lane, London and into the Banks' household to care for their children. Encounters with chimney sweeps, shopkeepers and various adventures ensue. Each class brings its own unique flavor to the stage with hi jinx, laughter, singing and dancing. For more information, call (310) 314-0035.

Fun with games
Fairview Branch Library
2101 Ocean Park Blvd., 1 p.m. — 3 p.m.
Every Monday afternoon, seniors and adults gather to play bridge at the library. Join for an afternoon of card game challenges.

Tuesday, Oct. 26, 2010

Rhyme time
Barnes & Noble
1201 Third Street Promenade, 10:30 a.m.
Improve your poetry skills and appreciation every Tuesday with Bill Robertson of Santa Monica Emeritus College. Visit www.greenpoets.com for more information.

Wednesday, Oct. 27, 2010

Super fresh
Downtown Santa Monica
Arizona Avenue and Second Street
8:30 a.m. — 1:30 p.m.
Get the freshest fruit and produce available at the weekly Farmers' Market. A variety of prepared foods will also be available.

Thursday, Oct. 28, 2010

'Loveland'
Santa Monica PLayhouse
1211 Fourth St., 8 p.m.
Actress turns grief into hilarity in "Loveland." What's so funny about death? Plenty, if you're award-winning writer/performer, Ann Randolph, renowned for transforming horror into humor. For information, call (310) 394-9779.

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.

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HIGH SCHOOL WATER POLO

Samohi dominating league play

BY PATRICK HOURIHAN
Special to the Daily Press

SAMOHI With less than two weeks left in the high school boys' water polo season, Santa Monica's varsity team looks strong heading into the stretch run with an overall record of 13-6. The team has gone undefeated in Ocean League play with a record of 5-0, and is undefeated at home with only one home game left on the schedule.

"Our goals are to win league and go as far as we can in the playoffs," said Head Coach Matt Flanders. "I am confident that we can do well against all the teams in our league, provided we come to play. That being said, there have been some pretty big upsets in our league this year and we are working hard not to add our name to that list."

Coach Flanders and the team are optimistic they can get even further in the playoffs this season than they did last year, where they were knocked out in the third round by Los Osos of Rancho Cucamonga. The weekly division rankings released by the CIF echoes their optimism. The Vikings have broken the top 10 of the CIF-SS Division 3 poll as the only team from the Ocean league to do so, coming in ranked No. 8.

The Vikings are led by a group of nine seniors.

"Marc Vonderweidt is our captain," explains coach Flanders. "He is a seriously talented player, part of the U.S. National team for his age group, and will most likely go to Cal next year."

Another senior, Maxi Broyzna, who has 45 goals and 16 assists so far this season, is also looking to play at the next level after graduation and has considered both Pepperdine and UCLA. Most of the other seniors on the team will go on to play at the junior college level as well.

The fall season began Aug. 23 and will run through mid-November. The highlight of the year so far, said Coach Flanders was the El Segundo game, whom the Vikings played last Monday and defeated, 20-11.

There are seven games left on the schedule, including the upcoming Hank Vellenkamp tournament on Halloween

SEE **WATER POLO** PAGE 11

Spotlight on suicide

Walk raises funding and awareness for prevention programs

BY MELISSA LEU
Special to the Daily Press

CITY HALL Sarah Sly will never forget the day she walked into her backyard four years ago. On Dec. 11, 2006, she found her stepfather's body lying in a pool of his own blood. He had shot himself the night before.

"That whole day was kind of utter chaos. We didn't really know what to do. We couldn't make sense of anything," said Sly, who was 22 at the time. "It destroyed our whole family. We're still in recovery."

Although she continues to mourn for her stepfather's death, Sly has found a new way to cope. Alongside about 665 other people affected by suicide, Sly participated in the American Foundation for Suicide Prevention's sixth annual Out of the Darkness Walk on Oct. 23.

The walk, which raises money for the AFSP's research, conferences and other advocacy programs, began at 9 a.m. in front of City Hall.

"The idea is to not only raise money, but to raise awareness," said Laura Levinsky, AFSP's area director. "To see a thousand people walking down the street of your community, proudly saying they were affected by mental illness and suicide, and to have them admit that in public, is a huge thing."

The walk took place after a recent rash of suicides among gay youth due to bullying. According to a 2009 Massachusetts Youth Risk Behavior Survey, lesbian, gay and bisexual youth are four times more likely to attempt suicide compared to their heterosexual counterparts.

"What's the point of making someone feel bad so you feel better about yourself. I'm sorry you don't feel good about yourself, but picking on some kid is not the way to do it," Levinsky said.

Missy Lavie, 24, volunteered with her roller derby league, Angel City Derby Girls, to skate the walk and encourage participants.

"I know a lot of people who were bullied because they were gay … and felt really depressed at times, and wanted to end it," Lavie said. "I think that I hopefully helped

SEE **WALK** PAGE 9

Boxer talks up environmental record

CHRISTINA HOAG
Associated Press Writer

SANTA MONICA Democratic Sen. Barbara Boxer on Saturday stepped up the rhetoric against her Republican rival as she discounted the possibility that a wave of sentiment against Democrats and incumbents is chipping away at her lead.

"I don't buy into any of these predictions," she told reporters after a campaign event on the sand of Santa Monica Beach. "Let's wait and see."

A 28-year veteran of Capitol Hill, Boxer is battling to win her fourth term in a race against GOP challenger Carly Fiorina, the millionaire former chairwoman and chief executive of Hewlett-Packard.

A survey released Wednesday by the Public Policy Institute of California showed Boxer's 7-point lead had shrunk to 5 points from September.

The national Democratic Party is pulling out all stops to boost Boxer.

President Barack Obama campaigned for the senator at a rally at the University of Southern California on Friday. Michelle Obama is slated to appear at another Boxer event in Los Angeles on Tuesday.

Fiorina, meanwhile, pumped another $1 million of her personal fortune into her campaign for the final stretch. She has used a total of $6.5 million of her own cash.

> **"I DON'T BUY INTO ANY OF THESE PREDICTIONS. LET'S WAIT AND SEE."**
>
> **Barbara Boxer**
> Democratic Sen.

Addressing a crowd of cheering supporters, Boxer said she remained confident that when voters compare her long record of protecting California's environment and economy to Fiorina's corporate resume of laying off workers and sending jobs over seas, they'll vote for the incumbent.

"When the people vote, we will win," she said.

Boxer highlighted her longheld opposition to new oil drilling off the California coast as one of the clear differences between her and Fiorina.

"My opponent says I'm an extreme environmentalist," Boxer told the throng, many of whom were Sierra Club members. "I do admit I want extremely clean air. I do admit I want extremely clean drinking water."

Fiorina, who has said she is in favor of letting Californians decide whether to allow increased oil drilling, said Boxer was a "hypocrite" because the senator held stock in energy companies, including Diamond Offshore Drilling, until she came under fire for it in 2000.

Fiorina spokeswoman Andrea Saul labeled Boxer a "career politician" who is "out of touch" from voters' real concerns: jobs and wasteful government spending.

Boxer was accompanied on the podium by Santa Monica Mayor Bobby Shriver and actors Hector Elizondo, Valerie Harper, Dennis Haysbert and Melissa Fitzgerald.

"If it hadn't been for Sen. Boxer, there'd be oil rigs right here," Shriver said, gesturing at the Pacific Ocean.

Referring to Fiorina's mocking Boxer's hairdo as "so yesterday," Boxer said Fiorina's opposition to abortion and the assault

SEE **BOXER** PAGE 11

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Oust SMRR

Editor:

The leadership of Santa Monicans for Renters' Rights has again demonstrated its advocacy of deception, lack of transparency and contempt for democratic principles.

At the August convention, the vote of 55 percent of the 240 members present was needed to endorse a candidate. City Council candidates Ted Winterer and Kevin McKeown exceeded the standard easily on ballot one while Pam O'Connor received 50 percent. On the second ballot, O'Connor's was the only name and she again failed to achieve 55 percent, reflective of her checkered history, including the taking of large contributions from two major developers (Macerich and Trammel Crow).

SMRR Co-Chair Patricia Hoffman then stated that its steering committee, consisting of 10 to 15 long-term supporters whose identities have been concealed, could overturn O'Connor's rejection. All hell broke loose because the audience wanted its verdict to be honored. Hoffman then stated that Winterer and McKeown would be listed on all SMRR campaign materials as being "endorsed" while O'Connor (if chosen) would be labeled as "supported." Guess what? The small group anointed O'Connor, nullifying the will of the vast majority.

The "endorsed"/"supported" distinction was made up by Hoffman to appease an angry audience. O'Connor is listed, along with the two endorsed candidates, in two SMRR flyers sent to all city residents as if the membership chose her as well.

This unacceptable conduct by Hoffman comes while SMRR has refused requests by Santa Monica Daily Press columnist Bill Bauer, me and many others that copies of the SMRR By-laws be provided to members. SMRR's secrecy is legally and otherwise intolerable. Even several SMRR-recommended candidates for council and school board are omitting references to the organization in their campaign materials. They know Santa Monica has begun to realize that current SMRR leadership, drunk on its own power, is no longer acting on behalf of residents. They should all be ousted.

Stan Epstein
Santa Monica

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My Write

Bill Bauer

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City Council races pit old against new

FIVE OUT OF SEVEN SEATS ON THE CITY Council are open this election year. Three are full-term (four-year) seats. The front runner is Kevin McKeown, who is seeking his fourth term. I disagree with McKeown on many issues, especially his social engineering agenda which often undermines residents' needs. However, McKeown's willingness to compromise (as he did on dedicated bicycle lanes for two recent projects; 20th Street improvements and the Agensys development) has earned my respect and vote. Special props for being "slow growth," responding to constituents and for his accessibility.

Bob Holbrook is running for his sixth term. While his voting record is erratic, he's the one stopgap against City Council pie-in-the-sky Utopian proposals. We need a common sense sort of guy. He's also got my vote.

Planning Commissioner Ted Winterer is the new kid on the block running for a full term. He's resident-oriented and for restricted development. He also received my vote.

Pam O'Connor (going for a fifth term) and I agree on virtually nothing. I find her arrogant, uncommunicative and seriously out of touch with residents. Her willingness to take large sums of money from developers, hotels and real estate interests for her various political campaigns and her almost unanimous pro-development voting record tells me that she views her constituency as only a means to keep her in office.

O'Connor also sits on both the Metro (transit) Board and the Expo Construction Authority Board of Directors. The Expo Line coming to Santa Monica around 2015 will run down the middle of Colorado Avenue and have its train repair yard near Exposition Boulevard. Her backing of a maintenance yard with its detrimental impacts on the Pico Neighborhood and the at-grade Colorado alignment with its irreparable impacts on traffic and street safety doesn't bode well for the city's future.

All of the candidates have racked up a share of endorsements from one or another of the usual power players such as Santa Monicans for Renters' Rights, school groups, public safety bargaining units, various labor unions and others. With three seats open and four high-profile candidates, it'll be interesting to see who comes up short.

Daniel Cody, who I know from the Santa Monica Red Cross Board of Directors, has a good fix on what needs to be done to run a financially stable, residents-first City Hall. But, he's relatively unknown and lacks the resources to fully compete against the "Big Four" and win. Maybe in 2012?

Other candidates are also vying for full-term seats. Jean McNeil-Wyner offers her extensive history of involvement with community service groups, but like others in the race, she's a long shot.

A pair of two-year seats representing the unfinished terms of the late Herb Katz and Ken Genser are up for grabs. They are temporarily occupied by City Council appointees Terry O'Day and Gleam Davis. Winners in this election will serve out the remainder of Katz' and Genser's terms, which expire in 2012.

Davis, who I've been told thinks she has victory in the bag, has her core following with school supporters. Her recent vote for extra building height for the proposed Bergamot Transit Village at the current Paper-Mate site countered resident preferences for lower building heights.

Pronouncements she's made alluding to selling your house and moving out of town if you don't like taxes and not criticizing decisions if you haven't sat on City Council are overly righteous and condescending. It seems Davis has become "O'Connor Lite." Do we need someone else on the dais with a complete lack of empathy for us regular folk?

Environmentalist Terry O'Day, like Davis, has received a number of key endorsements, however O'Day's opposition to a 2008 ballot measure that would have temporarily capped the city's commercial growth turns me off, big time. O'Day has never met a developer he wouldn't take money from or whose project he wouldn't vote for. Many of O'Day's contributors are shadowy backroom players, developers, their investors, real estate and hotel interests — many who have pending projects with City Hall.

O'Day wraps himself in the pro-environment flag while supporting development and commercial growth. Any new development, especially large ones, will make demands on the environment. O'Day should know that these impacts can only be partially mitigated no matter how many solar panels are deployed or traffic reduction plans are filed. I find his whole "green" persona contradictory and questionable.

Other candidates running for two-year terms include current Rent Control Board Commissioner Robert Kronovet, whose amped-up campaign is taking no prisoners. He might just shock a lot of people when the votes are counted as he did when he ran for the Rent Control Board in 2008.

Attorney Susan Hartley and Kronovet lag well behind Davis and O'Day in big money fundraising and support, however, both individuals think outside of the box and would bring new excitement to the City Council. They both have my vote.

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Tree lovers fight Seattle's new rules

PHUONG LE
Associated Press Writer

SEATTLE Towering Douglas Firs and lush urban parks helped earned Seattle the nickname Emerald City, so it's not surprising that felling a tree can prompt heated responses.

A judge was fined $500,000 for cutting down more than 120 cherry and maple trees in a city park for better views, and residents fought for years to save a mature grove of 100 Douglas firs from being cleared for development.

Tree lovers are now fighting proposed city rules that would remove current protections for large, exceptional trees, and do not include a requirement that property owners get a permit to remove a tree.

"We're the Emerald City because of the trees," said Cass Turnbull, founder of PlantAmnesty, a Seattle-based nonprofit, who favors a permit system as a way to slow down tree-cutting and give people pause. "Trees grow here very easily so we tend to take them for granted."

The proposed tree regulations come at a time when the city is trying to expand its tree canopy to 30 percent by 2037, and a city audit last year called for improvements in the city's stewardship of trees. Seattle's tree coverage shrank from 40 percent in 1972 to about 23 percent in 2007.

The city council passed interim tree rules last year and directed city planners to come up with new private-tree regulations, now out for public review. The city council isn't likely to take up the issue until next year.

