

CARPINTERIA CHRONICLE

READABLE REPRESENTATIVE RELIABLE

VOLUME ONE

★★★★

CARPINTERIA, CALIFORNIA, FRIDAY, SEPTEMBER 8, 1933

9

NUMBER 29

Impressive Services Open New Club Building

NEW BUILDING DEDICATED WITH PROGRAM AND OPEN HOUSE AS ORGANIZATION BEGINS 40th YEAR

President of County Federation Addresses Carpinteria Members as Varied Program Opens Recently Completed Building

MARKED by impressive exercises, dedicatory services and a program of speeches and music, the new home of the Carpinteria Womans Club was officially opened yesterday afternoon. Nearly 100 valley and county clubwomen were present. More than fifty friends and husbands of the members enjoyed the moving pictures and impromptu dance which were given last evening at the club held open house.

The afternoon program opened with "Wisdom," a responsive reading by Mrs. Leon Kirkes and Mrs. Alice K. Baylor. Following the reading Mrs. Virginia Reum, president of the County Federation of Women's Clubs addressed the group on "The Work of Womens' Clubs." Mrs. Donald Andrews followed with a short history of the local club which touched on its forty years of activity in the valley and the growth of the building fund, started 15 years ago by a street fair.

Mrs. J. E. Jones, financial secretary of the building committee, next gave a statement of the cost of the club's new home and furnishings, after which the keys to the building were presented to President Shorkley by Mrs. Frank Thurmond, chairman of the building committee.

Following the presentation of the keys, the fireplace in the auditorium the gift of Zachariah Lescher, in memory of his wife, the club's fifth president, was dedicated with an impressive ceremony. Mrs. Julia Dowling, daughter of Mrs. Lescher, lighted a candle and carried it to Martha Rose Dowling, her 14-year old daughter, who approached the fireplace and ignited the first blaze in the memorial fireplace.

The ceremony was concluded with a few words by President Shorkley, following which tea was served by the reception committee.

During the evening Clarence Cadwell showed motion pictures of Carpinteria and valley residents, as well as some interesting shots of California wild game scenes taken in the High Sierras. A musical program was rendered by the Bliss-Shorkley Orchestra, and the evening was concluded with dancing.

The reception committee for the afternoon was composed of Mrs. Nelson Smith, Mrs. Walter Dowling, Mrs. Joseph Schweizer, Mrs. Dave Safwenberg, Mrs. Clarence Sawyer, Mrs. H. L. Beckstead, Mrs. A. G. Wood, Mrs. E. W. Hoffman, Mrs. Alice Moore, Mrs. Frank Thurmond, Mrs. John Hudson, Mrs. Neil Bailard, Mrs. D. A. Carton and Mrs. Stuart McMartin.

Avocado Growers Code Of Ethics Completed

In keeping with the times, the avocado industry, both producers and shippers, have been preparing a code of ethics to control the distribution and prevent demoralization of markets through unregulated shipments. This comes from S. A. Anderson, Farm Advisor, representing the University of California in Santa Barbara county.

The avocado code as written, in many respects, is similar to other

COMING EVENTS

TODAY—
Child Health Conference, High School, 2 to 4 p. m.

TUESDAY—
Legion Meeting, 6:30, Cerca del Mar.

WEDNESDAY—
Annual Birthday Party, Community church, 12:30.

Assemblyman Bliss Begins A Series Of Chronicle Articles

Govt. Problems To Be Discussed Weekly

1—Government's Biggest Job.

PROBABLY never before in history have people been so interested in government as they are today. "Government" we can call the control exercised by all of over the actions of each one of us. As government now exists in our country, it is so divided that a discussion of its problems becomes difficult. In fact the large number of different governments all existing side by side and all exercising control over us, is one of the things that makes it difficult for government itself to operate properly. We have the government of the whole United States centered in Washington, in the President and Congress and the Supreme Court. We have the government in each one of the 48 states. We have the separate governments in the counties of each state. We have the separate governments as well as the various others kinds of governments of districts, such as school districts, road districts, irrigation districts, etc., etc. These district governments have an endless variety of forms over the nation, but generally I can say that there is some form of governing authorities such as a board of directors or board of trustees, and that within certain limits they have full authority over the affairs of the district, insofar as the nature of the district government is concerned.

To repeat, the people at large have probably never before shown such an interest in government and in the problems of government. This is because we have arrived at a time when our relations to each other are so complicated and intricate that this thing we call government has failed to keep pace with the problems which have come upon us and have become an increasingly difficult task in meeting those problems and properly solving them.

The greatest and gravest problem which confronts the American Nation today is the economic problem. While the state and city governments to some extent can be helpful in meeting this problem and easing its burden, it is quite apparent that the government at Washington is the one to which we are all looking to

No More Baseball For Carpinteria As Locals Quit League

Team Disbands, Stemp Says Boys Need Rest

THE Carpinteria Baseball Club is a thing of the past. Top-notchers in their league last year, serious contenders for the cellar spot this season, the team's withdrawal from the Whitmer Trophy League was announced this week by Manager Stemp who stated: "It's not that we can't stand the pressure of being down at the bottom of the league, but that by withdrawing we can speed up the league's brand of baseball. The team has evidently gone stale. Last Sunday's game proved that, when the Cubs trounced us 12 to 3. The boys need a rest, and we feel that by withdrawing now the team will play better ball and give the fans a better exhibition next Spring."

