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MONDAY, NOVEMBER 24, 2014
Volume 14 Issue 10

Santa Monica Daily Press

We have you covered

MY WRITE
SEE PAGE 4

THE EATING ISSUE

Outdoor fitness trainer ordinance reduced complaints

Changes proposed

BY DAVID MARK SIMPSON
Daily Press Staff Writer

PALISADES PARK After 10 months of enforcement, city officials say the controversial ordinance that restricts the usage of public parks for outdoor fitness training had its intended effect but could use some tweaks.

They proposed some changes to the ordinance - a one-year pilot program that expires in January - including a move toward revenue-based fees for trainers, rather than a flat rate.

The Recreation and Parks Commission recommended that council keep the flat fees but charge additional fees for those who exceed the base rate. The commission reviewed the ordinance on Thursday.

"I think our commission comes down solidly on the fact that revenue is not our first and foremost concern," said Recreation and Parks Chair Phil Brock. "Our first and foremost concern is not only the landscape and preservation of our parks but also limiting any type of private commercial ventures in public parks. So we felt that the experimental program actually worked well. It lessened the impact from the trainers, especially in Palisades Park."

January through September, there were 5,388 fitness training hours logged at the parks with more than 2,000 of those hours at Palisades Park.

Trainers had initially said that annual fees at Palisades Park, which ranged from $2,700 for small groups to $8,100 for large groups, were too high and effectively banned training at that park.

City officials note that there was no limit on the number of trainers who could work under a single permit, so while there were 26 permits approved this year, there were, at times, 74 trainers working in the parks.

City officials recommend capping that at five trainers per permit, plus the person who takes out the permit.

They also recommend doing away with the flat rate and charging trainers a percentage of their revenues.

At Palisades Park, it would be 15 percent of the annual revenues. At Reed Park, which has become a hangout for the homeless, the rate would be 5 percent of revenues. At all the other parks and the beach, the rate would be 10 percent of the revenues.

"Seven permit holders voluntarily provided their gross revenue information to



Matthew Hall matt@smdp.com
FITNESS RULES: Signs inform trainers of the rules for using public parks.

SEE TRAIN PAGE 6

Ingo's Tasty Diner to replace Callahan's, JiRaffe closing

BY DAVID MARK SIMPSON
Daily Press Staff Writer

WILSHIRE BLVD With Callahan's scheduled to close on New Year's Eve, building owners are moving forward with their plans for a farm-to-table diner and a restoration of the 58-year-old building.

Ingo's Tasty Diner got its alcohol permits earlier this year - though it won't have a bar - and its design proposal easily passed the Architectural Review Board (ARB) last week.

Building owner and restaurateur Bob Lynn told the ARB that he believes it will be the first farm-to-table diner in the area. Lynn plans to add the building to



Matthew Hall matt@smdp.com
CLOSING: The Callahan's Diner on Wilshire is due to be replaced by a farm to table concept.

SEE FOOD PAGE 3

Fill your table with a great stuffing

Mark Becker, Operating Partner/General Manager at Areal Restaurant grew up in the very small town of Libby, Montana where Thanksgiving was a serious family tradition. He shares one of his family's favorite recipes and his thoughts on the holiday.

What does Thanksgiving mean to you?

Thanksgiving is a time for sharing and above all else to give thanks for this wonderful life we have. It is a time for family and friends to get together to share stories, take a break from our busy lives and above all else eat.

My earliest memories of thanksgiving were of my mom getting up before everyone else to put the turkey in the oven. By the time everyone else was up our house was already filled with the warm, savory aroma of the roasting bird. Although the Turkey always seems to take center stage I loved all the side dishes. I couldn't wait to pile my plate with all the different sides and then mix them all together.

Why is this recipe a good fit for thanksgiving?

Some of my fondest moments were the times spent in the kitchen helping my Mom and Grandma make all the wonderful side dishes. My grandma would separate the giblets and slow cooked them for hours to prepare them for the gravy. My mom made this fruit salad that was more dessert than fruit but I just loved it. She would mix fruit cocktail with fresh cut bananas, shredded coconut and freshly whipped cream simple but great for kids.

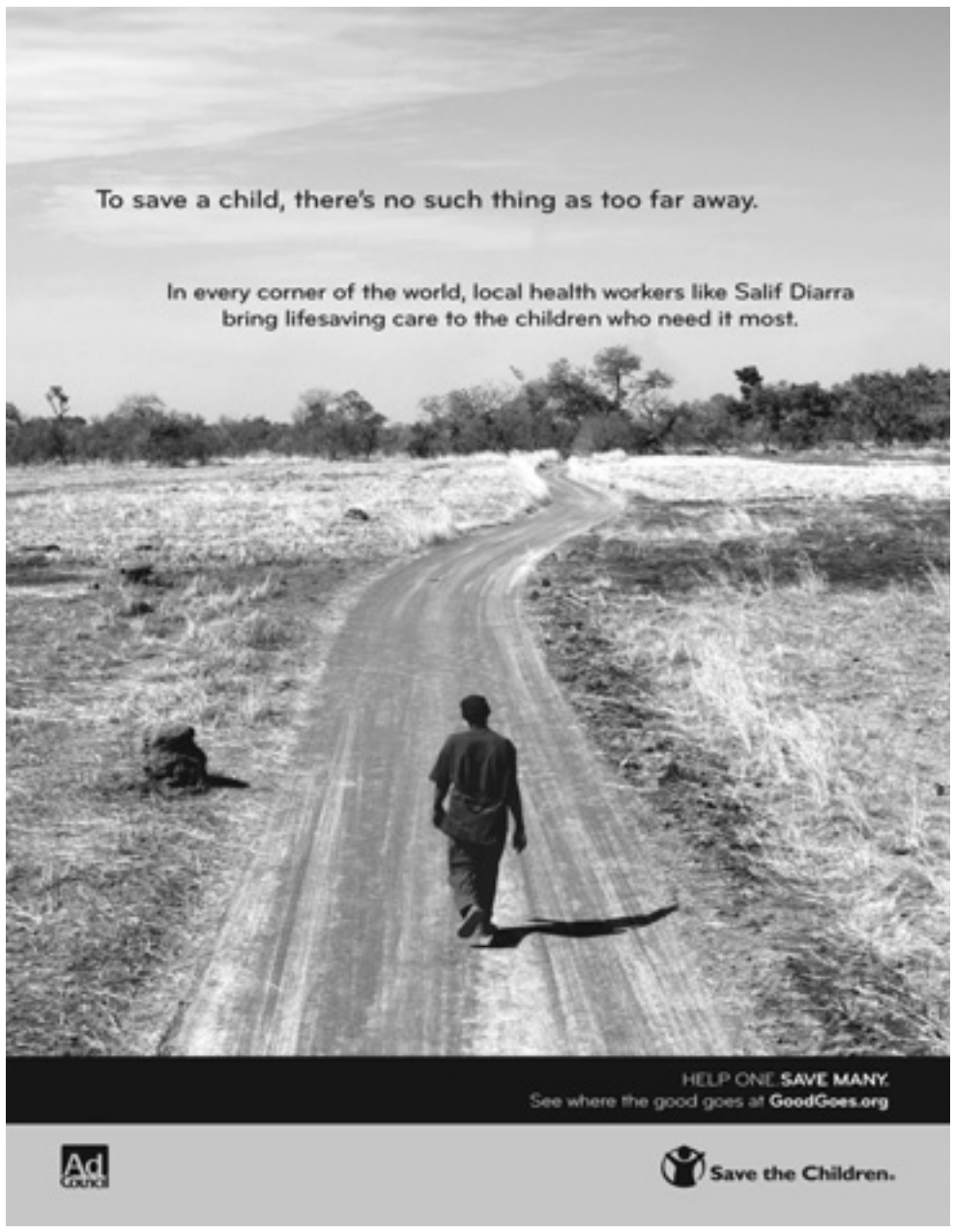
As a father with kids of my own I have tried to keep all the traditional dishes I learned from cooking with my family and developed them so they've become our own traditions. Thanksgiving dinner wouldn't be complete without our signature Candied Yams with Walnuts or the rustic Mashed Red Potatoes with the skins on like Mom always made them, and the stuffing. The Stuffing is serious business

SEE RECIPE PAGE 6


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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

November 24

PAL Best Gift Ever Toy Drive:
Santa Monica PAL
1401 Olympic Blvd.
Donate a new unwrapped gift or gift card through Dec. 12.

Airport Commission Meeting
Santa Monica City Hall
1685 Main St. 7:30 p.m.
Visit www.smgov.net/departments/airport/commission for more information.

Civic Working Group Meeting
Santa Monica Civic Auditorium East Wing
1855 Main St. 6:30 p.m.
The Civic Working Group provides input on the development of recommendations for the renovation, programming and long-term operation of the Santa Monica Civic Auditorium.

Homework Help
Fairview Branch Library
2101 Ocean Park Blvd. 3:30 p.m.
Get help with your homework! This drop-in program offers a separate study area, basic supplies, and friendly volunteers to assist with homework questions. For students in grades 1-5 only.

Guest House docent tour
Annenberg Community Beach House
415 Pacific Coast Hwy. 11 a.m.
Free, docent-led tours of the Marion Davies Guest House begin at 11 a.m., 12 p.m. and 1 p.m. No reservations needed.

November 25

Smoke Gets in Your Eyes with Caitlin Doughty
Main Library
601 Santa Monica Blvd.
7 - 8:30 p.m.
Caitlin Doughty in her eye-opening, candid, and often hilarious story is like going on a journey with your bravest friend to the cemetery at midnight. She demystifies death, leading us behind the black curtain of her unique profession.

Open Maker Night with Jen Fox
1450 Ocean
6:30 - 8:30 p.m.
Join local engineer and maker Jennifer Fox to learn how to design and build various engineering and upcycling projects ranging from robotics to wearable technology to musical instruments. Cost: $10 in advance, $12 cash at the door. Register for classes at ow.ly/oZGSg or call (310) 458-2239

City Council Meeting
Santa Monica City Hall
1685 Main St. 5:30 p.m.
Visit www.smgov.net/departments/council for more information.

Toddler Thanksgiving Special
Ocean Park Branch Library
2601 Main St. 10:45 a.m.
Celebrate Thanksgiving with Mr. Jesse and all his puppet pals. This program is for Toddlers ages 18-36 months. No tickets needed.

November 26

Preschool Story Time at Main
Main Library
601 Santa Monica Blvd.
11:15 - 11:45 a.m.
Story series for 3 to 5 year olds. A ticket is required to attend each session. A limited number of tickets are given out on a first-come, first-served basis, the morning of the program, at the Youth Reference Desk.

