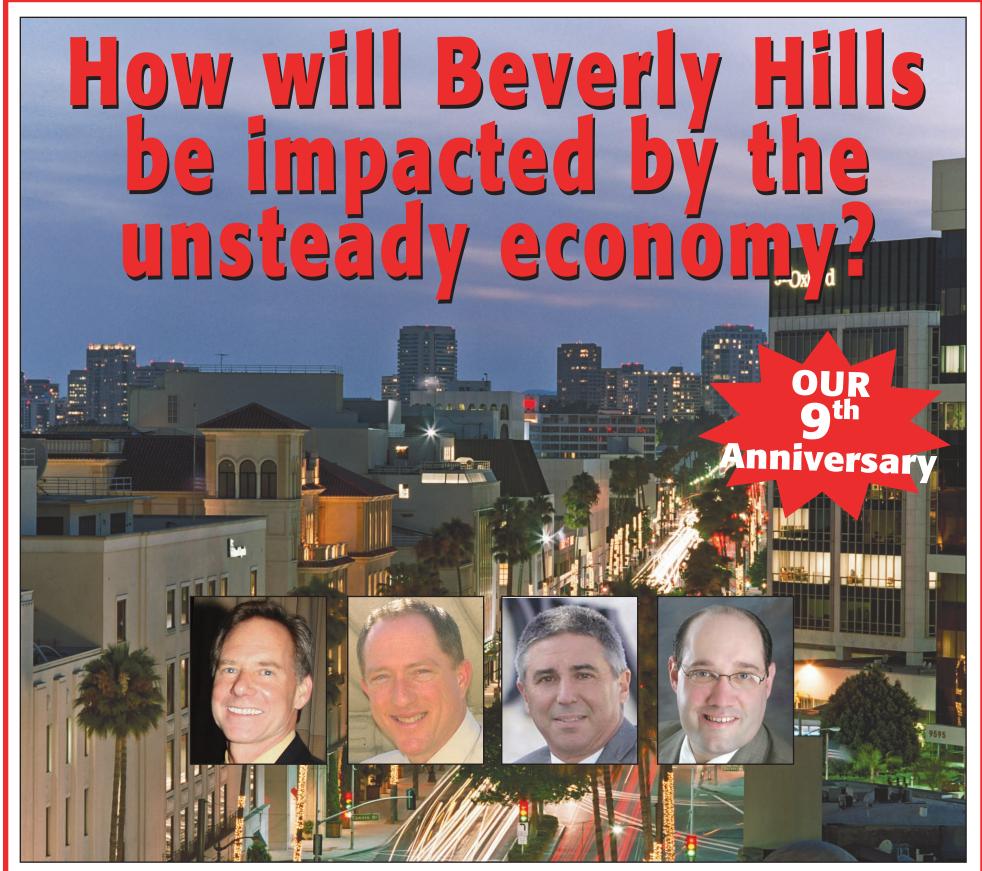
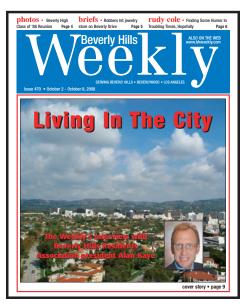


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Issue 471 • October 9 - October 15, 2008





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SNAPSHOT



"Stone and Lawn Signs of the Times" **[Issue #469]**

I was on the Planning Commission, along with four other commissioners, and we studied the Beverly Hilton expansion for over seven months. Mr. Yukelson, whose letter was in the Weekly last week, did not study the Hilton expansion as a Planning Commissioner since he was not a commissioner at that time.

Our Commission held 10 public hearings and heard testimony from the public, staff and the applicant. We read thousands of pages of technical studies, Environmental Impact Reports, staff reports, letters from citizens and materials provided by the applicant. In addition we had several site visits.

I am compelled to write this letter to set the record straight after being approached by people with erroneous information and seeing incorrect information in print.

First - You may have received glossy brochures alluding to the Planning Commission being unanimous in approving the Beverly Hilton project. This is FALSE and DECEPTIVE. The Planning Commission UNANIMOUSLY denied the proposed massive and overscaled

project three towers. Secondly, this is NOT a hotel project that adds financial benefits to the city. It is a condo project that adds huge benefits to the developer's pocket from the quick return of their investment upon the sale of the condos. City Council and Planning Commissioners agreed about the benefits of having an additional luxury hotel in our city since we receive a major portion of our city's revenue from hotels and the impacts to traffic are not as great as other The Hilton project results in a NET DECREASE of hotel rooms after the Waldorf Astoria is built. More than half of the new development proposed is for the condos. The developer argues that they needed condos to make this project financially feasible. However, the Montage Hotel (a true 5-star hotel) only has 10% of their development as condos. If indeed the developer needs to over build this site to make it economically profitable to him, why are we the taxpayers footing the bill for an oversized project that will permanently be there because he may not have made such a good deal purchasing the property.

Third, Beverly Hills can satisfy its state housing requirements without these added condos. Also, when weighing the impacts of the phased construction and additional traffic to El Rodeo elementary school and residents, is this where we want to add additional condos that we may not need, especially in this market?

Fourth, the amount of open space needs to be clarified. The Hilton says that they will reduce the area of their nine-acre property that is covered by buildings from 67% to 47%. A twenty percent reduction is not much when you consider how much of the area viewed from the streets will be covered by concrete and that all three new towers are adjacent to streets. Also, the Hilton never gives you a sense of how much green you will actually see from the exterior, not much. The site plan shows only small strips of green. Finally, what about the open air/sky space? When you look at the Hilton now and see blue sky around it, you won't see much after the three towers are completed, since the three towers flank the Hilton and one tower is 9 stories higher than the Hilton, and the other is 4 stories higher. The truth is the Hilton expansion will be a walled in concrete fortress if Measure H passes.

Fifth, the currently proposed Hilton project expansion is incredibly larger and taller than what was even proposed to us or studied in the EIR. After countless hours of deliberation, the Planning Commissioners were unanimous in removing the condo tower A across from El Rodeo School. In return, we agreed to give the developer a few more floors to his condo tower B. Commissioners were very clear that the additional floors were granted ONLY because we were saying no condo tower A. However, in no case did the Planning Commission ever agree to the current proposal of 18 floors in condo tower B.

letters cont. on page 8



A QUICK HELLO WILSHIRE BOULEVARD

Beverly Hills resident Mike Hakim chatted with Rep. Henry Waxman (D-Los Angeles) at the Beverly Hills Hilton Hotel recently. Waxman was at a hotel event to speak to Persian Jewish community. Pictured (I to r): Rep. Henry Waxman and Mike Hakim



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city & schools

All but one of Measure E's donations have come from firms financially invested in its passage

Only one resident has contributed money to the campaign By Jacquelyn Ryan

All but \$100 of the \$69,000 raised for the Yes on Measure E school bond campaign has come from firms that stand to financially benefit from the bond's passage in November, according to a campaign spending report released last week that covers the period from Jan. 1 to Sept. 30, 2008.

The 'Yes on Schools! Yes on E!-Committee for Measure E,' has received all but one of its donations from bond-related firms, an electrical engineering firm, legal organizations and construction or architecture firms that have been previously, are currently or potentially could be contracted by the district, according to the report.

Board of Education member and Measure E campaign co-chair Myra Lurie said she

*BEVERLY HILLS

had not seen the spending report and could not comment on it.

Several firms have donated up to \$12,500 to the campaign. But Measure E, a \$334 million general obligation bond for the BHUSD that would be dedicated to funding seismic and security upgrades to the school sites, could return hundreds of thousands of dollars in commissions to any firm hired by the district for the projects.

Several of the firms that have donated to the campaign will also submitted Requests for Qualifications and Requests for Proposals to the district for consideration for Measure E contacts.

Dougherty + Dougherty, who have done construction on the K-8 schools, donated

\$5,000 of its committed \$10,000 to the campaign so far. SGPA Architecture and Planning, which has designed a plan for the new 'adult education center' on Lasky and Moreno, has donated \$3,000 of the \$5,000 it's committed. LPA Inc., which completed the Science and Technology building at Beverly High and assisted in conducting seismic evaluations of BHUSD schools that spurred the push for upgrades, has fully donated its committed amount of \$11,000. President of Gensler construction firm Andrew Cohen donated \$10,000, on behalf of himself as an individual and not under his company name.

Land use lawyer Fred Gaines, who is currently representing the BHUSD in a legal matter pertaining to the adjacent SunCal building in Century City, has donated \$1,000 to the campaign. Gaines' wife, Jill Gaines, is a Las Virgenes Unified School District Board of Education member. LVUSD passed a \$128 million bond measure in 2006. LVUSD has twice the student population of RHUSD.

Cost management consulting firm Cumming Group has donated a total of \$1,000. Irvine-based Konsortum1, an electrical engineering firm, donated \$3,000.

The district's contracted bond legal counsel Jones Hall has given \$7,500 in total to the campaign. The firm stands to make hundreds of thousands of dollars in commissions from the bond.

Measure E campaign has received public city and schools cont. on page 5



NOTICE OF PUBLIC HEARING

DATE: THURSDAY, OCTOBER 16, 2008

TIME: 1:30 pm, or as soon thereafter as the matter may be heard

LOCATION: Commission Meeting Room A

Beverly Hills City Hall 455 North Rexford Drive Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its SPECIAL meeting on Thursday, October 16, 2008, will hold a public hearing beginning at 1:30 pm, or as soon thereafter as the matter may be heard, to consider:

PROJECT DESCRIPTION: A request for a modification of the Conditional Use Permit that allows medical uses within the building located at **8536 Wilshire Boulevard**; the Commission may consider changes in the hours of operation. The Planning Commission at its September 25, 2008 meeting approved a request for a Development Plan Review and Tentative Parcel Map to allow the conversion of the existing 24,450 square foot three-story office building to a commercial condominium building.

The specific modifications to the Conditional Use Permit requested are:

- Remove the restriction on the hours of operation for medical offices. The current Conditional Use Permit does not permit patients to arrive before 8:30 a.m. or depart after 5:30 p.m.
- Revise the required number of parking spaces from 102 to 100 in con junction with a reduction in the total floor area of medical offices.
- 3. Consolidate the conditions of approval from the previous resolutions on the project site. In addition, the conditions which no longer apply would be eliminated. It should be noted that the Commission may modify any of the previous conditions of approval.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and it has been determined that the project is exempt from CEQA regulations pursuant to Section 15301 (k) of the State CEQA Guidelines.

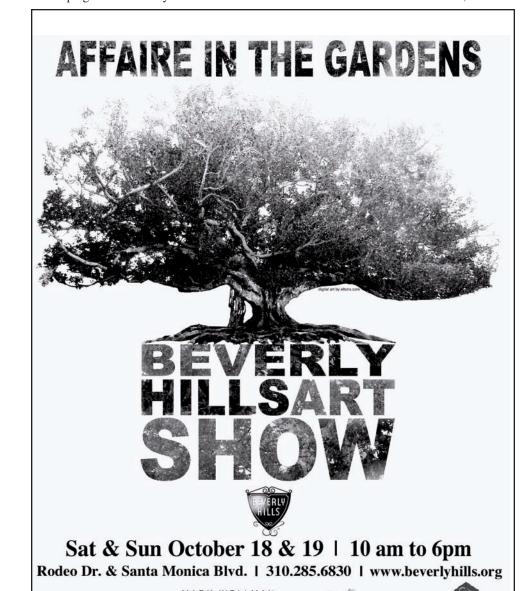
Any interested person may attend the meeting and be heard or present written comments to the Commission. Comments may be submitted in writing to the Planning Department prior to the meeting date and written or oral comments will be accepted at the Planning Commission meeting at the date and time noted above.

If you challenge the Commission's action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City, either at or prior to the public hearing.

If there are any questions regarding this notice, please contact Georgana Millican at the Planning Department at 310.285.1121. Copies of the application and plans are on file in the Planning Department (which is currently located in a temporary building at 9357 West 3rd Street), Beverly Hills, CA. 90210.

Jonathan Lait, AICP, City Planner

SHELL VACATIONS CLUB



HILTON & HYLAND

briefs



Board of Education wrestles over sending lawyers to city meetings

BHUSD the Αt Board of Education's Tuesday meeting, Board of Education member Steven Fenton raised concerns about legal fees the district is paying its lawyers to attend City Council and Planning Commission meetings to screen upcoming development projects for impacts on the school sites.