Rumors were rife this week concerning the organization of a new Carpinteria club, but nothing more definite could be learned than that "some of the boys are talking it over."

Stemp announced that he will give a barbecue at the Solari-Schweizer ranch for the members of the club, Sunday, as a final wind-up to their long association.

For the past three years Stemp has provided valley fans with a good brand of baseball.

"I hate to ask fans to support the type of baseball we've been putting out the last few weeks," Stemp concluded. "A good rest during the football season will stimulate the fan's interest later and put more pep in the team when it starts playing again."

find a way out of the economic miasma. So it will pay us to think for a few minutes about this job that confronts the national government, to the solution of which it has very energetically applied itself.

In the first place, what is the problem—we all agree that there is a very acute problem confronting the nation. For several years we have been calling it the depression. We have been told that these depressions come and go and that the present one is no more cause for worry than any of the several others (Continued on Page Four)

VALLEY SCHOOLS OPEN FOR FALL TERM WITH LARGEST ENROLLMENT IN HISTORY AS VACATION CLOSES

Large Freshman Class and Summerland Students Help Increase High School Figures; Nearly 400 Registered in Grammar Grades

NEARLY five hundred and fifty youngsters answered the sound of Carpinteria school bells as the fall semester opened Tuesday morning, an increase of approximately forty students over last year.

A Freshman class of forty swelled the high school's total to 170, including 12 Summerland students, as compared to last year's enrollment of 154. Principal Hawley stated yesterday that he expected the total to reach 180 next week, as there are several students who have not yet enrolled. Such a number will give Carpinteria High School the largest student body in its history.

The grammar grades also showed a healthy increase, with nearly four hundred pupils registered, including a kindergarten of 16 and 138 from the Aliso school.

Five new names are listed on this year's faculties, three in the high school and two in the grammar school. Virginia Bailard, who graduated with the Class of '28 and has just graduated from Occidental College, is filling the vacancy caused by the illness of Miss Lenore Giddings. Miss Dorothy Pray and Leonard Wilson are the other two new members of the high school faculty.

Miss Eloise Mays and Miss Dorothy Clark will complete the grammar faculty roster, as part time teachers, having charge of the music in the grades.

Fred Greenough, director of music in the high school, reports an enrollment of forty in the high school orchestra, which is exactly twice the membership of last year's organization.

The high school's first regular assembly, held Wednesday, took on the appearance of re-union, when a number of old graduates, including several former student body presidents, were present. Plans are being formulated to make the first assembly each fall an official Homecoming Day, according to Principal Hawley, who stated: "A great number of former students come home each summer, and have not yet left for college when the high school term opens in the fall. Old grads are always welcome, but the idea has been suggested that at this first assembly each year we might plan our program more or less for their particular benefit."

Assemblies and physical education classes are being held outdoors, pending the refinishing of the gymnasium floor, which will be completed next week.

Miss Clarabelle Lewis is acting as secretary to Mr. Hawley this year, and Mrs. Harold Heltman as book-keeper. Katherine Osterman, who was secretary last year, has moved to Santa Barbara.

at Carpinteria.
November 11—Lompoc at Carpinteria.
Attempts are being made to book games with Santa Paula's "A" team and with Deane School.
"We're apt to miss such men as Elmer Martin, Ray McPherson, Maxfield, and K. Oppe with a tough schedule like this," Coach remarked. "Their places will be hard to fill."
Regulars who are back this year are: Husted, Kendrick, R. Bowen (Continued on Page Four)

Things To Remember:

The fascination of watching Mrs. Cummings operate a "new fangled machine that re-treads tires."

Twelve years old, earning \$4.50 per day working on a bean thresher.

A fifth grader who managed to inject considerable interest and originality into Longfellow's "Evangeline" by reciting: "Silently one by one in the infant meadows of Heaven blossomed the lovely stars, the forget-not-mes of the angles."

Listening to Nelson Rogers play the banjo on a moonlight night.

Working after school and Saturdays to pay for a plate glass window I had broken with a stray baseball.

Auto Courts, Hotels And Camps Flooded With Holiday Crowd

Labor Day Brings Last Spurt Of Week-Enders Here

"LABOR DAY" meant exactly that for Carpinteria hotel, auto court and beach camp proprietors, as hundreds of out-of-town people took advantage of the extended week-end to enjoy one last holiday here before the end of the vacation season.

Manager West of the Carpinteria Beach Camp reported a crowd of over 500 spent Saturday and Sunday at "the world's safest beach," while Pine Haven Auto Court, Palms Hotel and Carpinteria Motor Lodges turned scores of guests away.

Highway traffic was unusually heavy, even for a holiday, and highway service stations and business houses enjoyed a rushing business.

A balmy, sunshiny day drew hundreds into the surf, and the beach was covered with locals and visitors who were putting the final touches on their 1933 summer tans.

codes involving the distribution and marketing of other varieties of fruits. It will be an agreement between shippers or handlers and the Secretary of Agriculture. The Act provides that the Secretary of Agriculture may enter into an agreement with shippers, handlers and cooperative organizations. Individual growers can only influence the policies outlined in the code when they have representation through their cooperative organizations.

