**Fourth Plans Complete;**
**Parade Starts at 2:00 p.m.**

Plans have been completed for Carpinteria’s Fourth of July Celebration sponsored by the Chamber of Commerce and the American Legion which will include a child’s parade and a fireworks ex-
hibition and street dancing at the beach.

The Children’s parade, which is sponsored by the American Legion Auxiliary, will begin at 2:00 p.m. Children are asked to assemble at the entrance to the Post Office at 1:30 at which time they will be given tickets enti-
ifying them to free hot dogs fol-
lowing the parade. The line of march will be from school, down Linden Avenue to the Beach where the judges will an-
nounce the winners of the bakers and prizes. All children residing in the Valley or visiting Carpinteria, un-
er the age of 16, are invited to participate in the parade, the only requirement being that they be in appropriate costume.

**GUN CLUB IN FIRST PLACE IN NATIONAL SHOOT**

Carpinteria Gun Club officials have been notified from Washington, D. C., that they stand in first place in the National Matches.

Carpinteria Gun Club, submitted the low bid of $91,900 for the building. Barring last minute changes in his tentative plans to the Court House immediately after this year they will be per-
manently banned from the county.

**LOCAL SPELLEBS TO GO ON AIR WED. EVENING**

Dinner will be served by the after this year they will be per-
manently banned from the county.

**Santa Barbara to Have Three Day Celebration**

J. E. Hutton is CHAMPION OF CRIBBAGE CONTEST

The Community Cribbage tour-

**LION’S CLUB HEARS TALK ON D. A. R.**

**FLAMINGO**

was given to the Westco Construc-
tion Company of Los Angeles who for approval which delayed the PWA officials had officially ap-
**CONSTRUCTION OF GUN CLUB BUILDING**

Tentative plans include a visit to Camp Drake where they will cruise over the 400 acres of Treas-
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Santa Barbara is planning a gala three day holiday celebration over the Fourth which will open Sat-

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The Churches

Carpinteria has a number of Churches, whose pastors and members are glad to welcome you to their services.

CHRISTIAN SCIENCE SOCIETY

Christian Science Society, Carpinteria, an offshoot of Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts, meets at 1:30 o'clock, Monday, Wednesday, and Saturday at 2:30 and 4:30 o'clock.

A reading room is maintained in the building, open Tuesday afternoons (holidays) from 2:30 to 4:30 o'clock.

The words of the Prophets, "We will rejoice in thy salvation," is in our name and in the name of our God we will set up our banners," are the Gold Text in the Lesson-Sermon or "God" on Sunday in all Churches of Christ, Scientist.

A Scriptural selection in the Lesson-Sermon on Sunday morning from Matthew: "Then was Jesus led up of the spirit into the wilderness to be tempted of the devil. Again, the devil taketh him up into a high mountain, and sheweth him all the kingdoms of the world, and the glory of them. And the devil saith unto him, All these things will I give thee, if thou wilt fall down and worship me. Then saith Jesus unto him, Get thee hence, Satan: For it is written, Thou shalt worship the Lord thy God, and him only shalt thou worship." (Matthew 4:9-10)

One of the passages from "Science and Health" the Mother of all Scriptures," by Mary Baker Eddy, states: "We lose the high significance of life and duty in the admission that God, or good, is transcending or ransoming power, or power is at hand, and all material is available. He has a salvation that is able, pure and true, to enter in fully to his fellowship."

Wednesday Evening: Prayer and Bible study, "Heb. 13." A deep spiritual blessing has manifested itself in our fellowship, and we have witnessed many answered prayer requests.

Hatt Lloyd's Finest

Lloyd Nolan's performance in Paramount's "Hunted Men," in which he portrays a gangster who hides out with a respectable family, will be shown daily from 11 a.m. to 8 p.m. This picture is sponsored by the U.S. Government to promote economic independence, and we want to see all our citizens that their one uninvadable field—that of motherhood. They have issued a declaration that the immediate relief plan is effective there and all our citizens have been called upon to sustain the "baby strike" dictated merely by a desire for the spectacular.

A light touch to the feminine strike news is shown in reports that Chicago mothers, who have tired of seeing their children at the door of their homes, prove costly in the long run. Since deputies who regularly cover Carpinteria have a beat that extends to Carpinteria properly sixty miles from here, there is a chance that sufficient money could be saved on mileage to pay the salary of a deputy sheriff in this end of the county. Aside from that is the certainty of the fact that this will be a far heavier burden to the treasury of the County in view of the high valuation of property and it would seem only right that adequate protection be furnished from these funds.