Steven Fenton

"Why in these harsh economic times are we spending thousands of dollars in legal fees on projects that [don't concern] the school district?" Fenton said at the meeting.

For example, Fenton mentioned that a lawyer for the district was recently at a city meeting regarding the Wallis Annenberg Center for the Performing Arts, slated for construction at the old Post Office near City Hall. A lawyer is also monitoring a project in the 'Industrial Area' of Beverly Hills. Fenton doesn't believe the projects have bearing on the school district and therefore don't require the oversight of one of the BHUSD's lawyers.

Board member Myra Lurie, however, argued the Annenberg Center is only blocks from Hawthorne School, on North Rexford Drive and Elevado. The school is one half mile from the proposed Center.

Development projects in the city "are all proximate to each one of our schools," said Lurie.

If the Board is worried about development projects in the city, why doesn't it send a lawyer to evaluate the Witch's House that has been under construction for several years, Fenton asked. He was told the Board was not concerned with private projects.

The decision to begin sending lawyers to city meetings stemmed from a flurry of construction projects around the 5-square mile city last year. The Board, prior to Fenton and Brian Goldberg's membership, felt that it was important to stay abreast of all projects' Environmental Impact Reviews and plans to "monitor how any of those impact the health and safety of our kids," Lurie added.

"If they're that concerned, they should attend the meeting themselves and not waste precious school district money. What are we supposed to tell PTA parents who want to know why our school supply budget is cut? Because we're asking \$300an-hour attorneys to look at development projects that have nothing to do with our schools. The industrial area is nowhere near any of our schools. In this economy, who does that?" said Fenton in an inter-

Board member Goldberg tried to find

middle ground between the two sides at the meeting.

The Board should create "a budgeting process to keep these fees in line," said Goldberg, who has been advocating for the Board to undergo a zero budgeting process to identify priorities and balance their checkbook.

Currently, the Board's budget has an overarching category for 'legal fees' but it is not broken up into subcategories for, say, special education, development projects, or other specific areas.

There's a tendency in government to swing the pendulum too far in one direction or the other, from doing too much to doing too little, noted Goldberg, who encouraged compromise between the two.

Goldberg suggested as one remedy, among many others, putting a limit on the number of hours one lawyer works on a particular project.

"We can find a happy medium," said Goldberg.

Beverly Hills Bar Association installs Knupfer as new president



Attorney Nancy Knupfer (center), a partner with the law firm Danning Gill Diamond & Kollitz LLP, was installed as president of the Beverly Hills Bar Association by the Honorable Robert Kwan (left) at the bar association's annual Installation Dinner on Sept. 23 at the Four Seasons Los Angeles. More than 330 people attended the dinner, which raised \$50,000 for the educational and community outreach programs of the BHBA. Legendary Alabama-based civil rights attorney Fred Gray (right), who represented Rosa Parks when she refused to give up her bus seat and served as Martin Luther King's first civil rights attorney, was the guest speaker. He discussed the impact of the civil rights movement on the current presidential election.

Outstanding service awards were presented to BHBA members Cynthia Tobisman (President's Award); Terry Magady (Board of Governors' Award); LaVonne Lawson (Executive Director's Award); Sarah Talei (Barristers' Lawrence J. Blake Award); and Fred Nicholas (Louis Fox Award).

IAPA holds seminar discouraging underage DUIs

Iranian American Parents Association is hosting a seminar aimed at addressing underage drinking and driving in Beverly Hills.

The seminar, titled Wrong Choices and Tragic Consequences of Driving Under the Influence (DUI), will include speakers BHPD Chief David Snowden, psychologist Dr. Nanaz Pirnia, attorney Cameron Yadidi Brock, and attorney Alaleh Kamran.

The event will be on Oct. 16 from 6 to 9 p.m. at the Beverly Hilton. For more information, call (310) 358-3337.

TMCC's Crystal Ball previews teen-toteen support group

The Maple Counseling Center's youngest board members, a Beverly High junior and a USC sophomore, will unveil a new program aimed at improving communication between parents and teens at the center's Crystal Ball next week. Titled "Talk More Create Connections," the new program is a forum where parents and high school students are able to engage in meaningful dialogue on a range of contemporary topics and issues. It will be an adjunct to the teen and school-based programs that are part of the Adolescent, Child Training (ACT) Program already existing at the Center.

Beverly High junior Jason Bellet and USC sophomore Lily Collins developed the program while on the board at TMCC. Collins will be recognized at the Crystal Ball on Oct. 15 for "Exemplary Teen Spirit."

Beverly Hills Hilton Hotel owner Beny Alagem will be honored at the ball.

The Crystal Ball begins at 6:30 p.m. For more information, call Joyce at (310) 271-

City rebukes Hilton for Facebook party invitation

"Citizens of Beverly Hills are being bribed for their votes," resident David Hakimfar told the Beverly Hills City Council on Tuesday night.

Hakimfar was referring to a public invitation to a Beverly Hills Hilton Hotel event posted on the Facebook Web page. The invitation included the closing phrase, "Your ticket into the event is your ballot showing that you voted for Measure H [the Hilton Revitalization project] or voting at the door."

'Citizens of Beverly Hills are being invited to events at the Beverly Hilton hotel with open bar, catered food, free parking and entertainment. However, the catch is access has been made conditional for a vote," said Hakimfar, who had brought the issue to city attorney Larry Wiener last week.

Giving or offering money or anything of value to influence a vote is prohibited under state voting laws.

Weiner said that his team "immediately" took action to find the Web page and "contact representatives of the Hilton hotel to inform them that this is not lawful.'

Wiener said that Hilton representatives took down the Web site and will submit written notice of the actions taken to rectify the "misinformation given."

"This unauthorized invite was an innocent mistake by a young campaign worker done on his own personal Facebook account and not the Yes on Measure H site. It was immediately retracted once the campaign was made aware of this posting." said Hilton representative Marie Garvey. "This was done without authorization or knowledge of any Beverly Hilton employee or the campaign team."

Affaire in the Gardens Art Show premieres Chalk and Graffiti Artists



This month's semi-annual Affaire in the Gardens Art Show will feature nearly 250 artists from around the country — displaying original paintings, sculptures, watercolor, photography, ceramics, and mixed

This year, for the very first time, attendees will enjoy demonstrations by Chalk Painters and Graffiti Mural Artists at the event, held on Oct. 18 and 19 from 10:00 a.m. to 6:00 p.m. both days in Beverly Gardens Park.

For more information on the Art Show, call (310) 285-6830 or visit www.beverlyhills.org.

BHPD make 10 felony arrests in two days

Ten people were arrested for felonies in Beverly Hills when a group of six people was arrested for robbery and an additional four people were arrested for burglary in an only two-day period spanning from Sept. 26 to 27.

The first incidence involved two male suspects forcibly removing a purse from a woman shortly after midnight on Friday morning near the corner of Burton Way and Palm Drive before fleeing to a nearby get-away truck, according to police. Beverly Hills police officers, responding to a call, spotted the car near Bagley and Kramerwood, where they arrested the driver and five passengers. Police arrested Oscar Laguna, 28, Athena Nunez, 31, Susan Herrara, 31, and three juveniles. The victim's purse was returned, police said.

Shortly before 8 a.m. the next day, BHPD officers responded to a call of a construction site burglary in the 800 block of Foothill Drive. A witness described suspects fleeing the scene in a white pickup truck. Shortly after, an officer spotted the truck, made a traffic stop at Doheny and Santa Monica, and arrested the driver and a passenger for burglary. Two more people were found near the construction site and also arrested for burglary. Arrested were Eduardo Andrade, 35, Anna Mendoza, 34, Edwin Peralta, 27, and a juvenile. Burglary tools and stolen items were recovered in the vehicle and on the suspects, according to police.

city and schools cont. from page 3

verbal support from several Beverly Hills residents, the City Council, the Chamber of

Commerce, the Board of Education and others. According to the report, the only financial donation so far received from any Beverly Hills resident has been \$100 from resident Lya Cordova Latta, whose late husband was an assistant superintendent for the district. No current parents of BHUSD students have donated to the campaign.

"I've done research into other bond campaigns, and unfortunately-or fortunately—this is a common practice for bond campaigns, so I don't think we're doing anything wrong by accepting these donations. I'm confident there will be no quid pro quo. And there's been no implicit or explicit arrangement that supporting this bond in any way would give [any organization] a leg up," said Board member Brian Goldberg. "It's difficult

to raise individual donations. You are asking [residents] to pay for the campaign and then pay the taxes for the bond."

The Yes on Measure E campaign has also received non-monetary donations from two companies already under contract with the

BHUSD 'facilities manager' Karen Christiansen's project management company Strategic Concepts has donated "website design" services, for a reported fair market value of \$3,631.14.

The District recently renewed its contract with Strategic Concepts, which oversaw most of 2002's Measure K bond projects, for an additional five years to cover services for Measure E. Strategic Concepts charges the District between \$45 and \$160 an hour depending on the job, Christiansen said. For instance, a clerical worker costs \$45 an hour: project managers cost \$160. At a rate of \$160 an hour for a 40-hour work week, one project manager from Strategic Concepts would make \$1.6 million over five years from District.

Christiansen, who used her Coldwater Canyon home address for the 460 filing, has said she went to school for architecture and got her general contractors license. The California Contractors State License Board shows no valid license for Karen Christiansen or Strategic Concepts.

Christiansen has largely been the spearhead of the new bond. She coordinated the architects and structural engineers for inspections and put together the Measure E bond presentation for the Board.

Christiansen did not return phone calls by

press time.

George K. Baum & Company, the district's contracted bond counsel and largest

Angeles County Assessor's Office. If the tax rate remains steady, the average homeowner in Beverly Hills would spend \$748.05 for

> this tax per year, totaling \$29,922 over the course of 40 years. George K. Baum & Lvnn

Company senior vice president Paquin has said that the rate may decline as Beverly Hills' assessed valuation goes up and spreads the debt over more taxpayers. Beverly Hills assessed valuation has steadily increased by at least 4 percent over the last two decades, Paquin added. The Measure E bond is slated to be sold in four series of bonds, the latest of which will be in 2018.

Measure E qualified under Proposition 39, which requires a 55 percent voter approval and requires a Citizen's Oversight Committee to monitor how the bond funds are used.



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Source: California Form 460, Recipient Committee Campaign Statement for Yes on Schools! Yes on E! — Committee for Measure E, Oct. 1, 2008.

> Measure E campaign contributor with a donation of \$12,500 in monetary funds, has also donated a reported \$3,200 worth of "database service." The firm stands to make hundreds of thousands of dollars in commissions if the bond passes.

It was George K. Baum & Co. that conducted the survey concluding that Beverly Hills residents would most likely approve a \$334 million bond and has provided the district with 'free' campaign services and counsel until the bond passes or fails in November.

The BHUSD Board of Education decided on the \$334 million bond amount after the results of the survey were released.

Total expenditures made by the Measure E campaign for the period covered by the report were cash payments and/or reimbursements of \$24,833.41 with non-monetary adjustment of \$6,831 for a total of \$31,653.55. Payments were made to Charters Mailing Group for \$2,774.27; Myra Lurie for \$868; campaign manager Rudy Cole for \$4,500; Urth Cafe for \$729.95; USPS in Gardena for \$4,284.88 and to USPS in Beverly Hills for \$6,360; Cathy Baker for \$155.31; Marketink for \$4,690; and PRAD Communications for \$460.

If Measure E passes, the bond would be funded by extending the tax rate of \$49.87 per \$100,000 assessed valuation of a home already in place from the last bond, Measure K, for an additional 20 to 30 years until approximately 2058.

Beverly Hills' average assessed valuation of a single-family home is approximately \$1.5 million for 2008, according to the Los

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fromthehillsofbeverly



Just What You Wanted, More Hilton

And is 'Socialist' a dirty word By Rudy Cole

Were the "good old days" of Beverly Hills really an idyllic time free of traffic and congestion? And is the Hilton Revitalization plan just another example of "over development" or, as the opponent's literature continues to claim, "just too big."

So, this is written for that very hard to find citizen of Beverly Hills who is still able to view the Hilton referendum with some degree of objectivity and minimum of emotion, and who really wants to do what is best for our city.