It is proposed in the avocado code to license all handlers and shippers and distribute the cost of administration equally every pound of avocados sold in California or shipped out of the state. When this code (Continued on Page Three)

Ye Kronikal Almanack

PRESENTING the valley's first bid for pugilistic honors since Johnny Jimenez stopped everything they had to offer at the barn-like "gymnasium" that formerly stood at the foot of Linden Avenue. Cartoonist Coles here depicts his subject returning from Ventura on a moonless night that was further deepened by a dense fog.

Sam's chief obstacle in the path to boxing honors is the difficulty in finding training material in these peaceful regions. Long ago he convinced the bravest of Old Town's sons that the ring is no place for a siesta. His road work—he runs seven miles daily—has become a problem too, Sam complains. He used to use jack rabbits for running mates, but for the past three weeks every rabbit on the Casitas has suffered from "Charley horses" con-

tracted from trying to pace Sam. His pugilistic career had a hard time getting under way. In his first bout he is said to have had both eyes closed. He tried to find his opponent from memory, and was arrested, the story goes, ten minutes later for poking a man named Harrison—three blocks down the street from the Athletic club.

They say that he lost his 2nd match because his opponent claimed that a horseshoe found in the ring had fallen out of Sam's glove "Only way I c'd 'splain it," Sam said, "was that somebody had left a horse in that ring over night and his shoe came off. The only thing I ever put in my glove besides my fist was a rabbit's foot, and I had that manicured before the fight." Things are better now, he has won two K. O.s and a draw.



Man About Town Saw:

Fond mothers giving their young hopefuls a last-minute looking over before leaving them on the first morning of school.

Two cars stop with screeching brakes to allow a lady to cross in a pedestrian zone—she changed her mind and went back!

Frank Wymond puzzled over a wire from New York from Frank Junior which said "Meet me at 9:30" but neglected to mention what day.

The first tinge of Fall in the air, early these sunny mornings.

A fat man wearing a desert helmet and overalls, pitching horseshoes.

A man with a beard like Brigham Young's, driving a rakish sport roadster.

Stiff Competition Indicated In H. S. Football Schedule

First Game With Oxnard "A" String Week From Friday

CARPINTERIA high breaks into class "A" football a week from today when the local eleven takes on Oxnard high's first string at Oxnard, for the opening of what promises to be a heavy schedule, according to an announcement made by Coach Irving Mather yesterday. "Over forty are out for football, the largest squad we've had," Mather said. "Of these, nine are lettermen, and only five of the nine were regular players on last year's team. They range in size from little peewees to a first string team that will average a few pounds heavier than last year."

"We're biting off plenty when we tackle "A" squads from Oxnard and Santa Paula," he continued. "But the break into Class A football had to be made sometime, and in a few years Carpinteria has a chance to be on a par with some of those schools."

"Inexperience will be our greatest handicap this season, but we hope to be able to make a creditable showing against the larger schools and to win at least half our games."

Present plans call for a schedule of seven or eight games, that being considered a sufficiently long season for high school teams. Following is the tentative schedule for this fall:

September 15—Oxnard "A" team at Oxnard.
September 29—Santa Barbara Sophs vs. Carpinteria Reserves at Carpinteria.
October 13—Moorpark at Moorpark.
October 27—Ojai at Carpinteria.
November 3—Oxnard "A" team

OUR HAT IS OFF TO—

DR. GENEVIEVE SHORKLEY

Whose untiring efforts in the interests of the Carpinteria Womans Club are in no small way responsible for the success that organization has enjoyed during her presidency.

CARPINTERIA CHRONICLE

READABLE REPRESENTATIVE RELIABLE

Published Friday mornings, with complete coverage of Carpinteria Valley, Summerland and Rincon

LINN UNKEFER Editor
"SEEBEE" DAVIS Shop

115 E. Coast Highway Telephone 4461

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

"AND A LITTLE MOUSE SHALL LEAD THEM"

SINCE its inception the English language has never been subjected to a strain such as that imposed upon it by the people who write the advertisements for the movies.

Adjectives are worked thread-bare, until they limp painfully back to Hollywood for a new coat of paint and a general over-hauling. Adverbs awake to find themselves in huge dripping type, marching frenziedly across the pages of the dailies. And the people who place them there recognize but one degree—the superlative.

The lurid promises of the old circus posters pale in comparison with the phrases which herald the presentation of the most mediocre pictures. In fact, as one writer has observed, if any other industry made use of the same advertising methods it would be jumped immediately by the advertising clubs and Better Business Bureaus.

The condition is so regrettable that even the producers themselves are beginning to be aware of it, and to joke each other about it. A story that illustrates the Hollywood phraseology is told of two producers who met at lunch one day.

"How's business, Finklebaum?" one asked.

"Colossal, simply colossal," Finklebaum replied, "But I think it will pick up next month!"

Producers have been quoted as saying that their pictures are designed to entertain audiences with average intelligence of a rather back-ward twelve-year-old. Their intent is painfully obvious in many of the "epics" they put out, and their advertising is certainly addressed to a juvenile mentality. Among the more modest claims made for some recent releases we learn that "This is the Most Magnificent Picture of the Age!" "The Screen's Supreme Spectacle." "To miss this Greatest Epic of Picturedom is to Miss the Event of a Lifetime." "Truly the Picture of the Generation!" "The Greatest Picture of All Time!" "Proudly Leads All the Entertainments the World Has Ever Seen!"

