

Then and Now

To commemorate the 14th anniversary of *The Daily News*, a longtime advertiser was featured in a then-and-now story every day for 14 days.

THE DAILY NEWS' 14TH ANNIVERSARY SPECIAL

THE DAILY NEWS' ADVERTISERS

then & NOW

Founded by John F. Dahl in 1895, Dahl Plumbing has a long history in Palo Alto. Like any business that has been around for over 100 years, Dahl Plumbing has had a few different owners; however, the company's core philosophy of providing quality plumbing, heating and air conditioning services has remained the same.

In 1995, the founders of the Palo Alto Daily News — now called The Daily News — came to town and rented an office from Dahl Plumbing. Although the two businesses shared the building at 329 Alma Street, Dahl's then-owners Billy Anderson and Mary Spaulding weren't entirely sure what the newcomers were up to.

"They told us they were in 'electronic publishing' at first," Anderson said. "Then they came clean and confessed they were starting a new daily newspaper, so we became their first advertiser."

In a short amount of time, The Daily News proved to be an exceptional and cost-effective way to reach the local community. The decision to become the paper's first advertiser paid off, and Dahl Plumbing continued advertising with the steadily growing newspaper.

"Their early ads were all drawn by Billy's brother, Barry Anderson, an excellent sketch artist. He even drew a lot of cartoon-like characters for the ads," said Matt Podoll, a longtime account executive at The Daily News. "Barry would draw the ads and just walk them over to the production department, and they would put them in the paper."

Eventually, The Daily News moved its growing advertising staff to 324 High Street, a larger building on the same lot, while most of its editorial staff continued to share the building with Dahl Plumbing. After spending so much time in relatively close quarters, a friendly relationship developed between employees of the neighboring businesses.

"The staff at Dahl hung out with The Daily News staff on many occasions. For example, we had a lot of barbecues in the parking lot," said Podoll. "In 2000, we even had our holiday party in the back room of Dahl Plumbing. There are a lot of great memories."

A lot has changed since The Daily News first set up shop in Dahl Plumbing's building 14 years ago, and both businesses have relocated.

In 2005, Gary Cavagnaro and Troy Wiley, two longtime employees with 40 years of Dahl Plumbing service between them, purchased the business from its previous owners, Billy Anderson and Mary Spaulding. Now located at 935 Industrial Avenue in Palo Alto, Dahl Plumbing continues to provide the high-quality service that has brought the business success for over a century.

The Daily News changed hands a few times, eventually becoming a member of the Media News Group family. Now headed by publisher Justin Wilcox, the free newspaper reaches thousands of readers from Mountain View to San Carlos as well as readers online with the digital edition at www.baydailynews.com. Although no longer located in the heart of downtown Palo Alto, The Daily News still provides exclusive and extensive local coverage with a focus on the community that it serves.

Because The Daily News has provided readers with reliable local news and sports coverage for 14 years, advertising with the newspaper means being part of the community — something the owners of Dahl Plumbing understand. Even though the two businesses no longer share office space, there will always be space in The Daily News for its first advertiser, Dahl Plumbing.

Dahl Plumbing

Founded by John F. Dahl in 1895, Dahl Plumbing has a long history in Palo Alto. Like any business that has been around for over 100 years, Dahl Plumbing has had a few different owners; however, the company's core philosophy of providing quality plumbing, heating and air conditioning services has remained the same.

In 1995, the founders of the Palo Alto Daily News — now called The Daily News — came to town and rented an office from Dahl Plumbing. Although the two businesses shared the building at 329 Alma Street, Dahl's then-owners Billy Anderson and Mary Spaulding weren't entirely sure what the newcomers were up to.

"They told us they were in 'electronic publishing' at first," Anderson said. "Then they came clean and confessed they were starting a new daily newspaper, so we became their first advertiser."

In a short amount of time, The Daily News proved to be an exceptional and cost-effective way to reach the local community. The decision to become the paper's first advertiser paid off, and Dahl Plumbing continued advertising with the steadily growing newspaper.

"Their early ads were all drawn by Billy's brother, Barry Anderson, an excellent sketch artist. He even drew a lot of cartoon-like characters for the ads," said Matt Podoll, a longtime account executive at The Daily News. "Barry would draw the ads and just walk them over to the production department, and they would put them in the paper."

Eventually, The Daily News moved its growing advertising staff to 324 High Street, a larger building on the same lot, while most of its editorial staff continued to share the building with Dahl Plumbing. After spending so much time in relatively close quarters, a friendly relationship developed between employees of the neighboring businesses.

"The staff at Dahl hung out with The Daily News staff on many occasions. For example, we had a lot of barbecues in the parking lot," said Podoll. "In 2000, we even had our holiday party in the back room of Dahl Plumbing. There are a lot of great memories."

A lot has changed since The Daily News first set up shop in Dahl Plumbing's building 14 years ago, and both businesses have relocated.

In 2005, Gary Cavagnaro and Troy Wiley, two longtime employees with 40

THE DAILY NEWS' 14TH ANNIVERSARY SPECIAL

THE DAILY NEWS' ADVERTISERS

then & NOW

then

Wounded by Rick Stern, Stern Mortgage Company has been serving the Palo Alto community from its downtown office at 438 Middlefield Road since 1984. The ultimate goal of Stern Mortgage Company is to create lasting relationships with each client in order to continue providing excellent service for years to come. With a history that includes closing more than 4,000 loans since 1984 and a lengthy list of satisfied and grateful clients, Stern Mortgage Company has done an exceptional job reaching that goal.