Strangely, despite all the hyperbole of the campaign, the appeals to fears and exaggerations by both sides, that undecided voter may yet be in the majority.

Several readers, anti-Hilton activists, questioned my contention that the "good old days" of a traffic free city never really existed: That we have entered a period of over development and congestion, the Hilton project exemplifying those fears.

If you compare today's Beverly Hills with the pre-World War Two era, true this was a sleepy little village with a few hotels, beautiful homes and convenience stores. But after the war, all of Southern California including Los Angeles and Beverly Hills, became part of an explosion in growth and population. Our residential population remained fairly static, but our business sector doubled and even trebled in new con-

Was traffic really worse then? Absolutely. The south side of Wilshire had ten major department stores, new office buildings had ground floor leases for dozens of banks and savings and loans, we had six major food markets, several first run movie theatres and, most significantly, many of the build-

ings inside the triangle were medical offices

Major markets, movie theatres, medical offices and bank buildings all produced more destination traffic than anything we have done since the building boom of the 1950s. Then as now, however, the real traffic woes of our village comes not from internal growth, but from the through traffic generated by the far more massive developments all around us – Westwood, Century City and east and west Wilshire boulevards.

What changed and how did it really improve, despite our own inevitable growth? The Santa Monica Freeway helped. But successive city council took some drastic steps that not only eventually helped our economy, they reduced trip generation to Beverly Hills.

(How did the major developments of that era impact our city revenues as compared to today? Despite all that growth, in the late 1970s the city faced a deficit of nearly \$1 million threatening our ability to continue to provide new demands for police and fire protection. Now? We have over \$140 million safely invested – even in today's jittery economy!)

First, was a move to limit new medical office construction by increasing parking requirements. Medical buildings produce far more traffic with less economic benefits than any other type of use.

Second, the then council adopted frontage rules which inhibited new banks and savings and loans, stock and real estate brokerages firms from being able to build. The intent was to encourage more retail, less financial

Many of the docs moved to Cedars-Sinai

offices – and try navigating your way around that area, and to Century City and Westwood and most of our major law firms also left. Instead, we have increased entertainment related businesses and these new arrivals spend more time shopping and dining than visitors to medical offices.

This was done as much for tax reasons as for traffic inhibitions. Financial institutions pay almost no city taxes such as sales – protected by state and federal laws. Yes, the collapse of the savings and loan industries, the consolidation of banks also helped change the city.

What was slow in coming was new hotel construction. A Four Seasons at Rodeo and Wilshire was rejected by the voters. The historic Fairmont of San Francisco showed interest in creating a hotel on Little Santa Monica, close to what is now the Peninsula and plans for a Marriott, a Ritz Carlton and others either were abandoned or fell with the Four Seasons. Instead, new hotels began to surround our city. We had the traffic, Los Angeles the big, bed tax bucks.

Hotels provide one of our best sources of tax dollars and, if you really want to look at the traffic studies objectively, the least traffic of almost any other use. The voters "got it" when they turned down a referendum to prevent the construction of the Montage in 2005

What are some of the peripheral issues involving the current referendum on the Hilton? One question we wanted to explore was whether it would really happen or has the economic down turn made financing of the project unlikely? Not only the Hilton, but knowledgeable real estate experts assure us this project remains very viable and will happen.

However, the condominium element is even more critical to its ability to find financing than before. There has to be some reality in the arguments. You can't say you want a Waldorf=Astoria but close your mind to the conditions that make the condos imperative and essential to the project.

Back to the "too big" argument: We are not some isolated village, we are very much a part of the Los Angeles sprawl. The Hilton is at our far west entry and closer to high rises that surround us than to most of our residential sector. How high are the structures in Century City and Westwood.? The condo element of the Hilton is 18 floors, in Century City and just west on Wilshire there are dozens of buildings over 20 floors and several over 30!

The Century Plaza Tower, 44 floors, MGM Tower, 35 floors, to mention some examples of buildings that dwarf the proposed Hilton condos. We don't want to be another Century City, of course, but we are more impacted by their traffic than anything the Hilton is proposing, and, yes, we get to keep the tax dollars.

One more Hilton argument, just for the record. A new proposed Waldorf=Astoria seems to have most people's blessing, just not the condos, which are key to making it

happen as any financial expert will attest. But will the condos really mean significant increases in traffic? Of course not, housing produces less trip generation than almost any other use.

However our modern Hilton simply is not the same as the one Conrad built, not even close in bringing cars to Wilshire. Today's Hilton and the proposed Waldorf =Astoria have about the same banquet facilities as the original, but ancillary uses are considerably less. The Waldorf=Astoria replaces a once very popular Trader Vic's, same corner, but more traffic.

The early Hilton had two nightclubs, three restaurants including a magnificent roof top fine dining room with great views and food. The combined traffic from the earlier uses, and we survived it and benefited from the entertainment use and tax revenues, is really far, far less than traffic the condos will add.

Once, when **Jerome Kern** was showing the set of a revival of Showboat to one of his investors, the visitor was surprised by the very bright colors of the set. "Were the colors always that loud," the visitor asked. "No," Kern said, "but that's how people remember it." The reality of our history is quite different from what some who oppose change now understand. We just need to be smart about growth and, now more than ever, be realistic on how important the 12 to 16 million tax dollars the Hilton project provides the city really impacts our ability to continue to have the finest in protective and other city services.

If the MacNamara brothers could read last week's Courier they might want to jump with political joy. Those two worthies committed one of the most horrendous crimes at the beginning of the last century. They blew up the Los Angeles Times building killing 20 people which led to the "Trial of the Century." Clarence Darrow came to town to defend them.

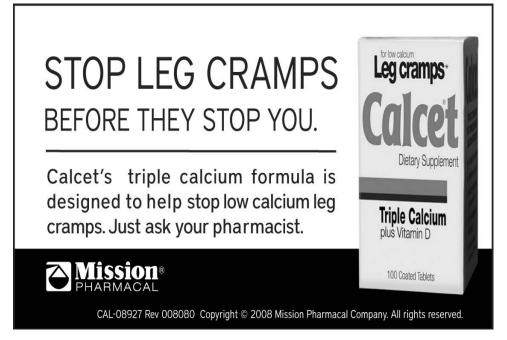
Why did they do it? To protest the antiunion, reactionary political posture of The Times. The American Left believed they were being framed because of their radical views, but they were guilty.

Now, the Courier has labeled the Los Angeles Times as "socialist" and the MacNamara brothers and their victims can finally rest in peace.

Fortunately for the Courier, it is on Olympic and not Wilshire. The latter street was named for a real radical of his day; **Gaylord Wilshire** actually corresponded with **Karl Marx**!

I know The Times has been having rough days and most of their pain is being felt by staff, but I don't think they have yet turned to government ownership; their company still owns the poor Cubbies and all that downtown land.

Rudy Cole served for eight years as a member and chair of the city's Recreation & Parks Commission. He was also President of the Greystone Foundation and served on three other city committees. Rudy can be reached at: Rudy@bhweekly.com.



sports & scores



Norman Football Team Heads To Desert Friday

Professional team signs BHHS graduate. By Steven Herbert

The Beverly High football team is set to board buses at noon Friday, a day off for students in the Beverly Hills Unified School District, for the approximately 120-mile, 2 1/2-hour drive for its final nonleague game of the season, against Desert Hot Springs, set to begin at 7 p.m.

(One reason for the early start is the junior varsity game preceding the varsity game.)

A game against such a distant opponent was scheduled in part because of limited options, Norman coach Carter Paysinger said

An opponent had to be found that would agree to play a freshman game Wednesday, instead of the customary Thursday because of Yom Kippur, and Desert Hot Springs agreed, Paysinger said.

Beverly Hills, winners of its last two games to even its record at 2-2, will face a 3-2 Golden Eagles team.

"They're good," Paysinger said. "We're going to have to contain their running back [Johnathan Fleeks. Quarterback Josh Cecena] throws well. He has a decent arm. He's got some decent receivers."

The game is the Normans' first since their 41-31 victory over West Ranch Sept. 26. Having a bye week because of Rosh Hashana, the Jewish new year, enabled players to recover from injuries, Paysinger said.

Professional Football

Sonny Shackelford, a 2003 Beverly High graduate, has signed with the Spokane Shock of arenafootball2, the Arena Football League's developmental league.

Shackelford played receiver for Washington, was signed by the San Diego Chargers in 2007 as an undrafted free agent, but was released before the start of the regular season.

"I'm a ball player and I'm trying to play ball wherever I can," Shackelford said. "An opportunity arose (to play for the Shock) and I'm taking advantage of the opportunity."

The Shock is scheduled to begin its season March 20.

Girls' Tennis

Beverly Hills 13, Santa Monica 5

Brittney Morgan was a 6-2, 6-0, 6-0 winner while her sister Brianna Morgan won 6-0, 6-3, 6-0 for the Normans in an Ocean League match at Santa Monica Tuesday.

Zarina Pisnoy was a 6-2, 6-1, 7-6 (4) winner for Beverly Hills (3-2, 1-0 in league play.)

The doubles team of Akasia J-Riggins-Sunia J-Riggins won two of three sets for the Normans, while the Megan Margolin-Molly Werner and Daisy Delmar-Hillary Monroy teams both won one of three.

The J-Riggins are twins.

Beverly Hills was ranked second in the Southern Section Division II poll released Monday, behind Santa Barbara.

What's Next?

The Normans are scheduled to face Placentia Valencia, ranked second in the Division III poll released Monday, in a first-round match of the All-American Tournament Friday at 10:30 a.m. at the Racquet Club of Irvine.

If Beverly Hills wins, it would face the winner of the match between Dana Hills, ranked first in Division I, and Santa Barbara, in a championship quarterfinal Friday at 2 p.m. A loss would relegate the Normans into a championship quarterfinal against the Dana Hills-Santa Barbara loser at 2 p.m., also at the Racquet Club of Irvine.

Beverly Hills is scheduled to conclude tournament play with two matches Saturday.

The Normans are also scheduled to play host to Palos Verdes Peninsula, ranked sixth in Division I, Monday in a non-league match and Inglewood Morningside Tuesday in an Ocean League match, both at 2:30 p.m.

Boys' Water Polo Redondo 7, Beverly Hills 5

Tracy Ainslie scored for the Normans with 1:17 remaining in regulation to tie the score, but the Sea Hawks scored in each overtime segment to win the non-league game at Redondo Sept. 22, avenging a loss to Beverly Hills three days earlier.

The Normans trailed 5-3 entering the fourth quarter, but pulled within one on Christian Apt's goal with 5:29 left.

Apt opened the scoring 4:18 into the game, but the Sea Hawks tied the score with one second left in the quarter.

Redondo scored twice in the second quarter, taking a 3-1 halftime lead, and increased its lead to 4-1 on a goal 2:24 into the third quarter. Daniel Ilinsky scored twice for Beverly Hills in the third quarter.

Norman goaltender Alex Rosenthal

made 15 saves.

Beverly Hills defeated the Sea Hawks, 8-4, in a championship quarterfinal game of the Western Tournament Sept. 19.

Beverly Hills 10, Los Angeles Milken 6

Ilinsky scored four goals and Ainslie three as the Normans opened Ocean League play with a victory Sept. 23 at the Swim-Gym.

Ilinsky scored twice and Ainslie once as Beverly Hills outscored the Wildcats, 3-0, in the first quarter.

Apt's goal 5:49 before halftime increased the Normans' lead to 4-0. Ilinsky scored twice later in the quarter and Ainslie and Justin Ezor once each, giving Beverly Hills an 8-2 halftime lead.

Ainslie's goal with 49.5 seconds left in the third quarter gave Beverly Hills a 9-4 lead entering the fourth quarter.

Apt scored the game's final goal with 51.1 seconds left.

Rosenthal made 10 saves, six in the first quarter.

Beverly Hills 13, Encino Crespi 1

The Normans scored the game's first 11 goals in a nonleague game at the Swim-Gym Sept. 24.

Beverly Hills led 3-0 at the end of the first quarter, 7-0 at halftime and 11-0 entering the third quarter.

The Celts scored their lone goal with 5:12 to play.

Ilinsky scored six goals, Apt four and Ainslie three.

Rosenthal made one save.

