

CARPINTERIA CHRONICLE

READABLE REPRESENTATIVE RELIABLE

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

ANN WAYNFLETE **Owner and Publisher**
115 E. Coast Highway Telephone 4461

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

The Carpinteria Chronicle has been adjudged a legal publication by the Courts of Santa Barbara County

Application for entering as second-class matter is pending.

NO RELIEF IN SIGHT

With the primary election over, we believed that the country would settle down to normal and forget politics to a certain extent until time for the November campaign. Apparently this is not to be the case.

The battle of major importance, of course, is that for the office of governor of our state. The overwhelming vote received by Sinclair on the Democratic ticket was a surprise, and in many cases a shock to a large number of the electors in California. From latest reports Sinclair's nomination has caused civil war in the ranks of the Democratic party, some of the more conservative having openly deserted and gone over to the Republican party.

Governor Merriam received a gratifying majority of the Republican votes of the state, and will receive the undivided support of the Republican party. However, some of the republican constituents appear to be a little undecided as to where the Governor stands in regard to certain forces in the State. There is danger that these votes may swing either to Haight or to Sinclair in the final election.

Haight, whose nomination on the Commonwealth Ticket makes the final race a three cornered one, will no doubt be the unknown quantity in the November battle. It is possible that a certain number of the Republican votes that went to other candidates than Merriam, along with some of Merriam's support may be switched to him. Likewise, many conservative democrats will also give their support to him. Considering these angles, it appears that the election will be a closely contested one and that we are likely to have politics as the main dish of general conversation until the November finals are over.

WHO BEARS THE BURDEN?

It is often said that laborers, including both white collar and hand workmen, have suffered more from depression than have investors, and that most of the burden of hard times has fallen on those least able to bear it. Now recent studies, produced by the National Bureau of Economic Research, decisively destroy this belief. During the years 1930, 1931 and 1932, for which complete statistics have been collected, industrial profits practically ceased to exist. American business did not even break even—it was forced to fall back upon the reserves built up during better times to meet its obligations.

In 1929, for example, business paid out \$81,800,000,000, while earnings totaled \$33,000,000,000, leaving a profit of some \$1,800,000,000. In 1930 expenses paid out exceeded income produced by over \$5,000,000,000. In 1932, the deficit caused by expenses exceeding earnings amounted to almost \$10,000,000,000. No comparable survey has been made for the years since then, but reports that industry has undergone a similar experience.

Both capital and labor have necessarily taken it on the chin during depression, and capital has absorbed most of the losses.

A PRACTICAL WAY TO CREATE EMPLOYMENT

A large number of prominent industrialists, along with an army of public officials and economists, are of the opinion that stimulated residential construction offers the best chance of accelerating the pact of recovery.

Construction is a local industry. The money that is spent goes first to local people—to workers, contractors, building supply houses. Every business in the community is benefited, from the corner grocery to the electric utility. Every pocketbook feels the fattening effect of construction dollars.

"Meet Your Friends at the Ritz"

HOTEL RITZ

813 South Flower Street
LOS ANGELES, CALIFORNIA

ALL ROOMS WITH BATHS
Single, \$2.50, \$2.00, \$1.50
Double, \$3.50, \$3.00, \$2.50, \$2.00

GARAGE IN CONNECTION

WE OPERATE OUR OWN
COFFEE SHOP

SCHOOL DAYS

By DWIG



BREVITIES

Mrs. Clara Davis and her son Robert of Fullerton have moved into the Hebel house on Walnut Street.

Mr. and Mrs. Loren K. Hebel and daughters Mary Alice and Lila Ann, who have spent six weeks visiting in Baltimore, Maryland and Wisconsin are expected home sometime this week.

Mr. and Mrs. Earnest Rennie of Buena Park were the house guests of her mother, Mrs. Carrie Martin last week-end.

Mr. and Mrs. Edward Braley and daughters, Misses Agnes and Doris Braley, Ford Kline and Bob Williams of Santa Barbara were dinner guests Sunday evening of Mr. and Mrs. Gerald Bennett of Oxnard.

