

The Carpinteria Chronicle

READABLE - REPRESENTATIVE - RELIABLE

The Only Newspaper In Carpinteria Produced Entirely In Its Own Plant

VOLUME VI

CARPINTERIA, CALIFORNIA, THURSDAY, JANUARY 5, 1939

NUMBER 45

Firemen and Auxiliary Install New Officers

Members of the Auxiliary to the fire department were the guests of honor at the joint installation of officers of the auxiliary and fire department which was held in the veterans' Memorial Building on Tuesday evening. Mrs. L. R. Carter, outgoing president of the auxiliary, presided during the barbecue dinner which was prepared by Frank Burbridge.

At the close of the dinner officers of both organizations were installed by Mrs. Frances Guidotti and Mrs. Mary B. Todd of Oceanside, California and Ray Chaplin and Ed Aftrey of Santa Barbara. Mrs. Walter Taylor was installed as president of the auxiliary in the place of Mrs. Howard Irwin who asked to be excused from the office because of poor health. Following the installation of officers a full length motion picture, cartoon and news reel were shown.

Those attending were: Mr. and Mrs. L. R. Carter, Mr. and Mrs. Stanley Isle, Mr. and Mrs. Frank Burbridge, Mr. and Mrs. Robert Young, Mr. and Mrs. Emory Peterson, Mr. and Mrs. D. O. Murchison, Mr. and Mrs. Roy Beckstead, Mr. and Mrs. Mix Van de Mark, Mr. and Mrs. Harold Heltman, Mr. and Mrs. Mackey Bottello, Miss Betty Isle, Mrs. Blanche Koehler, Mrs. Irma Hollis, Mrs. P. H. Gordon, John E. Jones, Sheldon Martin, Bill Udall, Henry Sturmer, Melvin Grubert, Arthur Koehler, Herbert Gordon. From Summerland were Mr. and Mrs. Howard Irwin, Mr. and Mrs. Ted Reed, Mr. and Mrs. Milton Duncan, Mr. and Mrs. Steve Granaroli, Mr. and Mrs. Charles Royer and Mrs. Walter Taylor. Other guests included Mr. and Mrs. Ray Chapin, Ed Aftrey, Melvin Baird and Mr. and Mrs. W.

CARPINTERIA YOUTH VISIT THACHER SCHOOL NEAR OJAI

Accompanied by both Scoutmaster James Kent and Cubmaster Deane Babbitt, boys of Cub Pack II took the Scout Bus on their winter outing Monday morning, returning in time to learn of the Southern California victory over Duke. Though the weather was a bit uncertain, the bus furnished excellent protection. Upon their arrival at Ojai, they were met by Mr. W. L. Thacher of the Ojai Institution and were introduced to the "Fun Room" of the School. In spite of the moisture outside, the boys found much pleasure and exercise for muscles as well as minds. Those taking the trip were Denny and Teddy Taylor, Kazuo Mizukami, Jack Brown, Felix Moon, Ernest Johnson, Walter Connell, Charles Velasquez, Kenneth Britain, and Billy Boren.

BUFFET DINNER HONORS FRANCIS HEBEL

Mr. and Mrs. Arthur Hebel and Mr. and Mrs. F. A. Hebel entertained at a buffet supper last Thursday evening in honor of Francis Hebel of the Naval air service who was spending the holiday at home.

Their guests included Mr. and Mrs. Nelson Treloar of Downey, Mr. and Mrs. Robert Sayer, Mr. and Mrs. Bruce Heltman, Mr. and Mrs. Hugo Bauhaus, Miss Doris Demaree and Rollin Hebel.

S. Long of Santa Barbara and Mrs. Frances Guidotti and Mrs. Mary B. Todd of Oceanside.

NOTICE

Beginning with this issue of the Chronicle publication day will be on Thursday of each week instead of Friday as in the past. Advertisers and those who wish publication of various items are asked to remember this change and to bring in copy one day earlier than in the past.

HEAVY SEAS ENDANGER BEACH HOMES

Heavy ground swells combined with high tides wrecked the front portion of the Frank Nagle, Jr. cottage in Sandyland on Wednesday morning and all hope of saving the cottage has been abandoned.

Other cottages which were badly undermined by the high seas included those of Seldon Spaulding, Dr. Harry Schurmeier and Miss Bertha Spaulding. Efforts are being made to prevent further damage to cottages in the area and sand bags were placed around the J. R. Thompson cottage in an effort to save it.

Although a wall erected to protect the cottage owned by Allen Rogers was badly damaged, the house itself escaped harm. The cottages of D. A. Sattler and Alister McCormick which were moved further back from the beach during the summer escaped damage.

RADIATOR FIGURES MUST NOT PROTRUDE

Protruding radiator ornaments will be illegal on new cars in California after January, warns the legal department of the Automobile Club of Southern California. The Vehicle Code provides that "On and after January 1, 1939, no person shall sell any new motor vehicle, nor shall any person operate any motor vehicle sold as a new motor vehicle in this State after January 1, 1939, which is equipped with a radiator cap or radiator ornament upon the top thereof which extends or protrudes to the front of the face of the radiator grill of such motor vehicle."

PARK ROADS BAR HOUSE TRAILERS

Word that house trailers will not be permitted on the roads within Yosemite National Park during the winter season has just been received by the touring bureau of the Automobile Club of Southern California.

The closing of the park's mountain roads to large trailers was found necessary both as a safety measure and because of the closing of all camping areas by snow. Trailers will again be admitted to Yosemite as early in the spring as weather and road conditions permit.

Bean Growers to Study Problems at Lompoc Meet

GET LICENSE PLATES EARLY AND OBVIATE LAST-MINUTE RUSH

California motorists will have just 34 days in which to renew their automobile registration and secure new license plates for 1939.

To avoid the customary last-minute rush, the Automobile Club of Southern California urges all motorists to get their plates early. The renewal period begins Tuesday, January 3 and closes on midnight, February 4. After that date the law requires a penalty of double the registration fee and a 50 per cent increase in the amount of license fee based upon \$1.75 per \$100 value.

Cards bearing the amount of registration and license fee already have been mailed by the Department of Motor Vehicles. This postcard should be presented with the 1938 certificate of car registration properly signed when applying for 1939 plates.

Registration will be renewed and plates issued by the Department of Motor Vehicles at its various offices and by the Automobile Club of Southern California to member motorists and out-of-state guests at its headquarters building, Adams and Figueroa streets in Los Angeles, and at its numerous district offices throughout southern California.

License service will be available at Club headquarters daily including Sundays, from 8 a. m. to 10 p. m. and at all of the district offices on week-days between 8 a. m. and 5:30 p. m.

A new color scheme, gold lettering on blue background, features the 1939 plates. To commemorate the Golden Gate International Exposition, they bear the legend "California World's Fair 39."

Under the leadership of the Farm Bureau and Grange officials, bean farmers of the county are planning to hold a meeting about the middle of January, to consider ways and means of controlling both the production and marketing of beans, also to determine if prices can be increased during the coming year.

The present price of beans is so low that it only amounts to a little more than half of the cost of production. This situation, of course, makes it impossible for bean farmers to buy any of the products of other industry. Another long-time disastrous result is, that in striving to even make a bare living for their families, bean farmers are compelled to work the land to the limit. This results in disastrous erosion, which is fast destroying much of the bean farming land in the county.

Bean farmers have in mind a marketing agreement, entered into by farmers in California and the other five or six large bean producing states. Such an agreement would take care of the surplus supply, and in cooperation with the Federal Government, under the AAA, this surplus supply would be marketed abroad. The Federal Government, under the present Soil Conservation AAA, would be able to pay the growers the difference between the price received abroad and a parity domestic price. Probably in order to get these benefit payments the farmers would have to meet certain requirements for conserving soil fertility.

Another matter which the growers will discuss at this meeting, will be that of agreeing not to sign contracts to produce or sell beans

(Continued on page 8)

County Has Low Ratio Of Liquor Licenses

Statistics on alcoholic beverage licenses compiled recently in 3 key counties and cities by the State Board of Equalization, show interesting figures relative to licenses in Santa Barbara county and city, according to William G. Bonelli, member of the board from the fourth district.

As of November, 1938, figures for the county show a total of 411 licensed premises, 245 being on-sale type, (where liquor is consumed on the premises) and 166 off-sale. These two divisions are further sub-divided as follows: on-sale beer only, 0; on-sale beer and wine only, 76; on-sale beer, wine and distilled spirits, 99; off-sale beer and wine only, 90; off-sale beer, wine and distilled spirits, 76.