In addition to building long-lasting relationships with clients, Rick Stern built a strong and successful relationship with the Palo Alto Daily News — now called The Daily News — when he began advertising with the community newspaper nearly 14 years ago.

"In 1995, little red boxes showed up on every street corner in Palo Alto, and everyone started talking about the new papers," said Stern, recalling the appearance of The Daily News. "About the same time, one of the paper's founders offered me an opportunity to be part of the family by advertising in the local community paper where our clients could always find our telephone number."

The professionals at Stern Mortgage Company have always tried to make things easy for clients by understanding their particular needs, presenting clear options in plain language and facilitating a smooth application and approval process. By advertising with The Daily News, Stern was able to convey this information effectively and position the company accordingly.

"The Daily News has helped provide our 'image' by making us a familiar entry in the community," Stern explained. "We're a reasonably well-known commodity since we have a consistent message: we make it easy for those in the community to deal with something that is not always that easy."

Readers even had the opportunity to see Rick Stern in a less formal way, thanks to some amusing coverage in the "Absolutely" column.

Now

"Years ago, I carried copies of The Daily News with me as I traveled in Athens and in Venice," Stern said. "I took photos of my group reading the paper in front of the Parthenon and in front of gondolas by St. Mark's. The photos showed up in 'Absolutely,' indicating the paper was read worldwide. It was a fun read for the community."

The mortgage industry changed frequently over the years, but Stern Mortgage Company has survived the many ups and downs thanks to the steadfast efforts of the company's experienced mortgage professionals.

"As an originator, we have maintained our old ways of asking the clients what their desires are. We work with them to determine the best product for their needs and provide personal service," Stern said. "And although I sold a majority interest in Stern Mortgage Company to my daughter, Julie Fukuhara, the business stays in the family and the TLC continues."

The newspaper industry changed significantly as well, but The Daily News has endured the turbulence, maintaining its quality and integrity with aplomb. After changing hands a few times, The Daily News became a member of the Media News Group family. Now headed by publisher Justin Wilcox, the free newspaper reaches thousands of readers from Mountain View to San Carlos as well as readers online with the digital edition at www.baydailynews.com while still offering exclusive and extensive local coverage with a focus on the community that it serves.

Although a lot has changed in 14 years, the relationship between Stern Mortgage Company and The Daily News has been consistent and remains strong.

"There has been a one-on-one personal relationship between the folks at Stern Mortgage and the folks at The Daily News from day one," said Stern. "To me, advertising with The Daily News means that we are a part of the fabric of the community."

"We Can Make It Easy"

Residential Loans

- Competitive Rates
- Closing Loans Since 1978
- Term Financed
- Free CF Credit

Call us today! 650-322-7277

Stern Mortgage Company
480 Jolon Street, Suite 200, CA 94303

"MAKING IT EASIER FOR YOU!"

STERN MORTGAGE COMPANY

Residential Loans
438 Middlefield Rd.
Palo Alto
650-322-7277

Real Estate Broker, CA Dept. Of Real Estate License #21375743
www.sternmortgage.com

years of Dahl Plumbing service between them, purchased the business from its previous owners, Billy Anderson and Mary Spaulding. Now located at 935 Industrial Avenue in Palo Alto, Dahl Plumbing continues to provide the high-quality service that has brought the business success for over a century.

The Daily News changed hands a few times, eventually becoming a member of the Media News Group family. Now headed by publisher Justin Wilcox, the free newspaper reaches thousands of readers from Mountain View to San Carlos as well as readers online with the digital edition at www.baydailynews.com. Although no longer located in the heart of downtown Palo Alto, The Daily News still provides exclusive and extensive local coverage with a focus on the community that it serves.

Because The Daily News has provided readers with reliable local news and sports coverage for 14 years, advertising with the newspaper means being part of the community — something the owners of Dahl Plumbing understand. Even though the two businesses no longer share office space, there will always be space in The Daily News for its first advertiser, Dahl Plumbing.

Hammer Auto

Hammer Auto is the largest hands-on auto brokerage company in the United States, something even the charismatic Robert Hammer may not have predicted when he started the company in his bedroom almost 16 years ago. The goal of the staff at Hammer Auto is and always has been to get every client the best deal, the best lease payment or the best loan payment possible. The company's constant growth over the years is proof that the goal has been met and exceeded.

When the Palo Alto Daily News – now called The Daily News – debuted in 1995, Hammer saw the value of the new publication and decided to spend some of his company's advertising budget with the fledgling community paper.

"When The Daily News came around, I felt we were a great match," said Robert Hammer of his decision to advertise with The Daily News.

The Daily News' ability to reach the community and keep an advertiser's message in front of a large number of regular readers proved to be a highly effective pro-

motional tool for Hammer Auto. Hammer's initial decision to advertise with the newspaper during its infancy led to a successful relationship, and Hammer Auto ads still appear in The Daily News today.

