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MONDAY, DECEMBER 23, 2013

Volume 13 Issue 33



CONTROLLING THE HERD
SEE PAGE 3

Santa Monica Daily Press

We have you covered

THE GETTING A HANDLE ON THINGS ISSUE

First flush results not good for city by the sea

BY DAVID MARK SIMPSON
Daily Press Staff Writer

SM BAY If you saw the beach in October after the first rain of the season then you know it was gross.

Birds picked through the garbage that made its way from the mainland down to the edge of the shore.

But the first flush was detrimental to the city by the sea in ways that don't meet the eye.

Samples from two dozen industrial facilities throughout the county taken during the flush by Los Angeles Waterkeeper, a Santa Monica-based advocacy group, showed dangerously high levels of fecal bacteria and heavy metals.

"Storm water is the main source of pollution in the Santa Monica and San Pedro bays, endangering aquatic life and public health, and negatively impacting our tourist economy," the report stated.

A sample take from one of the sites con-

SEE FLUSH PAGE 8



Daniel Archuleta daniela@smdp.com

AFTERMATH: October's rains created the area's 'first flush' of the season bringing waste and debris to Santa Monica's beaches. Pictured: A crow looks for an easy meal.

Latino academic achievement gap persists

MARTHA MENDOZA
AP National Writer

PAJARO, Calif. As Hispanics surpass white Californians in population next year, the state becomes a potential model for the rest of the country, which is going through a slower but similar demographic shift.

But when it comes to how California is educating students of color, many say the state serves as a model of what not to do.

In California, 52 percent of the state's 6 million school children are Hispanic, just 26 percent are white. And Hispanic students in general are getting worse educations than their white peers. Their class sizes are larger, course offerings are fewer and funding is lower.

The consequence is obvious: lower achievement.

Just 33 percent of Hispanic students are proficient in reading in third grade, compared with 64 percent of white students. By high school, one in four Hispanic 10th graders in California cannot pass the high school math exit exam, compared with 1 out of 10 white students.

And while overall test scores across the state have gone up in the past decade, the achievement gap hasn't changed.

"The expectations at my school were just so low, and that's so shortsighted," said Alvaro Zamora, 17, who excelled despite the educational challenges in the Pajaro Valley, a farming region near the Central Coast where his classmates were almost entirely Mexican immigrants or children of immigrants.

"Most economies are driven by innovation. If you don't have a math and science literate population you won't have the majority of the population innovating," he said.

Nationally, an achievement gap is also showing up as Latino enrollment has soared from one out of 20 U.S. students in 1970 to nearly one out of four, and white students account for just 52 percent of U.S. first graders.

"We're falling behind," said Antioch University Los Angeles provost Luis Pedraja. "Ultimately we will face a crisis where a

SEE GAP PAGE 8

Health plan sticker shock ahead for some buyers

CARLA K. JOHNSON
AP Medical Writer

CHICAGO As a key enrollment deadline hits Monday, many people without health insurance have been sizing up policies on the new government health care marketplace and making what seems like a logical choice: They're picking the cheapest one.

Increasingly, experts in health insurance

are becoming concerned that many of these first-time buyers will be in for a shock when they get medical care next year and discover they're on the hook for most of the initial cost.

The prospect of sticker shock after Jan. 1, when those who sign up for policies now can begin getting coverage, is seen as a looming problem for a new national system that has been plagued by trouble since the

new marketplaces went online in the states in October.

For those without insurance — about 15 percent of the population — "the lesson is it's important to understand the total cost of ownership of a plan," said Matt Eyles, a vice president of Avalere Health, a market analysis firm. "You just don't want to look

SEE HEALTH PAGE 11

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Calendar

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, Dec. 23, 2013

Pictures with Santa

Santa Monica Place
Third Street and Broadway
11 a.m. — 8 p.m.
Santa will be available for photos
and visits at his winter wonderland
house, located in Center Plaza.
For more information, call (310)
260-8333.

Big band experience

Typhoon
3221 Donald Douglas Loop
South, second floor
8 p.m. & 9:30 p.m.
Paul McDonald Big Band will be
performing with Ned Rifken at this
Santa Monica Airport eatery.
Dinner reservations are highly rec-
ommended.

Make a game of it

Fairview Library
2101 Ocean Park Blvd.,
1 p.m. — 3 p.m.
Play bridge at the library every
Monday afternoon. Have fun,
meet new people, and challenge
your mind. Advanced beginners
welcome. This is not a class. For
more information, visit smpl.org.

Hit the ice

Fifth Street and Arizona Avenue
2 p.m. — 10 p.m.
Hit the rink at ICE at Santa
Monica, a popular holiday attrac-
tion. For more information, call
(310) 461-8333.

Knitting circle

Fairview Library
2101 Ocean Park Blvd., 5 p.m.
All levels welcome. Bring your
own supplies. Ages 8 and up. For
more information go to:
fairviewknittingcircle.blogspot.com

Tuesday, Dec. 24, 2013

Art for kids

Paint:Lab
1453 14th St., 9 a.m.
Kids 5-12 are invited to a special
winter art camp. Cost: ranges
from \$55-\$100. All art materials
included in the price. For more
information, call (310) 450-9200.

Story time

Fairview Library
2101 Ocean Park Blvd., 11 a.m.
— 11:20 a.m.
Story series for babies ages 0-17
months accompanied by an adult.
Call (310) 458-8681 for more
information.

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

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

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



Hollywood Park closes for good

BY BETH HARRIS
AP Racing Writer

INGLEWOOD, Calif. Fans waited in a long line to get into Betfair Hollywood Park for the last time.

The track closed for good Sunday, ending 75 years of racing that featured such thoroughbred stars as Seabiscuit, Triple Crown winners Citation, Seattle Slew and Affirmed, and superstar mare Zenyatta. The first Breeders' Cup in 1984 was run here. The track will be turned into a residential and retail development starting next year.

For its last day, though, the track came alive again, with jammed parking lots, lines at the betting windows, and fans and employees swapping stories about the Track of the Lakes and Flowers.

Dick Van Patten, the 85-year-old actor who starred in TV's "Eight is Enough," was a longtime patron of the track. He walked away a winner, when his horse Tanquerry won the \$50,000 third race.

Amid the sadness was some bitterness as well. Jack Van Berg, the 77-year-old Hall of Fame trainer, blamed the cities of Inglewood and Los Angeles and the state of California for the track's closure.

"I just think it's a pathetic thing," he said near the paddock. "It's ridiculous to let something like this that so many people love and thrive on close. They did everything they could to kill racing."

Van Berg, who has raced in California for 41 years, said he's moving his operations to Oaklawn Park in Arkansas.

"I've had enough," he said. "I don't like California racing anymore. I don't like the way they run it and what they do."

Betfair Hollywood Park is the second major California racetrack to close since 2008, when Bay Meadows near San Francisco was shuttered after 74 years to make way for a similar development.

The track's future had been in question since Churchill Downs sold it to Hollywood Park Land Co. in 2005.

At the time, the new owner said racing would continue for a minimum of three years while an effort was made to revitalize the sport's business model. But the track had little luck in stemming declines in wagering and attendance, problems that plague the racing industry nationwide. Statewide initiatives to install slot machines at the track also failed.

The track's 260-acre footprint will be turned into 3,000 housing units, including single-family townhomes and condos; 25 acres of parkland, including a 10-acre central park; and a retail and entertainment district, anchored by a movie theatre, office space and a 300-room hotel.

Hollywood Park opened in 1938 under the direction of movie moguls Jack and Harry Warner. Among the celebrity regulars years ago were Elizabeth Taylor, Jimmy Stewart and Bing Crosby.

Hall of Fame trainer Bob Baffert made his first visit from Arizona in the early 1970s.

"The thing I remember most was getting up close to the winner's circle and seeing Cary Grant," he said. "That was a thrill."

The track had been preparing to close for weeks. The gift shop was cleaned out of souvenirs before closing day. Some photos of jockeys on the wall in the betting areas had already disappeared.

Much of the track's equipment, including artwork and memorabilia, tractors and restaurant equipment, will be auctioned on Jan. 24-25.

Two errant flamingoes that escaped capture a few weeks ago sunned themselves on the edge of one of the infield lakes. They will soon be rounded up and taken to a Northern California zoo, where the track's other flamingoes were relocated.

About 50 cats living in the stable area are in

SEE RACES PAGE 10



MOVING IT

Morgan Genser editor@smdp.com

St. Monica's Molly Tomlin drives up the court while View Park's Alonna Moore tries to apply defense on Friday. The St. Monica girls' basketball team would lose the game, 64-50. St. Monica is now 8-6 on the season.

Catalina Island's bison benefit from birth control

THE ASSOCIATED PRESS

AVALON, Calif. Bison birth control has proved a boon for a rare herd off the Southern California coast and the island

where they roam.