Many communities, such as Kirkland, Wash., and Miami-Dade County, have a tree-removal permit system. Some, like Atlanta, require property owners to pay to replace every tree they remove that's not hazardous and more than 6 inches in diameter.

Brennon Staley, who is managing Seattle's regulations update, said the city weighed the pros and cons of a permit system, and decided it is too difficult to enforce, is ineffective and creates a burden for property owners. The city, instead, would require developers of new or replaced homes to get a certain number of tree credits by planting or retaining trees, among other proposed rules.

The city's newly appointed Urban Forestry Commission is also pushing for a permit system.

Josh Robinette, 32, a Seattle machinist, doesn't agree.

"Personally, I think if it's your private property, within limits, you should be able to do what you want," said Robinette. "If you have a tree that you don't want, or it's diseased, you should be able to cut it down without a permit."

Last year Robinette said he was fined $22,500 for cutting down a massive diseased Douglas fir in his front yard. He appealed — and won — arguing he was given wrong information from city workers.

Garrett Huffman, Seattle manager for the Master Builders Association of King and Snohomish Counties, said the existing protections for exceptional trees have hampered development and he is glad it's not included in the proposed rules.

The city has decided it wants urban growth, but "the battle right now is every single tree and it's inefficient," he said. "The city needs to decide whether it's a city of density with trees, or it's an urban forest that happens to have some people living in it."

Turnbull and others believe if people knew the monetary value of their trees, or got incentives like a utility credit for planting them, they'd do more to preserve them.

Researchers are currently trying to calculate what Seattle's trees are worth, in terms of water saved, pollution reduced, stormwater and drainage costs saved. The project involves the nonprofit Cascade Land Conservancy, the U.S. Forest Service, the University of Washington, Seattle and King County.

"Most people don't think about it," said Kathleen Wolf, a UW social scientist working on the project. "This helps in a very public way, what are the values of those trees?"

Trees have long been appreciated for their beauty and environmental value, but there's increasing recognition of their social, psychological and economic benefits as well.

"Planting and preserving trees is the cheapest and easiest way to assist in managing stormwater," said Charles Ray, urban forester for Vancouver, Wash., which requires developers of new homes to retain a certain tree density on site.

A tree's branches and leaves slow rainwater runoff, improves drainage and filters the grease, heavy metals and other pollutants that wash into waterways. Trees also reduce energy use by providing shade.

Kimberly Christensen, 38, said the presence of a magnificent mimosa tree in front of her Seattle home has shifted her thinking about trees and its value.

"I used to think, 'We own the house we can landscape it how we want to,'" said Christensen, who recently celebrated the mimosa's inclusion in the city's Heritage Tree program. "We've only recently started to think about the urban forests, and the good things that the trees can provide for our community."

ON THE NET

Seattle
www.seattle.gov/trees

Washington State Urban & Community Forestry Program
bit.ly/aHaWaN

U.S. Forest Service Urban Forestry
www.fs.fed.us/ucf

The Q Line

Upset at the ballot box

With Election Day nearly upon us, we couldn't help but wonder if there was an upset in the making in the Santa Monica City Council races.

So, this week's Q-Line question asks:
Which incumbent council member do you think is most vulnerable to being upset by a challenger? And if so, which challenger do you think has the goods to pull off a victory?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **(310) 458-7737 ext. 102.**


Kate Bransfield
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Earth Talk
By the editors of E Magazine
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Hydro's popularity in bloom

Dear EarthTalk

What are the environmental benefits of the hydroponic growing of lettuce and other crops?

Bruce Keeler
Oakland, Calif.



Photo courtesy Ars Electronica, The Window Project.

While organic agriculture is all the rage, growing by leaps and bounds to meet increased consumer demand for healthier food, another option that's less well known but just as healthy is hydroponics, whereby plants are grown in nutrient-fortified water-based solutions without a soil substrate whatsoever. Besides not needing chemical fertilizers or pesticides (most of which are toxic as well as derived from petroleum), hydroponics also take up much less space than traditional agriculture, meaning that even an apartment window can yield impressive amounts of food throughout the calendar year.

In traditional forms of agriculture, soil facilitates the process of providing the mineral nutrients that plants need to grow. Organisms in the soil break down the nutrients into inorganic basic forms that the plants can then take up accordingly and put to use photosynthesizing. Of course, some of the organisms the soil attracts are unwelcome, and not every speck of soil is ideal as a growth medium, so we have come up with ways to kill off unwanted pests (pesticides) and pump up the ground's productivity (fertilizers).

But growing fruits and vegetables hydroponically obviates the need for fertilizers and pesticides — let alone soil — altogether. "Without soil, there is little to no microbial activity, so the plants depend on direct nutrients from nutrient solutions," reports Alexandra Gross in E – The Environmental Magazine. "And because hydroponics occur in a highly controlled space and microbial activity is at minimum, pesticides, insecticides and herbicides are not needed."

In most hydroponic systems, the nutrient solutions include inorganic salt fertilizers and semi-soluble organic materials such as bat guano (manure), bone meal and fish emulsion. Since growing hydroponically does not require chemical fertilizers and pesticides, the method is inherently "organic," although the federal government doesn't recognize it as such officially. Hydroponic farmers are trying to get the U.S. Food & Drug Administration to take soil out of the equation when it comes to defining organic so that their products can bear an organic certification label on store shelves and appeal to a quickly growing segment of green-minded consumers.

GREEN GROWTH: **Hydroponic growing not only eliminates the need for chemical fertilizers and pesticides but also takes up much less space than traditional agriculture, meaning that even an apartment window can yield impressive amounts of food throughout the calendar year.**

Hydroponic methods are becoming especially popular with a new wave of green-minded urban gardeners. When artist Britta Riley began growing her own food hydroponically in the window of her fifth floor Brooklyn apartment in 2009 — and sharing her findings with like-minded folks all over the world via the Internet — the Windowfarms Project was born. In less than two years, some 13,000 people have joined the online community at the windowfarms.org website, where members can download free how-to instructions for homemade hydroponic systems.

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New Book
by Mervyn Hecht



GREAT CASES I LOST
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Mervyn Hecht

Mervyn Hecht was a lawyer in the small town of Pacific Palisades California from 1964 to 1989. Here he recounts several of his disparate cases, in turn funny (fighting over the custody of a French poodle), surprising (you have to read it), and profound (a firstdegree murder case). They give insight into the life of a lawyer, how lawyers view their clients, and the legal profession. Some of the cases are heart-warming, but most are just very funny. The book is available only as a Kindle e-book from Amazon. But you do not need a Kindle to read the book. The Kindle reader is free and available for download from Amazon.com. Once installed, you can download and read the book on your smartphone, your computer, or your iPad.

To buy the book, go to Amazon.com and enter "Mervyn Hecht" in the search box

Government officials want trucks to improve fuel efficiency

KEN THOMAS
Associated Press Writer

WASHINGTON Future tractor-trailers, school buses, delivery vans, garbage trucks and heavy-duty pickup trucks must do better at the pump under first-ever fuel efficiency rules coming from the Obama administration.

The Environmental Protection Agency and the Transportation Department are moving ahead with a proposal for medium- and heavy-duty trucks, beginning with those sold in the 2014 model year and into the 2018 model year.

The plan is expected to seek about a 20 percent reduction in greenhouse gas emissions and fuel consumption from longhaul trucks, according to people familiar with the plan. They spoke on condition of anonymity because they did not want to speak publicly before the official announcement, expected Monday.

Overall, the proposal is expected to seek reductions of 10 percent to 20 percent in fuel consumption and emissions based on the vehicle's size. Large tractor-trailers tend to be driven up to 150,000 miles a year, making them ripe for improved miles per gallon.

The rules will cover big rig tractor-trailers, "vocational trucks" such as garbage trucks and transit and school buses, and work trucks such as heavy-duty versions of the Ford F-Series, Dodge Ram and Chevrolet Silverado.

The White House has pushed for tougher fuel economy standards across the nation's fleet as a way to reduce dependence on oil and cut greenhouse gas emissions tied to global warming.

The fleet of new cars, pickup trucks and SUVs will need to reach 35.5 mpg by 2016, and the government is developing plans for future vehicle models that could push the standards to 47 mpg to 62 mpg by 2025.

Medium-duty and heavy-duty trucks are much less fuel-efficient than conventional automobiles; the fleet of tractor-trailers typically get about 6 mpg to 7 mpg, while work trucks can achieve 10 to 11 mpg. But they still consume about 20 percent of the transportation fuel in the U.S.

Margo Oge, director of the EPA's Office of Transportation and Air Quality, told reporters last week the proposed rules would be a "win-win situation for the country, the economy, climate change and energy security." She declined to release details.

President Barack Obama was joined by truck manufacturers in the Rose Garden in May when he said the government would release the first-ever proposed standards for greenhouse gas emissions and fuel efficiency for large trucks this year. Obama estimated then that the fuel efficiency of tractor-trailers could be improved by 25 percent using existing technologies.

"This is going to bring down the costs of transporting — for transporting goods, serving businesses and consumers alike," Obama said on May 21, flanked by executives with Daimler Trucks, Volvo, Cummins and Navistar, and trucking industry and union officials.

The improvements in fuel efficiency will come through a combination of more efficient engines, improved aerodynamics and better tires.

Environmental groups have pointed to a National Academy of Sciences report this year that said the trucks could make broad improvements during the decade through existing technologies. The report found that using advanced diesel engines in tractor-trailers could reduce fuel consumption by up to 20 percent by 2020 while hybrid versions of garbage trucks and buses could see a 35 percent cut in fuel use by 2020.

"Whether you are a company or an individual truck owner, you will be saving money on day one because you'll be saving more on fuel than increased loan payments on a big truck," said David Friedman, research director for the clean vehicles program of the Union of Concerned Scientists.

Coast Guard checks on discolored water in Gulf

THE ASSOCIATED PRESS

NEW ORLEANS The Coast Guard said Saturday that an area of discolored water near a Mississippi River pass south of New Orleans appears to be an algae bloom, but another spot 10 miles away could be oil.

Jeff Hall, spokesman for the Unified Area Command, said tests could determine if the suspected oil is from the BP spill.

The Coast Guard sent two flights over the West Bay area near Venice on Saturday. Two boats also went out to check the waters.

Hall told The Associated Press that tests will be done Monday on water samples from an area where a marine investigator believes there's an algae bloom near Venice. The area of discolored water there was about 2.5 miles long and 300 yards wide, Hall said.

About 10 miles away, Hall said a crew spotted what appears "some kind of silvery, weathered oil." The crew in that area didn't have a sampling kit but investigators could go back out and take samples that could be tested to determine whether it's oil from the Deepwater Horizon spill, he said.

Six months after the spill started, the federal government maintains much of the oil is now gone from the Gulf. But independent researchers say they are discovering significant amounts of crude below the sea's surface, including on the ocean floor. They fear the oil that remains could harm species lower down the food chain.

The Times-Picayune reported in its Saturday editions that fishermen on Friday spotted what appeared to be miles-long strings of weathered oil, and a photojournalist with the newspaper captured the images in a flight over the water.

Hall said the material discovered Saturday that appears to be weathered oil is "away from where those photographs were taken."

The Deepwater Horizon rig exploded April 20, killing 11 people. About 172 million gallons of oil spilled into the Gulf before the well was initially plugged July 15. It was permanently sealed Sept. 19.

Robert Barham, secretary of the Louisiana Department of Wildlife and Fisheries, told the Times-Picayune that if oil is confirmed by his agency, the area will be closed again to fishing.

The Mississippi River delta is a primary wintering ground for hundreds of thousands of ducks and geese, some of which already have begun arriving. The West Bay area leads into several shallower interior bays that attract ducks, geese and myriad species of shore and wading birds each winter.

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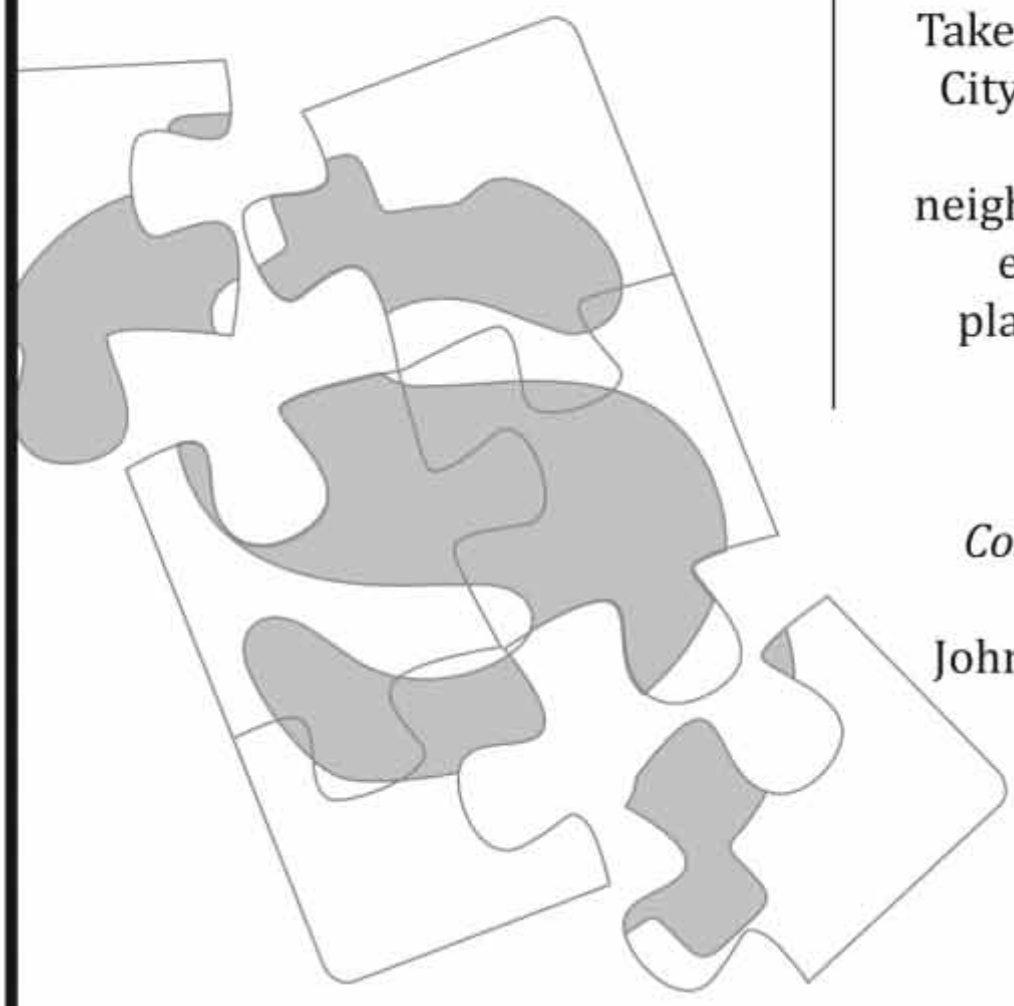
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There is a lot happening in Santa Monica! Take advantage of this opportunity to meet City Manager Rod Gould to get an update on projects happening in your neighborhood. Rod will put the state of the economy into a local perspective as planning begins for the FY2011-12 and FY2012-13 budget.

