

# --and A Happy New Year!

## THE CARPINTERIA CHRONICLE

READABLE REPRESENTATIVE RELIABLE

VOLUME ONE

★★★

CARPINTERIA, CALIFORNIA, THURSDAY, DECEMBER 28, 1933

NUMBER 45

### DEATH COMES TO GEORGE BAILARD, EARLY SETTLER

AT AGE OF 72 YEARS

Came To Valley 65  
Years Ago

GEORGE W. Bailard, 72, one of the valley's oldest and best-loved residents, died at his home in Gobernador Canyon late yesterday afternoon. Although in failing health for the past two weeks, his death came as a distinct shock to relatives and friends.

"George," as he was known to everyone in Carpinteria Valley, was born at Half Moon Bay, California, on March 4, 1861, the day of Abraham Lincoln's inauguration.

He first came to the valley with his parents in 1868, and with them was one of the earliest settlers in this region. With the exception of 15 years spent in Montana, the balance of his life had been spent here.

Deceased leaves a widow, May Word Bailard, a son, Samuel Word Bailard, 18, two brothers, B. F. and C. E. Bailard, and four sisters, Catherine and Myrtle Bailard, Mrs. C. B. Franklin and Mary B. Hall. With the exception of Mrs. Hall of Oakland, California, all the survivors live in Carpinteria Valley.

The remains have been removed to the Holland funeral chapel, Santa Barbara. Interment will be in the Carpinteria cemetery tomorrow at 2:30 p. m.

### Scots Plan Annual Frolic At Cerca Del Mar Saturday Nite

Cerca del Mar will again sparkle with lights, laughter and music when the Scots hold their second Annual Frolic Saturday evening, beginning at 9 o'clock. The general public is invited and the Scots custom of "wear what you please" will prevail.

The New Year's party is being held prematurely because New Years eve falls on a Sunday this year, it was announced this week. The "Frolic" will follow the same general line of last year's New Years party, the success of which gave rise to the idea of making it an annual affair. Although members of the committee could not be reached yesterday, Carpinteria Scots proffered the information that special entertainment will be provided, favors given out, and that not only Scots and their friends but the general public is assured of a grand pre-New Years eve party.

Tickets are 55 cents per person and may be procured locally at Verner's Market.

#### COMING EVENTS

##### TOMORROW—

Modern Woodmen, Election of Officers and regular meeting, Masonic Hall.

##### SATURDAY—

Scots Second Annual Frolic, Cerca del Mar, 9 p. m. Public invited.

##### SUNDAY—

New Years services at Churches.

##### MONDAY—

HAPPY NEW YEAR!

##### TUESDAY—

School re-opens after holidays.

### FAMILIES IN 58 HOMES GET XMAS BASKETS & GIFTS

OF FOOD AND CLOTHING

Entire Community Has Hand  
In Spreading Cheer

Fifty-eight Christmas baskets filled with groceries, meats, clothing and gifts were delivered to fifty-eight Carpinteria homes this year, according to Mrs. Carey Demaree, who had charge of the Community Council's 1933 Christmas Basket distribution.

Donations of food were gathered at schools and churches, meat was supplied from the proceeds of the benefit movie staged by the Lions club, and clothing and special gifts were added in cases that were especially needy.

Distribution was facilitated by having all gifts and donations brought to one committee, who made up the baskets and superintended the delivery of the baskets, a plan which will be followed again next year.

Nearly every local organization and a majority of valley residents was responsible in some way for the contents or distribution of the Christmas baskets.

### S. B. Cubs Break Carp's Winning Streak Sunday

BUT THEY CAME BACK

To Nose Out Fillmore  
In 4-3 Thriller

AFTER a winning streak that carried them safely through ten successive victories, Polly Dominguez' pet pill-smackers took it on the chin from the Santa Barbara Cubs Sunday at the local diamond. The count was 8 to 2.

And Polly's—all right if you want the whole title—the Carpinteria Valley Merchants, came back the following day, Christmas, to grab what seemed certain to be a second defeat out of the fire in the eighth inning and nose out the Fillmore Paramounts 4 to 3.

Sundays defeat at the hands of the Cubs was a bitter pill to swallow. Pete Sanchez and Ironsides Aldrich did the hurling for the locals, but the game actually leaked between the fingers of their support in the (Continued on Page Four)

### Man About Town Saw :

A revival of sailor hats and evening roller skating among the younger village swains.

Hugh Thurmond and O. H. Ellis driving new Ford V-8 De Luxe sedans, and Cyril Hartley business.

looking pleased with Christmas

The "Santa Barbaran" correct its previous statement that local merchants were said to be opposed to eliminating the 10-cent toll on Carpinteria-Santa Barbara telephone calls.

Dimmy Mather discussing wrong sized Christmas presents from far-away relatives.

"Doc" Henderson discover a drawer full of overlooked mail that had accumulated during his nine weeks' absence.

Tom Dinsmore drumming up business for Sam Nicholas, Charley, Rodriguez' man Friday.

A hobo resembling Santa Claus walking slowly through town on Christmas eve.

### LIONS VOTE TO MEET TWICE A MONTH IN 1934

INSTEAD OF WEEKLY

Doctor Speaks On The  
Evils Of Dope

BEGINNING the first of the year Carpinteria Lions will meet bi-monthly instead of weekly, on the second and fourth Thursday of each month.

The decision was made by unanimous vote at the last meeting, after an open discussion had brought out the fact that, due to the expense and the press of other activities, the club's membership has declined during the past year.

Dues were lowered from \$1 to 75 cents per month, and the question of lowering the initiation fee is under advisement.

During the discussion a new changing the meeting dates the belief was expressed that a full attendance can be looked for with the new bi-monthly plan. As one member expressed it: "It's better to meet less often with a full attendance than weekly with only a scattering of members."