With a county population estimated as 75,000 there is one licensed place for each 182 persons; one on-sale place for each 306 persons; one off-sale place for each 452 persons; and one on-sale distilled

spirits place for each 757 persons.

Santa Barbara city has a total of 191 licensed premises, 9 being on-sale licenses and 101 off-sale places. On-sale beer only premises total 21; on-sale beer and wine only, 25; on-sale beer, wine and distilled spirits, 44; off-sale beer and wine only, 50; off-sale beer, wine and distilled spirits, 51.

The city's population is estimated as 38,000, giving the following ratios: one licensed place to each 199 persons; one on-sale place to each 422 persons; one off-sale place to each 376 persons; one on-sale distilled spirits to each 863 persons.

"The average ratio of total licensed premises to population for the cities and counties for which figures were compiled is one licensed place to each 121 persons," Bonelli said, "so that Santa Barbara county with a ratio of one to 182 and the city with one to 199, are considerably better than the average."

Better Business Bureau To War on Loan Sharks

An intensive campaign against loan sharks swung into high gear today with the publication by the Los Angeles Better Business Bureau of a pamphlet entitled, "Stop Usury in California."

The booklet contains a scathing attack upon high rate money lenders and was illustrated with a series of advertisements from California newspapers showing rates running from 100.46% per annum to 270.47% per annum.

"The Better Business Bureau urges an indignant public and civic organizations to make known to their Representatives in the Legislature their demands for proper regulatory legislation," Robert J. Bauer, General Manager of the Better Business Bureau, stated today.

Publication of the booklet followed quickly upon the heels of an announcement from Washington, D. C. by Governor-elect Culbert

L. Olson of his intention to fight for passage of stringent small loan legislation.

Last week the San Francisco Legal Aid society adopted and published a lengthy report entitled "Loan Shark Activities in California," which was in effect a comprehensive analysis of the small loan business together with specific recommendations for its improvement.

California is one of the few populous states in the union that has yet to adopt regulatory small loan legislation. It is expected that a hot fight will be made in the forthcoming session of the legislature to bring about adoption of such legislation, licensing all lenders, providing complete protection for the small borrower and, at the same time, permitting legitimate lenders to make a reasonable profit.

CARPINTERIA CHRONICLE

READABLE REPRESENTATIVE RELIABLE

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 Bud Riley . . . Associate Editor and Adv. Mgr.
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SUBSCRIPTION \$2.50 PER YEAR IN ADVANCE

Advertising Rates on Application

INTOLERANCE

Is it intolerant to suppress intolerance?

As debatable as that long-standing poser about whether the hen or the egg made its advent first, the issue of free speech—with and without mufflers—has again come to the fore.

Neville Miller, president of the National Association of Broadcasters, declares radio stations should not carry programs which incite "racial and religious hatred."

Leaping to the attack, Senator Wheeler of Montana states Mr. Miller's view violates all rights of free speech, that Mr. Miller is himself guilty of intolerance in suppressing speakers who foment hatred and intolerance.

Then Senator Wheeler adds, "Intolerance is to be abhorred in this country!" He thereby leaves the issue as obscure as it was in the first place, for how is it possible to abhor intolerance without taking steps to counteract, challenge, or suppress it?

Whether we are to give free speech to the ether, or give the ether to certain objectionable types of free speech, points to the enormous difference between the written and the spoken word, between the newspaper and the radio—and here may lie the answer to this controversy.

The newspaper comes into our homes because it is a bidden guest—and a quiet one! Its contents, its news, and its opinions move silently from the printed page to the eye. To each reader it is, in a sense, a private communication, an informative source chosen with discrimination.

But we do not want in our homes a guest who violates the canons of decency and good manners, and who rants heatedly and loudly at the entire family against ideals it holds sacred.

If we are so unfortunate as to have him there, are we being intolerant if we show him the door? That is the question at issue!

THE THREE DYNAMOS

That mighty triumvirate of agriculture, transportation, and industry, share equally in importance as the dynamos of the nation's economic life, for they are interdependent.

Prosperity on California's farms has its echo in Pittsburgh's steel mills rolling out metal for new farm implements, and bigger payrolls in Chicago's factories create the purchasers, and the market, for the produce from field, orchard and range land.

Transport follows farm and factory, and beats a trail to their doors. When production falters, so do the wheels of transport. Initiative and self reliance see kto set the wheels spinning again, and sometimes the voices of despair seek aid by trying to hamper fellow-competitors.

As in the current difficulties of the railroads, those voices are demanding that Congress and President

The Churches

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

THE CARPINTERIA COMMUNITY CHURCH

Rev. Deane F. Babbitt, Pastor.

The Christian seeks Jesus' approval by loyal faith and sincere Christian living, having the courage of his conviction to stand against the wrong, yet ever ready to commend the good. The Church School, under the supervision of Del Kent provides the opportunity for instruction in Christian living. Sunday school assemblies at 9:45 each Sunday morning.

"The Liberality of Christ" is the sermon subject as announced by the Rev. Deane F. Babbitt for the seven o'clock morning worship. Christian folk are rich in the love and favor of God; rich in the blessings and promises of the New Covenant; and rich in the hope of Eternal Life. We are heirs of his Kingdom. We should be charitable because we ourselves live upon the charity of our Lord Jesus Christ. Music will consist of the Prelude, "Andante" by Tschaikowsky, the offertory, "Song of the Brook" by Hewitt, the postlude, "The Lord is My Light" by Norman, and an anthem by the Tuxis Choir of the Church. Come before the Lord in the beauty and strength of Christian Fellowship.

Every Individual Is In Business—in the business of Living. His success will depend upon how wisely he handles his resources. Warren Jones will present "Habits That Help" at the 6:30 meeting of the Youth Fellowship. The Men's Fellowship Club will meet Monday evening with a dinner meeting at 6:30 o'clock. Every man of the valley is extended a cordial invitation.

METHODIST CHURCH

Rev. J. A. Woodson, Pastor

10 a. m. Church school. We read in the Bible of the schools of the prophets in the days of Samuel, Elijah and Ezra. And Jehova gave commandment through Moses that the Word of the Lord be taught to the children from generation to generation. This we are endeavoring to carry out. If your child is not enrolled in some church school we shall appreciate its attendance here.

11 a. m. Morning worship. The pastor will speak on "The Beauty of Service." Had the apostle Paul been wrapped up in self, thinking of his own disappointments and defeats and constantly looking out for his own future in this world, he certainly would have had a most monotonous and weary life. But selfishness had died in him, this we learn from his triumphant exclamation: "For me to live is Christ."

6:30 p. m. Meeting of the two leagues. Last Sunday evening a league was organized for the older youths with Lester Koehler as

WOMEN IN THE NEWS

By LEONE BAXTER

Women once again are on the grids for not paying more attention to public affairs, for failing to back their bolder sisters who take the plunge from private life into politics, for permitting their numbers in public officialdom to decrease instead of increase.

Miss Marguerite M. Wells, president of the National League of Women voters, voices deep concern over statistical news that the U. S. A. enters upon a new year with fewer women legislators than a decade ago. In 1929, according to the record, 150 women had gained the right to be heard on the floors of their state legislatures, and nine sat in dignity at desks on the House side of the national capitol.

In 1939, feminine state legislators have been reduced to nine, and only five women are members of Congress. Dismayed at the downward trend, Miss Wells calls upon women to increase their participation in government.

Being a more than ordinary intelligent woman, Miss Wells, of course, does not mean to suggest that women next election should flock to register as candidates for Congress and their state legislatures. A wiser solution is hinted at by Mrs. Franklin Roosevelt, who commenting on the same set of statistics, tactfully turns the spotlight just a little closer to the real seat of the difficulty.

Women as a whole, she says, do not back feminine candidates!

And such, without question, is the case. But, regrettably enough, neither do men! So what's the good of continuing year on year to blame women's failure to place themselves in public office on feminine "intolerance," "jealousy" and "lack of vision"?

The real truth is that the percentage of high-caliber, intelligent and capable women to offer themselves as candidates has been deplorably low—exactly as it's been among men.

And because of their very lack in numbers, the errors and foibles of women in public life—ordinarily no more serious than those

president. Tomorrows world will be determined by the ideals cherished and the convictions held by the youth of today. Young people, we invite you to join this group and accept the challenge for the coming year, and let that be: "Greater loyalty to Jesus Christ and the Kingdom which He comes to establish."