Miss Martha Jane Gooding, local teacher, has arrived to make her home with Mr. and Mrs. George Humphreys for the coming school year.

Miss Verita Slaughter returned home last week from a visit in Colorado Springs and other places in Colorado.

Mr. and Mrs. Gordon Sawyer and daughter Rosemary of Hollywood spent the week-end with his parents, Mr. and Mrs. C. R. Sawyer and attended his brother's wedding.

Miss Dorothy Clark, who teaches in the grammar school, has arrived for the school year.

Miss Verita Slaughter, Miss Lua Thurmond, Mrs. Helen Hebel Smith and Mrs. Jack Miller resumed their teaching in the Santa Barbara schools this week.

Mr. and Mrs. Victor Stubbs spent Sunday in Los Angeles attending a cricket game.

Miss Doris Braley had as her house guest for the Fiesta, her college friend, Miss Ruth Karges of Los Angeles.

Mrs. Wade Hamilton, Jr., visited at the home of Mr. and Mrs. Wade Hamilton Sunday.

Mrs. Josephine Nalty of Los Angeles has moved into the Baker house on Eighth street.

Mrs. Alice Beckstead and son, Alan, of Canoga Park visited friends and relatives this week-end and attended the Sawyer-Fennel wedding.

Mr. and Mrs. Raymond Orton of

The Last Word By ANN her column

The next time I have an idea about what I am going to put in this column, I'll keep still about it. I, very foolishly, told the author of "Babbings" I was going to write about the Fiesta and that bright person beat me to it. But I'll still write about Fiesta. I think there should be a new slogan for it; something like, "Three Days' Fiesta and One Week's Siesta." You start out by standing up two or three hours waiting for and watching the historical parade. The parade was well worth seeing, at least the horses with the costumed riders and silver trappings were. I'm afraid some of the "early Americans" would not have been able to stand the trip to California. And I'm still wondering if, in the days where the Americans first came to California, there were such things as horn-rimmed "specs" and "tailor-made" cigarettes. I have my doubts.

And I once heard that children,

fools and "drunks" speak the truth. Standing back of me while watching the parade was a man who had embraced the flowing cup a little too freely. Appeared upon the scene a peanut vender. The "topper" addressed himself to the vender with some vigor, bawling him out in no uncertain terms for commercializing the Fiesta and then turning to the crowd said in a tone of utter disgust, "And to think, peanuts, of all things."

And speaking of commercializing the Fiesta, was I amused at an editorial in a Santa Barbara paper on the subject of how important it is to keep the Fiesta free from such influence. Of course, I suppose the several decorative stands? erected of coarse lumber on State street from which copies of a special Fiesta edition of said paper (It was a good looking number) were sold until the supply was exhausted came under some other head than "Commercial."

Canoga Park visited Mrs. H. Lot Beckstead and daughter, Evelyn, Sunday. Mr. Orton took the part of the Sea Captain in the Fiesta Pageant.

Leonard Kirkes spent the week-end with his parents, Rev. and Mrs. L. C. Kirkes.

Little Miss Jean Baillard is visiting her grandparents, Mr. and Mrs. C. E. Baillard, while her parents, Mr. and Mrs. Willis Baillard, are away.

Mr. and Mrs. L. B. Cadwell have returned to their home after having visited friends and relatives in the southern part of the state for several weeks.

Mr. and Mrs. A. Venegas of Ojai spent the week-end as guests of Mr. and Mrs. George DeTroy and attended the Fiesta.

Mr. and Mrs. Raymond Botello, Mr. and Mrs. Vincent Botello and little daughter, Blanche, all of Hollywood were over Sunday guests of Mr. and Mrs. M. A. Botello.

Mr. and Mrs. C. C. Heltman and daughter Margaret are spending the week with relatives in San Diego.

Mr. and Mrs. A. Christensen and Mr. and Mrs. H. Baldwin of Fillmore were guests of Mr. and Mrs. George DeTroy on Sunday.

The Mariners attended the Yacht Club meeting Monday evening in Santa Barbara, the purpose of the meeting being to award trophies to the

Moon Boat Race winners. Mr. Tom Crawford gave a talk on Emergencies at Sea.