Brea-Olinda Tournament Beverly Hills 11, Claremont 4

The Normans led 4-1 at halftime, had their lead trimmed to 6-4, then scored the final five goals, including three in the final 1:54, in a pool play game Sept. 25 at Rowland High School in Rowland Heights.

Austin Shaheri scored for Beverly Hills (6-2) with 1:19 left in the third quarter. Apt scored two of his five goals in the fourth quarter. Ilinsky and Justin Brezhnev scored the Normans' final two goals.

Beverly Hills led 2-1 at the end of the first quarter on goals by Michael Presas and Ilinsky. Apt and Presas scored in the second quarter as the Normans increased their lead to 4-1 at halftime.

Apt scored Beverly Hills' first two third-quarter goals.

Rosenthal made 10 saves, four in the fourth quarter.

What's Next?

The Normans are scheduled to play host to Sherman Oaks Notre Dame Tuesday in a nonleague game and Torrance Wednesday in an Ocean League game, both beginning at 3 p.m. at the Swim-Gym.

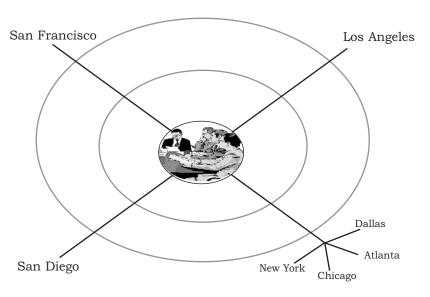
Girls' Cross Country Rosemead Invitational

Jamie Bratman finished second in the junior girls race, completing the approxisports cont. on page 8

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sports cont. from page 7

mately 2.8-mile course around Rosemead High School in 17:55, while Norman teammate Raquel Hefflin was third in 18:10 Sept. 20.

Beverly Hills 22, Santa Monica 33, Culver City 80, Inglewood Morningside 111

Hefflin won in 19:20.36, leading a 1-2-3 sweep for the Normans in an Ocean League meet Sept. 25 on the three-mile course at the Kenneth Hahn State Recreation Area.

Bratman was second in 19:17.36, while sophomore Sydney Gray was third in 20:02.30.

Boys' Cross Country Rosemead Invitational

Alex Cascante was the fastest Beverly Hills runner, finishing seventh in the junior boys' race, completing the approximately 2.8-mile course around Rosemead High School in 15:44 Sept. 20.

Santa Monica 25, Beverly Hills 34, Culver City 86, Inglewood Morningside 102

Norman senior Alex Falcon finished third in 16:27.69, while Cascante (16:30.29) and Gunther Klaus (16:30.49) were fourth and fifth in an Ocean League meet Sept. 25 on the three-mile course at the Kenneth Hahn State Recreation Area.

Santa Monica got 1-2 finishes from Ezana Tesfu (15:51.70) and Jordan Keslow (15:54.84).

What's Next?

The Normans are scheduled to compete in the Clovis Invitational Saturday at Woodward Park in Fresno. The girls' team is scheduled to compete at 8:35 a.m. and the boys' team at 9:05 a.m.

Girls' Volleyball North Torrance Tournament

Beverly Hills finished second in the 10-team Silver Division, losing to Bell Gardens, 25-20, in the final Sept. 20 at North Torrance High School.

The Lancers were tied for fifth in the Southern Section Division III-A poll released Sept. 22.

The Normans began the 20-team tournament earlier Sept. 20 by losing all three of its pool play matches, getting "dominated" by Torrance in a 25-9, 25-11 loss, then losing to Carson in a 25-17, 25-13, 15-12 in a "much better match" and losing to Santa Monica St. Monica, 19-25, 25-23, 16-14, Weiss said.

Beverly Hills defeated Gardena Serra, 25-15, and Culver City, 25-23, in its first two Silver Division matches.

"Although the record doesn't show it, it was a dramatic improvement from our scrimmage and the Westlake match," Weiss said. "We are slowly in every match getting better and that's important at this point. We're not winning, but we're getting great experience against tough competition."

Briana Prince "set for us well" and sophomore libero Emily Rosen showed "great maturity on the court," said Weiss, who also praised the play of middle blocker Brianna Smith.

Statistics were not available.

Los Angeles Windward def. Beverly Hills, 19-25, 25-23, 25-13, 25-21

Mallory Smith had seven kills and six blocks, Brianna Smith six kills and six blocks, Tamara Skootsky six blocks three service aces and Rosen 31 digs for the Normans in a nonleague match at Windward Sept. 23.

Beverly Hills led 19-12 in Game 4, but were outscored 13-2 to end the game.

"We started out strong," Weiss said. "The middle two games we mentally lapsed. We had a commanding lead in the fourth game and then we relaxed. We can't succeed when we relax at any point in any game. It was unfortunate because it was a winnable match."

Torrance def. Beverly Hills, 25-18, 25-20, 25-23

Syline Kim had nine kills, Mallory Smith seven kills, Skootsky five blocks, Brianna Smith four blocks and Rosen 12 digs in a nonleague match at Torrance Sept. 25.

"I was very excited and impressed," Weiss said after the Normans fell to 0-6 with the loss in the one-hour, 40-minute match. "It was the best volleyball we've

played all year."

What's Next?

The Normans are scheduled to play host to El Segundo Vistamar Tuesday at 3:15 p.m. at the Swim-Gym in a non-league match and play at Inglewood Wednesday at 3:15 p.m. in an Ocean League match.

Girls' Golf

Torrance 187, Beverly Hills 257

Clair Choo shot a team-low two-over par 38 for the Normans in their seasonopening Ocean League loss at Rancho Park Golf Course Sept. 23.

Torrance 194, Beverly Hills 267

Choo shot a team-low four-over par 40 in an Ocean League match Sept. 25 at Los Verdes Golf Course in Rancho Palos Verdes.

What's Next?

The Normans are scheduled to play host to Palos Verdes Tuesday in an Ocean League match at Rancho Park Golf Course beginning at 2 p.m.

Steven Herbert has covered Beverly High sports for the Beverly Hills Weekly since 1999. He welcomes feedback and suggestions. He can be reached by e-mail at StvHerbert@aol.com, by telephone at (310) 275-7943 or by fax at (310) 273-4519.

letters cont. from page 2

Sixth, the Planning Commission was unanimous to have free parking for all 700 to 800 employees. We have conditioned every commercial project before us with the same requirement so that the employees will not park instead in our residential neighborhoods, our free city parking lots or feed the meters. Currently, the proposed project has completely eliminated that condition.

Seventh, the Planning Commission was unanimous to have 4 levels of parking to meet the needs of the current hotel, the new hotel, condo residents in tower B, and guests. This condition was also completely eliminated in the current proposed project.

Eighth, most of the traffic enhancements proposed by the Hilton were already being discussed by City Council irrespective of this project. Traffic improvements to this site would be a

requirement imposed on any developer wanting to build on a site that is at one of the most congested intersections.

Ninth, the Planning Commission was supportive of having a redeveloped project on this site - one that is scaled down. If we allow this developer to overbuild on this site, then why have a Planning Commission at all make recommendations based on the interests of the City and residents, and why have any building codes?

If all we are concerned with is the financial benefits to the City without heeding to a unanimous recommendation by the Planning Commission, then the logical conclusion would be to let every developer make the same argument that they too should be allowed to build towering towers because the City will make a lot of money from it. As residents - we are smarter than that.

I strongly urge voters to vote NO on

Measure H. Despite the Hilton's threats, the Hilton project will not be dead. It will be resubmitted (if not by this developer, then another) to the Planning Commission with a different and smaller project that is more in keeping with the character of Beverly Hills. By voting NO, we will get all of the projected financial benefits without the burdens of a massive condo expansion. The Hilton expansion is just too big.

Stacy Marks Former Chairperson, Beverly Hills Planning Commission

This is the First 2009 New Year's Prediction:

It is based on a rumor that I heard... or it could be something I dreamt.

Early next year, a developer will announce that a much needed exciting new major hotel is going to be built in Beverly Hills and construction will be finished in 2011!

The following are details, which the developer was reluctant to disclose at this time:

A-The Beverly Hills Schools need the money.

B- The firemen also need the money.

C- The Beverly Hills City Council really needs the money. They are not magicians.

D- The development will also include a 50 story condominium. (The developer explained confidentiality that he needs that in order to finance the cost of the hotel, which will be the 16th hotel in Beverly Hills... you soon won't be able to

turn around in Beverly Hills without being in a hotel lobby!)

It is expected that the City Planning Commission will vote 5 to 0 against the proposal, which never seems to be important. As usual, the City Council will approve the hotel project 3 to 2.

P.S. Has anyone suggested we change the name of our town from 'Beverly Hills' to 'Beverly Hotels'?

Herbert L. Wallerstein Beverly Hills

On Thursday, September 25th I had an 8:00 a.m. appointment in Century City. I backed out of my driveway, near Robertson and Wilshire, at 7:30 a.m., anticipating an easy, short drive west on Wilshire to Little Santa Monica and then a left turn into Century City. I arrived at my appointment 15 minutes late. It had taken 45 minutes to drive approximately three miles.

If I had any questions in my mind about Proposition H, I came to an obvious conclusion: we cannot increase the density in our City by one car. We are already past grid-lock. The unbridled growth we are experiencing means that one day, very soon, we will all pull out of our own driveways and just wait – our residential streets will be too congested to even move. It does not require a futurist to foresee that soon the only means of movement in Beverly Hills will be walking.

Helen Rogaway Beverly Hills

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COVERSTORY HOW WILL BEVERLY HILLS BE IMPACTED BY THE UNSTEADY ECONOMY?

The Weekly asked some of Beverly Hills' top businesspeople to weigh in on how the current economy, which has been called in a state of "crisis" and "meltdown," will affect Beverly Hills. They were asked what the effects may be, what they've done to prepare and what makes Beverly Hills different from other local and national cities. This is what they had to say.



Chamber of Commerce CEO Dan Walsh

I don't know that I'd see [the effects] this quickly. It's the kind thing that takes time to have an effect and we just haven't seen those effects

taking hold yet.

It's almost unimaginable that a financial crisis of this sort would have no affect. We may be insolated from the affects better than other communities.

The consumers that visit Beverly hills, that spend on the retail side in Beverly Hills, tend to be of a certain wealth strata that they are not necessarily immediately impacted from some of their purchasing decisions. So hopefully, we'll be able to weather this storm because those clients are not as immediately impacted as other consumers who actually have to curtail their spending habits very quickly.

Our community is very connected to the luxury buying and luxury lifestyle. To the degree the financial crisis affects that clientele, then yes we would be clearly impacted by that. Communities that rely on, let's say, more of the more middle class buying experience and the retailers reflect that, frankly, could be even more affected because those consumers are more likely to be adversely affected with their purchasing decision. The size of the discretionary income of the middle class is much smaller than the size of the discretionary income of the wealthier class. That's why I think we'd be a bit more insulated. Whereas communities that are very reliant on the middle class purchases at the retail level might be adversely affected more quickly because those consumers are going to say I have to make some decisions between necessities and luxuries. Many of the people buying in Beverly Hills don't have to make those decisions. They have enough assets, wealth to continue to purchase luxuries because their necessities are essentially taken care of.



Beverly Hills's chief financial officer Dr. Scott Miller

Currently, the city is experiencing what we estimated in terms of revenues to date. However, we're keeping a very close eye on the economy and the

city's revenues and will adjust accordingly. [For instance], if we had a significant [15 to 20 percent] drop in our sales tax or tot estimated revenues.

I've heard that sales are alright. I've heard from the hoteliers that rooms are filling, not at the same pace for the last couple of years but they're still profitable. I've heard from restaurants that they're also meeting expectations.

But people are more concerned about the future and what I'm telling everyone is "Don't panic." That's the worst anyone could do. We should expect some tightening of the economy in the next several months. It's gone be that more of the average American will eat out less, will probably tend to buy less expensive articles of clothes or jewelry and will not travel out of the country.

