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Santa Monica Daily Press

WEEKEND EDITION
11.30.19 - 12.01.19
Volume 19 Issue 15

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Santa Monica Daily Press



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Holiday seasonal employment boosts local economy

TONY MCGINN
SMDP Intern

Black Friday is typically considered the beginning of the holiday shopping season, and for many locals, it kicks off a seasonal job.

Santa Monica boasts several major retail locations, including the Third Street Promenade and Montana Avenue, which can see more than 100,000 shoppers on Black Friday weekend alone. Retailers create over 100 part-time positions in total for the months of November through January, particularly at major department stores and seasonal attractions such as the ice rink.

The most commonly hired employees are people “who, for various reasons, are disinclined to work fulltime: parents with kids, students, retirees,” said Chris Tilly, director of UCLA’s Institute for Research on Labor and Employment.

Seasonal hires are often working to “top off” a sufficient income, or to supplement their existing income for holiday shopping. However, many may stay on to replace employees who have exited the workforce.

Retail has a high labor turn-over rate, Tilly said. Up to half of a major retailer’s floor staff may end up being replaced in a single holiday season.

Either way, “seasonal hiring does inject some paychecks into the local economy,” Tilly said.

Two examples of retailers who are supplementing their sales teams include J. Crew and Bloomingdales, each of whom are opening 15 to 20 positions, as is Nordstrom. The Nordstrom representative who offered this information, Keyon Williams, was himself a seasonal hire who began in the men’s department last year.

Seasonal hiring at department stores usually begins in mid-November and runs through December. For some, employment ends at the end of January. For others, like Williams, seasonal hires are moved into full-time positions based on their performance.

According to the National Retail Federation, holiday hires can make up more than half of total new hires in a quarter. Earlier this month, Macy’s stated it will be hiring 80,000 seasonal employees in stores across the U.S. Last year, 27% of seasonal employees ended up being hired for permanent positions.

But it’s not only retail stores that are expanding their sales staff. Package delivery companies like FedEx and UPS also have to contend with the surge in business; UPS has stated that it is opening 100,000 positions this holiday season, according to Market Watch.

Other seasonal employers include holiday-specific enterprises, such as Santa Klaus’s holiday home at Santa Monica Place, and Ice at Santa Monica, the seasonal skating rink on 5th Street. Each year, a

SEE **ECONOMY** PAGE 14

New exhibit traces history of Santa Monica Pier



Santa Monica History Museum

PIER: Piergoers congregate around the giant aerscope ride on Loeffl Pier, circa 1917.

TONY MCGINN
SMDP Intern

A new exhibit at the Santa Monica History Museum is centered around a one-of-a-kind prospectus from 1917 by Charles Loeffl, the architect behind the Santa Monica Pier.

Featuring nearly over 50 documents, including photographs,

maps, letters and other ephemera related to the pier, the exhibit, titled “Santa Monica Pleasure Pier: A Look Back to 1917 from Today,” was compiled by Michael Murphy and Jen Luking to show the earliest transformation of Santa Monica Pier into the famous landmark it is today.

The Loeffl prospectus, the only known copy in existence, is

a scrapbook featuring photos and letters on heavy black paper. The prospectus includes photos of the pier’s attractions, maps of the transportation to the pier, bank statements, diagrams of attraction placements and inventories of the pier’s amenities.

SEE **HISTORY** PAGE 14

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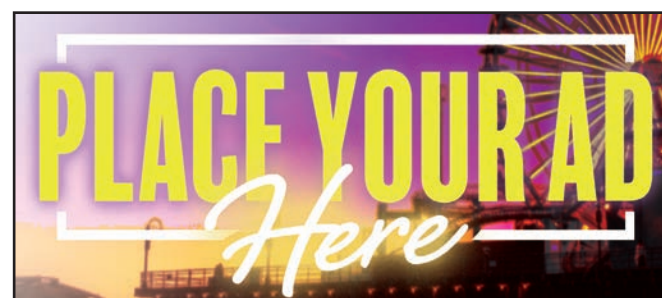
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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Saturday, Nov. 30

Small Business Saturday Sidewalk Sale

Shop small in celebration of our local businesses this holiday season. The first Saturday after Thanksgiving marks #SmallBusinessSaturday, a day dedicated to promoting small businesses across the USA. This annual event kicks off the Tis the Season to Buy Local Holiday festivities in Santa Monica. 10 a.m. - 6 p.m. Montana Ave.

CoderDojo Workshop

Practice computer science and coding skills with volunteer mentors. Use laptops provided by the library or bring your own. Ages 8-17. Registration starts November 18. Call 310-458-8621 or visit the Youth Services Department to register. Main Library, 3- 5 p.m.

Sunday, Dec. 1

Santa Monica Farmers Market

"The ULTIMATE community gathering. Great for family, food and fun!" The Sunday Main Street Farmers Market is a well balanced blend of Certified California Farmers, tasty prepared and packaged foods, entertainment and children's activities as well as local retail. Attended by over 5000 customers each weekend this "ultimate community gathering" has become an integral and cherished part of life for many local residents. The Main Street market hosts a variety activities including bands, a bi-weekly cooking demonstrations, arts and crafts, a face painter, a balloon animal designer as well as seasonal California grown fruits, vegetables, nuts, meats and cheeses. 2640 Main Street, 8:30 a.m. - 1:30 p.m.

Virginia Avenue Park Advisory Board

The Virginia Avenue Park Advisory Board advises the city of Santa Monica on matters pertaining to the park. Virginia Avenue Park, 1 p.m.

Monday, Dec. 2

Citizenship Classes

An ongoing series of classes taught by Adult Education Center instructors,

who help students complete and submit their applications, and prepare them to pass the Naturalization Test. Enrollment is through the SMMUSD Adult Center (310) 664-6222, ext. 76203. Pico Branch Library, 12 - 2:30 p.m.

Budget Task Force

The Budget Task Force, comprised of eight community members and seven members from the city workforce, will advise the City Manager on options and priorities for addressing the City's projected budget shortfalls over the coming six years. SMI Training Room, 6 - 9 p.m.

Architectural Review Board

The Architectural Review Board established in 1974, acts "to preserve existing areas of natural beauty, cultural importance and assure that buildings, structures, signs or other developments are in good taste, good design, harmonious with surrounding developments, and in general contribute to the preservation of Santa Monica's reputation as a place of beauty, spaciousness and quality." City Hall, 7 p.m.