A new study by the Catalina Island Conservancy to be published this month shows that a contraceptives program launched in 2009 for the island's bison has

proven to be a more effective and humane way of controlling their population than the previous practice of relocation, the Daily Breeze reported Sunday.

The bison, commonly called American

buffalo, are descendants of 14 animals that were shipped to the island in 1924 to make a Western film. They weren't used in the

SEE BISON PAGE 10

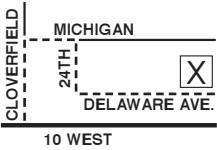


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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Poor parking structure planning Editor:

There is a great big new ugly parking structure that has just reopened on Second Street, Downtown; and for now it has a great view. It is fabulous that there is now a way to reduce traffic a little bit because people won't be driving around forever looking for a parking spot. But, there are no bathrooms for when you and your kids finely get out of your car. This is a problem for the young, and the old, the handicapped, and in the between.

We need to consider that our City Council and planning commissioners, at the time of final approval of this project, weren't capable of planning a livable city.

Those involved in this decision need to step aside from our city government or, if employed, quit. We need a break. If they don't want to leave voluntarily, we need to do something about it quick.

No bathrooms is an invitation to not come from afar. We can't hold it in much longer.

Ken Robin
Santa Monica

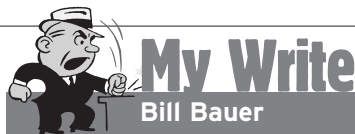
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Send comments to editor@smdp.com

'Ye Olde Holiday Wish List'

IN THE SPIRIT OF THE HOLIDAYS, I've compiled my "Ye Olde Holiday Wish List." This year's list reflects a huge abundance of optimism that things will change for the better.

I wish the Planning Department and Planning Commission will shepherd good developments — that the community wants instead of ones we despise. I'd like to see projects that fit in, not ones that stand out like sore thumbs regardless of the social benefits promised.

I wish that the proposed, ultra-modern Rem Koolhaas-designed Plaza at Santa Monica between Fourth and Fifth streets along Arizona Avenue were being built at the Bergamot Transit Village.

It would be one heck of an improvement over the "Orange County industrial park" that's being proposed for the 7.1 acre Paper Mate site at Olympic Boulevard and 26th Street. Imagine just one striking building — so what if it's 12 floors tall — surrounded by acres of parks and gardens? That's the "wow" factor.

I wish that City Hall shills would stop blowing smoke up our collective derrieres with phony promises that more development will result in less traffic and "zero demand" for resources.

Councilwoman Gleam Davis opined at last Tuesday's council meeting that we need to "start building housing." With hundreds of apartments recently completed and 3,000 more in the pipeline, leave it to Davis to say something clueless and idiotic.

Why does she want even more housing, which by the way, equates to more and more development? The light rail is coming, she notes, and building housing near it will reduce traffic. Yes, Gleam. None of those thousands of new residents will ever drive or even own cars. And, we all know that with more development, we'll have less car trips and pigs will fly.

I wish that common sense would prevail and for those on elected and appointed boards to listen to "the people" before "the people" pass a ballot measure that would require major developments to be approved by voters in public referendums.

Two months ago, I e-mailed the City Manager's Office and asked for an estimate of the legal costs to be incurred by suing the federal government on entitlements at the Santa Monica Airport. I've been told the litigation could easily cost millions of dollars and could take years to fight. So far, no answer.

Six weeks ago, I e-mailed the Planning Department and requested documents relating to a conditional use permit (CUP) application for the Oceana Hotel on Ocean Avenue. Although, the application was approved in 1996, there may be some relevancy relating to a similar request for an alcohol CUP at the controversial Palihouse Hotel (formerly Embassy Hotel and Apartments) at Third Street and Washington Avenue.

A major chunk of the Wilshire-Montana neighborhood is in a hotel overlay district. With this present pro-business City Hall,

many properties could become the site of a hotel or inn proposals that could include entertainment, dining and/or alcohol service.

Hotel/restaurant operations in residential neighborhoods with attendant noise, traffic, congestion and parking problems is a threat to the peace and enjoyment of our homes. Once again, no response from City Hall.

If City Hall ignores requests for information from the press, what chance does a member of the public have in getting their questions answered? Answer: Zip.

It makes me, and others, wonder what they're trying to hide, now? Therefore, I wish City Hall would knock off the siege mentality and respond properly to the public's requests for information.

I wish we had more traffic enforcement such as motorcycle officers to cite bicyclists who ride on the sidewalks, run stops signs and signal lights, cut off pedestrians and ride at night wearing dark clothing on bikes without lights or reflectors.

Illegal and dangerous driving is even out of control in our more bucolic residential neighborhoods. I walk a couple times a week north of Montana Avenue. Speeding there is epidemic. Drivers rarely stop at stop signs let alone for pedestrians. If I don't yield for cars even at intersections with stop signs, I'll wind up as a hood ornament on someone's Mercedes. I suspect most of this goes on because folks there know they can get away with it.

I wish City Hall would seriously address increasing traffic congestion. City planners seem more intent on making it worse by narrowing and removing traffic lanes and left turn pockets, adding curb bump-outs to make it difficult to enter and leave side streets and installing planted medians to make it harder to see who/what may be crossing the street in the oncoming direction.

It's why we get misguided bicycle enhancement projects like the Michigan Avenue Neighborhood Greenway (MANGO). A recent memo from transportation planning associate Jason Kligier about an upcoming community meeting on MANGO says it all. "The project will enhance Michigan Avenue and nearby streets to become places for people to walk their dogs, to comfortably ride a bicycle, to chat with neighbors and for children to play."

"This may be achieved with traffic calming devices, additional plants and trees, seating, and safety improvements."

The likelihood of eliminating street parking, impeding traffic flow and restricting convenient access to homes and apartments is what the rainbow chasers are willing to risk for a glorified bicycle path.

Those are just some of my holiday wishes. Oh, just one more. Have a Merry Christmas (if that's your thing) and enjoy the holiday season.

Next week: The 2013 Sammys for things good, bad and downright in-segregious in Santa Monica.

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

Photography by Brandon Wise

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Tech startups create virtual farmers markets

TERENCE CHEA
Associated Press

SAN FRANCISCO Sara Pasquinelli doesn't shop at the grocery store much anymore. The busy mother of two young boys buys nearly all her food from a new online service that delivers to her front door — but it doesn't bring just any food.

The emerging tech startup specializes in dropping off items that Pasquinelli probably would only be able to find at her local farmers market.

Minutes after her weekly GoodEggs.com order arrived at her San Francisco home, Pasquinelli unpacked bags and boxes of finger limes, organic whole milk, kiwi fruit, beef short ribs, Dungeness crab and pastured eggs.

"I don't even remember the last time I went to the store for anything other than bananas and string cheese," said Pasquinelli, an attorney who started using the service about a year ago.

The San Francisco-based Good Eggs is among a new crop of startups using technology to bolster the market for locally produced foods that backers say are better for consumer health, farmworkers, livestock and the environment. These online marketplaces are beginning to change the way people buy groceries and create new markets for small farmers and food makers.

"It's a new way of connecting producers with consumers," said Claire Kremen, a conservation biology professor at the University of California, Berkeley. "The more alternatives people have access to for buying food outside the industrial agricultural regime, the better it can be."

The Good Eggs website features attractive photos of offerings such as Hachiya persimmons, chanterelle mushrooms, grass-fed beef steaks, pureed baby food and gluten-free poppy seed baguettes. It also has pictures and descriptions of the farmers and food makers. Prices are similar to what shoppers pay at a farmers market, and customers can pick up their orders at designated locations or have them delivered for \$3.99 — usually two days after they're placed.

"There's this wave of entrepreneurship and creativity happening in the food world, and Good Eggs is all about bringing that high-quality production right to your door," said CEO Rob Spiro, who co-founded the startup after he sold his last company, a social search service called Aardvark, to Google Inc. for \$50 million in 2010.

Good Eggs offers more varieties of fruits and vegetables than most supermarkets, but the selection is limited to what can be grown and made locally, so you can't buy bananas in San Francisco in December.

The service started in the San Francisco Bay Area last year and recently launched in New York, Los Angeles and New Orleans. There are plans to expand into more markets next year.

The founders, Silicon Valley engineers, say they want to grow the market for local food that's led to the proliferation of farmers markets and community-supported agriculture programs that deliver boxes of fresh fruits and vegetables.

"There are a lot of people out there who want to eat locally, who want to support their local community, who want to support the producers who are doing things right, but it's just not very convenient," said Chief Technology Officer Alon Salant, who ran a software consulting firm before starting Good Eggs with Spiro.

The company is entering an increasingly competitive market for online grocery delivery. Major retailers such as Walmart and Safeway deliver groceries and Amazon launched its AmazonFresh service in San Francisco this month. Another San Francisco startup called Instacart allows customers to order groceries from local supermarkets and delivers in as little as an hour.