Out of this bedlam of shouted claims, from this nightmare of inflated adjectives and wild-eyed superlatives, wouldn't it be soothing—and convincing—to run across some such advertisement as this—?

"Honesty and belief in your common sense prohibit our advertising this picture as an 'epic-splitting phenomena' or 'the drama of the Century.' Possibly there have been more pretentious pictures produced. Very probably more gripping situations have been screened, and we would be guilty of misrepresentation were we to tell you that seeing this picture will change your whole life. We do feel, however, that we can promise you two hours of entertainment and relaxation, more than a hundred carefree minutes in a pleasant environment. Can you do better with your twenty-five cents?"

There is one star whose producers do not feel called upon to eulogize, whose pictures are never termed "supreme achievements" nor "pictures that will go down through the ages."

Yet exhibitors will tell you that he is among the best box office attractions, and his fans seldom leave the theater disappointed. His pictures are never advertised on the "twenty-four sheets" of the big bill boards, seldom shouted at you from the daily paper.

His name is Mickey Mouse. His producers know he's good, and know that you know it. They don't consider it necessary to resort to superlative nor misleading advertising. All little Mickey needs is a card in the lobby and a line in the theater ad—"A new Mickey Mouse comedy."

Perhaps the movie-going public is so constituted that it must be fed a certain amount of hooey before its interests can be aroused. Years of superlatives in cinema publicity may have rendered it immune to straightforward advertising.

Barnum was wrong, or perhaps he was under-quoted. There's not one fool born every minute—there must be hundreds of them, judging from the crowds that swallow the somewhat hysterical claims made for one poor picture after another.

And is it presumptuous to suggest to Cecile DeMille that a golden bathtub and ten thousand extras dressed as Roman gladiators are not the only requisites of Art? Won't someone take these jittering copywriters on his knee and whisper, gently but firmly into their ears: "We know this picture is dazzling in its brilliance, sweeping in its scope, devastating in its drama and colossal in its entirety—but remember the cigarette people's slogan—'It's fun to be fooled—but it's more fun to know!'"

WHAT-OF-IT DEPARTMENT

Fountain pens were invented and used before 1786. . . . The citizens of Monaco, until recently, paid no taxes. . . . You can buy French perfumes in Panama for less than they cost in Paris. . . . The chief difference—if any—in the tastes of various cigarettes comes from the paper and not the tobacco. . . . A Los Angeles realty firm reports that only six percent of their "for rent" listings are vacant, as compared to nearly 60 percent a year ago at this time.

New Fords Win In National Races

DETROIT, MICHIGAN—All previous records for the famous Elgin National Road Race were shattered when a Ford V-8 won the Joseph Weidenhoff Trophy Race for stock cars of American manufacture in the 203-mile grind at Elgin, Ill., last Saturday. The race was conducted under the rules of the Contest Board of the American Automobile Association and was sanctioned by that organization.

The winning Ford V-8, piloted by Fred Frame, Indianapolis Speedway champion last year, lowered the mark set in 1920, in the last previous running of the race, by Ralph DePalma, famous race driver, in a high-powered racing car. Frame's average speed was 80.22 miles per hour. DePalma's record was 79.5 miles per hour. The Ford V-8 negotiated the 203-mile course in 2 hours 32 minutes, 6.1 seconds.

Fifteen cars were entered, including Fords, Chevrolets, a Plymouth and a Dodge. Fords took the first seven places in the event. The Plymouth finished in eighth place. The other cars were either forced out of the race by mechanical failures or were flagged when the race was declared finished.

Frame in the winning Ford took the lead in the first 8 1/4-mile lap and led every lap thereafter with the exception of the twelfth, when he stopped at the pits one minute and 20 seconds for gasoline, oil and water. This was Frame's only stop in driving what race officials described as a perfect race around the course.

A Ford V-8 entered and piloted by Frank Brisko, after completing the morning race over the 203-mile course for the Weidenhoff trophy at an average speed of 77.98 miles per hour, was the lone stock car to finish in the afternoon race over the same course for the Elgin Watch company trophy. The other four to finish were specially-built racing cars. Eight of the 14 entrants in this race were forced out because of mechanical trouble before half the distance had been run. Thus Ford became the only car in either the stock car race of the free-for-all to complete the course twice in the day of the races.

The highly consistent performance of the Ford cars finishing in the stock car race is revealed by the race records. The difference in elapsed time for the race between the first and seventh Fords to finish was only 6 minutes, 35.6 seconds and the difference in their average speeds for the course only 3.33 miles per hour. The results were:

- 1—Ford V-8, Fred Frame, 2 hrs., 32 min., 6.1 sec., 80.22 miles per hr.;
- 2—Ford V-8, Lou Moore, 2 hrs., 33 min., 20.8 sec., 79.57 miles per hr.;
- 3—Ford V-8, Jack Pettitcord, 2 hrs., 36 min., 5.0 sec., 78.17 miles per hr.;
- 4—Ford V-8, Eugene Haustein, 2 hrs., 36 min., 14.5 sec., 78.09 miles per hr.;
- 5—Ford V-8, Frank Brisko, 2 hrs., 36 min., 28.4, 77.98 miles per hr.;
- 6—Ford V-8, Russell Snowberger, 2 hrs., 36 min., 47.9 sec., 77.82 miles per hr.;
- 7—Ford V-8, Shorty Cantlon, 2 hrs., 38 min., 41.7 sec., 76.89 miles per hr.;
- 8—Plymouth, Bill Cummings, 2 hrs. 42 min., 27.2 sec., 75.11 miles per hr.