Pico Teen Advisory Council

Have a voice at your library! Help plan programs and community service projects while earning volunteer hours. Meets once a month in The Annex Room. Grades 8-12. Pico Branch Library, 4- 5 p.m.

Teen Advisory Council

Join Teen Council and serve throughout the academic year, advocating for the library and working on special projects with your peers, in exchange for community service hours. We meet twice monthly, on Monday afternoons. For more information: 310-458-8621 and ask for Myleen DeJesus. High school students only. Main Library, 4 - 5 p.m.

L.E.A.R.N.: Learn, Excel, Achieve and Read Now

One-on-one access to volunteers available to help students with homework assignments and reading comprehension Main Library, 3:30 - 6 p.m.

Baby Time

Stories, songs, bounces, and puppets for ages 0-18 months. Fairview Library, 12:30 - 12:50 p.m.



CITY OF SANTA MONICA NOTICE INVITING APPLICATIONS FOR YEAR-END APPOINTMENTS TO CITY BOARDS & COMMISSIONS

The Santa Monica City Council is now accepting applications for year-end appointments of members to the following City Boards and Commissions:

Board/Commission	# of Vacancies	Term Ending	Requirements
Clean Beaches & Ocean Parcel Tax Citizens Oversight Committee	2	12/31/2021	Santa Monica resident
Metropolitan Water District	1	12/31/2023	-
Santa Monica Pier Corporation	3	12/31/2023	Reside, work, or do business in Santa Monica

Applications due by noon, Tuesday, December 10, 2019.
Appointment to be made by City Council, Tuesday, December 17, 2019.

No Santa Monica City Employee may serve as a member of any Board or Commission.

The State Political Reform Act requires certain officeholders to disclose their interest and income that may be materially affected by their official action. The applicant appointed to serve in this position will be required to file a Statement of Economic Interest (Form 700) upon assuming office, and annually thereafter.

Applications are available on-line at: www.smgov.net/boards
All current applications on file will be considered.

Disability related assistance and alternate formats of this document are available upon request by calling (310) 458-8211.



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RIBBON CUTTING: OneWest Bank held a ribbon cutting ceremony on Nov. 20 to celebrate their grand reopening after extensive renovations. The bank is located at 401 Wilshire Blvd. in Santa Monica.

Give the gift of winter white this holiday season

LEANNE ITALIE
Associated Press

White is snow and Santa’s beard, so why not share the joy by embracing the color in holiday gifts?

The possibilities are endless, from home decor to apparel, bespoke to a quick online purchase. Some ideas in winter white:

HOME
“For the Love of White: The White & Neutral Home.” This handsome book is written by Chrissie Rucker, founder of a company that specializes in white, aptly named The White Company. It’s packed with inspiration for admirers of white. And gift ideas, too, such as white scented candles in elegant glass, white ceramic kitchen canisters or just the right vase in, yes, white. \$40.

HOLIDAY
The handmade showcase Etsy.com is full of winter white, especially when it comes to special holiday touches. One seller, fernandthefawn, has a hanging wreath of white feathers with a leather strap for \$62. Another Etsy seller, fashionmeme, sells a white holographic Christmas stocking for \$35. Target sells a cable knit stocking in cream for \$13 and a snowy, flocked winter wreath for \$29.99.

TABLESCAPES
Hearth & Hand with Magnolia has white

embroidered table runners with red, black or green detailing. \$17.99 to \$34.99 at Target. Threshold makes one in cream in faux fur, also available at Target. \$34.99. Ikea sells a white, leaf-shaped side plate for \$2.99. It’s part of the Vinterfest collection, which also includes runners and loads of gifty white items for the table. At Ikea or elsewhere, think winter forest touches or elegant white paired with silver or gold.

WEARABLES
The Nike Sportswear Windrunner Down Jacket comes in color blocked black, white and gray for men. \$180. For luxury label-loving handbag enthusiasts, the Balmain Paris white leather B-Buzz 23 Bag is available at Balmain.com for \$1,895. From Givenchy, there’s the Downtown Crossbody Bag in nylon. \$990. At Kate Spade, there’s the Suzy large saddle bag done in fluffy faux shearling with brown leather accents. \$398. If bags aren’t on your list, pick up a scarf or fleece in a soothing white. If none of those work, try the Rocco, Phillip or Datner sunglasses from Carolina Lemke. \$75.

In winter coats for women, Coach sells a cream shearling for \$2,200 and Fashion Nova has a long, light gray puffer called the Reflecting On You Jacket for \$99.99. Rihanna’s Fenty just added a parka in cream in an oversize cocoon silhouette. \$1,590.

Santa Monica Daily Press

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Bourbon can make many foods better

ELIZABETH KARMELE

Associated Press

If ever there was a season for bourbon, it's fall.

The rich, round vanilla notes of a good bourbon complement our favorite autumn foods.

That goes for meats, vegetables and sweets. It's an equal opportunity spirit that makes everything taste better. A splash of bourbon is an easy way to up the flavor ante and elevate your home cooking.

For example, a little bourbon and brown sugar mixed with butter, salt and pepper transforms ordinary sweet potatoes and winter squash into a side dish that steals the spotlight. To coax all the flavor out of these vegetables, make sure to roast instead of boil them. One of my signature dishes is Sweet Potato Bourbon Mash <https://www.elizabethkarmel.com/recipesarchive/2019/10/8/sweet-potato-bourbon-mash-with-praline-topping?rq=praline>. When I am feeling extra fancy, I top the mash with sweet and spicy praline pecans. It's good all year long but tailor-made for Thanksgiving, and a sophisticated substitute for traditional marshmallow-topped sweet potatoes.

My go-to kitchen bourbon is Maker's Mark because of the high vanilla and caramel notes and the round full flavor. But I like to use different bourbons for different uses. If I am using bourbon to flambe a pork chop, for example, I use Booker's Bourbon because it has a high-alcohol content. The current batch of "Country Ham" Booker's is perfect for finishing a grilled pork chop with a quick table-side flambe. In fact, if you are a fan of country ham and prosciutto, I suggest you serve some thin slices with a thimble of this bourbon as an appetizer. It is a perfect pairing — take small bites of your favorite salty ham with a small sip of this uncut, unfiltered barrel-strength sweet and fiery bourbon.