Toddler Time
Fairview Branch Library
2101 Ocean Park Blvd. 10 a.m.
Stories, songs, and rhymes for toddlers ages 18 to 35 months, accompanied by an adult.

Homework Help
Fairview Branch Library
2101 Ocean Park Blvd. 3:30 p.m.
Get help with your homework! This drop-in program offers a separate study area, basic supplies, and friendly volunteers to assist with homework questions. For students in grades 1-5 only.

For help submitting an event, contact us at
310-458-7737 or submit to editor@smdp.com

Thanksgiving Day

Thanksgiving Meal for Seniors!

Thursday, November 27

$3 per person

Advance reservation
REQUIRED!

For tickets and more information, call:
(310) 394-9871

Or stop by:
WISE & Healthy Aging / Club 1527
1527 4th Street, 1st Floor
Ken Edwards Center • Santa Monica

A community service project between Fred Deni's "Back on Broadway" and WISE & Healthy Aging, a nonprofit social services organization serving seniors.

WISE & Healthy Aging

www.wiseandhealthyaging.org

KNOW BEFORE YOU GO

Expo Light Rail Line

For the week of Nov. 24, please note the following activities:
6th Street & Colorado Avenue - Full closure of intersection for rail crossing construction from 7 a.m. Nov. 12 to 7 a.m. Dec. 12. Westbound Colorado Avenue will be closed between 5th Street and 7th Street and all traffic will be detoured North to Broadway. 6th Street will be closed at Colorado Avenue north of the Expo Line crossing.
5th Street Between I-10 Freeway and Colorado - Northbound and southbound lane closures during daytime hours. Local access via northbound 5th and u-turn per detour.
Colorado Avenue between 5th & 19th Streets - Expect westbound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between 6th and 18th Street will have limited access at Colorado.
26th Street between Olympic Blvd. and Cloverfield Ave. - Construction scheduled during daytime hours. Lane closures planned and traffic will be maintained.
Cloverfield Ave. and Olympic Blvd. - One northbound left turn lane and one southbound lane closures scheduled Monday to Friday.
Stewart St. between Olympic Blvd. and Exposition Blvd.- Northbound and southbound outside lane closures during daytime hours, traffic will be maintained.
Olympic Blvd. between 20th St. and Stewart St. - Eastbound and westbound lane closures between 9 a.m. and 3 p.m. from Monday to Friday.
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Bus Stop Construction

For the week of Nov. 24, citywide installation of new bus shelters will continue. Construction will involve intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:
Pico
1206 Pico Blvd between Euclid & 11th St. (South side Pico)
Santa Monica
2401 Santa Monica Blvd between 10th St. and 11th St. (North side Santa Monica)
2823 Santa Monica Blvd between Yale St. and Harvard St. (North side Santa Monica)
2906 Santa Monica Blvd between Yale St. and Stanford St. (South side Santa Monica)
20th STREET
1420 20th Street between Santa Monica and Broadway (West side 20th Street)
Traffic control measures will be employed in all work zones. Use alternate routes whenever possible. For all bus boarding information, please visit www.bigbluebus.com/bsip or call (310) 451-5444. For construction information, please contact Alex Parry, Project Manager at (310) 458-8981.

Annual Tree Trimming

For the week of Nov. 24, the City's annual tree pruning program will take place on Delaware Avenue - Stewart to Warwick and Colorado - 26th St. to East City Limits. For further information, please contact Matthew Wells, Urban Forester at (310) 458-8974.

Traffic Signal Improvements

For the week of Nov. 24, Phase I of the traffic signal installation will occur at Olympic Drive & Avenida Mazatlan. The work will consist of potholing to investigate underground utilities. Work areas will be contained to minimize sound, dust, and nuisance (day time). For more information, please contact Gene Higginbotham, Project Manager at (310) 458-8729.

Alley Restoration Project

For the week of Nov. 24, the contractor will be performing coldmilling "removal of old layer of pavement" in preparation of laying down new pavement on the following street: Pico Place between Dorchester Ave and Warwick Ave. Traffic Impact: Full closure is necessary for approximately four days, from 8 - 6 p.m. For more information, please contact Hany Demitri, Civil Engineer, (310) 458-8721, ext. 5385.

Annual Paving & Sidewalk Repair Project

For the week of Nov. 24, the contractor will be performing sidewalk repairs at various locations city-wide and some striping work on 2nd Street, 4th Street off ramp, and Lincoln Blvd off ramp. Minimal impact to traffic from 8 a.m. - 6 p.m. Monday - Friday and 9 a.m. - 5 p.m. Saturday (if approved). City staff will work to minimize any inconvenience that this work may cause you and thank you for your cooperation. Should you have any questions, please contact: Chuck Stagner, Field Inspector, (714) 925-4628, and Hany Demitri, Civil Engineer, (310) 458-8721, ext. 5385.

Water Main Replacement Project

For the week of Nov. 24, the contractor will be installing water main pipe on Colorado Avenue between 4th Street and Ocean Avenue (M-W 8 p.m. to 6 a.m.) and on Olympic Blvd between Stewart St. and 26th Street (M-F 8 p.m. to 6 am). The contractor will also begin installing water main pipe on Ocean Avenue between California Ave. to Wilshire Blvd. (M-F 8 a.m. to 6 p.m.) and on Olympic Blvd. between 17th Street and 19th Court (M-F 8 p.m. to 6 a.m.). For more information, please contact Eric Schoenen, CM/Inspector at (424) 625-3445 or City's contact: Carlos Rosales, PM at (310) 458-8721, x2620.

Real Time Beach Project

For the week of Nov. 24, the contractor will be performing installation of the real time signs beach signs throughout the City. The project will have minor pedestrian and traffic impacts at various locations. Should you have any questions, please contact Gene Higginbotham, Engineering Project Specialist, at (310) 458-8729.



Private Development

Southern California Edison (SCE) - Four Underground Structure replacements are taking place on Montana Ave at 11th Ct. to 17th Ct. and Downtown vault Replacement. Work is ongoing work Monday-Friday through Nov. 30 (8 a.m. - 4 p.m.). For electrical emergencies, please call 800-611-1911.
Southern California Edison (SCE) - For the week of Nov. 24, excavation work will take place on Neilson Way from Hill St. to Ashland.
Santa Monica Place Theater - For the week of Nov. 24, there will be lane closures on 4th St and Colorado Ave. For more information, please contact Matt Viehmann, Sr. PM at (602) 616.5729.
Santa Monica-Malibu USD - Santa Monica High School. 7th Court between Olympic Drive and Michigan Avenue will be closed for ongoing Construction Work through November 26, 2014. Signs are posted to direct pedestrians to use the crosswalk and reach the campus from the Southwest corner of Lincoln and Michigan. For more information, please contact Gary Bolin at (310) 399-5865 ext.79-394.

For more information, visit KBUG, our Facebook page SMConstructs, and the construction notice at: www.facebook.com/SMConstructs or www.smgov.net/departments/publicworks/civeng_kbug.aspx

FOOD

FROM PAGE 1

the historic register and restore the classic blade sign, which reads "RESTAURANT."

Lynn got approval to add a neon sign, which will state the restaurant's name.

The same restaurant group owns an Ingo's Tasty Food in Phoenix, Ariz. that has 132 reviews and 4.5 out of five stars on the crowd-sourced review site Yelp.

The Texas burger and shattered chips are the most-mentioned menu items.

The restaurant group, LGO Hospitality, also owns The Misfit on Santa Monica Boulevard at Second Street and three establishments in Pasadena.

Vienna Pastry, which rents the other half of the building, has an eight-year lease and will be staying put, Lynn said.

JIRAFFE CLOSING AFTER NEARLY TWO DECADES

JiRaffe, the French bistro that opened on Santa Monica Boulevard in 1996, will close on Valentine's Day of next year.

Raphael Lunetta opened the place with Josiah Citrin, who now runs Melisse.

Lunetta announced the closing in an e-mail.

"But do not despair!" he said. "While JiRaffe is set free, my involvement with the space will continue on. Very soon, a new vision of light-hearted cuisine will come to take JiRaffe's place - savory food with the same integrity and commitment to excellence, intended to keep me excited and light on my feet for years to come. Details to follow, re-opening beginning of March 2015."

RUSTIC CANYON RESTAURATEURS EXPECTING NEW RESTAURANT IN APRIL

After a nine month delay for seismic retrofitting, the restaurateurs behind Rustic Canyon, Milo and Olive, and Huckleberry are hoping to open an Asian bistro on Seventh Street in April, according to Philip Orosco whose secretive Pacshore Partners owns the building.

Pacshore is restoring the Seventh and Arizona Boulevard building, which used to house Verizon's switchboard operations.

The bistro, as of the most recent plans presented to the Planning Commission last year, will seat 242 and include a raw bar, grill area, and charcuterie.

Josh Loeb and Zoe Nathan, the couple behind the Rustic Canyon restaurants, are also planning new 86-seat wine bar for the building.

TAR + ROSES CHEF WORKING ON NEW RESTAURANT

The chef behind Tar + Roses, on Santa Monica Boulevard at Sixth Street, is opening up a new place next door.

Santa Monica Yacht Club will replace La Botte, which closed in February.

The restaurant got alcohol permits from the Planning Commission earlier this year.

It will seat 90 and include a small, enclosed outdoor patio, according to a report from city officials.

DAVE@smdp.com

AP BRIEFS

Survey: US gas prices fall 10 cents per gallon

CAMARILLO - A national survey reveals the average price of regular gasoline has plunged another 10 cents a gallon over the past two weeks, to $2.84.

Industry analyst Trilby Lundberg said Sunday the decline continues a trend that has seen prices in the U.S. fall by 88 cents since May.

Lundberg says lower crude oil prices are continuing to drive prices down, along with an abundant oil supply and the rising value of the U.S. dollar.

The highest priced gas in the Lower 48 states was found in San Francisco at $3.14 a gallon. The lowest was in Albuquerque at $2.47 a gallon.

California's lowest average was in Stockton, $2.94 a gallon.

The average price for midgrade gas in the U.S. is $3.08. For premium it's $3.24.

- AP

Californians win prestigious Rhodes scholarships

LOS ANGELES - Five Californians are among 32 U.S. winners of this year's Rhodes scholarships.

The California recipients are already pursuing, or have pursued, a variety of fields of study at such prestigious institutions as Harvard, Princeton, Brown and the Massachusetts Institute of Technology.

Their names and those of the other U.S. winners were announced Sunday by the Rhodes Trust.