7:30 Evening message, "Isaiah's Threefold Vision." As the shadows of evening fall upon us let us gather to close the day in worship. You will feel better through the coming week for having attended this service. You will find the same welcome here as you had in your hometown church.

Roosevelt penalize other agencies of transport. Yet a study of the factual evidence shows such a solution would be as ineffectual as it would be harmful. The freight revenue for railroads, in billion ton-miles, declined from 450 in 1929 to 363 in 1937. But of the 87 billion lost, only 25 were gained by the competitors, with 7 going to the waterways, 7 to pipe lines, and 11 to motor carriers, which for the past six years have carried no more than five per cent of the nation's intercity freight. Even the elimination of ALL competitors could not restore those missing 62 billion ton-miles, the bulk of the loss!

As in agriculture and industry, the ailments in transportation can be, and must be, remedied with solutions born, not of despair, but of self-reliance! There is no better road leading toward recovery!

SUNKIST AD MANAGER TAKES NEW POSITION

W. B. Geissinger has resigned as advertising manager of the California Fruit Growers Exchange to accept an executive position in the Chicago office of Lord & Thomas advertising agency, it was announced in Los Angeles this week by Don Francisco, president of the advertising firm.

Geissinger, in his 13 years in charge of Sunkist advertising, has become a national figure in advertising and merchandising. The Sunkist campaigns planned under his direction have become standard examples of the constructive power of advertising in serving both the consumer and the producer.

Under his direction as advertising manager, more than 75% of Sunkist's total of \$27,000,000 advertising investment has been made. Stepping into a position previously held by such leaders as advertising and marketing as Don Francisco, now president of Lord & Thomas, and Paul S. Armstrong, now general manager of the Sunkist organization, Geissinger's administration produced a 50% increase in the per capita consumption of oranges, principally in the depression period.

Many of the new developments of the past decade in the merchandising of fresh fruits and vegetables, including more effective displays, store arrangement and the proper care of perishable food products in the retail stores have resulted from the merchandising research and Dealer Service work carried on under Geissinger's supervision.

Geissinger will assume his new duties in Chicago on February 1st where he and Mrs. Geissinger will make their future home.

U. C. EXTENSION ANNOUNCES 1939 CLASS PROGRAM

LOS ANGELES — Nineteen southern California communities will be served by the University of California's Extension Division with the inauguration this month of its 1939 adult education program, according to Miss Ruth Loubough, executive secretary. In addition to metropolitan Los Angeles classes which will meet at the University's 815 South Hillstreet Center, the communities include West Los Angeles, Alhambra, Altadena, Bakersfield, Bellflower, Beverly Hills, Burbank, El Centro, Glendale, Hollywood, Inglewood, Long Beach, Manhattan Beach, Pasadena, Pomona, Riverside, San Bernardino, Santa Ana, and Santa Barbara.

Schedules listing courses for all communities are available to the public upon request to the Los Angeles headquarters.

of men—stand out like beacons, to the discredit of feminine public officials in general.

With the menfolk already a couple of centuries ahead of them in legislative experience, women, if they truly desire greater representation in the law-making bodies of the land, might launch a carefully planned program to nominate only the most highly qualified of feminine candidates—women whose judgment and ability men, as well as women, would respect and rely on.

For though the situation seems to contrive to make it increasingly hard for women to prove their ability in such fields, that very proof will be the surest, speediest "open Sesame" they'll be apt to find.

Hollywood Beauty Secrets

By Max Factor, Jr.

Filmdom's Foremost Make-up Authority



Make-up Formula for Blondes

Blonde beauty, the most fragile of feminine types, is also the most exacting in its demands for strict adherence to the principles of color harmony in make-up.

Any deviation from the correct color harmony in make-up for the glamorous accentuation of the various types of blondes will immediately and very obviously reflect to the disadvantage of a blonde's appearance. Of course this is true of all types, but with blondes it gives them a hardened unnatural look, which is much more obvious than a similar deviation might prove in the case of a brunette, brownette, or even a fair-skinned redhead.

Miriam Hopkins

Feminine blondeness, together with its correct color harmony make-up formula, is generally divided into three classifications.

The most frequently encountered is that which presents hair of an average degree of blondness, combined with blue eyes and skin of medium tint.

Miriam Hopkins and Una Merkel are representative blondes of this type, and the color harmony scheme which I recommended for them will serve to guide those of my readers whose natural coloring duplicate the colorings of these two stars.

Their color harmony in make-up calls for face powder in the brunette shade, a blondeen rouge, ver-

million lipstick, gray eyeshadow, black eyebrow pencil and eyelash make-up, make-up foundation in a blush shade, and rachelle make-up blender.

Jean Arthur

Jean Arthur presents still another type of blondeness. Her hair is lighter in color than the hair of either Miss Hopkins or Miss Merkel. Her skin is fairer and her eyes are gray, rather than blue.

For Jeans' combination of natural skin and hair colorings, I prescribed make-up in the following tints:

Rachelle face powder, blondeen rouge, vermilion lipstick, gray eyeshadow, brown eyebrow pencil and eyelash make-up, blush-shade make-up blender.

Joan Bennett

Joan Bennett and Virginia Bruce afford us illustrations of still another degree of blondeness. Their hair is exceptionally light—even more so than that of Miss Arthur—and they both have exceedingly fair skin, and very blue eyes.

The color harmony formula which I prescribed for the ultra-blondeness of this lovely pair, and which others of the same fairness can safely follow, calls for a flesh-tinted face powder, flame rouge, flame lip-stick, brown eyebrow pencil and eyelash make-up, ivory make-up foundation and flesh

PERSONALS

Miss Barbara Lyman returned Tuesday morning from Hollywood where she spent the holiday with Doris Eldredge.

Mrs. L. C. Kirkes of Laguna Beach and Mrs. Sam T. Hayward of South Pasadena were guests of Mrs. Leonard Kirkes and Mrs. H. L. Beckstead Wednesday.

make-up blender.

Danger

Women who are of any natural degree of blondeness whatsoever must forever bear in mind that the delicate thinness and fairness of skin which nearly always accompanies such blondeness provides them with their major beauty hazard.

If a blonde's skin is unblemished, it is usually one of the most beautiful known to womankind.

BUT—the slightest of imperfections will show up much more obviously on this type of skin than on any other.

Pimples or blackheads are utterly ruinous to the beauty of such a skin. Also, it is unusually susceptible to windburn and sunburn, and it offers very little resistance to freckles.

Cleansing

Thorough and regular cleansing cream treatments consequently are essential to every blonde in order to reduce the danger of pimples and blackheads to minimum.

For those blondes who somehow must get about under the direct rays of the sun a good deal, protection of the skin with a powder foundation is equally necessary.

Always, the blonde Miss should remember that her blondeness contains twofold personal appearance possibilities.

Properly groomed and cared for this blondeness can lift her to great heights of glamorous attractiveness.

Drabness

Neglected, this same fragile fairness can often result in an exceptional unattractive drabness—to a much greater degree than would be apparent in brunette or brownette features neglected to the same extent.

Blonde femininity, then, simply cannot be too solicitous in caring for its delicately distinctive features, if personal glamour is to be achieved—and preserved.

(In next week's Hollywood Beauty Secrets, Make-up Artist Max Factor Jr., will present pertinent information for "Brunette Beauties.")

RIGHT OUT OF THE AIR

By EARLE FERRIS

BING CROSBY picked up a fifteen-year-old song called "Mexicali Rose" a few months ago at the suggestion of a script girl during a rehearsal for his Thursday night "Music Hall" program. Bing sang it as his "memory" song one week. Later he made a recording. Now it is among the fifteen most popular tunes in the country.



"The Million Dollar" program is what Edgar Guest's "It Can Be Done" show is called in radio circles. If the total incomes of the prominent persons who have appeared on the show during the last year were totaled, they would far exceed a million. Yet they all started from humble beginnings.

One of Hollywood's most infrequent performers on the air is Janet Gaynor, above, who is on Radio Theatre's winter schedule to star in "Mayerling," the play which was such a big hit in the movies. Records only reveal a single previous radio dramatic performance by Miss Gaynor. This was in Radio Theatre's "A Star Is Born" a year and a half ago.

Mary Kelly, one of Jack Benny's original "Chicken Sister," who did a character comedy spot on his broadcasts from Radio City, will be Phil Baker's lady stogie when the accordionist-comic returns to the air in January.