"The Daily News has always been there for us, announcing our various moves or our appearances at the Palo Alto Concours or my involvement with Lou Gehrig's disease fundraisers," explained Hammer. "The Daily News has contributed to keeping me in the public eye and very visible for the past 14 years."

A lot has happened in 14 years, and both Hammer Auto and The Daily News have changed quite a bit.

In 1995, Hammer Auto was housed in a small one-person office within Jeri Fink's State Farm Insurance Offices on the corner of El Camino Real and Cambridge. Since then, the business has grown and expanded steadily. In fact, Hammer Auto recently relocated to 4898 El Camino Real in Los Altos, the fifth major move in the company's history. Even though the economy is going through a sluggish period, Hammer Auto continues to succeed.

"Business isn't what it was 'back in the day' or during the Internet boom, but we're approaching our 16th year in business and have so many loyal clients who return for all their vehicle needs," said Hammer. "Things will always be bright at Hammer Auto."

Despite turbulence in the newspaper industry, The Daily News has endured and maintained its quality and integrity with aplomb. After changing hands a few times, The Daily News became a member of the Media News Group family. Now headed by publisher Justin Wilcox, the free newspaper reaches thousands of readers from Mountain View to San Carlos as well as readers online with the digital edition at www.baydailynews.com.

Hammer and his staff are determined to continue providing clients with the best deal and the easiest process, and Hammer Auto will be in The Daily News as long as they do.

"Advertising with The Daily News means that I am always in front of readers, so never a day goes by that they don't see Hammer Auto," Hammer said. "We intend to continue advertising with our family at The Daily News."

Stern Mortgage Company

Founded by Rick Stern, Stern Mortgage Company has been serving the Palo Alto community from its downtown office at 638 Middlefield Road since 1984. The ultimate goal at Stern Mortgage Company is to create lasting relationships with each client in order to continue providing excellent service for years to come. With a history that includes closing more than 4,000 loans since 1984 and a lengthy list of satisfied and grateful clients, Stern Mortgage Company has done an exceptional job reaching that goal.

In addition to building long-lasting relationships with clients, Rick Stern built a strong and successful relationship with the Palo Alto Daily News – now The Daily News – when he began advertising with the fledgling community newspaper nearly 14 years ago.

"In 1995, little red boxes showed up on every street corner in Palo Alto, and everyone started talking about the new paper," said Stern, recalling the appearance of The Daily News. "About the same time, one of the paper's founders offered me an opportunity to be part of the family by advertising in the local community paper where our clients could always find our telephone number."

The professionals at Stern Mortgage Company have always tried to make things

easy for clients by understanding their particular needs, presenting clear options in plain language and facilitating a smooth application and approval process. By advertising with The Daily News, Stern was able to convey this information effectively and position the company accordingly.

"The Daily News has helped provide our 'image' by making us a familiar entity in the community," Stern explained. "We're a reasonably well-known commodity since we have a consistent message: we make it easy for those in the community to deal with something that is not always that easy."

Readers even had the opportunity to see Rick Stern in a less formal way, thanks to some amusing coverage in the "Absolutely" column.

"Years ago, I carried copies of The Daily News with me as I traveled in Athens and in Venice," Stern said. "I took photos of my group reading the paper in front of the Parthenon and in front of gondolas by St. Mark's. The photos showed up in 'Absolutely,' indicating the paper was read worldwide. It was a fun read for the community."

Over the years, the mortgage industry has changed frequently, but Stern Mortgage Company has survived the ups and downs thanks to the steadfast efforts of the company's experienced mortgage professionals.

"As an originator, we have maintained our old ways of asking the clients what their desires are. We work with them to determine the best product for their needs and provide personal service," Stern said. "And although I sold a majority interest in Stern Mortgage Company to my daughter, Julie Fukuhara, the business stays in the family and the TLC continues."

The newspaper industry has changed significantly as well, but The Daily News has endured the turbulence, maintaining its quality and integrity with aplomb. After changing hands a few times, The Daily News became a member of the Media News Group family. Now headed by publisher Justin Wilcox, the free newspaper reaches thousands of readers from Mountain View to San Carlos as well as readers online with the digital edition at www.baydailynews.com while still offering exclusive and extensive local coverage with a focus on the community that it serves.

Although a lot has changed in 14 years, the relationship between Stern Mortgage Company and The Daily News has been consistent and remains strong.

"There has been a one-on-one personal relationship between the folks at Stern Mortgage and the folks at The Daily News from day one," said Stern. "To me, advertising with The Daily News means that we are a part of the fabric of the community."

Absolutely

This daily section highlights events, sales, coupons, and special offers from regular advertisers and is used to attract new advertisers to the paper.

TIBETAN TRADITIONS CONTINUE AT NORZIN COLLECTIONS

Have you seen Norzin? It's the delightful owner of absolutely Tibet! Norzin Collections, Norzin went up in Nepal and India before moving to the United States in 1986. In 1991, she opened Tibet Treasures, a Hamilton Avenue shop with a wide variety of Tibetan crafts, clothing, antiques and gifts. Norzin Collections, located at the University Avenue, is a continuation of Norzin's original store and offers shoppers a wonderful selection of clothing, handmade jewelry and other goods primarily from Tibet. Visit the cozy shop to pick up a luxurious purchase and a popular item that's always in stock. Norzin has been creating her own exquisite jewelry for many years and can even repair your damaged pieces. Everyone who has been to the store will tell you that Norzin is friendly, helpful and has a lot of great items to choose from. Stop by Norzin Collections today or call (530) 966-3663 for additional information.

