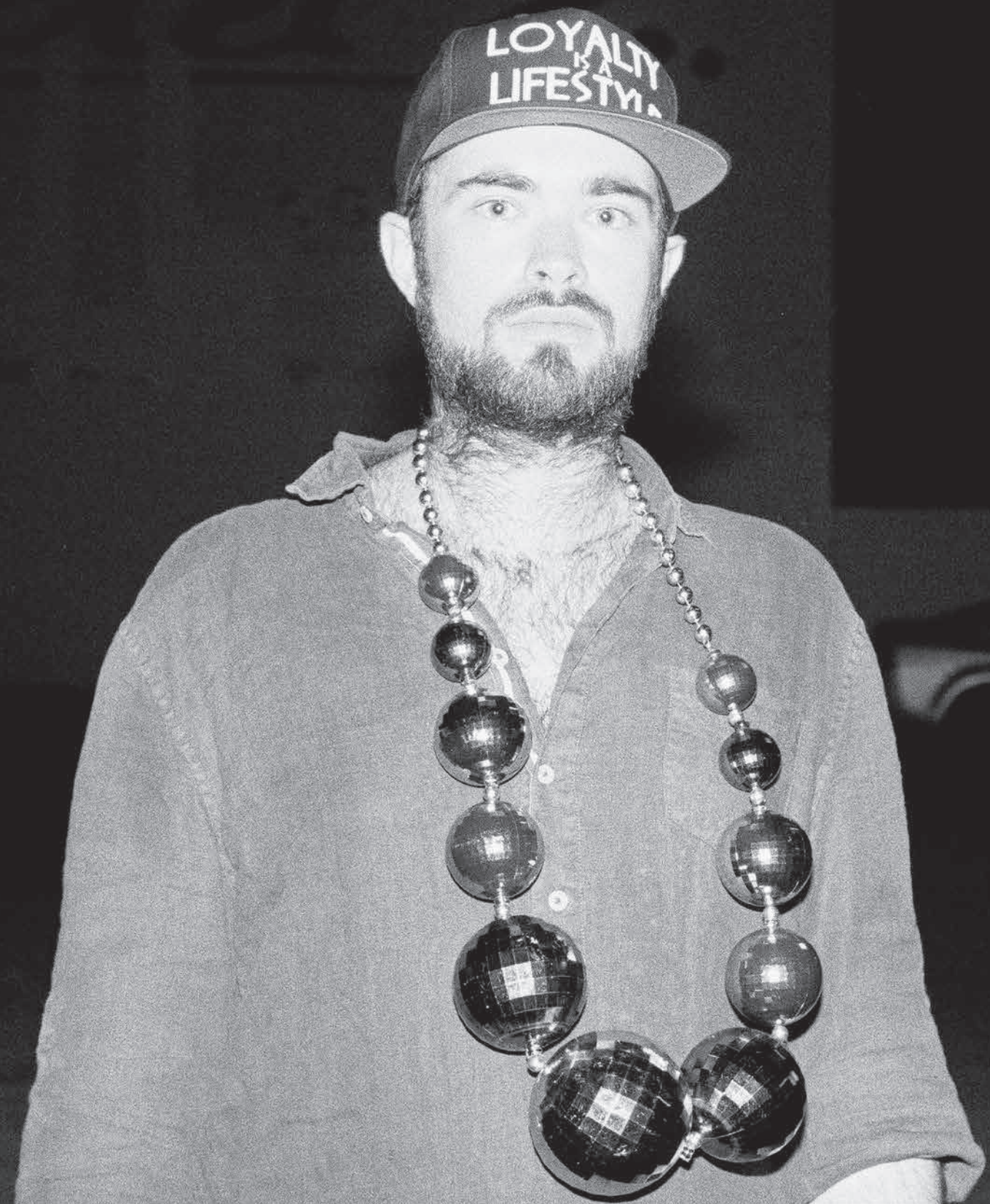


American Photographs

Erik Arkadi Seth

L.A.



















wifi: rgbcmyk.8



COTTAGE CHEESE TORTE

Beat 5 eggs very light; take 3 heaping tablespoonfuls sugar mixed with 1 heaping tablespoonful flour; add to eggs; mix this with 1 pint cottage cheese and 1 pint table cream; cook in double boiler until very thick, stirring all the time; when cool, add juice and grated rind of 1 lemon.