Other factors to be considered include the fact that Carpinteria does have quite a large Mexican settlement which occasionally "blows of steam, much to the damage of some of its residents before officers can reach the scene of the disturbance."

The heavy influx of tourists during the summer season calls for better protection during that period. But probably the most important reason for stationing a deputy in Carpinteria is the fact that the town is located on the eastern boundary of the County and is one of those places which he portrays a gangster who hides out with a respectable family, will be shown daily from 11 a.m. to 8 p.m. This picture is sponsored by the U.S. Government to promote economic independence, and we want to see all our citizens that their one uninvadable field—that of motherhood. They have issued a declaration that the immediate relief plan is effective there and all our citizens have been called upon to sustain the "baby strike" dictated merely by a desire for the spectacular.

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Fair to number one position in the United States this year.

New major buildings, new grounds and selection of nationally-known talent for the entertainment program, are some of the developments that are coming to sky-rocket the California State Fair. Secretary - Manager Robert H. Harker told of county participations which insures America's greatest agricultural show and of contracts on entertainment that will bring top-ranking talent to the Fair.

Fred H. Bixby, a director and chairman of the Livestock committee was host to the board. New major buildings being rushed to completion are Merriam assembly hall, dairy products, administration headquarters and an extension to the grandstand. The federal government is assisting through W.P.A. projects.

Season passes were given to Mr. and Mrs. Frank R. Brett, first couple to wed on Treasure Island, site of the 1939 Golden Gate International Exposition.
TRAVELING FIELD COMES TO HALT

Santa Paula—The collapse of a hayfield on the Achill Melkonian farm near Somis, Ventura County, that dropped nine feet June 27 has moved only a few inches since then, R. E. McConnell, project manager for the Soil Conservation Service stated today.

Howard G. Gabbert, soil technologist for the Service, reports on the field that an immediate investigation that a wax-like shale formed a lubricated surface over which the first and one-half acre of field has slid. The sixty-foot deep Puerta Zuela gully that bordered the field removed the support for the earth mass. An age-old fault line also was a contributing factor in causing the field to drop.

Gabbert explained, "Long before the gully was formed, the area was subject to earth movement that created a fault zone. A dense clay shale was faulted against a lubricated shale, and the water in causing the field to drop."

"This mass, overlain with a deposit of capillary dry, saline deposit, remained relatively care for thousands of years until man upset the balance by clearing and culti­ vating the adjacent watershed slopes without protecting the land from soil erosion."

"These practices eventually led to the formation of the Puerta Zuela gully that has caused the loss of 50 acres of valuable farm land. Starting as a small gully, it cut into the alluvial mantle, finally cutting down into the shale deposits, causing the removal of the existing support from an already weak geologic structure."

"Moisture has apparently been accumulating in the shale zone for a long period of years. When thoroughly wetted, this shale became wax-like and highly susceptible to slipping. It is quite possible that the recent heavy rains affected the formation in two ways. Additional water filtered down into the already partially lubricated shale, and the water taken up by the overlying mass added sufficient weight to touch off the trigger that produced the slipping."

"The entire mass moved out as a unit. Each end of the lower toe was thrust out over the sandstone beds. These sandstone beds were not disturbed."

"In intervening phases, the wax-like shale layer was deeper than the gully bottom, and the movement caused the channel to bulge upward some ten or fifteen feet. The upper part of the field broke away from its original position, dropping ten feet to as far as 100 acres of valuable farmland."

More than twenty acres of a four and one half acre hayfield were wrapped for the Red Cross. Other fields in the vicinity are expected to be affected soon.

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HERE'S COOL COOKING

WITH THIS NEW ELECTRIC 'AUTOMA'LE

It will do all your cooking from soup to dessert

A complete meal for 8 to 10 people can be prepared in this new automatic electric range, yet it occupies only two feet of space. It keeps your kitchen cooler, too, and reduces the fatigue of preparing meals in the summer months. Automatic heat control eliminates pot-watching. Get your Automatic now and you get a sturdy, steel table ($4.95 value) finished in beautiful Dulux...absolutely free. Two big values for one low price—$24.95. Only $2.95 down, one year to pay balance. Broiler-gripper unit for broiling, frying and toasting—$4.95 extra. Enjoy cool, comfortable cooking this summer, and many years to come. Get your Automatic now.
**PLACING INJURED PERSONS IN CAR DANGEROUS**

Several times during the past year well-maintained highways in the vicinity of Carpinteria have picked up victims of motor accidents, placed them in private cars and rushed them to a doctor or hospital for treatment. And were quite surprised when informed that this procedure should never be followed except in rare cases.