MOVIES

A whirlwind drama of intense emotional and exciting power is on the schedule for the Fox Arlington Theater to close Saturday with the final performance of an entirely new stage show.

"Emergency Call" is the title of the newest story of life in a busy emergency hospital, in which hope and fear, tragedy and humor, life and death chase each other about in a mad helter-skelter of action.

Bill Boyd, William Gargan, Wynne Gibson, George E. Stone and a strong cast are featured in the drama.

Ramsdell's dance Revue of 1933, a colorful number with eighteen people is the feature of the stage show with five other acts, besides some interesting short subjects.

Sunday, September 10, Marlene Dietrich's new picture, "Song of Songs," begins a four-day run at the Arlington. It is a story of a beautiful young woman who poses for a statue before a young artist. They fall in love, but his patron also falls in love with the girl and breaks up the romance. Through a heartbreaking series of disappointments and near tragedy, the story progresses to a sensational climax and the young lovers are eventually reunited.

Attention is called by the management of the Fox Arlington Theater to the children's Fun Club, meeting in the theater every Saturday morning at ten o'clock. A special feature picture, short subjects, children's shows, contest and prizes for the young folks, and other items of interest to children are the rule at Fun Club meetings.

Saturday, September 9, Silver King, Wonder Dog of the films, will be on the stage in person at the ten o'clock show.

COMMUNITY CHURCH

Rev. Leon Kirkes, Pastor

Sunday school meets 9:45. Sermon at 11 o'clock by the pastor, theme: "The Greetings of the Saints."

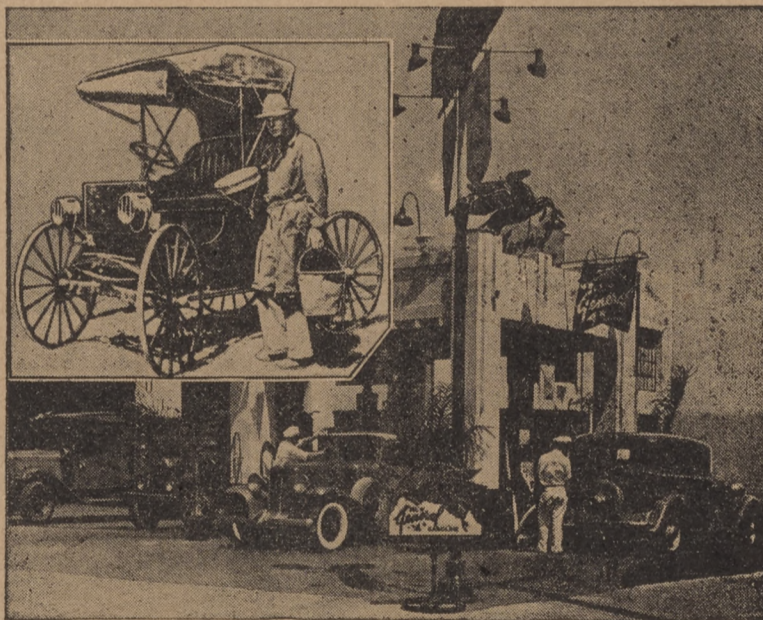
Christian Endeavor meets at 6:30. Tuxis Choir, 6:45. Womans Missionary Society annual birthday party Wednesday, Sept. 13. Pot luck luncheon at 12:30, program follows. A Cordial invitation extended to all women of the valley.

CHRISTIAN SCIENCE SOCIETY

814 Walnut Street

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

Service Progress Portrayed



The younger generation doesn't remember the grand-daddy of our present automobile pictured in the upper left-hand corner. General Petroleum Corporation uses it here to form a striking comparison with the cars, service and gasoline in vogue today. The ancient model shown is of the vintage of 1902.

Modern Methods Aid Motorist

Those who think today's automobile is a far jump compared with the car of thirty years ago should also stop and consider the contrast of automobile service and of gasoline in the same period.

A picture recently was submitted to General Petroleum Corporation of a 1902 model automobile being serviced in those far off days. The man who classed with what is the dapper service station attendant of today simply pulled a linen duster over his greasy clothes, caught up a five-gallon bucket, took the gasoline out of a barrel and put it in the car through a funnel. Sometimes the car ran—most of the time it didn't.

To contrast this, the above picture shows a modern General Petroleum service station such as now is dispensing that company's new General Four-Star gasoline all over the Pacific Coast and Arizona. The comparison was engineered by Don Dawson, Southern California divisional manager for General Petroleum, who stated: "The difference in gasoline now and in 1902 is as wide as the difference in automobiles and service stations over the past thirty years. The new General Four-Star gasoline, for instance, will not only do things unheard of in the early 1900's, but the gasoline used at that time would hardly be recognized as a fuel for the modern motor."

"It is only because of the tremendous progress achieved in the scientific refining of gasoline that the modern high compression motor has been made possible," Dawson added.