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Ken Edwards Center Lunchroom
1527 4th Street

November 17, 7 p.m.
Cosponsored by Pico Neighborhood Association
Virginia Avenue Park
Thelma Terry Community Room
2200 Virginia Avenue

November 30, 7 p.m.
Cosponsored by
Friends of Sunset Park
Grant Elementary School Auditorium,
2368 Pearl Street

December 2, 7 p.m.
Cosponsored by
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1704 Montana Avenue

All locations are wheelchair accessible. For additional disability-related accommodations or for more information about these meetings, please call (310) 458-8281 or visit www.smgov.net/budget.

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KNOW BEFORE YOU GO

Alley Renewal Program

The alley south of Pico Boulevard between 22nd and 23rd streets will be resurfaced starting on Monday, Nov. 1, 2010. Work will include grinding and asphalt overlay. Please be advised that resurfacing operations will generate noise despite best efforts to keep the disturbance to a minimum. The estimated completion date is Tuesday, Nov. 9, 2010.



Parking Structure No. 2 Seismic Retrofit

The parking structure will remain open throughout the construction project; however, the work requires the closure of up to 50 parking spaces per day. The lanes exiting to Second Street will be closed until late October. During this time, all exiting traffic is being re-routed to the alley behind the parking structure. Some of the construction requires workers to be in close proximity to the drive aisles. Please use extreme caution while driving in the structure. The estimated completion date for the project is February of 2011.

For more information on projects, please visit the Know Before You Go Web site at www.knowB4ugo.smgov.net.

MEASURE Y
FROM PAGE 1

about $5 million in cuts by 2012-13.

"We have a structural deficit that's beyond the $6 million that Measure Y is promising," said school board member Oscar de la Torre.

That's putting added emphasis on money-making ideas that have been floated before but never fully enacted — ideas like licensing the names "Malibu High" or "Santa Monica High" to a clothing company or hiring a professional business development manager to seek partnerships with corporations and solicit donations.

The importance of creating new local revenue streams has been a common refrain at school board candidate forums this year, especially among challengers. But incumbents, including de la Torre, have also spoken about the need for "a renewed effort to bring in outside, non-governmental funds."

Lost in the discussion, de la Torre said, is the credit the board deserves for safeguarding a reserve fund that is helping forestall cuts.

"Luckily we held onto a healthy reserve that is allowing us to survive in the short term. Without that reserve the cuts would have been a lot more devastating," he said.

nickt@smdp.com

WALK
FROM PAGE 3

my friends pull through that, and [I] would like other people to pull through that as well."

For Lizette Becerra, 26, the walk is about more than raising money for an important cause. Wearing a sticker with the words "Today, I'm walking for Junior," on the back of her T-shirt, Becerra signed up to commemorate the death of a family friend.

"[We were] very, very surprised. He was someone that was smiling everyday, and the thought never crossed any of our minds because he was so happy and outgoing," said Becerra, who hopes the walk will help others recognize the signs of suicide.

According to the ASFP, a person dies by suicide every 16 minutes. About 33,000 people die each year, making it the fourth leading cause of deaths for adults between the ages of 18 and 65.

"Part of the problem is that nobody wants to admit a suicide in their community. They don't want to talk about mental illness. They don't want to talk about bad things. This [event] brings it front and center. We put it out in front of them. They can't deny it," said Levinsky, who hopes to raise $100,000 by the end of the year.

With no registration fee, the walk fundraises entirely through donations. So far, ASFP has raised about $70,000.

Elizabeth Cruz, who was commemorating the 10-year anniversary of her sister's death, raised about $1,500 with her friends and family.

"[AFSP's] whole mission is intervention and prevention, so we're hoping to raise enough funds to educate and really help instill hope in a lot of families and individuals who see suicide as a way out," Cruz said. "It's important that they reach out and get resources that are available, because a lot of this is preventable."

Sly, who heard about the walk through a friend also affected by suicide and raised $500 in one month, hopes her contributions will reduce the fear associated with talking about suicide.

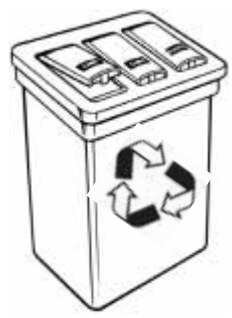
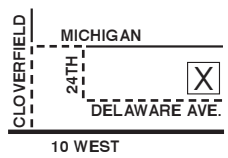
"If we can make one person recognize the signs of depression, and help their friends to get the appropriate help, I think that's enough," Sly said. "One of the reasons why I support this type of activity is because it isn't just throwing money at depressed people, it's throwing money at educating people in knowing the kinds of depression so that they can get help."

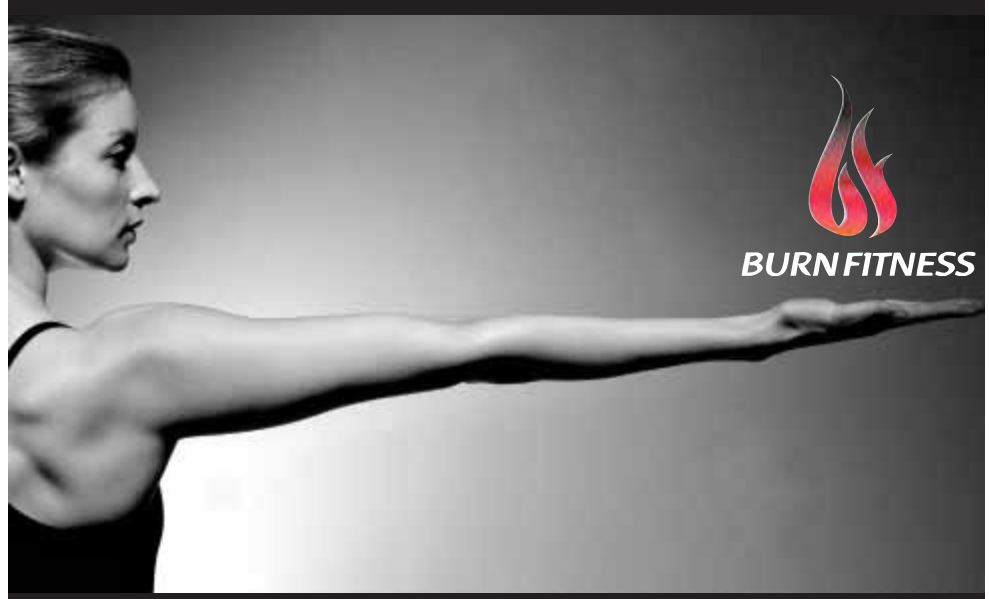
For more information about suicide prevention, visit afsp.org.

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FOOTBALL

FROM PAGE 1

"It was disappointing," senior wide receiver Kris Comas said. "We could have beat them easily."

Running back Kori Garcia had a high-volume night handling the ball, including a 48-yard screen pass to put Samohi in range for a last-minute touchdown heave.

"I feel bad for a lot of those seniors," Samohi Head Coach Travis Clark said. "They played hard.

"We had so many opportunities to win that game. That's what is so disappointing."

Both teams were slow offensively, with fumbles and turnovers for both.

Garcia put it simply: "We didn't really come out to play."

Down a touchdown halfway through the second quarter, Beverly Hills came back with a score of their own. Norman quarterback Josh Newman found receiver Cameron Countryman down field. Countryman, a comfortable yard ahead of Viking safety Chris Collins dashed to the endzone for a 70-yard touchdown.

On their next possession, Beverly Hills suffered a pair of sacks that took them to a third-and-20 situation. Newman, however, found an open receiver in Henry Evans for more than 30 yards and a big first down. The following play, a streaking Countryman dropped a wide-open pass that would have been six.

Despite the opportunities, Beverly Hills and Samohi went into the locker rooms at halftime tied at 6 points apiece.

Comas, who has been playing through a strained groin and played both ways most of the game, opened the second half with a characteristic 46-yard kickoff return. The Vikings would eventually punt away the possession.

In a methodical drive from deep in their own territory, Beverly Hills marched into the redzone to find running back Matt Yasher on a screen pass. Yasher took the screen six yards, pounding through the Viking defense and into the endzone to put the Normans ahead, 13-6.

Samohi would pick things up the next drive but see it stall into a fourth down and 2. Clark caught the Normans off guard with a fake punt that ended in a 33-yard pass to running back Brandon Taylor to re-energize a slow Samohi offense. Three plays later, Comas grabbed a pass over the Beverly Hills defense in the back, right corner of the endzone. Pleas from the Normans ensued for a pass interference call on Comas, who was in a jostling match with defensive back Russtin Siadatian, but the touchdown stood and Samohi narrowed the gap to 12-13.



Morgan Genser *news@smdp.com*

MAJOR HIT: **Beverly Hills' Eric Shingarev (left) sacks Samohi's Rhys Gervais on Friday at Corsair Field. Samohi lost, 19-12.**

Kicker Juan Pavon, who had been 27-28 on extra points this season before Friday's game, missed another extra point attempt, his second of the game.

After a methodical drive into Beverly Hills territory, Samohi got yet another chance when they set up shop on a fourth down for a field goal from the 13-yard-line. Pavon, however, missed the 30 yard field goal try.

"It's just not characteristic of what he's done this season," Clark said of Pavon's misses.

With less than three minutes to go, Clark took notice of Beverly Hills' defense, which was deploying safety over the top on Comas. They tried getting running back Taylor in the middle. Quarterback Rhys Gervais was on target but the pass slipped through Taylor's hands. Gervais threw three more incomplete passes to turn the ball back to Beverly Hills. With all their timeouts gone, Samohi eventually let the Normans run four yards into the endzone.

Samohi was threatening a comeback with just over a minute to go in the fourth quarter. Two plays after a kick return from Comas that took the Vikings to their own 32-yard-line, Gervais found Garcia on a screen who ran down the middle of the field to the Norman 30.

After two incomplete passes, a sack and a Beverly Hills timeout, Samohi had a fourth down with four seconds remaining. Gervais threw to the back of the end zone to a cluster of Samohi and Beverly Hills players to have the pass broken up.

"We knew not to give up," said Comas after the game of the Vikings' final drive. "We've come back before."

Samohi, winless in conference play, now needs to win out to guarantee a spot in the playoffs. That sense of urgency permeated the post-game locker room.

"We were just talking as a family, just letting everybody know we've got to step it up," Comas said. "There's no need for any more losses. No need."

news@smdp.com

LOS ANGELES

St. Monica football loses

St. Monica's football team lost its Santa Fe League opener to Salesian Friday on the road, 34-7.

The loss sends St. Monica to 4-3 overall and 0-1 in league. Salesian improves to 6-2, 2-0.

Next for St. Monica is a home league game against Bell-Jeff on Saturday. That game will take place at Santa Monica College's Corsair Field, the Mariners' only game there this season. Bell-Jeff is 2-6 this season and coming off a 53-18 loss to St. Genevieve.

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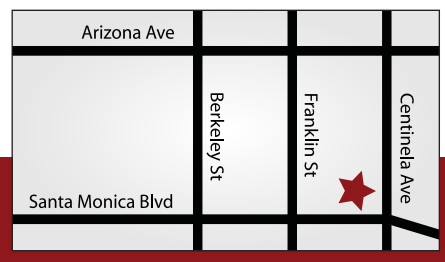


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WATER POLO
FROM PAGE 3

weekend as well as the end of the year annual alumni game on Nov. 26.

"The tournament will be the toughest competition of the season," said Flanders. "It is mostly Division I teams, and will be a good gauge of where we stand right now."

The Vikings play in the competitive five-team Ocean league, in California Interscholastic Federation Southern Section's Division 3. The other teams in the league are El Segundo, Torrance, Beverly Hills and Culver City.

Santa Monica's next game is today at league rival Culver City, with a scheduled start of 3 p.m. Santa Monica has played Culver City twice already this season, and won both games.

The Vikings will play away at arch rival El Segundo their second to last game of the regular season at 3 p.m. on Nov. 3.

news@smdp.com

BOXER
FROM PAGE 3

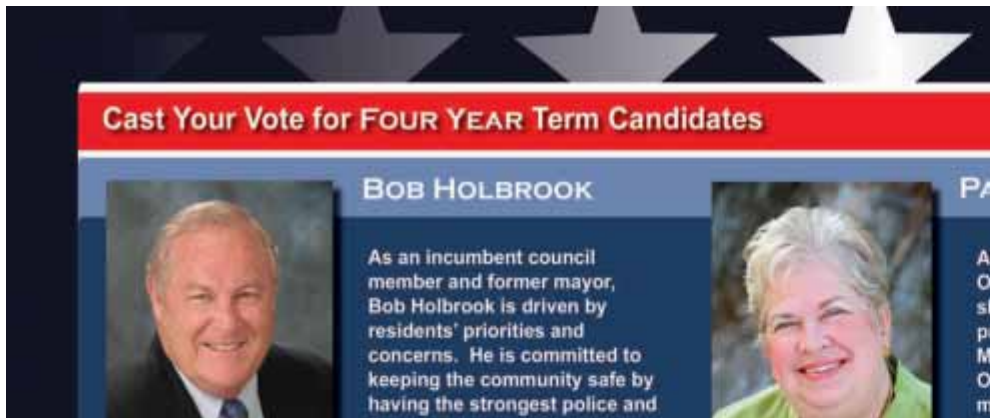
weapon ban as really what was rooted in the past.