Mr. and Mrs. Edward Cook and two sons of Los Angeles have been camping at Carpinteria beach for the past two weeks.

Mr. and Mrs. B. J. McKenzie returned Tuesday from San Francisco where they had been on business, making the trip by air.

Members of the Local Home Center unit will meet for a picnic tomorrow noon at Cerca del Mar. The members have been asked to bring handwork to occupy the afternoon, and Miss Nancy Folsom will contribute ideas for gifts from her sample book.

Dr. and Mrs. William J. Mellinger and daughters Margaret and Eleanor of Santa Barbara and their guests Marshall and Sheridan Atkinson of Modesto joined the Bliss and Shorkley families Sunday for a beach picnic, and were afterward entertained at the Bliss home.

Mr. and Mrs. L. B. Cadwell have returned to their ranch home after visiting with their daughters in and near Los Angeles.

Mr. and Mrs. S. H. Romero and family spent the week-end in Hollywood with her mother, Mrs. J. D. Harmon.

Miss Eloise Mays has arrived from her home in Missouri to resume her

YOUR CHILD AND THE SCHOOL

By Dr. ALLEN G. IRELAND
Director, Physical and Health Education
New Jersey State Department of Public Instruction

A Code for Child Health

While the industrial codes we read about may come and go, be popular or unpopular, a code for child health will always be a requisite of successful parenthood. Let us review the elements out of which such a code should be made.

I believe most parents would list first: the quart of milk daily, taken in different forms; two or more vegetables, with at least one the green leafy variety daily; some fresh fruit; meat, fish and eggs; and bread and butter.

The amount of sleep is important; restful, quiet sleep. The young child should have an afternoon rest in addition. Fresh air and sunshine must be in the health budget in liberal allotments. And the diminished sunshine of winter calls for one of the fish liver oils as a regular item in the code.

Be sure that the child's right to playtime is honored. Let nothing interfere with this natural heritage. Permit some time every day when the child may do as he pleases. Consider seriously the annual health examination by your family physician and dentist. Inure against smallpox and diphtheria. There are the routine daily health habits such as cleanliness and elimination to be added to the code. Finally do everything possible to bring happiness to the child and to make him feel secure and safe. Give him companionship; laugh with him; encourage his confidences.

Next week Dr. Ireland will write about Health Protection.

CHURCHES

COMMUNITY CHURCH
Rev. Leon Kirkes, Pastor

The Sunday School will meet at the usual hour, 9:45. We are all back from our vacations. Let us now return to our places in the Sunday School and Church.

The Public Worship service will be at 11 a.m. It will be a Communion service. The topic of the sermon will be: "Let Us Study to Be Quiet." These are hectic days. We are riding our hobby-horses at full speed, forever moving and never getting anywhere. Suppose we take a little time off to read, to think, to listen—to God. He does not speak in the thunder or the earthquake so distinctly as in the "Still, small voice."

Dr. Kirkes will be heard over KDB Tuesday morning at 7:30.

METHODIST CHURCH
Dr. C. P. Moore, Preacher

The regular Sunday school and worship services. We will be happy to welcome our Superintendent after his journey to the east.

The morning sermon subject will be "Orthodoxy" by the Pastor.

A very interesting combined evening service at 7:30. Ralph Wood will be in charge and has a very fine program in mind.

Our vacation days are at a close and with the resumption of school days we are expecting to welcome our folks, old and young, at these services.

The Woman's Missionary Society will meet in regular meeting on Friday 7th inst.

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.

ST. ANDREWS EPISCOPAL
Coast Highway
Members of the Carpinteria congregation are asked to attend the Church of All Saints By the Sea, in Montecito, temporarily.

ST. JOSEPH'S CATHOLIC
Msgr. Jose Gutierrez
Mass at 6:30 and 9 a.m.

work at the grammar school. She was accompanied by her mother who will spend the winter here.