FOX--ARLINGTON Home of Greater Shows & Low Prices 30-40

CLOSES SATURDAY

BILL BOYD — WYNNE GIBSON — WILLIAM GARGAN
in "EMERGENCY CALL"

Thundering Drama— Whirlwind Action— Thrilling Love Interest!

And 6—GREAT VAUDEVILLE ACTS—6
Featuring Ramsdell's Dance Revue of 1933

KIDS! DONT FORGET THE— FUN CLUB!
SATURDAY, 10 O'CLOCK

STARTS SUNDAY
FOUR GREAT DAYS!!

SILVER KING
WONDER DOG
IN PERSON!

MARLENE DIETRICH IN
"SONG of SONGS"

One of the world's great love stories comes to the star who can make it live!!

With—Brian Aherne — Lionel Atwill — Alison Skipworth

SCHOOL SUPPLY HEADQUARTERS

LOOSE LEAF FOLDERS
LOOSE LEAF SHEETS
PEN HOLDERS & PEN POINTS
FOUNTAIN PENS
PENCILS
INKS
PASTES
MUCILAGE
MARKING PENCILS
CRAYONS

TYPEWRITER RIBBONS
TYPING PAPER
CARBON PAPER
ERASERS
INK ERADICATORS
DESK BLOTTERS
NOTE BOOKS
ART PAINT BOXES
PAINT BRUSHES
COMPASSES

+++

JONES . . . the druggist

"Where You Get What You Ask For"

PHONE 210

Here's the Solution to YOUR CLEANING PROBLEM

Clothes called for on MONDAY
Delivered on WEDNESDAY

24-Hour Service if desired

All Work Guaranteed

MISSION CLEANERS & DYERS

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Have you tried the new PATTOO Indelible Lip Stick?

We have it

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514 F. 8th Street

Telephone 3722

CHARLES T. HOLLAND

FUNERAL DIRECTOR

Funeral Chapel—15-17 East Sola Street

SEDAN AMBULANCE SERVICE

Member NATIONAL
SELECTED MORTICIANS

Telephone 4482
SANTA BARBARA

STOP IN FOR DINNER ON YOUR WAY TO THE
FIGHTS THIS EVENING

"mando's"

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

12 Miles South on the Rincon

Phone Ven. 26222

JUST AN HOUR . . .

AND YOU'RE ABOVE THE FOG IN A REAL

SUMMER CLIMATE

Cottages on a mountain stream by day or week

SWIMMING — RIDING — FISHING

at

SOPER'S RANCH

In the Ojai

Phone Ojai 7687 for Reservations

I.G.A. STORES

VERNER'S
CARPINTERIA MARKET

CHAS. D. VERNER — 103 COAST HWY.
WE DELIVER PHONE 214

SPECIALS for FRI. and SAT., SEPT. 8 - 9

★ ★ ★ ★

Pork Shoulder Roast, lb. **11c**
Lamb Stew, lb. **11c**
Lamb Shoulder Chops, lb. **17c**
Sausage, pure pork links, 1/2 lb. **9c**
Bee Farm Honey, lg. jar **25c**
Jellateen dessert, 3 for **15c**
I.G.A. Salt, 2 lb. pkg. **7c**
I.G.A. Baking Powder, 1 lb. **18c**
Tomatoes, solid pack, No. 2 1/2 **13c**
I.G.A. Gingerale, 3 for **25c**
Sweet Pickles, 8 oz., 3 for **25c**
Quick Arrow Soap Chips, lg., 2 for **25c**
Crest Cocoa, 2-1/2 lb. cans for . **25c**

FREE PARKING SPACE

SCHOOLS

THE Carpinteria Union Grammar School opened Tuesday, September 5. Two newcomers in the faculty are Miss Eloise Mays and Miss Dorothy Clark. Miss Mays attended MacAlester College, University of Arkansas, the Northeastern Teachers' College and holds a Bachelor of Music Degree from the University of Southern California. Miss Mays was supervisor of music at Carthage, Missouri, before coming to Carpinteria. Miss Clark finished her high school work at Roosevelt high school in Oakland and graduated from San Jose Teachers' College with a Bachelor of Arts degree. Miss Clark holds a Special Secondary Music Credential.

Miss Mays and Miss Clark, who are working together in the third grade are planning a project on textiles for the beginning of their work. They also have charge of the Boys' Glee Club and the Orchestra in the Junior High School. Plans for that work will be published later. Miss Gooding, who has charge of

all social studies in the Junior High is taking up with the B Sixth grade the early history of man, starting with Egyptian civilization. The A sixth grade will study European history from the Dark Ages to the present. The 7th grade is starting with a history of the Red Men, while the 8th grade will begin their year's work in social studies with a unit on the changes brought about in America since 1800.

Dr. Lela Beebe, director of child welfare of Santa Barbara county, will hold a Child Health Conference at the High School Friday, September 8th, from 2 to 4. Dr. Beebe will also examine school children Thursday and Friday.

Enrollment for the opening day of school, September 5, 1933.

Main building—Kindergarten, 16; 1st, 30; 2nd, 21; 3rd, 30; 4th, 21; 5th, 27; 6th, 33; 7th, 28; 8th, 34.

Aliso school—1st, 42; 2nd, 26; 3rd, 22; 4th, 16; 5th, 11; 6th, 13; 7th, 8.