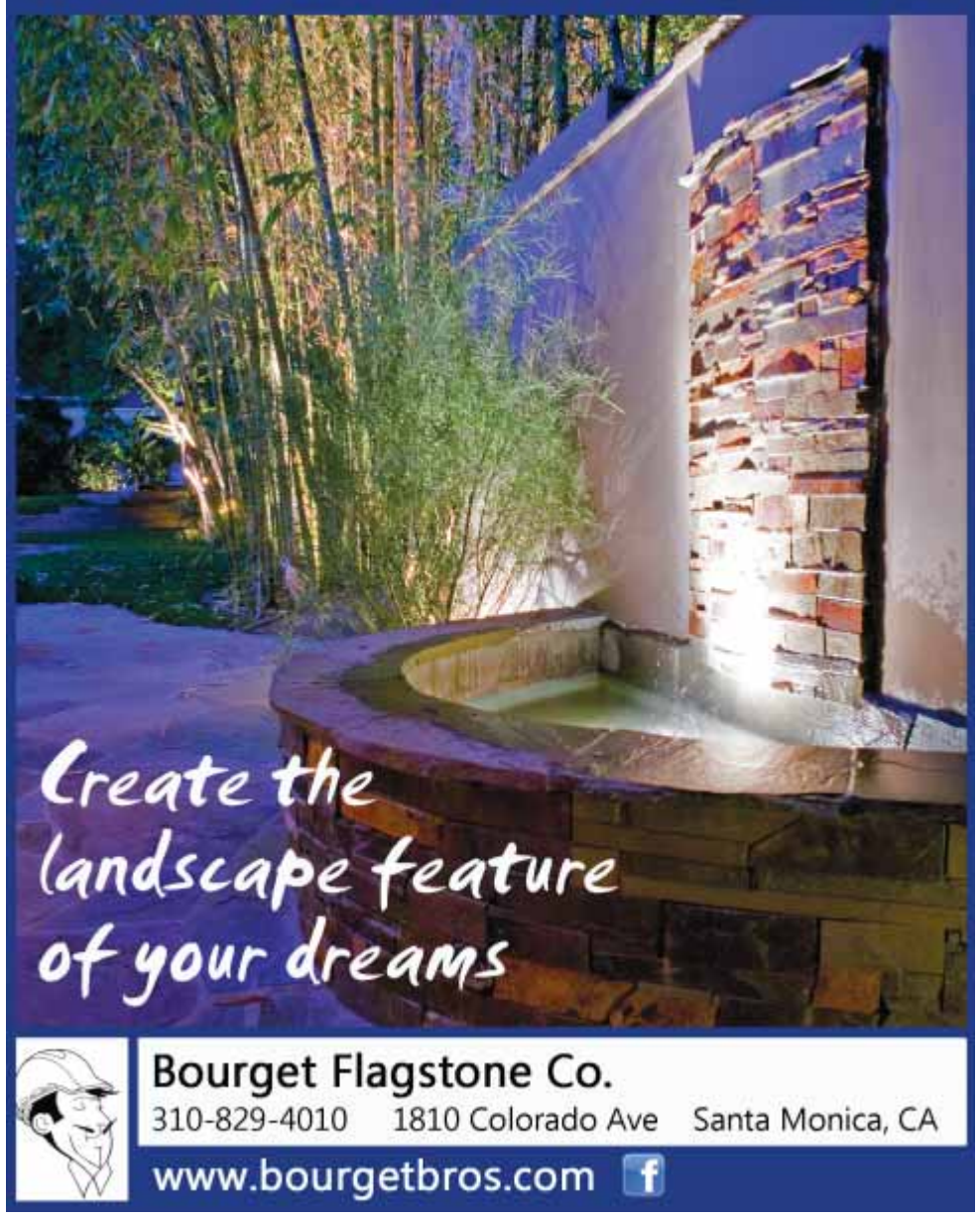
"That's so yesterday," she said in a mocking tone.

Fiorina has said she would not introduce a bill to overturn pro-choice laws, and would judge any proposed assault weapon ban on its merits while strengthening penalties for gun-related crime.

Boxer noted while her wealthy opponent has relied on $6.5 million of her own money to finance her campaign, Boxer has received grassroots donations as little as $5 and $10.

The Fiorina campaign said the candidate has received more than $4 million in online donations.





Catholic bloggers take on dissenters

RACHEL ZOLL
AP Religion Writer

Pressure is on to change the Roman Catholic Church in America, but it's not coming from the usual liberal suspects. A new breed of theological conservatives has taken to blogs and YouTube to say the church isn't Catholic enough.

Enraged by dissent that they believe has gone unchecked for decades, and unafraid to say so in the starkest language, these activists are naming names and unsettling the church.

■ In the Archdiocese of Boston, parishioners are dissecting the work of a top adviser to the cardinal for any hint of Marxist influence.

■ Bloggers are combing through campaign finance records to expose staff of Catholic agencies who donate to politicians who support abortion rights.

■ RealCatholicTV.com, working from studios in suburban Detroit, is hunting for "traitorous" nuns, priests or bishops throughout the American church.

"We're no more engaged in a witch hunt than a doctor excising a cancer is engaged in a witch hunt," said Michael Voris of RealCatholicTV.com and St. Michael's Media. "We're just shining a spotlight on people who are Catholics who do not live the faith."

John Allen, Vatican analyst for the National Catholic Reporter, has dubbed this trend "Taliban Catholicism." But he says it's not a strictly conservative phenomenon — liberals can fit the mindset, too, Allen says. Some left-leaning Catholics are outraged by any exercise of church authority.

Yet on the Internet and in the church, conservatives are having the bigger impact.

Among Voris' many media ventures is the CIA — the Catholic Investigative Agency — a program from RealCatholicTV to "bring to light the dark deeds of evil Catholics-in-name-only, who are hijacking the Church for their own ends, not the ends of Christ."

In an episode called "Catholic Tea Party," Voris said: "Catholics need to be aware and studied and knowledgeable enough about the faith to recognize a heretical nun or a traitorous priest or bishop when they see one — not so they can vote them out of office, but so they can pray for them, one, and alert as many other Catholics as possible to their treachery, two."

The blog "Bryan Hehir Exposed" is aimed at a top adviser to Boston Cardinal Sean O'Malley, the Rev. J. Bryan Hehir, who is the former head of national Catholic Charities and a professor at Harvard University's Kennedy School of Government. Among the bloggers' claims is that Hehir is a Marxist sympathizer who undermines Catholic teaching on abortion and marriage.

Hehir, who has advised church leaders for four decades, hasn't responded to any accusations and neither has O'Malley, a Capuchin Franciscan friar known for his humility. However, O'Malley said in April on his own blog that Hehir "inspires us with his compassion, vision and fidelity to the work of the Church." In August, O'Malley blocked access from archdiocesan headquarters to one of the critical blogs, the anonymously penned Boston Catholic Insider.

"The lack of civility is very disturbing," said Terrence C. Donilon, the archdiocesan spokesman.

The work of the U.S. Conference of Catholic Bishops is another frequent target.

Activists and bloggers, including Bellarmine Veritas Ministry of Texas, have been investigating the bishops' Catholic Campaign for Human Development, a national grantmaking program created in the 1970s to support community organizing and economic development.

The activists concluded that some of the grantees back same-sex marriage, artificial contraception or abortion rights. As part of the push, activists accused the director of the bishops' national social justice office of serving on the board of a nonprofit while it advocated for gay marriage and abortion. The claims against him were shown to be unfounded.

Still, the bloggers had an impact.

The bishop who oversees the anti-poverty grants said that a few, but not all, of the accused grantees had indeed taken positions contrary to church teaching and had been defunded. Since the controversy erupted, 10 of the 195 U.S. dioceses have suspended or dropped annual parish collections for the program, and the bishops are reviewing their grant policies.

Thomas Peters, who runs the popular "AmericanPapist" blog, said fellow orthodox Catholics have embraced the Web because they feel they finally have a platform that can compete with well-established liberal Catholic publications, such as the National Catholic Reporter. (Some conservative bloggers call the paper "the National Catholic Destroyer.")

> **WE'RE NO MORE ENGAGED IN A WITCH HUNT THAN A DOCTOR EXCISING A CANCER IS ENGAGED IN A WITCH HUNT."**
>
> **Michael Voris**
> RealCatholicTV.com and St. Michael's Media

Peters, 25, considers himself on the more positive side of the orthodox Catholic blogosphere, although some targets of his commentary disagree.

He condemns the vitriol he sees online, and promotes a blog feature called "bishops with backbone," in praise of church leaders who rein in dissenters. He also added an online function to send thank you notes when leaders take tough stands, recently generating 500 letters in one day for Archbishop John Nienstedt of St. Paul and Minneapolis who refused Holy Communion to gay rights protesters at a recent Mass.

"All of these things that we say in public are meant for the best good of the church," said Peters. He began his blog several years ago and now works for the American Principles Project, a conservative advocacy group founded by Princeton University scholar Robert George.

The rise in lay conservative fervor comes at a time when the need for activism would seem less urgent. The U.S. hierarchy has seen a wave of retirements in recent years that has swept out leading liberals. The men taking their place are generally more traditional and willing to take a harder line against disobedient Catholics, from politicians to parishioners.

But even with these changes, bloggers say too few prelates speak out. The activists also say that since the 1970s, after the modernizing reforms of the Second Vatican Council, liberals have filled the bureaucracy of the church, hiding dissent from the bishops they serve.

"There's an old saying: Once you become a bishop you never get bad news or a bad meal," said Carol McKinley, 53, a Boston-area blogger who named her site "The Tenth Crusade." "Not a single bishop will look at the whole. They enjoy their ignorance."





WORLD SERIES

Bochy leads Giants toward title

JANIE MCCAULEY
AP Baseball Writer

SAN FRANCISCO Bruce Bochy mixed and matched the San Francisco Giants all the way to the World Series.

From Game 1 of the division series against Atlanta to the NL pennant clincher Saturday night in Philly, Bochy's moves have been right on this October.

How about those three double-switches he made in a Game 4 victory over the Phillies?

It seems all the close games the Giants played this season were good not only for the players but for Bochy, too.

"You certainly can't drift mentally, that's for sure, when you're not putting a lot of runs on the board and playing these tight games," Bochy said.

Now Bochy and his Giants have a chance to win it all — something this franchise hasn't done since moving West in 1958. San Francisco will host World Series first-timer Texas in Game 1 on Wednesday night at AT&T Park.

Bochy endured his share of playoff failure in the past. He had experienced little success this time of year until now, in his fourth season with San Francisco. Bochy lost 10 of his previous 11 postseason games while managing the Padres before this remarkable 2010 run by club he has referred to as "characters," "castoffs" and "misfits."

For all those amused by the former catcher's slow shuffle to the mound or penchant for using veterans, there's no question how much the 55-year-old Bochy cares about his players. Players appreciate knowing when they will be in the lineup or why they aren't out there — and Bochy is known for communicating such things and having the tough conversations when necessary.

Take the decision to leave struggling $126 million starting pitcher Barry Zito off the roster for the first two rounds. Not an easy call. Or the midseason benching of underachieving outfielder Aaron Rowand, who behind Zito is the team's second-highest paid player.

"You set aside your own agenda and do what's best for the team," Bochy said. "That's what it has to be at this point. Hopefully we have one priority, and that's to win. These guys have done a great job with it. A lot of guys who have been out there every day, their role has changed. They've done a great job of being a good teammate and accepting that and doing whatever they can to help out. It's not easy. They all want to be a part of it but there are only nine places out there."

Bochy was swept in the 1998 World Series while with San Diego and eliminated in the minimum three games in the 2005 division series by St. Louis, then lost in four games to the Cardinals in the first round the very next year. That '98 team was Bochy's lone pennant in 12 seasons as Padres skipper.

He got a fresh start in Northern California with the Giants in 2007, replacing Felipe Alou. Bochy's first Giants team went 71-91 and the one after that finished with just one more victory at 72-90. It was the 2009 squad that stayed in the wild card race until mid-September and showed this team was getting close to becoming a serious contender again — for the first time since home run king Barry Bonds carried the club.



SURF REPORT

Surf Conditions **Water Temp:** 64°

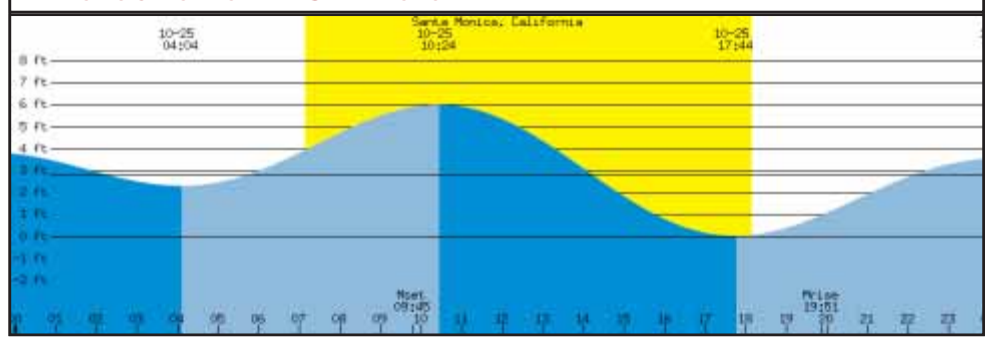
Swell Forecast

The SW swell should back down to waist high or so. NW energy is looking to increase, and be at least chest high around west facing breaks.

Long Range Synopsis

Wednesday the NW is likely to back off to chest+ as southern hemi drops to the waist high range.

Tide Forecast for Today in Santa Monica



NCAA FOOTBALL

Oregon stays atop latest AP poll

RALPH D. RUSSO
AP College Football Writer

NEW YORK The other team from Alabama surged toward the top of the AP poll while another set of Tigers has emerged as the Big 12's unexpected national title contender.

Auburn jumped two spots to No. 3 behind top-ranked Oregon and Boise State in the media poll Sunday, and Missouri vaulted 11 spots to No. 7.

Oregon, which moved to No. 1 for the first time last week and followed up with a 60-13 victory against UCLA on Thursday night, received 44 first-place votes. Boise State had 11, Auburn received three and No. 4 TCU received two.