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

'mando's'

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

12 Miles South on the Rincon Phone Ven. 26222

Lillians' Beauty Shoppe

BACK TO SCHOOL SPECIALS

OIL PERMANENT WAVE \$1.95
MARROW OIL SHAMPOO AND WAVE75

This Is Just What Your Hair Will Need If It Is Dry From Sun and Salt Water

PHONE 3533

Society

UNITARIAN CHURCH SCENE OF WEDDING

The Unitarian Church in Santa Barbara was the setting Sunday afternoon at 4 o'clock for the wedding of Miss Virginia Fennel, only daughter of Mr. and Mrs. J. D. Fennel of Santa Barbara, and C. Robert Sawyer, son of Mr. and Mrs. C. R. Sawyer.

Dr. Berkeley Blake, pastor of the church, performed the ceremony before a large group of relative and friends.

The bride, given in marriage by her father, had as her only attendant, Miss Wanda Harris of Ojai. Dennison Baylor served as best man.

On returning from their honeymoon in northern California they will make their home in the Sawyer cottage on North Linden Avenue.

Those attending the wedding were: Mr. and Mrs. Clarence Sawyer, Mr. and Mrs. Gordon Sawyer and daughter Rosemary, Mr. and Mrs. John C. Gottschall and daughter Eleanor Lee, Mr. and Mrs. Harbron Morris, Mr. and Mrs. Phil Dane and daughter Carol, Mr. and Mrs. Rolland J. Ogan and son Reg, Mrs. Lucie Treloar, Mr. and Mrs. Carey Demaree, Mr. and Mrs. Stuart McMartin, Mrs. Arvesta Rystrom, Gilbert Martin, Arnold White, Francis Hebel, Bruce Heltman and Cecil Talmage.

GUESTS ENTERTAINED WITH PICNIC

Mrs. Helen Moore Alexander and a group of friends from Los Angeles motored to the home of Ben D. Moore and Miss Ariana Moore Sunday, and were joined by Mr. and Mrs. R. E. Moore and daughter Rosalind at a picnic dinner. The guests included: Mr. and Mrs. Durward Swinnerton, Mrs. Hickman, Mrs. Geneva McKane, Mrs. Ann Leydencker, Miss Gertrude Mendenhall, Miss Susan Otto, Miss Frances Richardson and Captain Roberts.

REGINALD OGAN HOST AT INFORMAL DANCE

Reginald Ogan was host to a group of friends at an informal dance last evening, entertaining at the Woman's club. His guests included the Misses Doris Demaree, Elizabeth McKenzie, Jacque Bailard, Arleen Thurmond, Ruth Bliss, Claire Thurmond, Mildred Young, Jean Shorkley, Lucy Upson, Iva Walsh, Mary Shorkley, Rosamund Upson, Margaret Bailard, Bar-

BABBLINGS

By A. BROOK

Now that the curtain has once again been rung down on the Santa Barbara Fiesta we can all resume our normal mode of living. As you all know the Fiesta is a period of three days wherein the city is given back to the early Californians to do with as they please. (And do they have fun?) The following Monday morning the folks from Iowa and other foreign states take up the reins of ownership

and the old Spanisners retire for another twelve months siesta. As for the Fiesta itself all that we can say is that if you enter into the spirit of the thing you can have a swell time and a beautiful headache. (We had a peach.) Like many others, to us the parade is the most interesting off all the events augmented by the perfectly marvelous horses. Those aborigines who lead off in the main event certainly look the part, but we do think that the coloring was a little high in spots. Indians or not, however, we still think that a good hot bath would add to their attractiveness even though it might detract from the original idea.