They include Palo Alto residents Rachel

SEE **BRIEFS** PAGE 7

LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Joking

Editor:

I really thought it must have been the April 1st issue of the Daily Press when I read about the $5.6m budgeted for 500 bikes. Totally unbelievable. I haven't heard the amount of time it will take to start making a profit or at least even break even - it must be years away. The idea of providing rental bikes is a good idea (other cities do it successfully) for those people interested in riding bikes. What about the people such as myself who can't ride bikes, or do not want to ride bikes or who have small children or strollers or who want to shop but can't carry their purchases on the bikes. It's not only young professionals who will be coming to Santa Monica to eat, shop, and enjoy the ambiance.

Other cities such as Santa Barbara and Denver have shuttle/trolley systems that work beautifully and efficiently in getting people around their cities for free or reasonable fares. Have the 'powers that be' in Santa Monica making decisions on how to spend our tax dollars looked at other cities who have systems that work that probably did not cost $5.6m.

Carol Allen
Santa Monica





My Write

Bill Bauer Send comments to editor@smdp.com

Changes demanded in future zoning codes

LAST WEDNESDAY EVENING, A COUPLE hundred neighbors attended a Town Hall meeting at Lincoln Middle School. The Planning Commission listened to public comment on proposed changes to the city's zoning ordinance due June, 2015.

Zoning codes must be updated to implement standards for future development throughout Santa Monica as outlined in the Land Use and Circulation Element (LUCE) of the city's Master Plan.

Many attendees voiced concern that too many code revisions seemed to be created more for developer profitability than resident well-being. It's a point well taken considering that a number of last minute changes requested by land-use attorneys and the Santa Monica Chamber of Commerce favoring the business community and developers were incorporated into the LUCE in the immediate weeks before its approval in 2010

Then there's the troubling new language in the "red line" draft Zoning Ordinance Update that called for regulations to "enhance the City's fiscal health." I'm all for a fiscally strong municipality, however the new codes must enhance the quality of life of residents first - not city revenue streams.

Speakers were worried that new codes being proposed fell short of allowing residents to "maintain the peace and enjoyment of our homes." They were not happy with revisions that would allow projects with increased height and density adjacent to residential neighborhoods, "canyonization" of major boulevards and increases in traffic and parking woes.

Of particular interest are the proposed new standards for increased height and massing in new development along major streets such as Wilshire, Lincoln, Santa Monica, Olympic and Pico Boulevards.

Members of various groups - Northeast Neighbors, Mid-City Neighbors, Friends of Sunset Park, Neighborhood Council and Residocracy.org. - had reviewed hundreds of pages of proposed "red line" zoning updates and determined how various proposed code changes will affect neighborhoods. For example, Northeast Neighbors wants assurance that the Updates will prevent traffic-generating over-development on Wilshire Blvd.

Among the recommendations for inclusion in the new codes are building height limitations on all major boulevards should not exceed 47 feet.

Almost all attendees opposed larger multi-floor, mixed use "activity centers" proposed for Wilshire and Lincoln Boulevards because they're out of scale with the surrounding community.

A dozen or so "opportunity sites," primarily in the Downtown core, should also be eliminated as they far exceed current height, density and massing standards. Prime example: the proposed mix-use development on a City owned "opportunity site" between 4th and 5th Streets adjacent to Arizona Avenue which is projected to be 148 feet (12 floors) high.

A number of Town Hall speakers urged that on-site parking requirements for commercial and multi-family projects be maintained as reducing it would exacerbate demand for already scarce street parking in adjacent residential areas. They said the new codes should include adequate on-site parking for business employees, their customers and especially residents in any new multi-family housing. Parking standards must protect neighborhoods as promised by the LUCE.

Opposition to oversized mega-development was also virtually unanimous. Speakers were opposed to the consolidation of parcels throughout the city that would enable oversized developments. They asked for human-scale zoning codes that would encourage neighborhood serving businesses and improve the pedestrian experience. Sidewalk standards being advanced in the zoning for Main Street are good, they said.

Many speakers were against administrative approval of projects by staff, because it substantially reduces the opportunity for public review, accountability and a valid appeals process. Suggested revisions would expand the number of projects eligible for administrative approval, but attendees want Planning Commission authority maintained over all new development.

Neighborhood leaders were especially critical of a mysterious switch of nearly 200 residential lots throughout the city to commercial use. These residential or "A" lots are generally next to commercial properties and used for parking. The reduced height and density requirements for these lots would provide important buffers between homes and commercial boulevards.

Preservation of open, green space is a must. Many speakers asked that the proposed codes not allow developers to use "in lieu fees" to escape providing publicly accessible open, green space in their projects

Overwhelmingly, Town Hall participants demanded that the character and scale of all neighborhoods be better preserved. New projects need to be in harmony with existing development, especially in residential neighborhoods.

A suggested revision in the codes to allow commercial day care centers to operate in single-family home neighborhoods was universally panned. So were medical marijuana outlets.

Many speakers also spoke enthusiastically in favor of adaptive reuse of existing buildings whether it is for commercial use or housing.

Low-income housing projects get all kinds of incentives (not available for market-rate developments) such as extra height and density, fast track approvals and minimal public review. Town Hall attendees generally agreed that future codes should reduce the maximum allowable height and density for affordable housing projects along major thoroughfares so that they aren't out of scale and are more compatible with adjacent neighborhoods.

Attendees were virtually unanimous in wanting community benefits owed by developers in return for being able to build with extra height, mass and density, reduced parking requirements, etc., to benefit the neighborhood impacted by the development. Public benefits must mitigate the negative impacts of a new project and could include traffic improvements and street beautification, they said. Currently, a specific development's community benefits can be deployed anywhere, citywide.

If you want to read the "redline" zoning code updates it is available on the City website. Look for Planning - Zoning Update. Warning: it's 484 pages long!

Happy Thanksgiving!

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

PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Matthew Hall
matt@smdp.com

STAFF WRITER
David Mark Simpson
dave@smdp.com

Kelsey Fowler
kelsey@smdp.com

STAFF PHOTOGRAPHER
Paul Alvarez Jr.
editor@smdp.com

Morgan Genser
editor@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Charles Andrews, Jack Neworth, Lloyd Garver, Sarah A. Spitz, Taylor Van Arsdale, Merv Hecht, Cynthia Citron, Michael Ryan, JoAnne Barge, Margarita Rozenbaoum

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

JUNIOR ACCOUNT EXECUTIVE
Rose Mann
rose@smdp.com

OPERATIONS MANAGER
Jenny Medina
jenny@smdp.com

PRODUCTION MANAGER
Darren Ouellette
production@smdp.com

ASSISTANT GRAPHIC DESIGNER
Cocoa Dixon

CIRCULATION
Keith Wyatt
Osvaldo Paganini
ross@smdp.com

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

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COMMUNITY BRIEFS

Main Library

Smoke Gets in Your Eyes with Caitlin Doughty

Santa Monica Public Library presents Smoke Gets in Your Eyes with Caitlin Doughty on Nov. 25, at 7 p.m. in the Main Library's MLK, Jr. Auditorium, 601 Santa Monica Boulevard.

Most people want to avoid thinking about death, but Caitlin Doughty - a twenty-something with a degree in medieval history and a flair for the macabre - took a job at a crematory, turning morbid curiosity into her life's work. Thrown into a profession of gallows humor and vivid characters (both living and very dead), Caitlin learned to navigate the secretive culture of those who care for the deceased. Her eye-opening, candid, and often hilarious story is like going on a journey with your bravest friend to the cemetery at midnight. She demystifies death, leading us behind the black curtain of her unique profession. And she answers questions you didn't know you had: Can you catch a disease from a corpse? How many dead bodies can you fit in a Dodge van? What exactly does a flaming skull look like? A book sale and signing, courtesy of Book Soup, follows the program.

This event is free and open to the public. Seating is limited and on a first arrival basis. The Santa Monica Public Library is wheelchair accessible. For special disabled services, call Library Administration at (310) 458-8606 at least one week prior to event. For more information, visit smpl.org or contact the Santa Monica Public Library at (310) 458-8600.

- EDITED BY MATTHEW HALL

UCLA

Ronald Reagan UCLA Medical Center recognized with quality achievement award for heart failure care

Ronald Reagan UCLA Medical Center has received the American Heart Association's Get With The Guidelines-Heart Failure Gold-Plus Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association/American College of Cardiology Foundation guidelines for heart failure patients.

This marks the sixth consecutive year that Ronald Reagan UCLA Medical Center has been recognized with a heart failure quality achievement award.

Get With The Guidelines-Heart Failure is a quality improvement program that helps hospital teams provide the most up-to-date, research-based guidelines with the goal of speeding recovery and reducing hospital readmissions for heart failure patients.

Ronald Reagan UCLA Medical Center earned the award by meeting specific quality achievement measures for the diagnosis and treatment of heart failure patients at a set level for a designated period. These measures include proper use of heart failure medications, including beta-blockers, ACE inhibitors, aldosterone antagonists, and diuretics while patients are in the hospital. Before patients are discharged, they also receive education on managing their heart failure and overall health, as well as referrals for early follow-up.

"Ronald Reagan UCLA Medical Center is dedicated to improving the quality of care for our heart failure patients, and implementing the American Heart Association's Get With The Guidelines-Heart Failure program helps us to accomplish this goal by tracking and measuring our success in meeting internationally-respected guidelines," said Gregg C. Fonarow, M.D., director of the Ahmanson-UCLA Cardiomyopathy Center and co-chief of clinical cardiology, David Geffen School of Medicine at UCLA.

"We are pleased to recognize Ronald Reagan UCLA Medical Center for their commitment to heart failure care," said Deepak L. Bhatt, M.D., M.P.H., national chairman of the Get With The Guidelines steering committee and Executive Director of Interventional Cardiovascular Programs at Brigham and Women's Hospital and Professor of Medicine at Harvard Medical School. "Studies have shown that hospitals that consistently follow Get With The Guidelines quality improvement measures can reduce patients' length of stays and 30-day readmission rates and also reduce disparity gaps in care."

According to the American Heart Association, about 5.1 million people suffer from heart failure. Each year, 825,000 new cases are diagnosed and more than 275,000 people will die of heart failure. However, many heart failure patients can lead a full life when their condition is managed with proper medications and devices and with healthy lifestyle changes.

- MH

St. Monica's

Messiah performance

Handel's oratorio, The Messiah will be performed by the Dream Orchestra, Chorus and Soloists in the sanctuary space of the St. Monica Catholic Church on Dec. 5, at 8 p.m. Following the concert, Urth Caffé will provide a catered desert reception for all ticket holders. Advance ticket purchase is recommended.