"Mother knows best" is the theme which must be developed in every successful daytime radio program regardless of what else happens in the story, says Ed Wolfe, famous dramatic director.



Irene Winston, pictured above, could hold her own in a beauty contest among the members of any royal family. Irene plays the role of "The Princess" on the NBC-Blue network newspaper serial "Jane Arden."

Paul Luther calls attention to the fact that the qualifications for a radio announcer become more exacting each year. Today, an announcer is expected to be a dramatic actor, an elocutionist, linguist, an authority on world affairs and a super-salesman.

Evidence of the popularity of "The Voice of Experience" is found in the fact that his sponsors have given him a fifty-two week renewal instead of the customary thirteen weeks.

After prospective guests on "We, the People" are tentatively chosen for appearances on the program, their voices are checked for microphone quality by the field staff of the program whose members are placed at strategic points throughout the country.



Virginia Simms, above, beautiful vocal star and one of the reasons why Kay Kyser's "College of Musical Knowledge" ranks as one of the outstanding radio favorites with listeners from coast to coast.

IN DOWNTOWN LOS ANGELES



FAMOUS from COAST to COAST for GOOD FOOD

from \$2.50 PER DAY

FIFTH and HILL Opposite The Subway Terminal

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

HOTEL CLARK

P. G. B. Morriss, Manager

Free Lecture

—ON—

Christian Science

—Entitled—

CHRISTIAN SCIENCE, ITS CHALLENGE TO THE WRONG THINKING OF THE AGES.

By PETER V. ROSS, C.S.B., San Francisco, Calif.

Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

In HIGH SCHOOL AUDITORIUM, Carpinteria COAST HIGHWAY

Friday Evening, January 13

At 8 O'Clock

THIS LECTURE WILL DEAL WITH BUSINESS, HEALTH AND IMMORTALITY

Christian Science Society of Carpinteria Invites You to Attend

Get the world's good news daily through THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper Published by THE CHRISTIAN SCIENCE PUBLISHING SOCIETY One, Norway Street, Boston, Massachusetts

Regular reading of THE CHRISTIAN SCIENCE MONITOR is considered by many a liberal education. Its clean, unbiased news and well-rounded editorial features, including the Weekly Magazine Section, make the MONITOR the ideal newspaper for the home. The prices are:

1 year \$12.00 6 months \$6.00 3 months \$3.00 1 month \$1.00 Wednesday issue, including Magazine Section: 1 year \$2.60, 6 issues 25c and the paper is obtainable at the following location:

Reading Room, Christian Science Society Walnut Street, Carpinteria, California

SOCIAL & PERSONAL

MIRIAM HENDY BECOMES BRIDE OF JAMES REED HENDERSON

Miss Miriam Hendy became the bride of James Reid Henderson Jr. in an impressive ceremony performed by the Rev. Deane Francis Babitt of the Community church last Saturday afternoon in the Montecito Presbyterian church. The church was lighted with tall white tapers and the altar banked with flowers in autumn colors.

The bride wore white satin made with a train and wore a finger-tip length veil. Her maid of honor, Miss Frances Morris, wore rose colored satin and carried flowers in the same shade. The bridesmaids, who wore turquoise blue satin, were Misses Jean Warren Bailard, Margaret Baylor, Margaret Henderson, and Betty Jean Keefe of Los Angeles. The bridegroom was attended by Frederick Myers, and ushers were James Hendy, Robert Cooke of Los Angeles, William Wylie and Edward Myers. The wedding music, including the Lohengrin wedding march, was played by Miss Louise Jackson.

Following the ceremony a reception and tea was given in the church social rooms, with the bride's aunts, Mrs. Edwin J. Keefe and Mrs. James Maxfield of Los Angeles pouring, assisted by Mrs. Henry W. Sturmer and Mrs. Don D. Maxfield.

The couple motored to Los Angeles that evening and remained during the holiday. They will make their home in Santa Barbara where Mrs. Henderson will graduate from State college next month. She is the daughter of Mr. and Mrs. Joseph H. Hendy of Carpinteria and is a graduate of the local high school. Mr. Henderson is the son of Mr. and Mrs. James Reid Henderson Sr. of Santa Barbara.

MRS. MARTIN SLAUGHTER ENTERTAINS BRIDGE CLUB

Mrs. Martin Slaughter was hostess to the members of her bridge club at the Mar Monte hotel in Santa Barbara Tuesday afternoon with cards following luncheon. Her guests included Mrs. J. F. Tubbs, Mrs. J. W. Dorrance, Mrs. E. F. Pendergast, Mrs. Felice Hubbard, Mrs. C. B. Franklin, Miss Katherine and Miss Myrtle Bailard.

MRS. GEORGE M. BOVERSON ENTERTAINS GROUP ONE

Mrs. George M. Boverson was hostess to the members of group one of the Woman's association at her home Wednesday afternoon, assisted by Mrs. Walter Connell. Officers for the group are: Chairman, Mrs. O. L. Lyman; secretary, Mrs. Boverson; treasurer, Mrs. J. A. Lewis; telephone chairman, Mrs. A. C. O'Banion. Others present were Mrs. J. V. VanMeter, Mrs. Wade Hamilton, Mrs. J. W. Young, Mrs. C. C. Heltman, Mrs. Emma G. Marquis, and Mrs. John C. Furby.

COUNTY FEDERATION TO CELEBRATE ANNIVERSARY

Members of the Woman's club will join other clubs in the county in celebrating the birthday anniversary of the district federation at Rockwood in Santa Barbara next Friday at a dessert-bridge at 1:30. Tickets are on sale and reservations should be made with Mrs. J. H. Hendy or Mrs. Percy Houts before Tuesday. Other games will

be provided for those who do not play cards.

PLAY PRESENTED AT WOMAN'S CLUB

Students from the Freshman Workshop theatre of Santa Barbara State college presented a play, "A Woman of Character" by Estelle Aubrey Brown at the club meeting this afternoon. The play was directed by Rosalind Bradbury and the cast composed of Judith Dickinson, Diana Cram, Georgia Mae Krebs, Phyllis Horner, Margaret Glassford, Betty Pickford, Jane Ellen VanWye and Winifred Nichols.

Hostesses for the afternoon were Mrs. J. C. Bailard, Mrs. O. L. Lyman, Mrs. J. W. Bailard, Mrs. Chester Miller and Mrs. Charles E. Neuman.

ASSOCIATION TO START NEW SERIES OF PROGRAMS.

Members of the Women's Association of the Community church will begin a series of programs on "Great Christian Women" next Thursday afternoon with Mrs. Paul Leavens of Santa Paula as guest speaker. Devotionals will be read by Mrs. Wade Hamilton, and Mrs. W. Guy Stockton will discuss "Our Goals." Mrs. D. A. Carton will be chairman of the hostess committee.

Mr. and Mrs. Nat Hales have returned to Palo Alto after spending the past two weeks with his parents, Mr. and Mrs. Orin Hales. Miss Sadie Hales of Los Angeles also spent the holiday at home.

Mr. and Mrs. W. H. James returned Wednesday from Pasadena where they have been visiting Mr. and Mrs. Frank M. Williams since last Saturday. They witnessed the Tournament of Roses parade while in the south.

Mr. and Mrs. C. C. Heltman spent the week-end in San Diego where they were guests of Mr. and Mrs. Charles Kemp.

Mr. and Mrs. Joseph L. Fraga returned Monday from Oakland where they had spent their vacation with Mr. and Mrs. M. T. Ferreria.

Mr. and Mrs. A. C. O'Banion, daughter Jean and son Allan attended the silver wedding anniversary celebration given Mr. and Mrs. Erle O'Banion in Ventura last Friday evening.

Miss Ellen Hogle has returned to Chino where she has resumed her teaching position.

Mrs. J. F. Tubbs was the guest of Mr. and Mrs. Russell Carroll in Oxnard Monday.

KENTUCKY DERBY IS CLIMAX TO TECHNICOLOR FILM

For the first time in the history of the Motion picture, the Kentucky Derby will be seen on the screen in full natural color when "Kentucky" the 20th-Century Fox Technicolor production featuring Loretta Young, Richard Greene and Walter Brennan now playing at the Fox-Arlington Theatre.

In the many years that news-reel companies have been filming the running of the derby, no shots have been made in anything but black and white.

The huge Technicolor cameras have now captured every glint of brilliant color to be found in America's premier turf classic. With the aid of race officials and stable owners, Director David Butler was given every facility to make this one of the most dramatic sporting events ever filmed.