[Beverly Hills] caters to a different economic class of individuals that are much less prone of the ups and downs of the economy. However, we are blessed that if the foreign markets go bad, we have our own domestic markets that will come to Beverly Hills and if the domestic market goes bad, then we have the foreign market that will come to Beverly Hills

What the city is trying to do is have everybody not panic and not make foolish decisions in their personal financial lives. However, we have very limited inroads into that. As for what the city can prepare to do and we are preparing, we're looking at the city's expenditures and seeing where we can delay certain expenditures. The city has put together a 10 percent plan that we can immediately institute on a moment's notice to cut spending by 10 percent, across the board, including equipment, personnel, supplies and professional services like consultants, which would delay implementation of some of our projects with the attempt to try to keep services levels at what they're at.

One of the [possible effects of a crumbling economy on Beverly Hills] might be that we have a turn in overall businesses that occupy the city. There could be a downturn for them. I don't think we're going to see people moving out of Beverly Hills. The county assessor's office has indicated that Beverly Hills

properties, while not going up 10 to 12 percent a year, are keeping their value and going up closer to 3 or 4 percent. So I think property values are fairly stable. While other communities are experiencing significant office vacancies, we are still not experiencing that.

Because we have such a balanced set of revenues and where we get our revenues from, we are one of the unique cities that can do that

We have a AAA rating, which is the highest credit rating you can get and so we have been advised by what they call our investment bankers that we shouldn't experience any problems getting bonding if needed. Maybe not at the lower rates we could get several years ago, we'll get the best rates at the time based on our rating.



New Pacific Realty executive principal Arnold Rosenstein

We have seen many real estate and economic cycles before, and while each one is always a bit different than the ones before, they also have com-

mon factors

This recession is being fueled by a lack of credit. There's almost no credit available right now.

Financing is not available for large real estate projects, although some financing is available for the smaller ones. For example, if you went to your local bank and said, I want \$10 million, they might make you a loan. But if you went and asked for a \$400 million dollar, they'd say 'I'm not your guy.' There's nobody standing who can make a \$400 million loan today. Nor is financing available for most condominium projects, i.e. the typical nine-unit, or 12-unit condominium buildings we usually see in Beverly Hills. So one large effect of this cycle will be a major slow down in new construction in Beverly Hills because of the lack of financing.

As the TV commentators are saying 'Credit is the oil that lets the engine turn' and right now, there's sand in the engine. You got to get the sand out and lubricant in and get the engine turning. Just imagine if you're a car dealer and you're buyers can't qualify a car loan or you own a jewelry store and all your customers' businesses are slowing down -you're going to sell less.

The second thing is that in recession some businesses are going to fail. If you have 100 businesses, and the economy goes

into a recession, some percentage of them just aren't going to make it. It always happens in recessions, so we would expect office vacancies to rise and rents to stabilize or decline as they have in previous down cycles.

The third thing from the standpoint of City of Beverly Hills' budget, is that the major sources of revenue, including hotel taxes and sales taxes from department and retail stores will be affected as business slows down. So the City's business and hotel taxes probably will be flat or maybe down a little, but probably not up. Normally Beverly Hills business tax revenue goes up 3 to 5 percent a year. Maybe this year it will be flat or go down 1 percent or go up just a little. But instead of marching upward nicely as it has been there will be less growth or maybe no growth.

From New Pacific's perspective we're starting to see more opportunities to buy buildings and invest in properties. We're seeing some very interesting opportunities in the real estate market and we're looking to get in new deals because they all take time. So for investors that have money this is a good opportunity for them. That's the flip side, and that is what has us excited right now.



Rodeo Drive Committee president Tom Blumenthal

So far it hasn't. Hopefully, it won't. But I think it's inevitable that eventually it will. [That effect might be] a

reduction of luxury spending. I think we all have to be smarter in giving better service to make sure that we are top of mind when people are deciding where they're going to go shopping.

I'm very cautious about what the fourth quarter is going to bring. [But] we have not changed a thing. We're keeping a close eye on things. Our plans have been in place for many months so we don't just change on a dime like that, our marketing plans, inventory plans and sales plans. We haven't had any indication that we need to yet.

Nobody that I know at this point has changed their lifestyle [like not going out to eat]. Beverly Hills restaurants seem to be as busy as ever. Certainly, we're seeing tourists in town, so that hasn't changed. When you start seeing the restaurants empty and the hotels empty then that will spill down. But so far we haven't seen that.

[Beverly Hills is] a destination and we do a great job of marketing our city and getting tourists to come to our town that other cities aren't as top of mind as others. Beverly Hills is still Beverly Hills.

Luxury items are available in a lot of places. It's not just available in Beverly Hills and it hasn't been that in many, many years now. It used to be that way but that's not the case. So what we need to do is make sure that when people want to spend on luxury items, they are coming to Beverly Hills and not going to those other locations. The way to do that is through marketing and great customer services

-Jacquelyn Ryan

THEIR CLAIMS

MEASURE H OPPONENTS REFUSED EVERY INVITA

WHY? Because they are afraid that voters will learn the truth.

Measure H's opponents – led by the Los Angeles based "Citizens Right To Decide" have refused to participate in every open public forum they have been invited to attend.

Their "leadership" refused to participate in open public forums that would allow Beverly Hills voters to question their "facts" for themselves.

CLAIM 7 of the 10 relevant decisionmakers in Beverly Hills are against the Hilton expansion.

TRUTH The unanimous Planning Commission voted FOR 85% of Measure H, including the 12 story Waldorf=Astoria and 16 stories for the Santa Monica Waldorf=Residences. In addition, a majority of the City Council voted for it. 8 out of 10 relevant decision-makers in Beverly Hills voted FOR more height, a new hotel and condominiums. In addition, the Planning Commission unanimously approved the Environmental Impact Report.

CLAIM A no vote does not stop the Hilton from coming back with a project that is more in keeping with the character of Beverly Hills.

TRUTH The owner of TheBeverly Hilton, Beny Alagem, wrote to every Beverly Hills resident and explained that the project that was approved is the smallest project that makes economic sense in order to build the Waldorf=Astoria. This has been verified by outside economists and analysts hired by the City. He has explained that there is no way to "come back" with a smaller project - and he won't. Just like the Four Seasons didn't come back to Beverly Hills when it was rejected. It went across the street on Doheny in the City of Los Angeles.

CLAIM The Hilton Revitalization can be built without condominiums like the Four Seasons in Westlake Village.

TRUTH The Four Seasons in Westlake Village is part of a development that included a high traffic medical office type building called the "Wellness Center" and a state-of-the-art television studio designed for "Oprah" types of television programs, causing even more traffic. It also pays only 10% Hotel Tax to Westlake Village.

CLAIM Common sense tells us the project will increase traffic.

TRUTH At one time common sense also said the earth was flat and the sun circled around it. In fact, Measure H's opponents have never offered any proof of their traffic allegations. The Planning Commission studied the traffic analysis and unanimously recommended the traffic study and traffic plan to the City Council, which approved it. Credentialed Traffic Engineers have certified that the proposed traffic improvements will reduce congestion. They used science to make their decision

CLAIM We do not need to approve Measure H in order to attempt traffic improvements, such as the synchronizing of lights.

TRUTH Where will the money and land come from? The Hilton is dedicating the land needed to widen the roads and is paying \$5 million for traffic improvements, which include synchronizing traffic lights, before any construction on the project is started.

CLAIM The City is not on the brink of financial ruin.

TRUTH No one has said that. However, current Vice-Mayor and Former City Treasurer Frank Fenton, Former City CFO Don Oblander, the City Manager, Councilmembers, Deans from UCLA's Anderson School and other local experts all agree that the City will need substantial new revenues to maintain our current levels of service in the coming years. Where will the funds come from if we don't have new sources of revenue? This is not a threat; this is a responsible analysis of the economic conditions and prudent planning for the future.

CLAIM The project will not produce new revenue for the City.

TRUTH Currently, The Beverly Hilton generates \$7.4 million for the City. The City's experts have concluded that with the addition of the 5-star Waldorf=Astoria and the luxury residences, an additional \$12 million new dollars a year will be generated for the City budget. This is not "magical", it is carefully analyzed economics that includes a 19% Hotel Tax, which is money that stays in Beverly Hills rather than going to Sacramento. This money will help support city services, including Police, Fire and the Joint Powers Agreement, which provides millions of dollars to our schools.

CLAIM They say the Santa Monica Residences would be seven stories higher than the tallest building in Beverly Hills.

TRUTH The Residences facing Santa Monica Blvd. will be only 30' taller than the California National Bank Building and 36' feet taller than the Beverly Wilshire Hotel Tower - both are in the heart of the Beverly Hills business Triangle. Furthermore, two Citizen General Plan Committees studied this site. They recommended luxury condominiums with additional height on Santa Monica. The Planning Commission recommended 16 stories of height.

CLAIM Condominiums do not benefit the City financially and strain City's resources.

TRUTH Per the City's calculation, the luxury condominiums will add \$82.4 million dollars over the next 30 years. In addition, they will bring the School District closer to becoming a Basic Aid District. This would mean that our property tax would all come back to Beverly Hills for our schools and we would not be subject to the yearly budget crisis that Sacramento inflicts on our children's education. Regarding infrastructure: the Environmental Impact Report, which was unanimously recommended by the Planning Commission, concluded existing infrastructure has ample capacity to absorb this project. In addition, the developer is required to implement numerous elements into the construction such as a water reclamation system, energy efficient roofing and many others that will actually reduce water, electrical and sewage use.

RSUS THE TRUTH

TION TO DEBATE IN OPEN AND PUBLIC FORUMS.

WHY? BECAUSE THEY KNOW THAT THEIR OUTRAGEOUS CLAIMS ABOUT THE BEVERLY HILTON REVITALIZATION PROJECT WON'T STAND UP IN THE LIGHT OF FULL DISCLOSURE AND PUBLIC DISCUSSION.

They know that they can only be successful if they send anonymous mailers attacking the project with unsubstantiated claims.

CLAIM The project will cost the schools money.

TRUTH The project brings additional money to our Schools. It will not cost the School District a single penny. The developer will pay all costs for monitoring and mitigation of environmental impacts. In addition, the developer will give the School District \$1.6 million immediately and another \$1.47 million when permits are issued to start construction. The project will adhere to the strictest environmental oversight in the history of Beverly Hills. This is all part of the legislative record.

CLAIM The three new towers would dwarf the existing Hilton. The approved version of the expansion is now bigger and taller than shown here.



TRUTH The picture the opposition is showing you [left side] is not the right project. Here is a picture of the approved project. The City's impartial analysis verifies that the approved project is actually a reduction of the area of the property covered by buildings from 67% to 47%. The opponents simply won't tell you the truth. If they won't even show you the correct project... what can you believe about anything they say?



CLAIM The Hilton expansion as approved is massively underparked.

CLAIM The Hilton has refused to provide free parking for its 700 employees.

TRUTH

All the parking will be underground and will more than meet current and future needs according to City Code. Every member of the Planning Commission has agreed and the City Council has approved.

TRUTH

The Reverted History has always provided explanes particles and will continue to provide all continue to pro

CLAIM The project would almost DOUBLE the amount of concrete on

TRUTH The Beverly Hilton has always provided employee parking and will continue to provide all onsite parking for all employees. The Beverly Hilton subsidizes employee parking. Employees pay just \$2 a day to park on the property. In addition, the Hilton encourages workers to carpool and to use public transit by giving them monthly bus subsidies The HERE Union, which represents the hotel workers, praises the Hilton's policy as a model for all other employers and has endorsed Measure H, as has the West Hollywood Democratic Club/Beverly Hills Democrats PAC.

TRUTH This project reduces the area of the property covered by buildings form 67% to 47%. This has been verified by the City's own independent analysis. Here is the verified square footage, reduction and replacement:

Existing Hilton and surrounding structures: 693,537 SF including the 150,000 SF parking structure

Square Feet to be demolished: 354,349 New Square Feet to replace: 634,377

Net New Square Feet: 280,028 – an increase of only 1/3 on the nine-acre property Measure H creates 4.5 acres of open space and gardens at the City's western gateway.

The Citizens Right to Decide is an anonymous group of naysayers who refuse to stand up in public and repeat their claims because they fear having to defend themselves.

Who would you rather believe about Measure H?