That many motorists in the state are aware of the dangers of such practices is shown by the following question and answer sent out by Chief E. Raymond Cato of the California Highway Patrol.

Q.—In Marin County I arrived at the scene of an accident and found a lady lying on her back, bleeding profusely, but breathing. A bystander discouraged me taking her to a hospital, in my car, in an attempt to save her life. I insisted we wait for the Highway Patrol Officers. I wish to know: Under these circumstances, what is a motorist to do, leave the person to die or take them to a hospital? H. K.

A.—This question is of greatest importance to all motorists. The bystander was right. Only in extreme cases when a physician or emergency be present. In first aid cannot be present should a victim be seriously injured in the care of physicians, the American Red Cross Society and others who know the extreme danger attending such matters. Then the greatest possible care should be used. If the victim be placed on the back seat of a car, death is possible. In most places a physician can be reached who can advise what to do until he arrives.

The reason it is not advisable for anyone to handle injured people is that we find because of their lack of knowledge in handling extreme cases, resulting from highway accidents, they many times cause the injury to be worse. A broken bone may be moved, the patient to bleed to death. This is just one example. There are hundreds of possibilities or more severe a blood vessel and cause death or take them to a hospital? H. K.

The filing of tariffs by all major common carriers classically follows the decision of the Supreme Court of the State Railroad Commission of California denying the petitions of the Southern Pacific and Pacific Greyhound for a review of the order of the State Supreme Court, whose action. Almost simultaneously the major carriers met the Santa Fe’s rates, with the result that lower fares and improved service appear to be an early prospect.

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**THE CARPINTERIA CHRONICLE**

**PAGE FIVE**

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(>Policy Advertisement)

**DR. J. B. LAPE**

**JUDGE — A. B. BIGLER**

**Incumbent**

**CANDIDATE FOR JUDGE SUPERIOR COURT**

**NEW LIFE**

**MONTE VISTA DAIRY**

PHONE 3441 — CARPINTERIA, CAL.

**DAR**

**W. tho SCHWARTZENBERG**

**STEAMSHIP — AIRPLANE — HOTEL RESERVATIONS**

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Your Hollywood Correspondent Reports...

Martha Raye took over the La Cologne job in "Tropic Holiday," in which she is to be seen with Bob Burns, Ray Milland and Dorothy Lamour. Randolph Scott, who recently finished "Jezebel" opposite Joan Bennett in "The Texas," is off to Universal for a part in "Road to Reno." Harold Lloyd is going to take his family to a "preview" of the Golden Gate Exposition following a preview of his new Paramount film, "Pony, Beware!". Dorothy Lamour, who has been threatening to cut off her precious long locks, walked on the "Spawn of the North" set with a belt. But just as the horrified Henry Hathaway was reaching for a telegraph to call Adolph Zukor, Dorothy pulled off a wig. She's still a "longy". Bing Crosby, Fred MacMurray and Don and O'Connor, who spent a lot of their time during filming of "Sing You Sinners" race scenes at Santa Anita track, are planning a day tomorrow around the New Hollywood Park oval. William A. Wellman, director-producer of the Technicolor epic of aviation, "Men With Wings," took Penny Forbes of age to treat the players in week... but keyholders will be let down today, they learn Penny is only 1 year old... she plays Louise Campbell's and Fred MacMurray's daughter in "Men With Wings," is the backmost of big names on any Hollywood lot. There are 18 besides Ronald Colman, Cary Grant, Ethel Merman and Frank Capra in the picture... Akin Thomas is going to take two weeks without sight of celluloid or makeup he says, between his current feature, "Sparen in the North," and "Union Pacific," in which Cecil R. De Mille will work on next month... Dorothy Lamour is starting her packing for that trip to visit the mid-west following the "Tropic Holiday" premiere... Mrs. Jeanne Colbert is taking the same route through Europe which her daughter, Claudette Colbert, covered. Claudette is back in Hollywood to start work in "Midnight" within a few weeks... Colin Tapley is working on two pictures—"Beulah" and "If I Were King"... John Howard, Reginald Deny and R. E. Clive estimates that they have added several hundred words to their vocabulary during the four "Bulldog Drummond" pictures... they are continuing their word game between scenes of "Bulldog Drummond in Africa"... .