We dropped into a place up town for an aperitif or two and from the looks of things everyone had about the same thought at the same time. In a room about the size of a 40 and 8 there must have been a thousand thirsty souls, more or less, and it was worth your life to get caught within the vortex around the service bar. We didn't mind this so much until some caballero conceived the brilliant idea of riding a horse in at which time we inadvertently happened to have one foot hanging out in the traffic lane. From the way our left foot feels that horse must have weighed a ton. As a general thing we don't mind a drink with anyone from a hobo to the Prince of Wales, but when it comes to having one with a horse and the horse standing on our foot,

well, we just aren't crazy about it that's all. From bystanders who apparently were out of town visitors to the Fiesta we gathered the impression that the thing as a whole was very well received. We have had the good fortune to view the Fiesta parade several years and naturally the sameness of each year is obvious. But after all the historical end of the pageant must be preserved, which necessitates the repetition of the different sections. (And ain't that fancy writ'n')

Not to bore you longer with past history we wish to call your attention to the first two or three issues of this column in which mention was made of a tomato. If you will remember we were offering a prize for the best answer to the question, "WHY IS A TOMATO?" To date we have received only three answers, all since the aforementioned Fiesta folded up. In as much as all three answers are alike we call all bets off, we cannot make payment with this perfect evidence of collusion among the participants. To expose this unfairness we herewith publish the answers and know that you'll all agree. The answers were: "To make into juice and serve ice-cold following a Fiesta, you darn fool." Personally we say "amen."

Robert Clarke of Los Angeles spent the week-end with his aunt Mrs. John D. Fuller. Mr. Clarke expects to sail next Sunday from San Pedro for New York, going on to Harvard where he will study this winter.

MRS. THURMOND ENTERTAINS BRIDGE CLUB

Mrs. Frank Thurmond entertained the members of her bridge club at luncheon Monday at her home on Holly avenue. Her guests were: Mrs. Richard Morris, Mrs. Jesse M. Hawley, Mrs. Nelson F. Smith, Mrs. John W. Dorrance, Mrs. H. C. Henderson, Mrs. C. R. Bowen, Mrs. D. A. Carton, Mrs. Jerome F. Tubbs, Mrs. David Safwenberg, Mrs. Joseph Schweizer and Mrs. Harbron Morris.

BEAVER'S Meat Mkt.

710 Linden Ave. Phone 216

QUALITY MEAT AT REASONABLE PRICES

Fresh Dressed Poultry -- Fish on Fridays

SHELL MARTIN RADIO SERVICE

ANY RADIO EXPERTLY SERVICED OR REPAIRED

Phone 233 709 Linden Ave.

Announcement Cyril Hartley, Ltd.

AUTHORIZED



708 Linden Ave.

Phone Carpinteria 229

Has Been Appointed
AN OFFICIAL GARAGE
For Emergency Service to Members of the



AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA

Calls for Service May Be Made at Any of the Following Telephone Numbers:

Business Hours: Carpinteria 229
Mechanic's Phone 3323
Cyril Hartley Residence Phone Carpinteria 3882

FULLY EQUIPPED TO PROVIDE EMERGENCY SERVICE AND TOWING FACILITIES DAY OR NIGHT

CHARLES T. HOLLAND FUNERAL DIRECTOR

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

Member NATIONAL Telephone 4482
SELECTED MORTICIANS SANTA BARBARA

CARPINTERIA REALTY CO.

111 E. State Highway Phone 3142
THE BEST IN INSURANCE

Now, if ever, you NEED Insurance!

HOT WATER AND LOTS OF IT



if YOU USE AN AUTOMATIC GAS WATER HEATER

Hot water... instantly... any time... is at your command with a natural gas automatic storage water heater. With natural gas, the water heats quickly and at very low cost.