Cake

Add 1 cupful sugar, 2 teaspoonfuls cinnamon, almost $\frac{1}{4}$ pound melted butter to $1\frac{1}{2}$ boxes crushed zwieback; spread soft butter as thick as possible on bottom and sides of spring mold; pat on this, zwieback mixture; fill pan with custard; sprinkle zwieback mixture on top; bake in slow oven 45 minutes; when cold, remove sides; serve on bottom of mold.

MRS. T. J. GEARY, wife of ex-Congressman Geary (California).

DATE TORTE

1 cupful sugar
 $\frac{1}{2}$ cupful butter
 1 egg
 1 teaspoonful vanilla
 1 teaspoonful soda
 1 cupful hot water

1 package dates
 $\frac{1}{2}$ cupful walnuts
 2 cupfuls flour
 2 level teaspoonfuls baking powder

Cream butter and sugar; add beaten egg, dates, and walnuts, chopped; flour sifted with baking powder, vanilla, soda dissolved in hot water; bake in shallow pans; serve with whipped cream.

The late Miss CLARA J. SPROUL (Illinois).

SCHAUM TORTE

6 egg whites
 1 teaspoonful vinegar

2 cupfuls granulated sugar
 1 teaspoonful vanilla

Beat ingredients together for $\frac{1}{2}$ hour; bake in 2-inch pan in slow oven 20 minutes; serve with bananas, strawberries, ice cream, or peaches and whipped cream.

MRS. FRANK C. KNIFFEN, wife of Congressman Kniffen (Ohio).

SCHAUM TORTE

Whites of 5 eggs beaten stiff; beat slowly in $1\frac{1}{2}$ cupfuls sugar, 1 teaspoonful vinegar, 1 teaspoonful vanilla; bake slowly in a crock for 50 minutes; when cold, remove the top, fill with fruit, put top back, then cover with whipped cream; this will serve 5 or 8 persons; grease crock, but not with butter.

MRS. BEN PAULEN, wife of the ex-Governor of Kansas.

SCHAUM TORTE

2 cupfuls granulated sugar

1 tablespoonful vinegar

Whites of 6 eggs

1 teaspoonful vanilla

Put sugar and whites into a mixing bowl; stir with a wooden spoon until it begins to gel and white; add vinegar and vanilla; stir until still; repeat to stand up when dropped from spoon; bake in the loose bottom tin. If round square, butter and flour the tin, bake in 2 layers; have a slow oven.

from 40 to 45 minutes; put layers together with a thick layer of whipped cream and fresh fruit such as strawberries, pineapple, peaches or ice cream.

MRS. ROLAND P. HARTLEY, wife of the ex-Governor of Washington.

STRAWBERRY TORTE

5 egg whites, beaten to a froth
 3 cupfuls granulated sugar
 $\frac{1}{4}$ teaspoonful salt

1 tablespoonful vanilla
 $1\frac{1}{2}$ tablespoonfuls vinegar
 1 pint cream, whipped

Beat eggs; add sugar gradually; add salt, vinegar, and vanilla; bake in a regular torte tin 1 hour in a moderate oven; when ready to serve, whip cream stiff; pile on top of torte; garnish with 1 quart of whole or unsweetened strawberries.

MRS. JOHN G. UTTERBACK, wife of Congressman Utterback (Maine).

ZABALOND (An Italian Dessert)

Mix yolk of 1 egg, 2 teaspoonfuls sugar, $\frac{1}{2}$ eggshell cooking sherry; beat well; this serves 1 person.

MRS. ANTHONY CAMINETTI, wife of ex-Congressman Caminetti (California).

CHOCOLATE SAUCE

$\frac{1}{2}$ cupful white sugar
 $\frac{1}{2}$ cupful brown sugar

1 cupful milk or water
 $\frac{1}{4}$ cake chocolate

Put cake of chocolate in the milk or water over the stove; stir until melted; add sugar; add vanilla when cool.

MRS. SAM D. McREYNOLDS, wife of Congressman McReynolds (Tennessee).

