

Classifieds

ERRORS: Please check your advertisements immediately. Any corrections and/or changes in an ad must be requested prior to the following Tuesday deadline in order to receive a credit. A credit will be issued for only the first time the error appears. Multiple runs will only be credited for the first time the error appears. No credit will be issued for an amount greater than the cost of the advertisement.

BEWARE: Employment offers that suggest guaranteed out-of-state or overseas positions may be deceptive or unethical in nature. If you have any doubts about the nature of a company, contact the local office of the Better Business Bureau, (213) 251-9696. The El Segundo Herald does not guarantee that the advertiser's claims are true nor does it take responsibility for those claims.

Schofield Realty
 We receive 50 phone calls a month for rental units in town. We need homes & apartments to lease. Call KEN about our Mgmt. program for Homes & Apartments.
310-322-4660

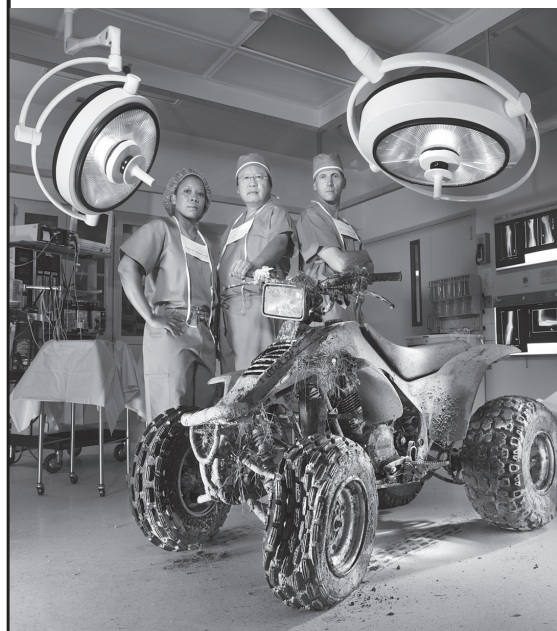
1BD. El Segundo. New carpet and tile in bathroom and kitchen, immaculate, appliances. Close to beach. \$1150/mo. 707 E. Grand, Cell (310) 365-1481 or (310) 641-2148.

CHILD CARE SERVICES
Loving Child Care. Infant to school age. CPR and First Aid trained. State licensed. Close to Aerospace. Joan 310-643-6126.



APARTMENT FOR RENT
SINGLE. Spacious, Immaculate, Free Utilities, Walk-in Closet. Walk to Northrop Space Park, Security, No Pet. 15001 Condon Avenue, Lawndale. \$825/mo. (310) 798-4323.

Over the river and through the woods to the trauma center we go.



All-terrain vehicles can go 60 mph and weigh 600 pounds. Yet, many owners think of them as just big toys. Consider the facts: 136,000 ATV-related injuries were treated in hospitals and doctors' offices in 2004. Accidents happen when ATVs are operated in the wrong place, under the wrong conditions, by people too young or too inexperienced in ATV safety measures. If you must ride an ATV, use your head — the right way. A public service message from the American Academy of Orthopaedic Surgeons and the Orthopaedic Trauma Association.

For recommendations on ATV safety, visit orthoinfo.org and ota.org.



Weeklies Differ Greatly from Dailies

“Research conducted in 2008 for the National Newspaper Association revealed that in towns served by a community newspaper of less than 25,000 circulation, 86% of the population read a community newspaper each week. No other news media has that kind of penetration.”

Excerpted from Market Outlook, by Rickenbacher Media

Community Newspapers Better Than Metro Dailies

Suburban Newspapers of America President Nancy Lane explained community papers' continued success, explaining that they "provide much needed hyper-local news and advertising. Advertisers, especially at the community level are reaching an engaged audience that no other medium can effectively serve." Their unique local product stands in contrast to the national and international news delivered by bigger papers--content that's increasingly treated as a commodity because of the Internet.

Excerpted from Media Daily News on Mediapost.com

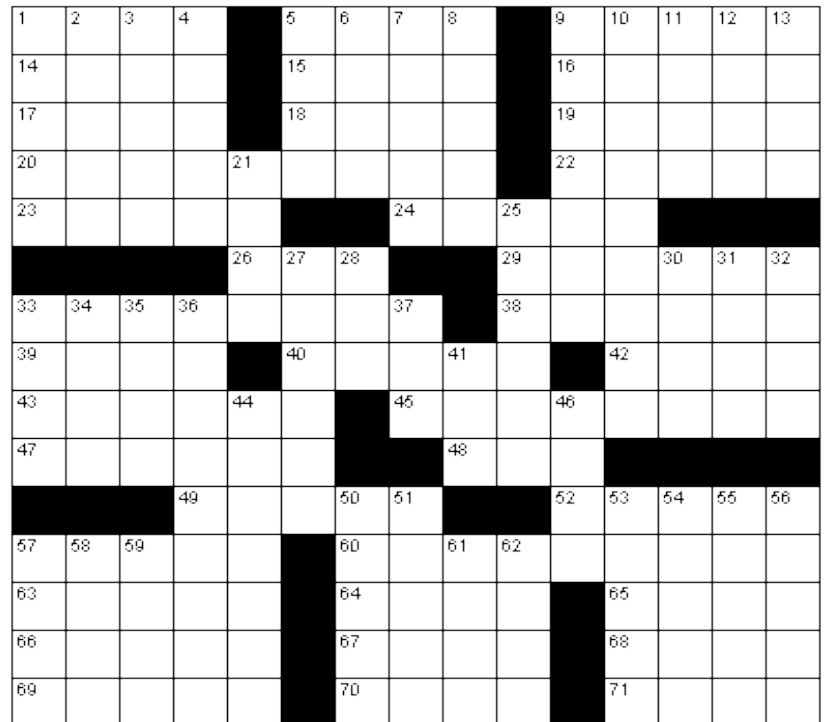
Community Papers Connect

“Hyperlocal” is a hot topic these days, but as Carl Schindler told the audience: “That’s you”. It is my impression that community newspapers have done a better job connecting to audiences and advertisers.”