Flambe sounds old-fashioned, and it is. But it is also a "wow" presentation, and leaves the pork with a whisper of whiskey flavor that adds dimension to the chop. I like to brine my thick-cut chops, grill them directly and finish them over indirect heat before dousing with Booker's <https://www.elizabethkarmel.com/recipesarchive/2019/10/7/bookers-pork-chop-flambenbsp?rq=pork> and setting them on fire. Be sure to do this on a heat-resistant platter or sheet pan. After the flames have burned out, remove to a platter, let rest for 10

minutes, carve and serve.

My favorite new bourbon is Uncle Nearest. It is being distilled in honor of the first African American master distiller, Nathan "Nearest" Green. The bourbon is bold and spicy with caramel and maple notes. Lately, I have been using it to make whiskey butter <https://www.elizabethkarmel.com/recipesarchive/2019/10/8/charred-cowboy-steak-with-whiskey-butter?rq=whiskey%20butter> that I put on top of a grilled or cast-iron seared steak. It's also great on fish, chicken and pork. Since oil and water, or in this case butter and bourbon, don't mix, I soak chopped shallots in a tablespoon of bourbon and then mix them into soft butter, and add a bit of coarse salt, white pepper and chopped curly parsley for a multi-use whiskey butter that finishes any dish.

If I don't have time to make a homemade dessert, I frequently serve dressed-up ice cream and cookies. I buy the best-quality vanilla ice cream that my grocery store carries, drizzle it with Knob Creek Smoked Maple Bourbon Whiskey, serve it with crisp store-bought cookies like Pepperidge Farm Bordeaux cookies and call it a night! The smoky maple bourbon isn't overly sweet and doesn't taste artificial like many syrupy liqueurs on the market. It's also good drizzled on baked or grilled fruit, or in fall squash purees.

On days I do make dessert from scratch, my bourbon bottle is close at hand. I add bourbon to homemade applesauce, apple pie, sweet potato pie, pumpkin pie, pecan pie and anything chocolate. I use it to make a glaze for an apple cake or pound cake. I even have a blondie recipe that I call Topsy Toffee Bars <https://www.elizabethkarmel.com/recipesarchive/desserts/topsy-toffee-bars?rq=toffee> that benefits from the depth of flavor that bourbon creates. I like to think of bourbon as a maxed-out vanilla extract.

Even if you buy your dessert from a store, you can make it semi-homemade with a "flavor bomb" of Bourbon Whipped Cream. A dollop will literally make everything taste better. This is especially helpful during the holidays when you might not have time to bake a pie or cake from scratch. To make Bourbon Whipped Cream, add 1 tablespoon superfine sugar and 2 tablespoons of your favorite bourbon to heavy cream as it is being whipped. Beat until stiff and serve immediately. Refrigerate any unused cream.



CITY OF SANTA MONICA

REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites Proposals for:

Big Blue Bus Administration Building Upgrades Project Project No. SP2526

The City of Santa Monica is inviting proposals from firms interested in providing Professional services for the Big Blue Bus Administration Building Upgrades Project.

The purpose of the RFP is to select the most qualified consultant to provide Tier 2 and Tier 3 structural analysis and seismic retrofit design of the subject project.

RFP questions to be submitted to **Amelia Feichtner** via email at: amelia.feichtner@smgov.net, no later than 5:00 p.m. on December 18, 2019.

Proposers shall provide one (1) electronic version (USB); one (1) hard copy of their proposal to **Amelia Feichtner** at Architecture Services Division, 1437 4th Street, Suite 300, Santa Monica, CA 90401, no later than **2:30 p.m. on January 10, 2020**.

RFP Documents may be obtained by logging onto the City's bidding website at: <http://www.smgov.net/planetbids/>.

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Avoid handling the kittens and watch them from a distance to see if the mama cat returns to care for them. If she does, leave the kittens with her, since it greatly increases their chances of survival.

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- If you can't care for the kittens yourself, find someone who can.** Ask your family, friends and neighbors. When the kittens you've cared for reach eight weeks old, they're ready to be spayed or neutered, micro-chipped and adopted.
- Can't care for the kittens or find someone who can?** Ask your local shelter for assistance.

TAKING NEWBORN KITTENS TO YOUR LOCAL SHELTER SHOULD BE A LAST RESORT.

Many animal shelters are unable to provide the around-the-clock care that kittens need. In fact, at many shelters (without the help of foster homes), newborn kittens are at risk of being killed within 24 hours of arriving. The best thing to do for kittens under four weeks of age is to leave them with the mama cat until they are eating on their own, and then contact your local shelter for spay/neuter resources.

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Local

6 WEEKEND EDITION, NOVEMBER 30 - DECEMBER 01, 2019

Santa Monica Daily Press

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Gift-wrapping this season trends jazzy but sustainable

BY KATHERINE ROTH

Associated Press

The trend in gift wrapping this holiday season is toward jazzy yet sustainable options. Consider beautifully folded fabrics or understated, brown or green masking paper topped with colorful washi tape or sprigs of green instead of easily crushed store-bought bows.

"There's a lot of fun stuff going on in gift wrap these days," says Amy Panos, home editor at Better Homes and Gardens.

"People still like paper, of course, but there's a lot of interest in wrapping gifts in fabric," she says. There's the Japanese technique of furoshiki, in which the wrapping cloth becomes part of the gift. "Or you can use a scarf or pretty tea towel, then fold it like origami," Panos says.

Tenugui cloth, similar to furoshiki but rectangular instead of square, can also be used as an alternative to traditional gift wrapping.

As with origami, there are books showing how to wrap gifts in cloth, a gift-wrapping solution in Japan for centuries. Furoshiki come in various sizes, fabrics and patterns.

For unusually large gifts — and an easier wrapping job — decorative pillowcases are a good option, says Panos.

"Overall, the trend is definitely away from throwaway options and toward a more eco-minded approach," says Tanya Graff, style editor at Martha Stewart Living.

Pretty boxes are another great and reusable way to present a gift, says Graff.

"You could try decorating a box with decoupage, so that the box is a part of the gift itself. Or cover a stack of hatboxes in marbled paper. You can put gifts inside," she says. "Boxes can also be embellished with

stick-on rhinestones."

As much thought should go into the gift wrapping as into the gift itself, she explains. "That way, the wrapping can be a part of the gift or can be reused," she says.