DATE PUDDING SAUCE

2 scant cupfuls sugar
 1 egg

$\frac{2}{3}$ cupful butter
 $\frac{1}{3}$ cupful cream or milk

Cream butter and sugar; add other ingredients; cook in double boiler until thick; add any flavoring desired; beat with Dover egg beater before serving.

MRS. OSCAR E. BLAND, wife of the judge of U. S. Court of Customs and Patent Appeals.

HARD SAUCE

$\frac{1}{3}$ cupful butter
 1 cupful powdered sugar
 1 egg

$\frac{1}{2}$ teaspoonful lemon juice
 $\frac{1}{2}$ teaspoonful vanilla

Cream the butter; add sugar slowly, egg well beaten, and flavoring; beat well; chill.

MRS. WILLIAM M. GEDDES, member of the Congressional Club.

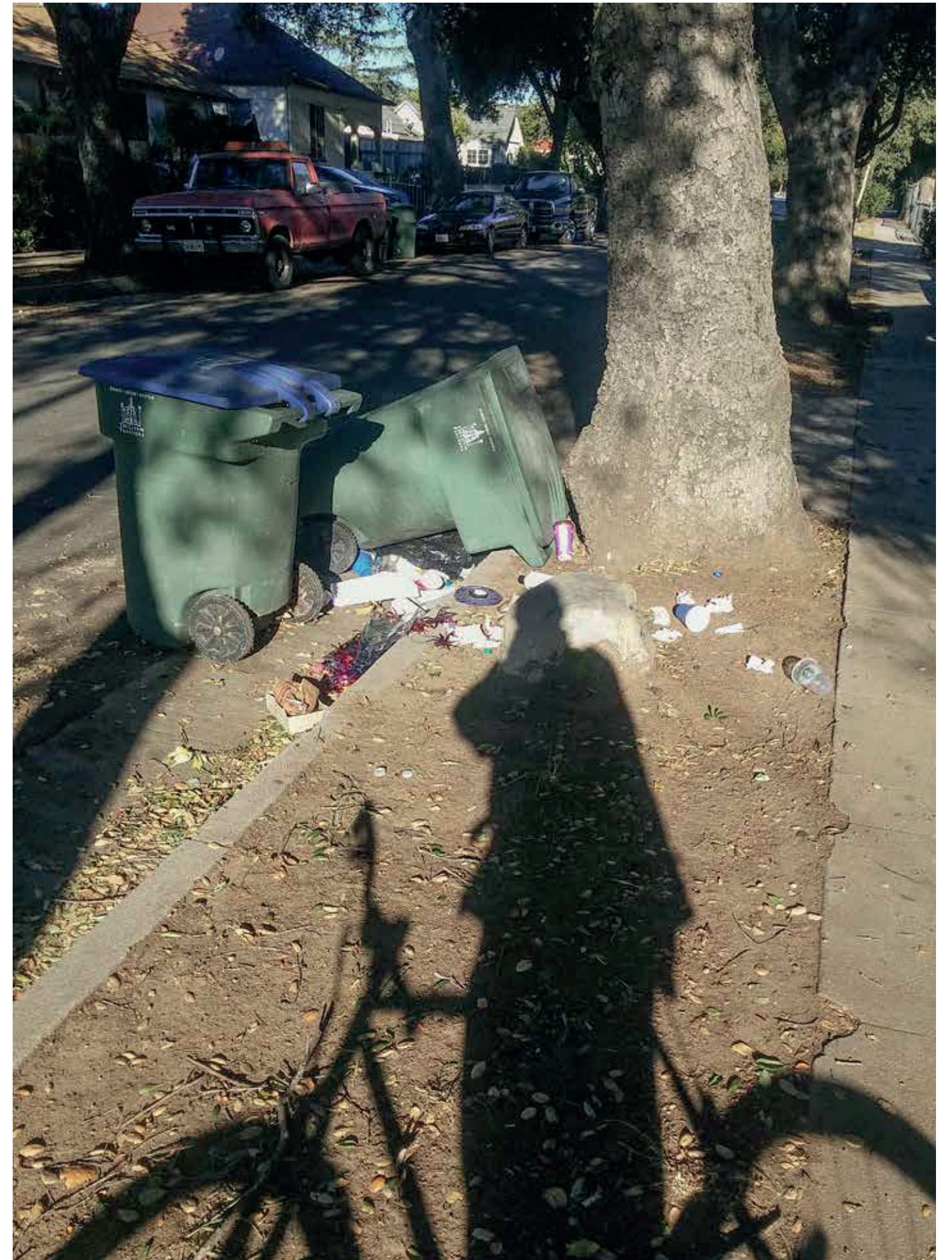
ICE CREAM SAUCE

1 pint can condensed milk
 $1\frac{1}{2}$ cupfuls sugar

3 heaping tablespoonfuls cocoa
 1 teaspoonful vanilla

Mix milk, sugar, and cocoa, and cook in a double boiler until thick; add flavoring. Black walnuts added to this before serving are very nice.

MRS. T. J. B. ROBINSON, wife of ex-Congressman Robinson (Iowa).