Dr. R. S. West, of the White Cross, national anti-narcotic association, was the speaker of the evening, and gave an interesting and enlightening talk on the drug traffic in this and other countries.

Characterizing the dope evil as "the worst menace to civilization today," he stated that Japan is responsible for a preponderance of the world's narcotics, inasmuch as most dope is manufactured by Japanese, who are very careful to prevent their own race from getting it.

"Japan is planting more opium poppies all the time," the speaker said. "In recently acquired Manchukuo, and in Africa, where she has leased extensive acreage for that purpose alone. Japanese agents infest China and other neighboring countries distributing their drugs in order to weaken the ambitious country's potential enemies."

He cited three suggested methods of coping with the drug problem—education, more stringent legislation and taking the profit out of the business by state institutions for addicts which would provide them with the minimum amount of drugs necessary to keep them alive.

"Take the profit out of the business and the business will die a natural death," West stated. "Our association has given up trying to cure drug addicts. No drug addict is ever cured. They may improve under treatment and regain their healthy appearance, but they invariably succumb after being released from the institutions."

### Carpinteria Team Opens Basketball Season With A Win

The newly formed Carpinteria basketball team, composed mostly of Treloars and Martins, won its first game of the season last evening from the Santa Barbara "Little Democrats" at the Santa Barbara Junior High gym. The score was 32-15, and the locals were as superior as the score would indicate.

Donald Barrick, center, was high point man of the contest, but the entire team showed up well.

Members are Don Barrick, center; Nelson and Melvin Treloar, forwards; Bill Treloar and Elmer Martin, guards; Irvin Treloar and Sheldon Martin, substitutes.

### "CARPINTERIANS" SEEK TO EXTEND LINDEN AS "PIER"

ASK LEGAL OPINION

And Investigate Cost Of Fire  
Equipment For Valley

Acting upon the promise that Linden Avenue can be extended as a causeway 1000 feet seaward to serve as a pier for commercial and pleasure purposes, the Pier Committee of "Carpinterians" last week addressed a letter to District Attorney Percy Heckendorff asking for a legal opinion on the matter.

In the event that a favorable answer should be received, members of the committee point out that funds for the construction of a Carpinteria pier might be procured from the state gas tax fund, as a part of Santa Barbara county's share of that fund.

"Santa Barbara county has already been involved in comparable causeways in at least two instances," said one committeeman yesterday. "Inasmuch as a Carpinteria pier would afford fishing boats, yachts and commercial vessels a shore contact, we feel that there is a good chance of receiving a favorable reply from Mr. Heckendorff."

Following a meeting of the organization's board of directors Tuesday a letter was sent to the State Board of Insurance Underwriters, requesting that body to send representatives to Carpinteria for the purpose of making a survey of the valley as to the proper type of fire fighting equipment needed here, and as to resultant reductions in local insurance rates.

### Pulliam Market Closes For Good Saturday Night

MOVES TO SANTA PAULA

Cites Retailing Changes  
In Past 6 Years

CARPINTERIA'S business section will begin the new year minus one grocery and market, when Walter and Elmer Pulliam, for the past six years identified with the local grocery business, move their stock to Santa Paula, where they will open a new market in the heart of the southern community's business district.

Walter Pulliam first came to Carpinteria in 1928 when he purchased (Continued on Page Four)

### Things To Remember:

Getting to sit up to see the New Year "in" for the first time—and dropping off to sleep before the old year made its exit.

The gay-ninety architecture of Ventura's De Leon hotel—which went the way of all such things this month.

Watching a small candy-loving fox terrier trying to eat a piece of fresh home-made taffee.

Carpinteria High's first rooting section—with both members present.

When Tom Schultz, Louise Henderson and Jack Bailard comprised the staff of J. C. Bailard's store ("We lead—others follow")

When the present site of Verner's Market was a men's haberdashery.

Willie Miller declining Latin verbs.

### GOOD MARKET IS INDICATED FOR LOCAL PEAS; GROWERS PREPARE TO START SHIPPING NEXT MONTH

HEAVY CROP, GOOD PRICE EXPECTED

Most Of Competing Produce Will Be Off Market  
Before Carpinteria Crop Is Picked

Storage Peas Hold Price Down

WITH prospects of a rising price and almost a corner on the the green pea market, local growers and shippers this week prepared to pick and ship what promises to be the largest crop in several years.

Several hundred crates have already been shipped, but the real season will not get under way until late in January or early in February. Due to

a big supply of Visalia and cold storage peas now on the market, the price stayed around 8 and 9 cents during Christmas week, and has since dropped to as low as 7 cents, but local growers are confident of a steady rise in prices before the bulk of their product reaches the market.

Heavy frosts in Imperial Valley and other producing areas have already limited the supply when the present cold storage goods are exhausted, and indications point to almost a clear field for Carpinteria peas by the time they are ready to be marketed.

"By February practically the only competition local peas will have will be those from Mexico," George Humphreys, local shipper, said yesterday. "As Mexican peas are required to pay a duty of 3.9 cents per pound there is little danger of them flooding the market, even though the crop in Mexico should be unusually heavy."

Carpinteria growers are inclined to be optimistic concerning the prices they expect to get for their peas, pointing out that the same general marketing conditions existed at this time last year and that then peas went as high as 20 cents per pound.

Factories seemed busy, people were optimistic and hopeful, and seemed to be back of the administration 100 percent," Henderson said yesterday. "In fact, what little criticism of the recovery program I encountered was right here in California and in the middle west."

"Farmers in the agricultural central states are still having a hard time of it," he continued. "In Illinois and Indiana many banks have never reopened and I was told that if they did, those who had lost money before would certainly not use nor support their banks if they should reopen."