Many people still prefer paper of course, but Panos and Graff say the aesthetic is changing.

"One thing we're seeing is a very Scandinavian look, with lots of browns and reds and naturals," says Graff.

Panos agrees. "Brown Kraft paper, like the kind of paper grocery bags are made of, is fantastic. It's multipurpose, inexpensive, and looks great with any kind of ribbon or bow. It's also easy to dress up with colorful ribbon or sprigs of greenery," she says.

Holiday ornaments are also a great gift topper, she says. Or if you're traveling and want a gift that packs flat, as opposed to something with a bow, try making a sort of "belly band" of some interesting leftover wallpaper or wrapping paper for a pretty and less-bulky gift-wrapping solution.

Decorative washi tape, which comes in a wide range of patterns and colors, is another trendy alternative to ribbon.

Masking paper, which is typically green, is another good alternative to wrapping paper. "It's what painters typically spread across the floor before they start painting," explains Panos. You can buy rolls of it at a hardware store, and "it looks amazing with a bright red ribbon around it."

To save on gift tags, Panos suggests using pretty scraps of leftover paper, or writing directly on the package. She recommends that gift recipients save whatever ribbons or wrapping paper can be salvaged so they can be repurposed instead of ending up in a landfill.

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BUTTERNUT SQUASH & SPINACH CANNELLONI WITH SAGE CREAM SAUCE

Ingredients:

CANNELLONI:
1 medium Trevino Farms butternut squash
16 oz Fresno Evergreen spinach
Olive Oil from Adams Olives
1 egg from SZ Ranch
1 lb ricotta cheese
1 cup grated Parmesan cheese
13 oz lasagna sheets
Salt and pepper to taste

SAGE CREAM SAUCE:
3 tbsp Achadinha butter
1 Cabral Farms shallot finely chopped
Handful of Kenter Canyon sage leaves
chopped
½ cup flour
¼ cup white wine
2 cups heavy whipping cream
2 cups bone broth
Salt and pepper to taste

DIRECTIONS:
Preheat oven to 400°.

FILLING
1. Cut butternut squash lengthwise and scrape out seeds with spoon. Season with salt and pepper and place cut side down on an oiled sheet pan. Roast at 400° for 30-40 minutes. Put aside and let cool.
2. Wash spinach and dry. Sauté in medium size sauté pan with 1 tbsp olive oil until completely wilted, about 4 minutes. Season lightly with salt and pepper. Place in colander to drain. When spinach has cooled, use your hand to press down into colander to drain all excess liquid.

3. In a medium bowl combine spinach, ricotta, parmesan, egg and salt and pepper use hand to mix until thoroughly mixed. Cover and set in fridge.
4. When squash is done cooling use paring knife to peel skin off slowly. Keeping cut side down slice into ¼ inch slices to create half-moons.

SAGE SAUCE
1. Preheat oven to 350°. Add butter to saucepan over medium heat. When butter has melted add the finely chopped shallot and the sage. Cook at a low heat until the shallot has started to brown. Whisk in the flour to make a roux. Continue to cook for 2 minutes. Add the wine, bone broth and heavy whipping cream and bring to a boil, whisking frequently. Turn down heat to simmer, whisking often, until sauce thickens, about 5-8 minutes. Season with salt and pepper.

ASSEMBLY
1. Blanch the pasta in salted boiling water until al dente. Place pasta individually on baking sheet lined with clean towel. Do not put them on top of another as they will stick together. I like to rub a little oil on each sheet before putting on towel so they won't stick.
2. Add sauce to large baking dish. Place 2-3 squash moons on pasta, spoon large scoop of filling on top of squash and roll up pasta. Add cannelloni seam side down to baking dish. When all cannelloni is in dish cover with grated pecorino cheese
3. Bake until sauce bubbles and cheese is golden brown, about 20 minutes

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Ad business a boon for Amazon but a turn-off for shoppers

BY JOSEPH PISANI

AP Retail Writer

NEW YORK (AP) — Mike Maddaloni went to Amazon.com knowing exactly what he wanted to buy.

But instead of showing him the Synology router he was searching for at the top of his results, Amazon bombarded him with ads for hard drives and routers that he didn't want.

Maddaloni, a web strategist in Appleton, Wisconsin, said searching on the world's biggest shopping site had always been a good experience for him up until a month ago, when he started seeing more ads.

"Now I have to scroll down," he said. "It's annoying."

Amazon has turned its online store into an advertising powerhouse in just a few years. It overtook Microsoft last year as the third largest ad platform in the U.S. following Google and Facebook, according to market research firm eMarketer. That's mostly due to Amazon's search bar: Most shoppers now go to Amazon first instead of Google to look up products, according to Jumpshot, which tracks online shopping behavior.

The downside to Amazon's booming advertising business is the impact on the user experience. Companies and brands can bid to get their products in Amazon's search listings, sometimes pushing down what shoppers are searching for and making them harder to find. It risks betraying Amazon's customer-friendly reputation and irritating shoppers like Maddaloni, who are used to Amazon being the place they go to find what they want to buy quickly.

Amazon's ads show up at the top, middle and the bottom of its search listings, as well as within pages for other products. They look exactly like regular product listings except for the word "Sponsored" in gray. Holiday shoppers may notice more of them: In September, Amazon began putting three sponsored ads at the top of its search results, up from two, according to Marketplace Pulse, a market research firm that focuses on Amazon and other online marketplaces.

Jason Goldberg, a retail consultant and chief commerce strategy officer at Publicis Communications, said showing ads instead of what people search for is "the best example of Amazon failing to live up to its mission of becoming 'Earth's most customer centric company.'"

"That's clearly not in the shopper's best interest," he said.

Advertising is one of Amazon's fastest-growing businesses, helping to offset some of its more expensive endeavors like one-day delivery, which is hugely popular with customers but also a drain on the company. Amazon hasn't said exactly how much it makes from ads, but its "other" business is mostly made up of advertising, which brought in \$9.3 billion in the first nine months of this year, up 38% from the same period the year before.

Amazon launched its auction-like ad platform in 2014. Advertisers bid for specific

keywords, similar to what search giant Google does. Skippy, for example, can bid to show up when someone searches for "peanut butter" or its rival, "Jif." Some keywords can cost under a buck. Sought-after ones could cost much more. Amazon gets paid only when someone clicks on the ad, even if the product isn't purchased.