Poteos

Kitty Kelly, who plays a leading dramatic role in Paramount's Technicolor cavalcade of the air, "Men With Wings," also is a poetess, and has won wide acclaim for her "I and Now," written while she was on the New York Stage.

Chronicle Want Ads bring results...

Tyrone Power, Alice Faye and Don Ameche now appearing on the screen at the California Theatre in "In Old Chicago," which is on the same program with "A Trip To Paris" featuring the Jonas Family of big names on any Hollywood lot... there are 18 besides Ronald Colman, Cary Grant, Ethel Merman and Frank Capra in the picture... Akin Thomas is going to take two weeks without sight of celluloid or makeup he says, between his current feature, "Sparen in the North," and "Union Pacific," in which Cecil R. De Mille will work on next month... Dorothy Lamour is starting her packing for that trip to visit the mid-west following the "Tropic Holiday" premiere... Mrs. Jeanne Colbert is taking the same route through Europe which her daughter, Claudette Colbert, covered. Claudette is back in Hollywood to start work in "Midnight" within a few weeks... Colin Tapley is working on two pictures—"Beulah" and "If I Were King"... John Howard, Reginald Deny and R. E. Clive estimates that they have added several hundred words to their vocabulary during the four "Bulldog Drummond" pictures... they are continuing their word game between scenes of "Bulldog Drummond in Africa"... .

Loberon Theatre

Your Hollywood Correspondent Reports...

Martha Raye took over the La Cologne job in "Tropic Holiday," in which she is to be seen with Bob Burns, Ray Milland and Dorothy Lamour. Randolph Scott, who recently finished "Jezebel" opposite Joan Bennett in "The Texas," is off to Universal for a part in "Road to Reno." Harold Lloyd is going to take his family to a "preview" of the Golden Gate Exposition following a preview of his new Paramount film, "Pony, Beware!"). Dorothy Lamour, who has been threatening to cut off her precious long locks, walked on the "Spawn of the North" set with a belt. But just as the horrified Henry Hathaway was reaching for a telegraph to call Adolph Zukor, Dorothy pulled off a wig. She's still a "longy". Bing Crosby, Fred MacMurray and Don and O'Connor, who spent a lot of their time during filming of "Sing You Sinners" race scenes at Santa Anita track, are planning a day tomorrow around the New Hollywood Park oval. William A. Wellman, director-producer of the Technicolor epic of aviation, "Men With Wings," took Penny Forbes of age to treat the players in week... but keyholders will be let down today, they learn Penny is only 1 year old... she plays Louise Campbell's and Fred MacMurray's daughter in "Men With Wings," is the backmost of big names on any Hollywood lot. There are 18 besides Ronald Colman, Cary Grant, Ethel Merman and Frank Capra in the picture... Akin Thomas is going to take two weeks without sight of celluloid or makeup he says, between his current feature, "Sparen in the North," and "Union Pacific," in which Cecil R. De Mille will work on next month... Dorothy Lamour is starting her packing for that trip to visit the mid-west following the "Tropic Holiday" premiere... Mrs. Jeanne Colbert is taking the same route through Europe which her daughter, Claudette Colbert, covered. Claudette is back in Hollywood to start work in "Midnight" within a few weeks... Colin Tapley is working on two pictures—"Beulah" and "If I Were King"... John Howard, Reginald Deny and R. E. Clive estimates that they have added several hundred words to their vocabulary during the four "Bulldog Drummond" pictures... they are continuing their word game between scenes of "Bulldog Drummond in Africa"... .

Poteos

Kitty Kelly, who plays a leading dramatic role in Paramount's Technicolor cavalcade of the air, "Men With Wings," also is a poetess, and has won wide acclaim for her "I and Now," written while she was on the New York Stage.

Chronicle Want Ads bring results...