THE Beverly Hilton Revitalization Plan

www.YesMeasureH.com

Yes on H, Citizens to Preserve Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, with major funding PROUDLY provided by Beny Alagem and The Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, with major funding PROUDLY provided by Beny Alagem and The Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, with major funding PROUDLY provided by Beny Alagem and The Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, with major funding PROUDLY provided by Beny Alagem and The Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, With Major funding PROUDLY provided by Beny Alagem and The Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, William Parents, Teachers, William Parents, Teachers, William Parents, Teachers, William Parents, Teachers, William Parents, William Parent

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ierk. A new inculous business name statement must be nied prior to that date. The nii ze the use in this state of a fictitious business name in violation of the rights of another Section 14411, et seq., B&P Code.) Published: 9/18/08, 9/25/08, 10/2/08, 10/9/08–2190

October 9 - October 15, 2008 • Page 15

ISSO MAME STATEMENT 2008 TYPO:16

(c) Idente droit, pubmics are MODEPAN ACC. 203 West Oline Ann 8/301. Burbank, CA 91502. TAMARA A DER. Ann 3302. Burbank, CA 91502. The business is conducted by: AN ROWOULD. Registrant has not yet begun under the dictious business name or names island here on. Registeral has not yet commenced business, inclin. Owner. The registrantyls of electric distance that all information in the statement is true and correct. This statement is not only the statement of the statement and the statement of the statement of the statement of the statement of the statement does not of itself authorist the use in this state of a fictious business name in violation of the rights of all state, or common low (see Section 1441.1 et see, B&P Cole). Published: 10306, 10308, 1016106.

TIOUS BUSINESS NAME STATEMENT: 20081709615

Glowing person(s) silvae doing business as: GIANT STUTF. 263 West Olive Ave 8310. Busbank, CA 91502. ALEXEY 27HGR.

REVE Glow Ave 8301. Dubank, CA 91502. The business is conducted by: AN INDIVIDUAL. Registrant has not yet began to act business under the follows business name or names laised here on. Registrant has not yet commonced business. Signed, 27ptic, Jowner. The registrantity federated relat all information in the statement is treat own cornect. This statement is fleed with ourly Clark of Lo. Angleis Courty on: 092408, NOTICE. - This Socious names statement expires five years from the data it statement does not follow any control of the statement does not do indicate flower and conductive under the statement does not follow afford and their the use on in this state of actions business name in violation of the right on Gandher under all state, or common law (see Section 14411, et see, B&P Code.) Publishest: 10/208, 10/908, 10/16/08, 10/2308-2210

TITIOUS BUSINESS NAME STATEMENT. 2008168:282

a following person(s) laive doing business as: THE MEDITERRANEAN CASIS. 5054 Petit Ave. Encirc., CA 91436. CARLOS A.

TITIOUS.0. 5054 Petit Ave. Encirc., CA 91436. The business is conducted by: AN NDIVIDUAL. Registrant has not yet began to
make business under the fictitious business name or names lated here on. Registrant has not yet commenced business. Signatic

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TIOUS BUSINESS NAME STATEMENT 2008T74638 ANGEL MARBLE & GRANTE 1792 Herrick Ave. Sylmar, CA 91342. ANGEL RILLO, 12752 Herrick Ave. Sylmar, CA 91342. ANGEL RILLO, 12752 Herrick Ave. Sylmar, CA 91342. The business is conducted by A NDOVIDUAL. Registrant has not yet begun to advantesse user for exclusives surface for exclusive surface surface surface for exclusive surface for exclusive surface for exclusive surface for exclusive surface surface surface for exclusive surface

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CITITIOUS BUSINESS NAME STATEMENT: 20081744541 The following person(s) infare doing business as: DOW CUSTOMS ERWICES: DOWN MPORT & ENVERT SERVICES, 1016 E. Broadway \$207, Gendale, C. 64 2205. NICK DOW. 210 N. Belmort St. OS. Gendale, C. 64 2006. APRION DOWNLESS 42 TON Belmort St. GENERAL PARKINETISM's PROGRAMMENT OF THE SERVICES AND SERVI

FICTITIOUS BUSINESS NAME STATEMENT: 2009/174777 The following person(s) Islane doing business as: PIONEER WINDOW PRODUCTS, 5715 Venice Blvd. Los Angeles, CA 80019. LERRY KARP. 5711 Venice Blvd. Los Angeles, CA 90019. The business is concluded by An WONDOWLAR. Register has not yet began to branset business under the fictious business mane or names listed here on. Registrant has not yet commerced business. Signed: Leny Karp, owner. The registratify declared that all information in the statement or the under corest. This statement is led with the County Clerk of Los Angeles County or Signed No NOTICE.

This fictious name statement egisters five years from the date I was filed on, in the office of the county circle. A new fictious was reasonable man that billed prior to that date. The filing of its statement of two of lot off administrate best with this statement of the cold of the distribution of

FICTITIOUS BUSINESS NAME STATEMENT: 20081744537 The following person(s) islaire doing business as: AB STAGING DESIGNS, 86/5 Melvin Are Mortridge, CA 91324, AMEE BOSCHET. 86/05 Melvin Are, Norbridge, CA 91324. The business is concluded by An MOVINUMA. Registrant has not yet began to instruct business under the fictious business name or names list-ed here on. Registrant has not yet commenced business. Signet: Almee Boschet, owner. The registratic) declared that all infor-mation in the statement is thus and correct. This statement is feel with the Cushy (Jeth Co. 10 Angeles Courty or 60/62/08, NOTICE—This folitious name statement expires they spars from the date I was filed on, in the office of the county clerk. A rese fi-ficient business name statement must be fire from to that date. The filing of the statement does not of filial admission the use in the statement of the statement must be fire from to that date. The county does not only all statement and the filial of the statement county filial of the statement does not of filial admission the use in the statement of the statement must be filial or to the date. The county does not of filial admission the use in the statement of the statement must be filial to the statement of the stateme

FICTITIOUS BUSINESS NAME STATEMENT: 20081678338 The following person(s) islane doing business as: RENEWED & DRUIGHTENED, FRAGRANCE OF BEAUTY & STYLE_2TY Maryam Manor, La Verne, CA 91756 KNUBERLY L. BOWE_2TY. Maryam Manor, La Wenne, CA 91750. The business is conducted by AN NONDYULA. Registrate has not yet began to brassact business are or names islated new or. Registrated has not yet commenced substrates. Springer Kneberly L. Solve, Cover. The registrate (jackedine fail at information in the statement is true and corned. This datement is filled with the lated on the filled of the county date. A new follows business name datement must be file gift on that date. The filling of the lated on in the office of the county date. A new follows business name obtained must be file gift on that date. The filling of the statement does not of liest affortise the use in the state of a follows business name in visions of the rights of notion of the raised statement of the county date. A new follows business name in visions of the rights of notion of the rights of notion of the prints of the county date.

FICTITIOUS BUSINESS NAME STATEMENT: 20081770995 The following person(s) Island doing business as: ROYAL RIDE LIMOSIN SERVICE: 505 S. Lake, Buthank, CA 91902 RIPOZ KIRANGO MANKKANA 505 S. Lake, Buthank, CA 91902 The business is conducted by AM BOOM/DUAL. Registeral has not yet began to branched business under the REGlobal counteres same or names list-

FICTITIOUS BUSINESS NAME STATEMENT. 2009T54524 The following person(s) laive doing business as: HOME ORGAN EFFECTIVOUS BUSINESS NAME STATEMENT. 2009T54524 The following person(s) laive doing business as: HOME ORGAN EFFECTIVE STATEMENT AND S this state of a fictitious business name in violation of the rights of another un seq., B&P Code.) Published: 10/9/08, 10/16/08, 10/23/08, 10/30/08–2235

seq, List Code) Household: 1019(8), 1019(8), 1012(00), 102(200), ORDER TO SHOW ACUSE FOR CHANGE OF NAME Nast Law Firm S454 Wishine #711 Beverly Hills, CA 90212 Suppriet Code 17 Gettrian, County of Los Angeles 111 Hz Hill Care Suppried Code 17 Gettrian Lideold District Code Number B5117011 Present Name, Mindrod Curre Prepared Name, M Case Number BS117011
Present Name: Miranda Clare
Proposed Name: Miranda Clare Jame
Notice of Hearing Date: 11/08/08
Time: 9:00 AM
Dept.: A
Room: 548
Date: September 18, 2008
Signed, Commissioner: Murray Gross

Original file 8 08-0352488
The following person(s) has/lavel altahorded the use of the fictious business name: ROKSANA DIGITAL EDITING. 9810 Zetzah
Ner 8811, Northing C. A. 91325. The fictious business name referred to above was filed for 952006, in the County of Los Angeles.
The business was conducted by AN ROM/DUAL. The full name and residence of the registratify) abandoning the name: ROKSANA
NAZVRVAN, 8910 Zetzah Aw 8811, Northing, C.A. 91325. The registrate decident bat all formation in the statement is the and cornet. This statement is filed with the County Clink of Los Angeles County or: \$1506. Published: \$92500, 109205, 109805.

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20081754522
Original file is 68-0932488
The following person by lastifiating abandoned the use of the fictionus business name: HOME ORGANIZERS PLUS. \$225 Blake
Are 4840. It highwood. CAS 91001. The fictionus processes are received by abover was filed on: \$17100, in the County of
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Department of Alcoholic Beverage Control
1 Manchester Blow
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Shirt Floor
PO Box 6500 Inglewood, CA 93006
(310) 412 8311
NOTICE IN APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICI
Date of Bling Application: September 29, 2008
To whom it may concern:
LECPARDO INC.
LECPARDO INC.
The applicantis listed above are applying to the Department of Alcoholic Beverage Control to se
767 SEVERLY SL.
LOS ANGELES, CA 90008-2777
Type of Ilcense(s) applied for:
47 - ON-SALE BEER AND WINE - EAINS PLACE

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: SEPTEMBER 30, 2008

FICTITIOUS BUSINESS NAME STATEMENT: 20081933307
The following person(s) intere doing business are IBARRA'S TOWING, 11734 EVERSON ST, NORWALK, CA 9650. ARTURO
BIRRARI, 1734 EVERSON ST NORWALK, CA 9650. ARTURO
BIRRARI, 1734 EVERSON ST NORWALK, CA 9650. The business is conducted by an Individual. Registrant has not yet began to
transact business under the fictitious business name or name listed here in. Signed ARTURO IBARRA'. The registrant(s) obcurred
that all information in the statement is and or corner. This statement is fined with the County Clerk of Los Applies County on
91/02/008. NOTICE - This fictitious name statement expires five system from the date it was filed on, in the office of the county lock.
A row fictitious business amme statement much be filed prior in but all. the filing of this insterned cannot not lived authorize the
use in this state of a fictitious business name in violation of the rights of another under lederal state, or common law (see Section
1411; etcs., 886 PCOS). Politicheric 10092000, 101920000, 101922000, 101922000, 101922000, 101922000, 101922000, 101922000, 101922000, 101922000, 101922000, 1019220000, 10192200, 101922000, 101922000, 101922000, 10192200, 101922000, 101922000, 101922000, 101922000, 101922000, 101922000, 1019

Section 14411, et see, 88P Code, Published: 109/2008, 1019/2008, 1019/2008, 1020/2008, 1

FICTIONOUS BUSINESS NAME STATEMENT, 2008 1787 1790
The following person(s) size drop business are MANAUM-USA, 100 WEST 17TH STREET (NIT 8/0, LOS ANGELES, CA 90015.
The following person(s) size drop business are MANAUM-USA, 100 WEST 17TH STREET (NIT 8/0, LOS ANGELES, CA 90015.
POR HEE PAX 23TH SOUNDAINT OF AN WEST COWNAIL CA 91792. The business is conducted by an Individual. Registeral has begun to transact business under the Editions business name or names listed here in on 101/2008. Signed POK HEE PAX The egy-inating(s) decided that all information in the sizement is to part domain. This statement is did with the Custry (or Ho Los Angeles County on: 101/2008. NOTICE - This foliation name statement size paid corner. This statement is did not be constructed to the Angeles county diet. A new foliations business name statement must be filed prior to bald data. The ling of this statement ces not of lated authorite the use in this state of a foliation business name in violation of the rights of another under foliated state, or common law (see Section 1414, 4 see, SEP Ocal.) Publisher 1909/000, 1909/2009, 1902/2009 120.3

TITTIOUS BILISHESS ANNE STATEMENT COUNTY TO AN

FICTITIOUS BUSINESS NAME STATEMENT: 20081742092
The following person(s) later doing business are LA VERNE WATER STORE, 24/0 FOOTHILL BLVD STE. D, LA VERNE, CA
PSTOS SARA L. LEC SC MARSHAUL CT CALABEMONT CA 9711. The business is conducted by an Individual. Registrant has
begun to barnact business under the Editious business name or names lated here in on 101/2008. Signed SARA L. LEC. The regi-strating(s) decided that all information in the statement is to see all common. This statement is didn't the County (or II of Los Angeles County on: 101/2008. NOTICE: This feditious name statement super from the date is was filed on, in the office of the outpring of the statement of the county of the Anne (victious business name statement must be filed for to but date. The ling of this statement cost not of their authorities the use in this state of a Softlous business name in violation of the rights of another under floriest state, or common law (see Section 1414; Lee, G.BP Code). Published: 1999/2009, 101/2008, 102/2009. 102/2009. 102/2009.