"Kentucky," a romance of the Blue Grass country, is said to have captured the glorious tradition of that state, and a love all fire and pride is the glorious theme of the story, Loretta Young and Richard Greene are seen as the two young lovers who are born to the traditional enmity between their families which has carried over since the Civil War.

Walter Brennan, Academy Award Winner, also has a sizable role in the film. He portrays a testy old southern gentleman who knows more about horses than anyone in Kentucky. As Loretta Young's uncle in the film, he turns in what is reported to be the finest performance of his career.

The film was adapted from the famous book, "The Look of Eagles," by John Taintor Foote, who collaborated with Lamar Trotti in preparing the screen play. Darryl F. Zanuck was in charge of production and Gene Markey was associate producer.

Mr. and Mrs. James A. Lewis had as New Year's guests Mr. and Mrs. William L. Powell and children and Mrs. Mattie Powell of Oxnard and Miss Willie Kantz of Moorpark.

Dr. L. C. Kirkes of Laguna Beach arrived Tuesday to visit friends in the valley.

Adjutant Frank Mann of the Salvation Army of Santa Barbara Division will speak upon the work of the Army in relation to the Community Chest.

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Girl Scouts Enjoy Winter Too



Winter activities are just as much fun as summer ones if you are dressed for them, say the Girl Scouts. Skiing, snowshoeing and hiking through sparkling snow are just a few of the cold weather delights that these seven to eighteen year old girls enjoy. The young lady on skis has had one minor tumble, but is all set to try again. The hikers have rolls and steak, cocoa and milk in their pack baskets for their troop's outdoor meal at the top of the hill; and the Girl Scout with the bowl of hot soup will soon be ready for the long trek.

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Your Hollywood Correspondent Reports . . .

Mrs. Fred MacMurray (Lillian Lamont) wove and tailored her husband a suit in a little weaving shop in Westwood Village which gives lessons in the ancient art. . . Charlie Ruggles has postponed his New York City trip to go into "Invitation to Happiness" with Irene Dunne and Fred MacMurray. . . Louise Campbell is returning to Hollywood for a honeymoon with her husband, Horace McMahon, following a church wedding in Chicago. . . Director Mark Sandrich is breaking Hollywood custom by starting "Men About Town," the new Jack Benny-Dorothy Lamour comedy, between the holidays.

Barbara Stanwyck greeted Robert Taylor on the set of "Union Pacific" at Paramount for the first time since she started work in it, the occasion being Bob's two-day holiday from MGM. . . Joel McCrea is going to take Francis Dee to their ranch this weekend instead of to Arizona as they planned, because he couldn't get a vacation from "Union Pacific". . . Claudette Colbert got a cake with black frosting for her birthday which was celebrated on the set of "Midnight," the licorice covering being suggestive of the title. . . Francis Lederer telephones Margo in New York between scenes of the same picture on which he is working at least once a day. . . Gladys George was hostess to a group of visiting physicians as well as the cast of "I'm From Missouri," in which she is playing opposite Bob Burns. . . Ellen Drew gave presents to the technicians on her picture, "The Lady's from Kentucky" which suggested their hobbies.

Gail Patrick is driving a new sport pheaton from her husband, Bob Cobb, to the set of "Grand Jury Secrets" at Paramount. . . John Howard's appearance has changed considerably since Paramount gave him permission to shave his moustache which he has been wearing for the "Bulldog Drummond" series, the latest of which is "Bulldog Drummond's Secret Police" . . . The Bing Crosby were among those present at the opening of Earl Carroll's new night club in Hollywood.

Akim Tamiroff is postponing a nation-wide personal appearance tour with his whip act, which he learned for "Union Pacific," because of a swell part in "The World's Applause" . . . Gary Cooper is back on Paramount lot for first time in eight months for his role in "Beau Geste," which will



• OTTO KLEMPERER •

PHILHARMONIC TO PRESENT BRAHMS SYMPHONY

That Channel Counties music lovers may hear the Los Angeles Philharmonic Symphony Orchestra to best advantage when that organization opens the 1939 music season in Santa Barbara on the evening of Jan. 10, the Fox-Arlington theatre has undergone extensive and expensive interior modernization. Acoustic engineers from Los Angeles, after studying the beautiful theatre structure, have operated to make it possible for the orchestra musicians to send their softest tones to most distant seatings.

In response to many regional requests Dr. Otto Klemperer will conduct the orchestra in a performance of the famed first symphony of Johannes Brahms as one of the features of the opening concert. Music authorities find a rugged grandeur in the first that puts it above all other of Brahms' great symphonies. One critic points to the "eloquent simplicity" of Brahms' compositions, which has not been heard in Santa Barbara for several seasons. Klemperer is particularly noted for his handling of Brahms' compositions, although the director is generally thought of as a foremost interpreter of Beethoven.

Donald Pond, director of music at Pillsbury Foundation in Santa Barbara, is a personal friend of Vaughn Williams whose Fantasia on a theme by Tallis is on the Philharmonic's initial program this year. Wagner's overture to "Rienzi" and Prokofief's suite "Lieutenant Kije," the latter on first hearing in Santa Barbara, will round out the program.

Advance sales assure a record-take him and a large cast to Yuma, Arizona.



Loretta Young and Richard Green in "Kentucky," technicolor film, now playing at the Fox Arlington. Also on the same program "Sharpshooters."

DON COSSACKS AT LOBERO ON JANUARY 16TH

Coming to Santa Barbara direct from the Philharmonic Auditorium in Los Angeles, the Don Cossacks will be heard in a brilliant program of choral music and native dances on Monday evening, January 16th., at Lobero Theatre.

Choral work has been the basis of music of every nation, and in no country has it been more eloquently realized than in Russia. From the time of the fifteenth century, the court at Moscow had its church choir composed of the greatest male voices of the time. When the Imperial choirs were no longer in existence, the Cossacks from the Don region became famous for the beauty of their voices. In General Platoff's magnificent organization of singers, who created sensational interest all over Europe, North and South Africa, South America, New Zealand, Australia, and the Far East, vivid tone pictures of Russia's early national life are conjured up by their interpretation and innate dramatic sense in translating themes.

Early folk-lore and traditional songs of the ages are vocalized with impressive effect. Dancing plays an integral part in the entertainment of General Platoff's Don Cossack Choir, and it is significantly allied with the music. The picturesquely clad artists give exhilarating expression to their two-fold art, under the direction of Nicholas Kostrukoff.

An outstanding feature of the entertainment is the knife dancer, Ivanoff, who performs the spirited movements of the Caucasian Cossacks, carrying twelve knives—in his mouth and hands, on his chin, his lips, and his shoulders. This is an art that few dancers can learn. It is a family accomplishment, handed down from father to son in Caucasia, from one generation to another. The thrilling whirlwind dancing of the singers is also a feature of the performance.

breaking reception for the return of this popular symphony orchestra. Mrs. John A. Berger, executive secretary of the Music branch, says, however, that good seats are still to be had at the Lobero office of the Community Arts, owing to the large capacity of the Fox-Arlington theatre, largest in the channel counties.



Shirley Temple will be seen at the California Theatre starting Saturday in "Just Around The Corner." Luise Rainer will be seen in the companion feature "The Great Waltz."

the centuries together with a hundred thousand dollar Art crafts exhibit with actual demonstrations in blanket weaving; silver smiths, Kachina carvers of the legendary gods of the Hopi and other arts and crafts of these southwest cliff dwellers. This is the only group of Hopi Indian snake dancers to ever leave the Hopi reservation. They will be at the Del Mar theatre two days Friday and Saturday Jan. 6-7.

Wykoff to Be Made Chief

Frank Wykoff is to be made an Indian chief. While M. W. Billingsley's Hopi Indians are at Del Mar Theatre they will make Frank Wykoff a white chief in honor of his Olympic record. This will take place on the stage Saturday evening at the Del Mar theatre.

The Hopi Indian dancers are snake dancers and dance with live snakes in their mouths. Their belief is that they came from a snake skin.

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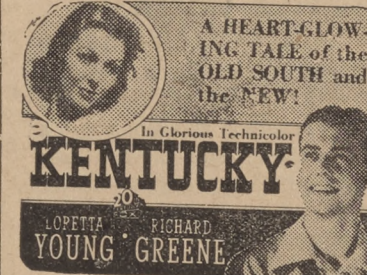


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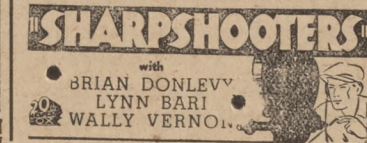


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One the screen — Jane Withers in "TROUBLE"

ODDITIES AT THE FAIR

NEW YORK—Here are a few of the strikingly unusual things visitors will find at the New York World's Fair 1939:

A parachute tower from which visitors may "bail out" at an elevation of 250 feet and be sure of a "happy landing."