Tyrone Power, Alice Faye and Don Ameche now appearing on the screen at the California Theatre in "In Old Chicago," which is on the same program with "A Trip To Paris" featuring the Jonas Family of big names on any Hollywood lot... there are 18 besides Ronald Colman, Cary Grant, Ethel Merman and Frank Capra in the picture... Akin Thomas is going to take two weeks without sight of celluloid or makeup he says, between his current feature, "Sparen in the North," and "Union Pacific," in which Cecil R. De Mille will work on next month... Dorothy Lamour is starting her packing for that trip to visit the mid-west following the "Tropic Holiday" premiere... Mrs. Jeanne Colbert is taking the same route through Europe which her daughter, Claudette Colbert, covered. Claudette is back in Hollywood to start work in "Midnight" within a few weeks... Colin Tapley is working on two pictures—"Beulah" and "If I Were King"... John Howard, Reginald Deny and R. E. Clive estimates that they have added several hundred words to their vocabulary during the four "Bulldog Drummond" pictures... they are continuing their word game between scenes of "Bulldog Drummond in Africa"... .

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Chronicle Want Ads bring results...

LOBERO THEATRE

Phone 3717-

6 Performances, Aug. 7, 8, 9, 10, 11, 12 Arthur J. Beckhard Presents The Wiman-Selwyn Production VICTOR MOORE In The

N. T. Comedy Smash Hit

"On Borrowed Time" With Guy Bates Post Songs. New for All Performances Gala Opening Night: $5.50, $5.30, $2.20, $1.10 Thereafter: $3.30, $2.20, $1.65, $1.10, $.90, $3c, $.50 Including Tax Lobero Membership Coupons Accepted

THINGS TO WATCH FOR—

A Primitive candy which releases hydrogen peroxide to free the mouth of germs... Combination mirror, lipstick and flash light so that women can "mak up" in the dark... A fountain pen equipped with a roller blister concealed inside the cap... Vacuum cleaner which heats the rug before sweeping up the dust... A roller dryer which operates on the face like a lawn mower goes over the face... A chemical solution which acts as an invisible "third skin" for hands to protect them against oil, hale, grease or dirt... A new kind of posture foundation summer-clad" called corseting which can be washed with water and soap.

Your printing orders will be well done and appreciated at The Chronicle office.

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ON SALE

July 3 - 4

A COMPLETE DISPLAY

FIREWORKS

PINE HAVEN AUTO COURT

Next to Safeway Store

CARPINTERIA
W. L. FROST
Vice-President Edison Co.

VICE-PRESIDENT OF EDISON CO.

RETIRES TODAY

W. L. Frost, vice-president of the Southern California Edison Company, will retire July 1 after thirty-eight years of service with the company and the electrical industry of the West.

Mr. Frost has been in charge of Edison Company commercial activities since 1922, when he became manager of what then was known as the customers department. He was appointed vice-president of Edison in charge of sales in 1930 after having been general commercial manager since 1924. Under his direction the Edison commercial department has developed into an organization of some 1,200 officers and employees serving the company in thirty-two geographical districts in Southern and Central California.

A varied experience in the company's business preceded Mr. Frost's first appointment as a commercial department executive. He joined the company's force as a ground man in 1900 in Pasadena where he had attended the public schools. He later was employed as a bookkeeper in the Los Angeles district office and shortly thereafter, with a brief term of service in the same capacity of Santa Ana, was made assistant purchasing agent in Los Angeles. He also served as district manager for various periods of time at Redondo Beach, Santa Ana and in Redlands and from 1916 until 1920 was assistant general agent in Los Angeles. From 1920 until he was appointed head of the customers department he was assistant to the vice-president.

Mr. Frost has been identified prominently for many years with activities of the Pacific Coast Electrical Association and its predecessor organizations. He was president of the association from July 1, 1927 until June 30, 1929, and was a member of the board of directors of the Pacific Coast Electrical Association.

Victor Moore, who will play "Gramps" in the west coast premiere of "On Borrowed Time" which opens at the Lobero Theatre on July 1st for a six day engagement.

CIVIL SERVICE EXAMINATIONS ANNOUNCED

The United States Civil Service Commission has announced open competitive examinations for the positions listed below.

For the first four positions, listed below, applications must be on file with the Civil Service Commission, Washington, D. C., not later than July 8th, if received from States east of Colorado, and not later than July 30th, if received from Colorado and States westward.

Assistant Home Economist, $2,000 a year, Junior Home Economist, $2,000 a year, Junior in Home Economics Information, $2,000 a year, Bureau of Home Economics, Department of Agriculture.

Closing date, Assistant Electric-Rate Investigator, changed—Applications will be received for the Assistant Electric-Rate Investigator examination, $2,000 a year, for the position of a similar nature.

IN DOWNTOWN LOS ANGELES

FAMOUS from COAST to COAST for GOOD FOOD

FIFTH and HILL

Opposite The Subway Terminal

CONVENIENT to downtown shops, theatres and all points of interest.