FREE MONDAY ALL DAY AT WAHOO'S!

Today is Monster by Wahoo's! It's a new energy drink with the purchase of any combo meal. Head to one of Wahoo's Bay Area locations (San Jose, Palo Alto or Cupertino) from 12:00 pm to 2:00 pm for kids of popcorn, movie, and fun. You might even win a pair of VIP gift passes to the 2010 Mountain Energy Superstar January 30 at AT&T Park, Wahoo's Fish Tacos is celebrated for its fresh food, pro-athlete support and charity involvement. The legendary restaurant has been around for more than 20 years, and hundreds of loyal customers have become an extension of the Wahoo's family. Whether you're a restaurant regular or looking forward to trying your very first fish taco, get to a Wahoo's today to enjoy all of the fun! For more information, go to www.wahoos.com.

HUGE DISCOUNTS ON CLOTHING AT GITANE IN PALO ALTO

Have you seen Bella Maria, Marika and Jay from Gitane, a women's clothing store located in Palo Alto? Gitane is Country Village shopping center. Why are these ladies so happy? Because they're super excited about Gitane's huge sale. Until January



Brought to you by the Ad Department creative@dailynewsgroup.com

YOUR DREAM CAR HAS A LOT OF ENEMIES, SO MAKE SURE YOU PROTECT IT

Congratulations. After years of hard work, you're the proud owner of the collector's car you've been dreaming about for years. It's beautiful, perfect and fit all your... however, your dream car is also a major investment. No matter how careful you feel when you take it out for a spin, you're responsible for keeping your investment safe.

Unfortunately, it's dangerous out there for the perfect car. Everything from sunlight and air to trees and rain are capable of reducing your prized possession from showroom condition to damaged goods. Your car may evoke excited compliments because it's not careful, you'll be more likely to hear "I bet that car looked beautiful when it was new."

Think about all the rain we've been getting lately. Pollutants in rainwater eat through protective coatings and destroy paint. If you park your car under a tree to avoid harmful UV rays on a hot day, it's likely to get covered with dead-dropping sap and caustic bird droppings. Good luck getting all that off without damaging your paint. Even less obvious assaults on your automobile take their toll. There's enough pollution in the air to create a fine layer of destructive dust in and on your vehicle. This tiny invisible menace ruins interiors and works its way into the paint and grabs the glass away from time itself can work havoc on a perfect car unless it's combined with regular upkeep.

What's a conscientious car owner to do? You worked hard to get your dream car, so now you have to protect and maintain it. That's where AutoVino comes in. Located at 205 Constitution Drive in Menlo Park, AutoVino is a 20,000-square-foot facility dedicated to storing, protecting and preserving your prized possession. AutoVino has created the perfect environment to keep your state-of-the-art car in showroom condition. The facility uses double-insulation and four HVAC systems to maintain consistent atmospheric conditions, and its special dust control system and advanced humidity control protect the natural oils in leather and help maintain the integrity of seals and other fittings. AutoVino controls the air itself with a trap door system for car entry and exit that prevents outside air from entering the building. Heating, ventilation and air conditioning is precisely controlled to prevent harmful emissions from settling on your car. From monthly engine start-ups to fire-retarding and premium monitoring to avoid fire spots, AutoVino will work with you to design a program that guarantees your car optimum care 100 percent of the time. Your car is beyond safe at AutoVino, so you can relax. Pricing is available upon request, and you can learn more at www.autovino.org.

31 selected items throughout the store are up to 40 percent off. These impressive savings are fabulous enough to make anyone smile. Gitane is open from 10:00 a.m. to 7:00 p.m. Monday through Saturday and from 11:00 a.m. to 5:00 p.m. on Sunday. This season is flying by, so be sure to visit Gitane before the sale ends. For more information, call (650) 953-1319 or go to www.gitane.com.

FREE DINNER AND PRICELESS INFORMATION FROM GREAT AMERICAN SENIOR BENEFITS

You're invited to a free dinner seminar at Angelika's, located at 861 Main Street in Redwood City to see a taxidermy artist in his studio. You'll learn a lot about picking the proper health-care plan, paying for the cost of long-term care, leaving tax-free money to your heirs and getting guaranteed returns on your retirement money. This is an informational seminar so you won't be asked to buy anything. In fact, you can leave your checkbook at home. These free educational dinners hosted by Great American Senior Benefits are incredibly beneficial to retirees or anyone about to retire. The dinner begins at 5:45 p.m. and will be held Tuesday, January 20, Wednesday, February 3, and Tuesday, February 9, all of your adult friends and family are welcome to attend, so bring them with you — they'll be grateful that you did. RSVP today by calling 866/624-5812.