Revolving "magic carpets" from which you may look down as from a height of two miles upon "The City of Tomorrow" inside the 200-foot Perisphere.

A "Tree of Life" carved from the trunk and branches of an elm planted in Connecticut in 1781 by Revolutionary War prisoners.

"Steve Brodie" jumping six times a day from a reproduction of the Brooklyn Bridge.

The most valuable wheat field for its size in the world in full growth.

Five million dollars worth of diamonds, rubies, emeralds and other gems in one glittering display.

The steel-walled bathysphere in which descent has been made miles down in the black depths of the ocean.

"Rocket gun" by which passengers will be shot to the moon, or Mars some day—perhaps.

The model of a human eye so large visitors may enter it and look out upon the Fair's busy scene just as if the eye were doing the looking.

Two hundred blooded cows being milked daily on a revolving platform.

An orange grove transplanted intact all the way from Florida. Automobiles with living drivers in hair-raising collisions and flying somersaults.

The largest opal in the world. An oil well in operation with real drillers in the "cast."

The largest model railroad ever constructed.

Puppets 14 feet tall dramatizing the contents of the familiar bathroom medicine cabinet.

Displays of rare orchids, renewed every three days by plants flown to the Fair from Venezuela.

The tremendous discharge of 10,000,000 volts of man-made lightning.

A Brazilian exhibit building erected on stilts.

A floor made of cotton.

Ricksha runners from South Africa six and a half feet tall and clad mostly in feathers, horns and beads.

A waterfall cascading from the high roof of a building.

Mural paintings that change their colors while you're looking at them.

Fireworks set to music in related patterns of color and light. A city entirely populated by midgets.

An automobile speedway half a mile long on top of an exhibit building.

Mighty snowstorms sweeping down out of a clear Spring sky.

A building turned inside out with its roofbeams on the outside.

Moving chairs traveling around in a building so visitors won't have to walk.

A flight to Venus so real you'll swear you've been there and met the folks.

The tallest mural paintings in the world.

A model of New York City so large that the Empire State Building is reproduced 23 feet tall.

A sphere 200 feet in diameter seeming to revolve on jets of water, like the little silver ball in the shooting-gallery.

A fountain that sings.

Paintings that have to be destroyed every night and done all over again next morning.

A "Fountain of the Atom," with electrons and protons dancing around a pulsating shaft of light.



Loretta Young and Richard Greene in "Kentucky", technicolor film, featuring the running of the Kentucky Derby, now playing at the Fox Arlington Theatre. Also on the same program, "Sharpshooters."

FIFTY PER CENT OF RELIEF INMATES ARE FOREIGN BORN

SAN FRANCISCO—Fifty per cent of the inmates of the big Laguna Honda Relief Home in San Francisco are foreign born, and but 5 per cent of all inmates come from established private homes, according to a report made by Dr. J. C. Geiger, clinical professor of epidemiology in the University of California Medical School and health officer of San Francisco.

Eighty-five per cent of the inmates of the home are either single, widowed, or divorced.

From the health standpoint neither alcoholism nor cancer assume the importance that might be expected for such an aged group, and there is a low incidence of tuberculosis, due to the transfer of tubercular patients to the San Francisco County hospital.

One surprising factor noted in the study of was that forty per cent of the inmates entered the home under 60 years of age and 26 per cent entered in the age group 50 to 59 years. The colored population is only 4 per cent of the entire inmate group, with the Chinese leading the classification.

for the vacation period. The scores were as follows: A Team, Oxnard, 27, Carpinteria 25; B Team, Oxnard 28, Carpinteria 25.

The Warriors' next league game will be played at Moorpark on Friday, January 13.

Want Ads in The Chronicle bring results.



The three hillbillies, who return to the Mission Athletic Card tonight by popular request.

HILLBILLIES AGAIN ON MAC CARD TONIGHT

Two corn-fed, roly-poly lads from the Ozarks triumphed over the "Tarzan" Orth, and Monte LaDue at the MAC arena last Thursday. To a packed house, the two boys came out from behind their whiskers and put on a riot of a show. Sleepy, the husky lad of the duo was the outstanding gladiator in the blood-filled square. The first fall went to the hillbilly pair but were subdued in the second by Orth and LaDue. The final fall was won by the hill boys not without a little free-for-all in which Pappy himself took part. After being struck by Orth for interfering, Pappy came back with a hay-maker which sent Orth to the other side of the ring in a dazed and undetermined manner.

Due to the clamor of the paying public, Manager Poole has resigned the Ozark boys for a rematch with Orth and LaDue. A packed-house

WARRIOR CAGE SQUADS LOSE PRACTICE GAMES

The Warrior A and B basketball teams met defeat in a practice game with Oxnard in the local gym on Tuesday afternoon by a narrow margin. The Oxnard lads had been practicing during the vacation period but the Warriors had not seen action since school closed

is expected due to the ill-feeling between Pappy and Orth. For tonight's show, Pappy will take the place of Dopey in the teamwork. Pappy, a veteran of many a ring war should show up that city slicker Orth, to a fare-thee-well. We are all expecting blood.

In the semi-windup, the popular Billy Rayburn and his alligator hold will tangle with Charles Carr, the ex-blacksmith in a two-out-of-three falls, 45-minute time limit bout.

Jackie Nichols, a newcomer, and Cecil McGill will open the show in a one-fall, 30-minute match.

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GRAND DAD, 4-5ths.... 3.06
OLD TAYLOR, 4-5ths.. 3.06
SEAGRAMS V.O. qt.... 4.05
CANADIAN CLUB qt... 4.25
HIRAM WALKERS qt. 3.77
De Luxe
RAMS HEAD, qt. 3.01

RUMS

JAMAICA 4-5ths 3.05
RED HEART 4-5ths..... 3.46
BACARDI 4-5ths 3.56
Carta Blanca
BACARDI, 4-5ths 2.24
Silver Label
RONRICO, 4-5ths 2.17
TANDUAY, 4-5ths 1.90

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JERRYS
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VENETIAN BLINDS HAVE PLACE IN WORLD HISTORY

Definitely, architects, interior decorators and property owners have come to recognize the many advantages of Venetian blinds and their use has increased by leaps and bounds within recent years.

Many think of Venetian blinds as "something new", when in reality they have been in use throughout the world for centuries.

Interesting sidelights on the origin and use of Venetian blinds are given by M. C. Israel, Vice-President of the "National" Venetian Blind Company of California.