The company said its sponsored ads are a way for customers to find products they may be interested in. And it uses machine-learning technology to try and show ads that are relevant to shoppers. But that doesn't always happen.

After David Sinclair's book on aging went on sale in September, colleagues told him that when they typed his name on Amazon, they saw ads for vitamins and supplements above his book. The supplement makers had selected Sinclair's name as a keyword, hoping to get the attention of people who wanted to buy his book, "Lifespan: Why We Age — and Why We Don't Have To."

He tweeted a warning to his followers: "If you search for me on Amazon right now, you may first have to scroll past some sponsored ads for supplements. This is not my doing. I do not endorse products."

The Harvard Medical School professor said the supplement ads made it look like he was somehow linked to the pills, which he is not.

"That's my reputation at stake," Sinclair said.

After The Associated Press asked about the vitamin ads, Amazon said it wasn't a good customer experience and removed them.

Erik Gordon, a professor who follows Amazon at the University of Michigan's Ross School of Business, said the ads at the top of a search implies to many visitors that the products are the most popular.

"It is not misleading in the legal sense, but it borders on a breach of trust with visitors," he said.

That could in turn drive some customers away from the site — but perhaps not enough for Amazon to change its behavior.

"Amazon is gambling that it will make enough money off the ads to offset the loss from visitors who notice that products at the top are sponsored," Gordon said.

Online shopping sites are already awash with ads and more retailers are looking to grow that business, Walmart and Best Buy among them. But Marc Lore, who runs Walmart's online business, said the company won't be putting ads in the first or second spot in search results like Amazon does.

"We're trying to do it in a very customer friendly way," said Lore, who made the comments at a retail conference in New York last month. "We're being very smart about not going too far."

Edgar Dworsky, a consumer advocate who runs ConsumerWorld.org, said he doesn't have a problem with the sponsored ads on Amazon since they are clearly labeled as sponsored.



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Are you as grateful as you deserve to be?

RICHARD GUNDERMAN INDIANA UNIVERSITY

As a physician, I have helped to care for many patients and families whose lives have been turned upside down by serious illnesses and injuries. In the throes of such catastrophes, it can be difficult to find cause for anything but lament. Yet Thanksgiving presents us with an opportunity to develop one of the healthiest, most life-affirming and convivial of all habits – that of counting and rejoicing in our blessings.

Gratitude's benefits

Research shows that grateful people tend to be healthy and happy. They exhibit lower levels of stress and depression, cope better with adversity and sleep better. They tend to be happier and more satisfied with life. Even their partners tend to be more content with their relationships.

Perhaps when we are more focused on the good things we enjoy in life, we have more to live for and tend to take better care of ourselves and each other.

When researchers asked people to reflect on the past week and write about things that either irritated them or about which they felt grateful, those tasked with recalling good things are more optimistic, feel better about their lives, and actually visit their physicians less.

It is no surprise that receiving thanks makes people happier, but so does expressing gratitude. An experiment that asked participants to write and deliver thank-you notes found large increases in reported levels of happiness, a benefit that lasted for an entire month.

Philosophical roots

One of the greatest minds in Western history, the Greek philosopher Aristotle, argued that we become what we habitually do. By changing our habits, we can become more thankful human beings.

If we spend our days ruminating on all that has gone poorly and how dark the prospects for the future appear, we can think ourselves into misery and resentment.

But we can also mold ourselves into the kind of people who seek out, recognize and celebrate all that we have to be grateful for.

This is not to say that anyone should become a Pollyanna, ceaselessly reciting the mantra from Voltaire's *Candide*, "All is for the best in this, the best of all possible worlds." There are injustices to be righted and wounds to be healed, and ignoring them would represent a lapse of moral responsibility.

But reasons to make the world a better place should never blind us to the many good things it already affords. How can we be compassionate and generous if we are fixated on deficiency? This explains why the great Roman statesman Cicero called gratitude not only the greatest of virtues but the "parent" of them all.

Religious roots

Gratitude is deeply embedded in many religious traditions. In Judaism, the first words of the morning prayer could be translated, "I thank you." Another saying addresses the question, "Who is rich?" with this answer: "Those who rejoice in what they have."

From a Christian perspective, too, gratitude and thanksgiving are vital. Before

Jesus shares his last meal with his disciples, he gives thanks. So vital a part of Christian life is gratitude that author and critic G.K. Chesterton calls it "the highest form of thought."

Gratitude also plays an essential role in Islam. The 55th chapter of the Quran enumerates all the things human beings have to be grateful for – the sun, moon, clouds, rain, air, grass, animals, plants, rivers and oceans – and then asks, "How can a sensible person be anything but thankful to God?"

Other traditions also stress the importance of thankfulness. Hindu festivals celebrate blessings and offer thanks for them. In Buddhism, gratitude develops patience and serves as an antidote to greed, the corrosive sense that we never have enough.

Roots even in suffering

In his 1994 book, *A Whole New Life*, the Duke University English Professor Reynolds Price describes how his battle with a spinal cord tumor that left him partially paralyzed also taught him a great deal about what it means to really live.

After surgery, Price describes "a kind of stunned beatitude." With time, though diminished in many ways by his tumor and its treatment, he learns to pay closer attention to the world around him and those who populate it.

Reflecting on the change in his writing, Price notes that his books differ in many ways from those he penned as a younger man. Even his handwriting, he says, "looks very little like that of the man he was at the time of his diagnosis."

"Cranky as it is, it's taller, more legible, and with more air and stride. And it comes down the arm of a grateful man."

"A brush with death can open our eyes. Some of us emerge with a deepened appreciation for the preciousness of each day, a clearer sense of our real priorities and a renewed commitment to celebrating life. In short, we can become more grateful, and more alive, than ever.

Practicing gratitude

When it comes to practicing gratitude, one trap to avoid is locating happiness in things that make us feel better off – or simply better – than others. In my view, such thinking can foster envy and jealousy.

There are marvelous respects in which we are equally blessed – the same sun shines down upon each of us, we all begin each day with the same 24 hours, and each of us enjoys the free use of one of the most complex and powerful resources in the universe, the human brain.

Much in our culture seems aimed to cultivate an attitude of deficiency – for example, most ads aim to make us think that to find happiness we must buy something. Yet most of the best things in life – the beauty of nature, conversation and love – are free.