Artistic Director and Founder of Dream Orchestra, Daniel Suk, will conduct the concert. Founded in 2011, Suk's Dream Orchestra is comprised of some of LA's best professional musicians.

Singing the great choral numbers of Handel's Messiah will be the newly formed Opera Chorus of Los Angeles. A group of 35 singers, they are considered some of Los Angeles's best professional opera and choral singers. Brought together by Suk to perform at select Dream Orchestra's concerts, they performed last spring with Dream Orchestra in a sold-out concert of Mozart's Requiem.

Dedicated to building a sustainable future for classical music, Maestro Suk actively creates opportunities for exceptionally talented students to perform alongside seasoned musicians. The concert will open with his Dream Youth Choir, a group of talented teen vocalists including Golda Berkman.

A portion of the proceeds from the concert will be donated to the Archdiocese Office of Restorative Justice Juvenile Ministry, an organization that helps to rehabilitate formerly incarcerated youth. Urth Caffé also supplies a coffee shop at the church called "Holy Grounds" providing free training, equipment and coffee.

Tickets: $30 General, $15 Students & Seniors. Purchase online: www.dreamorchestra.org, or call 800-838-3006. Receive $5 discount if purchased at any Urth (www.UrthCaffe.com) location.

- MH

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TRAIN
FROM PAGE 1

the City during 2014," city officials said, "and for these seven permit holders, the flat rate use charge equated to between 8 (percent) and 83 (percent) of their reported gross revenues."

The Recreation and Parks Commission recommended that the flat fees remain, with one caveat.

"Every quarter, the trainers will be required to submit their gross sales and if their gross sales exceed the equivalent in the amount of the licensing fee then they will have to pay a percentage on top," Brock said.

The commission, he said, thought that a percentage-only fee would be a recipe for abuse of the system.

City Hall collected nearly $100,000 from the permits this year.

"Changing the use charge to a percent of gross revenue would reduce the use charge amount paid by some permit holders, but increase the amount paid by others, potentially balancing out," city officials said in their report to the commission.

Between the start of the program and Oct. 31, there were 50 complaints made to the Code Compliance department, city officials said. Only 13 of those complaints have been recorded since July 1.

There were 35 cases opened and three resulted in fines.

The commission also recommended that start time for trainers at Palisades Park be pushed back an hour, to 7 a.m.

"That will at least give the Ocean Avenue neighborhood an extra hour to sleep," Brock said.

They also asked for limitations to the weekend use of Virginia Avenue Park.

Landscaping results were mixed at Palisades Park. The four zones where trainers were supposed to hold classes show more wear and tear than the other parts of the park.

"Public Landscape staff reported a decline in the New Zealand Christmas trees (Metrosideros Excelsus) located between Montana and Palisades Avenues which may be attributed to training that takes place under the canopy of these trees and the related compaction," city officials said. "In the areas north of Marguerita Avenue where commercial fitness instruction is not permitted, staff reports that there has been significant improvement in the condition of the turf."

Overall, city officials say that less fitness training is occurring in the parks.

"Complaints have drastically decreased since implementation," they said. "And the permit program has been successful in requiring commercial instructors to carry insurance, obtain a Santa Monica business license, reduce impacts on neighbors and park users, and compensate the City for commercial use of public land."

City Council will have the final say on the ordinance, likely in January. They will take into account recommendations from city officials and the Recreation and Parks Commission.

DAVE@smdp.com

RECIPE
FROM PAGE 1

How did you develop the recipe?

As a kid the stuffing was just whatever stale bread you had laying around mixed with onions, celery, butter and herbs, but as the years progressed I fell in love with the flavors of roasted butternut squash mixed with spicy Italian sausage and fennel. It has become a must for our thanksgiving dinner and I usually make a couple extra pans for the days to follow.

What impact does food have on the overall holiday experience?

Food brings people together. Food makes people happy. There is such a wonderful feeling of togetherness when sharing a good meal with the people you love.

What are the essential elements to a successful holiday?

Yummy food, lots of laughs and second helpings of all those delicious side dishes!

Roasted Butternut Squash, Spicy Italian Sausage and Fennel Stuffing

Ingredients:

Nonstick vegetable oil spray
4 cups 1/2 to 3/4-inch cubes peeled seeded butternut squash (from one 13/4-pound squash)
1/2 cup (1 stick) unsalted butter
3 cups chopped onions (about 1 pound)
2 cups chopped celery (4 to 5 stalks)
1 1/2 cups coarsely chopped fresh fennel bulb (about 1 medium)
1 1/2 pound spicy Italian sausage, out of casings
1/4 cup chopped fresh Italian parsley
2 tablespoons chopped fresh sage
2 tablespoons chopped fresh marjoram
12 cups (generous) 1-inch cubes day-old bread. I like to use a mixture of 1/2 rye and 1/2 ciabatta with the crusts left on
2 large eggs
1 1/2 teaspoons fine sea salt
1 teaspoon coarsely ground black pepper
1 cup (or more) low-salt chicken broth

Preheat oven to 350°F.

Spray rimmed baking sheet with nonstick spray. Spread the diced squash on sheet in single layer; sprinkle lightly with salt and pepper.

Roast squash until tender, stirring occasionally, about 55 minutes. Transfer to large bowl; cool.

While the squash is cooling melt the butter in heavy large skillet over medium heat. Add the onions, celery, and fennel and sauté for about 10 minutes. Add the spicy Italian sausage and sauté until the vegetables are tender and the sausage is cooked through making sure to break up the sausage with a fork, about 10 minutes. Add all the herbs; sauté 1 minute longer. Add this mixture to the bowl with squash. Cool, cover, and chill.

Divide bread between two rimmed baking sheets. Bake until bread is crusty but not hard, reversing sheets after five minutes, 10 to 12 minutes total. Transfer to very large bowl and cool.

Butter 13x9x2-inch baking dish. Combine the vegetable mixture with the bread. Whisk eggs, salt, and pepper in small bowl to blend whisk in one cup broth. Add egg mixture to stuffing, tossing to combine evenly and adding more broth by 1/4 cupfuls if dry. Transfer stuffing to prepared dish.

Bake stuffing uncovered until cooked through and brown and crusty on top, 60 minutes. Let stand 10 minutes.

Earth Talk

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By the editors of E Magazine

Send comments to editor@smdp.com

Greywater at home

Dear EarthTalk

I know that some large buildings filter some of their wastewater to irrigate exterior landscaping. Is there an affordable way to do this at home?

Bill P

Salem, OR

NOW THAT SOLAR PANELS ARE SO commonplace on rooftops across the country, reusing so-called greywater - that is, the waste water from sinks, showers, tubs and washing machines - for landscape irrigation may be the next frontier in the greening of the American home, especially if you live in an arid region where water use is restricted. In fact, reusing your graywater may be the only way to keep your lawn and garden healthy without taking more than your fair share of the community's precious freshwater reserves.

"Using water from sinks, showers and washing machines to irrigate plants is a way to increase the productivity of sustainable backyard ecosystems that produce food, clean water and shelter wildlife," reports Greywater Action, a California-based nonprofit dedicated to educating and empowering people to use water sustainably. According to the group, a typical U.S. single family home can reduce water use by as much as 30 percent by installing some kind of greywater reclamation system while simultaneously reducing pollution into nearby water bodies by filtering out contaminants locally. Capturing and reusing greywater can also be part of the battle against climate change, given that you'll be helping grow plants that sequester atmospheric carbon dioxide while reducing demand on a regional wastewater treatment facility that's likely powered by fossil fuels.

The simplest way to get into home greywater reuse is to install a "laundry-to-landscape" system that sends washing machine wastewater outside via a diversion tank and hose that can be moved around to irrigate specific sections of the yard. Equipment costs for such a set-up max out at $200, but labor and expertise may tack on another few hundred dollars. Handy homeowners can do much of the work in setting up such systems themselves, though those without much home repair or plumbing experience might at least consult a professional. Greywater Action suggests one way to reduce costs is by digging trenches for diversion pipes and mulch basins yourself - or enlist friends who want to support the effort and learn about residential greywater reuse in the process.

A more comprehensive system can draw wastewater from sinks, showers and tubs, too - and then filter and distribute it to backyard landscaping via a drip irrigation network. Getting such a system professionally installed can run upwards of $5,000.

Either way, once the greywater diversion system is in place, you'll need to be careful about what goes down the drain, given how it might affect the plants and soils right outside. "In any greywater system, it is essential to put nothing toxic down the drain - no bleach, no dye, no bath salts, no cleanser, no shampoo with unpronounceable ingredients, and no products containing boron, which is toxic to plants," adds Greywater Action.

For more information on installing a greywater reuse system yourself, check out the resources section of Greywater Action's website, where you'll find diagrams, written instructions and even videos to make the job go smoother. Those more inclined to hire a professional can browse through listings of qualified installers across the country. And if you want to see how it's done first-hand, sign up to attend one of Greywater Action's one-day workshops on how to install a greywater catchment and diversion system in a residential setting.

Visit Greywater Action at www.greywateraction.org for more information

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BRIEFS

FROM PAGE 3

Skokowski, a French major at Princeton, and Elliot Akama-Garren, a biology major at MIT.

The other three are from Los Angeles.

David R.K. Adler, who is from LA's Encino section, graduated with highest honors from Brown University, where he majored in development studies. After a semester at St. Stephen's College of Delhi University in India, he is in Mexico on a Fulbright Research Fellowship.

Sarah E. Yerima is a sociology major at Princeton University. Her senior thesis is on the evolution of colorblindness in American jurisprudence and the perpetuation of racial inequality.

Benjamin D. Sprung-Keyser is a senior economics major at Harvard who is focusing on labor economics and unemployment issues.

Akama-Garren, who has conducted research on ways to manipulate the immune system to treat cancer and other diseases, has been published in the Journal of Immunology. He's also co-captain of MIT's ice hockey team.

Skokowski, whose interest is the arts, is committed to forging strong connections between museums and local communities as part of an effort to expose underprivileged children to the beauty of art.

The Rhodes Scholars program was established in 1902 by the will of British philanthropist Cecil Rhodes and is one of the top academic awards for college students. Candidates must be endorsed by their schools to be considered. Recipients receive funding for multiple years of study at Oxford.