Auburn has its highest ranking since the Tigers were No. 2 in 2006 after beating LSU 24-17 on Saturday in a matchup of the Southeastern Conference's last unbeaten teams. Quarterback Cameron Newton ran for 217 yards, cementing himself as the Heisman Trophy front-runner.

The Tigers started the season No. 22 and have been climbing steadily since.

Michigan State is fifth and Alabama, last year's champion and the preseason No. 1, is sixth.

The Harris and USA Today coaches' polls had the same top six as the AP, and the BCS standings had Auburn on top, with Oregon second and Boise State third.

Missouri's big move came after the Tigers beat previously undefeated Oklahoma 36-27. The Sooners dropped eight spots to No. 11. Missouri was last ranked this highly in 2007, when the Tigers reached No. 1 and finished the season No. 4.

The rest of the top 10 is Utah, Wisconsin and Ohio State.

No. 25 Baylor (6-2) is ranked for the first time since Sept. 5, 1993, when the Bears were No. 24 for a week.

"It's certainly a step in the right direction, you know," third-year coach Art Briles said Sunday. "Important thing is to be in it when the season's over, that's the important thing, but it's definitely a positive step perception-wise, no doubt."

The Bears beat Kansas State 47-42 Saturday behind quarterback Robert Griffin III to become bowl eligible for the first time since joining the Big 12 in 1996.

"It is a growing point for our football team and for Baylor nation in general," Briles said.

The last time the Bears were ranked for more than a week was 1991, when they were still part of the Southwest Conference. To match that, they'll likely need to win at Texas this Saturday.

Texas fell out of the rankings for the second time this season after being upset at home 28-21 by Iowa State. The last time the Bears and Longhorns played with Baylor ranked and Texas not was Nov. 22, 1986. The Bears beat the 'Horns 18-13 in Waco.

West Virginia also dropped out of the rankings this week after a surprising 19-14 home loss to Syracuse. Southern California moved back in the poll at No. 24, just in time to play No. 1 Oregon at home.

LSU's first loss of the season dropped the Tigers six spots to No. 12. Stanford, Nebraska, and Arizona rounded out the top 15.

Florida State is 16th, followed by South Carolina, Iowa, Arkansas and Oklahoma State, which lost for the first time this season, 51-41 to Nebraska

BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **October 19, 2010**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 1
- Number of beach closures due to a sewage spill -- 4
- Number of wet days -- 5
- Number of A grades for dry/wet weather -- 30 / 10
- Number of (C,D,F) grades for dry/wet weather -- 11 / 13

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Grousbeck Family Foundation, simplehuman, SIMA, Carlson Family Foundation, Inc.

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

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

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

LEGEND

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

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

Heal the Bay

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.

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MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(310) 260-1528

Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade
(310) 458-6232

Legend of the Guardians 3D: The Owls of Ga'Hoole (NR) 1hr 30min
2:00pm, 4:30pm, 7:00pm, 9:25pm

Wall Street: Money Never Sleeps (PG-13) 2hrs 07min
12:15pm, 3:15pm, 6:15pm, 9:15pm

Catfish (NR) 1hr 34min
12:10pm, 2:35pm, 4:55pm, 7:15pm, 9:30pm

Easy A (NR)
12:00pm, 2:20pm, 4:40pm, 7:05pm, 9:20pm

AMC Santa Monica 7
1310 Third St.
(310) 289-4262

Life As We Know It (PG-13)
11:05am, 1:55pm, 4:45pm, 7:30pm, 10:20pm

Social Network (NR)
1:15pm, 4:15pm, 7:15pm, 10:15pm

Jackass 3D (NR)
11:40am, 12:40pm, 2:10pm, 3:10pm, 4:40pm, 5:40pm, 7:10pm, 8:10pm, 9:40pm, 10:30pm

Red (PG-13) 1hr 38min
1:00pm, 3:45pm, 6:30pm, 9:20pm

Paranormal Activity 2 (NR)
11:15am, 1:45pm, 4:15pm, 6:45pm, 9:15pm

Hereafter (NR)
12:45pm, 4:00pm, 7:00pm, 10:00pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 478-3836

Never Let Me Go (R)
1:50pm, 4:30pm, 7:20pm, 9:55pm

Nowhere Boy (R) 1hr 37min
1:55pm, 4:40pm, 7:30pm, 10:00pm

Waiting for Superman (PG) 1hr 42min
1:30pm, 4:20pm, 7:10pm, 10:00pm

You Will Meet A Tall Dark Stranger (R) 1hr 38min
1:40pm, 4:10pm, 7:00pm, 9:30pm

AMC Criterion 6
1313 Third Street Promenade
(310) 395-1599

Town (NR)
12:50pm, 4:00pm, 7:00pm, 10:10pm

Secretariat (PG)
11:00am, 1:50pm, 4:40pm, 7:30pm, 10:20pm

Social Network (NR)
12:10pm, 4:00pm, 7:00pm, 10:10pm

Red (PG-13) 1hr 38min
11:20am, 2:05pm, 4:50pm, 7:40pm, 10:30pm

Paranormal Activity 2 (NR)
12:15pm, 2:45pm, 5:15pm, 7:45pm, 10:15pm

Stone (R) 1hr 45min
11:35am, 2:10pm, 4:45pm, 7:20pm, 9:55pm

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

Catch up on phone calls, Aries

ARIES (March 21-April 19)
★★★★★ Active communication marks your plans and activities. You might want to screen your calls. A discussion with a loved one needs to be had in a relaxed manner. Listen to different options before you decide which way to go. Tonight: Catch up on phone calls.

TAURUS (April 20-May 20)
★★★ You might want to treat someone. Investigate what would work best and what you would like most. Get advice from different experts before making a decision. Be aware of how much you offer others. Tonight: Beam in what you want.

GEMINI (May 21-June 20)
★★★★★ Though not every conversation or event is easy, you feel energized and capable of achieving any goal. Your smile draws many people from various walks of life. Be open to new ideas. Tonight: Don't allow a backward moment or two to throw you.

CANCER (June 21-July 22)
★★★ Understand that you need to pull back some. Take your time thinking through a problem; you don't need to come up with an answer immediately. Allow more creativity to flow in your life. Tonight: Get plenty of R and R.

LEO (July 23-Aug. 22)
★★★★★ Meetings could play a far more significant role than you originally thought. Someone could be a bit irritable; this person might feel vulnerable. Many of you might want to spend some time handling key issues from home. Tonight: Don't hesitate to buy a new plant or item for yourself!

VIRGO (Aug. 23-Sept. 22)
★★★★★ Others assume that you are serious, as you are often overly responsible. You might be asked to handle an important event or situation. Honor your instincts with someone who often can be controlling. Tonight: A must appearance.

LIBRA (Sept. 23-Oct. 22)
★★★★★ You could be rather self-indulgent. Use care, as later you might be asked to walk your talk. Return calls and explore different options. If you think you need advice, surf the Net, but also consult an expert in the area that concerns you. Tonight: Let your imagination lead.

SCORPIO (Oct. 23-Nov. 21)
★★★★★ You have a way about you that draws many. Others find your way of explaining your feelings very alluring and nonthreatening. Let an associate take the lead. Try to avoid any financial risks, for now. Tonight: Go with another's suggestion.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ Listen to others' suggestions. If you can defer to others for the moment, there will be greater give-and-take ultimately. Allow someone you care about to express his or her feelings. This person will anyway! Tonight: So many choices, even if it is a Monday night.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Know that your reputation precedes you. Be the workhorse of the Zodiac. Know what is needed to change directions. Though you could be uncomfortable with others in general, you relax with a key friend you trust. Let this person play devil's advocate if need be. Tonight: Squeeze in some exercise.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ You might have a difficult time being serious. You see life with levity and humor. Others could be too serious for your taste. A discussion with a respected associate, friend or loved one gives you confidence. Tonight: Acting like it is still the weekend.

PISCES (Feb. 19-March 20)
★★★★ If you can stay home or do what you need to using a home office, all the better. News from a distance might be in your thoughts often, allowing you to feel inspired. Don't hesitate to reach out to others. Tonight: Make it calm.

Happy birthday

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

This year, you often will defer to a partner, associate or friend. You have a powerful personality, but at the same time, letting others take the lead works. Let those close to you see that you have confidence in them. If you are single, you long to relate on a one-on-one level. Avoid rushing into any commitments this year. You are unusually attractive and draw many admirers. If you are attached, the two of you demonstrate unusual give-and-take. Express your confidence in your sweetie. SCORPIO is a soul mate.



MYSTERY PHOTO

Maya Sugarman *news@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*. Send your mystery photos to *editor@smdp.com* to be used in future issues.

Girls and Sports

By Justin Borus and Andrew Feinstein



The Meaning of Lila

By John Forgetta & L.A. Rose



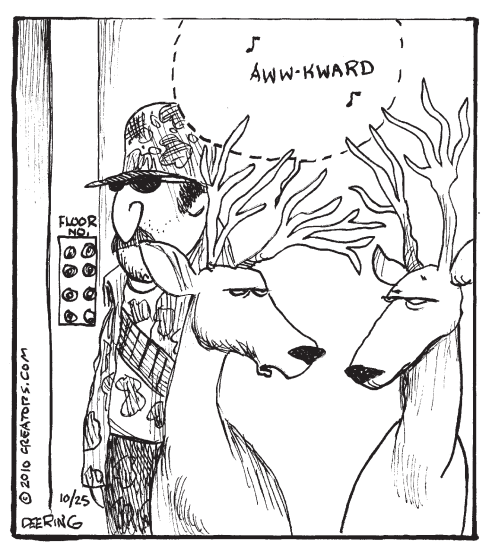
Garfield

By Jim Davis



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



Sudoku

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

Difficulty Level ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

"Seniors! Do You Know The Jealously Guarded Secrets Banks Hide From You That Could Cost You Thousands?"

A nationally known financial expert says many seniors who have savings accounts make these mistakes, costing themselves and their families thousands of dollars! They risk their retirement security, increasing the chance they could outlive their money. This is true whether they handle retirement savings themselves, or with help from a professional! Are you needlessly losing thousands of dollars? Find out NOW, by getting this eye opening FREE report that reveals retirement savings secrets that banks and insurance companies don't want you to know!

Call toll-free, 800-238-1719, 24 hrs. for a FREE recorded message and get this report.
CALL NOW, before it's too late!

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Shut with a bang
5 Gown material
10 Hatcher of "Desperate Housewives"
11 "Right away, boss!"
13 Big heads
14 Love apple
15 Jack-o'-lantern base
17 Last year's jrs.
18 Thrifty
19 Owns
20 "— your loss!"
21 Carryall
22 Backbone
25 Avarice
26 Suggestion
27 Yacht spot
28 Capp and Capone
29 Set aside
33 Ran into
34 Yokel
35 Annual tennis tourney
37 Existence
38 Mexican state
39 Diminutive suffix
40 Salamanders
41 Pertness

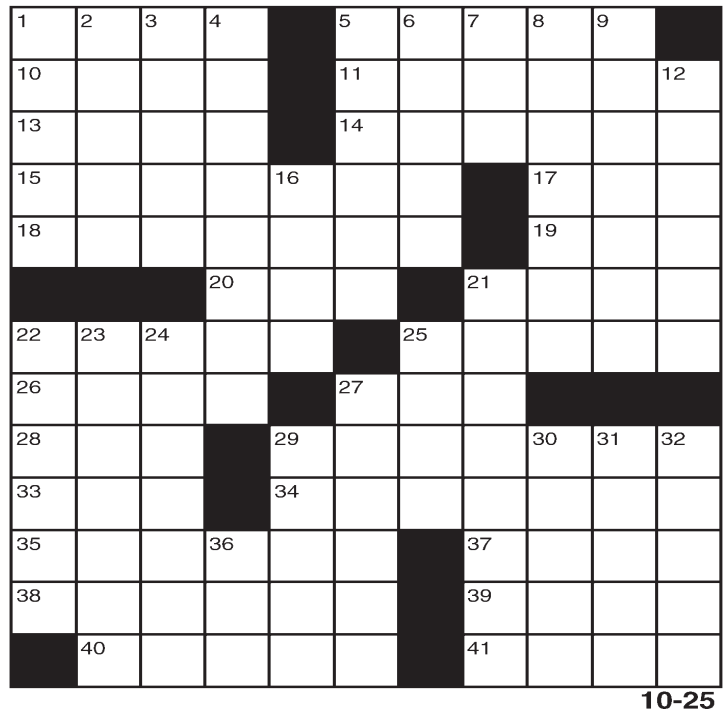
DOWN

1 Dance moves
2 Advantage
3 Scent
4 Typo
5 Peaceful protests
6 In the middle of
7 Male turkey
8 Where a nursery rhyme old lady lived
9 Fertilizer chemical
12 Prepared the salad
16 Flying toy
21 Walks all over
22 Gumshoe
23 Adds excessively
24 Unchangeable
25 Disease cause
27 Health-club rooms
29 Critic Roger
30 Japanese dog
31 Fissures
32 Leg parts
36 Punch sound

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

Saturday's answer

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



10-25

ARITHMO™

CrossMath + × − ÷

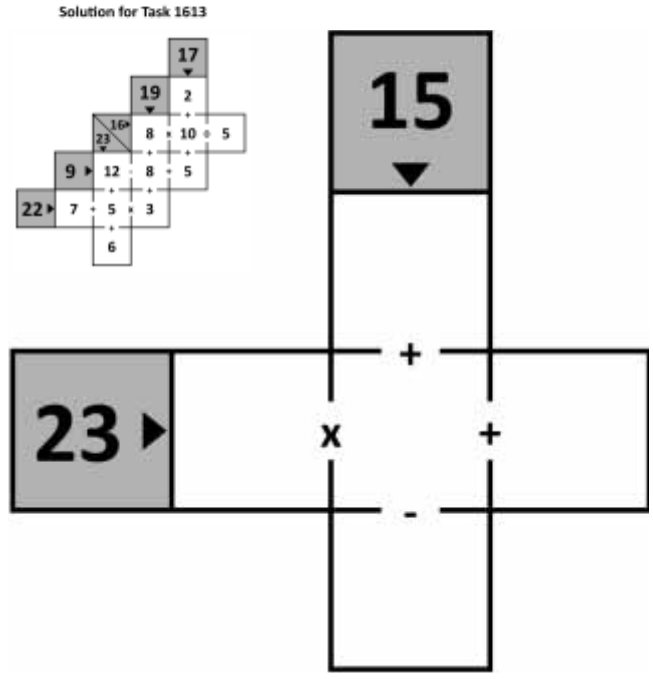
- Fill the grid with the set of given numbers (1 to 12) to satisfy the Equa demands (7 to 24) in the shaded boxes. The Equa demands represent the sum of the digits that you will insert into the empty squares.
- Each horizontal row has one Equa demand to satisfy; each vertical column also has one demand to satisfy. Each empty square in the grid dictates the math operation (addition +, subtraction -, multiplication X, and division ÷) that must be performed to meet the demands.
- You must follow the given math operations for each square and you must make sure all the numbers satisfy the demands in the shaded boxes when connected in adjacent threes and calculated together from left to right, and top to bottom.
- The numbers you insert into the grid must satisfy the Equa demands both horizontally and vertically.