FICTITIOUS BUSINESS NAME STATEMENT: 20081783589
The following person(s) later doing business are CBM SKWING, 978 N. VIRGIL AVE, LOS ANGELES, CA 90029 MARIE BASTEOUIMA, 3147 DOAR BAULIA DRIVE STUDIO D'ITC & 91604. The business is conducted by an Individual. Registrant has not yet
begun to Tansact business under the fictibious business name or names listed here in. Signet MARIE BASTEQUIAN, The
registratify) (science that all information in the statement is true and correct. This statement is fled with the County Cert of Los
Angeles County on: 101/2008. NOTICE: This follows name statement expires by years from the date it was filed on, the diffice
of the county dex. A week follows business may estatement may be filed part to that data. The flight of this statement close not of
the county dex. A the filed business may estatement may be filed part to that data. The flight of this statement close not of
the county dex. A the filed business may estatement may be filed part to that data. The flight of this statement close not of
the county dex. A the filed business may estatement may be followed to the filed business may be supported to the county of the Armon Statement of the filed to the state of the filed business may be supported to the filed business of the county of the Armon Statement of the filed business of the filed

TITIOUS BUSINESS NAME STATEMENT: 2009763597
Following person(s) ister doing business as: NAPO® THAI CAPÉ, 4221 W. SUNSET BLVO, LOS ANGELES, CA 90029 SUGPRISIDE, 14103 SUMMERTIME LANE COS ANGELES CA 80020. The business is conducted by: an Individual. Registrant has
un to transact business under the Editious business name or names lated where in on 911/2004. Signed SUGINA PINSUPA. The
started judicidered that al fortemation in the attenders in the used norcer. This statements is life with the Courty Clerk of Los
place County on: 101/2006. NOTICE: This fictious mans statement expires they uses from the date twan filed on, in the office
all anothers he use in the state of a follows business name in vision of the rights of another under fleatment statement
(see Section 14411, et see, BBP Code) Published: 109/2008, 1018/2008, 1003/2008, 1003/2008 12021

FICTITIOUS BUSINESS NAME STATEMENT: 2081764108
The following person(s) laive doub plusiness are: LAW OFFICES OF ANTHONY K. CHU, 650 W. DUARTE RD #105, ARCADIA, CA
9007. ANTHONY K. CHU, 1350 NO 1917 ARD 1927 SAN DIESO CA 82154. The business is conducted by: an Indivisual.
Registrant has not yet began to instruct business under the fictitious business armser or names listed here in. Signed ANTHONY K.
CHU. The registrantly decidend that all information in the statement is to use and correct. This statement is filed with the Courty Cork of Los Angeles Courty on: 10172008. NOTICE: This factious name statement engines five years from the date it was filed on, in the
office of the courty circle. An one Kelloss undersea ramser statement must be filed prior by the date. The filing of its statement does
not of bed authorize the use in this state of a fictious business ramser statement on the filing prior but date. The filing of its statement does
not of bed authorize the use in this state of a fictious business ramse statement only only one of the public of another under federal state, or common law (see Section Hert), etc., 828 FOAD, Publishedt (1008000, 01072000, 1022000, 0102000, 010200

FILE NO. 20081764323
FICTITIOUS BUSINESS NME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ECONO 97, 753 S. UNION AVE, LOS ANGELES, CA, 90017 (LOS ANGELES). The full name of registrant(s) jakers: G & HYUNJINI NIXC, (CALIFORNIA), 436 N.
OXFORD AVE #102, LOS ANGELES. CA 90017. This subsiness is being conducted by after CORPORATION.
The registrant commenced to transact business under the fcilibious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information
which he knows to be false, is guilty of a crimo).
Alf C & HYUNJINI NG; PY: JINI Sit KM, CEO/CFO
This statement was filed with the County Clerk of LOS ANGELES County on 10/01/08 indicated by file stamp
above.

This sustement was mise with the County Jens on LOS ANSACELES COUNTY in 1001/1001 miceased by the sample DATION. THE SCHITTIOUS 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 fictious business rame statement in violation of the rights of another under federal, state, or common law (See Section 1441) at seq. Business and Professions Cook 1441 at seq. Business and Professions Cook 1442/98 PEXPETY HILLS WEERLY 109,16,23,90.2008

FILE NO. 20081753031
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUBWAY #11659, 8859 W. SUNSET BLVD,
WEST HOLLYWOOD, CA 90069 (LOS ANGELES). The full name of registrant(s) sizers. NEW MILLENNIUM
FOODS INC, (CALPFONIA) 2020 DOBSIPBOYAR AVE, WEST HILLS, CA 91304. This Business is being conducted by afan: CORFORATION. The registrant commenced to transact business under the fictitious business namehanems listed above on: NIA.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
I/A NEW MILLENNIUM FOODS INC, BY: SUMER SUR, PRES-FRANCHISEE

This statement was filed with the County Clerk OL LOS ANGELES County on 19/30/06 indicated by file stamp above. NOTICE-THIS FICTITIOUS NAME STATEMENT EXPITIES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRICKT OT HAZ. The filing of this statement does not disted authorize the use in this state of a follow business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq. Business and Professions Code).

LA144270 BEVERLY HILLS WEEKLY 109,16.23.30.2008

FILE NO. 20081754757
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CLASSIC CLEANERS, 4233 CRENSHAW
BLVD, LOS ANGELES, CA 90008 (LOS ANGELES), The full name of registrant(s) isfare: VICTORIA FORTSON,
605S SATURN ST 31, DOS ANGELES, CA 90005; RAYON HARVEY, 345 S. ALEXANDRIA AVE 9119, LOS
ANGELES, CA 90020. This Business is being conducted by afan: COPARTINERS. The registrant commenced to
transact business under the fictious business name/hames listed above on: NA.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information
which his knows to be false, is guilty of a crime).

As VICTORIA FORTSON, CO-PARTINER
This statement was filed with the County Clerk of LOS ANGELES County on 9/30/08 indicated by file stamp above.

FILE NO. 20081781055
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FLORENCE OWL REXALL, 1422 E. FLORENCE AVE. LOS ANGELES, CA 90001 (LA). The full name of registrant(s) laivar: THRIFTY PAYLESS INC (A
CALIFORNIA CORPORATION) 30 UNITER IN. CAMP HILL, PA 17011. This Business is neigo conducted by
alan: CORPORATION. The registrant commenced to transact business under the fictitious business name/names
listed above on: NA
I declare that all the information in this statement is true and correct. (A registrant who declares true, information
which has known to he faces in cultil of a runna).

ch he knows to be false, is guilty of a crime).
THRIFTY PAYLESS INC BY: I. LAWRENCE GELMAN, VICE PRESIDENT
s statement was filed with the County Clark of LOS ANGELES County on 10/3/2008 indicated by file stamp

above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED IN THE PROPIOR TO THAT OATE. The filing of this statement does not of their above the use in this state of a fultitious business name statement in violation of the rights of another under federal, state, or common law (See Section 1411 et seq. Business and Professions Code).

LA144388 BEVERLY HILLS WEEKLY 109, 16, 23, 30, 2008

NOTICE TO CREDITORS OF BULK SALE AND OF INTENTION TO TRANSFER LIQUOR LIK (Secs. 6101-6107 U.C.C.)
Escrow No. 123334
NOTICE IS HEREBY GIVEN that a bulk sale of assets and a transfer of liquor license(s) is about

NOTICE IS HEEREY QIVEN that a bulk sale of assets and a transfer of liquor license(s) is about to be made. The name(s), and mailing address, and zip Code Number of the Sellentransferor(s) are: HADAKA SUSHI, 8226 W. SUNSET BLV), UPSET HOLLYWOOD, CA 90406-2414 Doing business as: HADAKA SUSHI The name(s), and mailing address, and zip Code Number of the Buyentransferee(s) are: SOUTH ON SUNSET 1.LC, 370 THI ST, SAN FRANCISCO, CA 94103

The name(s), and mailing address, and zip Code Number of the Buyertransferee(s) are: SOUTH ON SUNSET LLC, 307TH ST: SAN FRANCISCO, CA 94103
That the assets to be transferred are described in general set. MATEPIALS, 20.DPHIES, MEDICAMBOSE, EQUIPMENT LEASE(S), PERMITS, PERMI

2008
Other business names(s) and address(es) used by the transferee(s) within three years last past, so far as soon to transferee(s) are: ALEX BRIK, 8226 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90046; AND NO No onto: Attansferee(s) are: ALEX BRIK, 8226 W. SUNSE; DEVO. TO THERS
OTHERS
Name and address of escrow holder: WILSHIRE ESCROW COMPANY, 4270 WILSHIRE BLVD, LOS ANGELES,
CA 90010
Dates SEPTEMBER 23, 2008
UADRAKA SUSHI, Seler(s) Licensee(s)

STATEMENT OF WITHDRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS NAME: 20081703609
Original file #: 20072098842
The following personoly has/havely withdrawn as a general partner(s) from the partnership operating under the 6-times of the following personoly has/havely withdrawn as a general partner(s) from the partnership operating under the 6-times of the following personoly has/havely to the partnership was filed on: 050407, in the county of Los Angeles. The full mame and readened of the personoly withdrawing as a partner(s) ALEN WAGU ZAKI, 11824 Monogram Ave, Granadd Halls, CAB 19344 Signer, Alen Zaki. The registrating declared that all information in the salterment is the and correct. This statement is filed with the County Clerk of Los Angeles County on: 040768. Published: 102006, 102008, 101408, 102208 BHW-2217

ORDER TO SHOW CAUSE FOR CHANGE OF NAME SUPERIOR COURT OF CA, County of Los Angeles 620 Sylmar Ave. Van Noys, CA 91401 Noorthwest District Case Number L5017831 Present Name: Hamed Wall Proposed Name: Eddie Givonnie Wall Notice of Hearing Date: 11/07/08 Time: 8:30 AM Dept.: A Room: 510 Date: September 23, 2008 Signed, Judge of the Superior Court: Patricia M. Schnegg Signed, Judge of the Superior Court: Patricia M. Schnegg

ELIS NO. 2003 11/1225
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LAUNDERLAND, 1330 S. PACIFIC AVE. SAN
PEDRO, CA 90731 (LDS ANGELES). The full name of registrant(s) isfare: WEI WEI FAN, 314 1/2 E. CARSON
ST, CARSON, CA 90745. This Business is being conducted by aian: INDIVIDUAL. The registrant commenced to
transact business under the fictitious business rame/hames listed above on: NIA.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information
which he knows to be false, is guilty of a crimo.)
VINEY WEI FAN, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 9/23/96 indicated by file stamp above.
NOTICE: THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN
THE OFFICE OF THE COUNTY CLERK. A NEW PICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED
UNITED THE OFFICE OF THE COUNTY CLERK. A NEW PICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED
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UNITED THE OFFICE OF THE COUNTY CLERK. A NEW PICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED
UNITED THE OFFICE OFFICE

FILE NO. 2008172098

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ART PACK, 225 W. 134TH ST, LOS ANGELES, CA 90061 (LOS ANGELES). The full name of registrant(s) lairae: MRRP INC, 30100 TOWN CENTER DR

STE 42, LAGUNA NIGUEL, CA 92677 (CALIFORNIA). This Business is being conducted by aim: CORPORATION. The registrant commenced to transact business under the fictitious business name/names isted above on:

NA.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime), (A MRRPINC, BY JEFF RUIBLE, PRESIDENT This statement was filed with the County Clerk of LOS ANGELES County on 9/24/08 indicated by file stamp above. NOTICE-THIS FIOTITIOUS ANBISTRES 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 Inself authorize the use in this state of a fictious business aname statement in violation of the rights of another under federal, state, or common law (See Section 14411 et steap, Business and Professions Code).