- AP

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ROOSEVELT RALLIES TO REDUCE WASTE

Matthew Hall matt@smdp.com

Roosevelt Elementary School has joined the Grades of Green Trash Free Lunch Challenge. Students were introduced to the program at a "prep rally" on Nov. 21 designed to motivate and inspire students to make a positive impact on their environment. The competition pits 24 Southern California schools against one another to see which is most successful at diverting waste from landfills. Over the last three years, participating schools have diverted 71,000 bags of trash from landfills and saved thousands of dollars in waste hauler pick-up costs; last year's winner reduced lunchtime waste by 93 percent. During the challenge, students and staff will be encouraged to use re-useable water bottles, utensils and cloth napkins, and taught how to recycle, sort waste and compost. Lunchtime waste at Roosevelt currently amounts to nine trash bags. The winner of the competition will be awarded a $1,000 education grant on Earth Day. John Adams Middle School and Lincoln Middle School will also be working with Grades of Green this year.

Let's Talk Water

A community discussion about the drought and how to secure Santa Monica's water supply.

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'Mockingjay, Part 1' opens with $123 million

JAKE COYLE
AP Film Writer

NEW YORK "Mockingjay, Part 1" didn't catch fire like the previous installments of "The Hunger Games," but it still had the biggest opening of the year with $123 million at the weekend box office, according to studio estimates Sunday.

Lionsgate's "Mockingjay" opened well below the $158 million debut of last year's "Hunger Games: Catching Fire" and the $153 million opening of the 2012 original. But even with a $30-million-plus slide in the franchise, "Mockingjay" far surpassed the previous top weekend of the year: the $100 million debut of "Transformers: Age of Extinction."

The result made for some unusual ironies. The biggest opening of the year (and by a wide margin) was seen by some as a disappointment. After initial box office receipts of "Mockingjay" rolled in Friday suggested a weekend take below expectations, Lions Gate Entertainment's stock dipped 5 percent.

But the decision to split the final book in Suzanne Collins' dystopian trilogy into two films was clearly lucrative for Lionsgate. "Mockingjay" did even better overseas, where it made $152 million over the weekend, accounting altogether for a $275 million global opening.

"It's the biggest opening of the year, so it really illustrates the strength of the franchise," said David Spitz, head of distribution for Lionsgate, noting the North American opening was the 15th best ever.

Spitz declined to answer questions about Wall Street's reaction to the opening, or what the effect may have been of splitting the third book in two.

"It speaks for itself," Spitz said of the result.

Dividing the book pushed much of the big drama of "Mockingjay" to the second film, scheduled for release in November 2015. On the same November weekend in 2010, "Harry Potter and the Deathly Hallows: Part 1" - which similarly split the series' last book into two - opened almost identically with $125 million. A year later, the second "Deathly Hallows" film debuted bigger than all previous "Harry Potter" films with $169 million.

"A little perspective is in order here," said Paul Dergarabedian, senior media analyst for box office tracker Rentrak. He called the "Mockingjay" results "still an astonishing feat."

"I'm not worried about this franchise," Dergarabedian said.

The release calendar made way for "Mockingjay," as no other new wide releases hit theaters. In its third week of release, the Disney animated adventure "Big Hero 6" moved into second place with $20.1 million. Christopher Nolan's space epic "Interstellar" came in third with $15.1 million, also in its third week.

Last week's top film, the long-in-coming sequel "Dumb and Dumber To," slid considerably. The Universal comedy dropped to fourth place with $13.8 million.

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

1. "The Hunger Games: Mockingjay, Part 1," $123 million ($152 million international).
2. "Big Hero 6," $20.1 million ($7 million international).
3. "Interstellar," $15.1 million ($70 million international).
4. "Dumb and Dumber To," $13.8 million ($6.5 million international).
5. "Gone Girl," $2.8 million ($2.4 million international).
6. "Beyond the Lights," $2.6 million.
7. "St. Vincent," $2.4 million.
8. "Fury," $1.9 million ($12.4 million international).
9. "Birdman," $1.9 million.
10. "The Theory of Everything," $1.5 million.

___

Estimated ticket sales for Friday through Sunday at international theaters (excluding the U.S. and Canada), according to Rentrak:

1. "The Hunger Games: Mockingjay, Part 1," $152 million.
2. "Interstellar," $70 million.
3. "Fury," $12.4 million.
4. "Rise of the Legend," $11.9 million.
5. "Penguins of Madagascar," $8.7 million.
6. "Big Hero 6," $7 million.
7. "Dumb and Dumber To," $6.5 million.
8. "The Imitation Game," $3.3 million.
9. "Gone Girl," $2.4 million.
10. "Don't Go Breaking My Heart 2," $2.3









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Surf Forecasts

Water Temp: **65.6°**

MONDAY – **POOR TO FAIR** – SURF: **1-3 ft** ankle to waist high
WNW-NW swell due to hold; Holding/secondary South swell

TUESDAY – **POOR TO FAIR** – SURF: **1-3 ft** ankle to waist high
WNW-NW swell eases; Secondary South swell eases

WEDNESDAY – **POOR TO FAIR** – SURF: **1-3 ft** ankle to waist high
Easing WNW-NW swell; small South swell

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 **November 13, 2014**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 5
- Number of A grades for dry/wet weather -- 36 / 15
- Number of (C,D,F) grades for dry/wet weather -- 4 / 8

The Beach Report Card is made possible by: SMA Swain Barber Foundation

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for at least 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+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lechusa and Las Alisos creeks.		
Encinal Canyon at El Matador State Beach.	A	ns
Broad Beach at Trancas Creek mouth.	A+	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildlife Rd. (private).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	A+
Escondido Creek, just east of Escondido State Beach.	A+	ns
Latigo Canyon Creek mouth.	A+	A+
Solstice Canyon at Dan Blocker County Beach.	A+	ns
Puerco State Beach at creek mouth.	A+	A+
Marie Canyon storm drain at Puerco Beach, at 21572 Malibu Rd..	A	ns
Surfrider Beach at Malibu Colony fence.	A+	A+
Surfrider Beach (broach location)- daily.	A	ns
Malibu Pier - 50 yards east.	A+	A+
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	ns
Big Rock Beach at 19948 PCH stairs.	A	A+
Pena Creek at Las Tunas County Beach.	A+	ns
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	A	ns
Castlerock Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	B	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A	A+

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

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 nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use science, education, community action and advocacy to pursue our mission.

Heal the Bay

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

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

Does bad behavior really hurt business?

BARBARA ORTUTAY
AP Technology Writer

NEW YORK Silicon Valley seems to have more than its share of companies behaving badly. Among up-and-comers in the tech world, privacy abuses and executive gaffes have become viral sensations. But is all that bad behavior actually bad for business?

Last week, Uber sparked controversy after a top executive suggested spending $1 million to dig up dirt on a journalist critical of the driver-on-demand company. It's only the latest time Uber has been called out, either for actions by its drivers or its corporate culture. The company also is investigating one of its New York employees for tracking another journalist's ride, which has raised fears that Uber is misusing customers' private location information. So far Uber's investors, which include Google Ventures and prominent venture capital firms that poured $1.2 billion into the company at its latest funding round, have remained quiet. So is Uber's much-criticized "bro culture" just part of the package, a reason even, for its meteoric rise and ability to go after smaller rivals and the taxi establishment? Or is it a liability for the company, its Ayn Rand-loving CEO and its backers?

"I think it's going to alienate some potential customers but I doubt, given what's happened to date, that it's going to make a big difference," said Robert Hurley, director of the Consortium of Trustworthy Organizations at Fordham University in New York.

So far, the controversies haven't put the brakes on Uber's skyrocketing valuation ($17 billion at last count, and reportedly heading to nearly double that), or its popularity among people who can use the app to hitch rides. There are calls to boycott the company on Twitter, and many have vowed to go to its smaller rival Lyft. But on Friday Uber was ranked 35th among the most popular free apps on iTunes - up from 37th on Monday.

"If it's a brand (people) like - and Uber is a brand (people) like - they have a few get out of jail cards," said Allen Adamson, managing director of the branding firm Landor Associates.

Not that Uber is an anomaly in the industry. Some tech companies have had executives with domestic violence charges or who have gone on ham-fisted Facebook and Twitter rants. Earlier this year, the hot dating app Tinder settled a sexual harassment and discrimination lawsuit filed by a co-founder. It claimed that Tinder's founders engaged in "atrocious sexual harassment and sex discrimination" against a former vice president at the company, calling her names and threatening to strip away her co-founder title. The suit hasn't crimped Tinder's style: the product reportedly makes over 14 million matches a day.

PR problems aren't limited to startups. Last month, Microsoft CEO Satya Nadella told women they shouldn't ask for a raise and just trust "good karma" instead. The punchline? He made the statement, for which he later apologized, at a conference celebrating women in computing.

"You have these CEOs that don't have much filter and get in trouble," said John Challenger, CEO of the outplacement firm Challenger, Gray & Christmas. But unlike in the old days, it's hard for things to get buried in the age of blogs, Twitter and Reddit. "There is much less ability to wipe the slate clean," he notes.

Some established tech companies have rolled out new features without disclosing privacy implications, all while professing respect for customers' personal data and privacy. Take Google, for example. The company, which was founded with the motto "don't be evil," has faced scrutiny from European regulators for secretly scooping up users' personal data transmitted over unencrypted Wi-Fi networks in cities around the world for at least two years. In the U.S., Google paid $500 million to settle a U.S. Justice Department investigation that alleged the company's top executives allowed ads for illegal pharmaceutical drugs to be distributed through its marketing network. Yet it is far and away the leader in online search and owns other widely used services such as Android and Chrome.

"Until a company does something that personally impacts the consumer, this kind of bad behavior will only influence the decisions of customers for whom these are highly sensitive issues," said Maclyn Clouse, University of Denver's Daniels College of Business.

Fordham's Hurley doesn't think Uber is completely immune to customer disapproval forever, though.

"You want to create a culture that creates positive reputational capital for the company, particularly if you are a startup," he said. "There is some evidence that they have some excessive testosterone in their culture and they need to have a handle on that."

Uber did not respond to requests for comment.

AP Technology Writer **MICHAEL LIEDTKE** contributed to this story from San Francisco.