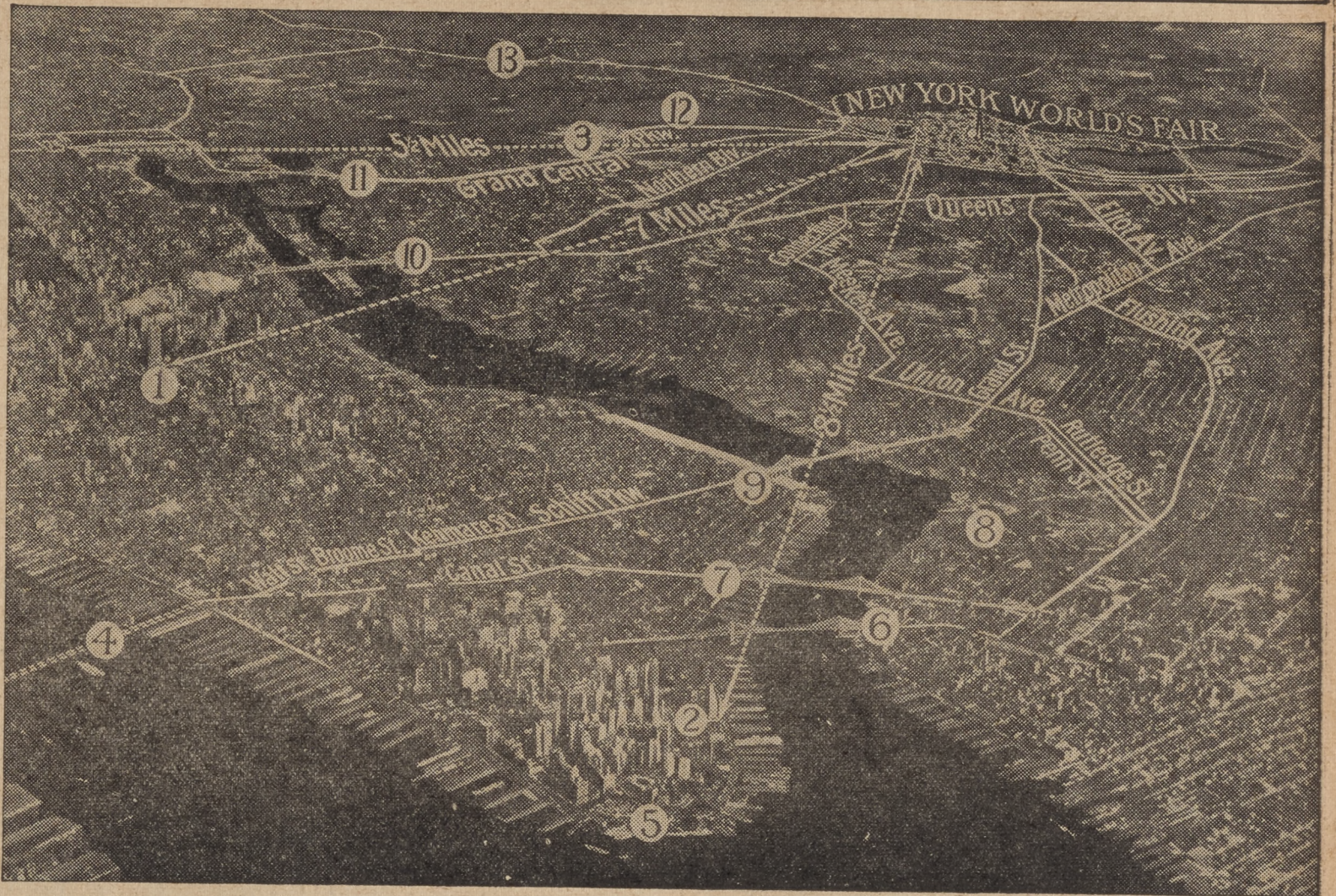
"Marco Polo, that intrepid Venetian adventurer, traveled through Ancient Cathay and the Far East about 1250 A. D. In his writings, he makes mention of seeing an ingenious device for fenestration which is used in many dwellings by rich and poor alike." The description of this 'ingenious device', although crude and cumbersome, nevertheless unmistakably depicts the same principle as is employed in the modern Venetian blind. Marco Polo was so impressed with their commercial possibilities that he brought back several 'bindles' of these devices to his native Venice.

"There appears no evidence of general usage of Venetian blinds in Europe until about the year 1500. While visiting Spain, King Francis I of France re-discovered these 'binds' and immediately brought them back to France. Frenchmen named these devices 'jalousies' (which means jealous or jealousy). It appears that these Venetian blinds were used in the palaces and homes of the nobility to close in the open porticos. This so aroused the village gossips, whose prying eyes were cheated by the new blinds, that they became known throughout France as 'jalousies,' which to this day is the French word for Venetian blinds.

"Some years later, in the early 6th Century, King Francis, in negotiating a hostage agreement, traveled to Venice with these 'jalousies.' Before long, the palaces of the Doges of Venice were gay and resplendent with these colorful and useful blinds. They were crude and difficult to manipulate but highly ornate with gold leaf and jewels. After this re-introduction to Venice, they came into more general use, and the Venetians undoubtedly contributed some improvements and refinements to these blinds. As they became increasingly popular in Southern Europe, they earned the somewhat doubtful title of Venetian blinds.

"That the Spaniards introduced

Air Map of Manhattan and New York World's Fair Grounds



NEW YORK—An aerial photograph recently obtained this remarkable picture showing the skyline of New York with its relation to the grounds of the New York World's Fair 1939. An artist has painted on lines indicating distances from certain points in Manhattan to the Fair grounds. These distances, and other facts,

concerning road and bridge approaches to the exposition which is preparing to handle 60,000,000 visitors, are:

- (1) From Empire State at Fifth Avenue and 34th Street, in the heart of the retail shopping district, to the Fair grounds, 7 miles.
- (2) From Wall Street, in lower Manhattan, to the Fair grounds,

- 8 1/2 miles. (3) From the entrance to the Triborough Bridge, 5 1/2 miles. (Motorists can make this trip without encountering a single traffic light). (4) Holland Tunnel from New Jersey, showing route through lower Manhattan across Williamsburg Bridge (No. 9) to roads leading to the Fair. (5) The Battery. (6) Brooklyn Bridge. (7)

- Manhattan Bridge. (8) Brooklyn Navy Yard. (9) Williamsburg Bridge. (10) Queensboro (59th Street) Bridge. (11) Grand Central Parkway. (12) North Beach Airport (now being enlarged at a cost of \$30,000,000). (13) New Whitestone Bridge furnishing direct gateway from New England and Canada.

the Venetian blind to the Americas is unquestioned. All through the Latin countries of South and Central America, where the Spaniard left his indelible mark on architecture, we find a wide usage of Venetian blinds. This Spanish influence, traveling northward thru Mexico into Southern United States, reaches up the Atlantic Coast into New England. During the early days of the Colonists, we find considerable evidence of the use of Venetian blinds. All the windows of the prim little New England homes had their green and white 'shutters.'

The quality, beauty and sturdy construction of "National" Venetian blinds are known throughout the entire country. The better furniture stores and interior decorators everywhere handle them.

The stores here handling "Na-

CABIN FEVER

Bob Burns built himself a "city house" when he settled down in Hollywood, but the Arkansas Traveler soon discovered that he couldn't write in it; so he built himself a little mountain cabin out on the back lot, and it is here that he works on his various programs.

Chronicle Want Ads bring results.

"National" Venetian blinds maintain a complete service for installation for home and business institutions, and are this week, cooperating with the "National" factory in a special event to effect considerable savings to purchasers. A wide selection of color combinations are offered and each blind is tailor-made to fit each window.

LAW CHANGES MOVIE

The McCarron-Lea bill in Congress, outlawing airplane scenes, necessitated a change in Paramount's "St. Louis Blues." Originally, Dorothy Lamour had been shown planning to New York on a pass. The scene was deleted, and Director Raoul Walsh substituted another showing the actress thumbing her way on the road.

Next May 18 has been designated as "Peace Day" for the promotion of international good will at the 1939 California World's Fair.

STARTED AT BOTTOM

George Cukor, who directs Claudette Colbert and Herbert Marshall in Paramount's "Zazu" and is scheduled to direct "Gone With the Wind," started his connection with the show business after graduating from college. He accepted a job as office boy in a New York producer's office at the \$10 a week.

San Francisco, as a city built of steel in 1939, will form the dramatization exhibit of the U. S. Steel Company at the 1939 California World's Fair.

SUN, MOON AND TIDES

Department of Commerce U. S. Coast and Geodetic Survey
307 Customhouse, San Francisco

TIMES AND HEIGHTS OF TIDES AT CARPINTERIA, CALIF.

JANUARY, 1939

Day	Low Ft.	High Ft.	Low Ft.	High Ft.
6	3:00 am 1.3	9:06 am 6.3	4:15 pm 1.4	10:38 pm 4.0
7	3:50 pm 1.3	9:54 am 6.0	4:57 pm 1.3	11:22 pm 4.1
8	4:45 am 1.3	10:42 am 5.5	5:41 pm 0.8	
Day	High Ft.	Low Ft.	High Ft.	Low Ft.
9	0:11 am 4.2	5:46 am 1.4	11:35 am 4.9	6:26 pm 0.3
10	1:04 am 4.3	6:57 am 1.5	12:35 pm 4.0	7:13 pm 0.4
11	2:00 am 4.4	8:28 am 1.5	1:50 pm 3.3	8:05 pm 0.9
12	3:01 am 4.5	10:06 am 1.3	3:27 pm 2.8	9:10 pm 1.3

JANUARY, 1939

Day	Sunrise	Sunset	Moonrise	Moonset
6	7:07 am	5:03 pm	6:27 am	7:24 am
6	7:07 am	5:04 pm	7:38 pm	8:12 am
8	7:07 am	5:05 pm	8:47 pm	8:55 am
9	7:07 am	5:05 pm	9:54 pm	9:34 am
10	7:07 am	5:06 pm	10:58 pm	10:12 am
11	7:07 am	5:07 pm		10:49 am
12	7:07 am	5:08 pm	0.00 m	11:25 am

MOON'S PHASES: Full Moon Jan. 5, 1:30 pm. Last Quarter Jan. 12, 5:10 a. m.