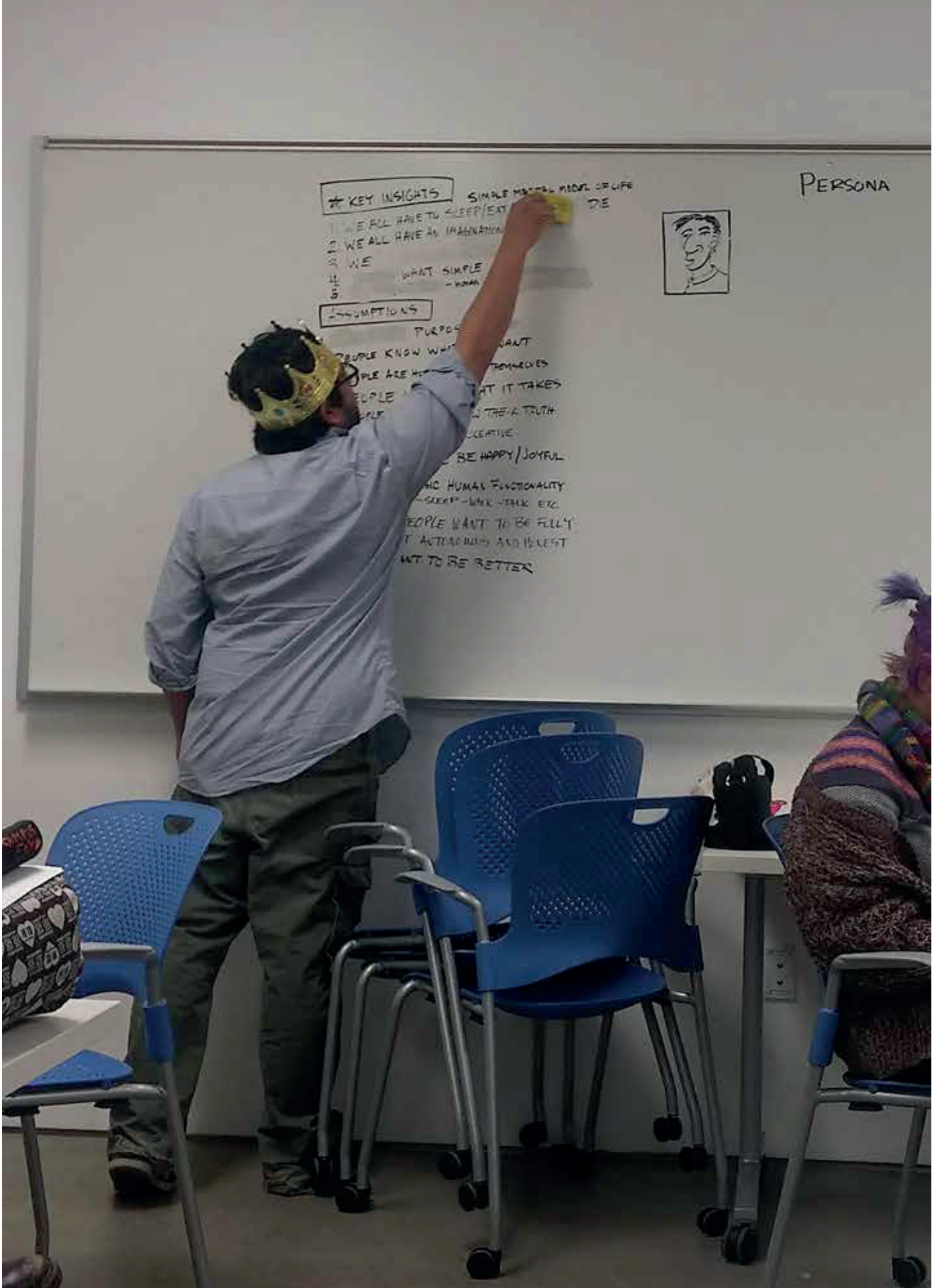












KEY INSIGHTS

WE ALL HAVE TO SLEEP/EAT
WE ALL HAVE AN IMAGINATION
WE WANT SIMPLE
- WORK

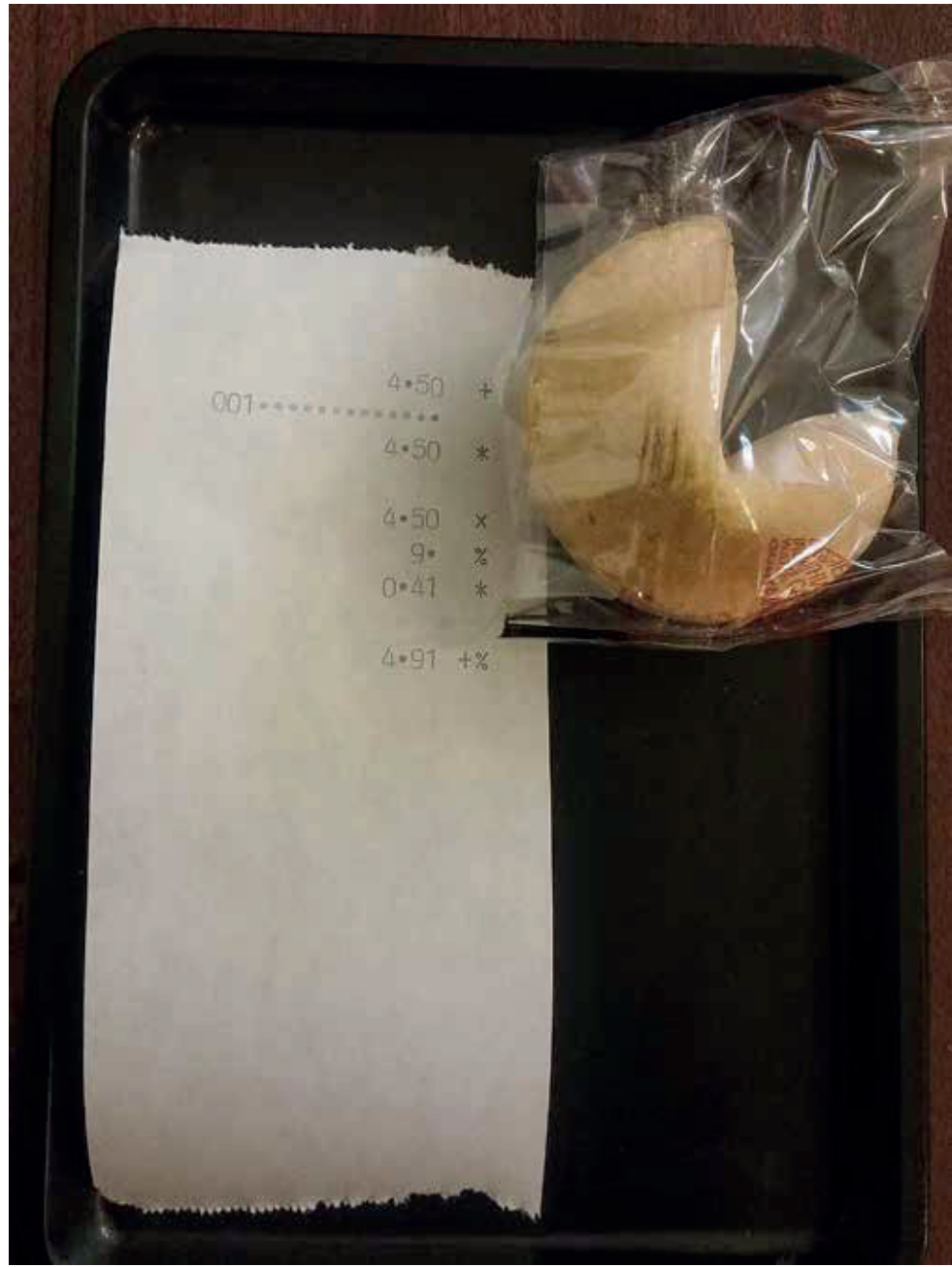
ASSUMPTIONS

PURPOSE
PEOPLE KNOW WHAT THEY WANT
PEOPLE ARE HONEST WITH THEMSELVES
PEOPLE WANT TO KNOW WHAT IT TAKES
PEOPLE WANT TO KNOW THE TRUTH
PEOPLE WANT TO BE CREATIVE
PEOPLE WANT TO BE HAPPY/JOYFUL
PEOPLE WANT TO BE FULLY FUNCTIONAL
- SLEEP - WORK - TALK ETC
PEOPLE WANT TO BE BETTER
- AUTOMATICALLY AND INSTINCTIVELY
PEOPLE WANT TO BE BETTER