THERE'S SOMETHING FOR EVERYONE AT LIU NOODLE (NEW TUNG KEE)

With an extensive menu, speedy service and delicious meals starting at only \$1.99, Liu Noodle (New Tung Kee) at Mountain View is local favorite. Register now for their favorite dishes by number (menu item number 9, Combo Noodle Soup is pictured above), and draw one to Liu Noodle (New Tung Kee) will appreciate the photo on the menu when deciding what to order from our top soup and chow mein to rice stick soup and egg rolls. If you order something special, you can cook down with a refreshing strawberry smoothie or post drink for only \$2.75. Located at 520 Shavers Drive in the San Antonio Shopping Center, Liu Noodle (New Tung Kee) is a great place to go for a casual lunch or dinner. With additional locations in San Jose, Milpitas and Gilroy, you're never far from a quick, convenient and tasty meal. (530) 947-8888

HALLOWEEN COSTUME DISCOUNTS AT MOUNTAIN VIEW SURPLUS



If you still don't have your Halloween costume, get over to Mountain View Surplus and let Paul (pictured) and Dee help you out. Much more than a surplus store, Mountain View Surplus has an excellent selection of Halloween costumes to buy or rent. From gladiator suits to garmaks and tons of military wear, Mountain View Surplus has it all. And as you can see from the awesome barbarian helmet Paul is sporting on the Mountain View Surplus coupon that's been running Wednesday through Thursday in The Daily News, the store also offers tons of non-military costumes. Clip that coupon before you head over to Mountain View Surplus at 1259 E. El Camino Road, and you'll get 20 percent off any costume in the store. Now had better hurry, you don't want to be caught without a costume tonight! (530) 963-7300

ARE YOU BRAVE ENOUGH?

Today is Halloween, which means it's time once again to prepare yourself for all the frightful fun that accompanies the haunted holiday. Are you ready to take on the biggest, baddest haunted house in Redwood City? If you think you're up to it, wait for dark, don't drink your nerves, and head to 631 Woodside Road tonight for the second annual Our Common Ground Haunted House. Admission is only \$5 for kids and \$10 for adults, making it one of the most affordable haunted houses in the Bay Area. But beware: it's also one of the scariest! If you bring the OCG Haunted House ad running in The Daily News, you'll receive \$5 off admission for a family of four. And because proceeds from this event benefit Our Common Ground, a not-for-profit organization that provides substance abuse and mental health treatment programs, you'll have a ton of scary fun for a good cause. Have a clean and sober fun and scary Halloween this year. For more information about Our Common Ground, visit www.ourcommon.org.



Brought to you by the Ad Department creative@dailynewsgroup.com

GOOD CLEAN FUN FOR EVERYONE AT OPALZ



If you've been tasked with organizing a party that you want attendees to remember kindly, be your son, OpalZ is your savior. It's time to take your soap-making party places in Midtown Palo Alto, as perfect for parties of every kind and suitable for partners of all ages. From bridal showers, church groups to team outings, every occasion calls for a party at OpalZ. You can gather some singles to meet and mingle in a fun, creative environment, make wedding favor soaps with your bridal parties, or fashion unique soaps to sell at a fundraiser for church, school or senior groups. OpalZ supplies all the ingredients and instructions, and party guests get to make and take home their very own handcrafted soaps. OpalZ's soaps may be brightly colored and ultra fragrant, but they're made with a high-quality soap base that's much better than what goes into typical supermarket soaps. Because you make OpalZ's soaps with all-vegetable oils free of preservatives and harsh petrochemicals that dry the skin, everything you make is safe and fun for everyone.

Even throwing a birthday party for your kids is fun and convenient at OpalZ. All you have to do is bring your own snacks and cake to enjoy while the soaps cook, and the kids have a blast making their own take-home goodies. Since kids will want to take a bath after their experience at OpalZ, it goes now missing to the phrase "good, clean fun!" In addition to classes and parties, OpalZ offers handcrafted soaps, lotions, body-care products and a full line of color and natural makeup. You can get all of the components necessary to make your own bath and body products at home from soap base to molds, colorants to bathers and waxes to oils. OpalZ has everything you need to do it yourself. There's no other one-stop shop for all of those hard-to-find waxes, bathers and oils anywhere on the Peninsula. Located at 713 Colorado Avenue near Middlefield Road in Midtown Palo Alto, OpalZ is open Wednesday through Sunday from 10:00 a.m. until 6:00 p.m., but always open later by appointment. For more information about everything OpalZ has to offer, call (530) 322-6500 or go to www.opalz.com.

FIFTEENTH ANNUAL TRICK-OR-TREAT EVENT ON CALIFORNIA AVENUE

From noon to 6:00 p.m. today, 40 distinct stores along California Avenue will welcome trick-or-treaters aged 10 and under for safe fun. Halloween fun, just bring your costume! Kids to California Avenue, and they can trick-or-treat in any store with a bright orange "Trick-or-Treat Here!" sign in the window. This fun and family-friendly event has been going on for 15 years, and is always a blast! While you're in the area, be sure to check out Blossom Berks Halloween Carnival and Fun House. Located in suite 120 at 295 S. California Avenue, Blossom Berks will have games, a fun house, drinks and treats, a raffle, prizes and more! It will be fun for all ages—even babies and toddlers—and activity tickets only cost \$1.00 each. California Avenue is a fantastic place to be this Halloween, so don't miss out on all the fun.

HALLOWEEN PARTY AT GLENWOOD INN!