There are many ways to cultivate a disposition of thankfulness. One is to make a habit of giving thanks regularly – at the beginning of the day, at meals and the like, and at day's end.

Likewise, holidays, weeks, seasons, and

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You don’t really know the scope of who you are until you hang out with a wide range of people, which you will this year. Even though many will find your presence enchanting, you won’t let your ego get the best of you. Instead, you’ll keep your head and use your social power for good. A cash prize comes in May. Cancer and Libra adore you. Your lucky numbers are: 9, 5, 4, 36 and 28.

ARIES (March 21-April 19). There are times to ask for directions, and this is not one of them. Be resolute. The execution of your plan depends on an attitude of certainty. Double down on the route you’re already taking.

TAURUS (April 20-May 20). Where there’s fun, you’ll join in. This you can do heartily because you know when enough is enough and also when none is better. Fun has its place and so does the dignity of decorum.

GEMINI (May 21-June 21). Your voracious curiosity must be satisfied. You’ll live by information. Your senses will provide it, and you’ll know where to find it when that’s not the case.

CANCER (June 22-July 22). The truth seldom comes in a pure or complete package. Instead it comes in pieces, mixed into the moods and opinions of those who deliver it, and it requires a good amount of assembly at that.

LEO (July 23-Aug. 22). You don’t have to have a magic spinning wheel to turn straw into gold. You’ll weave the spell with your words instead. A little flattery, a dash of poetry and a whole lot of paying attention to reactions will get you to the deal.

VIRGO (Aug. 23-Sept. 22). The time to execute a kindness is the very moment you feel the impetus to do it. With kindness, there is no such thing as too early, and you never know when it will be too late.

LIBRA (Sept. 23-Oct. 23). You’re happy about what you were able to get out of a situation, but are so much happier about what you were able to put in. There’s no joy that matches the joy that comes from being able to give.

SCORPIO (Oct. 24-Nov. 21). You already know too well that you get more of what you concentrate on. What’s remarkable about that today is the speed with which it happens. It’s like your attention is a miraculous two-hour growth tonic.

SAGITTARIUS (Nov. 22-Dec. 21). A deadline causes stress; a purpose causes motivation. Ideally you’ll have both. Without the deadline, things drag. Without the purpose, the drag is painful.

CAPRICORN (Dec. 22-Jan. 19). Self-esteem doesn’t always make for high achievement. In today’s case, it will. More importantly, the journey is lighter for those who believe they deserve the joy.

AQUARIUS (Jan. 20-Feb. 18). The big picture is looking good. Because you generally like the way things are going, you won’t get too stressed over the little emotional blips and logistical setbacks along the way.

PISCES (Feb. 19-March 20). You wonder sometimes whether you are living a big life or a small life. But, of course, in an infinite universe, scale is somewhat irrelevant. If it matters to you, it matters. Make that your rule.

Neptunian Harmonies Sound

Neptune, planet of dreams and days into its new path, is comfortable and offers a generous scoop of hope to the whole picture. Families have assembled, commerce has commenced, and there’s an audibly harmonious hum of humanity to be heard as the moon shifts from Capricorn to Aquarius. Step out and hum along.

ASTROLOGICAL QUESTIONS

“After a few months of trying to be more positive, I think I’ve used up all of the positive vibes in my arsenal. I don’t know why I even try; I’m not positive by nature. In fact, I’m a pretty negative person, and I don’t see what’s wrong with that -- except that my wife tells me I’m no fun to be around. I’m a Leo with a Virgo moon. Any tricks for becoming a sunnier person?” Sometimes people mistake a vigilant personality type for being negative. Just because you’re a realist and often see what could go wrong in a situation,

it doesn’t make you negative per say. Virgo moon people are conscientious, and they put safety first. Also, they are independent and can easily see the reasons not to get connected and involved with people. These aren’t negative qualities; rather, they are tools of preservation. And I’ll bet you also apply them to keeping your wife from harm and inconvenience. My advice is to be more positive about your negativity. Your opinions are valid. As for being more fun, add a punchline.

CELEBRITY PROFILE

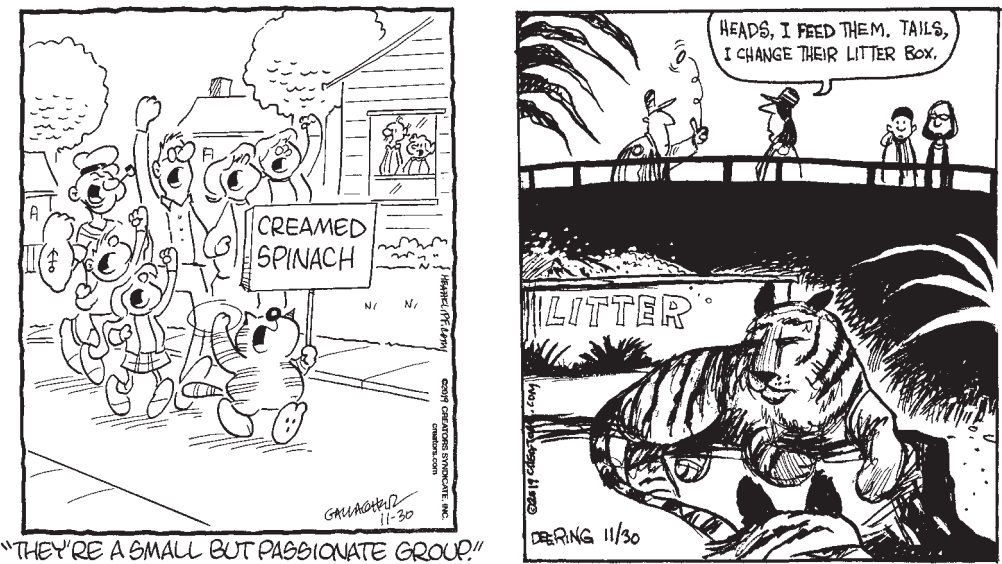
It’s so lucky for Hollywood types to release work on or around their solar return, and Ben Stiller has certainly taken advantage of such astrological juju, and will again with next year’s Thanksgiving-themed movie, “Friendsgiving.” The Sagittarian actor and producer was born under a sensitive, artistic Pisces moon with Venus and Mars in Capricorn, the sign of business moguls. **Write Holiday Mathis at [HolidayMathis.com](#).**

WORD UP!