P. G. B. MORRIS, Manager

Fourth of July Celebration

EL CORTIJO - Montecito

SATURDAY — SUNDAY — MONDAY

Big Six Floor Show Superb Swing Band

Every Night . . . No Cover Charge

Featuring Chef Sambo's Fried Chicken . . . 60c

"The Gayest Place On the Coast"

Air Cooled Ballroom

FRIDAY, JULY 1, 1938

THE CARPINTERIA CHRONICLE

PAGE SEVEN

Federal Power Commission, not later than July 11 from States east of Colorado, and not later than July 14 from Colorado and States westward.

Full information may be obtained from J. E. Hatton, Secretary of the U. S. Civil Service Board of Examiners, at the post office or customhouse in this city.

Chronicle Want Ads bring results.

Wilton With Colman

Henry Wilcoxen has been added to the cast of "If I Were King," the Frank Lloyd picture starring Ronald Colman, which will soon be produced at Paramount. Wilcoxen will portray the Captain of the Watch in Paris during the time of King Louis XI.

Want Ads In The Chronicle bring results.

When In Santa Barbara

MEET YOUR FRIENDS AT THE

IDYLLOUR COCKTAIL LOUNGE

628 State St. CHRIS BYRD, Manager Phone 4520

TONY'S LOG CABIN

THE RESTAURANT UNIQUE with FAMOUS ITALIAN DISHES

ORDER OUR SPECIAL SIZZLING STEAK

HAVE YOUR NEXT PARTY IN OUR BANQUET ROOM

MIXED DRINKS . . . WINE . . . BEER

536 State St. Tel. 21291 Santa Barbara

WRESTLING . . . 8:30 p. m. EVERY THURSDAY

Mission Athletic Club

635 E. Montecito Phone 26394 SANTA BARBARA
STUDENTS WARNED AGAINST DRINKING

Thousands of school students in Southern California have entered the vacation season with a timely warning of the risk they run in permitting intoxicating liquors to influence their behavior and to serve as a lure to purchase or consume alcoholic beverages in this state.

While some thoughtless youngsters may look upon drinking as a lark, Bonelli said, "we have pointed out to them that a record showing an arrest is not a desirable asset to a boy or girl who, in the short time, may be looking for a position." The letter was timed to give the warning as the vacation season was about to start so it might be remembered during a period when students are away from school influences.

DR. C. A. WALKER
NAMED HEAD OF S. P. HOSPITAL

Appointment of Dr. C. A. Walker as chief surgeon and manager of the University of Southern Pacific's hospital department, effective July 1, was announced today by local representatives of the railroad.

Dr. Walker will succeed Dr. W. B. Goffsey, who is retiring after more than 40 years service with the company, having headed the hospital department for the past 12 years.

Graduated from Cooper Medical College (now Stanford University Medical School), Dr. Walker took post-graduate work in various European medical centers before joining the Southern Pacific hospital service in 1906. He completed an army field hospital at Camp Sheridan, Montgomery, Ala., during the World War.

CHEVROLET Lead the Sixes

and the Sixes Lead the World

FORD'S Affiliated With Ben Franklin League of Retail Stores
5c - 10c - 25c Store
"You Can Afford to Trade at FORD'S"
$1.00 UP PHONE 5831 CARRIPTERIA

Paper Grill Plates 5c
Paper Forks 7 for package 5c
Paper Cups 15 in package 10c
Paper Napkins 10c in package
Waxed Paper 10c short roll
Table Sets Cover & 4 napkins 10c

"GOOD NEWS FOR FARMER---A leading farm implement manufacturer has announced price reductions ranging from $150 to $500 on many types of farm tractors, effective immediately. Other manufacturers, it is believed, will soon meet the price cuts on this type of tractor. While price reductions on the machinery of production are welcomed by farmers at any time, the present case is particularly timely since farmers are faced with the prospect of receiving lower incomes from their crops this year. A price reduction of this volume, it is expected, will bring results," which co-stars Joan Bennett and Randolph Scott under the direction of James Hogan.

Behind The Scenes In American Business
By John Craddock

BIZNESS---The dollars and cents future for business men, merchants, farmers, and even housewives Highlanders considerably last week following a dramatic upsurge in stock and bond prices. The rise in security values strongly indicates that business recovery will begin by late summer or early fall, as predicted several weeks ago in this column. Stock prices usually rise several months before improvement appears in retail sales, factory output and employment. Investors pour millions of dollars into securities almost overnight once they believe that the recovery is restored. Simultaneously, of course, people are the vacation season with a timely warning of the risk they run in permitting intoxicating liquors to influence their behavior and to serve as a lure to purchase or consume alcoholic beverages in this state.