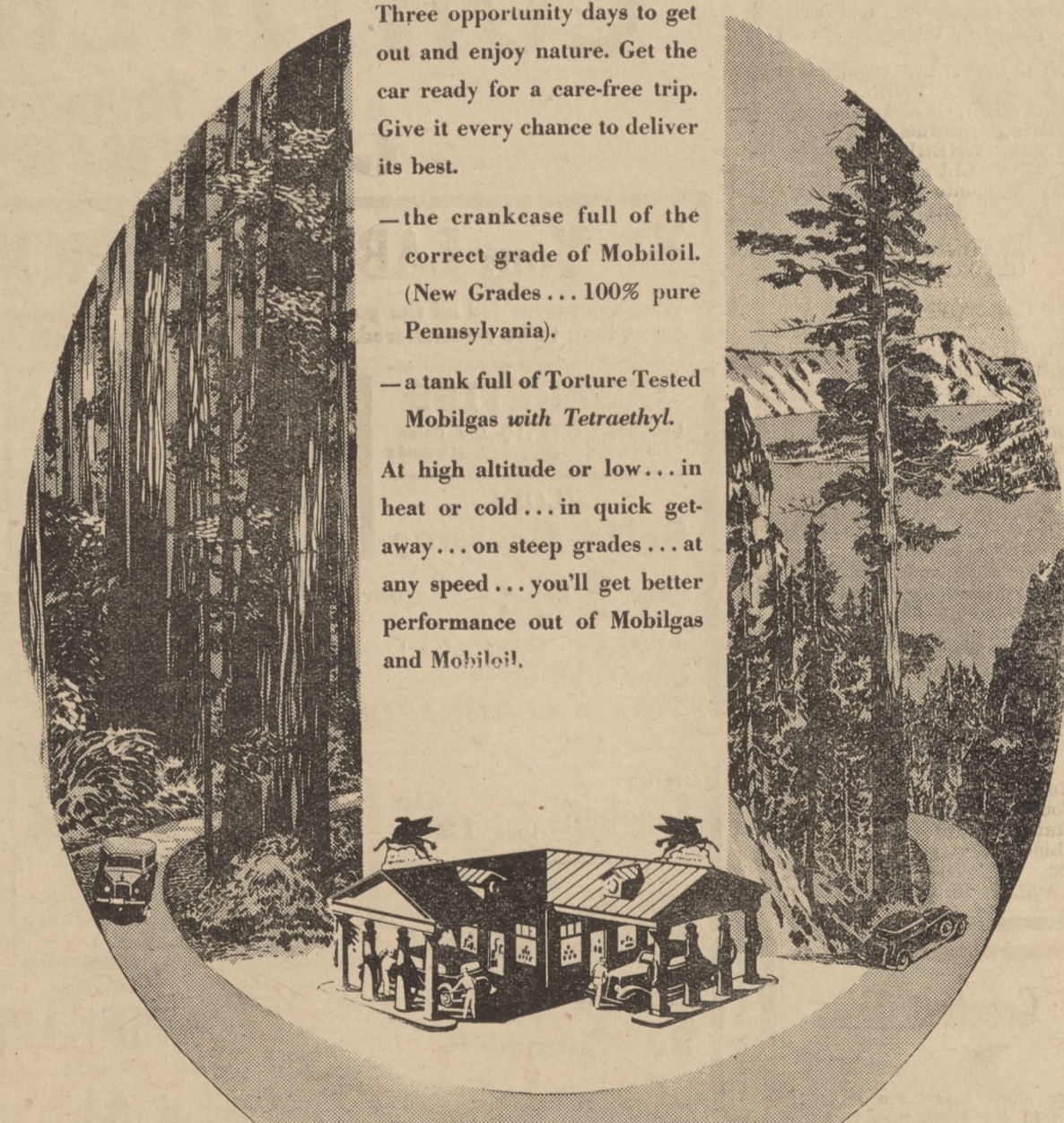
These modern gas water heaters of approved types cost less and entail less fuel expense than any other automatic types.

Consult your merchant plumber... dealer... or gas company for cost estimates... trade-in allowances (on present equipment)... and low purchase terms.

inexpensive with Natural Gas - lowest in cost of all practical fuels

SOUTHERN COUNTIES GAS COMPANY

Holiday ahead



Three opportunity days to get out and enjoy nature. Get the car ready for a care-free trip. Give it every chance to deliver its best.

—the crankcase full of the correct grade of Mobiloil. (New Grades... 100% pure Pennsylvania).

—a tank full of Torture Tested Mobilgas with Tetraethyl.

At high altitude or low... in heat or cold... in quick get-away... on steep grades... at any speed... you'll get better performance out of Mobilgas and Mobiloil.

Mobilgas with TETRAETHYL

Buy where you see the red flying horse.



COMPANION TO...

Mobiloil

—World's largest selling motor oil. New grades 100% pure Pennsylvania

GENERAL PETROLEUM CORPORATION — A SOCONY-VACUUM COMPANY