MOVIE TIMES

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

No Movie

AMC Loews Broadway 4
1441 Third Street Promenade
(310) 458-3924

Gone Girl 2:29 (R)
2:35PM, 6PM, 9:25PM

Nightcrawler 1:57 (R)
1:35PM, 4:25PM, 7:10PM, 10PM

St. Vincent 1:43 (PG-13)
2:05PM, 4:50PM, 7:25PM, 10PM

Theory Of Everything 2:03 (PG-13)
1:15PM, 4:05PM, 7PM, 9:55PM

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

Big Hero 6 1:48 (PG)
10AM, 2:30PM, 5:25PM, 8:10PM, 9:50PM

Dumb and Dumber To (PG-13)
10:20AM, 1:15PM, 4:20PM, 7:05PM, 10:50PM

The Hunger Games: Mockingjay, Part 1 2:03 (PG-13)
10:35AM, 11:20AM, 12:45PM, 1:35PM, 3:40PM, 4:35PM, 6:40PM, 7:40PM, 9:40PM, 10:45PM

Interstellar 2:48 (PG-13)
10:50AM, 2:35PM, 6:15PM, 10PM

For more information, e-mail **editor@smdp.com**

TAKE A PERSONAL NIGHT, AQUARIUS

ARIES (March 21-April 19)
★★★ You'll assume a strategic role in whatever is going on around you. You are a natural leader. Listen to your inner voice in an interaction with a higher-up. Trust your gut and your decisions. Tonight: Find a more effective way of clearing out stress and frustration.

TAURUS (April 20-May 20)
★★★★ You are capable of seeing the bigger picture. Your ability to sense which way would be the best to proceed is likely to kick in. A friend might be able to offer yet another perspective. The more you understand, the better your choices will be. Tonight: Follow the music.

GEMINI (May 21-June 20)
★★★★★ You'll be ready to move in a new direction, but you could feel hesitant, as you might not be in agreement with someone else who is involved. See how you feel after you have an important conversation with this person. Tonight: Opt for togetherness.

CANCER (June 21-July 22)
★★★★ Defer to others, and understand where they are coming from. Your ability to identify with people often proves helpful. A loved one will demonstrate his or her caring through a special invitation. Tonight: Out and about!

LEO (July 23-Aug. 22)
★★★ You have a unique ability to draw others toward you. Be careful, as there could be an innate competitiveness for your attention. Everyone will expect to feel the most important to you, because that is how you make each of them feel most of the time. Tonight: Run errands.

VIRGO (Aug. 23-Sept. 22)
★★★★ Some of you might be too distracted to focus on anything except a situation that seems to be consuming your life. Prioritize, and complete what is on your mind first. Later, you will be able to pay more attention on other concerns. Tonight: Accept a spontaneous invitation.

LIBRA (Sept. 23-Oct. 22)
★★★★ You could be taken aback by everything that is happening around you. In fact, you might need to isolate yourself in order to complete what you feel is imperative. Tonight: Buy a favorite treat on the way home.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You tend to be discreet, but you love the limelight, too. You might find that you are struggling between practical concerns and wanting to impress others. Know that you don't have to look at this situation in all black-or-white terms. Tonight: Return calls and emails.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You'll be able to get whatever you want right now, but understand that cost might be an issue. You also will want to evaluate the emotional toll it could take on you. You are an impulsive sign, so pat yourself on the back for thinking before acting. Tonight: Treat yourself.

CAPRICORN (Dec. 22-Jan. 19)
★★★★★ Your high energy will spur you to embrace what lies ahead. Tame a need to be glorified, as this characteristic will not serve you well. Keep your eye on the big picture and on your objectives, and you are likely to succeed. Tonight: Maintain a sense of humor.

AQUARIUS (Jan. 20-Feb. 18)
★★★ Others seek you out. You love being around people, but you could have a personal matter in your head that is draining you. You might want to consider asking for a rain check, and then planning a visit in the near future. Tonight: Take a much-needed personal night.

PISCES (Feb. 19-March 20)
★★★★★ With so much going on, you might need to zero in on your priorities. Some of you will have meetings to schedule; others will have personal matters to handle. Regardless, you are a sign that flourishes around people. Tonight: Be where your friends are.

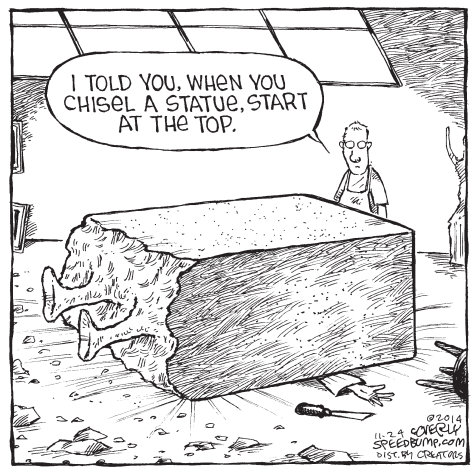
Monday, November 24, 2014

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

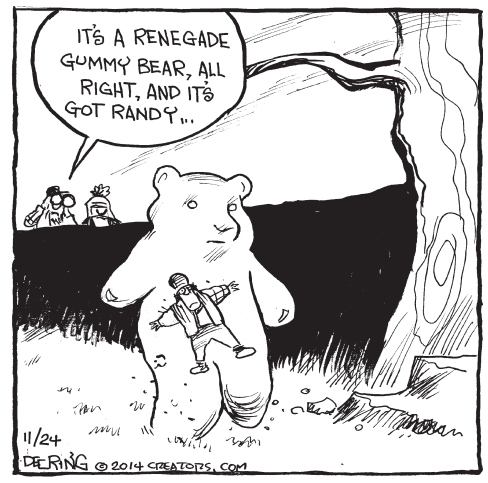
This year you easily grab center stage. You have intensity, spirit and flair, and a new need to be practical. It is not always natural for you to be practical, but it eventually will become habit; it also will add to your success. You often might have to brainstorm with others to fulfill your goals. If you are single, you naturally attract a slew of admirers. Your choice depends on what type of relationship you desire. If you are attached, your sweetie will need to adjust to the practical element of this bond! CAPRICORN understands you better than you understand yourself.

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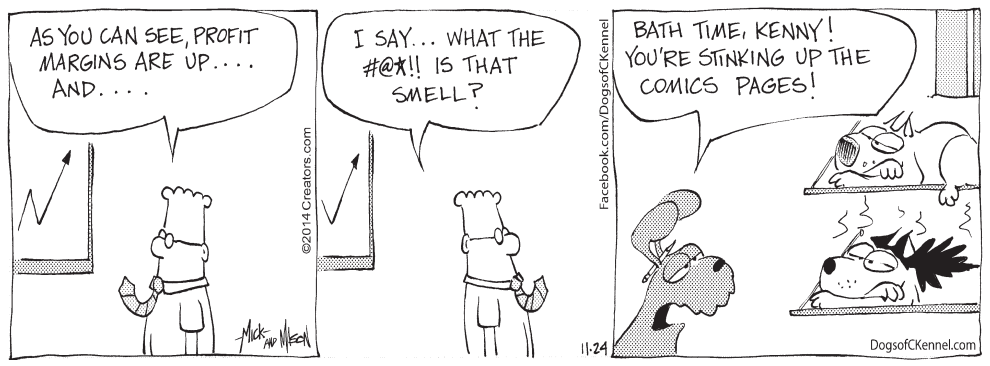
Speed Bump
By Dave Coverly



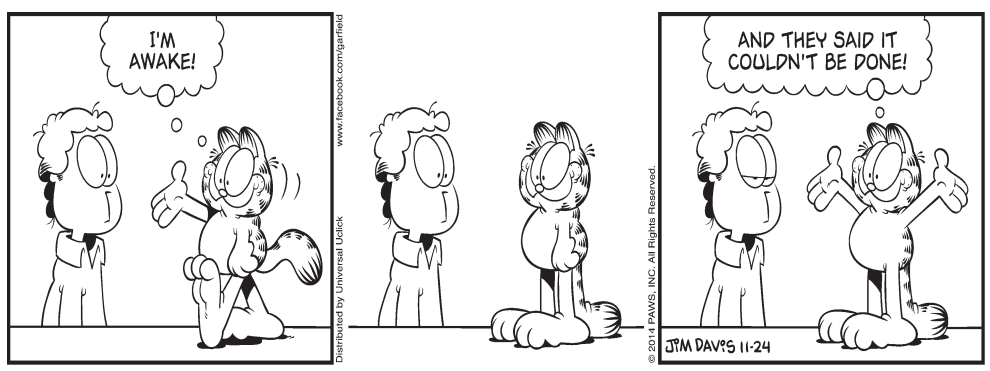
Strange Brew
By John Deering



Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



Sudoku

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

Difficulty Level ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

DAILY POLICE LOG

The Santa Monica Police Department responded to 343 calls for service on Nov. 22

BELOW IS A SAMPLING OF THOSE CALLS CHOSEN BY THE SANTA MONICA DAILY PRESS STAFF.

Overdose on the 1100 block of Idaho Ave. at 12:27 a.m.
Trespassing on the 1300 block of 9th St. at 12:41 a.m.
Battery on the 1500 block of Kansas Ave. at 12:46 a.m.
Fight on the 1500 block of 2nd St. at 2:18 a.m.
Runaway on the 300 block of Santa Monica pier at 2:53 a.m.
Trespassing on the 800 block of Santa Monica Blvd. at 3:01 a.m.
Theft of recyclables on the 1100 block of 10th St. at 5:24 a.m.
Panhandling on the 800 block of Santa Monica Blvd. at 6:32 a.m.
Missing person from the 800 block of 12th St. at 9:33 a.m.
Strongarm robbery on the 500 block of Olympic Blvd. at 10 a.m.
Vandalism on the 1100 block of 6th St. at 10:09 a.m.
Hit and run on the 1100 block of 6th St. at 10:15 a.m.
Vandalism on the 2600 block of Ocean Front Walk at 10:44 a.m.
Petty theft on the 2600 block of Main St. at 11:53 a.m.
Hit and run on the 1300 block of 4th St. at 12:14 p.m.
Burglary on the 800 block of 2nd St. at 12:19 p.m.
Illegal weapon at Lincoln and Pico at 12:29 p.m.
Hit and run on the 2700 block of Ocean Park Blvd. at 12:52 p.m.
Battery at Ocean and Colorado at 1:01 p.m.
Vandalism on the 2500 block of Ocean Front Walk at 1:19 p.m.
Indecent exposure at 4th and Arizona at 1:34 p.m.
Domestic violence on the 2200 block of Virginia Ave. at 1:44 p.m.
Petty theft on the 1400 block of 3rd St. Promenade at 1:56 p.m.
Vandalism on the 300 block of Colorado Ave. at 2:05 p.m.
Battery on the 1400 block of 3rd St. Promenade at 2:38 p.m.
Trespassing on the 700 block of Santa Monica Blvd. at 2:50 p.m.
Battery on the 1700 block of Ocean Ave. at 2:56 p.m.
Trespassing on the 1400 block of Ocean Ave. at 2:56 p.m.
Defrauding an Innkeeper on the 1500 block of Ocean Ave. at 5:58 p.m.
Identity theft on the 1500 block of 6th St. at 6:08 p.m.
Trespassing on the 300 block of Santa Monica Pier at 7:27 p.m.
Bike theft on the 800 block of 3rd St. at 8 p.m.
Defrauding an Innkeeper on the 200 block of Arizona Ave. at 8:15 p.m.
Hit and run at Lincoln and Grant at 9:43 p.m.
Trespassing on the 2500 block of Main St. at 10:19 p.m.