SIMPLE MODEL OF LIFE



PERSONA







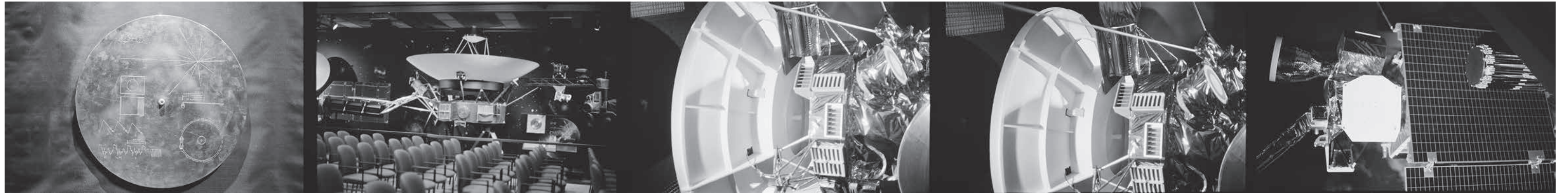


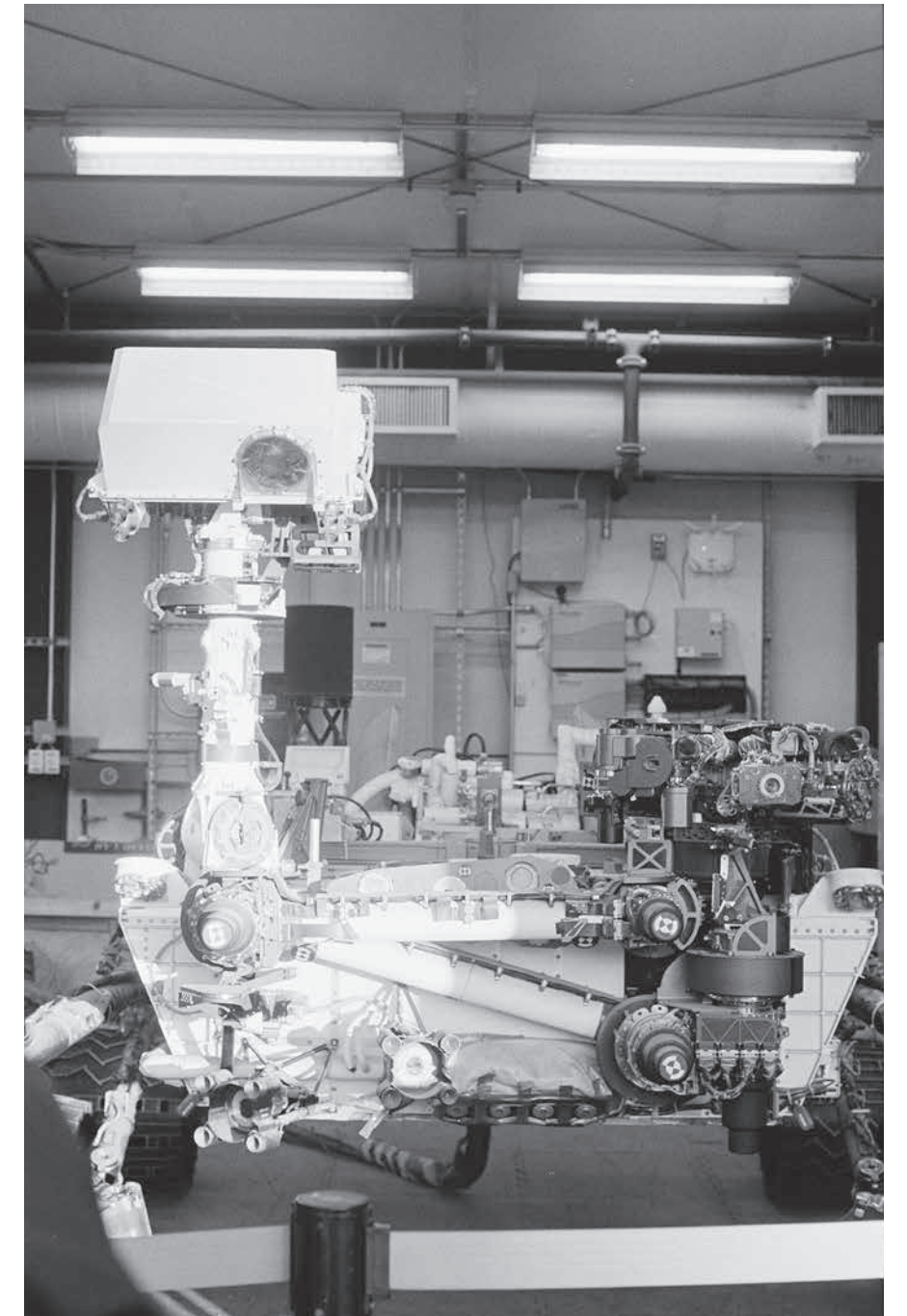


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NOTICE OF FILMING
(Feature)

PRODUCTION COMPANY: MODERN PEOPLE LLC
 WILL BE FILMING: 20TH CENTURY WOMEN
 UNDER PERMIT: F00098913-A
 LOCATION: 710 S Santa Fe Ave, Los Angeles, CA, 90021
 FILM DATES: 10/08/2015 - 10/08/2015, 8:00 AM - 2:00 AM

DESCRIPTION OF SCENE:
 PENDING COMMUNITY SURVEY
 Camera on sticks, Interior & Exterior Dialogue, Drive by, Ups & away, Intermittent traffic control - 2 minutes standard, Exterior establishing shots, Generator, Picture vehicle.

PRODUCTION PARKING:
 (N/S-North Side, E/S-East Side, S/D-South Side, W/S-West Side, S/D-North Side)
 All vehicles must be parked legally

PRODUCTION LANE/STREET CLOSURES:
 N/A

DAN COOLEY
 Production Representative
 Location Manager
 Representative Title
 846-326-3493
 Direct/Mobile Phone
 310-210-8926
 Production Office Phone
 MG FN

ABOUT THIS NOTICE