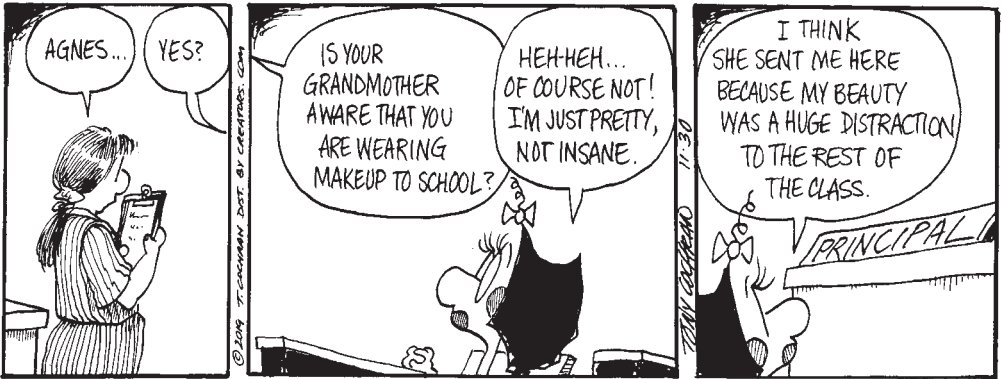
Horologium
Noun [hawr-uh-loh-jee-uhm, hor-]
A timepiece, as a clock or sundial, or a building supporting or containing a timepiece.

HeathcliffBy PETER GALLAGHER

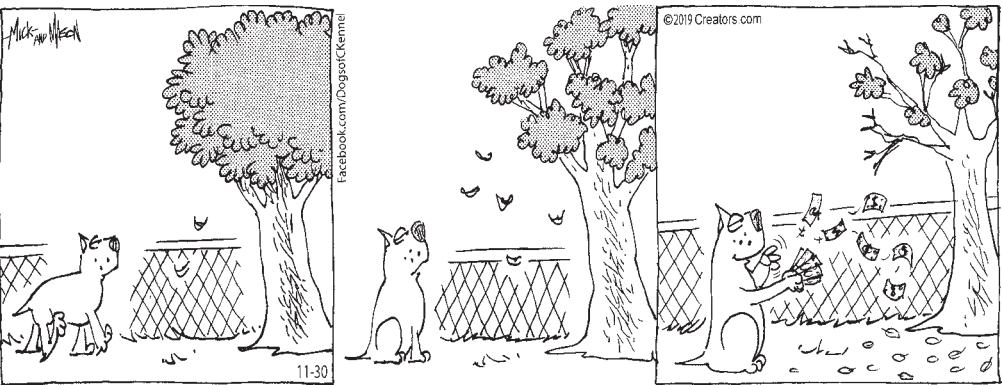
Strange BrewBy JOHN DEERING



AgnesBy TONY COCHRAN



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5 6 20 26 38




Draw Date: 11/22
7 12 17 49 53
Mega#: 24
Jackpot: 226 M



Draw Date: 11/25
Midday: 7 3 8
Draw Date: 11/24
Evening: 1 0 3



Draw Date: 11/23
9 15 27 41 43
Mega#: 17
Jackpot: 10 M



Draw Date: 11/24
1st: 02 - LUCKY STAR
2nd: 09 - WINNING SPIRIT
3rd: 01 - GOLD RUSH
RACE TIME: 1:40.14

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SURF REPORT

SURF FORECASTS

WATER TEMP: 63.3°

SATURDAY - FAIR - SURF: 2-3ft+ waist to stomach high occ. 4 ft NW/WNW swell-mix eases. Minor S swell. Deep high tide mid AM. Watching winds.

SUNDAY - FAIR - SURF: 2-3ft+ waist to stomach high NW/WNW swell-mix leftovers. Small, new S swell. Deep high tide late AM.

SOLUTIONS TO YESTERDAY'S CROSSWORD

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

Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle.

SOLUTIONS TO YESTERDAY'S SUDOKU

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

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

Newsday Crossword

SATURDAY STUMPER by Lester Ruff
Edited by Stanley Newman
www.stanxwords.com

ACROSS

1 Stumpery clue for "broom"

11 Book detailing Paul's journey to Rome

15 Claim on some cans

16 It might mean "get moving"

17 Vegas VIPs

18 ___ Castle (Hungarian landmark)

19 What a FOREVER stamp with Arabic words commemorates

20 ___-happy (apt to start an action)

21 Product of a yeast reaction

23 Particular period

25 Whom a parrot taught languages to

27 Letters associated with ticker tape

29 What *Fast Company* got "excited" about in 2010

30 Glass part

31 Word from the Latin for "wretched"

34 Lots of ribs

35 Medieval foe of Genoa

36 Start of an executive order

37 Blower, briefly

38 Anthony's successor (2018)

39 It might thicken your chocolate

40 Some gobblers

41 Pool trick

42 Foreign "month" or "my"

43 Subcontract, with "out"

44 Common Seoul surname

45 Hippie quest

48 Ancestor of Noah

52 Radio broadcasting bane

53 Black Hills granite nickname

55 Regulator whose logo has a globe and a wing

56 Antonym of "interesting"

57 Incomparable ones

60 *Don Quixote* illustrator (1946)

61 Mechanical part of a pricey watch

62 At another time

63 Maximally wise

5 Virginia ___

6 Name that sounds lobstery

7 Whom the Today Show Plaza is named for

8 Don't just look

9 Bright-background Mexican exports

10 Employer of electronic engineers

11 Up

12 Almanac section

13 What the Remember the Milk app helps with

14 No-win situation

22 Veiled

24 Apt rhyme for "overseer"

26 Ethical challenge

28 Dull finish

31 Norwegian Cruise Lines' headquarters

32 By and large

33 Conchs and abalones

34 It gets the goods

35 Out 'N' About Nipper Doubles, e.g.

38 WHO's weight stat

40 Exploit

43 What to call some brothers

44 Grilling candidates

46 Best Actor Oscar winner between Matthew and Leonardo

47 It's southwest of Sorrento

49 Canadian Revenue Agency option

50 Sharp nail

51 Craves, say

54 Guy from Jericho

58 What to call some sisters

59 Lupita Nyong'o, in 2012

1	2	3	4	5	6	7	8	9	10		11	12	13	14
15											16			
17											18			
19				20				21		22				
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62					63									

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ECONOMY

FROM PAGE 1

team of eight to 10 employees are needed to construct the rink, and another 40 to 45 employees are hired each year to run the rink

itself, said Downtown Santa Monica, Inc. spokesperson Kevin Herrera.