Teachers, Main building—Kindergarten, Miss Leona Smith; 1st, Mrs. Bertha Thurmond; 2nd, Mrs. Lucie Treloar; 3rd, Miss Eloise Mays; 4th, Mrs. Rita Unkefer; 5th, Mrs. Ruth Stombs; 6th, Miss Helen Swinney; 7th, Miss Martha Jayne Gooding; 8th, Mrs. Mary Rystrom.

Music and afternoon, 3rd grade—Miss Dorothy Clark; Sloyd and boys' physical ed.—Mr. Jesse Rathburn; Domestic Science and Aliso 1st—Miss Catherine Jones.

Aliso school—Miss Leila Robbins; Mrs. Ida Sinclair; Mrs. Georgia Nelson.

TODAY'S SCHOOL GIVES THE GRAMMAR SCHOOL CHILD A "NEW DEAL"

"Today's modern grammar school is one which indeed gives a 'new deal' to children," stated Harry A. Lintz, Superintendent of the Carpinteria Union Grammar School. "In

years gone by the predominate idea held by the educators was "School is a preparation for life." Today's 'new deal' in education reconstructs that idea to one of 'School is life itself,' he said.

"To this end, therefore, the present day curriculum and course of study work to bring about a schoolroom where the child lives as a social and self reliant individual, working happily with and for his fellows with the common good of the group as a goal.

"In the educational plan of today, the child finds information for his problems through his own research and thinking, learns self-expression rather than expression, is guided in becoming a good and dependable citizen of his room.

"Today's school deals little with the reproduction of other's experiences and the memorizing of facts and dates from a text. Rather, the child talks and writes of his own experiences in which he has a vivid interest and which are dear to him. The fact and date information he is taught how and where to find for himself, which later he may tell, in a social manner to interested classmates.

"Watching the children coming in the Carpinteria Grammar School Tuesday morning one wondered if their memories of school days might not be of a rosier hue than those of days gone by. Judging from the interest and interested looking faces as they entered their class rooms, one felt that they came with pleasure. One thought that perhaps the proverbial reluctant feet that from time immemorial have characterized the American small boy on his way to school have passed forever. It seemed indeed the day of a 'new deal' for children," he concluded.

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

Society

Mrs. John Dorrance entertained the following members of her bridge club Tuesday with a luncheon at El Cortijo: Mrs. Jerome Tubbs, Mrs. Martin Slaughter, Mrs. Felicie Hubbard, Mrs. C. B. Franklin, Mrs. E. F. Pendergast and the Misses Katherine and Myrtle Baillard.

Mrs. Jim Shepard was the guest of honor Wednesday at a tea given on her eighty-third birthday, at the home of Mrs. Gwynn Thurmond in Saticoy.

Members of the Afternoon Bridge Club honored Mrs. Frank Thurmond with a luncheon at the Plantation, Santa Barbara, Tuesday. Mrs. Thurmond was high lady in the club's regular bridge series, just concluded. Those present included the following members: Mesdames Joseph Schweizer, D. A. Carton, Nelson Simth, C. R. Bowen, H. C. Henderson, Dave Safwenberg, H. W. Morris, R. W. Morris, J. W. Dorrance and Frank Thurmond.

Nearly fifty friends of Roland Carter attended a beach party given in honor of his twenty-first birthday on Wednesday evening at the Rincon beach cottage of Francis Regamee and Rudy Scheidman, both of Santa Barbara.

BREVITIES

The following families enjoyed the week-end at Paradise camp: Mr. and Mrs. Marc Latham, Mr. and Mrs. Dave Safwenberg, Mr. and Mrs. Henry Sturmer, Mr. and Mrs. Harold Cadwell and Mr. and Mrs. Percy Houts.

Mrs. Thomas Dawe and Miss Bertha Hoffman of Santa Barbara spent yesterday with Mrs. Emma Marquis.

Mr. and Mrs. Richard Kistler and son, spent last week with relatives in Bell, California.

Mr. and Mrs. John Bailey and family were guests of her parents, Dr. and Mrs. H. C. Henderson, on Labor Day.

Mrs. Emma G. Marquis entertained Mr. and Mrs. F. M. Cavanaugh of Los Angeles on Sunday and Monday.

Mrs. Sumter Earle, accompanied by Mrs. Angie Phillips, of Carmel, is spending a few days with her daughter, Mrs. James French Dorrance. They returned Earle Dorrance from his summer vacation in time to enter high school here.

AVOCADO GROWERS CODE OF ETHICS COMPLETED

(Continued from Page One)

is signed by the Secretary of Agriculture, it will automatically force all handlers of avocados to abide by its provisions, regardless of whether or not they or one of their representatives signed the agreement.

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| 5.50x19 | 11.50 |

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Be sure to tune in on the Columbia-Don Lee Network at 9 p. m. Sunday for the show that will dominate the Air every Sunday night!

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ALL CAPPED Bottles
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MONTE VISTA DAIRY

SPORTS

Sam Gets Draw In Battle at Pismo Beach

Carpinteria's gift to the squared circle following held his own at the Pismo bouts, held on Labor Day at the northern beach.

Sam fought a Los Angeles boy who had a big reach and plenty of wallop, but it wasn't too much for Sam, who took two of the four rounds for a draw, according to the judges.