"In the south the unemployment problem seemed immeasurably relieved. Large bodies of men are at work on Federal relief projects, draining swamps, building roads and improving the countryside."

"Recovery is being felt more quickly in the cities than in the rural regions, if the number of new cars are any indication. The percentage is much higher in the metropolitan areas than elsewhere."

"What place that you visited held the most historical interest for you?" he was asked.

"The field of Gettysburg, I believe," was the answer. "Although there are, of course, many places in the far east of older historical significance, I was greatly impressed by the 18,000 acre park that has been made of the site of one of the Civil War's greatest battles and the place where Lincoln delivered his famous address."

"Where did you find the most interesting scenery," was the next question.

"Between Blythe and Mecca, right out in the desert so far that shacks and tin cans couldn't ravage the scenery," he replied.

The cities of Boston, Savannah and New Orleans he found to be the least changed and, as a result, the more interesting and picturesque. In answer to a query as to what re- (Continued on Page Four)

### Hobart Shoe Shop Moves Into Moses Business Building

Hobart's Shoe Repair Shop will open 1934 in a new location on the Coast Highway, it was learned yesterday, when it became known that Joe Moses, owner and former occupant of the stucco building a block west of the Alcazar building, had sold the property to Roy Hobart.

Erected originally to house Moses' Grocery, the structure has served various purposes ranging from a Red Cross depot to an evangelistic temple, since poor health forced the original owner to quit his retail business.

Hobart expects to be in his new location by the early part of next week.

#### OUR HAT IS OFF TO—

PHIL DANE

who has driven the grammar school bus for three years without missing a single school day and has never failed to get every one of his charges to school before the bell rang.



# CARPINTERIA CHRONICLE

READABLE REPRESENTATIVE RELIABLE

Published Thursday Mornings, with complete coverage of Carpinteria Valley, Summerland and Rincon

LINN UNKEFER . . . . . Editor  
"SEEBEE" DAVIS . . . . . Shop

115 E. Coast Highway Telephone 4461

Subscription, \$2.00 per year in advance  
Display advertising rate, 30c per column inch

If you fail to receive your Chronicle on Thursday morning, telephone 4461 and a copy will be delivered at once

## "WE RESOLVE"

UNDERSTAND, we're not promising anything, but here's a list of the New Years' resolutions we hope to live up to during 1934:

1. Not to let personal opinion color our news columns.
2. But to remember that our readers all know each other, that "names make news" (especially in a community the size of Carpinteria) and that a weekly newspaper is no more readable and vital than the life and interest it breathes into the doings of the people it is published for.
3. To give editorial support to anything that promises a better Carpinteria Valley.
4. Never to take ourselves too seriously, and to remember that even greater minds than ours are at work on the world's problems.
5. To keep the Chronicle YOUR newspaper in the belief that a Carpinteria newspaper should concern itself primarily with Carpinteria Valley and the people who live here.
6. To help you start each Thursday morning with a local newspaper that lives up to the three adjectives inscribed on its title-head: "Readable, Reliable and Representative."

## "WE HOPE"

Things we'd like to see during 1934:

1. Adequate fire protection for all of Carpinteria Valley.
2. Completion of the Maricopa-Carpinteria highway.
3. A municipal pier on the "World's Safest Beach."
4. An assured water supply for the community.
5. Trees and shrubs planted on both sides of Highway 101 lining the two approaches to Carpinteria. ("Carpinterians" please notice. You can get them free at the Dominique Nurseries, Santa Barbara.)
6. The telephone toll from Carpinteria to Santa Barbara eliminated.
7. Less fog and more sunshine.
8. Larger memberships in the Lions Club and in "Carpinterians."

## WHAT-OF-IT DEPARTMENT

It takes a week to make a ping-pong ball! . . . There are more than 130 thousand nudists now—no wonder there's a cotton surplus! . . . There have been less than ten smash-ups with auto-giros and in every case the occupants of the planes were able to walk away from their disabled ships. . . . It's costing Ben Lebowitz of Arkansas just \$12 per minute to marry Miss Weiss Hermina, Czecho-Slovakia, this morning. The ceremony is being performed by trans-Atlantic telephone. . . . Catherine the Great, Empress of all the Russias, couldn't speak a word of Russian. . . . There are only one and one-quarter pounds of radium known to exist in the world. . . . You can't get kidnaping insurance on your child in America, but you can get it from English companies. . . . Los Angeles' five million dollar hospital is still vacant. They spent so much on the building they haven't the money to furnish and equip it for use. . . . William Jennings Bryan, when Secretary of State, made the mistake of sending an invitation to a naval conference to "The Secretary of the Swiss Navy."

## Governmental Glances

BY ASSEMBLYMAN GEORGE R. BLISS

### 15—FEE-FIRST MEN

IT is very fitting during this holiday season in honor of the great exponent of service, the Teacher of Galilee, that Dr. Nicholas Murray Butler, President of Columbia University should say to us, as told in a recent morning paper, the following, which is so appropriate to

present day economic discussions: "If profit, and profit alone, be the end sought by human effort, then society must reconcile itself to steady disintegration, constantly increasing conflict between individual groups and nations, and eventual destruction."

"It is only when men rise above domination by the profit motive and learn to subordinate profit to service that the social, economic and political orders begin to come in sight of firm foundation and a continuing existence, with peace and happiness assured to the great mass of mankind at least."