For more games, go to www.arithmo.com

Fill in the empty fields with the given numbers so when calculated together they satisfy all Equas in the gray boxes:

1, 2, 7, 11, 11

Solution for Task 1613



DAILY LOTTERY

MEGA MILLIONS: 2 7 18 32 53 Meganumber: 18 Jackpot: $118M

SUPER LOTTO PLUS: 3 13 15 16 25 Meganumber: 11 Jackpot: $11M

Fantasy 5: 1 6 10 13 14

DAILY 3 MIDDAY: 9 5 8 EVENING: 1 9 0

DAILY DERBY: 1st: 05 California Classic 2nd: 07 Eureka! 3rd: 02 Lucky Star RACE TIME: 1:45.12

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at http://www.calottery.com

NEWS OF THE WEIRD
BY CHUCK SHEPARD

★ David Winkelman, 48, was arrested in Davenport, Iowa, in September on a misdemeanor warrant, still sporting "The Tattoo." In late 2000, Winkelman, reacting to a radio "contest," had his forehead inked with the logo of radio station KORB, "93 Rock," because he had heard on-air personalities "offer" $100,000 to anyone who would do it. Winkelman had the tattoo done before checking, however, and the disk jockeys later informed him that the "contest" was a joke. (Winkelman filed a lawsuit against the station, but it was dismissed. Ten years later, the "93 Rock" format has expired, but Winkelman's forehead remains busily tattooed.)

★ For most of 2010, California's dysfunctional legislature could find no acceptable tax increases or spending cuts to keep the state from going broke, and only in October did it manage to cobble together enough pie-in-the-sky bookkeeping tricks to create the illusion of a balanced budget. Nonetheless, the legislature has been busy. It created a "Motorcycle Awareness Month" and a "Cuss Free Week," considered changing the official state rock, and made it illegal to use non-California cows in the state's marketing materials (a decision that entailed five committee votes and exhausted eight legislative analyses, according to a September Wall Street Journal report).

TODAY IN HISTORY

1929 The first North American transcontinental air service begins between New York City and Los Angeles, California.

1935 Dutch Schultz, Abe Landau, Otto Berman, and Bernard "Lulu" Rosencrantz are fatally shot at a saloon in Newark, New Jersey in what will become known as The Chophouse Massacre.

1941 World War II: Field Marshal Georgy Zhukov takes command of Red Army operations to prevent the further advance into Russia of German forces and to prevent the Wehrmacht from capturing Moscow.

WORD UP!

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

Santa Monica Daily Press

Classifieds

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

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501 N. Venice unit 18 single, $1025/mo $750 off move-in stove, fridge, carpet, utilities included, laundry, parking, no pets. (310)574-6767 www.jkwproperties.com

615 MIDVALE, 2+1.5 Townhouse style. Stove, fridge, dishwasher, microwave, tile countertop, wood and carpet floor. W/D hookups, parking, no pets. $2350/mo. $1000 off move-in (310)578-7512 www.jkwproperties.com

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MAR VISTA 12450 Culver Blvd. gated parking, intercom entry, stove, fridge, utilities included, laundry, parking, no pets. $1025 and up $750 off move-in (888)414-7778 www.jkwproperties.com

MAR VISTA 12610 CASWELL ave.unit 1, 1bdrm/1ba $1100/mo. stove, fridge, time/carpet,floors ceiling fan blinds, parking, laundry, no pets. $1000 off move-in (310)578-7512 www.jkwproperties.com

MAR VISTA: 12434 CULVER Blvd. unit 6 2+2 stove, fridge, AC, carpets blinds, laundry room, intercom entry, gated parking, no pets.$1350/mo $1000 off move-in (888)414-7778 www.jkwproperties.com

MV/MDR adj. Spacious 1 bedroom upper with private balcony near Centinela/90 Fwy. Stove, fridge, large closets, laundry, parking. One month Free $1100/mo. (310)828-4481 or (310)993-0414 after 6p.m.

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WLA Spacious 2 bedroom, 1.5 bath, upper apt, near SM. Blvd/Bundy. Large bedrooms & baths, stove, fridge, D/W, fireplace, laundry, parking, smaller quiet building, $1700/mo One month FREE. Info (310) 828-4481

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Notices

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: SEPTEMBER 30, 2010
To Whom it may concern:
The Name(s) of the Applicant(s) is/are: RFD INC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 514 SANTA MONICA, CA 90401-2410
Type of License(s) Applied for: 41 – ON-SALE BEER AND WINE – EATING PLACE
Department of Alcoholic Beverage Control LOS ANGELES.
SANTA MONICA DAILY PRESS
10/25/2010, 11/1/2010, 11/8/2010

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. YS021624
Superior Court of California, County of Los Angeles
Petition of PAVEL KHARKATS for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney PAVEL KHARKATS filed a petition with this court for a decree of changing names as follows: PAVEL KHARKATS to PAUL KATS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: NOVEMBER 9, 2010 Time: 8:30, Dept. M
The address of the court is 825 Maple Ave, Torrance, CA 90503, Torrance Courthouse South West District.A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.

Name Changes

Date: OCTOBER 1, 2010
MARK S. ARNOLD
Judge Of The Superior Court
10/4/2010 10/11/2010 10/18/2010 10/25/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014941
Superior Court of California, County of Los Angeles
Petition of RAYA RAHEL MAZMANIAN for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: RAYA RAHEL MAZMANIAN filed a petition with this court for a decree of changing names as follows: RAYA RAHEL MAZMANIAN to RAYA RAHEL KALAYJIAN. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: DECEMBER 3,2010 Time: 8:30AM, Dept. NC-B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 15, 2010
MARY THORNTON HOUSE
SUPERVISING JUDGE
10/18/2010, 10/25/2010, 11/1/2010, 11/8/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS020049
Superior Court of California, County of Los Angeles
Petition of AARON LODGE for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: AARON LODGE filed a petition with this court for a decree of changing names as follows: AARON MICHAEL LODGE to VALEXANDER ANANDA NATHAN. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: DECEMBER 2,2010 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 15, 2010
GERALD ROSENBERG
Judge Of The Superior Court
10/18/2010, 10/25/2010, 11/1/2010, 11/8/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS020057
Superior Court of California, County of Los Angeles
Petition of JASON ANTHONY EVANS for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: JASON ANTHONY EVANS filed a petition with this court for a decree of changing names as follows: JASON ANTHONY EVANS to JASON ANTHONY LIONS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: DECEMBER 2,2010 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 15, 2010
GERALD ROSENBERG
Judge Of The Superior Court
10/18/2010, 10/25/2010, 11/1/2010, 11/8/2010

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014311
Superior Court of California, County of Los Angeles
Petition of MEGHEDIA ISRAEALIAN-LAVSEGANI for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: MEGHEDIA ISRAEALIAN-LAVSEGANI filed a petition with this court for a decree of changing names as follows: MEGHEDIA ISRAEALIAN-LAVSEGANI to MELODY ISRAELIAN. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: NOVEMBER 5, 2010 Time: 8:30AM, Dept. NC.B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 1, 2010
MARY THORNTON HOUSE
SUPERVISING JUDGE
10/4/2010 10/11/2010 10/18/2010 10/25/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014366
Superior Court of California, County of Los Angeles
Petition of LAURA E. MARTINEZ for Change of Name
TO ALL INTERESTED PERSONS: LAURA E. MARTINEZ
Petitioner or Attorney: filed a petition with this court for a decree of changing names as follows: ALEC KIRAKOSYAN to ALEC KIRAKOSYAN MARTINEZ The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: DECEMBER 10, 2010 Time: 8:30AM, Dept NC-B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 22, 2010
MARY THORNTON HOUSE
SUPERVISING JUDGE
10/25/2010 11/1/2010 11/08/2010 11/15/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS020013
Superior Court of California, County of Los Angeles
Petition of SIMONE DOROTHY ANNA HICKS for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: SIMONE D. KICKS filed a petition with this court for a decree of changing names as follows: SIMONE DOROTHY ANNA HICKS to SIMONE GENEVIEVE HICKS POINGSETT. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: DEC 2, 2010 Time: 8:30AM, Dept. WE-A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 22, 2010
GERALD ROSENBERG
Judge Of The Superior Court
10/25/2010 11/1/2010 11/08/2010 11/15/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS020003
Superior Court of California, County of Los Angeles
Petition of BERNICE LINETTE SIMMONS Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: BERNICE L SIMMONS filed a petition with this court for a decree of changing names as follows: BERNICE LINETTE SIMMONS to HEP TARRA. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: NOVEMBER 18, 2010 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 8, 2010
GERALD ROSENBERG
Judge Of The Superior Court
10/11/2010, 10/18/2010, 10/25/2010, 11/1/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS019992
Superior Court of California, County of Los Angeles
Petition of MICHUNG LANCASTER, A.K.A. MICHELLE LANCASTER for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: MICHUNG LANCASTER, A.K.A. MICHELLE LANCASTER filed a petition with this court for a decree of changing names as follows: MICHUNG LANCASTER to MICHELLE ADDY, and MICHELLE LANCASTER TO MICHELLE ADDY. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: NOVEMBER 18, 2010 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 8, 2010
GERALD ROSENBERG
Judge Of The Superior Court
10/11/2010, 10/18/2010, 10/25/2010, 11/01/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS020069
Superior Court of California, County of Los Angeles
Petition of EMAL F. DOMINICK for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: EMAL F. DOMINICK filed a petition with this court for a decree of changing names as follows: EMAL F. DOMINICK to FRANCOIS EMANUEL DOMINICK. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: DEC 9, 2010 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 22, 2010
GERALD ROSENBERG
Judge Of The Superior Court
10/25/2010 11/1/2010 11/08/2010 11/15/2010

DBAS

FILE NO. 2010-1403487
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: NANY'S DAY CARE, 1814_ W. OLYMPIC BLVD., MONTEBELLO, CA 90640. The fictitious business name referred to above was filed on 07/06/10, in the county of Los Angeles. The original file number of