Good Eggs currently sells food from about 400 local producers that meet the company's standards for environmental sustainability, workplace conditions and transparent sourcing of ingredients. Produce is usually picked one or two days before it's delivered.

The startup is helping farmers such as Ryan Casey, who runs a small organic farm that grows more than 50 types of fruits, vegetables and flowers. His Blue House Farm in Pescadero, about 45 miles south of San Francisco, mainly sells its produce at farmers markets and through community agriculture programs, but Good Eggs makes up a growing share of business.

"They're really good at marketing and finding people and connecting people with the food, which leaves me more time to do the growing," said Casey, standing in a field of leafy greens.

Good Eggs has attracted enthusiastic foodies like Shelley Mainzer, who does nearly all her grocery shopping on the website and often emails producers with questions and comments.

After her weekly order arrived at her downtown San Francisco office, she pulled out organic cauliflower and Romanesco broccoli she bought from Blue House Farm.

"I can't eat store-bought food anymore because it just doesn't taste the same," said Mainzer, who works as an executive assistant at a small investment bank. "You basically remember what things are supposed to taste like when you eat these fresh vegetables and fruits."

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The Q-Line

For art's sake

City Hall has theoretically left millions of dollars on the table by subsidizing artists' studios at the Santa Monica Airport. A Daily Press report found that a lease negotiated by city officials included a base rent of 37 cents per month, per square foot. That lease now generates \$9,885 a month.

So, this week's Q-Line question asks:

Do you believe taxpayers should be subsidizing artists? What's the value in doing so?

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



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Santa Monica Daily Press

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Earth Talk

By the editors of E Magazine

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Photo courtesy Global Imagination

START THEM YOUNG: There are many resources available to help parents and educators teach kids how to understand the issues and become better stewards for the planet.

Going green for kids

Dear EarthTalk:

Do you have any tips for explaining global warming and other complex environmental problems to my kids?

Peter Buckley
Pittsburgh, Pa

KIDS TODAY MAY BE MORE ECO-SAVVY than we were at their age, but complex topics like global warming may still mystify them. Luckily there are many resources available to help parents teach their kids how to understand the issues and become better stewards for the planet.

A great place to start is the U.S. Environmental Protection Agency's (EPA's) "A Student's Guide to Global Climate Change" website. The site is divided into sections (Learn the Basics, See the Impacts, Think like a Scientist and Be Part of the Solution) so kids can get just the right amount of detail without feeling overwhelmed. One feature of the site is a virtual trip around the world to see the effects of climate change in different regions. An emissions calculator-with questions tailored to kids' lifestyles-helps connect everyday actions (like running the water while brushing teeth) and climate change. And a FAQ page answers some of the most common questions about climate change in easy-to-read short paragraphs.

Another great online resource is NASA's Climate Kids website, which engages kids with games, videos and craft activities and offers digestible info on what's causing climate change and how kids can make a difference. A guided tour of the "Big Questions" (What does climate change mean? What is the greenhouse effect? How do we know the climate is changing? What is happening in the oceans? and others) uses cartoon characters and brightly colored designs to help kids come to grips with the basics.

Perhaps even more engaging for those eight and older is Cool It!, a card game from the Union of Concerned Scientists (UCS).

The game, designed in collaboration with science educators, requires players to collect "solution" cards in the categories of energy, transportation and forests, while slowing opponents down by playing "problem" cards along the way. "The game enables teachers and parents to talk about global warming in a fun and hopeful way," reports UCS. "Kids, meanwhile, will learn that all of us make choices that determine whether the world warms a little or a lot, and which of those choices reduce global warming emissions." The game is available for purchase (\$7.95) directly from the UCS website.

Younger kids curious about climate change can consult the Professor Sneeze website, which features online illustrated children's stories that present global warming in a familiar context. The stories for five- to eight-year-olds follow a cartoon bunny on various warming related adventures. A few of the story titles include "The Earth Has a Fever," "Where Are the Igloos of Iglooville?" and "Tears on the Other Side of the World." The site also features stories geared toward 8- to 10-year-olds and 10- to 12-year-olds.

Of course, teachers can play a key role in making sure kids are well versed in the science of climate change. A recently launched initiative from the National Center for Science Education (NCSE)-long respected for its work in defending and supporting the teaching of evolution in the public schools-aims to help teachers do a better job of teaching climate change in the classroom. The group's Climate Change Education website points teachers to a treasure trove of resources they can use to demystify the science behind global warming, combat "climate change denial" and support "climate literacy."

EarthTalk® is written and edited by Roddy Scheer and Doug Moss and is a registered trademark of E - The Environmental Magazine (www.emagazine.com). Send questions to: earthtalk@emagazine.com. Subscribe: www.emagazine.com/subscribe. Free Trial Issue: emagazine.com/trial.



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Note the following activities:

1. Colorado Avenue between Fifth and 18th streets: Expect westbound and eastbound lane closures during daytime hours. Expect reduction of travel lanes during the non-peak daytime hours at Fifth, Sixth and Seventh streets at Colorado. Alleys on the north side of Colorado between Sixth and 18th streets will have limited access at Colorado. Sidewalk and lane closures on north or south side of Colorado between Fourth and 10th streets.

2. Street closure: Colorado Avenue between 11th and 14th streets: Westbound street closure between 7 a.m. and 3 p.m. Local access will be maintained.

3. Olympic Boulevard between 20th Street and

Centinela Avenue: Eastbound lane closures during non-peak hours of 9:30 a.m. to 3 p.m.

4. Cloverfield Boulevard between Colorado and Michigan avenues: Southbound lane closures during non-peak hours of 9:30 a.m. to 3 p.m.

Additional information is available at buildexpo.org or by calling (213) 922-EXPO (3976).

**Parking Structure 6**

Parking Structure 6 is now open to the public. However, there will be periodic sidewalk closures on Second Street between Broadway and Santa Monica Boulevard through Dec. 28. There will be periodic northbound lane closures through Dec. 28 for materials deliveries and construction activity on Second Street between Broadway and Santa Monica Boulevard. Temporary traffic control signs and barricades will be deployed to guide vehicular and pedestrian traffic in and around the work areas. Materials delivery will take place in the alley behind the parking structure (Second Court), with partial alley closures taking place through Dec. 28. All work will take place Monday through Saturday, 7 a.m.-5 p.m. There will be no work scheduled for Wednesday, Dec. 25.

Wastewater Main Improvements Citywide

The contractor will be completing final paving of the trench and cleanup on 32nd Street from Pico to Ocean Park boulevards. This work will take place between the hours of 8 a.m. to 6 p.m. 32nd Street will be closed to through traffic. Please use alternate route whenever possible. No work will take place between Dec. 25 and January 1, 2013. On Jan. 2, the contractor is scheduled to begin sewer work on Ashland Avenue between Third and Fourth streets. Ashland Avenue will be closed to through traffic. Please use alternate route whenever possible. For more information, contact Carlos Rosales, construction manager, City of Santa Monica, at (310) 458-8721.

The Village

There will be a lane closure on the northbound side of 1700 Block of Ocean Avenue to Vicente Terrace. Through Dec. 31, but could be done as early as Dec. 18. Sidewalk and parking lane on the west side of Main Street and Olympic Drive for sidewalk and curb and gutter rework. In addition, 200 feet of the southbound No. 2 lane closed at Pacific Terrace and Ocean Avenue from 9 a.m.-4 p.m. Monday to Thursday next week for installing new handicap ramps in preparation for the new intersection at Ocean Avenue and Olympic Drive. For any questions or concerns contact Gary Vitale, superintendent, Pankow Builders, at (510) 772-8836.

Santa Monica Pier Renewal

Construction will continue and is estimated to conclude in spring 2014. The pier and its businesses will remain open during construction. Contact Curtis Castle, civil engineer, at (310) 458-8721 if you have any questions.

High Place East

There will be delivery trucks throughout the week on Cloverfield Boulevard between Interstate-10 and Virginia Avenue, and on Virginia Avenue between Cloverfield and 27th Street for the development of 45 affordable housing units. Use alternate routes whenever possible. For more information on this project, contact Donnie Krueger (949) 254-8153.

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FLUSH

FROM PAGE 1

tained fecal bacteria levels hundreds of times greater than the legal limit. Aluminum levels at another were thousands of times over the limit. Many of the regulated substances for which these facilities are in violation are known to cause cancer and birth defects.

"The way our storm system is set up, all of that stuff is directed straight toward our bays and beaches," said Liz Crosson, executive director of L.A. Waterkeeper. "What we're finding upstream is also what we can expect to find downstream at the beaches. It definitely indicates that there is a problem flowing through our storm drains and down to the beach."

L.A. Waterkeeper is investigating the facilities and will litigate those in violation of state or federal regulation if necessary. The organization has had success taking companies to court in the past, and recent runoff results show significant improvements by those that lost or settled lawsuits. The problem, she said, is that there are so many facilities to monitor.