And I turn from these remarks of Dr. Butler, written but recently, to the following powerful paragraphs written by John Ruskin seventy years ago. I present it instead of any feeble Christmas-season message I might put on paper, and hope that your editor will put it before you:

"With all brave and rightly trained men, their work is first, their fee second—important always, but still second. You cannot serve two masters; you must serve one or the other. If your work is first with you, and your fee second, work is your master, and the lord of work, who is God. But if your fee is first with you, and your work second, fee is your master, and the lord of fee, who is the Devil. So there you have it in brief terms; Work first—you are God's servants; Fee first—you are the Devil's."

After reading that, we rather conclude that not many present day leaders in finance, industry and government have read Ruskin or have taken him seriously. And listen to this, also taken from Ruskin, and see how pat it is, in view of Senate committee revelations and things we all see around us:

"The money seeker, like Judas Iscariot, doesn't hate Christ, but can't understand Him—doesn't care for Him—sees no good in that benevolent business; makes his own little job out of it at all events, come what will. And thus, out of every mass of men you have a certain number of bag-men—your 'fee-first' men, whose main object is to make money. Money is now exactly what mountain promontories over public roads were in old times. The barons fought for them fairly; the strongest and cunningest got them; then fortified them, and made everyone who passed below pay toll. Well, capital now is exactly what crags were then. Men fight fairly (we will at least, grant so much, thought is more than we ought) for their money; but, once having got it, the fortified millionaire can make everybody who passes below pay toll to his million, and build another tower of his money castle. And I can tell you, the poor vagrants by the roadside suffer now quite as much from the bag-baron, as ever they did from the crag-baron. Bags and crags have just the same result on rags."

"Remember this one great principle—you will find it unfailing—that whenever money is the principal object of life with either man or nation, it is both got ill, and spent ill; and does harm both in the getting and spending; but when it is not the principal object it and all other things will be well got and well spent."

I believe President Roosevelt must have read and imbibed the spirit of John Ruskin. We will pray that he holds on to his idealism, despite the pressure brought to bear by "fee-first" men of business and commerce.

### 16—WORK FOR WOMEN

SEVERAL attempts have been made in the California legislature to limit the employment of women in public service. The most famous of these, was the bill of the flying assemblyman of Ventura county, Dan Emmett, introduced at the 1931 session barring married women from filling public service positions. Teachers, stenographers, and women holding clerical positions under state, county or city governments, rose up in their wrath; and what they did to that bill was a plenty!

Legislation against married women in public office has existed a long

while. I remember, as a boy, that no married women were permitted to teach in Washington, D. C., where I went to school. The objects of such laws, up until recently have been to discourage neglect of the home, and to exclude employees, whose other interests would prevent their giving their government job proper attention and effort.

The present depression, due as many of us believe, primarily to unemployment resulting from the rapid extension of automatic and labor-saving machinery, has strengthened the demand for exclusion of women from commercial, factory and clerical employment.

The new motive back of this strengthened demand is worthy enough, seeking as it does, to put more men to work, in a world in which, believe it or not, the opportunity for many hours of gainful work is being sharply curtailed. Let the women return to the home and domestic pursuits, and let the men have the money earning jobs. Do this, we are told, and the depression will be over.

But will it? If the men complain of lost jobs due to machines, how about the women. Take a bread baking for example. That was once a "domestic pursuit." Not so long ago either. But men, (not the genus homo, but the trousers wearing variety of men) started neighborhood bakeries to make money. Bread mixing and baking machines were invented. Enormous baking establishments with complicated and intricate machinery grew up, almost overnight. Transportation methods made rapid delivery possible over wide areas. Hundreds of thousands of men employees are doing the work that my mother

and countless other mothers used to do Friday night and Saturday morning. Millions of dollars are invested. Put the woman back to home work, and bingo, the bread baking industry is wiped out, and thousands thrown out of work.

But, you say, bread baking was one of those chores which made housekeeping a burden, and women should return to the pleasant, easy type of present day housekeeping. The simple truth is that there is scarcely a domestic activity that has not been stolen from woman by man for the making of profit. Compel women to again assume these labors, and you wipe out the garment industry, the clothing industry, the prepared and cooked food industries, the cafes and restaurants, and the supply houses catering to their needs, the laundries, the clothes cleaning and dyeing industry, interior decorators, and many others that will occur to you.

When it comes to that sacred and all important matter of rearing a family, again we find man encroaching. School policy, largely directed by male leaders, is veering sharply in the direction of care of the children from cradle to maturity. Government nurses help care for babies, the kindergarten takes them over at a tender age. The school hours are lengthened as the years go by; not only are the children educated mentally, but physically, socially, recreationally and every other way, and from rising time to bedtime. The mother and the home, we are told, are not as capable of rearing the young as are the schools and organizations. The children, if left to home

and parents, run wild, and become inferior citizens. There's left just about one function of woman, which man in his desire for financial profit or racial improvement has not taken from the ladies and for which he has not invented a machine or devised an organization; but it may not be many years before we will be reading advertisements of the various biological laboratories, and sending off to one of them a description of the kind of a baby we wish. Or, will they be kept on cold storage at the corner store? Personally, I prefer the old fashioned method.

Let's face the facts. Domestic work has been reduced to an easy routine in the modern farm home, and to little or nothing in the city apartment. What do we expect our women to do? Sit at home and twirl their thumbs all day? Amuse themselves and us? Surely, no man who really respects a woman, believes this should be her lot. Let worthwhile, satisfying employment in public or private position be open to all, regardless of sex. If there is unemployment, it is the result of man's invention and organization. No patent's are issued to women. We've made the problem. Let us solve it by economic planning, shorter working hours, and more proper distribution of wealth and earning power. Not by condemning women to artificial, government enforced idleness.

JUST SAY—"I SAW YOUR AD IN THE CHRONICLE . . ."

## BEAVER'S Meat Mkt.

710 Linden Ave.

Phone 216

A Happy New Year!

TO ALL OUR FRIENDS AND CUSTOMERS!