Instruct Your Attorney to Publish Your Legal Notices

in the **CARPINTERIA CHRONICLE**

RECENT CERTIFICATION by Superior Court of Santa Barbara County, establishing the Chronicle as a legal publication eliminates any question of legality of publication.

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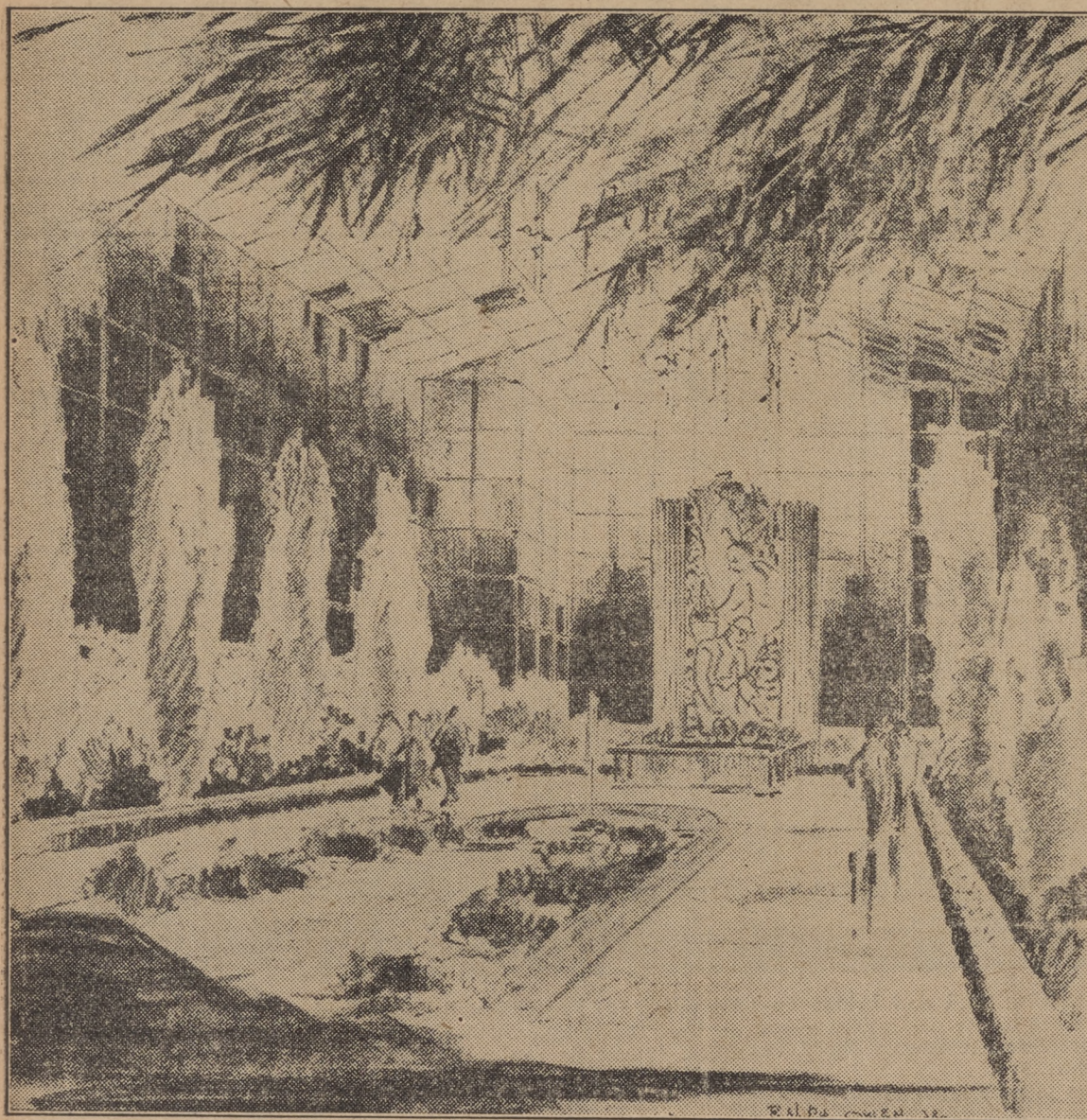
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Carpinteria Chronicle

115 E. Coast Highway

Phone 4461

TREASURE ISLAND FLOWER GARDEN



Presented today by the California State Commission and Mark Daniels, architect, is the above study of the proposed treatment of one wing of the Floricultural Palace on Treasure Island in 1939. Housed in a huge greenhouse which will offer an unobstructed interior view for its entire length of over 250 feet, 30 theme floricultural shows will be presented during the 10 months of the Exposition. In the above illustration may be noted: (a) Graceful boxwood hedges at left and right; (b) masses of bedding plants in center; (c) small pools at end; (d) special plants outside hedges; (e) ornamental trees on either side; (f) ornamental feature of lalique glass at extreme right. 92 garden clubs of California and growers of the entire West Coast are participating in this greatest of all flower shows.

C. OF C. TO ELECT NEW OFFICERS

The Directors of the Carpinteria Chamber of Commerce will meet this evening in the Justice Court room in the Veterans' Memorial Building at which time a report of the activities of the year 1938 will be given by the secretary, W. H. James, and new officers elected for the coming year.

On next Wednesday evening a general meeting of the membership will be held for the purpose of making certain changes in the constitution one of which will change the meeting night from Wednesday to Thursday.

PERSONALS

Mrs. Lucie Treloar entertained at dinner New Year's day for Mrs. H. L. Beckstead, Miss Maude and Miss Minnie Merrihew.

Good Fellowship Men's Club will meet at the Church for dinner Monday evening at 6:30 o'clock. Jack Wullbrandt is chairman of the dinner committee, and will be assisted by Dr. J. B. Lape, Mr. Kenyon, Lonnie Faught, and Glenn Humphrey. All men of the Valley or cordially invited.

BEAN GROWERS

(Continued from page 1) below the cost of production.

A third matter for discussion at the meeting will be the matter of planting about one-fifth or one-fourth of the usual bean acreage to other crops this year. This would result in adjusting production to market demand and should result in bringing the prices of beans back to at least the cost of production to the farmer.

The place of the meeting has been tentatively set at Lompoc, in Foresters Hall, January 16th. It is hoped that a man from the State College of Agriculture or from the United States Department of Agriculture can be obtained to inform growers on the present economic condition.

Indian Dancers to Appear on Assembly Program at School

A special assembly will be held in the high school auditorium tomorrow afternoon at 2:00 p. m. at which time the Hopi Snake Dancers who are appearing at the Del Mar Theatre this week-end will present a program.

Chronicle Want Ads bring results.

LEGAL ADVERTISING

Adjudged a Legal Newspaper By the Superior Court of Santa Barbara County and Qualified by Law to Publish Legal Notices and Advertisements

LEGAL NOTICE

CERTIFICATE OF TRANSACTING BUSINESS UNDER FICTITIOUS NAME.

I, the undersigned, do hereby certify that I am transacting a business of leasing, buying, developing, maintaining, operating and or disposing of oil lands and leases and petroleum products of every sort and kind; that the principal place of said business is 19 East Canon Perdido Street in the City and County of Santa Barbara, State of California; that I am the sole owner and manager of the said business and my place of residence is 312 South Ellen Drive in the City and County of Los An-

LEGAL NOTICE

geles, State of California. IN WITNESS WHEREOF, I have hereunto set my hand this 30th day of December, 1938.

A. C. STRALLA

State of California, County of Santa Barbara, ss.

On this 30th day of December, in the year 1938, before me, the undersigned, a Notary Public in and for said County of Santa Barbara, State of California, residing therein, duly commissioned and sworn, personally appeared A. C. Stralla, known to me to be the person described in, and whose named is subscribed to the within instrument, and acknowledging to

LEGAL NOTICE

me that he executed the same. IN WITNESS WHEREOF, I have hereunto set my hand and seal the day and year in this certificate first above written. (SEAL) Myron Francis Fenton Notary Public in and for said County and State. Published in the Carpinteria Chronicle Jan. 5, 12, 19, 26.

Newspaper publishers from all parts of California held their quarterly meeting on Treasure Island, previewed the 1939 California World's Fair, and attended a banquet in the Administration building.



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