Few of the industrial buildings subject to this type of testing are located in Santa Monica, said Neal Shapiro, supervisor of City Hall's Watershed Section. Further, the Santa Monica Urban Runoff Recycling facility treats dry urban runoff and even first flush runoff for reuse.

Many of the worst offenders are scrap metal yards, auto recyclers, waste transfer sites and recycling yards.

"We are however the recipient of stormwater discharges from Caltrans and West Los Angeles (specifically Kenter Canyon) at several points in our collection system over which we have no control," Shapiro wrote in an e-mail. "What is needed is a more holistic or watershed monitoring approach."

The most recent update to a permit, the Municipal Separate Stormwater Sewer Systems permit, is a good start, he said. It includes a requirement for watershed monitoring and more conservative goals.

The new goals "should have significant and long lasting benefits to the quality of life and water quality in Santa Monica and the bay," Shapiro said.

Within Santa Monica, much of the possibility for runoff comes from construction sites, said Kirsten James, water quality director at environmental watchdog Heal the Bay. With the incoming Expo Light Rail Line and a spate of new development, the construction sites are many but, she said, Santa Monica has a great system that allows people to report issues, she said.

Go Request, a smart phone app, allows residents to report violations seen at construction sites, James said. Santa Monica is one of the better municipalities when it comes to responding to these types of problems, she added.

"I've had very good success with them following up," said. "I find it to be particularly strong in Santa Monica."

dave@smdp.com

GAP

FROM PAGE 1

majority of the U.S. population will be economically disadvantaged, which will reduce their spending power and contribution to taxes and Social Security, impacting all segments of society and our country's economic health."

There are many factors contributing to California's educational divide; many Hispanic students are children of Mexican immigrants who did not complete high school and who cannot provide the academic and social support and advocacy of their white counterparts. The state also has a tax system that allows communities to increase local taxes for their schools — thus wealthier communities have wealthier schools.

Jackie Medina, a 4th and 5th grade teacher who has been teaching for nine years in Watsonville, said test scores may also not reflect actual achievement if they're requiring native Spanish speakers to test in English. A local leader in the California Association of Bilingual Educators, she teaches about topics like immigration in her classroom so her students get relevant curriculum that relates to them, in both English and Spanish.

"All educators want high achievement of all of our students," she said. "We need to have a paradigm shift and look at how we're educating this large population, incorporating their native language."

Dulce Sixtos, 16, said her father, a field-worker, and her mother, who works in the cut flower industry, come to their Watsonville home exhausted from low-paying jobs and tell her: "I don't want you looking like me."

She wants to get an education and return to improve her community, but she worries that her high marks in school won't spell college success.

"Right now I feel people have given up on us, they say, 'Oh, they don't need an education to work in the fields,'" she said. "So I go to school thinking I'm going to get a great

education, but I'm worried I'm going to go to college and see that I'm at a great disadvantage to the white students."

Gov. Jerry Brown hopes to flip what he calls "a funding system that is overly complex, bureaucratically driven and deeply inequitable" with a budget change phased in over several years that will funnel more money to low income and non-English students.

California also has a law that allows parents to vote to take over a failing school; on July 29, Desert Trails Preparatory Academy in Adelanto reopened as the first public school in the nation to be taken over by parents under one of these laws.

Zamora, the son of Mexican immigrants, said he took the hardest courses offered in Pajaro, but succeeded by learning on his own and "with a group of nerd friends."

"I'd get home and do my homework in about a minute," he said. "In a whole year of high school we were assigned one book and two essays. It's not the type of education that prepares you for college or jobs."

All too often, black and Latino students are disproportionately taught easier material than white or Asian kids, said Alan A. Aja, who teaches Latino studies at Brooklyn College.

"No one wants to see themselves as racist," Aja said, "but educators have this ingrained belief that black and Latino kids are cognitively inferior and they lower expectations. It's racialized tracking. So if they assume these kids are going to under-achieve, if they assume they don't have capacity to tackle hard topics, well, no wonder there's an achievement gap."

At Zamora's high school, just 6 percent of students scored proficient or advanced on standardized math tests, compared with 51 percent statewide. He remembers one math teacher offering extra credit for bringing in calculator batteries.

Zamora, who scored top marks on college entrance exams, was the first in his family to go to college. He just finished his first semester at Brown University where he's studying astrophysics.



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BISON
FROM PAGE 3

movie and were simply left behind.

At one point, as many as 600 of the shaggy beasts roamed the island 25 miles off the Los Angeles coast. There were about 350 in 2003 when a study found that they had poor nutrition and health.

To control the numbers, bison were once shipped out for slaughter then later sent to Indian reservations for breeding.

But those who tend the herd now say that the birth control vaccine known as PZP has proven the best way to do that.

"We learned that if we chose to have a herd, we should reduce the number to 150 since it's better for the bison and it's better for the habitat," said Ann Muscat, president and

CEO of the conservancy, a nonprofit group that owns much of the island. "They're of great cultural and historical value to the island and we're very pleased that the program is working out as well as it is."

PZP is derived from pig eggs and must be renewed annually via dart or syringe. It has little effect on the bison's lives beyond reducing their reproduction.

"The bison are doing what they were doing before and it's not causing any difference in hormones or behavior," said Calvin Duncan, a wildlife biologist who helped lead the contraception effort.

The population has been successfully stabilized at 159 animals.

"Hopefully, this is something that can be considered in other bison herds," Duncan said. "The unique part of Catalina is that it's a living laboratory."

RACES
FROM PAGE 3

search of new homes before the barn area closes at the end of January. The sprawling grandstand will be torn down and simulcasting will be moved to the adjacent casino.

The graves of three horses buried in the

infield will be relocated. Native Diver, who won the Hollywood Gold Cup from 1965-67, will be moved to Del Mar racetrack near San Diego. Landaluze, the 2-year-old champion filly of 1982, will go to Spendthrift Farm in Kentucky, where she was bred. Great Communicator, the 1988 Breeders' Cup Turf winner, also will be moved.

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HEALTH

FROM PAGE 1

only at the premium.”

Counselors who have been helping people choose policies say many are focused only on the upfront cost, not what the insurance companies agree to pay.

“I am so deeply clueless about all of this,” acknowledged one new buyer, Adrienne Matzen, 29, an actor in Chicago who’s mostly been without insurance since she turned 21. Though she needs regular care for asthma and a thyroid condition, she says she’s looking for a low monthly premium because she makes less than \$20,000 a year.

Hospitals are worried that those who rack up uncovered medical bills next year won’t be able to pay them, perpetuating one of the problems the new health care system is supposed to solve.

The new federal and state health insurance exchanges offer policies ranked as bronze, silver, gold and platinum. The bronze options have the lowest monthly premiums but high deductibles — the amount the policyholder must pay before the insurer picks up any of the cost of medical care.

On average, a bronze plan’s deductible is more than \$4,300, according to an analysis of marketplace plans in 19 states by Avalere Health. A consumer who upgrades to a silver plan could reduce the deductible to about \$2,500. A top-of-the-line platinum plan has the lowest average deductible: \$167.

Comprehensive data on premiums isn’t available, but in one example, a 30-year-old in Chicago would pay an average of \$222 per month for a bronze plan, \$279 for a silver or \$338 for a platinum.

The complexities of insurance are eye-glazing even for those who have it. Only 14 percent of American adults with insurance understand deductibles, according to one recent study.

The danger of a wrong snap judgment is great for those under financial pressure — especially those with modest incomes who make too much to qualify for the government subsidies available under the new health care system. Subsidies aren’t available for individuals making more than \$45,960.

Most of the uninsured make less than that, but many still pick the cheapest plans.

“Price rules,” said John Foley, a Legal Aid counselor in Palm Beach, Fla., who has been helping people enroll.

Some applicants see the catch.

“The real big surprise was how much out-of-pocket would be required for our family,” said David Winebrenner, 46, a finan-

cial adviser in Lebanon, Ky., whose deductible topped \$12,000 for a family of six for a silver plan he was considering. The monthly premium: \$1,400.

While the health law makes many preventive services free — such as vaccines, blood pressure screening and mammograms — most medical care is paid out of pocket until the deductible level is reached. Some of the new plans offer limited coverage for certain services before a patient has met the annual deductible. These services can include primary care, some prescription drugs and routine care for common chronic conditions such as high blood pressure and diabetes.

It’s unclear how many plans provide this feature, and it may not be easy for consumers to tell.

Lynn Quincy of Consumers Union, a public policy group, suggests that consumers narrow their options to five plans, then go to each insurer’s website to read the benefits summary. It spells out who pays what for two common situations: having a baby and managing Type 2 diabetes.

To be sure, the new health law did away with the whopping deductibles in plans previously offered to people without employer-provided coverage. Out-of-pocket costs are now capped at \$6,350 for individuals and \$12,700 for a family.

But some people who have been paying their own medical bills, or leaving them unpaid at the hospital, seem surprised that health insurance doesn’t cover more of the costs.