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Foresters Ask Protection of Woods Over Fourth of July

"Drive carefully over the week-end, leave fireworks at home, burn out your campfire and burning tobacco," United States For- est Service rangers caution the camping public. Under Regional Forester S. B. Show the U. S. Forest Service in California is campaigning for the elimination of all man-caused forest fires resulting from carelessness.

"Fourth of July holidays, especially two and three day week-ends are eagerly awaited by many thousands of our national forest visitors," Show stated. "But Forest Service officers view those holidays in terms of fire hazard and the setting off of fireworks is inviting all residents of the district to be present at 4:00 p.m. Saturday afternoon, to witness the World's largest upside down culture of ancient Peru ever shown for the 1939 Golden Gate Interna­tional Exposition. The 115 forest fires have burned in the national forests of California since January 1 the U. S. Forest Service reported this week. One-half of those fires was started by human carelessness.

"Although the number of fires is slightly higher than totals for the same period last year, Forest Service figures show a $3 per cent reduction in man-caused conflagra­tions. Foresters view the record as indicative of increased fire consciousness on the part of the public."

GIAN T CAKE AND ICE CREAM TO BE SERVED AT SAFEWAY

Mr. McChesney, manager of the new Safeway store in Carpinteria is inviting all residents of the dis­trict to be present at 4:00 p.m. Saturday afternoon, to witness the World's largest upside down cake and the setting off of fireworks are strictly forbidden in all na­tional forest areas. The Forest Service is urging campers to en­joy themselves on vacations and to conform to the few simple rules of good conduct in the woods.

Rangers announce that free campingpermits may be obtained from any Forest Service office. Campers traveling by automobile are pacification are required to carry a shovel and axe.

"Forest Fire Record Favorable--So Far"

A total of 115 forest fires have burned in the national forests of California since January 1 the U. S. Forest Service reported this week. One-half of those fires was started by human carelessness.

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NEW SAFEWAY STORE IN CARPINTERIA

Here's the new Super-Safeway store, located at 115-117 West Coast Highway, Carpinteria. The grand opening celebration takes place on Friday and Saturday of this week.

With a gala celebration an­nouncing it the new Safeway at 115 West Coast Highway is hold­ing its grand opening Friday and Saturday of this week. This unit of the newest of Safeway's group of Southern California community stores is housed in a brand new building owned by R. A. Dewel, and built especially for Safeway at a cost of approximately $10,000. Adjacent to the new store is a surfaced parking lot for the con­venience of customers at the new store.

Modern New Building

Established by Whitaker & Stock, Santa Barbara contractors, the new Safeway store building in­cludes the latest improvements in earthquakeproof and fire-proof construction and is modern in every respect. It is a worthy addition to the community, in appearance as well as in usefulness. Also at­tractive to the food shoppers of this neighborhood will be the up­to-date layout of the inside of the market.

The fixtures of the new store are a perfect combination of beauty and utility. They feature new type-shelving to make each item in the grocery department easily accessible to the shopper. Merchandise is conveniently and logically arranged to make the loc­ation of each item on the day's shopping list as easy as possible. With wide aisles and handy baskets per­mit customers of the new Safeway to walk on themselves, leisurely or hurriedly, according to their individual desires. Of course, for those who prefer to carry out, there is a crew of well-trained, courteous employees to cater to their wants. These men are also ready to take care of child shop­pers in the new store.

Model Meat Cases

The meat department of the Safeway food center is equipped with modern refrigerated meat cases. These cases embody the latest developments in humidity and temperature control, and em­ployed a market man to keep each in cut in perfect condition for delivery to the customer. Slicing machines, scales and other mech­anical equipment in this depart­ment are of the most accurate kind obtainable.

Customers in the fruit and vege­table department will find a wide selection of quality produce displayed on glass cases. In ad­dition to making the goods available for easy inspection by the customer, the stands are con­structed to keep perishable mer­chandise in the finest possible condition.

In all, the new Safeway store is a marvel of beauty and efficiency. Here, under one roof, you will be able to accomplish all your food needs. Here, you will get quality in every department. Here, you will always find low prices and courteous service.