Before you buy any car at any price.  
... drive the New Ford V-8



Cyril Hartley, Ltd.,  
708 Linden Avenue,  
Carpinteria, California.

75 Santa Rosa Lane,  
Santa Barbara, California

Attention: Mr. Hartley

Dear Mr. Hartley:

As a Ford Dealer you will undoubtedly be interested in hearing about the performance of my 1933 Ford V-8 Cabriolet on a trip we recently made from Illinois to California.

We had our two-year old baby along and consequently could not travel many hours per day, but although we never started before nine in the morning, nor travelled later than four-thirty in the afternoon, we were able to average 350 miles a day for the first five days. Considering the type of roads we were driving over I felt that this was excellent time.

The sixth day we spent at the Grand Canyon and on the seventh, and this is the amazing part of it, we drove from El Tovar Inn, on the South rim of the Canyon to Santa Barbara, a distance of 610 miles, in ten hours and ten minutes, driving time, a little better than a mile a minute.

We left the Inn at nine a. m. Mountain time, and arrived at nine p. m. losing two hours and fifty minutes in stops for lunch, dinner, and difficulty with the Registration Officers at the California border. Our best single hour's run was sixty-nine miles, and our best speed was eighty-four miles per hour.

The roads west of the Colorado River, which we crossed at Needles, were perfect and I put the speedometer needle on 70 and just let it sit there. The roadability of the car at this speed, and the ease with which this pace was maintained were truly remarkable.

Gas consumption for the entire trip was 18.1 miles per gallon, oil 750 miles per gallon, including the drainings.

One other item might be of interest. The temperature at Needles was 104°. There is a grade just west of Needles that rises from 400 feet elevation to 2900 feet in about ten miles. I negotiated this grade with a wide open throttle at 65 miles per hour and was unable to get the heat indicator above the top normal mark. If it were ever going to heat it would have done so right there. I have since taken the Engine Cooling Fan off, as it isn't required in this Coastal climate.

This car is the most completely satisfactory automobile I have ever owned and I don't see how anyone could want, or have any need for a better one.

Very truly yours,

Signed, W. R. BAILARD.

The original copy of this letter may be seen at the office of

Cyril Hartley

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Sales Ford Service

CARPINTERIA

Phone 229





## VERNER'S

CARPINTERIA MARKET

CHAS. D. VERNER — 103 COAST HWY.

WE DELIVER

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We will be CLOSED Monday, January 1st  
NEW YEARS DAY

Special FRI. and SAT., DEC. 29th and 30th.

Auga Caliente Gingerale, qts.	10c
Newmark Gingerale, pts. 3 for	23c
Newmarks Cranberry Sauce	15c
Newmarks Collosal Ripe Olives	22c
Bulk Mince Meat, 2 lbs. for	35c
I-G-A Salad Dressing, qts., 25c, pts., 15c	
White Satin Borax Soap, 3 for	28c
Wool Soap, for Toilet & Bath 6 for	25c
Underwoods Clam Bouillon	17c
Lamb Shoulder Roasts, lb. . .	15c
Pork Sausage, Home Made, lb.	15c
Baby Beef, Plate Boil. Beef, lb	11c
Fresh Cranberries, 2 lbs. . .	25c

ALSO OTHER SPECIALS ON DISPLAY

**I-G-A STORES**

## For Those Track Meet Vitamins



So essential to keeping your youngster healthy these wintry days.

NOTHING REPLACES MILK  
Delivered Fresh and Pure  
12c Per Quart

**Monte Vista Dairy**

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ALL KINDS OF TREE SURGERY

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## THE SEASON'S BEST FOR YOU



Dear Friends:

We extend to you our Heartiest Wishes for a Happy New Year. It is our sincere hope that 1934 will be a successful year to you.

We take this opportunity to thank you for the fine cooperation you have always given us, and want you to know we appreciate the business you have placed with us during the past year.

**TOBEY'S Red & White Store**

Phone 227 . . . . . We Deliver

## Society

### Reunion at Shepard Home

The J. H. Shepard home was the setting for a reunion luncheon of the Lillard family this week, honoring Mr. and Mrs. Jeremiah Lillard and family, of Sacramento, who will spend the holidays here. Those present for the occasion were Mr. and Mrs. W. T. Lillard and family, Goleta; Mr. and Mrs. W. Parsch, Santa Barbara; Mr. and Mrs. W. D. Blair, and family, Ventura; Mr. and Mrs. Otto Helmer, Los Angeles; Mrs. Ella Cowles, Hollywood and Mr. and Mrs. Stanley Shepard and family of Carpinteria.

+ + +

### Cadwells Entertain

Mr. and Mrs. L. B. Cadwell entertained the following at a family dinner on Christmas day: Mr. and Mrs. Harold Cadwell and family, Carpinteria; Mr. and Mrs. F. Newcomb and daughter, Hollywood; Mr. and Mrs. J. L. Conway, Ventura; Mr. and Mrs. C. C. Whitcomb and son, Glendora; Mr. and Mrs. Chas. Edmondson and daughter, San Pedro.

+ + +

### To Be Hostesses At Bridge

Mrs. R. O. Thomas and Mrs. J. H. Shepard will be hostesses at dinner to their bridge club on Saturday evening at the Shepard home. The following are members of the club: Mr. and Mrs. Burchell Upson, Mr. and Mrs. L. I. McGeary, Mrs. Laura Muzzall, Mrs. Daisy Franklin, Mr. and Mrs. C. E. Bailard, Mr. and Mrs. B. F. Bailard.