MYSTERY PHOTO

Matthew Hall *matt@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.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Light wood
6 Works the land
11 Even a little
12 Online messages
13 Neighbor of Tibet
14 German thanks
15 Magnet end
17 Baseball's Williams
18 Logging-on need
22 "Be that — may ..."
23 Parson's domain
27 On the up-and-up
29 Full of passion
30 Don Quixote's pal
32 Honeyed drink
33 Lamp liquid
35 Lupino of film
38 Butcher's wares
39 French thanks
41 "The Lion King" hero
45 Entreaties
46 Less cordial
47 Incline
48 Use the rink

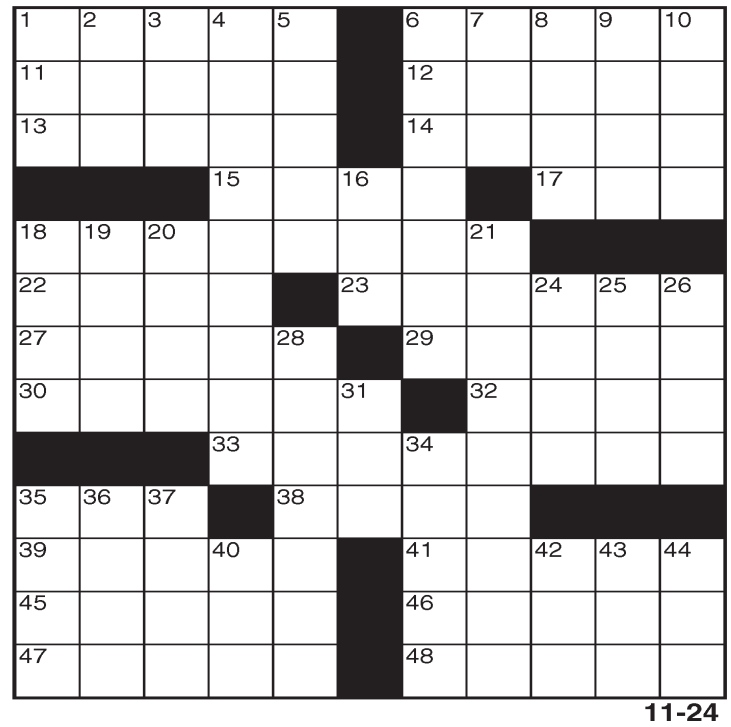
DOWN

1 Criminalize
2 Had dinner
3 Napkin spot
4 Visual humor
5 Permit
6 Not state or local
7 "I — Rock"
8 Crazy talk
9 Karaoke need
10 Winter glider
16 Cut off
18 Chums
19 On the ocean
20 Billboard, for example
21 Turkey choice
24 Words of understanding
25 Baseball's Musial
26 Jekyll's alter ego
28 Stephen King novella
31 Mine rock
34 Caravan stop
35 Little rascals
36 Secluded valley
37 Region
40 Soda container
42 Farrow of film
43 Wager
44 Verb for you

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

Saturday's answer

THOMAS CROSSWORD BOOKS 1 AND 2! Send $4.75 (check/m.o.) for each book to P.O. Box 536475, Orlando, FL 32853-6475



11-24

NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ Neighbors in the Mandarin neighborhood of Jacksonville, Florida, complained to the city recently about a resident who scattered hundreds of mothballs -- over 400 now, at least -- around her front yard, even driving over them in her car to crush them open and extend their noxious odor. The National Pesticide Information Center warned that the mothballs were hazards to plants, wildlife, water and air, but the female resident (unnamed in a report by First Coast News) said she was forced into the tactic in order to prevent neighborhood dogs from defecating in her yard.

■ Celebrity Musicals: In September in Hamburg, Germany, "Charles Manson: Summer of Hate -- The Musical," opened at the Thalia Theater, covering the influences and failed musical career of the man convicted in the notorious 1969 Sharon Tate murders. And "I Am Stephon Marbury," a musical featuring the former star NBA basketball player, ran for 11 nights in September in Beijing, where the popular Marbury has led the Beijing Ducks to national basketball championships the last two seasons. Marbury has a role onstage in what is described as a parable about pursuing one's dreams.

■ The most challenging toys this holiday season might be the series of furry human innards from the U.S. firm I Heart Guts -- not just the soft and cuddly pancreas, brain and prostate, but especially the rectum. Each part is packaged with a cheekily written educational description explaining its importance (the rectum being "the butt of many jokes" yet with "a serious role" in waste disposal as the "fecal loading dock"), and each sells for about $20.

■ (1) Richard Shear, 28, was arrested in Muskegon County, Michigan, in October after an apparent violent episode with his mother and girlfriend. Shear had allegedly threatened the two, slashed an SUV tire, and tried to burn down their home with gasoline and a lit candle -- but when it was time to flee the premises, hopped on his moped, ensuring his flight from police would be a short one. (2) A woman (described only as "robust") in Darmstadt, Germany, fled with the equivalent of about $125 from a pharmacy in October and is still at large. According to the police report, she swiped money from two cash registers by twice lifting her shirt and squirting breast milk at a clerk as a diversion.

■ (1) Sean Johnson, 19, was arrested in Brooksville, Florida, in October at the Wal-Mart after he was spotted at about 3 p.m. taking a toy stuffed horse into the bedding department and masturbating with it. (2) Paul Mountain, 38, pleaded guilty to burglary in Darwen, England, in October -- accused by a homeowner whose shed was vandalized. Among the damaged items was a teddy bear streaked with semen. Mountain told officers that he was coming down off of an amphetamine high and felt an "overwhelming need for sexual relief."

Santa Monica Daily Press

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DBAS

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014323884 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/13/2014 The following person(s) is (are) doing business as CONRAD. 20912 FONTAINE RD , TOPANGA, CA 90290. The full name of registrant(s) is/are: ALEXANDER MCAFEE 20912 FONTAINE RD TOPANGA, CA 90290. 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/:ALEX MCAFEE, OWNER . ALEXANDER MCAFEE. This statement was filed with the County Clerk of LOS ANGELES County on 11/13/2014. 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 11/24/2014, 12/01/2014, 12/08/2014, 12/15/2014. DBA

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014304747 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/24/2014 The following person(s) is (are) doing business as CLK PROPERTIES . 1046 HARTZELL STREET , PACIFIC PALISADES, CA 90272. The full name of registrant(s) is/are: THE KANAN FAMILY TRUST 1046 HARTZELL STREET PACIFIC PALISADES, CA 90272. This Business is being conducted by: a Trust. The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2009. /s/: CHERYEL KANAN . THE KANAN FAMILY TRUST. This statement was filed with the County Clerk of LOS ANGELES County on 10/24/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014299618 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/20/2014 The following person(s) is (are) doing business as GENUINE JERKS . 5407 COLFAX AVE. #210 , NORTH HOLLYWOOD, CA 91601. The full name of registrant(s) is/are: JOHN HUMPHRIES 7438 LEESCOTT AVE. LAKE BALBOA, CA 91406, BRETT MALINE 5407 COLFAX AVE. #210 NORTH HOLLYWOOD, CA 91601. 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/:JOHN HUMPHRIES. JOHN HUMPHRIES, BRETT MALINE . This statement was filed with the County Clerk of LOS ANGELES County on 10/20/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014300902 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/21/2014 The following person(s) is (are) doing business as STATEMENTS + SWAGGER. 12021 WILSHIRE BLVD. #132 , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: KELSEY NOLAN 11953 DOROTHY ST. #5 LOS ANGELES, CA 90049. 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/:KELSEY NOLAN. KELSEY NOLAN. This statement was filed with the County Clerk of LOS ANGELES County on 10/21/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014297732 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/17/2014 The following person(s) is (are) doing business as L.A. DOULA CARE. 330 CALLE MIRAMAR , REDONDO BEACH, CA 90277. The full name of registrant(s) is/are: KIMBERLY VON SLOMSKI 330 CALLE MIRAMAR REDONDO BEACH, CA 90277. 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/:KIMBERLY VON SLOMSKI. KIMBERLY VON SLOMSKI. This statement was filed with the County Clerk of LOS ANGELES County on 10/17/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286841
Current File No. 2012044463
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
CUSTOM CARD FINDER, MILITARY BENEFITS NOW, SOCIAL DEAL GRABBER, LOCAL JOB INDEX, LOCATE LOCAL JOBS, UNEMPLOYMENT RESOURCE GUIDE, URG
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014303330 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/23/2014 The following person(s) is (are) doing business as NATIONORATION COMMUNICATIONS. 1114 6TH ST. APT. 15 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: JOEL BARRY POLLAK 1114 6TH ST. APT. 15 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/:JOEL POLLAK. JOEL BARRY POLLAK. This statement was filed with the County Clerk of LOS ANGELES County on 10/23/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014304746 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/24/2014 The following person(s) is (are) doing business as JECCA DESIGNS . 12775 PACIFIC AVE APT 212 , LOS ANGELES, CA 90066. The full name of registrant(s) is/are: JESSICA MULLEN 12775 PACIFIC AVE APT 212 LOS ANGELES, CA 90066. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/17/2014. /s/: JESSICA MULLEN. JESSICA MULLEN. This statement was filed with the County Clerk of LOS ANGELES County on 10/24/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 286837 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/07/2014 The following person(s) is (are) doing business as Hut 8. 707 S. MAIN ST. , BURBANK, CA 91506.Ä The full name of registrant(s) is/are: CLOCKWORK COUTURE, INC. 707 S. MAIN ST. BURBANK, CA 91506. This Business is being conducted by:Ä a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: DONNA RICCI-WATTS. CLOCKWORK COUTURE, INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 10/07/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014303865 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/23/2014 The following person(s) is (are) doing business as TRUEPREP. 2912 COLORADO AVE. SUITE 100 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ARBORBRIDGE, INC. 2912 COLORADO AVE. SUITE 100 SANTA MONICA, CA 90404. 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/:ANDREW FINN. ARBORBRIDGE, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 10/23/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286839
Current File No. 2012070157
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
REVENUE MEDIA EMPIRE, DISH SPECIALS, SATELLITE TV SPECIAL, SATELLITE DEALS, DISH AUTHORIZED RETAILER
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286840
Current File No. 2012070157
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
DISH PROMOTIONS, DISH PROMOS, DISH PROMO, LOCAL JOB FINDER, LOCAL JOB RESOURCE
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286843
Current File No. 20100651901
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
FIRANG MEDIA
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286844
Current File No. 2012044463
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
UNEMPLOYMENT RESOURCE GUIDE, UNEMPLOYMENT RESOURCES, URG, UNEMPLOYMENT GUIDE, CAREER ENHANCEMENT
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 291151 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/09/2014 The following person(s) is (are) doing business as TRANS FOLX FIGHTING EATING DISORDERS. 1700 E. 4TH ST., APT. 104 , LOS ANGELES, CA 90033.Ä The full name of registrant(s) is/are: DANA VANDEMARK 1700 E. 4TH ST., APT. 104 LOS ANGELES, CA 90033. This Business is being conducted by:Ä an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/09/2014. /s/: DANA VANDEMARK. DANA VANDEMARK.Ä This statement was filed