TRANSPORTATION LICENSES SHOW INCREASE

Licenses issued by the State Board of Equalization to vehicles engaged in hauling passengers or merchandise for hire, showed an increase of 40 per cent during April over the same month in 1937, 357 licenses being issued during the month against 254 for April last year, on an increase of 103 or 40.6 per cent.

By provisions of the Motor Vehicle Transportation License Tax Act, all vehicles engaged in hauling passengers or merchandise for hire on highways outside of cities, must pay an annual license­fee of $5 and a tax of three per cent on their monthly gross earnings.

Such vehicles carry special lice­nse plates, issued by the board, with "B.E." prefixed to the lice­nse number.

ROOSEVELT HIGHWAY OPEN

Roosevelt Highway, between Monterey and San Luis Obispo, is open and in good condition, re­ports the Touring Department of the National Automobile Club. Most of the storm damage of the past winter has been repaired and maintenance crews are rapidly bringing the surface of the road into good condition.

Construction on the Big Creek Bridge is behind schedule because of heavy storm damage. Traffic must use the detour road down into the canyon.
FREE!!

Among the many attractions Saturday afternoon and evening at the new Safeway store in Carpinteria will be free food demonstrations by outstanding food manufacturers. Free samples on many items will be available. Outstanding values will prevail in every department. Come early, bring your friends.

AT THE NEW STORE
115-117 Coast Highway
CARPINTERIA

SAFETY GRAND OPENING
CELEBRATION
FRIDAY and SATURDAY

You are cordially invited to attend the grand opening celebration at the new Safeway store at 115 Coast Highway, Carpinteria. Inspect the beautiful new store with its convenient arrangement, its wide assortment of quality foods. Note especially the low prices. Buy if you wish, but in any event, come!

FREE TRICKY MOUSE BALLOON!
One balloon FREE with the purchase of 2 packages of Leslie Salt

LESLIE'S SALT
2-pound package

PEANUT BUTTER
1-lb. jar

SODA CRACKERS
1-lb. box

LIBBY PEAS
No. 2 can

CORN FLAKES
6-ounce package

YOUR WHOLE FAMILY WILL ENJOY

SAFEWAY TOP QUALITY MEATS

NEW MEAT SPECIALS

CARNIVAL SPECIALS

TOBOGGAN SPECIALS

Cut up meat supplied by the manufacturer, with the guarantee of the manufacturer, for the family with a cut of Safeway Guaranteed Meat today. Satisfaction guaranteed or money back.

These fine meats are brought to the peak of perfection by the famous 5-step plan. Treat your family with a cut of Safeway Guaranteed Meat today. Satisfaction guaranteed or money back.

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Balloons available Friday and Saturday at the new store.

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SALINAS

"Oh Gee--Kids Free!"

Fabric from all parts of the world will be an important feature of the Decorative Arts show of the 1939 World’s Fair of the West on Treasure Island in San Francisco Bay.

The sun, moon, and tides

Department of Commerce, U. S. Coast and Geodetic Survey

SUN, MOON, AND TIDES

TIMES AND HEIGHTS OF TIDES AT CARPINTERIA, CALIF.

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The crew at the new store are aided and guided by an experienced district manager, Mr. Hollinger, who has been operating the Carpinteria market from the Safeway in Fillmore for the past seven years. He first started as a store salesman fourteen years ago and has worked up to his present position by the regular Safeway route from salesman to manager to supervisor to district manager.

SAFETY HINTS FOR VACATION SEASON

Grade schools are closed and a million youngsters in the Southland are on "their own" during the carefree vacation time.

Appropriate and timely, therefore, are the following "tips" on how to avoid accidents during the summer which are offered in a bulletin received yesterday from the Automobile Club of Southern California safety department:

ON TRIPS—Drive and ride carefully, never taking unnecessary chances of injuring yourself or others. Walk on the left side of highways, facing traffic. Do not ask strangers for directions. Always use roller skates in safe places only, taking them off before crossing busy streets. Stay close to the right side of the road or street when riding on a bicycle and give proper arm signals.

IN THE MOUNTAINS—Use the main trails to avoid danger of getting lost. Never leave campfires until sure they are out. Give first aid promptly to cuts or scratches. Learn to recognize and avoid poison oak.

AT BEACHES AND STREAMS—Swim in safe places. Avoid venturing too far from shore. Find out the depth of water in unsafe locations before diving. Study life-saving methods and learn how to give first aid.

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