### STANLEY T. TOMLINSON ATTORNEY-AT-LAW

with  
Carpinteria Realty Company  
111 Coast Highway  
Carpinteria  
Phone 3142

## Season's Greetings

We take this opportunity of thanking the people of Carpinteria Valley for the patronage given during the past year

and

to extend to them our Best Wishes for a

**Happy and Prosperous 1934!**

## JONES . . . the druggist

STUART McMARTIN

## De Troy's

Wish all their friends and customers a New Year of Happiness and Prosperity

LOOK AT YOUR GIFT COUPON  
IF ITS NUMBER IS

**0445949**

Come in and get your  
20-PIECE DRESSER SET  
FREE!

Holder must present coupon before 1 p. m. Saturday,  
or Number 030028 wins

**DE TROY'S**

SOUTH LINDEN AVE.

PHONE 280

### Guests Over Christmas

Mr. and Mrs. Percy Houts had as Christmas guests: Mr. and Mrs. J. H. Holmes, Carpinteria; Mr. and Mrs. Percy Houts, Sr., Mr. and Mrs. E. Houts and Martha Houts, all of Anaheim; and Mr. and Mrs. Clifford Holmes and family of Whittier.

+ + +

### Christmas Guests

The following were the Christmas guests of Dr. and Mrs. J. F. Tubbs: Mr. and Mrs. Ray Barrett of Torrance, Russell Carroll and family of Oxnard and Mr. and Mrs. Andrews and daughter, Carolyn, of Carpinteria.

+ + +

### Entertains Relatives

Herbert Howe entertained his parents, Mr. and Mrs. S. B. Howe, of Long Beach and his brother and sister-in-law, Mr. and Mrs. Milton Howe, of Beverly Hills on Christmas day.

+ + +

### Out Of Town Visitors

Mr. and Mrs. Clinton Farrar and son, of Santa Maria, Mr. and Mrs. E. W. Rennie and family of Buena Park were Christmas guests at the home of Mrs. Carrie B. Martin.

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### Visit in Sandyland

Mr. and Mrs. Butler Coles entertained Mr. and Mrs. Percy Houts, Rebecca Stoddard and Aubrey Crawford at their home at Sandyland last evening.

+ + +

### Family Visits

Mr. and Mrs. J. C. Bailard and daughter, Jean and Jacquie were the guests of Mrs. J. W. Bailard on Christmas day.

## BREVITIES

W. L. Gann of Taft, spent Sunday with the John C. Furby family.

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Miss Rebecca Stoddard spent Christmas in San Francisco with friends.

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Miss Adelaide Smith of Ojai, is a guest at the J. J. Rodriguez home this week.

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Mr. and Mrs. Fred Greenough spent several days in Los Angeles this week.

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Mr. and Mrs. F. L. Smith spent the week-end in Fresno visiting Mrs. Smith's mother.

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Mr. and Mrs. Linn Unkefer spent Christmas with Mr. and Mrs. William Hart in Pasadena.

+ + +

Mr. and Mrs. Norville Dice of Sultana, spent the holidays with her parents, Mr. and Mrs. P. I. Dane.

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Mr. and Mrs. E. F. Pendergast returned Tuesday from Cucamonga where they spent Christmas with her Mr. and Mrs. Paul Adams.

+ + +

Mr. and Mrs. F. J. Bauhaus entertained her parents, Mr. and Mrs. H. W. McCampbell, of Piru, Calif., on Christmas day.

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Mrs. Alma Peterson and Jack Hatfield of Hollywood, spent the Christmas holidays with her mother Mrs. William Goetsch.

+ + +

Mr. and Mrs. John E. Jones spent Christmas week-end with their daughter and son-in-law, Mr. and Mrs. J. F. Fisher, in Los Angeles.

+ + +

Mr. and Mrs. A. L. Treloar of Log Cabin, Calif., are visiting relatives and friends in the valley this week.

+ + +

Mrs. Orval Cohan, her daughter, Myra, and son, John, of Hollywood, spent the week-end with Mr. and Mrs. Dave Cummins here.

+ + +

Mr. and Mrs. Wesley L. Davis at Edith-Marie Davis were the guests of Mr. and Mrs. C. B. Davis last Sunday and Monday.

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The all-day sewing meeting of the Missionary Society of the Community church will be postponed from Wednesday, January 3 to January 10.

+ + +

Mr. and Mrs. Harry Lintz, with Barbara and Bobby Lintz, returned Tuesday from Glendale, after spending Christmas with Mrs. Lintz' parents, Mr. and Mrs. B. O. Freeman.

+ + +

Mr. and Mrs. Jack Stewart of Denver and Mr. and Mrs. Philip Chancellor of Hollywood were Christmas day callers at the home of Mr. and Mrs. Clarence Cadwell and Mr. and Mrs. S. F. Shepard and family.

### Entertains Bridge Club

Mrs. C. B. Franklin entertained members of her bridge club yesterday afternoon.

### Locals Thrilled With V-8 Demonstrations

Thrills aplenty have been the lot of the scores of visitors to the show-rooms of Cyril Hartley, local Ford Dealer, who have been given demonstrations of the new Ford V-8 for 1934, according to Mr. Hartley, head of the local Ford dealership.

"Those who have driven the new cars themselves commented most favorably on its greater power and speed, quicker acceleration, smoother performance and ease of control," said Mr. Hartley. "There is no question but that the new Ford V-8, while basically like the hundreds of thousands of other Ford V-8's now on the roads, is a great improvement over the car of the last two years."

## CHURCHES

COMMUNITY CHURCH  
Rev. Leon Kirkes, Pastor

Sunday school at 9:45 a. m. Public Worship hour 11 a. m. The topic of the sermon will be "The Challenge of 1934." Tuxis Choir at 5:45 p. m. C. E. societies at 6:30. The Annual Congregational Meeting of the Carpinteria Community Church will be held Wednesday evening, January 3. A potluck supper will be served at 6:30 followed by the business meeting of the church, which includes reports from the various organizations and the election of officers. All members of the church are urged to attend.