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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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286839
Current File No. 2012070157
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
REVENUE MEDIA EMPIRE, DISH SPECIALS, SATELLITE TV SPECIAL, SATELLITE DEALS, DISH AUTHORIZED RETAILER
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286840
Current File No. 2012070157
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
DISH PROMOTIONS, DISH PROMOS, DISH PROMO, LOCAL JOB FINDER, LOCAL JOB RESOURCE
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286843
Current File No. 20100651901
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
FIRANG MEDIA
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 286844
Current File No. 2012044463
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
UNEMPLOYMENT RESOURCE GUIDE, UNEMPLOYMENT RESOURCES, URG, UNEMPLOYMENT GUIDE, CAREER ENHANCEMENT
Registered owners:Ä REVENUE MEDIA EMPIRE
This business is conducted by: A CORPORATION
/s/ TOVAH SIMON
This statement was filed with the County Clerk of Los Angeles County onÄ 10/07/2014.
SANTA MONICA DAILY PRESS to publish 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 291151 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/09/2014 The following person(s) is (are) doing business as TRANS FOLX FIGHTING EATING DISORDERS. 1700 E. 4TH ST., APT. 104 , LOS ANGELES, CA 90033.Ä The full name of registrant(s) is/are: DANA VANDEMARK 1700 E. 4TH ST., APT. 104 LOS ANGELES, CA 90033. This Business is being conducted by:Ä an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/09/2014. /s/: DANA VANDEMARK. DANA VANDEMARK.Ä This statement was filed with the County Clerk of LOS ANGELES County on 10/09/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 291158 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/09/2014 The following person(s) is (are) doing business as PRECISION REEF SYSTEMS. 7712 GODDARD AVE. , LOS ANGELES, CA 90045.Ä The full name of registrant(s) is/are: CHRISTOPHER HEPPELL 7712 GODDARD AVE. LOS ANGELES, CA 90045. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CHRISTOPHER HEPPELL. CHRISTOPHER HEPPELL.Ä This statement was filed with the County Clerk of LOS ANGELES County on 10/09/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 291153 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/09/2014 The following person(s) is (are) doing business as IVRSB, INLAND VALLEY REGIONAL SPELLING BEE. 324 S. DIAMOND BAR. BL. #340 , DIAMOND BAR, CA 91765.Ä The full name of registrant(s) is/are: QUEST LITERACY CONSORTIUM, INC. 324 S. DIAMOND BAR. BL. #340 DIAMOND BAR, CA 91765. This Business is being conducted by:Ä a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/01/2013. /s/: MARSHA W. HAWKINS. QUEST LITERACY CONSORTIUM, INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 11/03/2014. 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 11/03/2014, 11/10/2014, 11/17/2014, 11/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014310216 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 10/29/2014 The following person(s) is (are) doing business as ADNC INT'L CO. 8510 NAYLOR AVE. , LOS ANGELES, CA 90045.MAILING ADDRESS: PO BOX 90695, LOS ANGELES, CA 90009 The full name of registrant(s) is/are: ALICE C. NICOLSON 8510 NAYLOR AVE. LOS ANGELES, CA 90045. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/11/2000. /s/: ADNC INT'L CO. ADNC INTL CO. This statement was filed with the County Clerk of LOS ANGELES County on 10/29/2014. 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 11/17/2014, 11/24/2014, 12/01/2014, 12/08/2014.

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12/01/2014.

.FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014291808 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/10/2014 The following person(s) is (are) doing business as STELLAR GROUP WHOLESALE , STELLAR WHOLESALE . 7982 SUNSET BLVD MAILING ADDRESS:13914 BORA BORA WAY APT. D111 MARINA DEL REY, CA 90292 , LOS ANGELES, CA 90046. The full name of registrant(s) is/are: STELLAR GROUP LLC 13914 BORA BORA WAY APT. D111 MARINA DEL REY, CA 90292. 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/:MOMEN LACHANCE . STELLAR GROUP LLC. This statement was filed with the County Clerk of LOS ANGELES County on 10/10/2014. 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 11/10/2014, 11/17/2014, 11/24/2014, 12/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014320721 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/10/2014 The following person(s) is (are) doing business as State of the Arts. 2206 Lincoln Blvd , Santa Monica, CA 90405. The full name of registrant(s) is/are: Jeffery Ruiz, Jr 2206 Lincoln Blvd Santa Monica, CA 90405, Loren C Brooks 2249 20th St #1 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/:Jeffery Ruiz, Jr. Jeffery Ruiz, Jr, Loren C Brooks. This statement was filed with the County Clerk of LOS ANGELES County on 11/10/2014. 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 11/17/2014, 11/24/2014, 12/01/2014, 12/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014310522 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/30/2014 The following person(s) is (are) doing business as ATLANTIC PUBLICITY. 205 WASHINGTON AVE. #509 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: ATLANTIC UNITED, INC. 205 WASHINGTON AVE. #509 SANTA MONICA, CA 90403. 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/:ADRIENNE PAPP . ATLANTIC UNITED, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 10/30/2014. 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 11/17/2014, 11/24/2014, 12/01/2014, 12/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014310455 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/30/2014 The following person(s) is (are) doing business as SPOTLIGHT MEDIA PRODUCTIONS . 205 WASHINGTON AVE. #509 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: ATLANTIC UNITED, INC. 205 WASHINGTON AVE. #509 SANTA MONICA, CA

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90403. 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/:ADRIENNE PAPP. ATLANTIC UNITED, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 11/30/2014. 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 11/17/2014, 11/24/2014, 12/01/2014, 12/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014312709 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/31/2014 The following person(s) is (are) doing business as INDIAN VICTORY LOS ANGELES. 11860 S. LA CIENEGA BLVD. , HAWTHORNE, CA 90250. The full name of registrant(s) is/are: ERMS1, LLC 11860 S. LA CIENEGA BLVD. HAWTHORNE, CA 90250. 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/:CHRISTOPHER T. MCINTYRE. ERMS1, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 10/31/2014. 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 11/17/2014, 11/24/2014, 12/01/2014, 12/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014322256 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/12/2014 The following person(s) is (are) doing business as 26TH STREET AUTO CENTER. 13060 SAN VICENTE BLVD , LOS ANGELES, CA 90049. The full name of registrant(s) is/are: KEIRSTEAD INVESTMENT GROUP, LLC. 14401 HARTSOOK ST. #214 SHERMAN OAKS, CA 91423. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ROBERT KEIRSTEAD. KEIRSTEAD INVESTMENT GROUP, LLC. . This statement was filed with the County Clerk of LOS ANGELES County on 11/12/2014. 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 11/17/2014, 11/24/2014, 12/01/2014, 12/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014323886 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 11/13/2014 The following person(s) is (are) doing business as Oakwood Temporary House. 2222 Corinth Avenue , Los Angeles, CA, 90064. ÄThe full name of registrant(s) is/are: Worldwide Corporate Housing GP Holdings, LLC 2222 Corinth Avenue Los Angeles, CA 90064. This Business is being conducted by: Åa Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/03/2010. /s/: Howard F. Ruby, Manager of General Partner. Worldwide Corporate Housing GP Holdings, LLC. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 11/13/2014. 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 11/24/2014, 12/01/2014, 12/08/2014, 12/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014323885 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/13/2014 The following person(s) is (are) doing business as LoveFoodLA. 612 Pacific St. #6 , Santa Monica, CA, 90405. ÄThe full name of registrant(s) is/are: Nina Furukawa 612 Pacific St. #6 Santa Monica, CA, 90405, Jessica Buonocore 10334 Rossburg Place Los Angeles, CA 90064. This Business is being conducted by: Åa Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Nina Furukawa. Nina Furukawa, Jessica Buonocore. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 11/13/2014. 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 11/24/2014, 12/01/2014, 12/08/2014, 12/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014325981 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/14/2014 The following person(s) is (are) doing business as THE HUMMINGBIRD CONSERVATORY FOR THE ARTS. 3908 PLEASURE WAY , MONTROSE, CA 91020. The full name of registrant(s) is/are: TARA MCGRATH 3908 PLEASURE WAY MONTROSE, CA 91020. 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/:TARA MCGRATH. TARA MCGRATH. This statement was filed with the County Clerk of LOS ANGELES County on 11/14/2014. 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 11/24/2014, 12/01/2014, 12/08/2014, 12/15/2014.

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. LS026100
Superior Court of California, County of Los Angeles
Petition of YASAMAN GHASEMI for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: YASAMAN GHASEMI filed a petition with this court for a decree of changing names as follows: YASAMAN GHASEMI to YASI MOJAB. 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: 01/14/2015, Time: 8:30 AM, Dept: D, Room:
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 6230 SYLVAN STREET VAN NUYS, CA 91401
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: NOVEMBER 20, 2014

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. LS026101
Superior Court of California, County of Los Angeles
Petition of NILOOFAR GHASEMI for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: NILOOFAR GHASEMI filed a petition with this court for a decree of changing names as follows: NILOOFAR GHASEMI to NELLIE MOJAB. 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: 01/14/2015, Time: 8:30 AM, Dept: D, Room:
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 6230 SYLVAN STREET VAN NUYS, CA 91401
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: NOVEMBER 20, 2014

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014332452 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/21/2014 The following person(s) is (are) doing business as ASSISTANCE ROADSIDE SERVICE . 1009 BAY ST. , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: GERRIT HYLKEMA 1009 BAY ST. SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/21/2014. /s/: GERRIT HYLKEMA. GERRIT HYLKEMA. This statement was filed with the County Clerk of LOS ANGELES County on 11/21/2014. 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 11/24/2014, 12/01/2014, 12/08/2014, 12/15/2014.



Santa Monica Daily Press

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