Bring the kids to 555 Glenwood Avenue in Menlo Park today for Glenwood Inn's Annual Halloween Party. Glenwood Inn will be decorated to look appropriately spooky, and residents and staff will be in costume. Kids will have the opportunity to trick-or-treat, leave the homes of a haunted house, witness a magic show, enter a costume contest and much more. All fun begins today at 2:00 p.m. with the magic show, followed by music, dancing and, of course, lots of food and drinks. Don't miss what is sure to be another frighteningly fun Halloween bash! For more information, please call Menlo Inn at (650) 325-5500 x 294.

SIXTH ANNUAL SAFE HALLOWEEN AT LYTON GARDENS

It's Halloween, so get the kids all dressed up in their costumes and celebrate the holiday with the friendly folks at Lyton Gardens Retirement Living. Every year the residents and staff decorate the lobby hallways and auditorium to prepare for an evening of safe fun for kids. From 6:00 p.m. to 7:30 p.m., there will be trick-or-treating, spooky stories, face painting and refreshments. The Sixth Annual Lyton Gardens Safe Halloween is happening today at 656 Lyton Avenue in Palo Alto (see the Retirement Living Entrance). For more information, call (650) 328-3300.

Guaranteed protection for the finer things in life

Some of the finer things in life — a beautiful car, a vintage wine or a rare cigar — are well worth all of the effort required to earn and enjoy them. It took years of hard work to purchase the car of your dreams, hours of searching to gather a collection of your favorite rare wines and you had to jump through hoops to get your hands on those elusive Cuban cigars. It took a lot of hard work, but it was all worth it. Now that some of life's luxuries are yours to enjoy, you have to take care of them.

You can't just park your dream car in the garage, put a decades-old bottle of wine in the liquor cabinet or toss a box of Cuban cigars in the cupboard. They have to be stored properly. AutoVino, located at 205 Constitution Drive in Menlo Park, is a 20,000-square-foot facility dedicated to storing, protecting and preserving the fruits of your labor.

AutoVino has created the perfect environment to keep your one-of-a-kind car in showroom condition. The facility uses double-insulation and four HVAC systems to maintain consistent atmospheric conditions, and its special dust control system and advanced humidity control protect the natural oils in leather and help maintain the integrity of seals and other fittings. AutoVino controls the air itself with a trap door system for car entry and exit that prevents outside air from entering the building. From monthly engine start up to tire rotating and pressure monitoring to avoid flat spots, AutoVino will work with you to design a program that guarantees your car optimum care 100 percent of the time.

AutoVino's 6,000-case wine storage room is a temperature- and humidity-controlled space filled with custom-designed,

oak-finished wine lockers. Thanks to an advanced keypad security system, you have access to your state-of-the-art wine cellar 24 hours a day.

Cigars stored at AutoVino are maintained with temperature and humidity controls, but the facility also provides a comfortable smoking room to enjoy a cigar while reading the news or meeting with associates.

Because so much is at stake, AutoVino employs a security system that is unmatched within the storage industry. The facility is equipped with video surveillance systems; motion- and laser-based intruder detection technology; trained security personnel; and a fire detection system to prevent your investments from going up in smoke.

The finer things in life are safe at AutoVino, so you can relax. Pricing is available upon request, and you can learn more at www.auto-vino.org.

Don't miss SkinSpirit's Holiday Boutique

When the holiday season rolls around, people everywhere prepare to spend significant amounts of time going from store to store in a beneficent bid to find the perfect gifts for all the special people on their holiday shopping lists. Thankfully for holiday shoppers in the Palo Alto area, SkinSpirit, a seamless blend of skincare clinic and spa, is hosting an event to make shopping for the holidays a little bit easier and a lot more enjoyable.

Thursday, November 12 from 5:00 p.m. to 8:00 p.m. at 701 Emerson Street in Palo Alto, SkinSpirit will create an incredible shopping experience with an exclusive trunk-show event. The SkinSpirit Holiday Boutique will feature vendors like Anngi Alyn, Bella Mia, Charmelle 28, and many more, making shopping options nothing short of fabulous.

With an impressive array of high-quality merchandise including clothing, lingerie, one-of-a-kind jewelry, imported home accessories, gourmet food and wine and chic baby gifts, the SkinSpirit Holiday Boutique will be an amazing opportunity to shop for everyone on your gift list – even yourself. Raffle prizes, free gifts and delicious hors d'oeuvres will make this event extra special, giving you the chance to have a wonderful time while you shop.

From the latest non-surgical procedures created to address aging, unwanted hair, acne and cellulite to luxurious spa treatments designed to soothe and relax while improving skin health, all the special treatment your skin deserves is available at SkinSpirit. Members of SkinSpirit's expert staff are always ready to answer

skincare questions and provide every client with quality service, personal attention and honest answers.

SkinSpirit also houses an extensive collection of medical-quality skincare formulas and luxury spa products personally tested and chosen by the SkinSpirit staff. Whether you're looking for something to slow down the aging process, maintain skin health or eliminate unwanted conditions, SkinSpirit has the product that's right for you or the lucky person you're shopping for.

When it comes to gifts, it's always the thought that counts. But if you attend the SkinSpirit Holiday Boutique, the quality of every gift you purchase will match the beauty of your intent. If you plan to attend, please call 650-324-9600 to RSVP. For more information, go to www.skincare.com.