Excerpted from journalism20.com

WEEKLY CROSSWORD

See answers next week



ACROSS

- 1. Sandler of “Big Daddy”
- 5. Highlander
- 9. “Gladiator” setting
- 14. Public assemblies
- 15. Earthen pot
- 16. Orpine or stonecrop
- 17. Archaeological site
- 18. Final notice
- 19. Fountain order
- 20. Obdurate
- 22. Aden’s land
- 23. Water vapor
- 24. Bonus
- 26. Trick taker, often
- 29. Respiratory tract
- 33. A herb sometimes made into a tea
- 38. Garam ___ (Indian spice mixture)
- 39. Alternative to Windows
- 40. Ice hockey players do this
- 42. Again
- 43. Sign up
- 45. Lawless
- 47. A Hindu holy man
- 48. “Ciao!”

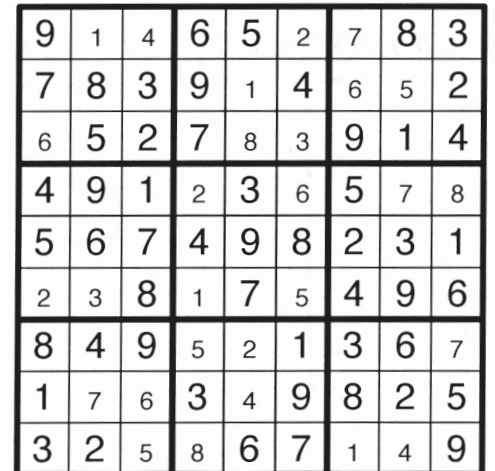
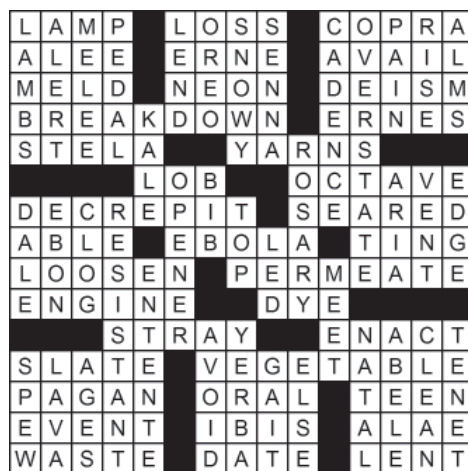
DOWN

- 1. Big dos
- 2. Question
- 3. Come to mind
- 4. Kind of ray
- 5. Thug
- 6. Jessica of “Dark Angel”
- 7. A-list
- 8. Glove material
- 9. An ancient kingdom
- 10. Artistic practice
- 11. ___ cheese
- 12. Microwave, slangily
- 13. Ends a prayer

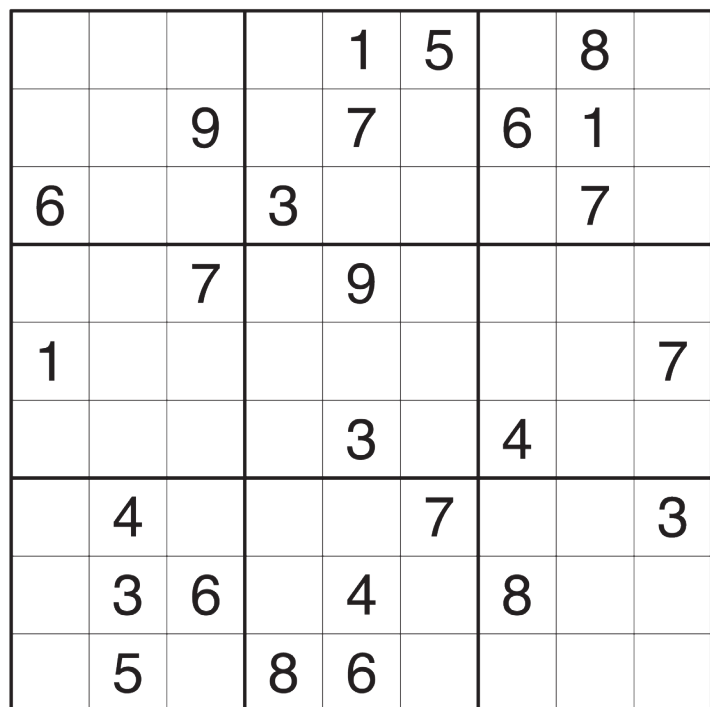
ACROSS

- 21. Muslim leader
- 25. In a docile manner
- 27. European evergreen shrub
- 28. Wapiti
- 30. Decline
- 31. Brews
- 32. Swerves at sea
- 33. Hints
- 34. “___ and the King of Siam”
- 35. Gentle
- 36. Rust
- 37. Hearing organ
- 41. Bath
- 44. Carapaces
- 46. Congers
- 50. A Starbucks beverage
- 51. Fire remnant
- 53. Critical
- 54. More naked
- 55. Swelling
- 56. Jumps
- 57. Strong fiber
- 58. “What’ve you been ___?” (2 words)
- 59. Believe (archaic)
- 61. Building near a silo
- 62. Cemetery sights

Last Week’s Answers



SUDOKU - (INTERMEDIATE)



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DIRECTIONS: Fill in the blank squares so that each row, each column and each 3-by-3 block contain all of the digits 1 thru 9. If you use logic you can solve the puzzle without guesswork.