 This notice is provided by FilmLA (www.filmLA.com), a not-for-profit organization that coordinates permits for filmed entertainment shot exclusively in your area. FilmLA exists to facilitate filming requests in an efficient and community-friendly manner. Like you, we seek an environment in which filming is conducted professionally, courteously and in accordance with permit laws.

If you have questions or comments about filming, we want to hear from you. Please call us for immediate assistance with upcoming or ongoing production issues.

FilmLA, Inc.
 6255 W Sunset Blvd, 12th Floor
 Hollywood, CA 90028
 Phone: (213) 877-8800
 Staff Available 9AM-5PM
 including evenings & weekends

FilmLA NOTICE OF FILMING
(Music Video)

PRODUCTION COMPANY: STINK USA
 WILL BE FILMING: VISIONS
 UNDER PERMIT: F00098581
 LOCATION: 2053 East 7th Street, Los Angeles, CA, 90021
 FILM DATES: 09/28/2015 - 09/28/2015, 7:00 AM - 10:00 PM

DESCRIPTION OF SCENE:
 Interior Dialogue, Interior models against scenery, Interior motion without sound, Interior Performance and Playback, Equipment on property, Exterior Dialogue, Exterior establishing shots, Exterior models against scenery, Exterior motion without sound, Exterior Performance and Playback, Generator.