It's time again to spice things up in Redwood City

Salsa is a delicious sauce that's been spicing up food for hundreds of years. This flavorful combination of vegetables, fruits, chilies and spices has been a staple for numerous cultures throughout history. Today, there are as many variations on the familiar tomato-based salsa recipe as there are ways to enjoy it. Whether it's used to flavor foods as a condiment or as a dip for topping chips, salsa has become incredibly popular in the United States. In fact, in the early 1990s salsa began outselling ketchup, the country's previously dominant condiment.

Give your taste buds fair warning and make plans to celebrate the combustible comestible at Redwood City's Second Annual Salsa Festival on Saturday,

September 26. From noon to 8:00 p.m., downtown Redwood City will be teeming with salsa fans paying tribute to the beloved fiery food and all things related. Amateur and professional Salsa chefs will compete for fun and a \$500 grand prize at the Salsa Tasting and Competition, where the public will get to participate in the judging. Local restaurants will offer their delicious fares throughout the day, and there will even be a public tequila tasting and a professional tequila panel. Since the festivities wouldn't be complete without music, live music and free Salsa lessons will keep revelers dancing all day long.

Most of this family friendly event will take place on Broadway between

Middlefield and Hamilton and on Theatre Way, where festival attendees can enjoy all the activities, eclectic art cars, hands-on art projects, murals and chalk art in a predominantly pedestrian-only environment. The festival also hosts Art on the Square, where artists exhibiting their work transform the streets surrounding Courthouse Square into an outdoor gallery.

Whether you like salsa screaming hot, mild or even sweet, Redwood City's Salsa Festival guarantees a day of scrumptious salsa, activities, music, food, entertainment and fun for the entire family, so don't miss it! For more information, please call the event hotline at 831-457-1141 or go to www.redwoodcityevents.com/salsafest.html.

Menlo Park's Look – Try It On is a high-fashion hotspot

If you love high fashion, you've probably had a daydream or two about jetting off to Italy or France to pick up the season's latest designs. You sip champagne in first class all the way and return home weighted down by boxes of haute couture from around the world. Though first-class globetrotting for the sake of shopping paints a fabulous picture, it remains a daydream for most people.

Thankfully for lovers of high fashion who have realistic travel budgets, it's now possible to get your fashion fix locally for prices you can afford. Look – Try It On is a new high-fashion boutique located at 642 Santa Cruz Avenue in Menlo Park. Owned by Gita Kashani, Look brings excellently priced high fashion to the neighborhood, so you don't have to travel to Europe, New York, Los Angeles or even San Francisco for hot designer attire.

From dresses and shoes for special occasions to jewelry and accessories, there's something chic for everyone at Look. Even finicky fashionistas will be impressed by brands like Teri Jon, Badgley Mischka, L.A.M.B., Sun Light, Black Premium and Chic Couture – all of which Look carries at prices that won't drain your fashion budget.

In addition to being a great place to shop for yourself, Look has great holiday gifts for everyone you're shopping for. There's no doubt that jewelry inspired by designers like Tiffany, Van Clef, David Yurman and Judith Ripka would make this holiday season very special for some lucky loved ones on your shopping list.

Look is also developing an extensive online catalog, so check [\[www.lookcouteure.com\]\(http://www.lookcouteure.com\) regularly for updates. You'll soon be able to buy the latest dresses, gowns, handbags, coats, shawls, furs and shoes from New York, Paris and Italy for excellent prices from the comfort of your own home.](http://www.lookcou-</p>
</div>
<div data-bbox=)

Because Kashani and her staff stand behind every item they carry, customer satisfaction is guaranteed, and employees are always happy to help you find that perfect fit. So even though you might not be on that afternoon flight to Milan, you can still spend the afternoon checking out the latest fashions at Look in Menlo Park.

Look – Try It On is open Monday through Saturday from 10:00 a.m. to 6:00 p.m. and Sundays from 10:00 a.m. to 5:00 p.m. For more information, call 650-521-0566 or go to www.lookcouteure.com.

Building for a sustainable future

Buildings in the United States are responsible for a tremendous amount of energy consumption and carbon dioxide emissions. Oftentimes the air inside is much more polluted than the air we breathe outside, meaning buildings also have a huge impact on our health. Thankfully, these negative impacts can be reduced with the utilization of green building practices. CB Builders Inc., a Certified Green Building Professional and member of the U.S. Green Building Council, is committed to staying current with the rapidly changing techniques and growing resources in the world of green building. This knowledge enables owner Chris Brooks and his team to build healthier and more efficient homes to create a sustainable future. In addition to their environmental efforts, the CB Builders Inc. crew strives for professional excellence, which is why they've provided their clients with only the highest quality service and craftsmanship since the company's founding in 1999. If you'd like CB Builders Inc. to help you build toward healthier and sustainable living, call 408-239-4401 or visit www.cb-builders.com.