“They previously had no insurance coverage at all and so they might not be happy,” said Cynthia Rahming, an enrollment counselor in Houston.

Fearing the sticker shock, Loyola University Health System in Chicago is offering payment plans to spread the out-of-pocket costs.

Some who had private insurance policies that were canceled may find that keeping the same deductibles may mean higher premiums.

In California, Diane Agnone complained in an online post on her state’s health marketplace. “How is this affordable? I am a healthy 62-year-old single woman and these new premiums will cost me over \$200 more per month than my existing plan.”

The new insurance system requires policies to cover more services than some consumers had chosen to buy in the past.

“It’s all a matter of having a budget and it only goes so far,” said Agnone, an executive with a nonprofit charity based in Fairfield, which is about halfway between San Francisco and Sacramento. “There is no winning in this.”



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TUESDAY – POOR TO FAIR – SURF: 1-2 ft knee to thigh high
Minimal new WNW swell. Best for standout spots which are up to waist high on the sets late.

WEDNESDAY – POOR TO FAIR – SURF: 1-2 ft knee to thigh high
Minimal new WNW swell. Best for standout spots which are up to waist high on the sets late.

THURSDAY – POOR – SURF: 1-2 ft knee to thigh high
Minimal WNW swell eases. Mostly shows for standout spots with 1-3' surf there

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 December 11, 2013

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 -- 13
Number of A grades for dry/wet weather -- 31 / 32
Number of (C,D,F) grades for dry/wet weather -- 7 / 8

The Beach Report Card is made possible by:
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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	LOCATION	DRY	WET
Lee Canille Beach, at Arroyo Sequit Creek mouth.	A+	A+	Wil Rogers State Beach at Bal Air Bay Club drain near fence.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+	Wil Rogers State Beach at Pulga Canyon storm drain.	A+	A+
El Pescador State Beach, between Luchessa and Las Aliso creeks.			Wil Rogers State Beach at Temescal Canyon drain.	A+	A+
Escorial Canyon at El Matador State Beach.	A+	A+	Wil Rogers State Beach at Santa Monica Canyon drain (Chaetavogel).	F	D
Broad Beach at Trancas Creek mouth.	A+	A	Santa Monica Beach at Montana Ave. drain.	A+	A+
Zuma Beach at Zuma Creek mouth.	A	A	Santa Monica Beach at Wilshire Blvd. drain.	F	B
Walnut Creek, projection of Wildfire Rd. (private).	A+	A+	Santa Monica Municipal Pier.	F	F
Paradise Cove Pier at Ramirez Canyon Creek mouth.	C	C	Santa Monica Beach at Pica/Kanter storm drain.	C	C
Escondido Creek, just east of Escondido State Beach.	A+	F	Santa Monica Beach at Strand St. (in front of the restaurants).	B	B
Lafita Canyon Creek mouth.	B	A	Ocean Park Beach at Rolland Ave. drain.	A	A
Solstice Canyon at Dee Blocker County Beach.	A+	A+	Venice City Beach, at the Rose Ave. storm drain.	A	A+
Puerto State Beach at creek mouth.	B	A+	Venice Beach at Brooks Ave. drain.	B	B
Marin Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	A	A+	Venice Beach at Windward Ave. drain.	A+	A+
Serfider Beach at Malibu Colony fence.	A+	A+	Venice Fishing Pier - 50 yards south.	A+	A+
Serfider Beach (beach location) - daily.	A	C	Venice Beach--projection of Topical St.	A+	F
Malibu Pier - 50 yards east.	B	A+	Marina del Rey, Mothers' Beach--lifeguard tower.	F	F
Carbon Beach at Sweetwater Canyon.	A+	A+	Dockweiler State Beach at Ballona Creek mouth.	A	F
Las Flores State Beach at Las Flores Creek (joint rent).	A+	B	Dockweiler State Beach at Culver Blvd. drain.	A	A+
Big Rock Beach at 19948 POH stairs.	B	A+	North Westchester Storm Drain at Dockweiler State Beach.	A+	A+
Pena Creek at Las Flores County Beach.	A+	A+	Dockweiler State Beach at World Way (south of GWR jetty).	A+	A
Tuna Canyon.	A+	ns	Dockweiler State Beach at Imperial Hwy drain.	F	A+
Topanga State Beach at creek mouth.	B	A	Dockweiler Beach--opposite Hyperion Treatment Plant.	A+	A
Cedwick Storm Drain at Castle Rock Beach.	ns	ns	Dockweiler State Beach at Grand Ave. drain.	A+	A
Santa Ynez Storm Drain at Castle Rock Beach.	B	A+			
Wil Rogers State Beach at 17200 POH (1/4 mile east of Sunset drain).	A+	A+			

LEGEND

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

Heal the Bay is a 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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St. John Bosco football holds off De La Salle, 20-14

BY AL BALDERAS
Associated Press

CARSON, Calif. Winning its first CIF-Southern Section championship in school history didn't seem to be enough for the St. John Bosco football team.

The Braves turned in an encore performance by beating storied De La Salle, 20-14, Saturday night to win the Open Division of the CIF State Football Bowl Game, Saturday night at the StubHub Center.

Josh Rosen threw for 200 yards and two touchdowns to lead the Braves to their storybook ending. Four years ago, the Braves were struggling just to be an average team but since head coach Jason Negro took over the program the results have been positive.

"We played disciplined tonight," Negro said. "Our kids played so hard and they were so doggone physical. If you play that way against De La Salle, you've got a chance to win. That's what we did."

The win snapped De La Salle's 40-game winning streak and ended its run of four consecutive state titles.



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 Santa Monica Daily Press

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MOVIE TIMES

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

It's a Wonderful Life (NR) 2hr 15min
7:30pm

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

Walking With Dinosaurs 3D (PG) 1hr 20min
1:45pm, 7:00pm

Gravity 3D (PG-13) 1hr 31min
11:45am, 2:15pm, 5:00pm, 7:45pm, 10:30pm

Tyler Perry's A Madea Christmas (PG-13)
11:00am, 2:00pm, 4:50pm, 7:30pm, 11:00pm

Walking With Dinosaurs (PG) 1hr 20min
11:15am, 4:15pm, 9:45pm

12 Years a Slave (R) 2hrs 13min
10:45am, 1:30pm, 4:40pm, 8:00pm, 10:15pm

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

Frozen (PG) 1hr 25min
11:15am, 5:10pm, 10:40pm

Hunger Games: Catching Fire (PG-13) 2hrs 26min
12:15pm, 3:45pm, 7:15pm, 10:45pm

Anchorman 2: The Legend Continues (NR) 1hr 59min

10:30am, 11:40am, 1:30pm, 2:00pm, 4:30pm, 6:30pm, 7:30pm, 8:20pm, 10:30pm, 11:10pm

Frozen 3D (PG) 1hr 25min
2:15pm, 8:00pm

Hobbit: The Desolation of Smaug (PG-13) 2hrs 41min
10:10am, 4:50pm

Saving Mr. Banks (PG-13) 2hrs 00min
10:00am, 1:30pm, 4:35pm, 7:45pm, 11:00pm

American Hustle (R) 2hrs 09min
10:15am, 1:10pm, 4:30pm, 7:50pm, 11:00pm

Hobbit: The Desolation of Smaug in HFR 3D (PG-13) 2hrs 41min
2:45pm, 9:45pm

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

Act of Killing (NR) 1hr 55min
11:00am

Inside Llewyn Davis (R) 1hr 45min
1:30pm, 4:20pm, 7:10pm, 9:45pm

Book Thief (PG-13) 2hrs 11min
1:00pm, 4:00pm, 7:00pm, 10:00pm

Nebraska (R) 1hr 50min
1:40pm, 4:30pm, 7:20pm, 10:00pm

Philomena (R) 1hr 34min
1:50pm, 4:40pm, 7:30pm, 9:55pm

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

CELEBRATE TONIGHT, VIRGO!

ARIES (March 21-April 19)
★★★ A discussion in the morning will encourage you and a partner to clear up the remaining holiday details. By midafternoon, the Christmas spirit hits you. Tonight: Invite a friend over to swap gifts.

TAURUS (April 20-May 20)
★★★★★ Your mood appears to be contagious. You will need to jump over an obstacle that might involve a loved one's resistance. Run errands and catch up on calls. Touch base with friends and start swapping good wishes for the holiday. Tonight: Indulge a loved one.

GEMINI (May 21-June 20)
★★★ Honor what is going on with a parent or older relative. An unanticipated expense emerges out of the blue, which will encourage you to curb any frivolous spending. Still, you might opt to buy a couple of small items for last-minute presents. Tonight: Honor a change.

CANCER (June 21-July 22)
★★★★★ You'll express the fervor of the holidays and engage others to join in. A child or loved one could be cantankerous at best, but you'll help even this person out. Whatever you do naturally pleases others. Tonight: With loved ones.