METHODIST CHURCH  
Rev. C. P. Moore, Pastor

Regular Sunday school and morning worship services. Sermon subject, "How Old Are You?" A New Year theme.

Special evening program beginning at 8 o'clock, subject "Following the birth of the New Year." There will be a radio tune-in on New York at 9 p. m. Chicago at 10 p. m. and Denver at 11 p. m. as the new year advances across the country. Between the radio programs there will be singing and prayer and talks. Following the 9 o'clock radio, G. E. Franklin will speak on "Looking Backward." After the 10 o'clock program W. H. James will speak on "Looking Forward." Following the 11 o'clock program refreshments will be served by the Womens Missionary Society and Young People's Epworth League Department. The closing or "watch night" program will be in charge of the pastor. Closing with the radio program for the Pacific Coast. Everyone welcome. Prayer meeting, Wednesday nights at 7 p. m.

ST. ANDREWS EPISCOPAL  
Coast Highway

December 31 Christmas Service and Holy Communion by the Rev. Mark Erickson, 10 a. m.

ST. JOSEPH'S CATHOLIC

Low Mass and instruction at 8:45 a. m. Christian Doctrine in English and Spanish, Saturday at 2:30 p. m. and Sunday after Mass.

CHRISTIAN SCIENCE SOCIETY  
814 Walnut Street

Services Sunday, 11 a. m.; Sunday school at 9:45 a. m. Wednesday meeting 8 p. m. Reading room open Tuesdays, Fridays, 2:30 to 4:30 p. m. You are invited.

### CHARLES T. HOLLAND FUNERAL DIRECTOR

Funeral Chapel—15-17 East Sola Street  
SEDAN AMBULANCE SERVICE

Member NATIONAL  
SELECTED MORTICIANS

Telephone 4482  
SANTA BARBARA

Oak Wood, per tier **\$6.00**  
Walnut Chunks, per tier **\$3.75**

Coal by the sack or ton

--WE DELIVER--

**SOUTHERN PACIFIC MILLING CO.**

J. C. SMALLING, Local Agent . . . Telephone 218



## Pulliam Market To Close Here Saturday

(Continued from Page One)

the store belonging to F. R. Bacon, then located on the Talmage property a block north of the S. P. station. Finding the building too small for his trade, Pulliam later moved to the Hickey building opposite the Palms hotel on Linden, and was joined in the business by Elmer Pulliam, his son.

"The grocery business has changed considerably during the years I've been in Carpinteria," Pulliam said yesterday. "When I bought Bacon's store it was run on a cash basis—and was practically the only grocery in this district that was."

"At that time Santa Barbara was widely known as a high priced town, drive-in markets were unknown hereabouts and such things as chain stores and cooperative grocers alliances had not yet entered the picture, so that the local field was ideal for a small cash and carry store."

"With the advent of such enterprises as cash markets and cooperative buying, and upon moving into larger quarters where we catered to a larger class of trade, we were obliged to do considerable credit business."

"When we announced, some weeks ago, that we were returning to a cash basis it was with the idea of disposing of surplus stocks and moving to a new field. Carpinteria is already well supplied with high-class groceries and markets, of both the cash and carry and the type that extend credit."

"We feel that the need for our type of store will still be well supplied by local merchants after we leave."

"And we believe that our ex-competitors will benefit, as well as ourselves, by our change."

The local store will close Saturday, and Pulliam's new market will open in Santa Paula on the 18th of January.

THANK YOU!

To the many who have sent their friends to Carpinteria Motor Lodges this past year we wish to express our sincere appreciation. To all, our Best Wishes for a Happy and Prosperous New Year!

Paulsen and David Visel

## ALCAZAR THEATRE

Admission 10c and 25c  
Two Shows Nightly at 7 & 9 p. m.  
Matinee Saturday at 2:00 p. m.

THURS., FRI. & SAT.  
BARBARA STANWYCK  
GEORGE BRENT

—in—

### "BABY FACE"

She loves as furiously as any woman—Forgets as cruelly as any man!

—also—

Mickey McGuire Comedy  
Bosco Cartoon and  
6th Chapter of Serial

★ ★ ★ ★ ★

SUNDAY PROGRAM  
TO BE ANNOUNCED LATER  
★★★★ Curtis Linkey ★★★★★



## CARPINTERIA BRANCH

Coast Highway &amp; Linden Ave

COMMERCIAL TRUST  
SAVINGS ESCROWS  
SAFE DEPOSIT

D. SAFWENBERG  
Manager

SECURITY-FIRST  
NATIONAL BANK  
OF LOS ANGELES

## Locals Lose to Cubs And Win from Fillmore

(Continued from Page One)

field. Each team made 8 hits, but Carpinteria's costly errors handed the fracas to the visiting nine, who played good ball throughout.

The Fillmore Paramours, last minute substitutes for the slated O. ard Aces, gave the palookas—we mean the Merchants—all the business they could handle for eight innings, and were leading until that stanza, when Ol' Massa Simon Legree Dominguez tied the score, 3 and 3, with a two-bagger that scored Volunteen Alonzo from second.

After holding the visitors scoreless during their half of the last inning, Carpinteria slipped back in the win column when Moreno binged to get on first, went to second on a sacrifice and scored from there on Luer's two-bagger over first base. And great was the rejoicing thereof, for 'twas Noel.

Polly escorts his amigos northward to Cabrillo Park in Santa Barbara Sunday to meet the Goleta Athletic Club, and does so with added confidence, due to the fact that, besides his first string battery, Aldrich and Granada, he will have a new outfielder in the form of no less than Mix Van deMark, demon bats-

man and the scourge of the tall grasses.