LA144079 BEVERLY HILLS WEEKLY 10/2, 9, 16, 23, 2008

FIGURE AND STATEMENT THE PROPERTY OF THE PROPE

LA144118 BEVERLY HILLS WEEKLY 10/2, 9, 16, 23, 2008
FILE NO. 2008 FILES WEEKLY 10/2, 9, 16, 23, 2008
FICTITIOUS BUSINESS NAME STATEMENT
FILES OF THE STATE OF THE STATEMENT OF T

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE
Date of Filing Applications SEPTEMBER 18, 2008
To Whom it amy manifest of the Applicantly Islams: TOSCANOVA LP.
The Namely of the Applicantly Islams: TOSCANOVA LP.
The explicants Island above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages are 10250 SANTA MONACA BLVD STE 192. LOS ANGELES, CA 90067-6417.
Type of License(s) Applied for 47 - ON-SALE GENERAL EATING PLACE.
Department of Alcoholic Beverage Control 1 MANCHESTER BLVD, 6TH FLOOR, P.O. BOX 6500, INGLEWOOD, CA 90096 (371) 472-8311

LA14408S BEVERLY HILLS WEEKLY TUZUS

FILE NO. 20091735846

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FICTITIOUS BUSINESS NAME 57.TEINENT

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THE FOLLOW OF A SHARE 57.TEINENT

FILE NO. 20091758540

FILE NO. 20091758530

FILE NO. 2009175850

FILE NO. 20091758530

FILE NO. 2009175850

FILE N

FILE NO. 20081685832

FILE NO. 20081685832

FICTIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1) CORK RESTAURANT AND LOUNGE 2)
THE CORK ON MELROSE, 758 MELROSE AVE, LOS ANGELES, CA 90046 (LOS ANGELES), The full name
of registrant(s) issime: FILE VENTURES LLC, (CALIFORNIA) 6001 GRACIOGA DR, LOS ANGELES, CA 90068.
This Business is being conducted by air. LIMITED LIABILITY COMPANY. The registrant commerced to transact business under the folibous business namenhames listed above on: NiA.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information
which he knows to be false, is guilty of a crimo.)
I/S FIEL VENTURES LLC, BY. CURTIS NYSMITH, MANAGING MEMBER
This statement was filed with the County Clerk of LOS ANGELES County on 91908 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAUS STATEMENT EXPRESS FIVE YEARS FROM THE DATE IT WAS FILED IN
THE OFFICE OF THE COUNTY CLERK A NEW RICTITIOUS BUSINESS NAME STATEMENT WINDST BE FILED
PRIVATOR TO THAT DATE. The filing of this statement does not of their darknote the use in this state of a follows
business name statement in violation of the rights of another under federal, state, or common law (See Section
14411 et seq., Business and Professions Code).

LA14397 BEVERLY HILLS YEER-A THE STATEMENT THE FOLLOWING PERSONNESS NAME STATEMENT THE FOLLOWING PERSONNESS IN ARE DOING BUSINESS AS: TOMS LIQUOR & MART, 1365 W. FLORENCE ACE, LOS ANGELES, CA 9004 (LOS ANGELES), The full mane of registrant(s) inlane. BEBE GROCERY MARKET INC, 1365 W. FLORENCE AVE. LOS ANGELES, CA 9004 (LOS ANGELES), CA 9004 (CALF-GRIVA). This Business is being conduct representation of the statement who declares true, information which his knows to be false, its guilty of a crime).

Is BEBE GROCERY MARKET INC, BY. SIMON J. CHOI, PRESIDENT
This statements was flow with the County Clark of LOS ANGELES County on 91808 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILLED IN THE OFFICE OF THE COUNTY CLERK A NEW FICTIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement downs and statement is vibilitied to the inglish of another under deviations are in this state of a fictious business name statement of vibilities of the inglish of another under defederal, state, or common law (See Section 14411 et lang, Business Ansan Statement of the inglish of another under defederal, state, or common law (See Section 14411 et lang, Business Ansan Statement of vibilities and statement is vibilities of the inglish of another under defederal, state, or common law (See Section 14411 et lang, Business Ansan Statement of vibilities and the statement of vibilities and the statement of vibilities and the statement of vibilities and the statement of the sta

FILE NO. 20081686835
FILE NO. 20081686835
FICHTONS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: NEW BAY MOTEL, 5011 S. FIGUEROA ST,
TOS ANCELES, 6.0 5000 ILCO SANGELES). The full manual of neglatrant(s) lainer, SHRI CAMESH SAN LLC, [CALLOS ANCELES, 6.0 5000 ILCO SANGELES). The full manual of neglatrant(s) lainer, SHRI CAMESH SAN LLC, [CALLOS ALBELTY COMPANY. The registrant commenced to transact business under the fictitious business
name/manuals listed above on: NA.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information
which he knows to be false is, guilty of a crime).
If SHRI CAMESH SAI LLC, SY, VIKASH H. AHIR, MANAGER
This statement was filed with the County Can's LLOS ANGELES County on \$1,500 indicated by file slamp above.
The SHEMENT WAS INCOMED THE SHEMENT WAS THE DIVINITY OF THE OFFICE OF THE COUNTY OLERIC A NOW FICTIONS BUSINESS NAME STATEMENT MUST BE FILED
PRICATO THAT OLET. The filing of this statement does not of stell authorize the use in this state of a fictitious
business and professions Code).

FILE NO. 20081676571
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CAT'S LIQUOR, 7217 S. BROADWAY, LOS
ANGELES, CA 90003 (LOS ANGELES). The full name of registrant(s) Isdare: KWAN SOOK PARK AND KYUNG
IL PARK, 800 S. BRONSON AVE, LOS ANGELES, CA 90005. This Business is being conducted by afair. INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above
—— MA

ANGÉLES, CA 900/3 (LUS ANGELES, C). ITRE IN TEMPORARY PROPERTY OF THE PROPERTY

STATEMENT OF ABANDONIMENT OF USE OF FICTITIOUS BUSINESS NAME: 2008144542 Original file # 08-0392488

Department of Alconomy Develop: 412-6311.
LA144299 BEVERLY HILLS WEEKLY 10/9,16,23,2008

FILE NO. 20081615986 FICTITIOUS BUSINESS NAME STATEMENT

NOTICE TO CREDITORS OF BULK SALE

((Division 5 of the Commercial Code)

Earrow Mo. 31726-10

(1) NOTICE IS HEREBY CIVEN to creditors of the within named Seller(s) that a bulk sale is about to be made.

Of the personal properly hereinather described

(2) The name and business addresses of the seller are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANGE
(3) The raine and collarions of the Collect Feedersh Office of the seller is 435 N. BEVERI V DR BEVERI Y HII I.S.

The names and business address of the Buyer(s) are: H.S. CHEBMA INC, 1000 E. WASHNOTON BLVD IS, I.O.S ANGELES, CA 90021
The location and general description of the assets to be sold are: FURNITURE, FIXTRURES AND EQUIPNT of that certain business located at: 1139 S. HILL ST, LOS ANGELES, CA 90015
The business name used by the seller(s) at said location is: SUBWAY 26578
The anticipated date of the busik sais is COTIGER 28, 2003 at the office of DISCOVERY ESCROW COMPA7777 CENTER AVE, STE 169, HUNTINGTON BEACH, CA 92647, Escrow No. 31726-LO, Escrow Officer.
Claims may be filed with: DISCOVERY ESCROW COMPANY, 7777 CENTER AVE, STE 180, HUNTINGTON
ACH, CA 92647, Escrow No. 31726-LO, Escrow Officer: LAURIE J. ORR
7 The busik sate is subject to California Uniform Commercial Code Section 9106.2

A situated by the script california Full CoTIONER 27, 2008.
A listed by the scleer; all other business names and addresses used by the seller within three years before
date such list was sent or delivered to the buyer are: NONE.

SI MYESTIRENTS INC, Seller
C. HEEMA INC, Buyer

NOTICE OF PETITION TO ADMINISTER ESTATE OF BENJAMIN SHPRUNG aka BENNY SHPRUNG Case No. SP007618

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of BENJAMIN SHPRUNG aka BENNY SHPRUNG

SHPRUNG aka BENNY SHPRUNG
A PETITION FOR PROBATE has been filed
by Niza S. Shprung and Dana Shprung in the Superior
Court of California, County of LOS ANGELES.
THE PETITION FOR PROBATE requests

that Dana Shprung be appointed as personal representative to administer the estate of the decedent.

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

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

grant the authority.

A HEARING on the petition will be held on Oct. 24, 2008 at 9:15 AM in Dept. No. R located at 1725 Main St., Santa Monica, CA 90401.

IF YOU OBJECT to the granting of the peti-

tion, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent

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

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

Attorney for petitioner: DINA B CHERNICK ESQ **SBN 110318** 433 N CAMDEN DR BEVERLY HILLS CA 90210

Beverly Hills Weekly CN805130 SHPRUNG Sep 25, Oct 2,9, 200

NOTICE OF AMENDED PETITION TO ADMINISTER ESTATE OF FREDA MORRIS Case No. BP107917

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of FREDA MORRIS

An AMENDED PETITION FOR PROBATE has been filed by Peter C. Ver Halen, Esq. in the Superior Court of California, County of LOS ANGELES.

THE AMENDED PETITION FOR PROBATE requests that Peter C. Ver Halen, Esq. be appointed as personal representative to administer the estate of the

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

THE AMENDED PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority

will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority

A HEARING on the amended petition will be held on Nov. 4, 2008 at 8:30 AM in Dept. No. 11 located

at 111 N. Hill St., Los Angeles, CA 90012.

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

your attorney.

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

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

Attorney for petitioner: H. MICHAEL SOROY ESQ SBN 153944 COLIN NORTHCUTT ESQ SBN 251073 LAW OFFICES OF H MICHAEL SOROY ESQ 11766 WILSHIRE BLVD

STE 460

LOS ANGELES CA 90025 Beverly Hills Weekly CN805408 MORRIS Oct 2,9,16, 2008

PUBLIC NOTICE

CN805669 3063 Oct 9, 2008

Pursuant to the FCC rules regarding review under Section 106 of the National Historic Preservation Act, Verizon Wireless is providing notice of a proposed telecommunications facility at 9808 Wilshire Boulevard in Beverly Hills, California, Proposed construction includes relocation of antennas on the existing building rooftop. Any interested party may submit comments regarding this project's potential effect to historic structures or cultural resources to Mr. Keith O'Connell, 509-998-6691, URS Corporation, 920 North Argonne Road #300, Spokane, WA 99212. Reference 3063. Beverly Hills Weekly

To place your ad, call 310-887-0788

100-199 Amounceme 105-General Services 110-Funeral Directors 115-Cemetery/Mausol 120-Clubs/Meetings

125-Personals 130-Legal Notices

135-Beauty Aids 140-Health Aids

145-Lost Items 150-Found Items

155-School and Classes

160-Adult Entert

160-Adult Ente 161-Escort 165-Massage 170-Caregiver

200-299 Services

202-Acoustics

206-Appliance Repair

200-Appliance Repair 208-Asphalt Paving 210-Bath Tub Repair/Reglazing 212-Bookkeeping Services 214-Brush Clearing

216-Car Alarms

226-Concrete

256-Locksmith 258-Moving/Storage

250-Iron Work

228-Contractors

LEGEND

227-Construction

230-Counseling

240-Fencing 242-Garage Doors

244-Handyman

246-Hauling 248-Internet Services

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225-Computer Tech Support
226-Concrete

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322-Resort Property 325-For Lease

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410-Lots For Sale

412-Farms/Ranches

414-Resort Property

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1910 Magnolia Avenue, Los Angeles

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ved ones per plot. Normally \$7395 a

piece. We are asking \$5500 each. Pay

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side #306 and #307 Row F. \$7500 each

Garden of Remembrance, Forest Lawn Glendale, \$8,500 each; Call Jim or Liz

October 9 - October 15, 2008 • Page 17

CLASSIFIEDS

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