LEO (July 23-Aug. 22)
★★★ You'll be thinking ahead with the understanding that a road block is about to appear. You will move through your errands and other matters efficiently. You instinctively might recognize that something or someone has been left out. Do some backtracking. Tonight: At home.

VIRGO (Aug. 23-Sept. 22)
★★★★★ You express unusual vitality and excitement about the next few days. Your creativity seems to feed off the holiday. You will delight a child or loved one just by sharing your thoughts and feelings. Make plans to join a group of friends. Tonight: Celebrate.

LIBRA (Sept. 23-Oct. 22)
★★ A hassle might become bigger than it really is because of fatigue and boredom with an issue. Let it go for a while, and build up your stamina. Tonight: Drop in on an older relative.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Friends surround you. Hopefully you are not in the position of doing last-minute shopping, but rather off enjoying a holiday event. Tonight: Music, lights and mistletoe set the scene.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ Tension builds as expenses seem to multiply. You must meet certain responsibilities, no matter what. A partner might pitch in and ease your burden, which will allow you to relax a little. Take advantage of this extra time. Tonight: Visit with someone you won't see for a while.

CAPRICORN (Dec. 22-Jan. 19)
★★★★★ If you kick back and detach, a last-minute problem will solve itself. You also will understand more of the mechanics of the issue. Your sense of humor could emerge. Drop by a party or two, and start wishing others a Merry Christmas. Tonight: Let the fun continue.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Your role might be more pivotal than you realize. You could have a lot of errands to take care of, while someone makes an important request. A partner might offer to pitch in. Together, all of the tasks you have to do will become easier. Tonight: Quality time with a loved one.

PISCES (Feb. 19-March 20)
★★★ You might have special plans. Unfortunately, others don't seem to realize that fact, or you have not shared it with them. In any case, you could find yourself overwhelmed. People want your company, so make time for them. Tonight: The only answer is "yes."

Monday, December 23, 2013

This year you often think in lofty terms when deciding how to invigorate your life. Others trust your judgment more and more. If you are single, a new door opens, and you will meet many new people as a result. Take your time getting to know others; you have many admirers. If you are attached, the two of you love being together and often plan a date night alone together. Schedule several weekends away together as a couple. VIRGO is detail-oriented.

JACQUELINE BIGAR'S STARS

The stars show the kind of day you'll have:

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

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Speed Bump

By Dave Coverly



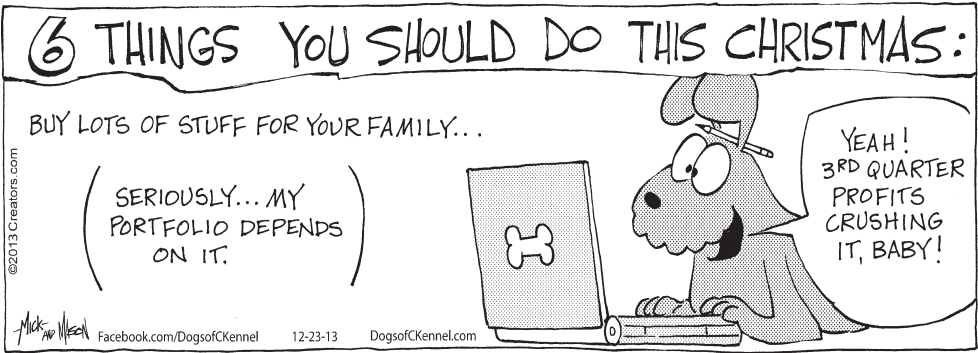
Strange Brew

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



1982—The United States Environmental Protection Agency announces it has identified dangerous levels of dioxin in the soil of Times Beach, Missouri.

Santa Monica Daily Press

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Odds of a child becoming a top fashion designer is 1 in 1000

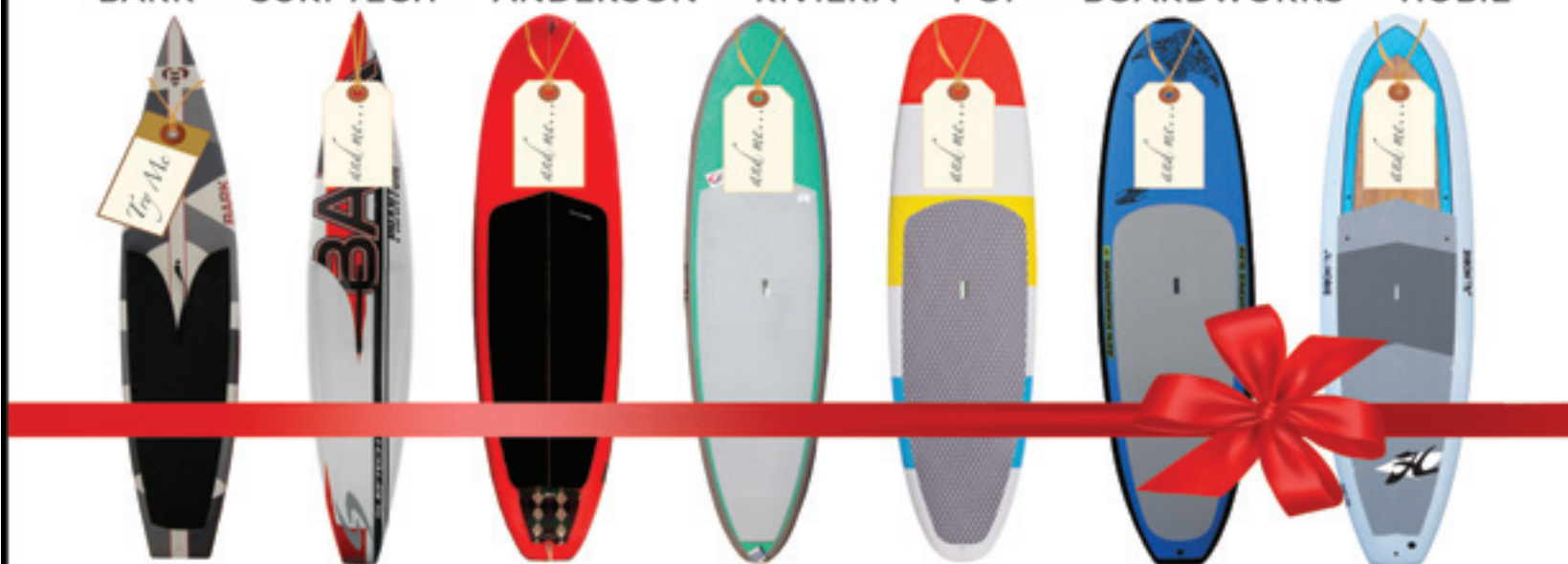
Odds of a child being diagnosed with autism is 1 in 160

Some signs to look for:
No long words or other joyful expressions by 12 months.
No babbling by 12 months.
No words by 18 months.

To learn more of the signs of autism, visit autismspeaks.org



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FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013246076 **REFILE** This statement was filed with the County Clerk of LOS ANGELES on 12/02/2013 The following person(s) is (are) doing business as SIMLEX ASSOCIATES. 1823 SAWTELLE BLVD. #10 , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: FRANK M. TAN 1036 CORSICA DR. PACIFIC PALISADES, JULIA K. LAM TAN 11374 HOMEDALE ST. LOS ANGELES, CA 90049. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/JULIA K. LAM TAN. FRANK M. TAN, JULIA K. LAM TAN. This statement was filed with the County Clerk of LOS ANGELES County on 12/02/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013246075 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 12/02/2013 The following person(s) is (are) doing business as LEATHER & ONIONS, INC. , TIGER BAY TRADING COMPANY, PREMIUM CARGO TRADING COMPANY. 614 WASHINGTON AVE. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: LEATHER & ONIONS, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 12/02/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

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FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013246074 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 12/02/2013 The following person(s) is (are) doing business as ENTERTAINMENT ENTERPRISES. 2622 2ND STREET #2 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: MARCIA NINA GROFF 2622 2ND STREET #2 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)04/04/2000. /s/: MARCIA NINA GROFF. MARCIA NINA GROFF. This statement was filed with the County Clerk of LOS ANGELES County on 12/02/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013240141 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 11/20/2013 The following person(s) is (are) doing business as MASTER COLORS. 7940 RESEDA BLVD. #227 , RESEDA, CA 91335. The full name of registrant(s) is/are: MASTER COLORS 7940 RESEDA BLVD. #227 RESEDA, CA 91335. 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:/MASTER COLORS. MASTER COLORS. This statement was filed with the County Clerk of LOS ANGELES County on 11/20/2013. 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 12/02/2013, 12/09/2013, 12/16/2013, 12/23/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013246072 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 12/02/2013 The following person(s) is (are) doing business as TRU NORTH PET FOOD. 1223 WILSHIRE BLVD. #999 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: PROTEIN FOR PETS LLC. 1223 WILSHIRE BLVD.