"I been tryin' to get Mix to sign up for a long time," Polly said in his rich Castilian, "and now that we got him you watch and see how he helps the team's percentage."

## Henderson Gives

### Highlights of Trip

(Continued from Page One)

gion he liked best, Henderson replied with out hesitation, "New England. The towns, small farms and county in general all are tidy, well kept and have an appearance of permanence and contentment that appealed to me."

Henderson, who is something of a veteran when it comes to world's fairs, stated that he was not disappointed in the Chicago Fair because he had had no illusions on the subject.

"It was a fair primarily for young people, between the ages of 15 and 30," he remarked. "It made but little pretense of being a world's fair in the sense of showing the world's goods and how they are raised and marketed, but emphasized the commercial and scientific phases of production and distribution. It was a compilation and exhibit of scientific and manufacturing progress rather than a display of things that

are grown. The buildings, modernistic and somewhat startling to many, held little surprise to Californians who are accustomed to the bizarre, erratic and exotic structures that assault the eye in Hollywood. The fair's gigantic Toyland afforded but a mild interest to people who have eaten their lunches in a huge brown derby, their refreshments in a mammoth ice cream freezer, their dinners in a large pumpkin and their suppers in a Coconut Grove."

Dr. and Mrs. Henderson left Carpinteria on October 14, and arrived home just a week ago last night.

Just say—"I saw your ad in the Chronicle."

AGRICULTURE is PROFITABLE in CARPINTERIA! This office has for sale acreage suitable for all purposes . . .

BEACH FRONTAGE  
TOWN LOTS

HOUSES—Furnished  
or unfurnished

H. C. HENDERSON

Real Estate Broker  
813 Linden Ave., Carpinteria  
Catherine Bailard Humphries  
Salesman

be  
perspicacious—  
USE . . .

Mission

Ice

made from pure, deepwell  
soft water without dan-  
gerous chemicals.

CONSTANT, COURTEOUS  
COMPLETE and CAPABLE  
SERVICE!



--AND SEALED  
IN PARCHMENT  
CAPPED BOTTLES  
for  
YOUR PROTECTION!

Recent Epidemics confirm the assertion--  
"IT PAYS TO BE SURE" in buying MILK!

+ + +

O'Banion Dairy

Phone S. B. 21806

Foothill Road, Carpinteria

## A New Deal for the New Year!

NEW PRICES STARTING TODAY

Ham and Eggs ----- 35c  
Bacon and Eggs ----- 35c  
Homemade Sausage and Eggs ----- 35c  
Ham, 1 Egg and Hot Cakes ----- 35c  
Hot Cakes with Ham, Bacon or Sausage ----- 25c

Potatoes and Coffee Served  
with all orders

Special Rate on Board by the Week

CHARLIE RUTH'S  
T-BONE CAFE

OPEN FROM 5:30 A. M. 'TIL MIDNIGHT

## CHAPALA TOP SHOP

Paul W. Lafler

SPORT, SEDAN AND FRENCH TOPS  
UPHOLSTERING, SEAT COVERS AND CARPETS  
TRIMMING—REPAIRING

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YOU NEVER KNOW HOW GOOD A STEAK CAN BE  
'TIL YOU'VE HAD ONE OF—

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FAMOUS FOR BROILED STEAKS AND CHOPS  
SPANISH DISHES — SEA FOODS IN SEASON

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Chek-Chart Lubrication at Pine Haven Ser. Sta.

## CARPINTERIA REALTY CO.

111 E. State Highway

Phone 3142

THE BEST IN INSURANCE

Now, if ever, you NEED Insurance!

# CONTINENTAL STORES

THURSDAY, FRIDAY and SATURDAY, DECEMBER 28th, 29th and 30th

## GROCERIES

Butter

CHALLENGE  
PER LB.

23c

LA PALOMA  
SOAP

10 for 19c

RINSO

Lg. Pkg. . . 19c  
Small Pkg. . . 7½c

LIFE BUOY  
SOAP

4 for 25c

WALDORF TOILET TISSUE . . . . . 3 for 11c

SANKA  
COFFEE, lb.

39c

ROYAL  
Baking Powder

6 oz. Can . . 15c  
12 oz. Can . . 29c

PEACHES

Large Cans

10c

FORMAY

1 lb. Can . . 17c  
3 lb. Can . . 46c

EGGS

FRESH!  
MEDIUMS  
PER DOZEN

24c

CHEESE

15c lb.

Baker's Cocoa

½ lb. Can . . 10c  
1 lb. Can . . 18c

SARDINES

Continental

5c Each

DOG FOOD  
DOYLES OR MARCO

5 for 25c

OVALTINE  
\$4.00 HOSPITAL SIZE

\$3.09

## MEATS

CUDAHY'S PURITAN

HAM  
per lb. . 16½c

WHOLE OR HALF

LIBBY'S

MINCE MEAT . . . 2 lbs. 23c

LUER'S HYGRADE

LARD, 1 lb. cartons . 3 for 25c

FRESH EASTERN

PORK  
LEGS, lb 12½c

WHOLE OR HALF

SIRLOIN, RIB OR ROUND

STEAKS, lb. . . . . 17½c

ROASTERS—FRYERS

CHICKENS, lb. . . . . 25c

LAMB LEGS

22½c lb.

BEEF ROASTS

Shldr Chk, lb. 11½c

Rnd Bone, lb . 15c

Rump Rst, lb 17½c

Short Ribs, lb. 12c

FRESH FISH

EVERY FRIDAY

STORE HOURS: Week Days, from 8 a. m. to 6 p. m. Closed Sundays. Saturday from 8 a. m. to 8 p. m.