The local glove pusher picked up some resin on his shorts in the second round, when a stiff right sat him on the canvas, but he was up at the count of two and went the rest of the route on his own power.

It was Sam's first appearance on any card other than the Ventura Athletic Club's, where he has won himself a following by showing a neat right hook and two rows of gleaming ivories which, after several encounters, are still intact.

H.S. Football Schedule Indicates Tough Season

(Continued from Page One)

and Schuyler. Others who made their letters are: Petit, R. Opple, Taka Hirashima and Ralph Woods. Those who made B letters last year and are trying for a place on the A team this year include: Masonheimer, Maxfield, Hendy, White and Lopez.

Others who are said to have already shown excellent promise of breaking into the starting lineup are W. Lambert, Valasquez, J. Peterson, J. Lambert, Coffman, C. Husted, J. Schweizer, Norlin, McKnight, Ramirez and Bates.

Newcomers who have turned out in order to learn the fundamentals include: Wescott, Mackey, Joe and Richard Rodriguez, Reid, Evans, F. Masonheimer, Fransco, Ezaki, Quinlan, Boydsdon, L. Smith, Kohler, Dorrance and Hubbard.

THE METHODIST CHURCH

C. P. Moore, Pastor

Sunday school at usual hour. At the morning worship hour the 'Sacrament of Infant Baptism will be observed. Parents desiring to have their small children christened and dedicated to God will be welcomed at the altar with their children at the beginning of the morning service. Previous notice of intention will be appreciated.

Sunday is the beginning of the observance of "Constitution Week." The pastor will speak on "Christian Responsibility." The following Sunday the theme will be "God in American History" or "Keeping God in the Constitution," to be rendered by special request of the Lions International. All local Lions cordially invited.

Combined young people's devotional, followed by a sermon at 7 p. m. Woman's Missionary Society meets Wednesday at Mrs. C. E. Bailard home, 2:30 p. m. Hostesses, Mrs. C. E. Bailard and Miss Myrtle Bailard. Members and visitors are cordially invited.

STRAYED HORSE

Medium sized bay saddle horse, long mane, tail & forelock. Finder please notify J. H. WADSWORTH, Brentner Ranch Carpinteria 4433.



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Assemblyman Bliss Writes About Govt.

(Continued from Page One)

which have come and gone during the history of the United States. It may be that the other depressions have been somewhat similar, but this one has lasted so long and has been in many respects so different from the others that at last people everywhere are beginning to recognize the fact that this one stands apart in the history of the nation.

We have been told that the depression was due to the World War, that it was due to an orgy of speculation in stock and bonds and real estate and other kinds of investments, and that it was due to many other different causes. Probably every one of these things has had something to do with bringing on our troubles, but each one of those things just mentioned is more of an aggravating feature than a fundamental cause. When a man lies sick of a fever, an uncomfortable bed, noise outside of his room, or poor food may aggravate his disease, but they are not the cause of the disease.

The physician will look deeper and attempt to locate the cause some-

where else. It may be congestion of one of the vital organs, it may be the infection of some germ or cancerous growth.

Just what can we find as the probable cause of the depression? While there are many things which contribute to bring about any condition of human affairs, the only thing upon which we can put our fingers is the most likely basic cause of this depression has been pointed out for some time by a group of thinkers who have been called "Technocrats." Much fun has been poked at the Technocrats, but it is increasingly apparent that President Roosevelt and the administration at Washington are accepting the theory advanced by the Technocrats. And just what is this theory?

Let's hear from them next week.

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

THURS., FRI., SAT.
LIONEL BARRYMORE in
"SWEEPINGS"

with Allen Dinehart, Gloria Stuart
William Gargan, Gregory Ratoff
From the famous novel by Lester Cohen.
and 2nd Chapter 'Heroes of the West'

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GROCERIES

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 CHALLENGE PER LB. **24c**

M. J. B.
COFFEE
Per Lb.
30c

STRING BEANS
2 for
15c

PRIDE O' WEST
COFFEE
Per Lb.
17c

Honey Maid GRAHAM CRACKERS, lb. **16c**

Milk

 ALL BRANDS 3 CANS FOR **16c**

SHREDDED WHEAT, per package **11c**

HEINZ VINEGAR
Pints . . **8c**
Qts. . . **15c**

MARCO
DOG FOOD
5c

LUX
Small . . **9c**
Large . **21c**

RINSO, Large Pkg., **19c**, Small Pkg. . . . **7½c**

BEST FOODS

Mayonnaise

 Pints **24c**
Quarts **44c**

MEATS

FRESH GROUND
Hamburger 3 lbs. 29c

MONTEREY
JACK CHEESE, lb. **17½c**

Bacon Squares, lb. **10c**

LUER'S HYGRADE — BULK
Lard 4 lbs. 33c

Pork Steak, lb. **15c**

LEAN MEATY
SHORT RIBS, lb. **10c**

STEER BEEF
POT ROAST Chuck per lb. **11½c**
Round Bone, lb. **14c**

CUDAHY — ½ LB. PKG.
GOLD COIN BACON **12½c**

SHANK CUT — 3 lb. Average
PORK ROAST, lb. **9½c**

MILK FED
Veal Rst. Shoulder Blade cut lb. **12c**
Round Bone cut, lb. **15c**

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