DBAS

#999 SANTA MONICA, CA 90403. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/MARCO GIANNINI. PROTEIN FOR PETS LLC. . This statement was filed with the County Clerk of LOS ANGELES County on 12/02/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013246073 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 12/02/2013 The following person(s) is (are) doing business as BRENT RICE CANINE SERVICES. 16321 PACIFIC COAST HIGHWAY , PACIFIC PALISADES, CA 90272. The full name of registrant(s) is/are: BRENT RICE PO BOX 491513 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:/BRENT RICE. BRENT RICE. This statement was filed with the County Clerk of LOS ANGELES County on 12/02/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013237664 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 11/18/2013 The following person(s) is (are) doing business as SEPI. 1624 MONTANA AVE. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: SEPINOOD BAKHTIAR 11601 Dunstan way #104 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:/SEPI-NOOD BAKHTIAR. SEPINOOD BAKHTIAR. This statement was filed with the County Clerk of LOS ANGELES County on 11/18/2013. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY

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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 12/02/2013, 12/09/2013, 12/16/2013, 12/23/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013246071 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 12/02/2013 The following person(s) is (are) doing business as CHOMP EATERY & JUICE. 1612 SANTA MONICA BLVD. , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: SEANG UY TAO 1614 SANTA MONICA BLVD. SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/SEANG UY TAO. SEANG UY TAO. This statement was filed with the County Clerk of LOS ANGELES County on 12/02/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013240664 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 11/21/2013 The following person(s) is (are) doing business as TAP & CHEER. 1023 PLEASANT VIEW AVE. , VENICE, CA 90291. The full name of registrant(s) is/are: J26, INC. 1023 PLEASANT VIEW AVE. VENICE, CA 90291. 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:/NICOLE GORDILLO SCHIMPF. J26, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 11/21/2013. 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 12/02/2013, 12/09/2013, 12/16/2013, 12/23/2013.

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FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013231870 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 11/08/2013 The following person(s) is (are) doing business as HANDYMAN JJ. 2933 S. GENESEE AVE. , LOS ANGELES, CA 90016. The full name of registrant(s) is/are: JESUS A. JIMENEZ 2933 S. GENESEE AVE. LOS ANGELES, CA 90016. 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:/JESUS A. JIMENEZ. JESUS A. JIMENEZ. This statement was filed with the County Clerk of LOS ANGELES County on 11/08/2013. 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 12/02/2013, 12/09/2013, 12/16/2013, 12/23/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013 241501 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as VoicelA Workshops. 2038 North Hoover Street #2 , Los Angeles, CA 90027. The full name of registrant(s) is/are: Lauren Adams 2038 North Hoover Street #2A Los Angeles, CA 90027. This Business is being conducted by: An Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/15/2013. /s/: Lauren Adams. Lauren Adams. This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013 241500 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as US-Philippine Fashion Week, US- Asia Fashion Week. Santa Barbara Sandstone Express. 3460 Wilshire Blvd. Suite 1005 , Los Angeles, CA 90010. The full name of registrant(s) is/are: Mildred Deang 3460 Wilshire Blvd. Suite 1005A Los An-

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geles, CA 90010. 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/: Mildred Deang. Mildred Deang. This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013 2411499 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as The Burrito Brothers, The Burritos Brothers, Venice Burrito. 83 Windward Avenue , Venice, CA 90291. The full name of registrant(s) is/are: SAB Enterprises, LLC. 2603 Beach Avenue Venice, CA 90291. 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/:Sara Baird. SAB Enterprises, LLC.. This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2013 241498 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as Cinemi Media Center. CMC, LED-Z, LEDZ. 2021 North Lincoln St. , Burbank, CA 91504. The full name of registrant(s) is/are: P J Video, LLC. 2021 North Lincoln St. Burbank, CA 91504. This Business is being conducted by: A Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/15/2013. /s/: Carlos De Mattos. P J Video, LLC. . This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES

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<p>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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>act business under the fictitious business name or names listed above. /s/: Steve Plueger.Â P & P Fabrication Inc..Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>Quilt.Â 24648 Stagg Street .Â West Hills, CA 91304.Â The full name of registrant(s) is/are:Â Julia FikseÂ 24648 Stagg StreetÂ West Hills, CA 91304. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/10/2013. /s/:Â Julia Fikse.Â Julia Fikse.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 245641 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as Pillar Enterprise, SOCALBUSCHARTER.COM. 900 Flower Avenue , Venice, CA 90291.Â The full name of registrant(s) is/are: Maynard Benozza 900 Flower Avenue Venice, CA 90291. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/27/2013. /s/: Maynard Benozza. Maynard Benozza.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/27/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 241504 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as Strength Powered Fitness, Dynamic Fitness Conditioning. 1705 Wollacott St., Redondo Beach, CA 90278.Â The full name of registrant(s) is/are: Leah Wynne 1705 Wollacott St. Redondo Beach, CA 90278. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 10/14/2013. /s/: Leah Wynne. Leah Wynne.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>
<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 243230 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/25/2013 The following person(s) is (are) doing business asÂ Treasures of Egypt.Â 128201 WillardStreet .Â North Hollywood, CA 91605.Â The full name of registrant(s) is/are: Safwat Y. IbrahimÂ 128201 WillardStreetÂ North Hollywood, CA 91605. This Business is being conducted by:Â an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Safwat Y. Ibrahim. Safwat Y. Ibrahim.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/25/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 238621Â ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business as Lemona Designs.Â 7367 Hollywood Blvd., #305Â , Los Angeles, CA 90046.Â The full name of registrant(s) is/are: Ann MaloneÂ 7367 Hollywood Blvd., #305Â Los Angeles, CA 90046. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/24/2013. /s/: Ann Malone. Ann Malone.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 238616 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business asÂ Integrity Wellness Center.Â 3530 Atlantic Ave. Suite 1001 .Â Long Beach, CA 90807.Â The full name of registrant(s) is/are:Â Integrity Pain Management, A Medical CorporationÂ 3530 Atlantic Ave. Suite 1001Â Long Beach, CA 90807. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Chris A. Turner, DC.Â Integrity Pain Management, A Medical Corporation.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 234767 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/13/2013 The following person(s) is (are) doing business as GLAMAA, Morehouse L.A. 1424 W. 93rd St. , Los Angeles, CA 90047.Â The full name of registrant(s) is/are: The Greater Los Angeles Morehouse Alumni Association, Inc. 1424 W. 93rd St. Los Angeles, CA 90047. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/07/2013. /s/: Darius M. Gray. The Greater Los Angeles Morehouse Alumni Association, Inc.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/13/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>ÂFICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 241503 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as The Hamborghini. 5329 Craner Avenue, North Hollywood, CA 91601.Â The full name of registrant(s) is/are: Orrr-Hollander, Inc. 5329 Craner Avenue North Hollywood, CA 91601. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: Mrs. Inbal Orrr-Hollander. Orrr-Hollander, Inc.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 241506 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as Allday Light. 27562 Oak Spring Canyon Road, Canyon Country, CA 91387.Â The full name of registrant(s) is/are: ASSH Construction, Inc. 16654 Soledad Canyon Road #390 Canyon Country, CA 91387. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: August Hagman. ASSH Construction, Inc.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>
<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 23823 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business asÂ Moving Made Easy. 21051 GreshamÂ Street Apt. 706 ,Â Canoga Park, CA 91304.Â The full name of registrant(s) is/are:Â James M. Stevens 21051 GreshamÂ Street Apt. 706Â Canoga Park, CA 91304. This Business is being conducted by:Â an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: James M. Stevens.Â James M. Stevens.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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. 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The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: Nancy Lenehan.Â Nancy Lenehan, Heidi Kaczinski.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 238615 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business asÂ Lavender Steel.Â 1346 North Laurel Ave. Apartment 201 .Â Los Angeles, CA 90046.Â The full name of registrant(s) is/are: Shira SteeleÂ 1346 North Laurel Ave. Apartment 201Â Los Angeles, CA 90046. This Business is being conducted by:Â an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Shira Steele. Shira Steele.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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. 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The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/07/1998. /s/:Â Guy Oseary.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 241504 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/22/2013 The following person(s) is (are) doing business as Doggie Day Hikes. 6251 Belmar Ave., Tarzana, CA 91335.Â The full name of registrant(s) is/are: Megan R. Harmon 6251 Belmar Ave. Tarzana, CA 91335. This Business is being conducted by:Â an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: Megan R. Harmon. Megan R. Harmon.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/22/2013. 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. 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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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.</p>
<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 238622Â ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business as North Coast Products. 1443 E. Washington Blvd., #193Â ,Â Pasadena, CA 91104.Â The full name of registrant(s) is/are: Leland Jeppesen 1443 E. Washington Blvd., #193Â Pasadena, CA 91104. This Business is being conducted by:Â an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Leland Jeppesen. Leland Jeppesen.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. NOTICE:</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 238617 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business as Plueger Racing.Â 15112 Leffingwell Rd. , La Mirada, CA 90638.Â The full name of registrant(s) is/are:Â P & P Fabrication Inc.Â 15112 Leffingwell Rd. La Mirada, CA 90638. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to trans-</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 238614 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business as Restore My</p>			