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20100921863. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 10/01/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: ELSA CHAVEZ/OWNER.
Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101428066 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/06/2010 The following person(s) is (are) doing business as NADINE APARTMENTS. The full name of registrant(s) is/are: HERSHKOWITZ LIVING TRUST 21 OZONE AVE #42 VENICE, CA, 90291. This Business is being conducted by: a Trust. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:HELENA HERSHKOWITZ TRUSTEE; TRUSTEE. This statement was filed with the County Clerk of LOS ANGELES County on 10/06/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2010, 10/18/2010, 10/25/2010, 11/01/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101361923 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/24/2010 The following person(s) is (are) doing business as EARTHWALK SCHOOL OF ASTROLOGY. The full name of registrant(s) is/are: CAROL CILLIERS 604 21ST PLACE SANTA MONICA, CA 90402. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CAROL CILLIERS; SOLE PROPRIETOR. This statement was filed with the County Clerk of LOS ANGELES County on 09/24/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/27/2010, 10/04/2010, 10/11/2010, 10/18/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101346844 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/22/2010 The following person(s) is (are) doing business as WEST LA NEUROPSYCHOLOGY . The full name of registrant(s) is/are: KAREN WILSON 6204 HETZIER ROAD CULVER CITY, CA, 90232. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KAREN WILSON; CLINICAL NEUROPSYCHOLOGIST. This statement was filed with the County Clerk of LOS ANGELES County on 09/22/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/27/2010, 10/04/2010, 10/11/2010, 10/18/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1376305
The following person(s) is (are) doing business as: SOCAL SERVICE PROS; PROJECT ASAP, 363 LANG AVE., LA PUENTE, CA 91744. Full name of registrant(s) is (are) MARCOS RAMIREZ, 363 LANG AVE., LA PUENTE, CA 91744, DAVID MOYA, 676 S. AVE 21 #300, L.A., CA 90031, ADOLPHO MANTILLA, 308 W. SECOND ST., SAN DIMAS, CA 91773. This Business is conducted by: CO-PARTNERS. Signed: MARCOS RAMIREZ. This statement was filed with the County Clerk of Los Angeles County on 09/28/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (see section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1386285
The following person(s) is (are) doing business as: NADINE'S CLEANING SERVICES, 10443 DEVILLO DR., WHITTIER, CA 90604. Full name of registrant(s) is (are) NADINE RAMIREZ, 10443 DEVILLO DR., WHITTIER, CA 90604. This Business is conducted by: AN INDIVIDUAL. Signed: NADINE RAMIREZ. This statement was filed with the County Clerk of Los Angeles County on 09/29/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101317289 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2010 The following person(s) is (are) doing business as TROVADOR. The full name of registrant(s) is/are: JIMENA A TRILLO 12203 TEXAS AVE #5 LOS ANGELES, CA, 90025. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JIMENA A TRILLO; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/04/2010, 10/11/2010, 10/18/2010, 10/25/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1379661
The following person(s) is (are) doing business as: AC SWIMWEAR, 655 S. FLOWER ST. STE 257, L.A., CA 90017. Full name of registrant(s) is (are) ANNY CARDONA, YESSICA CARDONA, 2520 PINE VALLEY DR., ALHAMBRA, CA 91803. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: ANNY CARDONA. This statement was filed with the County Clerk of Los Angeles County on 09/28/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1372266
The following person(s) is (are) doing business as: AMERICAN DONUTS, 631 E. ARROW HWY., GLENDORA, CA 91740. Full name of registrant(s) is (are) CHARLES SAELIM, 12128 RANCHITO ST., EL MONTE, CA 91732. This Business is conducted by: AN INDIVIDUAL. Signed: CHARLES SAELIM. This statement was filed with the County Clerk of Los Angeles County on 09/27/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 7/1/2010. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1379773
The following person(s) is (are) doing business as: BIG MAN BIG DOGS, 413 S. LOCUST AVE., COMPTON, CA 90221. Full name of registrant(s) is (are) JOSE GODINEZ, 413 S. LOCUST AVE., COMPTON, CA 90221. This Business is conducted by: AN INDIVIDUAL. Signed: JOSE GODINEZ. This statement was filed with the County Clerk of Los Angeles County on 09/28/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1372265
The following person(s) is (are) doing business as: D.A. INSURANCE AGENCY, 1369 N. HACIENDA BLVD., LA PUENTE, CA 91744. Full name of registrant(s) is (are) DANIEL FUENTES, 10460 POMERING RD., DOWNEY, CA 90241. This Business is conducted by: AN INDIVIDUAL. Signed: DANIEL FUENTES. This statement was filed with the County Clerk of Los Angeles County on 09/27/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1375940
The following person(s) is (are) doing business as: DELTA INTERPRETING SERVICES, 1751 HOMEWOOD DR., ALTADENA, CA 91001. Full name of registrant(s) is (are) KHAJAG VOSGUERITCHIAN, 1751 HOMEWOOD DR., ALTADENA, CA 91001. This Business is conducted by: AN INDIVIDUAL. Signed: KHAJAG VOSGUERITOHIAN. This statement was filed with the County Clerk of Los Angeles County on 09/28/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1387829
The following person(s) is (are) doing business as: EL POCHO TACOS, 824 TOLA ST., MONTEBELLO, CA 90640. Full name of registrant(s) is (are) JIMMY M. LOPEZ, 824 TOLA ST., MONTEBELLO, CA 90640, GEORGINA CHAMOUNI, 740 VIA DE LUNA #9, CORONA, CA 92882. This Business is conducted by: CO-PARTNERS. Signed: JIMMY LOPEZ. This statement was filed with the County Clerk of Los Angeles County on 09/29/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1387641
The following person(s) is (are) doing business as: EZE BUSINESS SERVICES, 3959 TROPICAL DR., STUDIO CITY, CA 91604. Full name of registrant(s) is (are) EMMA ABRAMIAN, 3959 TROPICAL DR., STUDIO CITY, CA 91604, VREZH PARONYAN, 649 ALEXANDER ST., GLENDALE, CA 91203. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: EMMA ABRAMIAN. This statement was filed with the County Clerk of Los Angeles County on 09/29/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1363363
The following person(s) is (are) doing business as: ILLUSION PRODUCTIONS, 1139 W. 104th ST., L.A., CA 90044. Full name of registrant(s) is (are) JORGE RODRIGUEZ, 1139 W. 104th ST., L.A., CA 90044. This Business is conducted by: AN INDIVIDUAL. Signed: JORGE RODRIGUEZ. This statement was filed with the County Clerk of Los Angeles County on 09/24/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1380581
The following person(s) is (are) doing business as: M & M TAX SERVICES; M & M TAX AND BOOKKEEPING SERVICES, 2200 E. ANAHEIM ST. #A, LONG BEACH, CA 90804. Full name of registrant(s) is (are) MONROAT MAU, 1933 JUNIPERO AVE., SIGNAL HILL, CA 90755. This Business is conducted by: AN INDIVIDUAL. Signed: MONIROAT MAU. This statement was filed with the County Clerk of Los Angeles County on 09/28/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1372213
The following person(s) is (are) doing business as: RUKI CONSTRUCTION, 14518 S. BERENDO AVE. #B, GARDENA, CA 90247. Full name of registrant(s) is (are) HERMOGENES JIMENEZ, 14518 S. BERENDO #B, GARDENA, CA 90247. This Business is conducted by: AN INDIVIDUAL. Signed: HERMOGENES JIMENEZ. This statement was filed with the County Clerk of Los Angeles County on 09/27/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1384659
The following person(s) is (are) doing business as: THE UNDEFEATED MESSENGER, 2426 RIVERSIDE DR., L.A., CA 90039. Full name of registrant(s) is (are) JACKY MAX, 2426 RIVERSIDE DR., L.A., CA 90039. This Business is conducted by: AN INDIVIDUAL. Signed: JACKY MAX. This statement was filed with the County Clerk of Los Angeles County on 09/29/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1378843
The following person(s) is (are) doing business as: WHOS KNEW MANAGEMENT CREW, INC., 1933 W. MANCHESTER AVE., L.A., CA 90047. Full name of registrant(s) is (are) WHOS KNEW MANAGEMENT CREW, INC., 1933 W. MANCHESTER AVE., L.A., CA 90047. This Business is conducted by: A CORPORATION. Signed: VICKEY KNOWLES. This statement was filed with the County Clerk of Los Angeles County on 09/28/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 7/18/2006. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 4, 11, 18, 25, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1437563
The following person(s) is (are) doing business as: CAROUSEL ENTERPRISES, 11730 E. WHITTIER, CA #61, WHITTIER, CA 90601. Full name of registrant(s) is (are) RELIANTENTERPRISES L.L.C., 11730 WHITTIER BL. #61, WHITTIER, CA 90601. This Business is conducted by: A CORPORATION. Signed: STEVE SAUCEDO. This statement was filed with the County Clerk of Los Angeles County on 10/07/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1428948
The following person(s) is (are) doing business as: FIREHOUSE SOUND LABS; FIRE FOXINESS, 17514 PRONDALL CT., CARSON, CA 90746. Full name of registrant(s) is (are) MARIO J. MIRANDA III, FRANCES MIRANDA, 17514 PRONDALL CT., CARSON, CA 90746. This Business is conducted by: HUSBAND and WIFE. Signed: FRANCES MIRANDA. This statement was filed with the County Clerk of Los Angeles County on 10/06/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1437087
The following person(s) is (are) doing business as: IMPORTED BLANKETS, 1030 E. MARBURY, W. COVINA, CA 91790. Full name of registrant(s) is (are) DANIEL ARTURO DIAZ, 1030 E. MARBURY, W. COVINA. CA 91790. This Business is conducted by: AN INDIVIDUAL. Signed: DANIEL ARTURO DIAZ. This statement was filed with the County Clerk of Los Angeles County on 10/07/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 9/1/2010. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1370940
The following person(s) is (are) doing business as: SILKY 69, 35720 47th ST. EAST, PALMDALE, CA 93552. Full name of registrant(s) is (are) BRUCE GAYFIELD, 4154 N. BUSINESS DT., LONG BEACH, CA 90807, PATRICIA WELSH, 35720 47th ST. EAST, PALMDALE, CA 93552. This Business is conducted by: CO-PARTNERS. Signed: PATRICIA WELSH. This statement was filed with the County Clerk of Los Angeles County on 09/27/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1436954
The following person(s) is (are) doing business as: SKK MARINE SERVICES, 2850 W. CARSON ST., TORRANCE, CA 90503. Full name of registrant(s) is (are) SFK, INC., 2850 W. CARSON ST., TORRANCE, CA 90503. This Business is conducted by: A CORPORATION. Signed: SHAHID KHAN. This statement was filed with the County Clerk of Los Angeles County on 10/07/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on APRIL 1, 2010. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101428067 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/06/2010 The following person(s) is (are) doing business as SEA HOUR PHOTO. The full name of registrant(s) is/are: DORIT BRUNNER 387 W, CHANNEL RD SANTA MONICA, CA, 90402. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DORIT BRUNNER; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 10/06/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2010, 10/18/2010, 10/25/2010, 11/01/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101362892 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/24/2010 The following person(s) is (are) doing business as AI#ON A07011139 OROPLATA.COM; WHYGOLDANDSILVER.COM; GOLDSILVER.COM; GOLD & SILVER, INC.. The full name of registrant(s) is/are: SILVER & GOLD, INC. 429 SANTA MONICA BOULEVARD, SUITE 620 SANTA MONICA, CA, 90401. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BRENT HARMES; CHEIF FINANCIAL OFFICER/SECRETARY . This statement was filed with the County Clerk of LOS ANGELES County on 09/24/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2010, 10/18/2010, 10/25/2010, 11/01/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101362892 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/24/2010 The following person(s) is (are) doing business as AI#ON A07011139 WEALTHCYCLES.COM. The full name of registrant(s) is/are: MIKEMALONEY.COM,LLC 429 SANTA MONICA BOULEVARD, SUITE 620 SANTA MONICA, CA, 90401. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BRENT HARMES; CHEIF FINANCIAL OFFICER/SECRETARY . This statement was filed with the County Clerk of LOS ANGELES County on 09/24/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2010, 10/18/2010, 10/25/2010, 11/01/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1419891
The following person(s) is (are) doing business as: 2010 GLOBAL VENDING, 10835 SANTA MONICA BLVD. #207, L.A., CA 90025. Full name of registrant(s) is (are) GLOBAL INVESTMENT MANAGEMENT, INC., 10835 SANTA MONICA BLVD. #207, L.A., CA 90025. This Business is conducted by: A CORPORATION. Signed: MEHDI DAEMI. This statement was filed with the County Clerk of Los Angeles County on 10/05/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on NOV. 2003. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1403831
The following person(s) is (are) doing business as: AMBITIOUS APPAREL, 8925 SANTA FE SPRINGS RD., WHITTIER, CA 90606. Full name of registrant(s) is (are) RICARDO LIZARRAGA, 8925 SANTA FE SPRINGS RD., WHITTIER, CA 90606, JOE SHIN, 340 W. WISTERIA AVE., ARCADIA, CA 91007. This Business is conducted by: CO-PARTNERS. Signed: RICARDO LIZARRAGA. This statement was filed with the County Clerk of Los Angeles County on 10/01/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1413332
The following person(s) is (are) doing business as: AMUSEMENT MASTER, 2543 W. WINSTON RD. #D, ANAHEIM, CA 92804. Full name of registrant(s) is (are) TAREQ OMAIR, 2543 W. WINSTON RD. #D, ANAHEIM, CA 92804. This Business is conducted by: AN INDIVIDUAL. Signed: TAREQ OMAIR. This statement was filed with the County Clerk of Los Angeles County on 10/04/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/4/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101362892 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/24/2010 The following person(s) is (are) doing business as AI#ON A07011139 OROPLATA.COM; WHYGOLDANDSILVER.COM; GOLDSILVER.COM; GOLD & SILVER, INC.. The full name of registrant(s) is/are: SILVER & GOLD, INC. 429 SANTA MONICA BOULEVARD, SUITE 620

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1413997
The following person(s) is (are) doing business as: FAMAS IMPORTS, 1530 W. 260th ST. #1, HARBOR CITY, CA 90710. Full name of registrant(s) is (are) SALVADOR LOPEZ, MARLLORY LOPEZ, 1530 W. 260th ST. #1, HARBOR CITY, CA 90710. This Business is conducted by: HUSBAND and WIFE. Signed: SALVADOR LOPEZ. This statement was filed with the County Clerk of Los Angeles County on 10/04/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/4/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 11, 18, 25, Nov. 1, 2010
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101309046 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/15/2010 The following person(s) is (are) doing business as CAB-LAB. The full name of registrant(s) is/are: RENE PEREZ JR. 1763 W 41ST PLACE LOS ANGELES, CA, 90062. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:RENE PEREZ JR. This statement was filed with the County Clerk of LOS ANGELES County on 09/15/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2010, 10/18/2010, 10/25/2010, 11/01/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101339246 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/21/2010 The following person(s) is (are) doing business as PEOPLE MOTORS. The full name of registrant(s) is/are: JINHE ROSA HO 5642 ROSEMEAD BLVD #1 TEMPLE CITY, CA 91780. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JINHE ROSA HO; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 09/21/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2010, 10/18/2010, 10/25/2010, 11/01/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101395066 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/30/2010 The following person(s) is (are) doing business as DOS BRAINS. The full name of registrant(s) is/are: WILLIAM STOLIER; GUILLERMO DE LA BARREDA 2707 HIGHLAND AVE; 919 CALIFORNIA AVE #1 SANTA MONICA, CA, 90405; SANTA MONICA , CA 90403. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:WILLIAM STOLIER; GENERAL PARTNER. This statement was filed with the County Clerk of LOS ANGELES County on 09/30/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/11/2010, 10/18/2010, 10/25/2010, 11/01/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101353426 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/23/2010 The following person(s) is (are) doing business as WWW.ISUNDAYFUNDAY.COM. The full name of registrant(s) is/are: ROBEY JOYCE 838 LINCOLN BLVD, APT 9 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ROBEY JOYCE; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 09/23/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED

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IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/18/2010, 10/25/2010, 11/01/2010, 11/08/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101418762 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/05/2010 The following person(s) is (are) doing business as JLC MEDICAL STAFFING. The full name of registrant(s) is/are: JENNIFER LEE-CORNWELL 7020 LENNOX AVE., SUITE 11 VAN NUYS, CA, 91405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JENNIFER LEE-CORNWELL; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 10/05/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/18/2010, 10/25/2010, 11/01/2010, 11/08/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1462737
The following person(s) is (are) doing business as: FIVE STAR BEAUTY, 14004 PIONEER BLVD., NORWALK, CA 90650. Full name of registrant(s) is (are) ARACELI NAVA-CORTEZ, 11625 FIRESTONE BLVD. #309, NORWALK, CA 90650. This Business is conducted by: AN INDIVIDUAL. Signed: ARACELI NAVA-CORTEZ. This statement was filed with the County Clerk of Los Angeles County on 10/13/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/13/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1469645
The following person(s) is (are) doing business as: RAM-DEL METAL FRAMING & DRYWALL, 1246 ASHBRIDGE DR., HARBOR CITY, CA 90710. Full name of registrant(s) is (are) RAM-DEL GROUP, INC., 1246 ASHBRIDGE DR., HARBOR CITY, CA 90710. This Business is conducted by: A CORPORATION. Signed: FIDEL SUAREZ. This statement was filed with the County Clerk of Los Angeles County on 10/14/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/13/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1444582
The following person(s) is (are) doing business as: R & R EXECUTIVE PROPERTY INVESTMENTS, 14313 CULLEN ST., WHITTIER, CA 90605. Full name of registrant(s) is (are) JOSE ANGEL RUIZ, LYNDA M. MACIAS-RUIZ, 14313 CULLEN ST., WHITTIER, CA 90605. This Business is conducted by: HUSBAND and WIFE. Signed: JOSE ANGEL RUIZ. This statement was filed with the County Clerk of Los Angeles County on 10/08/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1444630
The following person(s) is (are) doing business as: QUEEN SKYY ENTERTAINMENT; QUEEN SKYY CLOTHING, 9528_ E. HARVARD ST. #7, BELLFLOWER, CA 90706. Full name of registrant(s) is (are) SHANILA SHORTS, 9528_ E. HARVARD ST. #7, BELLFLOWER, CA 90706. This Business is conducted by: AN INDIVIDUAL. Signed: SHANILA SHORTS. This statement was filed with the County Clerk of Los Angeles County on 10/08/10.