There's something for everyone at Luu Noodle (New Tung Kee)

With an extensive menu, speedy service and delicious meals starting at only \$4.75, Luu Noodle (New Tung Kee) in Mountain View is a local favorite. Regulars know their favorite dishes by number, and diners new to Luu Noodle (New Tung Kee) will appreciate the photos on the menu when deciding what to order. From won ton soup and chow mein to rice stick soup and egg rolls, the Luu Noodle (New Tung Kee) menu boasts a variety of hearty dishes to suit everyone's tastes. If you order something spicy, you can cool down with a refreshing strawberry smoothie or pearl drink for only \$2.75. Located at 520 Showers Drive in the San Antonio Shopping Center, Luu Noodle (New Tung Kee) is a great place to go for a casual lunch or dinner. With additional locations in San Jose, Milpitas and Gilroy, you're never far from a quick, inexpensive and tasty meal.

A rich history of fresh seafood

Driven by a rich tradition and a steadfast work ethic, the proprietors of Cook's Seafood have supplied their customers with only the freshest seafood available since 1928. In its 80-year history, three generations of the Cook family have operated Cook's Seafood, taking great pride in the superior quality of the seafood they prepare and serve. The restaurant's

award-winning menu includes favorites like clam chowder and cioppino, and loyal regulars are proud to call Cook's halibut fish 'n' chips the best and freshest in the Bay Area. "We use only the finest Alaskan Halibut, large moist pieces out of Juno and Sitka in Alaska," said owner Mike Cook. Located at 751 El Camino Real in Menlo Park, Cook's Seafood is a great place for lunch or dinner – enjoy the restaurant's clean, nautical-themed dining room or order ahead and pick up your food when you arrive. The delicious food and friendly service will make your experience a delightful one, ensuring that your first visit to Cook's Seafood is only one of many. For more information and a complete menu, go to www.cooksseafood.com.

Delicious additions at Madison & Fifth

With eye-grabbing murals, oversized booths and an ambience unmistakably New York, Madison & Fifth transports you to the Big Apple while you dine in the heart of downtown Palo Alto. The restaurant's delicious Italian fare has been delighting diners and earning rave reviews since 2006, and some recent additions to the menu are sure to impress customers and critics alike. Mouth-watering highlights include seasonal butternut squash and yam ravioli with a creamy walnut Frangelico sauce; a grilled veal chop with a thyme sage brown butter, served with roasted fingerling potatoes and spinach with a balsamic drizzle; and a wild boar papardelle with a portobello mushroom ragù. If you mention this write-up during dinner, you'll receive complimentary tickets to a women's volleyball game at Stanford, courtesy of Madison & Fifth, The Daily News and Stanford Athletics. Madison & Fifth, the perfect place downtown for dinner and drinks, is located at 367 University Avenue. Dinner is served from 5:00 p.m. to 11:00 p.m., so call 650-323-3900 to make reservations.

Palo Alto's no-smell NY nail salon

Nail salons in the Big Apple utilize some of the most advanced techniques in the world, and thanks to the recently opened New York Nail & Spa at 4222 El Camino Real in Palo Alto, you have the opportunity to experience them for yourself. Owner Meilan Liang (Helena) spent nearly 15 years in the New York nail salon industry and brought all of that experience with her to California in 2008. Instead of using acrylics like most nail salons, Helena and her staff use silk wrap and deep powder. On top of making artificial nails look much more natural, this prevents the noxious smell produced by sanding acrylic and is more gentle on nails and skin than

the alternative. You'll be pleasantly surprised by the New York style and friendly, comfortable atmosphere, so call 650-213-8011 to make an appointment at New York Nail & Spa today. For a limited time, bring in the New York Nail & Spa coupon from The Daily News for a 20 percent discount.

Committed to your fitness in 2010

If your New Year's resolution for 2010 is to get in the best shape of your life, you're in luck. The dedicated staff at One 2 One Fitness in Menlo Park wants you to have a better body, and they're committed to helping you achieve your fitness goals. Founded by Perry Mosdromos, a competitive body builder with over 25 years of training experience, One 2 One Fitness caters to people looking to make the changes necessary to live a long and healthy life. Mosdromos and his team of certified trainers will attend to your specific needs, avoiding the "cookie-cutter approach" employed by some large health clubs and chain gyms. Located at 325 Sharon Park Drive, Suite B6, the Menlo Park studio gives you the opportunity to train in total privacy, completely free from distractions. Thanks to a coupon running in The Daily News, you can get started on your New Year's resolution now with a free fitness evaluation, body fat test and workout. Decide to make a change today and sign up for a program at One 2 One Fitness. Call 650-716-8516 to make an appointment or go to www.one2onefitnessandnutrition.com for rates and additional information.

Are you brave enough?

Halloween is quickly approaching, which means its time once again to prepare yourself for all of the frightful fun that accompanies the haunted holiday. Are you ready to take on the biggest, baddest haunted house in Redwood City? If you think you're up to it, wait for dark, steady your nerves and head to 631 Woodside Road October 23, 24, 30 or 31 for the second annual Our Common Ground Haunted House. Admission is only \$5 for kids and \$10 for adults, making it one of the most affordable haunted houses in the Bay Area. But beware: it's also one of the scariest! If you bring the OCG Haunted House ad running in The Daily News, you'll receive \$5 off admission for a family of four. And because proceeds from this event benefit Our Common Ground, a not-for-profit organization that provides substance abuse and mental health treatment programs, you'll have a ton of scary fun for a good cause. Have a clean and sober, fun and scary Halloween this year. For more information about Our Common Ground, visit www.ocgworks.org.