PRODUCTION PARKING:
 (N/S-North Side, E/S-East Side, S/D-South Side, W/S-West Side, S/D-North Side)
 9/28, 7:00AM - 10:00PM
 W/S S SANTA FE AVE., E 7TH ST - NORTH 101'
 9/28, 7:00AM - 10:00PM
 E/S IMPERIAL ST., E 7TH ST - NORTH 101'

PRODUCTION LANE/STREET CLOSURES:
 9/28, 7:00AM - 10:00PM
 W/S CURB LANE S SANTA FE AVE., E 7TH ST - NORTH 101'

Daniel Stafford
 Production Representative
 Location Manager
 Representative Title
 310-795-1119
 Direct/Mobile Phone
 310-264-3993
 Production Office Phone
 NK OK

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 Hollywood, CA 90028
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 including evenings & weekends

FilmLA NOTICE OF FILMING
(Commercial - Standard)

PRODUCTION COMPANY: RADICAL MEDIA, LLC
 WILL BE FILMING: VODAFONE
 UNDER PERMIT: F00098724
 LOCATION: 2009 E 7TH ST., LOS ANGELES, CA, 90021
 FILM DATES: 09/30/2015 - 09/30/2015, 7:00 AM - 11:00 PM

DESCRIPTION OF SCENE:
 Interior and exterior dialogue, Camera on sticks, Drive by, Drive ups & away, Driving shots, Intermittent traffic control - 2 minutes standard, Equipment on sidewalk, In curb lane & across street, Exterior Dialogue, Exterior establishing shots, Location is a bar, Picture vehicle, Generator.

PRODUCTION PARKING:
 (N/S-North Side, E/S-East Side, S/D-South Side, W/S-West Side, S/D-North Side)
 ALL VEHICLES MUST BE PARKED ON PRIVATE PROPERTY

BASE CAMP: 695 S SANTA FE AVE, LOS ANGELES, CA, 90021
CREW PARKING: 695 S SANTA FE AVE, LOS ANGELES, CA, 90021

PRODUCTION LANE/STREET CLOSURES:
 N/A

Anthony Roman
 Production Representative
 Location Manager
 Representative Title
 310-869-6289
 Direct/Mobile Phone
 310-664-4500
 Production Office Phone
 NT A.J.G.

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 Hollywood, CA 90028
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 including evenings & weekends

FilmLA NOTICE OF FILMING
(Feature)

PRODUCTION COMPANY: MODERN PEOPLE LLC
 WILL BE FILMING: 20TH CENTURY WOMEN
 UNDER PERMIT: F00098913-A
 LOCATION: 2009 E 7th St, Los Angeles, CA, 90021
 FILM DATES: 10/07/2015 - 10/08/2015, 7:00 AM - 1:00 AM

DESCRIPTION OF SCENE:
 Pending Community Survey
 Atmospheric Smoke Effects, Interior Dialogue, Drive by, Drive ups & away, Intermittent traffic control - 2 minutes standard, Equipment on sidewalk, In curb lane & across street, Exterior Dialogue, Exterior establishing shots, Generator.

PRODUCTION PARKING:
 (N/S-North Side, E/S-East Side, S/D-South Side, W/S-West Side, S/D-North Side)
 10/7 - 10/8, No Parking Anytime
 S/S SANTA FE AVE., 7TH ST - SOUTH 101'
 N/S SANTA FE AVE., 7TH ST - NORTH 101'
 10/8, No Parking Anytime
 N/S 7TH ST., SANTA FE AVE - IMPERIAL AVE

PRODUCTION LANE/STREET CLOSURES:
 10/8, 7:00AM - 1:00AM
 N/S CURB LANE CLOSURE OF 7TH ST., SANTA FE AVE - IMPERIAL AVE

DAN COOLEY
 Production Representative
 Location Manager
 Representative Title
 846-326-3493
 Direct/Mobile Phone
 310-210-8926
 Production Office Phone
 MG FN

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