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The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1462187
The following person(s) is (are) doing business as: PROFESSIONAL COLLECTION AGENCY, 815 N. LA BREA #247, INGLEWOOD, CA 90302. Full name of registrant(s) is (are) MISTIE TISH, 815 N. LA BREA #247, INGLEWOOD, CA 90302. This Business is conducted by: AN INDIVIDUAL. Signed: MISTIE TISH. This statement was filed with the County Clerk of Los Angeles County on 10/13/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1441010
The following person(s) is (are) doing business as: BELLBOY PARTNERS, 19323 CROSSDALE AVE., CERRITOS, CA 90703. Full name of registrant(s) is (are) WAYNE SCOTT, 19323 CROSSDALE AVE., CERRITOS, CA 90703, MARLON DORSEY, 3911 VIRGINIA RD., L.A., CA 90008, ROBERT MITCHELL, 966 ALTA VISTA DR., ALTADENA, CA 91001. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: WAYNE SCOTT. This statement was filed with the County Clerk of Los Angeles County on 10/08/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101460676 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/13/2010 The following person(s) is (are) doing business as PULP & HIDE; THE CANDY ALLEY. The full name of registrant(s) is/are: ANN LESLIE FERNBACHER; JOAN CAROL FERNBACHER 908 BEL AIR ROAD LOS ANGELES, CA, 90077. This Business is being conducted by: Copartners. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ANN LESLIE FERNBACHER; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 10/13/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/18/2010, 10/25/2010, 11/01/2010, 11/08/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1446067
The following person(s) is (are) doing business as: A THREE STRAND CORD COUNSELING SERVICES, 19102 S. GRANDEE AVE., CARSON, CA 90746. Full name of registrant(s) is (are) KEISHA BLACKSHEAR, 19102 S. GRANDEE AVE., CARSON, CA 90746. This Business is conducted by: AN INDIVIDUAL. Signed: KEISHA BLACKSHEAR. This statement was filed with the County Clerk of Los Angeles County on 10/08/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101347710 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/22/2010 The following person(s) is (are) doing business as BIRD HOUSE PUBLISHERS. The full name of registrant(s) is/are: ZACHARY THOMAS LAMBERT; PETER BARLOW REID 230 6TH AVENUE; 734 CALIFORNIA AVENUE VENICE,

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CA, 90291; VENICE, CA 90291. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ZACHARY THOMAS LAMBERT; GENERAL PARTNER. This statement was filed with the County Clerk of LOS ANGELES County on 09/22/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/18/2010, 10/25/2010, 11/01/2010, 11/08/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101460675 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/13/2010 The following person(s) is (are) doing business as KING & COMPANY. The full name of registrant(s) is/are: KATHERINE LOWRIE KING; MATTHEW KRAMER; KRAMER, HELLER & KING 632 PACIFIC STREET, SUITE.1; C/O WHISPERING WATERS RETREAT, 121 GREEN ELM ROAD, 632 PACIFIC STREET, SUITE 1 SANTA MONICA, CA 90405; WIZARD WELLS, TX, 76458; SANTA MONICA, CA 90405. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KATHERINE L. KING; PRESIDENT . This statement was filed with the County Clerk of LOS ANGELES County on 10/13/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/18/2010, 10/25/2010, 11/01/2010, 11/08/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1463889
The following person(s) is (are) doing business as: FELIPE STROKES ENTERTAINMENT, 234 N. ALLEN AVE. STE 19, PASADENA, CA 91106. Full name of registrant(s) is (are) MARK Y. SANDERSON, 234 N. ALLEN AVE. STE 19, PASADENA, CA 91106. This Business is conducted by: AN INDIVIDUAL. Signed: MARK Y. SANDERSON. This statement was filed with the County Clerk of Los Angeles County on 10/13/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1452119
The following person(s) is (are) doing business as: CARLO'S BEAUTY SALON & SUPPLY, 5929 S. BROADWAY, L.A., CA 90003. Full name of registrant(s) is (are) LILIAN Y. JOHNSON, 400 E. COLDEN AVE., L.A., CA 90003. This Business is conducted by: AN INDIVIDUAL. Signed: LILIAN Y. JOHNSON. This statement was filed with the County Clerk of Los Angeles County on 10/12/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1470591
The following person(s) is (are) doing business as: NOONIE DAMIL'S, 1331 E. 112th ST. #587, L.A., CA 90059. Full name of registrant(s) is (are) CHETARAH T. SIMS, 1331 E. 112th ST. #587, L.A., CA 90059. This Business is conducted by: AN INDIVIDUAL. Signed: CHETARAH T. SIMS. This statement was filed with the County Clerk of Los Angeles County on 10/14/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 18, 25, Nov. 1, 8, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1491475
The following person(s) is (are) doing business as: AUTO TIRE ZONE, 3423 CASITAS AVE., L.A., CA 90039. Full name of registrant(s) is (are) NICK H. MURADYAN, 5811 EDMOND AVE., LA CRESCENTA, CA 91214, PACIANO DIAZ, 4230 COLFAX AVE. #202, STUDIO CITY, CA 91604. This Business is conducted by: CO-PARTNERS. Signed: PACIANO DIAZ. This statement was filed with the County Clerk of Los Angeles County on 10/19/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1477506
The following person(s) is (are) doing business as: BELVIA FASHION, 1428 ESSEX ST., L.A., CA 90021. Full name of registrant(s) is (are) VIANEY HERNANDEZ, 6508 RITA AVE. #209, HUNTINGTON PARK, CA 90255. This Business is conducted by: AN INDIVIDUAL. Signed: VIANEY HERNANDEZ. This statement was filed with the County Clerk of Los Angeles County on 10/15/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1498857
The following person(s) is (are) doing business as: BON BON ISLAND RHE, 21-A PENINSULA CENTER, ROLLING HILLS ESTATES, CA 90274. Full name of registrant(s) is (are) HYO SOON HONG, 8706 LOS VERDES DR. #6, RANCHO PALOS VERDES, CA 90275. This Business is conducted by: AN INDIVIDUAL. Signed: HYO SOON HONG. This statement was filed with the County Clerk of Los Angeles County on 10/20/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/15/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1500275
The following person(s) is (are) doing business as: DORIAN SUCCESS INTERNATIONAL, 19528 VENTURA BLVD. #700, TARZANA, CA 91356. Full name of registrant(s) is (are) DORIAN SERBAN, 19528 VENTURA BLVD. #700, TARZANA, CA 91356. This Business is conducted by: AN INDIVIDUAL. Signed: DORIAN SERBAN. This statement was filed with the County Clerk of Los Angeles County on 10/20/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 11/15/1994. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1478908
The following person(s) is (are) doing business as: KRC STUCCO, 2235 N. LAKE AVE. STE 210, ALTADENA, CA 91001. Full name of registrant(s) is (are) KRC DEVELOPMENT INC., 2235 N. LAKE AVE. STE 210, ALTADENA, CA 91001. This Business is conducted by: A CORPORATION. Signed: RICHARD FLEETWOOD. This statement was filed with the County Clerk of Los Angeles County on 10/15/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1483342
The following person(s) is (are) doing business as: LANGPORT LIGHTING, 20101 S. SANTA FE AVE., RANCHO DOMINGUEZ, CA 91754. Full name of registrant(s) is (are) JIMWAY, INC., 20101 S. SANTA FE AVE., RANCHO DOMINGUEZ, CA 90221. This Business is conducted by: A CORPORATION. Signed: IRENE WANG. This statement was filed with the County Clerk of Los Angeles County on 10/18/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1499672
The following person(s) is (are) doing business as: SAS AUTO, 9828 ALPACE ST., S. EL MONTE, CA 91733. Full name of registrant(s) is (are) RICK CHAN, 3171 ROSEMEAD PL., ROSEMEAD, CA 91770. This Business is conducted by: AN INDIVIDUAL. Signed: RICK CHAN. This statement was filed with the County Clerk of Los Angeles County on 10/20/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/20/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1477426
The following person(s) is (are) doing business as: BECERRA AUTO GLASS, 7335 E. MOTZ ST., PARAMOUNT, CA 90723. Full name of registrant(s) is (are) ADOLFO BECERRA, 7335 E. MOTZ ST., PARAMOUNT, CA 90723, PEDRO MUNOZ JR., 1235 E. SYCAMORE CT., ONTARIO, CA 91764. This Business is conducted by: CO-PARTNERS. Signed: ADOLFO BECERRA. This statement was filed with the County Clerk of Los Angeles County on 10/15/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101491101 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/19/2010 The following person(s) is (are) doing business as INDUSTRY MASSAGE. The full name of registrant(s) is/are: CARA DENISE LEVI 1726 ABBOT KINNEY BOULEVARD #1 VENICE, CA, 90291; VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CARA DENISE LEVI; OWNER . This statement was filed with the County Clerk of LOS ANGELES County on 10/19/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/25/2010, 11/01/2010, 11/08/2010, 11/15/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1501661
The following person(s) is (are) doing business as: ROSEVE'S BRIDAL, 10920 S. GARFIELD AVE. SPACE B1, SOUTH GATE, CA 90280. Full name of registrant(s) is (are) IGNACIO C. GARCIA, 5930 HEREFORD DR., L.A., CA 90022. This Business is conducted by: AN INDIVIDUAL. Signed: IGNACIO C. GARCIA. This statement was filed with the County Clerk of Los Angeles County on 10/20/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101473641 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/15/2010 The following person(s) is (are) doing business as AKA POSH. The full name of registrant(s) is/are: BBOSTON & ASSOCIATES, INC 2945 E 12TH STREET LA, CA, 90023. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)JULY 1, 1979. /s/: RAMATOULAYE LULUHAMISSOU; SALES MANAGER. This statement was filed with the County Clerk of LOS ANGELES County on 10/15/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/25/2010, 11/01/2010, 11/08/2010, 11/15/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2010141053 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/18/2010 The following person(s) is (are) doing business as AI#ON 201023810103 COLD STONE CREAMERY #1755 . The full name of registrant(s) is/are: ALL PROFIT ENTERPRISES, LLC 117 38TH ST. UNIT 2 MANHATTAN BEACH, CA 90266. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALL PROFIT ENTERPRISES LLC; MANAGER. This statement was filed with the County Clerk of LOS ANGELES County on 10/18/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/25/2010, 11/01/2010, 11/08/2010, 11/15/2010.

FILE NO. 2010-1491594
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: MARY'S HAIR AND NAIL, 12864 PIONEER BLVD., NORWALK, CA 90650. The fictitious business name referred to above was filed on 6/17/2009, in the county of Los Angeles. The original file number of 20090913506. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 10/19/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: NGOC VAN TRAN/OWNER.
Pub. 25, Nov. 1, 8, 15, 2010
Publish: Santa Monica Daily Press

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FILE NO. 2010-1501669
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: FAMILY CHRISTIAN CHIRCH, 12224 EBERLE PL., CERRITOS, CA 90703. The fictitious business name referred to above was filed on 11/7/07, in the county of Los Angeles. The original file number of 20072501769. The business was conducted by: A CORPORATION. This statement was filed with the County Clerk of Los Angeles on 10/20/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: REV. DR. DAVID H. MARCELO/PRES.
Pub. 25, Nov. 1, 8, 15, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1478370
The following person(s) is (are) doing business as: MGL HAIR SALON, 633 E. ARROW HWY., AZUSA, CA 91702. Full name of registrant(s) is (are) MARTHA ALI REIMBOLD, 1833 MIRADOR DR., AZUSA, CA 91702, GLADYS VINUEZA, 1046 S. GLADYS AVE., SAN GABRIEL, CA 91776, LETICIA PANDURO, 633 E. ARROW HWY., AZUSA, CA 91702. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: MARTHA ALI REIMBOLD. This statement was filed with the County Clerk of Los Angeles County on 10/15/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1491518
The following person(s) is (are) doing business as: MARY'S HAIR & NAIL, 12864 PIONEER BLVD., NORWALK, CA 90650. Full name of registrant(s) is (are) TRAN KATRINA Q, 16416 ASPEN ST., FOUNTAIN VALLEY, CA 92708. This Business is conducted by: AN INDIVIDUAL. Signed: KATRINA Q. TRAN. This statement was filed with the County Clerk of Los Angeles County on 10/19/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/19/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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NORWALK, CA 90650. Full name of registrant(s) is (are) TRAN KATRINA Q, 16416 ASPEN ST., FOUNTAIN VALLEY, CA 92708. This Business is conducted by: AN INDIVIDUAL. Signed: KATRINA Q. TRAN. This statement was filed with the County Clerk of Los Angeles County on 10/19/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/19/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1476753
The following person(s) is (are) doing business as: MARTINEZ FOOD SAFETY CONSULTING, 5144 ELIZABETH ST. #J, CUDAHY, CA 90201. Full name of registrant(s) is (are) JUAN AMRTINEZ, 5144 ELIZABETH ST. #J, CUDAHY, CA 90201. This Business is conducted by: AN INDIVIDUAL. Signed: JUAN MARTINEZ. This statement was filed with the County Clerk of Los Angeles County on 10/15/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/15/2010. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1500296
The following person(s) is (are) doing business as: LUIS DISTRIBUTION, 5612 ASCOT AVE., L.A., CA 90011. Full name of registrant(s) is (are) JOSE L. VASQUEZ, 5612 ASCOT AVE., L.A., CA 90011. This Business is conducted by: AN INDIVIDUAL. Signed: JOSE L. VASQUEZ. This statement was filed with the County Clerk of Los Angeles County on 10/20/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 10/20/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 25, Nov. 1, 8, 15, 2010
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