Nationwide, last year, retail jobs alone hired over half a million seasonal works for the holidays, according to the National Retail Federation.

HISTORY

FROM PAGE 1

Santa Monica's municipal pier was built in 1909; the "pleasure pier" was constructed after Charles Loeff, the architect and entrepreneur behind Coney Island, acquired the rights to build on Santa Monica Beach in 1916. His 1917 prospectus book was a way to advertise stock in his "Santa Monica Pleasure Pier Company."

Along with pier artifacts, the exhibit gives a sense of the cultural impact the attraction would one day have. Photos show Loeff's Hippodrome, the original Blue Streak roller coaster, rides and attractions such as "The Whip" and the "What Is It" fun house, as well as more domestic, familial scenes, such as picnickers on the beach, orchestras under the pergolas and tourists in their Sunday best strolling the pier or taking a ride on the battery-powered, electric trolleys that serviced the pier over a century ago.

Provided by the Stephen Raul Anaya Collection, the photos from the original 1917 prospectus have been blown up and placed around the museum, overlaid with present-day photographs from the same viewpoint, in what artist Michael Murphy calls "Look Back Art."

"A lot of these shots were very complicated to recreate. It's a lot of fun and quite a huge reward," Murphy said.

Triangulating the exact location of where historical photos were taken in order to recreate the shot was only half the battle; to get the shots themselves, Murphy used ladders, drones and in the case of a shot of Topanga Canyon, a tripod balanced on the top of a truck.

Some of Murphy's favorite shots include a

group of tourists riding on an electric, battery-powered trolley. A wicker curtain around the wheels of the trolley give it the appearance of a "hovercraft." Other photos Murphy enjoys are the montages of the sidewalks and walkways of the area, where present-day photos and historical photos show little change.

"These old photographs, you don't necessarily know where they are. So as soon as you put them in their place and know where they are today, they kind of have a larger added value, because you've walked this pathway, or you've been to that point at the pier, and you can see where the trolley was," Murphy said. "What that does, in architectural conservancy world, is called continuity of place ... We can't preserve this, it's all long gone, but we can preserve the memory."

A book of the images in the exhibit is collected in Murphy's third publication featuring "Look Back Art," part of his larger "Look Back Project," designed to give people a sense of connection to the historical background of their physical location. His first book, "Santa Monica: A Look Back to 1902," featured rare photos of Santa Monica's streets, ones featured in a book published by the Fire Department for fundraising purposes.

Murphy said his hope that the exhibit will attract kids from Santa Monica schools in particular.

"This is a great educational opportunity for these kids, and an opportunity for us to share local history," he said.

The exhibit was installed Nov. 5 and will run through Feb. 22. There is a free admission day on Dec. 19.

GRATEFUL

FROM PAGE 11

years can be punctuated with thanks – grateful prayer or meditation, writing thank-you notes, keeping a gratitude journal, and consciously seeking out the blessings in situations as they arise.

Gratitude can become a way of life, and by developing the simple habit of counting our

blessings, we can enhance the degree to which we are truly blessed.

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BUSINESS

FROM PAGE 10

"Shoppers should check out all results, sponsored or not, to determine which product is best suited for their needs," he said.

But Chad Hunter would rather not see them.

The cybersecurity worker in Portland,

Oregon, said he's encountered plenty of sponsored ads while searching for e-books on Amazon.

"I don't think they're helpful," Hunter said. "And there's so damn many of them."

Follow Joseph Pisani on Twitter at <http://twitter.com/josephpisani>

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WINTERLIT HOLIDAY MARKET DEC 3-8, 13-15, 20-22 1200 BLOCK OF THE PROMENADE

Take the stress out of holiday shopping featuring unique creations from local artists. Surprise your loved ones with a one-of-a-kind gift while supporting our amazing community of talented artisans.

NORTH POLE BREAKFAST DEC 7 | 9AM-10:30AM 395 SANTA MZONICA PLACE

Children of all ages are invited to celebrate the holidays with light breakfast treats, music, crafts and a special visit from Santa at SaMo's Playhouse on Level 3. Visit SantaMonicaPlace.com for details.

HOLIDAY KIDS CLUB DEC 4 | 11AM-12PM 395 SANTA MONICA PLACE

Enjoy fun, holiday-themed kid's entertainment in the Food Court and at SaMo's Playhouse on Level 3. Visit SantaMonicaPlace.com for details.

OFFICIAL CITY OF SANTA MONICA TREE LIGHTING WITH SANTA DEC 5 | 6PM-9PM 1300 BLOCK OF THE PROMENADE

Join City of Santa Monica officials for a special tree lighting ceremony on Third Street Promenade. Shop at the Winterlit Holiday Market or grab a photo with Santa Claus. Live music and kids crafts. Free and open to the public. Snow is in the forecast.

PET PHOTOS W/ SANTA DEC 11 & 18 | 5PM-8PM 395 SANTA MONICA PLACE

Bring your furry friend to one of Santa Monica Place's special pet nights and "sit" for a photo with Santa. Dogs and cats only and must be on a leash or in a carrier. Reserve your spot at SantaMonicaPlace.com.

MENORAH LIGHTINGS DEC 22-29 LIGHTINGS BEGIN AT SUNDOWN 1300 BLOCK OF THE PROMENADE

Join local synagogues and community groups as their members celebrate the Festival of Lights this Hanukkah season.



Every holiday season DTSM brings a little ice to the beachside community, transforming the corner of Fifth Street and Arizona Avenue into the winter wonderland known as Ice at Santa Monica, an 8,000 square-foot ice-skating rink. Skate rental and all-day admission \$15, locker rentals \$5.

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THE ICE SEASON RUNS FROM
NOV 1, 2019 - JAN, 20, 2020

ICE AT SANTA MONICA COMMUNITY GRAND OPENING CELEBRATION NOV 7 | 6PM-10PM

Enjoy a family-friendly fun evening featuring ice skating, food samplings from local eateries, live music, and ice-skating performances. Free and open to the public.

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Flower Fridays

Buy a top shelf eighth, Get a pre-roll for \$1

Shatterdays

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