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20 cents each additional word.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 243231 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/25/2013 The following person(s) is (are) doing business as Tafari Group, Tafari Real Estate Group, Ms. Tafari, Hafaish Love Tafari.Â 324 S. Beverly Dr., #203, Beverly Hills, CA 90212.Â The full name of registrant(s) is/are: Awet Hafaish Tafari.Â 324 S. Beverly Dr., #203 Beverly Hills, CA 90212. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 11/17/2013. /s/: Awet Hafaish Tafari. Awet Hafaish Tafari.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/25/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 243233 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/25/2013 The following person(s) is (are) doing business as The Queens Kitchen LLC. 6440 W. 85th St., Los Angeles, CA 90045.Â The full name of registrant(s) is/are: The Queens Kitchen LLC 6440 W. 85th St. Los Angeles, CA 90045. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: Jean Hall. The Queens Kitchen LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/25/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

NOTICE OF APPLICATION
TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: 12/16/2013
To Whom it may concern:
The Name(s) of the Applicant(s) is/are: SEASALT FISH GRILL LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 508-510 SANTA MONICA BLVD. SANTA MONICA, CA 90401-2410
Type of License(s) Applied for: 41-On-Sale Beer And Wine-Eating Place
Department of Alcoholic Beverage Control LOS ANGELES.
SANTA MONICA DAILY PRESS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 243228 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/25/2013 The following person(s) is (are) doing business as Kelton, Jury Insight.Â 9724 W. Washington Blvd., Culver City, CA 90232.Â The full name of registrant(s) is/are:Â Kelton Research LLC 9724 W. Washington Blvd.Â Culver City, CA 90232. This Business is being conducted by:Â a Limited Liability Company. The registrant commenced to

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transact business under the fictitious business name or names listed on (Date) 03/01/2003. /s/: Tom Bernthal.Â Kelton Research LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/25/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 243229 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/25/2013 The following person(s) is (are) doing business as D 12, DWP Denim Company, DWP Design With Purpose.Â 2021 E. 49th St., Vernon, CA 90058.Â The full name of registrant(s) is/are:Â DWP LLC 2021 E. 49th St. Vernon, CA 90058. This Business is being conducted by:Â a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 03/01/2013. /s/: Mark Saltzman.Â DWP LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/25/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 243874 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/26/2013 The following person(s) is (are) doing business as Steps into Action.Â 16161 Meadowcrest Road, Sherman Oaks, California 91403.Â The full name of registrant(s) is/are: Wolfskill Investments 16161 Meadowcrest Road, Sherman Oaks, California 91403. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 11/19/2013. /s/: Bradley T. Anderson. Wolfskill Investments.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/26/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 238619 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business as Heft Denim Co.. 2301 E. 7th St. #A â 240, Â Los Angeles, CA 90023.Â The full name of registrant(s) is/are: Dimehead MFG. LLC 2301 E. 7th St. #A â 240A Los Angeles, CA 90023. This Business is being

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conducted by:Â a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/25/2013. /s/:Â Jay Lee. Dimehead MFG. LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013246422 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/02/2013 The following person(s) is (are) doing business as COASTAL INSPIRATIONS . 220 BAY STREET, APT. 210 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: COASTAL INSPIRATIONS 220 BAY STREET, APT. 210 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)12/02/2013. /s/: COASTAL INSPIRATIONS . COASTAL INSPIRATIONS . This statement was filed with the County Clerk of LOS ANGELES County on 12/02/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013239724 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/20/2013 The following person(s) is (are) doing business as URBAN BOULEVARD . 5432 JON DODSON DRIVE , AGOURA HILLS, CA 91301. The full name of registrant(s) is/are: RONALD BORAS 5432 JON DODSON DRIVE AGOURA HILLS, CA 91301. 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/:RONALD BORAS. RONALD BORAS. This statement was filed with the County Clerk of LOS ANGELES County on 11/20/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013 238618 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/19/2013 The following person(s) is (are) doing business as WiseÂ School.Â 15500 Stephen S. Wise Drive ,Â Los Angeles, CA 90077.Â The full name of registrant(s) is/are: The Stephen S. Wise

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Temple.Â 15500 Stephen S. Wise DriveÂ Los Angeles, CA 90077. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/01/2013. /s/:Â Glenn Sonnenberg. The Stephen S. Wise Temple.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/19/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER:Â 2013 233491 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/12/2013 The following person(s) is (are) doing business as MVP Altadena.Â 834 Mountain View St. , Altadena, California, CA 91001.Â The full name of registrant(s) is/are: Jayson Goosey.Â 834 Mountain View St. Altadena, California, CA 91001. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2013. /s/: Jayson Goosey. Jayson Goosey.Â This statement was filed with the County Clerk of LOS ANGELES County on 11/12/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013212590 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/10/2013 The following person(s) is (are) doing business as KONST DOHR LAW. 500 MUSKINGUM PLACE , PACIFIC PALISADES, CA 90272. The full name of registrant(s) is/are: HEIDI DOHR WINKENHOWER 500 MUSKINGUM PLACE PACIFIC PALISADES, CA 90272. HARRY N. KONST 5511 BROADWAY STREET LANCASTER, NY 14086. This Business is being conducted by: Copartners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/01/2013. /s/: HEIDI DOHR WINKENHOWER. HEIDI DOHR WINKENHOWER, HARRY N. KONST. This statement was filed with the County Clerk of LOS ANGELES County on 12/10/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013245710 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/27/2013 The following person(s) is

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(are) doing business as TOP FLIGHT MARKETING . 10710 FELSON CIRCLE , CERRITOS, CA 90703. The full name of registrant(s) is/are: BEST HOME LOANS, INC. 10710 FELSON CIRCLE CERRITOS, CA 90703. 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/:GUY KEITH. BEST HOME LOANS, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 11/27/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013233793 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/12/2013 The following person(s) is (are) doing business as NINE O FOUR O FIVE P.O. & MAILBOXES, LOW KEY RECORDINGS, BILLY JEANS, BLACK MAMBA ENERGY DRINK, PACIFIC CARTEL HUSTLE, RUN AMOK RECORDS , SANTA MANUFACTURING COMPANY, SIN O SUR, THE SECRET ART DEN . 2211 6TH STREET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: WILLIAM S. RUIZ 2211 6TH STREET SANTA MONICA, CA 90405. 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/:WILLIAM S. RUIZ. WILLIAM S. RUIZ. This statement was filed with the County Clerk of LOS ANGELES County on 11/12/2013. 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 12/09/2013, 12/16/2013, 12/23/2013, 12/30/2013.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013251745 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/09/2013 The following person(s) is (are) doing business as WESTWOOD TOWING. 2233 FEDERAL AVE. , LOS ANGELES, CA 90064. The full name of registrant(s) is/are: JOEL CRUZ GUTIERREZ 5421 SAN VICENTE BLVD. #1 LOS ANGELES, CA 90019. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/09/2013. /s/: JOEL CRUZ GUTIERREZ. JOEL CRUZ GUTIERREZ. This statement was filed with the County Clerk of LOS ANGELES County on 12/09/2013. 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 12/16/2013, 12/23/2013, 12/30/2013, 01/06/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013253105 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/11/2013 The following person(s) is (are) doing business as JACOB JONAS THE COMPANY. 240 26TH STREET, STE. 3 , SANTA MONICA, CA 90402. The full name of registrant(s) is/are: JACOB JONAS 201 OCEAN AVE. P1204 SANTA MONICA, CA 90402. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JACOB JONAS. JACOB JONAS. This statement was filed with the County Clerk of LOS ANGELES County on 12/11/2013. 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 12/16/2013, 12/23/2013, 12/30/2013, 01/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013239821 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/20/2013 The following person(s) is (are) doing business as CHAPMAN TRAINING , CHAPMAN SOCCER. 1807 9TH STREET, APT. C , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: DILLON CHAPMAN 1807 9TH STREET, APT. C SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/20/2013. /s/: DILLON CHAPMAN. DILLON CHAPMAN. This statement was filed with the County Clerk of LOS ANGELES County on 11/20/2013. 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 12/16/2013, 12/23/2013, 12/30/2013, 01/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013242091 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/22/2013 The following person(s) is (are) doing business as 3RD ROCK HIP HOP. 1648 W. 57TH STREET , LOS ANGELES, CA 90062. The full name of registrant(s) is/are: ARCHIE HILL 1648 W. 57TH STREET LOS ANGELES, CA 90062. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2008. /s/: ARCHIE HILL. ARCHIE HILL. This statement was filed with the County Clerk of LOS ANGELES County on 12/22/2013. 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 12/16/2013, 12/23/2013, 12/30/2013, 01/06/2014.

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